HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

TEAMMEMBERS

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PROJECT DETAILS

• BrandName: craftmaker31s

Category : Artbrand

• Email: craftmaker31s@gmail.com

Password : craft@312s

Blogurl: https://www.blogger.com/blog/posts/898157741834697984

Google Analytics Tracking code

```
!--Googletag(gtag.js)-->
<scriptasync</p>
 src="https://www.googletagmanager.com/gt
 ag/js?id=G-0Z84D0E2VK">
</script>
<script>window.dataLayer =
 window.dataLayer || [];
functiongtag(){dataLayer.push(arguments);}
lgtag('js',newDate());
gtag('config','G-0Z84D0E2VK'):
</script>
```

Go to analytics .google.com



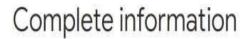




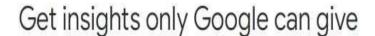
Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyse data for your business in one place, so you can make smarter decisions.

Start measuring



Understand your site and app users to better check the performance of your marketing, content, products, and more.





Account setup & Fill in the Account name









Create an account

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

ccount name (Required) ccounts can contain more than one measurement ID.		
craftmaker31 [

Select the account data





Account Data Sharing Settings ①

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 customise whether the data that you collect in Google Analytics may also be shared with Google for additional purposes:

The data sharing options give you more control over sharing your Google Analytics data. Learn more

Google products and services

If you have enabled <u>Google signals</u>, this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for <u>Enhanced demographics and Interests reporting</u>. If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the product linking section in each property to view or change your settings. Show Example

Modelling contributions & business insights

Enable features like predictions, modelled data and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (including information about the property from which it is shared) is aggregated and de-identified before being used to generate business insights. Show Example

Technical support

Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

Account specialists

Give Google sales access to your Google Analytics data and account so that they can help you make the most of your Google Analytics

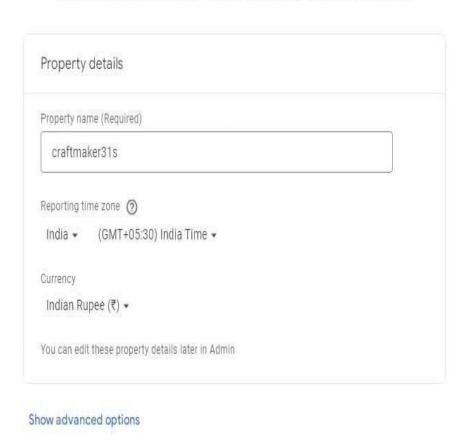
Property setup screen







measurement data for any selection of websites and apps that you choose.







Business Details

CONTRACTOR OF THE PROPERTY OF

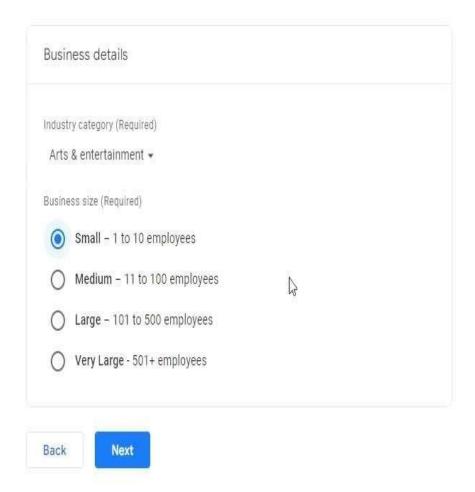
- ENTER key to accept, ESC key to cancel







Your input helps improve Google Analytics.

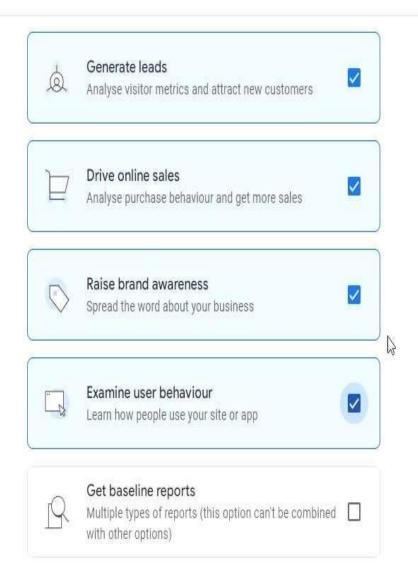


Select your business objective and click create









Terms and services popup







Google Analytics Terms of Service Agreement

To enable this setting, you must review and accept the below Measurement Controller – Controller Bata Protection Terms, which apply to data you share with Google under the GDPR.

