

NAAN MUDHALVAN
PROJECT
DIGITAL MARKETING

PROJECT NAME:

HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

TEAM MEMBERS:

ABIKASH SHIVAM G; AU913120104003

ARUN KUMAR R; AU913120104304

RAJAPANDI P; AU913120104305

VISHNU KUMAR S; AU913120104308

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://automataroboticscs.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

1 Account creation 2 Property creation 3 Business details 4 Business objectives 5 Data collection

Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID.

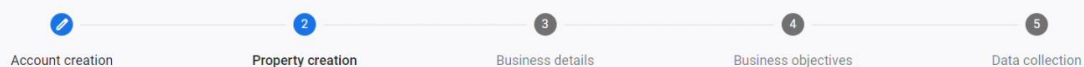
Automata Robotics

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

Account Data Sharing Settings ⓘ

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

© 2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)




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

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


Blogger: Posts x Analytics Tools & Solutions for x Analytics x +


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](#)

© 2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)

Blogger: Posts x Analytics Tools & Solutions for x Analytics x +

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

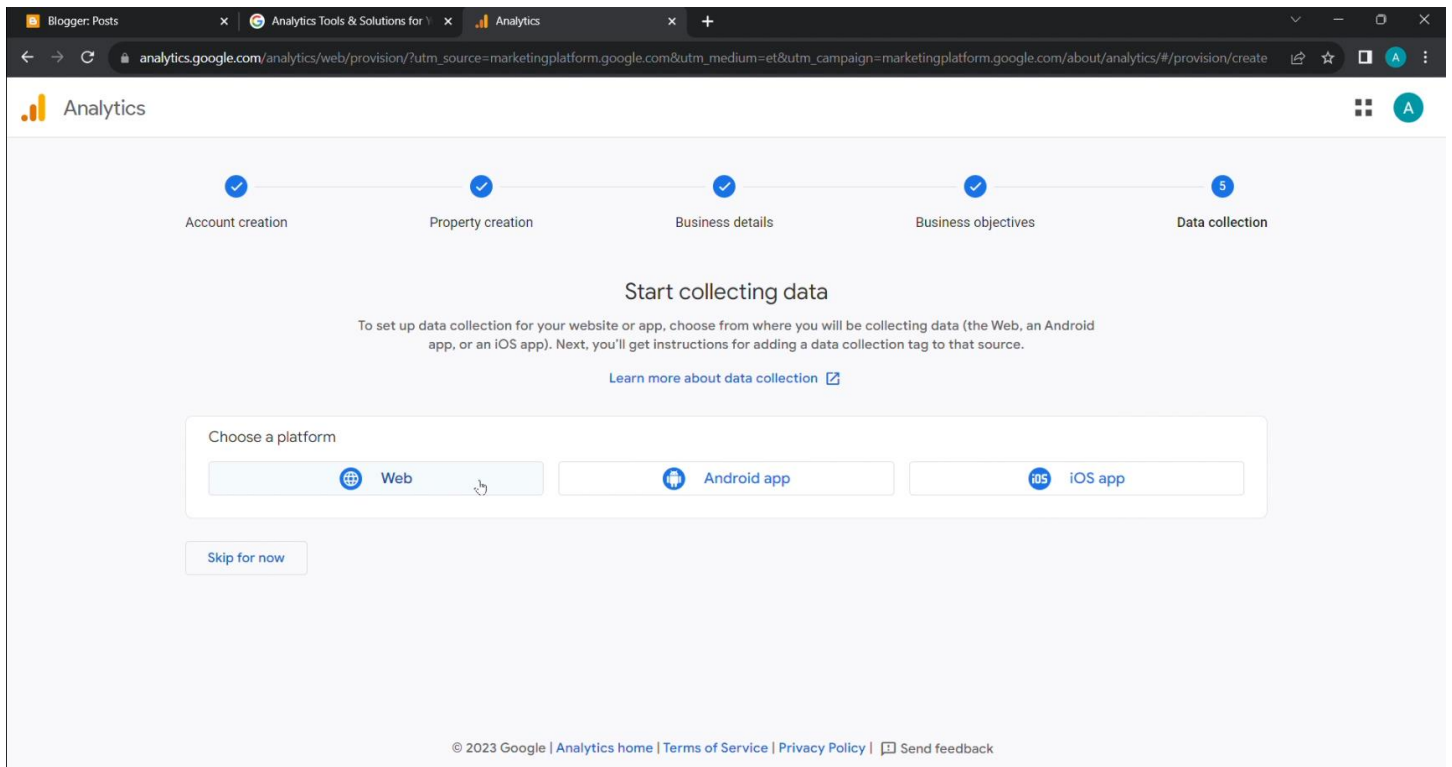
[Privacy](#) [Terms](#) [About Google](#) [Google Products](#)

