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/

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:

analytics.google.com/analytics/web/provision/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com/about/analytics/#/provision/create

Analytics

①	②	③	④	⑤
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 ⑦

United States ▾   (GMT-07:00) Los Angeles Time ▾

Currency

US Dollar ($) ▾

You can edit these property details later in Admin

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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

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Blogger: Posts × | Analytics Tools & Solutions for Y × | 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

Blogger: Posts × | Analytics Tools & Solutions for Y × | 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

Google Analytics Terms of Service Agreement ✕

To use Google Analytics you must first accept the terms of service agreement for your country / region.

India ▾

Google

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❓ Help

☑ I also accept the Data Processing Terms as required by GDPR. Learn more

I Accept   I Do Not Accept

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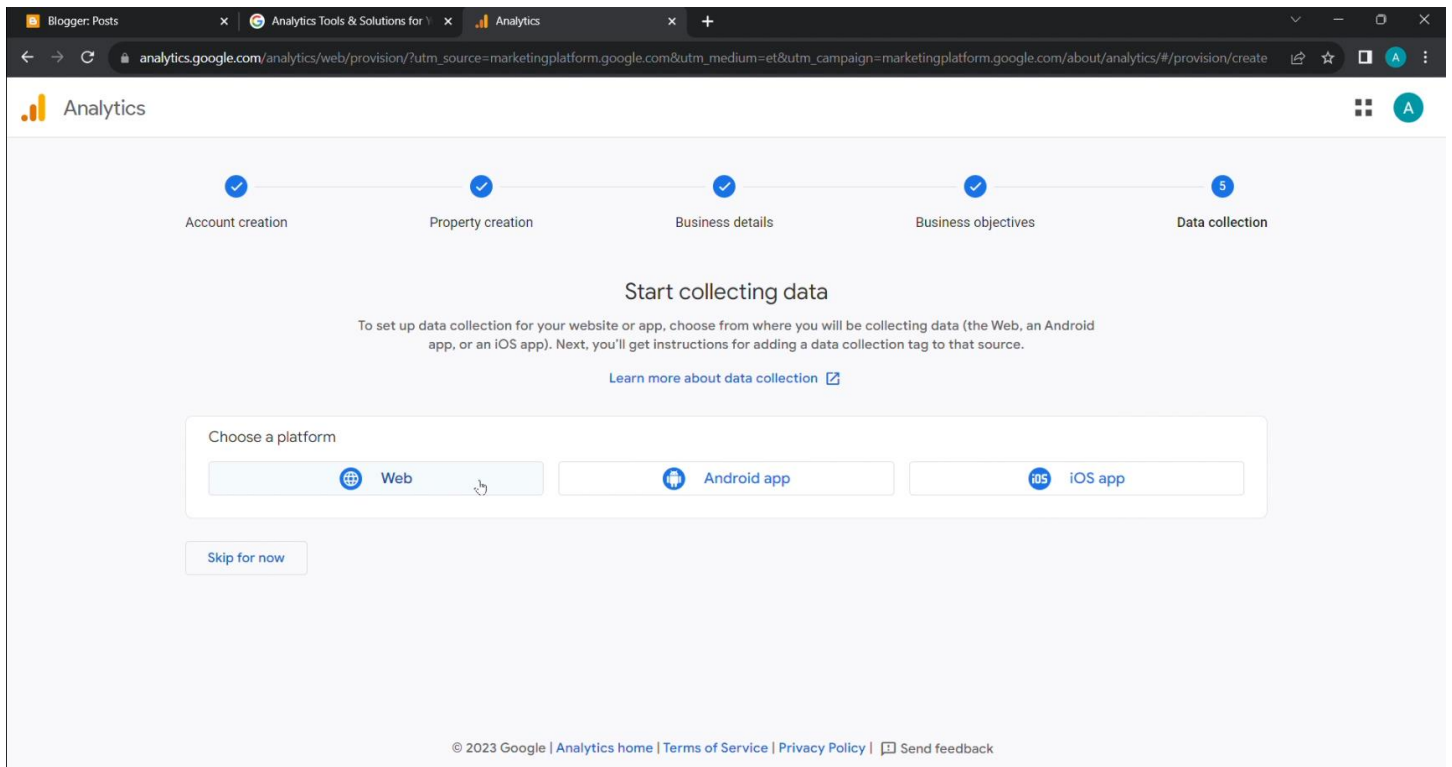
How to link the google analytics to website:
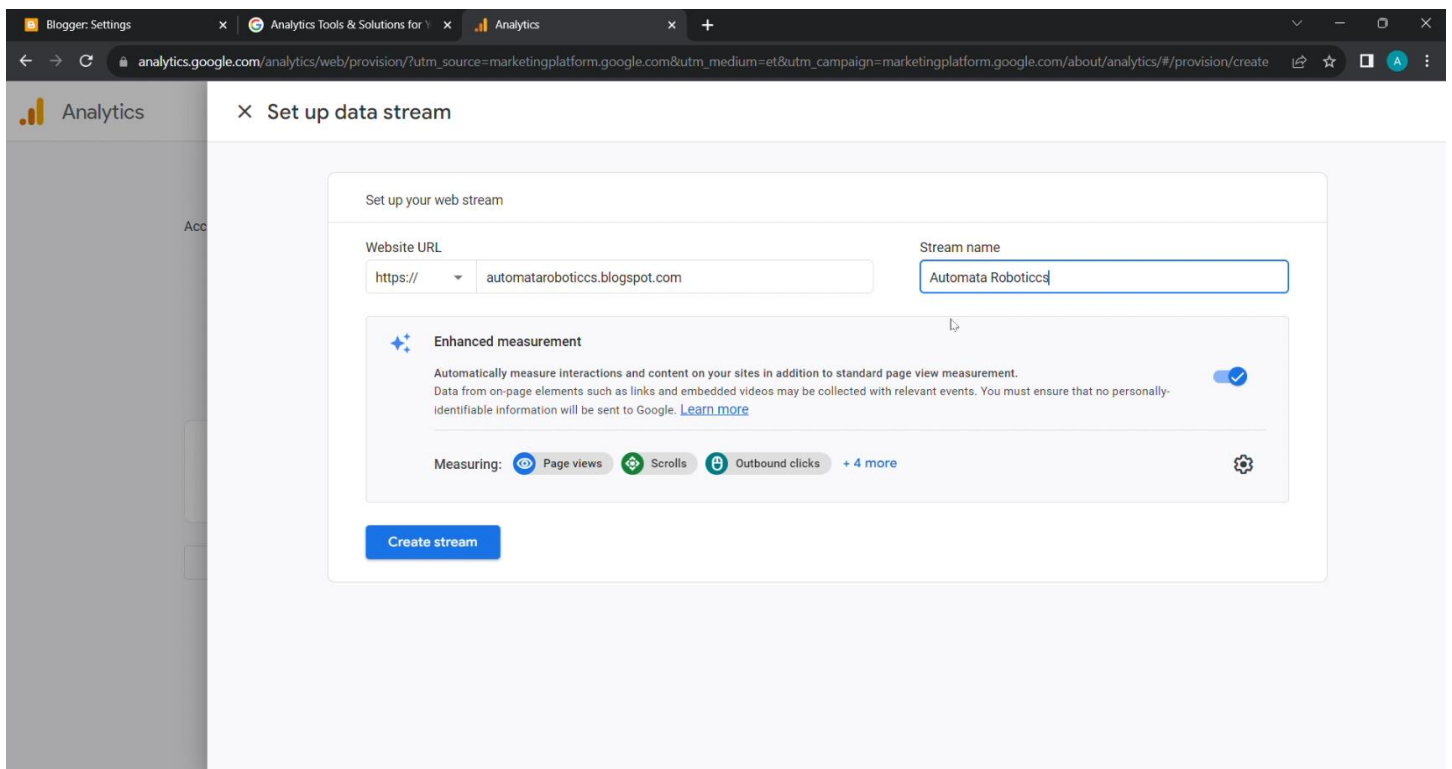
Install with a website builder or CMS	Install manually

