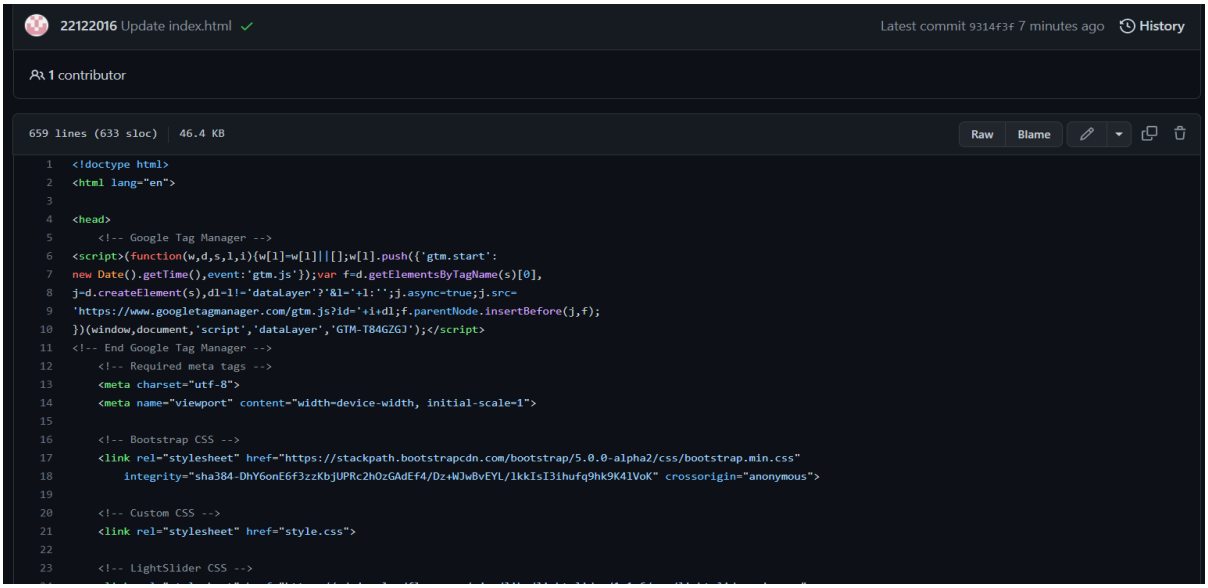
Charan N

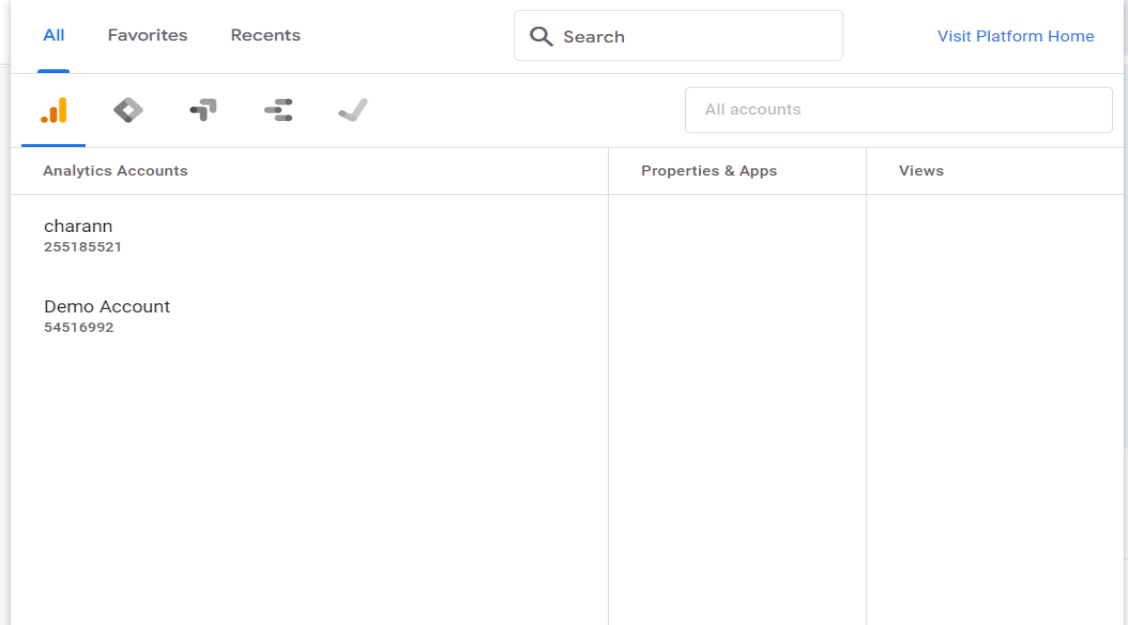
Create a website and host it in any one of the platforms and make it as public. Create a document with proper steps in 1. **working concepts of web analytics and 2. Measuring Enhance Metrics** and take a screen shot of each and every step and give proper explanation and submit the report.

