NAAN MUDHALVAN

PROJECT

DIGITAL MARKETING

PROJECT NAME:

HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

TEAM MEMBERS:

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HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE:

Google Analytics:

Google Analytics is a powerful web analytics tool that enables website owners to track and analyze user behavior on their sites. It provides valuable insights into visitor demographics, source of traffic, popular content, and conversion rates. With this data, you can make data-driven decisions to optimize website's performance, improve user experience, and achieve online goals.

Google Account details:

Mail Id: automatarobotics8@gmail.com

Password: a8u9t2o0m0a2ta

Website address: https://automataroboticcs.blogspot.com/

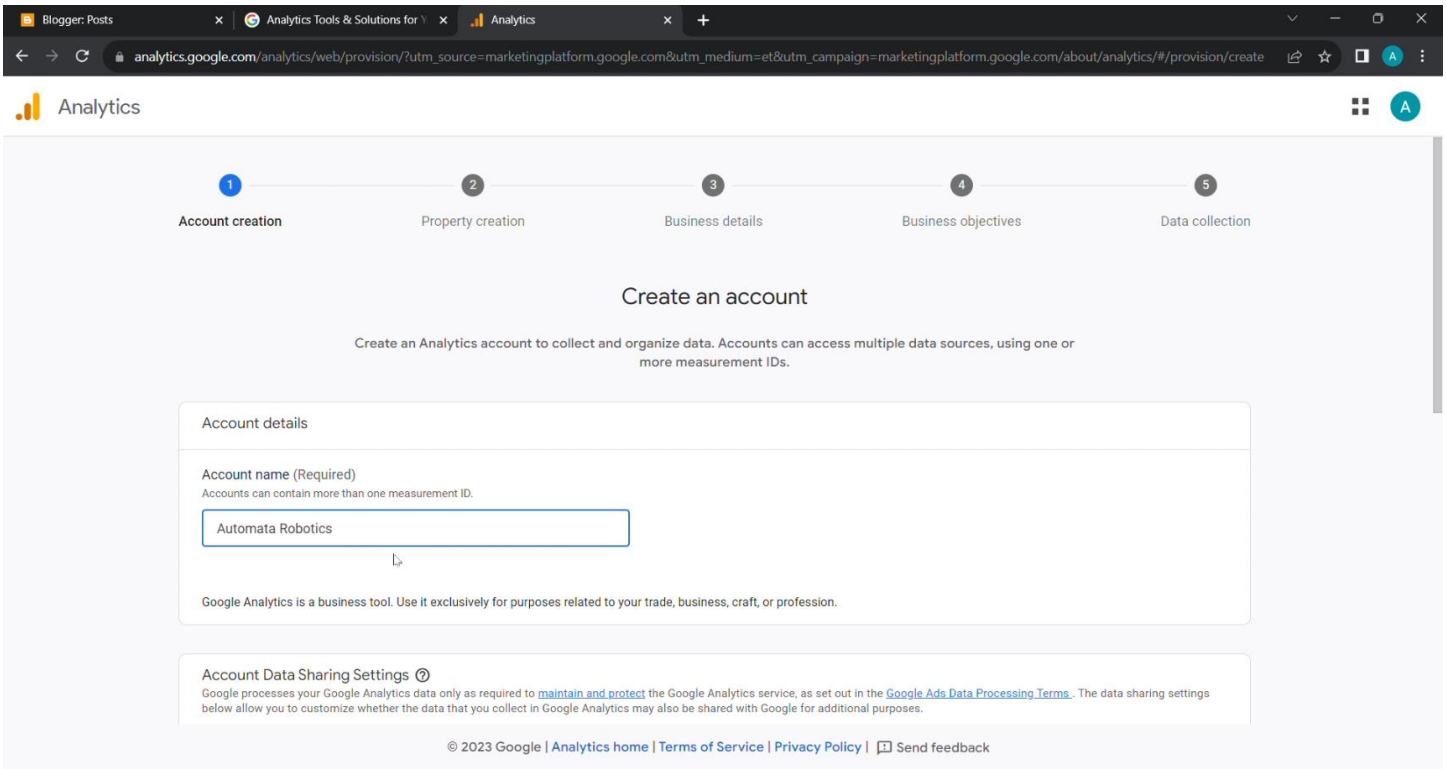
Video link: https://youtu.be/oHDI4o6uj9Y

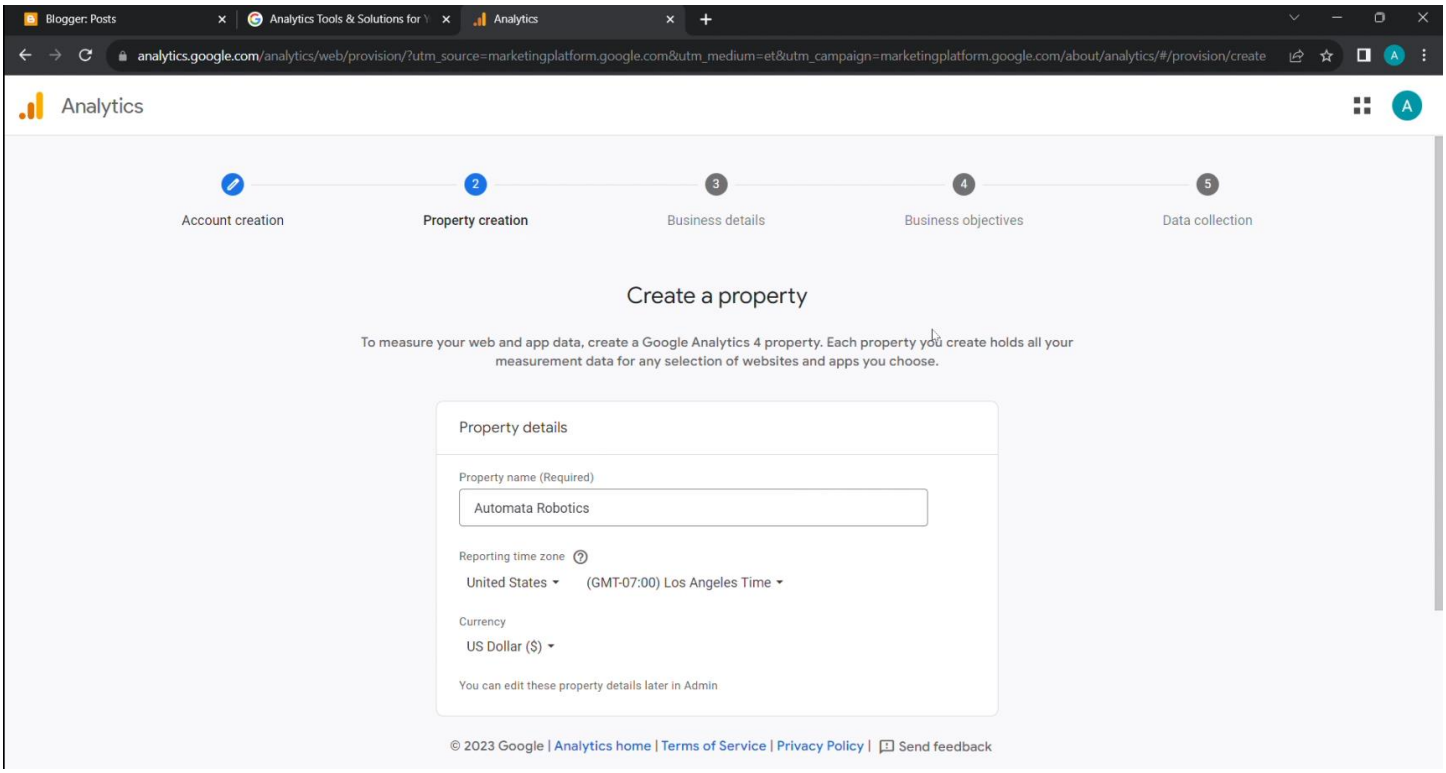
Google Analytics Tracking Code :