[? Help](#)

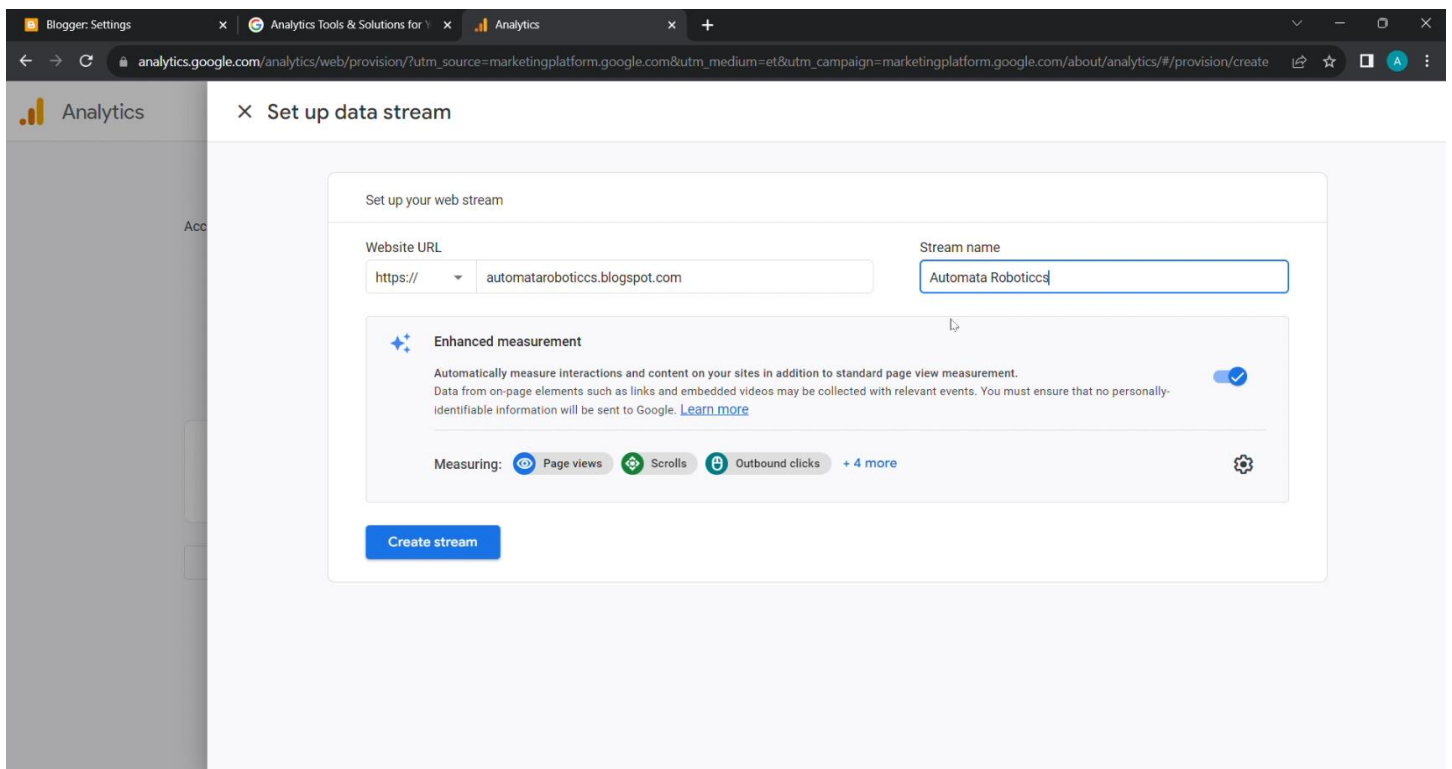
☒ I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

[I Accept](#) [I Do Not Accept](#)

© 2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)



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.