1.Working Concept Of Web Analytics:

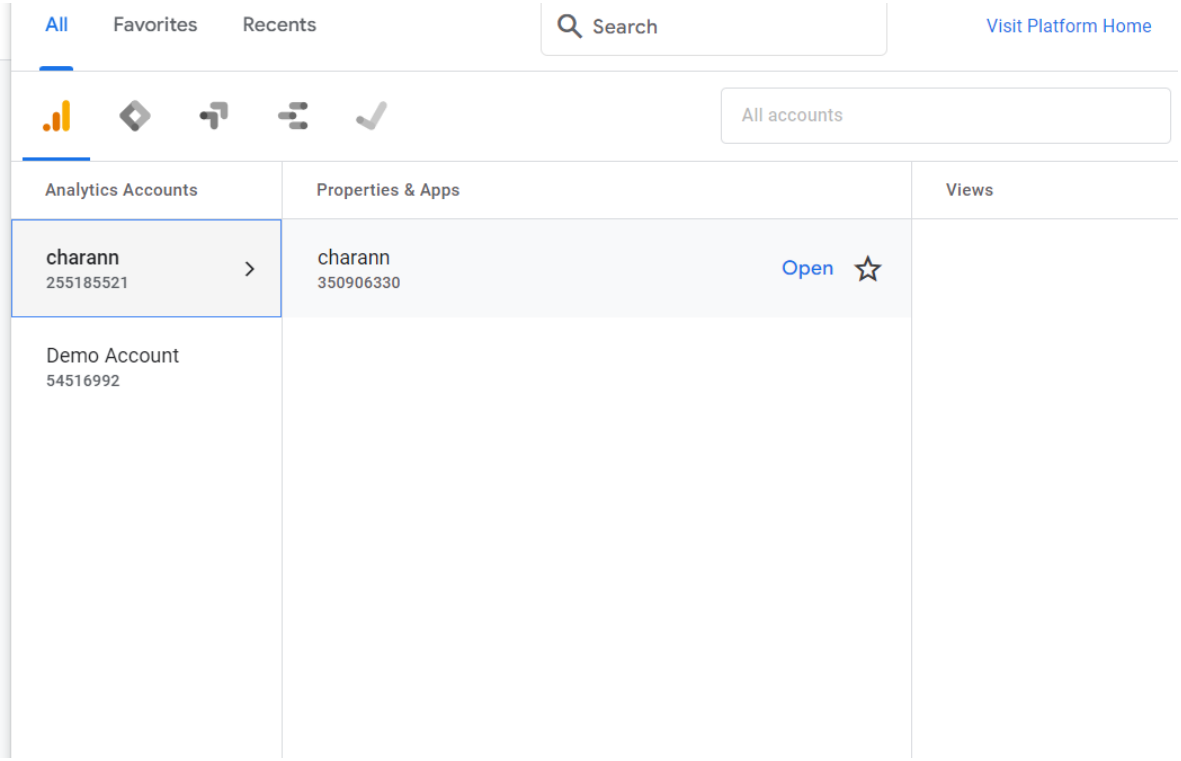
Create & hosting of website:



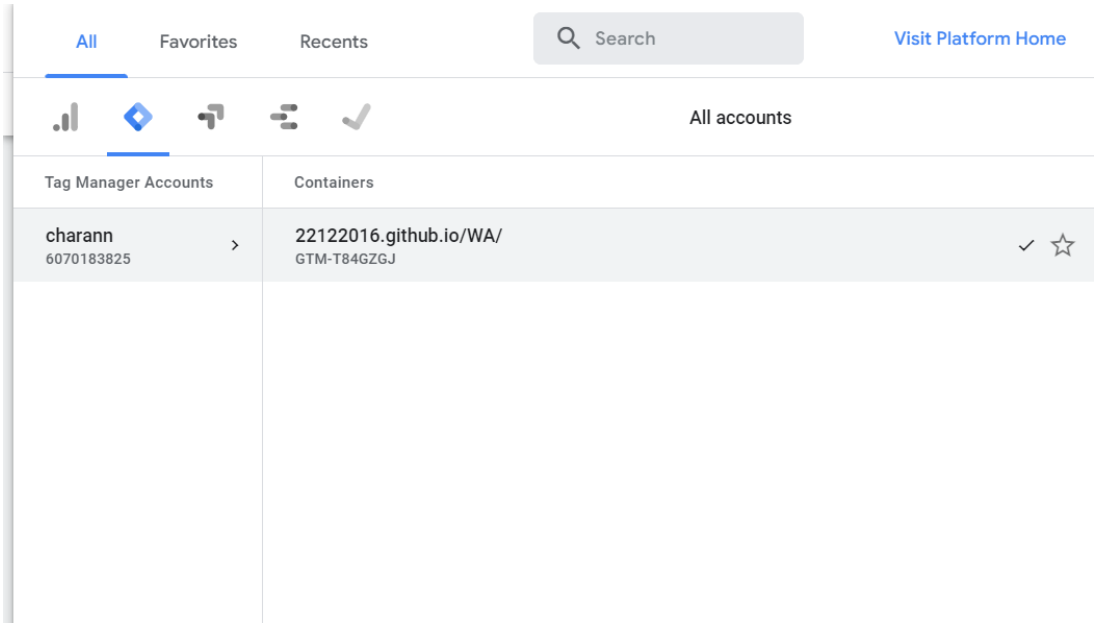
Creation of google analytics:



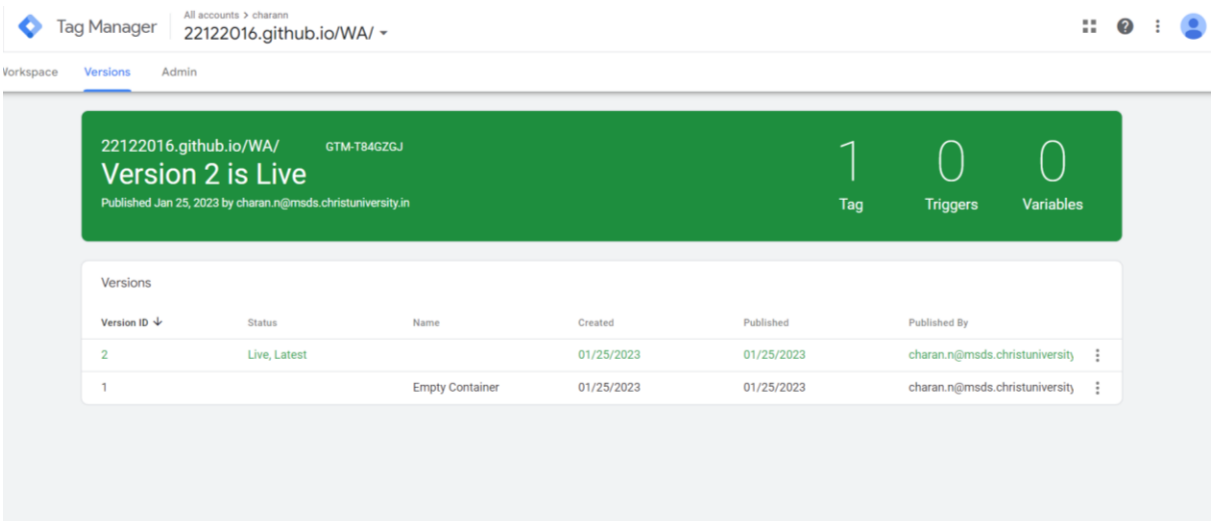
Account and adding property:



Container creation in google tag manager:



Create a new tag and tag the website created:



Steps involved:

- After creating website, upload the code file to the github in new repository and copy website URL.