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-XBJL2TFJ12"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-XBJL2TFJ12');
</script>
```

Google Analytics Account Setup:




Blogger: Posts
Analytics Tools & Solutions for
Analytics
analytics.google.com/analytics/web/provision/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com/about/analytics/#/provision/create
Analytics
Account creation
Property creation
Business details
Business objectives
Data collection
Create a property
To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.
Property details
Property name (Required)
Automata Robotics
Reporting time zone
United States
(GMT-07:00) Los Angeles Time
Currency
US Dollar ($)
You can edit these property details later in Admin
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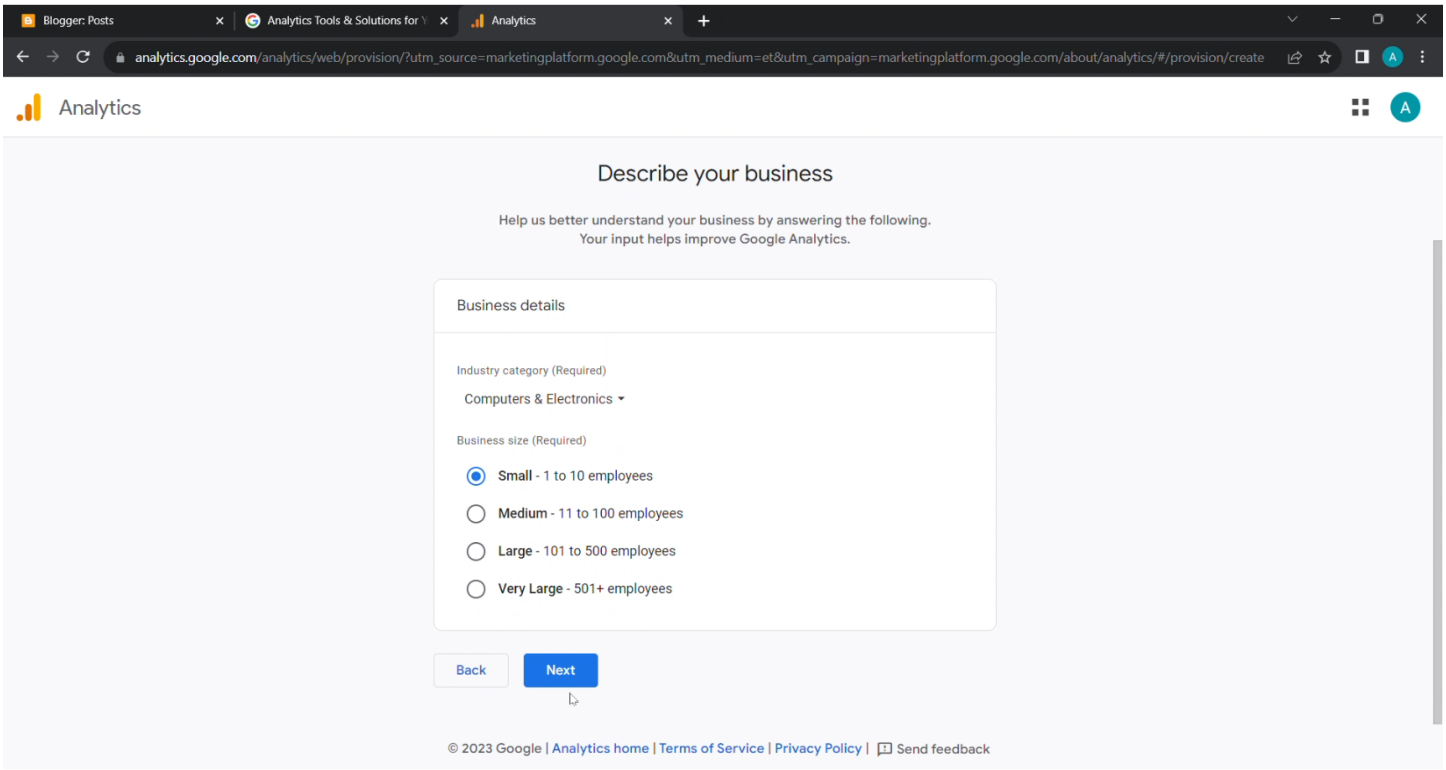
Blogger: Posts
Analytics Tools & Solutions for
Analytics
analytics.google.com/analytics/web/provision/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com/about/analytics/#/provision/create
Analytics