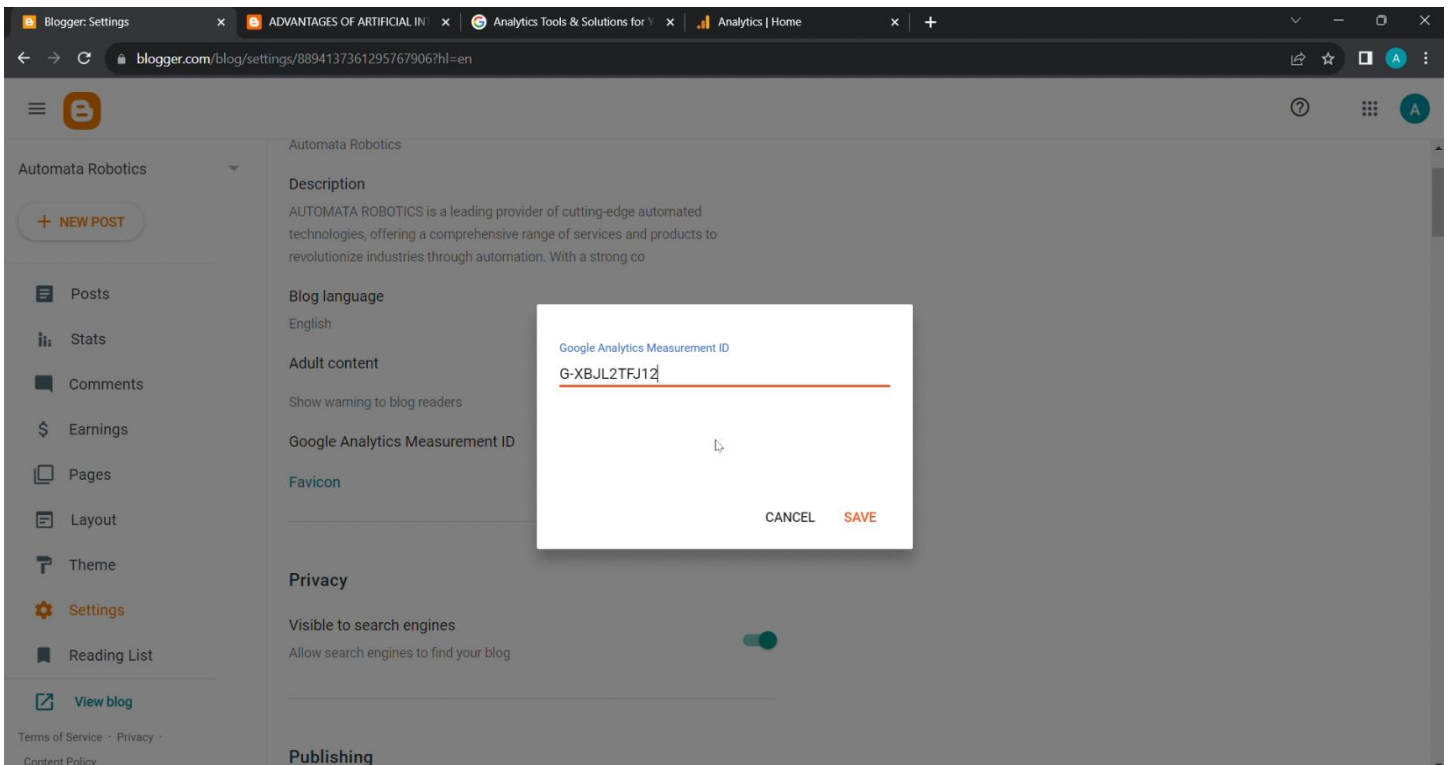
```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-XBJL2TFJ12"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  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 .



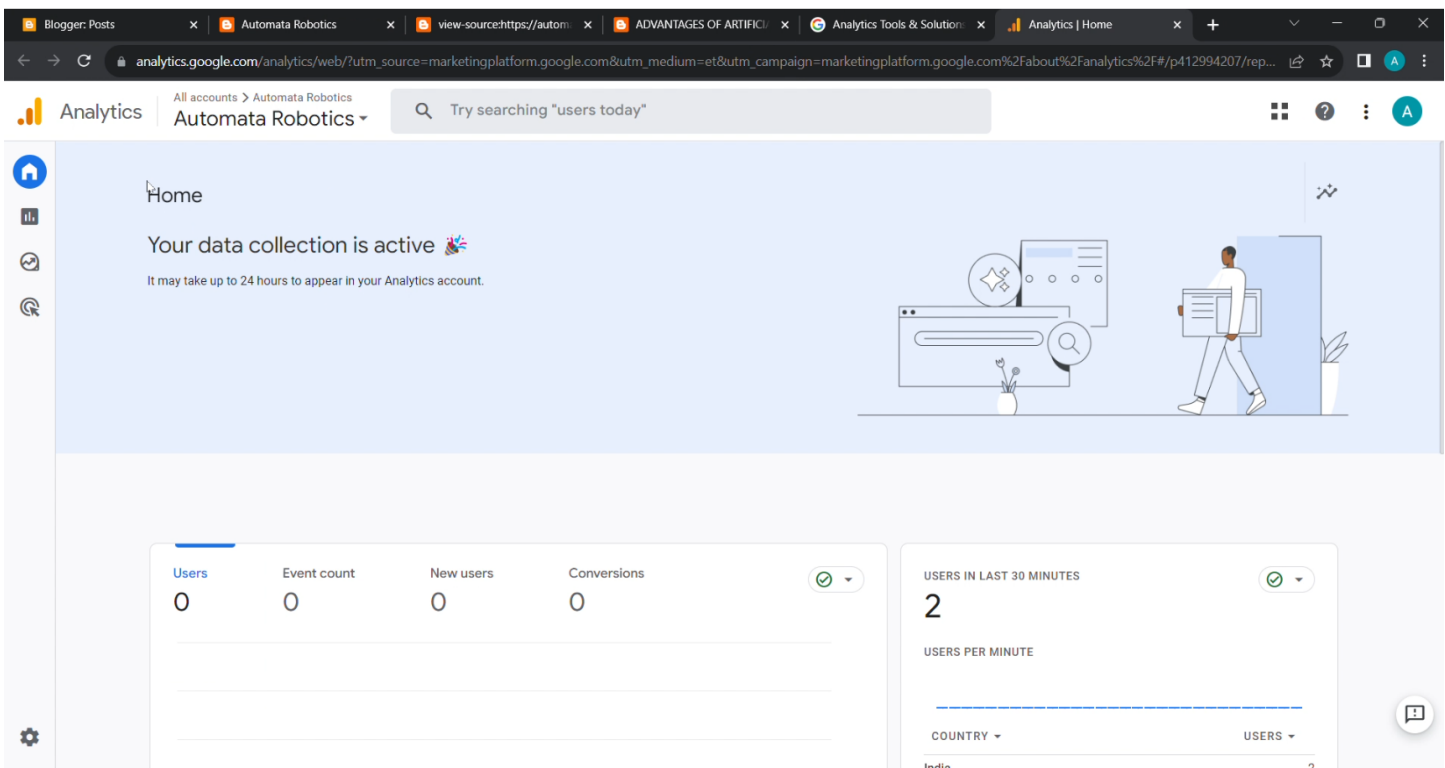
- The google measurement id is placed in the html page of the website .

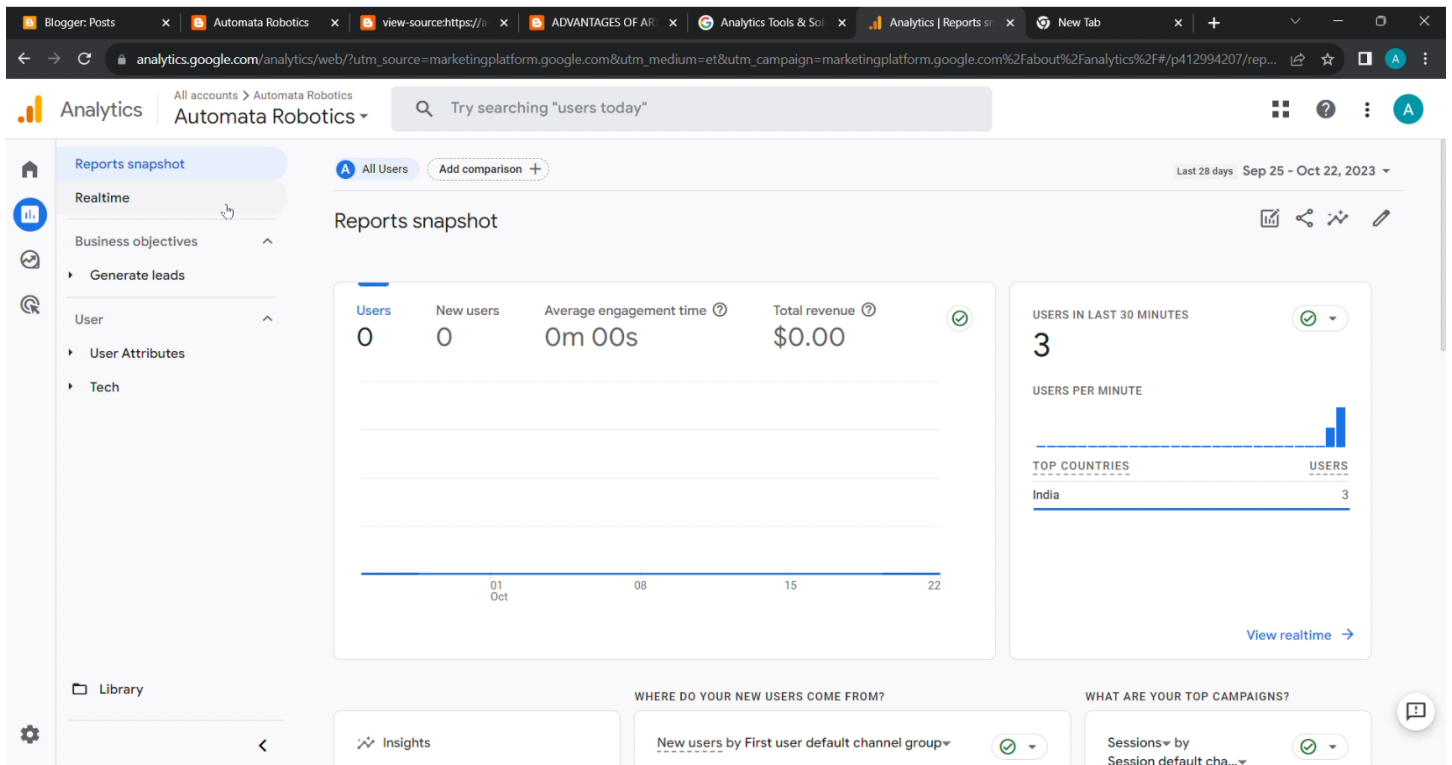
```

