Project Development Phase

**Debugging & Traceability**

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| TEAM LEAD | R.Musica |
| NM ID | 76860632B2D43EFBE814FEC16F13E5E4 |
| PROJECT NAME | How To Add Google Analytics To A Website |

Debugging and traceability are essential when implementing Google Analytics on a website to ensure that data is collected accurately and that you can trace issues back to their source. Here are some steps to achieve this:

1. Set Up Debugging Tools:

- Use the Google Analytics Debugger extension for Chrome. This tool allows you to see the data that Google Analytics is collecting in your browser's console.

2. Enable Debug Mode:

- In your Google Analytics tracking code, you can enable the debug mode by adding `ga('set', 'debug', true);`. This will log tracking information to the console for further analysis.

3. Check the Tracking Code:

- Ensure that the Google Analytics tracking code is correctly implemented on your website. It should be placed just before the closing </head> tag on every page.

4. Event Tracking:

- If you're tracking specific events (e.g., button clicks, form submissions), make sure the event tracking code is correctly implemented.

5. Verify Tracking Configuration:

- Use Google Tag Assistant or Google Analytics' Real-Time reports to check if data is being collected properly.

6. Custom Reports and Alerts:

- Set up custom reports and alerts in Google Analytics to monitor specific metrics. This can help you quickly identify any unexpected behavior.

7. UTM Parameters:

- If you're using UTM parameters for campaign tracking, ensure that they are correctly set up in your URLs.

8. Cross-Domain Tracking:

- If your website spans multiple domains or subdomains, ensure that cross-domain tracking is properly configured.

9. E-commerce Tracking:

- For e-commerce websites, check if e-commerce tracking is set up correctly to track transactions and revenue.

10. Regular Audits:

- Periodically review your Google Analytics setup to make sure it's still accurate and up to date, especially when you make changes to your website.

11. Documentation:

- Maintain detailed documentation of your Google Analytics implementation, including what data is being tracked, why it's being tracked, and how it's configured.

12. User Permissions:

- Assign appropriate user permissions in Google Analytics to ensure that only authorized personnel can make changes to the tracking setup.

13. Troubleshooting:

- When issues arise, use the debugging tools and console logs to trace back to the source of the problem. Common issues could include typos in tracking codes, incorrect event triggers, or missing tracking codes on specific pages.