Describe your business
Help us better understand your business by answering the following.
Your input helps improve Google Analytics.
Business details
Industry category (Required)
Computers & Electronics
Business size (Required)
Small - 1 to 10 employees
Medium - 11 to 100 employees
Large - 101 to 500 employees
Very Large - 501+ employees
Back
Next
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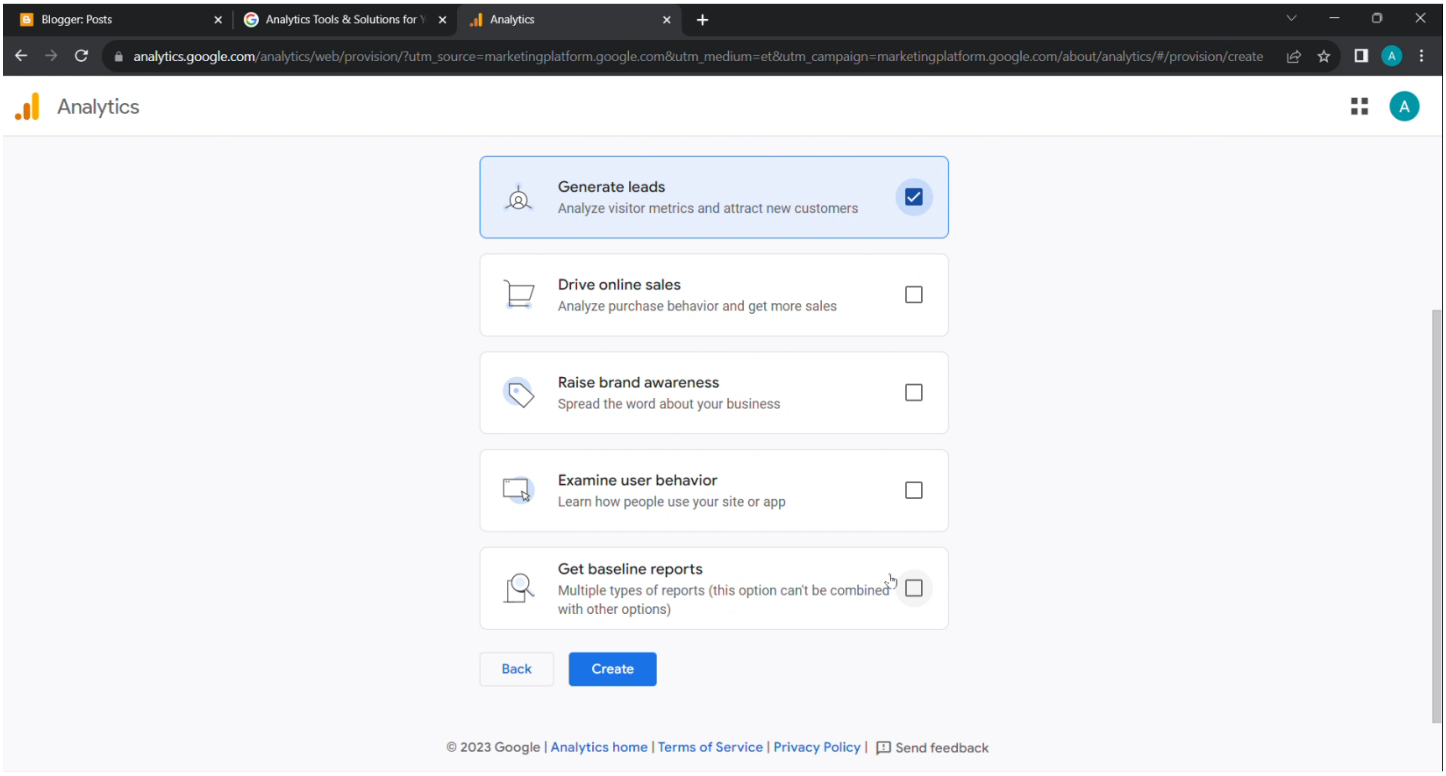
Blogger: Posts
Analytics Tools & Solutions for
Analytics