2186 body#layout .invisible {
2187   display: inherit;
2188 }
2189 body#layout .page {
2190   width: 60%;
2191 }
2192 body#layout.ltr .page {
2193   float: right;
2194 }
2195 body#layout.rtl .page {
2196   float: left;
2197 }
2198 body#layout .sidebar-container {
2199   width: 40%;
2200 }
2201 body#layout.ltr .sidebar-container {
2202   float: left;
2203 }
2204 body#layout.rtl .sidebar-container {
2205   float: right;
2206 }
2207 --></style>
2208 <script async='async' src='https://www.gstatic.com/external_hosted/imagesloaded/imagesloaded-3.1.8.min.js'></script>
2209 <script async='async' src='https://www.gstatic.com/external_hosted/vanillamasonry-v3.1.5/masonry.pkgd.min.js'></script>
2210 <script async='async' src='https://www.gstatic.com/external_hosted/clipboardjs/clipboard.min.js'></script>
2211 <!-- Google tag (gtag.js) -->
2212 <script async='true' src='https://www.googletagmanager.com/gtag/js?id=G-XB1L2TFJ12'></script>
2213 <script>
2214   window.dataLayer = window.dataLayer || [];
2215   function gtag(){dataLayer.push(arguments);}
2216   gtag('js', new Date());
2217   gtag('config', 'G-XB1L2TFJ12');
2218 </script>
2219 <style>
2220   body.homepage-view .hero-image.has-image {background-image:url(https://\blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wodHcN7N6xgvvP5R3m1Y2YfMxphQz);}
2221 @media (max-width: 320px) { body.homepage-view .hero-image.has-image {background-image:url(https://\blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wodHcN7N6xgvvP5R3m1Y2YfMxphQz);}
2222 @media (max-width: 640px) and (min-width: 321px) { body.homepage-view .hero-image.has-image {background-image:url(https://\blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wodHcN7N6xgvvP5R3m1Y2YfMxphQz);}
2223 @media (max-width: 800px) and (min-width: 641px) { body.homepage-view .hero-image.has-image {background-image:url(https://\blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wodHcN7N6xgvvP5R3m1Y2YfMxphQz);}
2224 @media (max-width: 1024px) and (min-width: 801px) { body.homepage-view .hero-image.has-image {background-image:url(https://\blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wodHcN7N6xgvvP5R3m1Y2YfMxphQz);}
2225 @media (max-width: 1440px) and (min-width: 1025px) { body.homepage-view .hero-image.has-image {background-image:url(https://\blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wodHcN7N6xgvvP5R3m1Y2YfMxphQz);}
2226 @media (max-width: 1680px) and (min-width: 1441px) { body.homepage-view .hero-image.has-image {background-image:url(https://\blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wodHcN7N6xgvvP5R3m1Y2YfMxphQz);}
2227 @media (max-width: 1920px) and (min-width: 1681px) { body.homepage-view .hero-image.has-image {background-image:url(https://\blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wodHcN7N6xgvvP5R3m1Y2YfMxphQz);}
2228 /* Last tag covers anything over one higher than the previous max-size cap. */
2229 @media (min-width: 1921px) { body.homepage-view .hero-image.has-image {background-image:url(https://\blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wodHcN7N6xgvvP5R3m1Y2YfMxphQz);}
2230 </style>
2231 <meta name='google-adsense-platform-account' content='ca-host-pub-1556223355139109' />
2232 <meta name='google-adsense-platform-domain' content='blogspot.com' />