X

If you do not wish to accept these terms, you can always go back to the previous screen to disable data sharing and proceed with account sign-up.

Google Measurement Controller-Controller Data

Protection Terms

The Measurement Services customer agreeing to these terms ("Customer") has entered into an agreement with either Google or a third party reseller (as applicable) for the provision of the Measurement Services (as amended from time to time, the "Agreement") through which services user interface.

Customer has enabled the Data Sharing Setting.

These Google Measurement Controller-Controller Data Protection Terms ("Controller Terms") are entered into by Google and Customer. Where the Agreement is between Customer and Google, these Controller Terms.



I accept the Measurement Controller – Controller Data Protection Terms for the data that I share with Google.

I Accept

I Do Not Accept

Choose your Preferred platform to collect the data





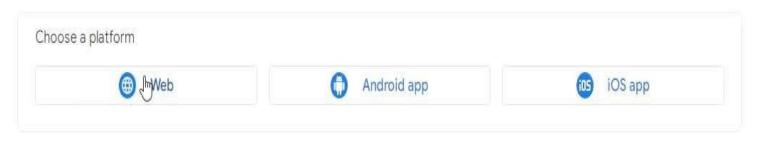




Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

Learn more about data collection [2]

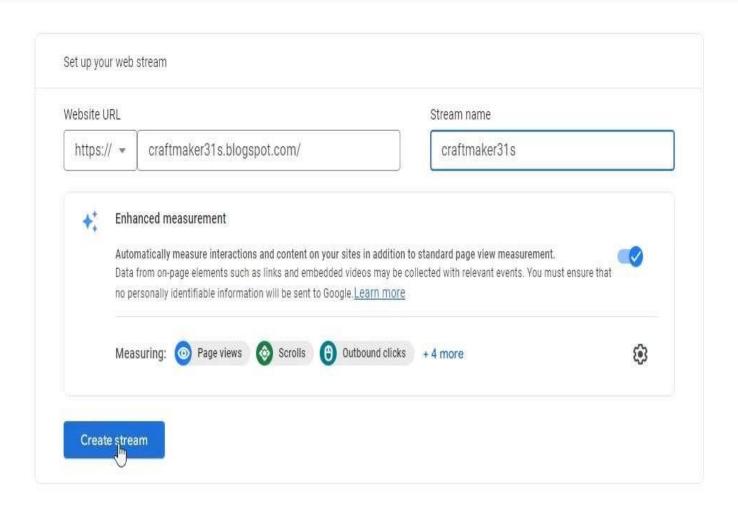


Skip for now

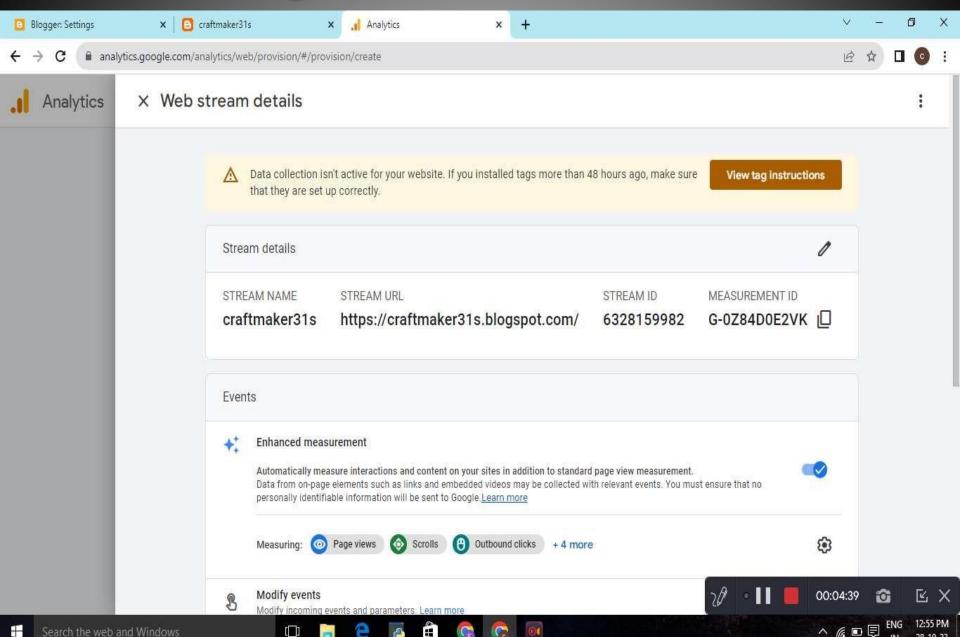
Add your website URL & Web stream

. Analytics

X Set up data stream



Tag instrustion button



Google tag code

```
!--Googletag(gtag.js)-->
<scriptasync</p>
 src="https://www.googletagmanager.com/gt
 ag/js?id=G-0Z84D0E2VK">
!</script>
<script>window.dataLayer =
 window.dataLayer || [];
functiongtag(){dataLayer.push(arguments);}
lgtag('js',newDate());
gtag('config','G-0Z84D0E2VK'):
!</script>
```

Add google tag code to header.php

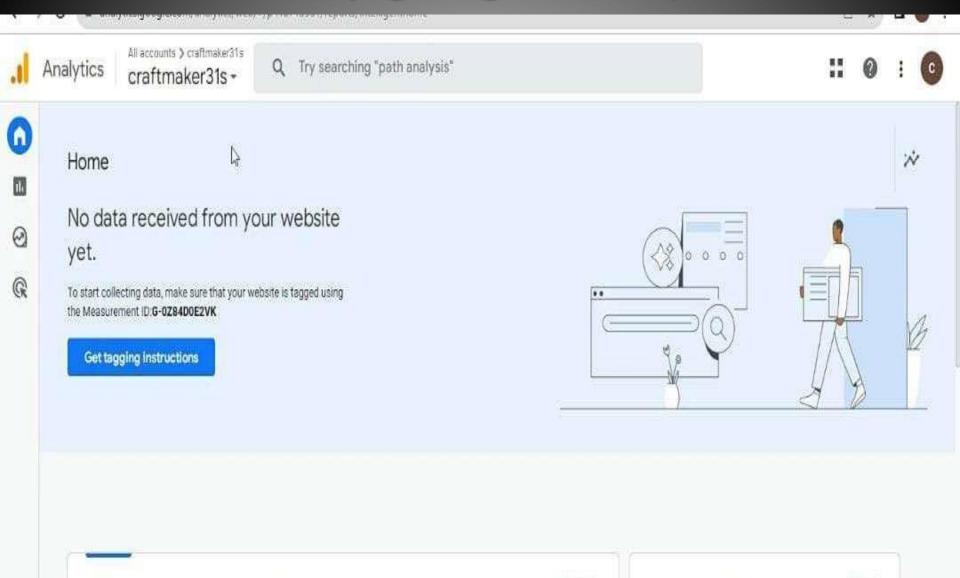






```
I (fxml Version= 1.8 encoding= UIF-8 f)
 2 clbocTypE html>
 3 * <a href="https://doi.org/10.1016/journal-bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bites/bit
       expr:lang-'data:blog.locale' xmlns-'http://www.w3.org/1999/xhtml' xmlns:b-'http://www.google.com/2005/gml/b' xmlns:data-'http://www.google.com/2005/gml/data'
       xmlns:expr='http://www.google.com/2005/gml/expr'>
          <head>
              cl -- Google tag (gtag. |s) -->
       <script async src="https://www.googletagmanager.com/gtag/is?id=5-02840062VK"></script>
 7 * (script)
          window.dataLayer = window.dataLayer | | [];
          function gtag()(dataLayer.push(arguments);)
          gtag('is', new Date());
11
          gtag('config', 'G-0284D0E2VK'):
12
13
       </script>