analytics.google.com/analytics/web/provision/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com/about/analytics/#/provision/create
Analytics
Generate leads
Analyze visitor metrics and attract new customers
Drive online sales
Analyze purchase behavior and get more sales
Raise brand awareness
Spread the word about your business
Examine user behavior
Learn how people use your site or app
Get baseline reports
Multiple types of reports (this option can't be combined with other options)
Back
Create
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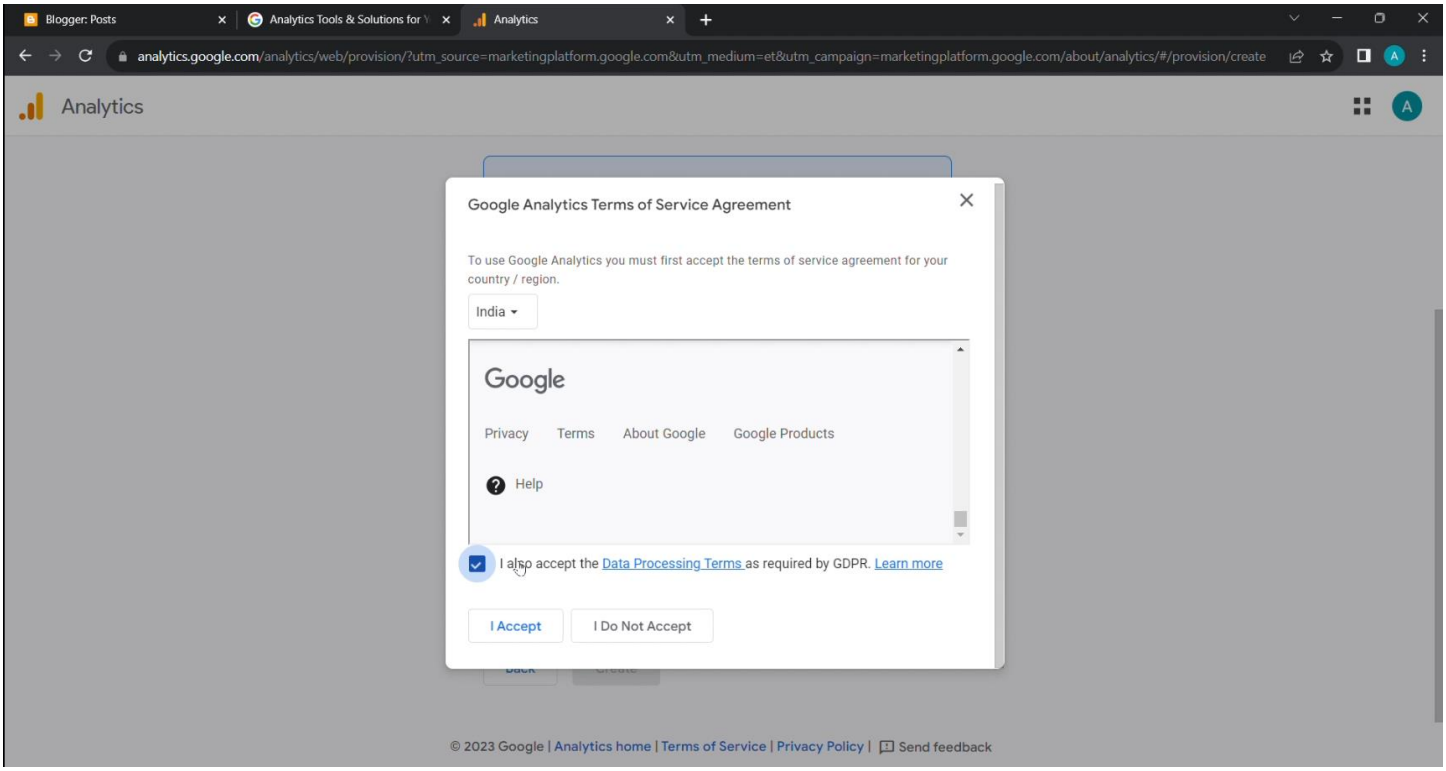
