

Project Design Phase -I

Solution Architecture

Date	02 November 2023
Project title	How to add google analytics to a website

Setup and Integration:

- Create Google Analytics account and obtain tracking ID.
- Embed tracking code in website's HTML.

Customization and Configuration:

- Define goals, custom dimensions, and metrics.
- Configure event tracking, e-commerce (if needed), and content grouping.

Data Management and Filters:

- Apply filters to exclude irrelevant traffic.
- Set up views for specific reporting needs.

Reporting and Maintenance:

- Generate custom reports and visualizations.
- Regularly audit and update tracking setup.
- This streamlined approach covers the key steps for implementing Google Analytics effectively.

Solution Architecture Diagram:



