Project Development Phase

**CODE-LAYOUT, READABILITY AND REUSABILITY**

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| NM ID | 76860632B2D43EFBE814FEC16F13E5E4 |
| PROJECT NAME | How To Add Google Analytics To A Website |

**Code Layout:**

1. Sign Up for Google Analytics:- If you haven't already, sign up for a Google Analytics account.

2. Create a Property: - In your Google Analytics account, create a new property for your website.

3. Get Your Tracking ID:

- After creating a property, you'll receive a unique tracking ID (UA-XXXXXXXXX-X). Keep this ID handy.

4. Insert the Tracking Code:- In the `<head>` section of your HTML pages, add the following code just before the closing `</head>` tag. Replace `UA-XXXXXXXXX-X` with your actual tracking ID.

html

<!-- Global site tag (gtag.js) - Google Analytics -->

<script async src="https://www.googletagmanager.com/gtag/js?id=UA-XXXXXXXXX-X"></script>

<script>

window.dataLayer = window.dataLayer || [];

function gtag() {

window.dataLayer.push(arguments);

}

gtag('js', new Date());

gtag('config', 'UA-XXXXXXXXX-X');

</script>

- Place this code on every page of your website where you want to track visitor data.

5. Test Your Setup:- After implementing the code, visit your website and ensure that it's tracking data correctly. You can also check your Google Analytics account for real-time data.

6. Customize and Analyze:- Once data starts flowing into Google Analytics, you can use the platform to analyze user behavior, traffic sources, and more. You can set up custom events and goals as needed.

**Readability:**

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| **S.No.** | **Consideration** |
| 1 | ensure your website loads quickly to keep users engaged. Use Google Analytics to identify slow-loading pages and optimize them.. |
| 2 | Organize content with clear headings, subheadings, and bullet points to make it easy to scan. |
| 3 | Make sure your website is responsive and mobile-friendly for a better user experience, as Google Analytics can track mobile traffic. |
| 4 | Use legible fonts, appropriate font sizes, and contrasting colors to enhance readability.. |
| 5 | Utilize Google Analytics to identify popular and engaging content. Optimize or replicate successful content. |
| 6 | Monitor the bounce rate to assess how engaging your content is. High bounce rates may indicate readability issues. |
| 7 | Use Google Analytics to run A/B tests on different layouts, fonts, or content to determine what resonates best with your audience.. |
| 8 | Tailor your content to your target audience, using language and tone that resonate with them. |

**Reusability:**

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| **S.No.** | **Consideration** |
| 1 | Use a TMS like Google Tag Manager (GTM) to manage your tracking codes. This makes it easier to update and add new tracking codes without needing to modify your website's source code each time. |
| 2 | Establish a clear and consistent naming convention for your Google Analytics events, goals, and custom dimensions. This will make it easier to understand and reuse them in the future.. |
| 3 | Utilize custom dimensions to capture specific data that's important for your website. These can be reused for various tracking needs, such as user demographics or user behavior.. |
| 4 | Implement event tracking for interactions like button clicks, downloads, and video plays. Make these event categories and actions generic so that they can be reused for different elements on your site. |
| 5 | Define goals that reflect your website's key performance indicators (KPIs). Make these goals flexible and applicable to various conversion points on your website. |