Blogger: Posts
Analytics Tools & Solutions for
Analytics
analytics.google.com/analytics/web/provision/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com/about/analytics/#/provision/create
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To use Google Analytics you must first accept the terms of service agreement for your country / region.
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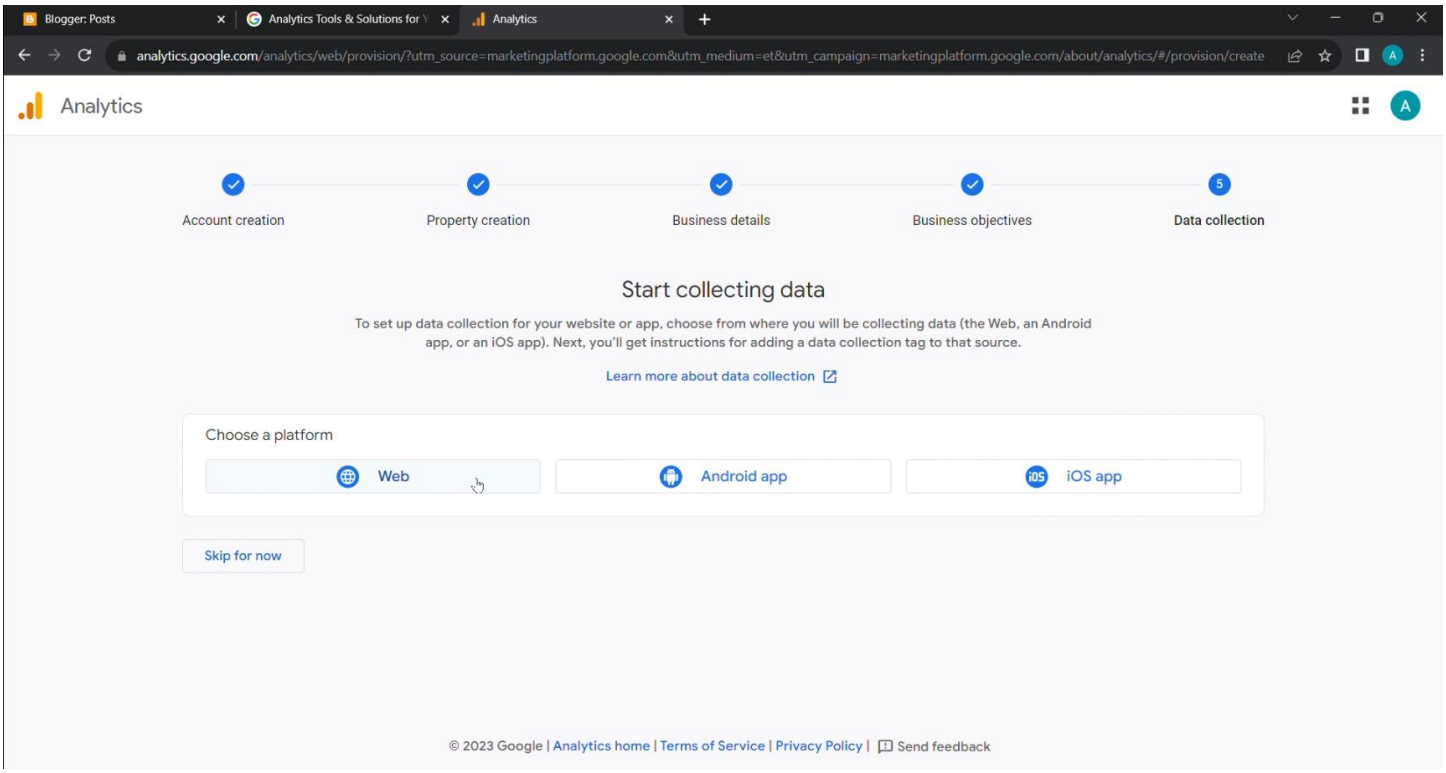
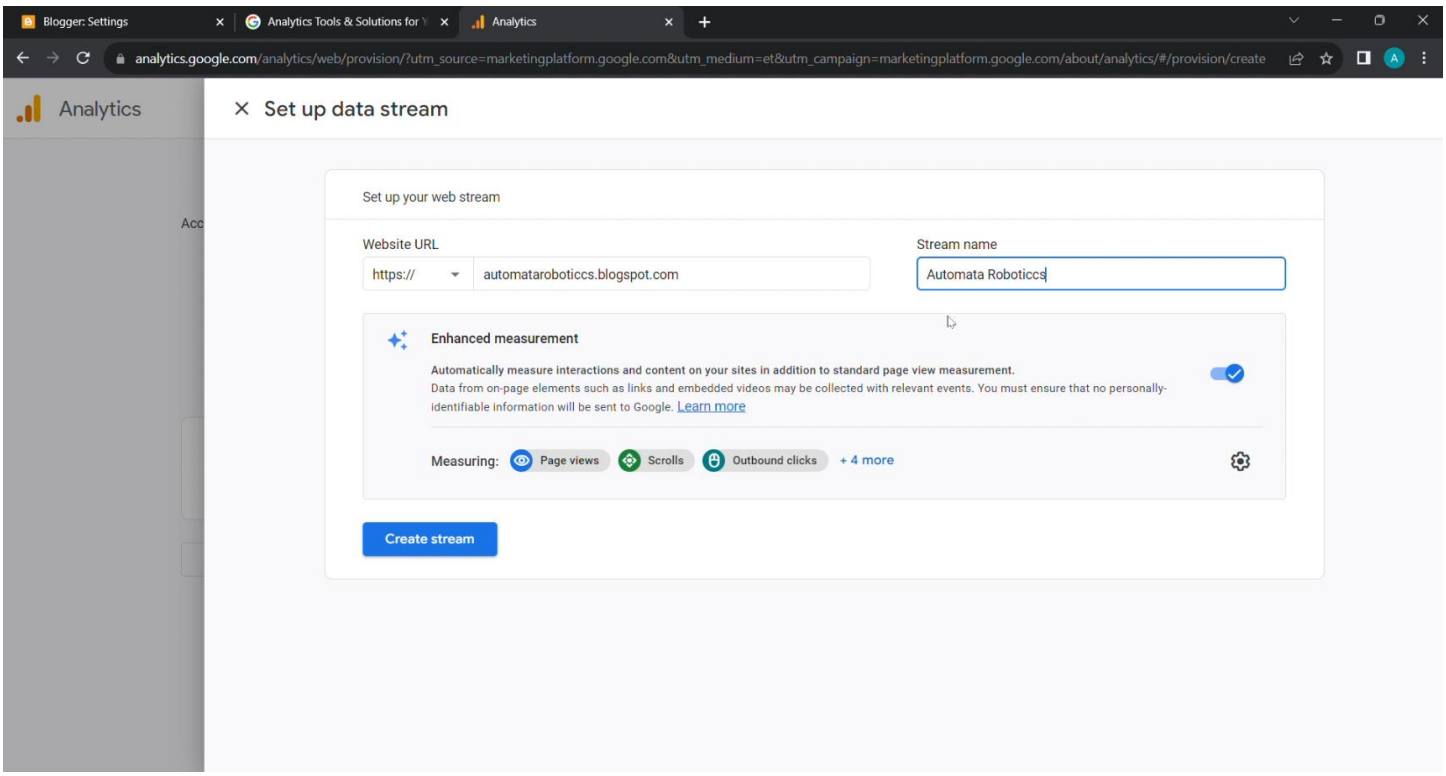