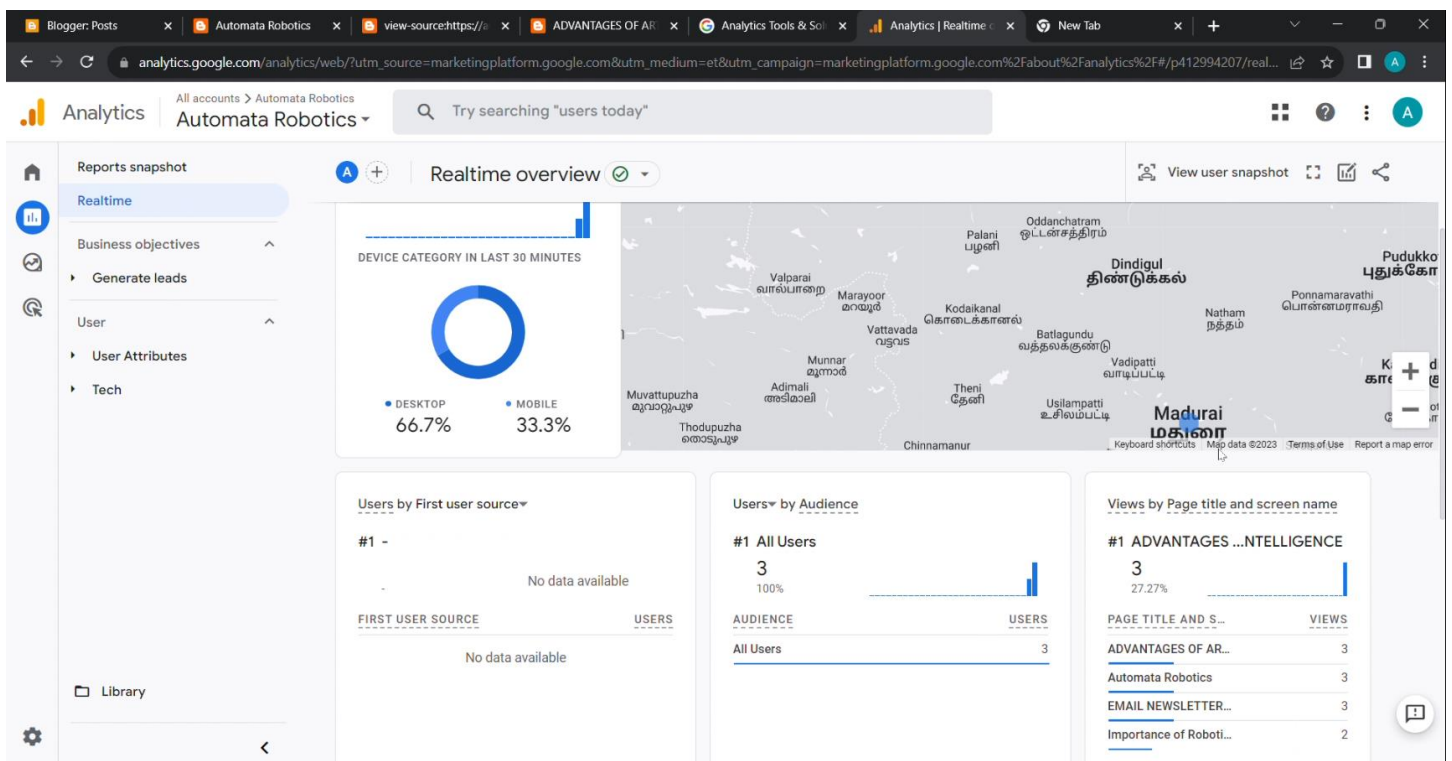
```

- 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 .

