Project Design Phase-**||**

**Third-Party API’s**

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

1. Choose the Third-Party API: First, select the third-party API you want to integrate with Google Analytics. Ensure that the API provides data or functionality that you want to track in Google Analytics.

2. Get API Access: You'll need to sign up for the third-party API and obtain the necessary API keys or credentials to make requests to their service.

3. Google Tag Manager Method:

a. Create a Google Tag Manager (GTM) account if you don't have one.

b. Set up a new GTM container for your website.

c. Create a new custom HTML tag in GTM and insert the code to make API requests. You can use JavaScript to send data to the third-party API when specific events occur on your website.

d. Use GTM triggers to control when and where these API requests are fired, such as when a user performs a specific action on your website.

e. Publish the GTM container to make your changes live.

4. Direct Integration in Website Code:

a. If you prefer to integrate directly into your website code, you'll need to include the API library or code provided by the third-party in your web pages.

b. Implement the API calls and data tracking logic within your website's JavaScript or server-side code.

5. Testing and Monitoring: Test the integration to ensure that data is being sent to the third-party API as expected. Monitor the data in your Google Analytics account to confirm that it's receiving the information.

6. Documentation: Consult the documentation provided by the third-party API and Google Analytics to ensure that you're following best practices and meeting any requirements.