How to link the google analytics to website:



Installation instructions

Install with a website builder or CMS | Install manually

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

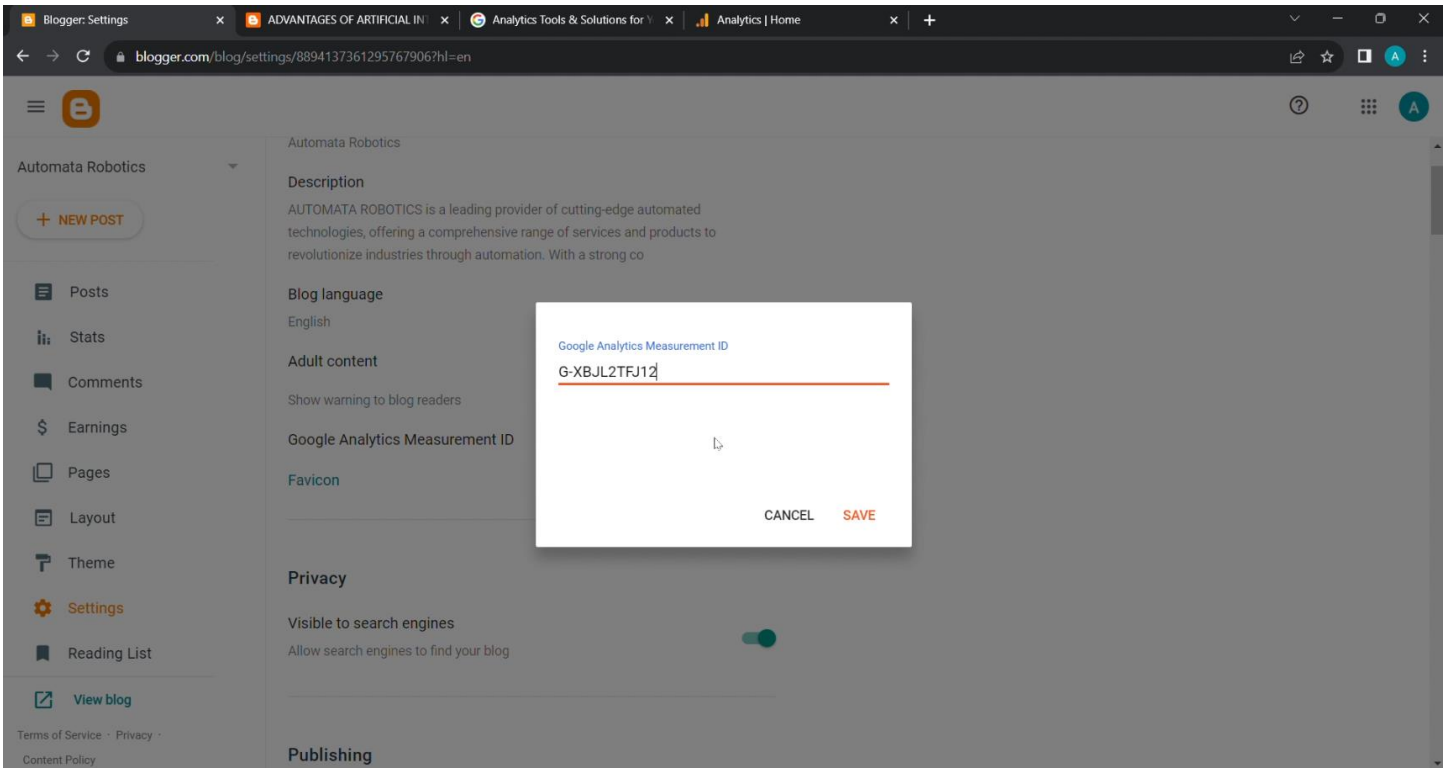
```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-XBJL2TFJ12"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-XBJL2TFJ12');
</script>
```

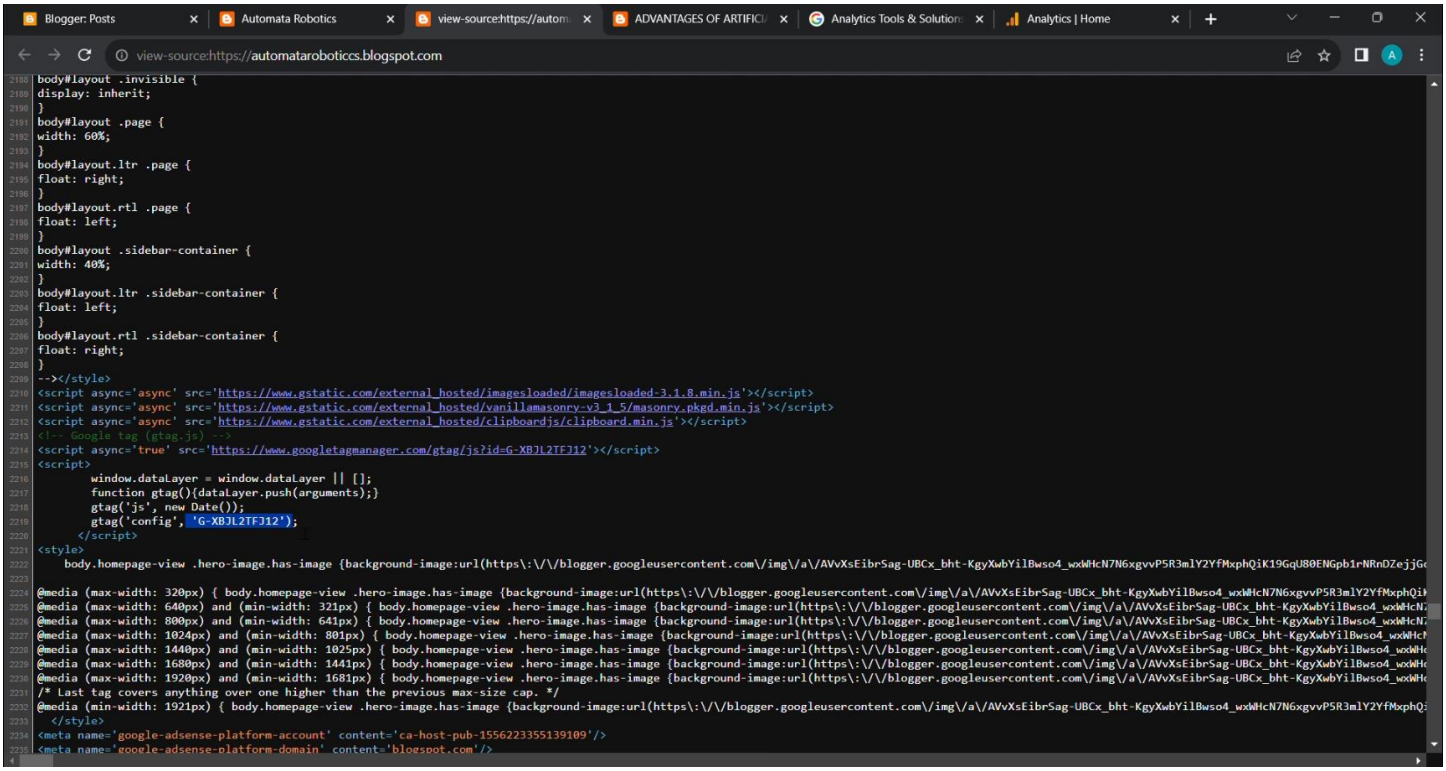
Use Google Tag Manager?

For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager.
Learn more about Google Tag Manager