- Now create new account in tag manager and paste the URL and select the platform as web and create.

- Now copy and paste the head, body tag to all page in github repository and save the changes.

- Create the new tag, select the tag configuration and tag type as google analytics: ga4 configuration and the measurement id and switch to google analytics.

- Open google analytics and in setting open admin and complete three steps admin ,property setup, about your business and create property setup about the business.

- Next click on web and setup data stream, write the stream name and create the stream. In web stream details copy the measurement id. Click on view tag instruction and click install manually and copy the script and paste the head tag.

- Next open google analytics and paste the measurement id in tag configuration and trigger tag select all pages and click save.

- Click on preview and connect it with site by giving the path and click on connect button.

- Click google analytics and admin. Click on debug and view and click on debug.

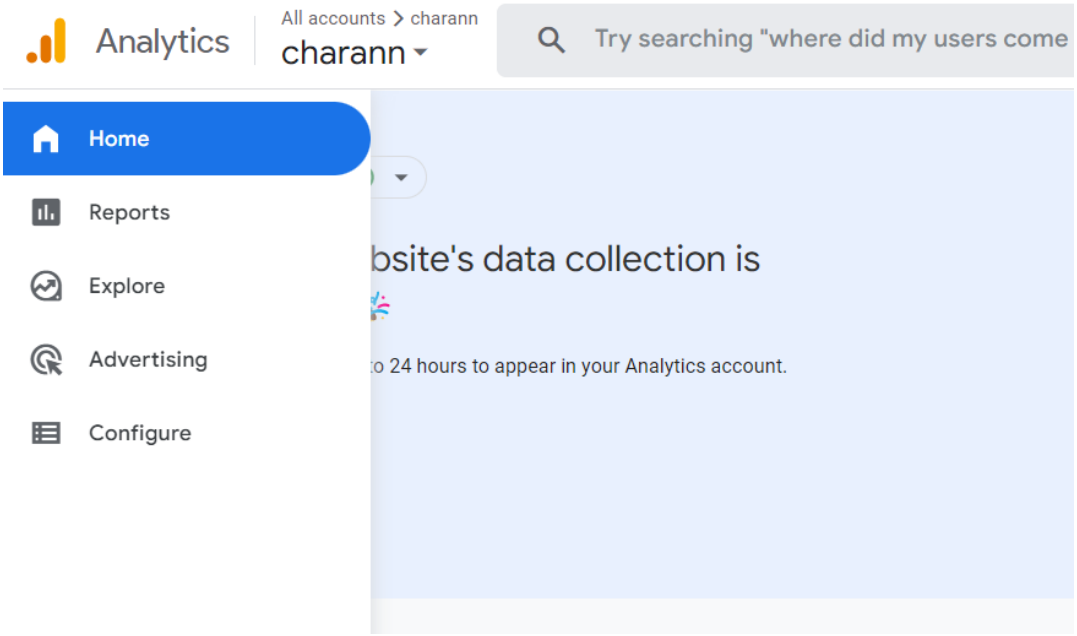
- Go to tag manager click submit and publish.

- Go to reports and we can see the performance of our website.