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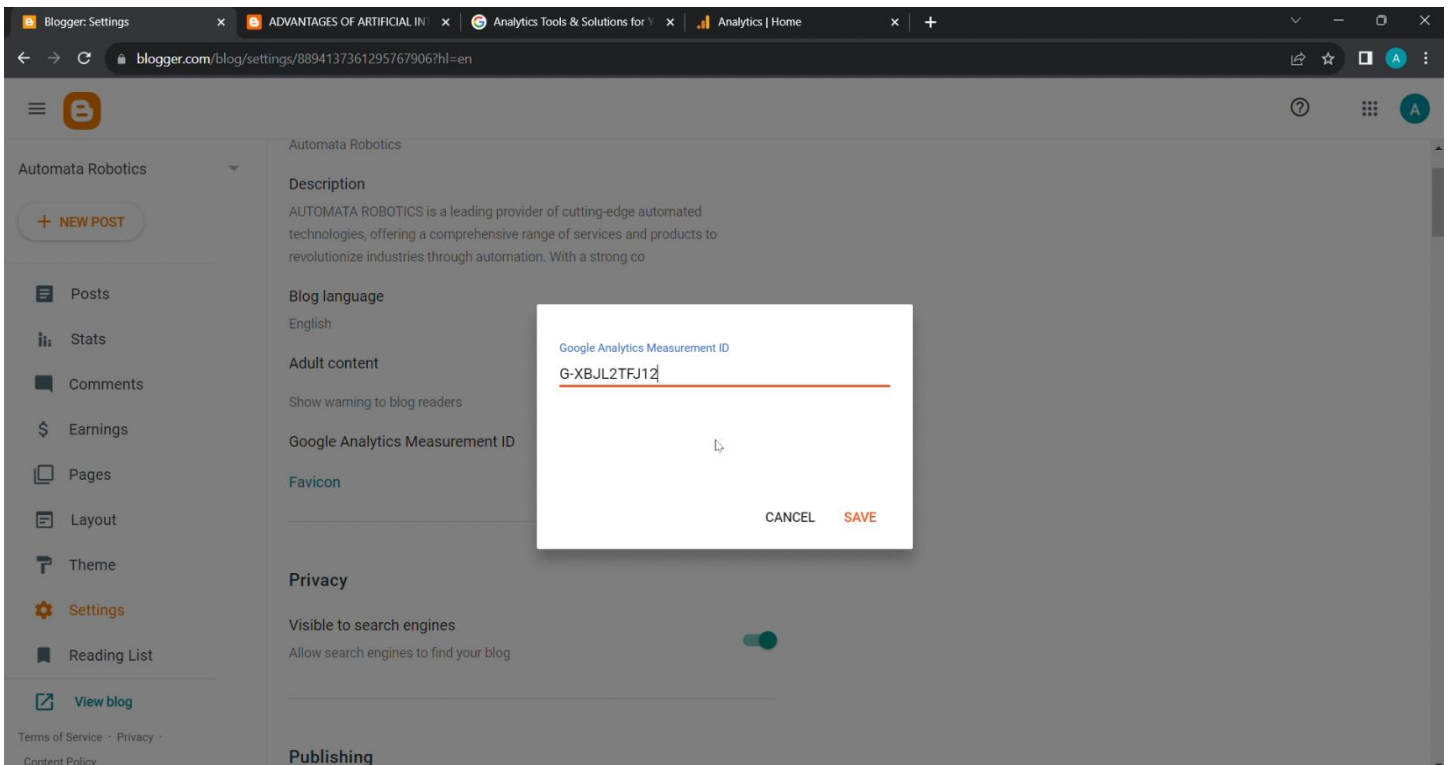
```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-XBJL2TFJ12"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  