

HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

TEAMMEMBERS

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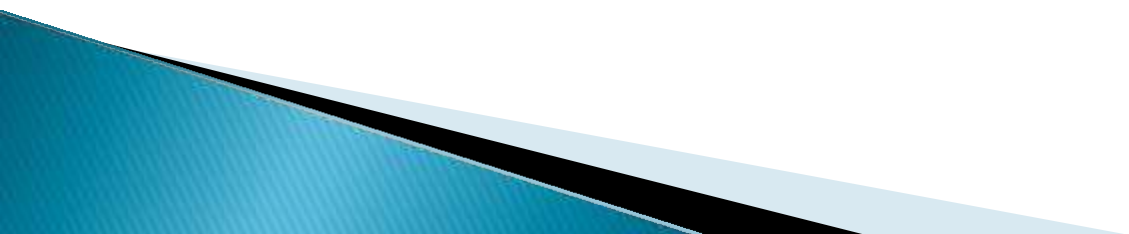
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PROJECT DETAILS

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

Go to analytics .google.com

Welcome to Google Analytics

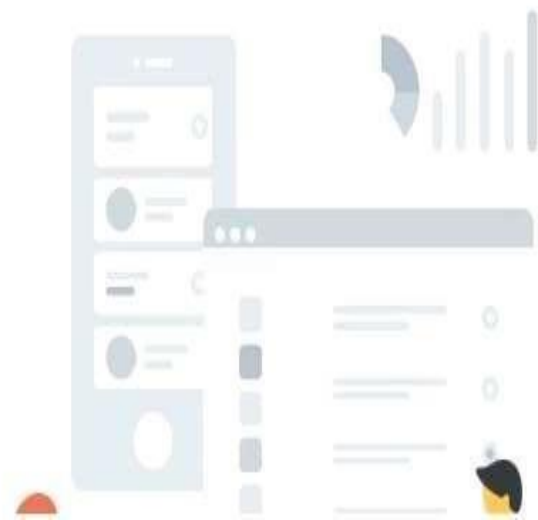
Google Analytics gives you the free tools you need to analyse data for your business in one place, so you can make smarter decisions.

[Start measuring](#)

Complete information

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

Get insights only Google can give



Account setup & Fill in the Account name

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 organise 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.

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

Select the account data

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 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 [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for [Enhanced demographics and Interests reporting](#). 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.

Property details

Property name (Required)

craftmaker31s

Reporting time zone 

India ▼ (GMT+05:30) India Time ▼

Currency

Indian Rupee (₹) ▼

You can edit these property details later in Admin

Show advanced options

Back

Next

Business Details

- Press ALT to select main window
- ENTER key to accept, ESC key to cancel



Help us to better understand your business by answering the following:
Your input helps improve Google Analytics.

Business details

Industry category (Required)

Arts & entertainment ▼

Business size (Required)

- ☒ Small - 1 to 10 employees
- ☐ Medium - 11 to 100 employees
- ☐ Large - 101 to 500 employees
- ☐ Very Large - 501+ employees

Back

Next

Select your business objective and click create



Generate leads

Analyse visitor metrics and attract new customers



Drive online sales

Analyse purchase behaviour and get more sales



Raise brand awareness

Spread the word about your business



Examine user behaviour

Learn how people use your site or app



Get baseline reports

Multiple types of reports (this option can't be combined with other options)



Terms and services popup

Google Analytics Terms of Service Agreement X

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

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](#) 

Choose a platform



[Skip for now](#)

Add your website URL & Web stream

Set up your web stream

Website URL

https://

craftmaker31s.blogspot.com/

Stream name

craftmaker31s



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)



Measuring:



Page views



Scrolls



Outbound clicks

+ 4 more



Create stream



Tag instruction button

Blogger: Settings

craftmaker31s

Analytics

+

← → ↻

analytics.google.com/analytics/web/provision/#/provision/create

☆

Analytics

Web stream details

Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure that they are set up correctly.

