Project Design Phase-I Proposed Solution Template

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| NM ID | 76860632B2D43EFBE814FEC16F13E5E4 |
| Project Name | How To Add Google Analytics To A Website |

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
| 1. | Problem Statement (Problem to be solved) | Website owners may not have the technical knowledge or experience to correctly implement Google Analytics tracking code on their websites. |
| 2. | Idea / Solution description | Adding Google Analytics to a website is essential for tracking and analyzing user behavior, which can provide valuable insights for improving your website's performance and user experience. |
| 3. | Novelty / Uniqueness | Create an interactive step-by-step tutorial using a visually engaging platform or tool. You could use a website builder like Wix or a specialized tutorial creation tool to make the process more engaging. |
| 4. | Social Impact / Customer Satisfaction | Google Analytics provides information about website performance, including page load times and user engagement metrics. Optimizing website speed and functionality can lead to a better user experience and higher customer satisfaction. |
| 5. | Business Model (Revenue Model) | * Offer a one-time service to integrate Google Analytics into websites for clients who lack the technical expertise or time to do it themselves. * Charge a flat fee or an hourly rate for this service. |
| 6. | Scalability of the Solution | Google Analytics is designed to handle a wide range of website traffic volumes. It can accommodate small websites with limited traffic as well as large-scale websites with millions of visitors. As your website's traffic grows, Google Analytics should be able to scale with it. |