              <meta content='width=device-width, initial-scale=1' name='viewport'/>
14
15 +
              <title><data:view.title.escaped/></title>
              (brinclude data='blog' name='all-head-content'/>
16
17
              <br/>cb:skin version='1.3.5'<![CDATA[/*! normalize.css v3.8.1 | MIT License | git.io/normalize */html{font-family:sans-serif;-ms-text-size-adjust:180%;-webkit-text-size-</p>
       adjust: 100%] body (margin: 0) article, aside, details, figcaption, figure, footer, header, hgroup, main, nay, section, summary (display: block) audio, canvas, progress, video (display: inline-
      block; vertical-align: baseline audio: not([controls]) { display: none; height: 0} { hidden], template { display: none} a { background: transparent} a: active, a: hover{outline: 0} abbr[title] { border-
      bottom:lpx dotted}b,strong{font-weight;bold}dfn{font-style:italic}h1{font-size:2em;margin:.67em 0}mark{background:#ff0;color:#800}small{font-size:80%}sub,sub{font-size:75%;line-
      height:0;position:relative;vertical-align:baseline]sup{top:-0.5em}sub{bottom:-0.25em}img{border:0}svg;not(:root){overflow:hidden}figure{margin:lem 40px}hr{-moz-box-sizing;content-
       box; box-sizing: content-box; height; 0 ore (overflow: auto) code, kbd, pre, samp(font-family: monospace, monospace; font-
      size: lem | button, input, optgroup, select, textarea (color: inherit; font: inherit; margin: 0 | button (overflow: visible | button, select (text-transform: none | button, html
       input[type="button"], input[type="reset"], input[type="submit"][-webkit-appearance:button; cursor:pointer]button[disabled], html input[disabled] {cursor:default}button::-moz-focus-
       inner,input::-moz-focus-inner{border:0;padding:0}input{line-height:normal}input[type="checkbox"],input[type="radio"]{box-sizing:border-box;padding:0}input{type="number"}::-webkit-
       inner-spin-button,input[type="number"]::-webkit-outer-spin-button[height:auto]input[type="search"]{-webkit-appearance:textfield:-moz-box-sizing:content-box;-webkit-box-
      sizing:content-box;box-sizing:content-box}input[type="search"]::-webkit-search-cancel-button,input[type="search"]::-webkit-search-decoration[-webkit-
       appearance:none)fieldset/border:1px solid #c0c0c0;margin:0 2px;padding:.35em .75em)legend(border:0;padding:0)textarea(overflow:auto)optgroup/font-weight:bold)table(border-
       collapse:collapse;border-spacing:0)td,th(padding:0)
```