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 .

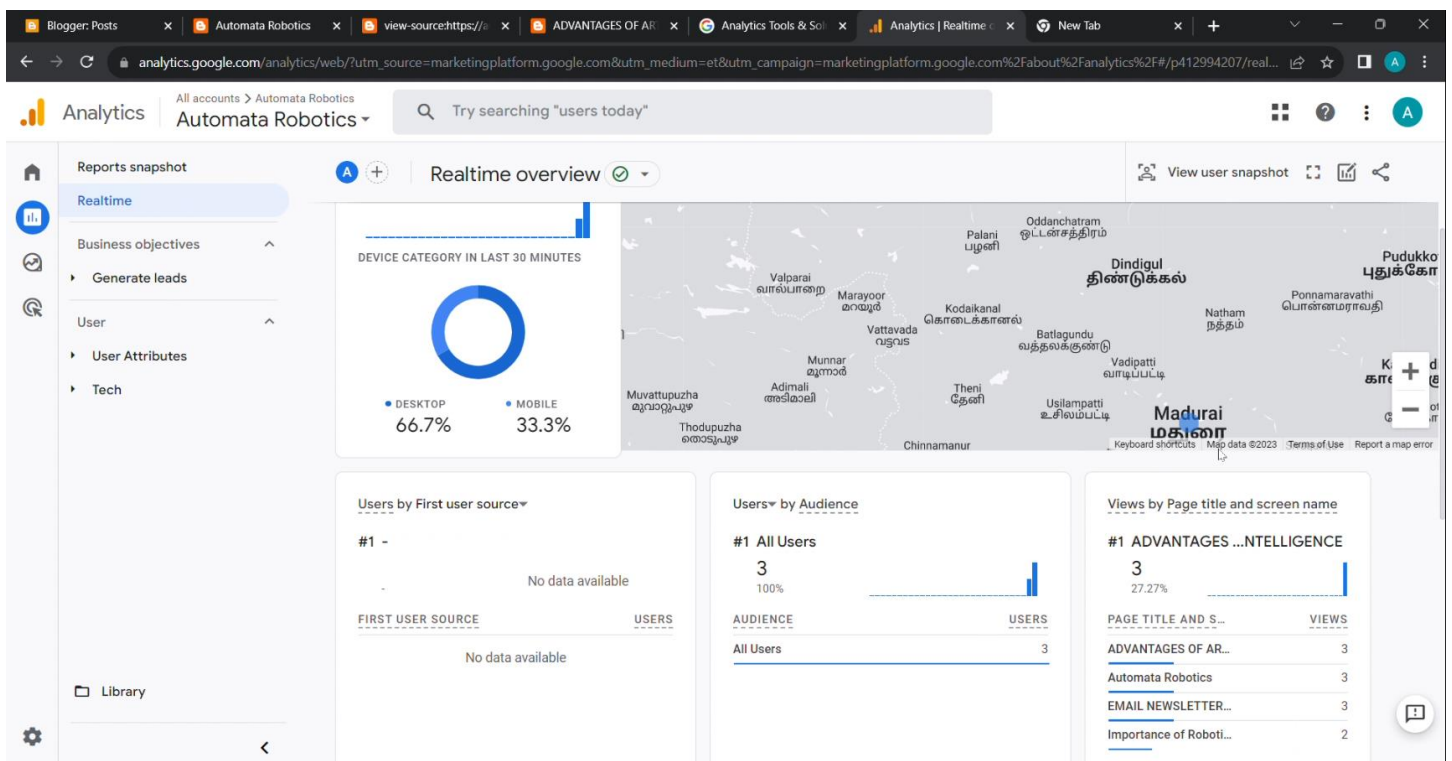- The google measurement id is placed in the html page of the website .

- The data collection is successfully started .