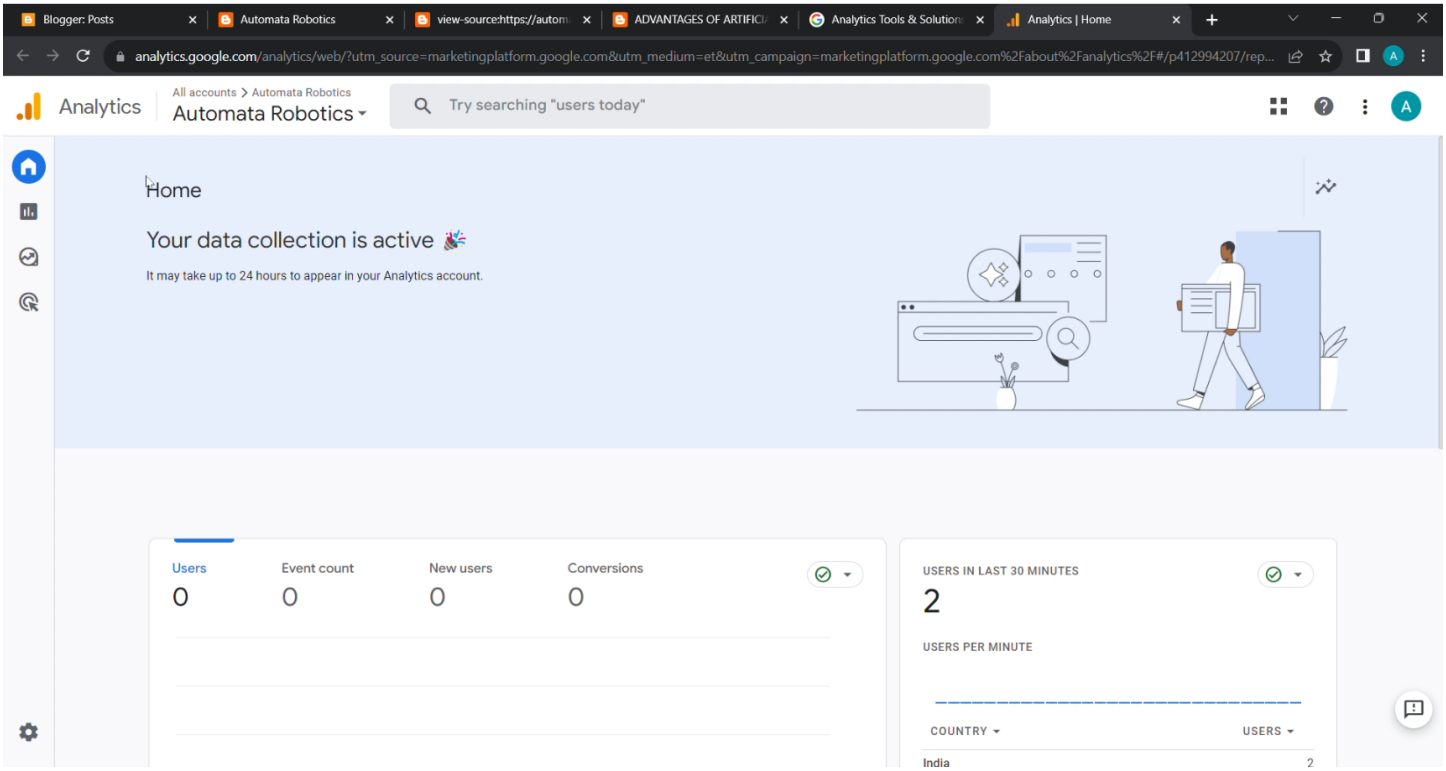
- Adding the google measurement id to the website .

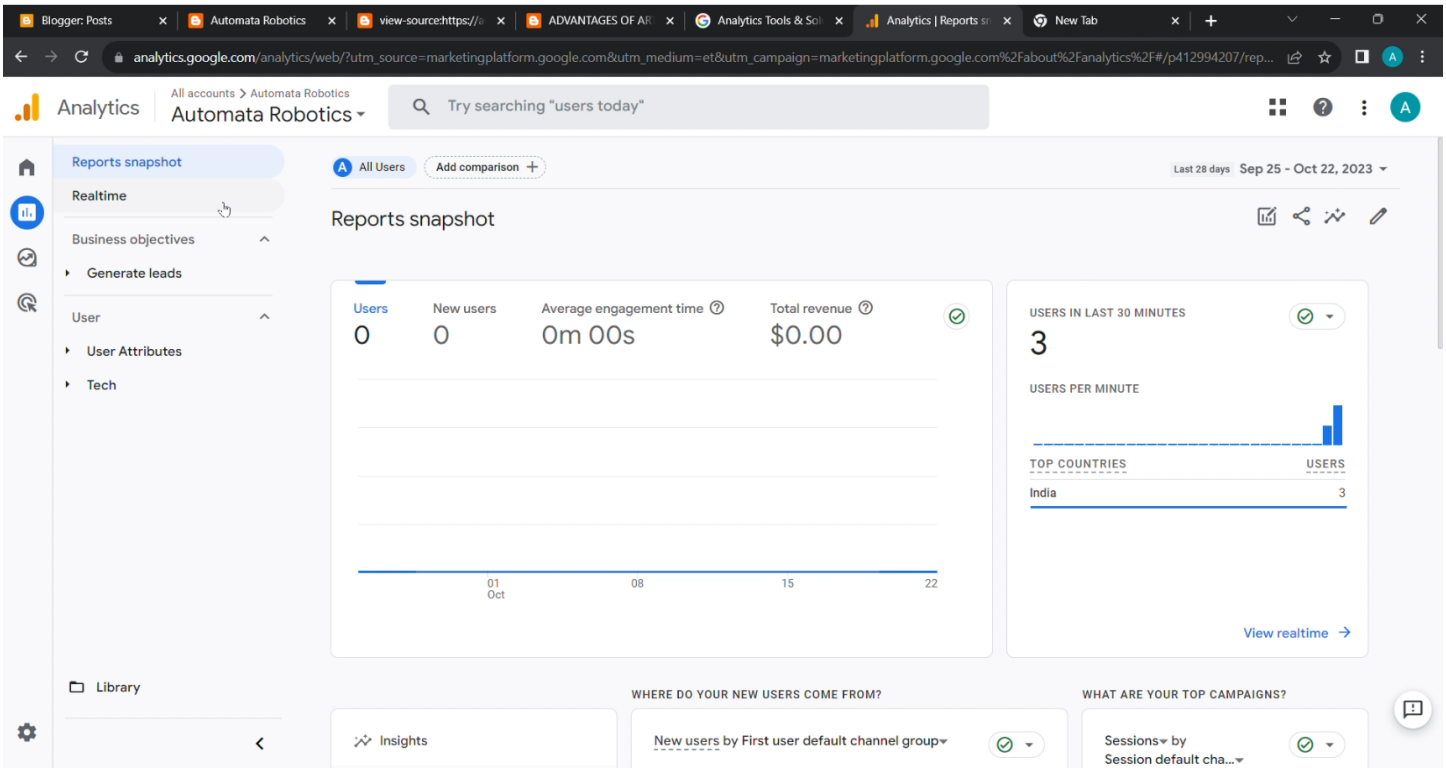


- The google measurement id is placed in the html page of the website .

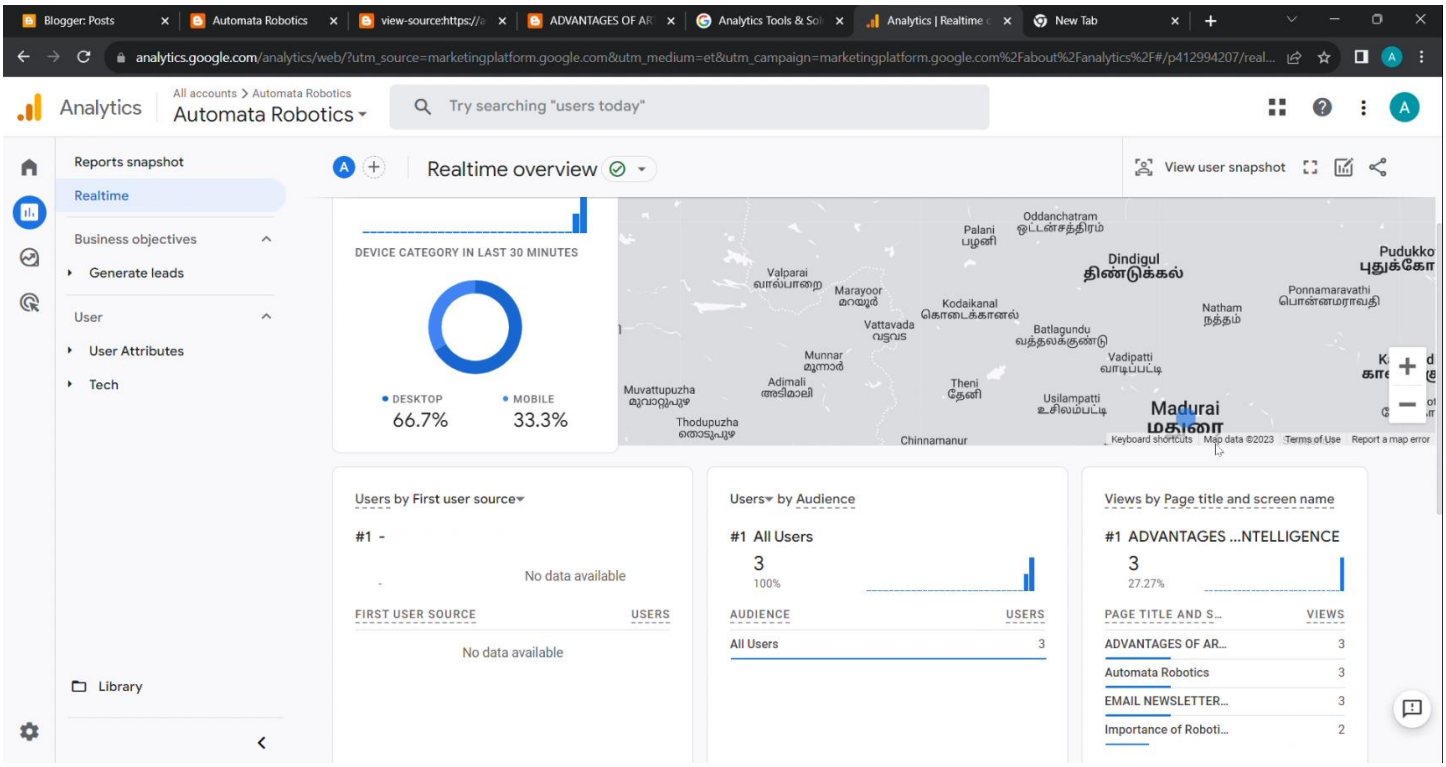
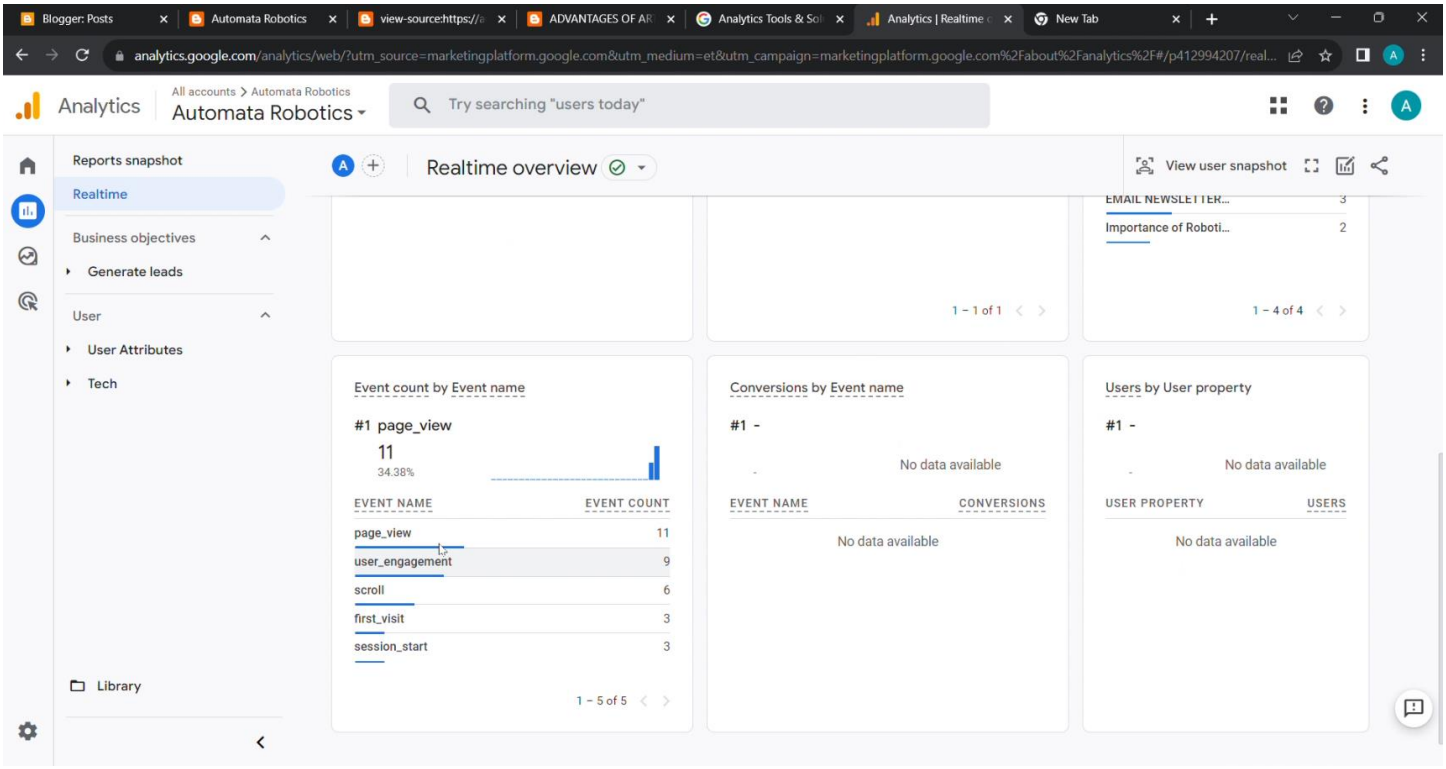


- The data collection is successfully started .





- This page gives several information about the website's usage .



- It gives the details like the page engagement, page views, location of the users and so on .