Verify google analytics



USERS IN LAST 30 MINUTES

Users

Event count

New users

Conversions

Upload Your Proect Execution Recorded video

Demo Video link: https://youtu.be/8hCF-eD4RDc?si=4MjUDOdhCsX-PHyC

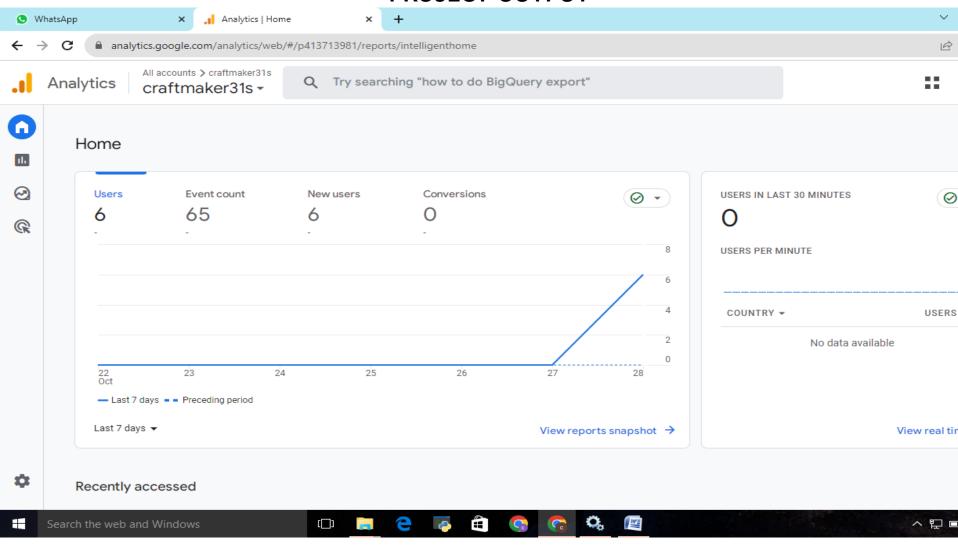
Explanation video: https://youtu.be/nbrbxbSK1Wc?si=D-_t1IDNoROkRSau

Github link: https://github.com/CRAFT-31/NM-Google-Analytics.git

PROJECT OUTPUTLINK

https://analytics.google.com/analytics/web/#/p413713981/reports/intelligenthome

PROJECT OUTPUT



THANK YOU