View tag instructions

Stream details

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
craftmaker31s	https://craftmaker31s.blogspot.com/	6328159982	G-0Z84D0E2VK

Events

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)

Measuring:

Page views

Scrolls

Outbound clicks

+ 4 more

Modify events

Modify incoming events and parameters. [Learn more](#)

00:04:39

ENG IN

12:55 PM

28-10-23

Google tag code

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


Add google tag code to header.php



```
1 <?xml version="1.0" encoding="UTF-8" ?>
2 <!DOCTYPE html>
3 <html b:css="false" b:defaultwidgetversion="2" b:layoutsVersion="3" b:responsive="true" b:templateUrl="indie.xml" b:templateVersion="1.3.3" expr:dir="data:blog.languageDirection"
  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">
4   <head>
5     <!-- Google tag (gtag.js) -->
6     <script async src="https://www.googletagmanager.com/gtag/js?id=G-8Z84D8E2VK"></script>
7     <script>
8       window.dataLayer = window.dataLayer || [];
9       function gtag(){dataLayer.push(arguments);}
10      gtag('js', new Date());
11
12      gtag('config', 'G-8Z84D8E2VK');
13    </script>
14    <meta content="width=device-width, initial-scale=1" name="viewport"/>
15    <title><data:view.title.escaped/></title>
16    <b:include data="blog" name="all-head-content"/>
17
18    <b:skin version="1.3.3"><![CDATA[/*! normalize.css v3.0.1 | MIT License | git.io/normalize */html{font-family:sans-serif;-ms-text-size-adjust:100%;-webkit-text-size-