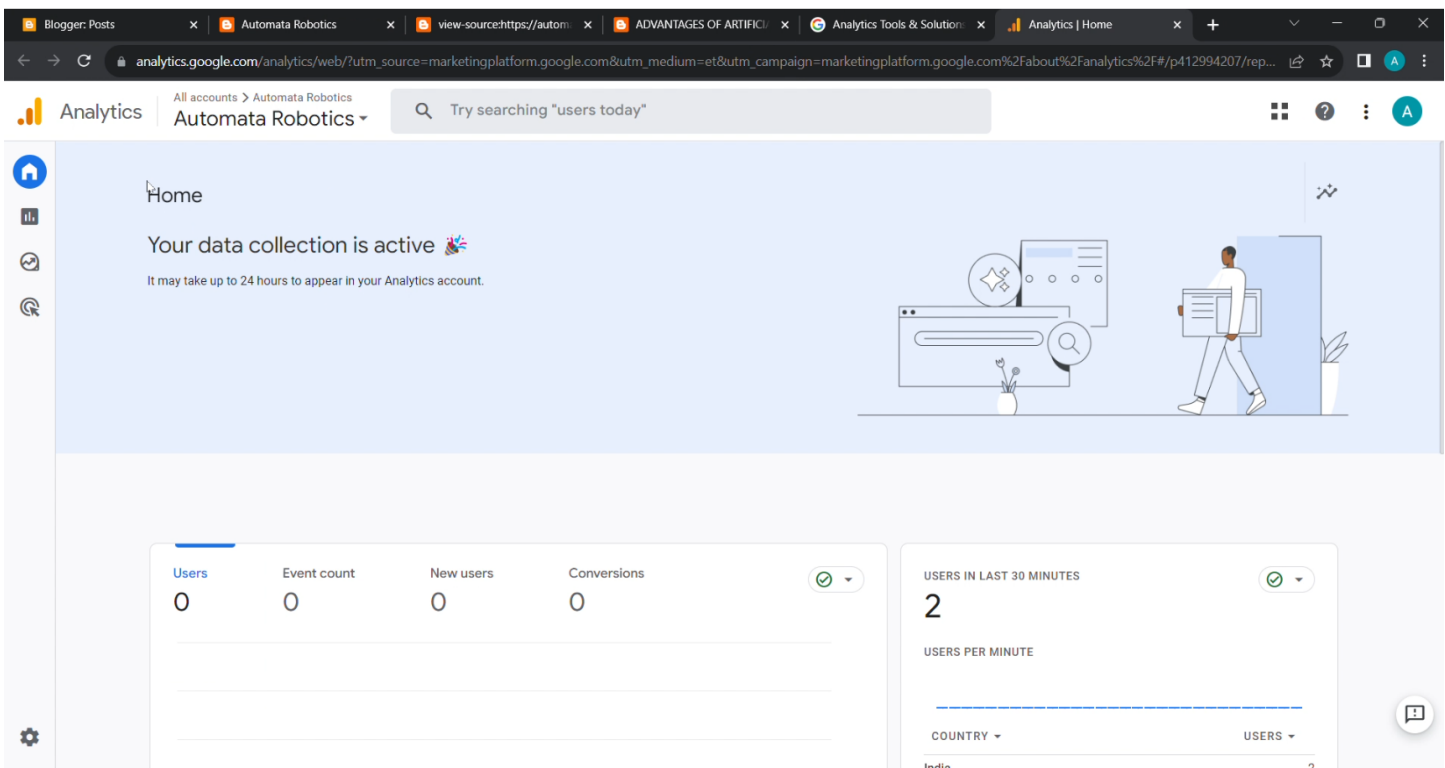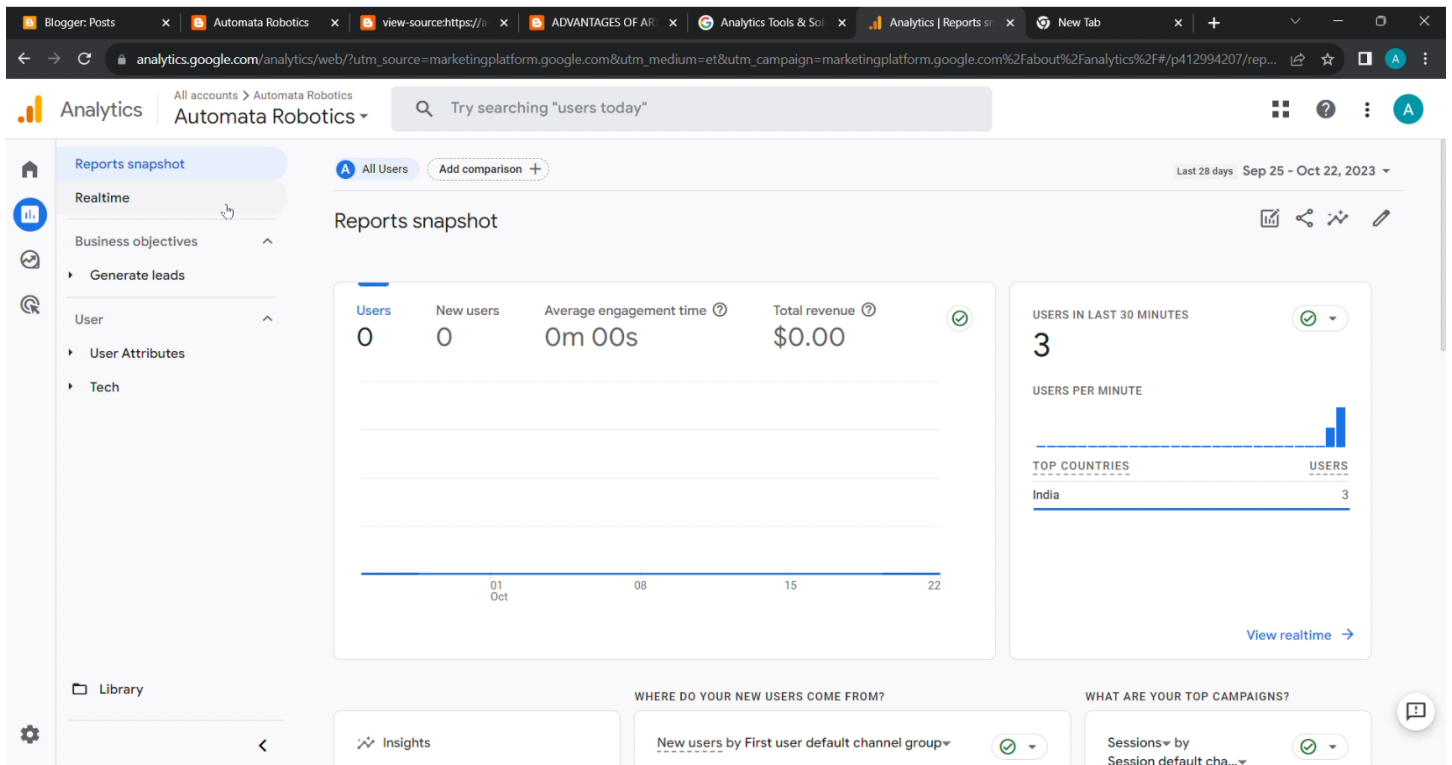
- This page gives several information about the website's usage .

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