  adjust:100%;body{margin:0}article,aside,details,figcaption,figure,footer,header,hgroup,main,nav,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:1px dotted;b,strong{font-weight:bold}dfn{font-style:italic}h1{font-size:2em;margin:.67em 0}mark{background:#ff0;color:#000}small{font-size:80%}sub,sup{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:1em 40px}hr{-moz-box-sizing:content-
  box;box-sizing:content-box;height:0}pre{overflow:auto}code,kbd,pre,samp{font-family:monospace,monospace;font-
  size:1em}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 #ccc;margin:0 2px;padding:.35em .625em .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



Analytics

All accounts > craftmaker31s
craftmaker31s

Try searching "path analysis"

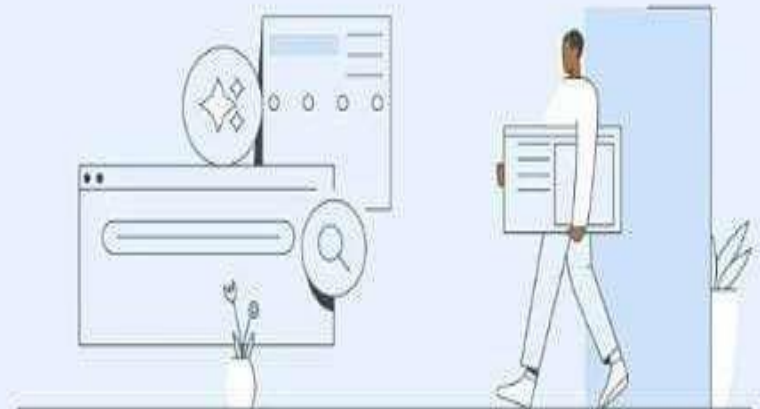


Home

No data received from your website yet.

To start collecting data, make sure that your website is tagged using the Measurement ID: **G-0Z84D0E2VK**

[Get tagging instructions](#)



Users

0

Event count

0

New users

0

Conversions

0



USERS IN LAST 30 MINUTES

0



Upload Your Project Execution Recorded video

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

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

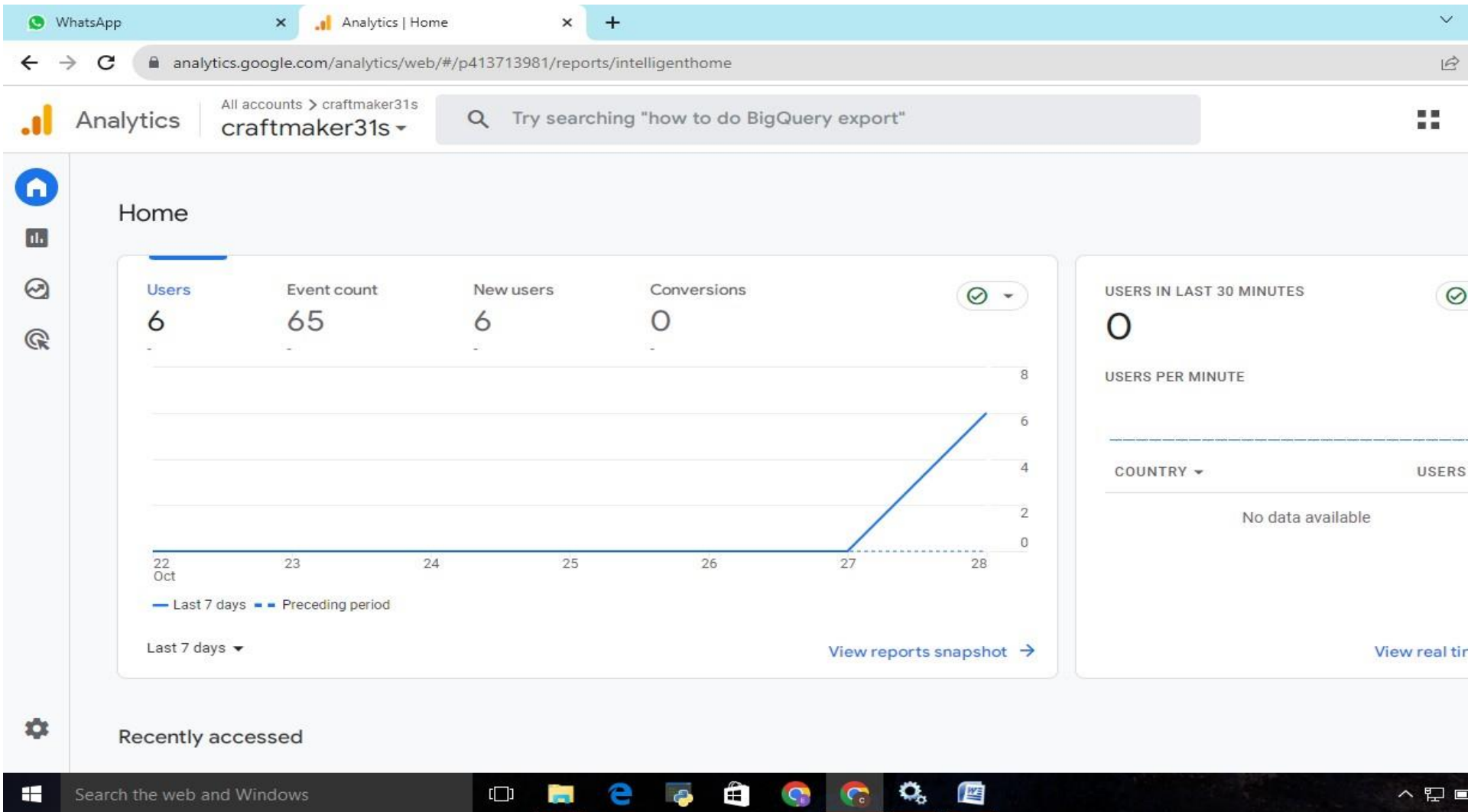
Github link: <https://github.com/CRAFT-31/NM-Google-Analytics.git>

PROJECT OUTPUTLINK

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



PROJECT OUTPUT



THANK YOU