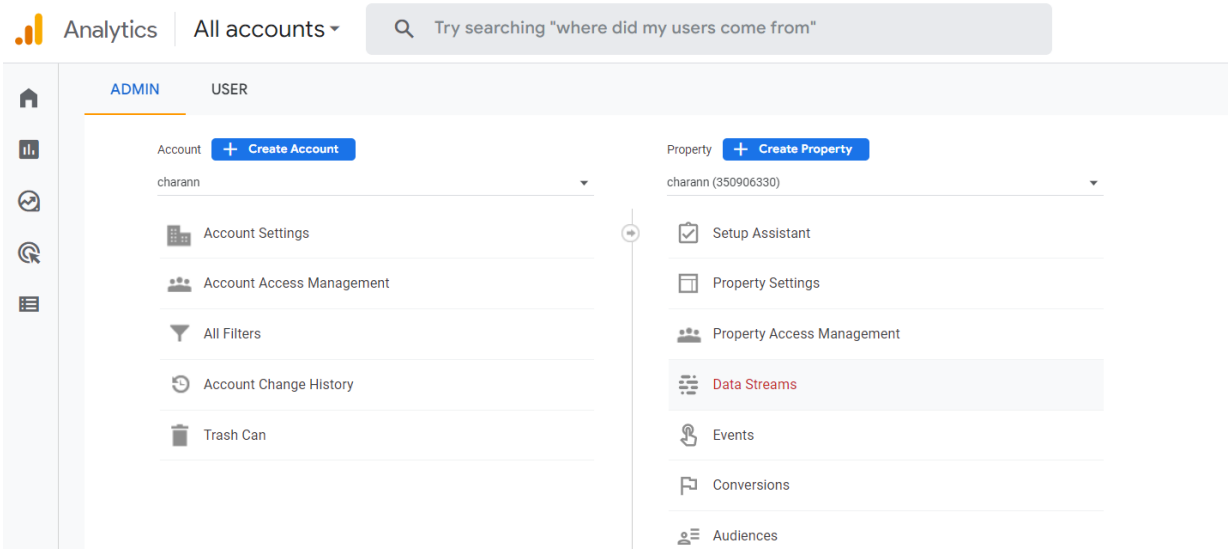
2. Measuring Enhance Metrics:

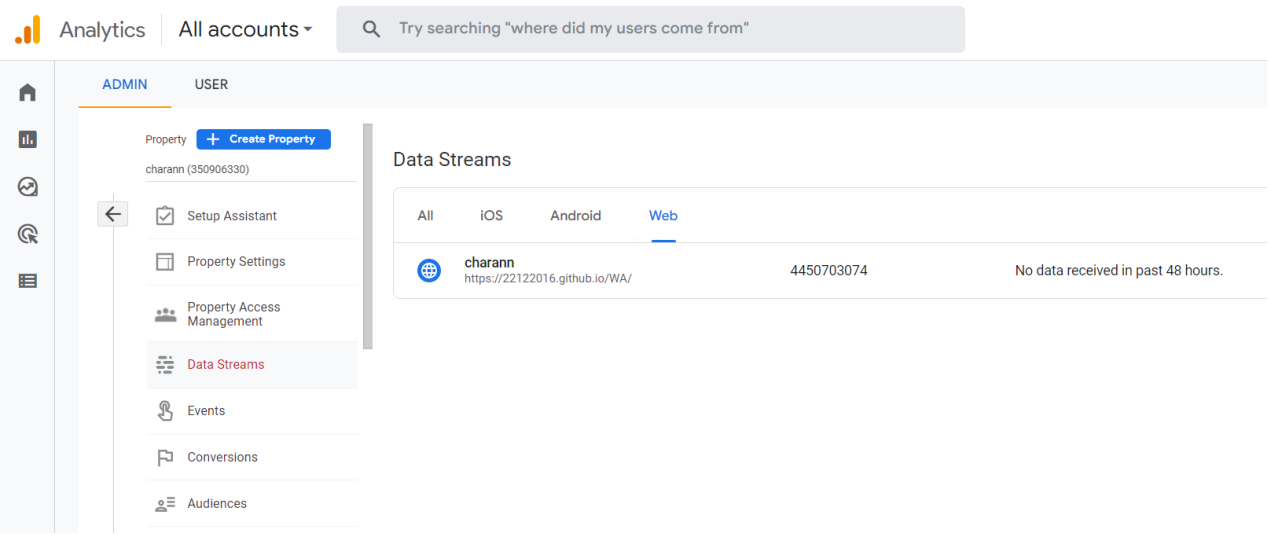
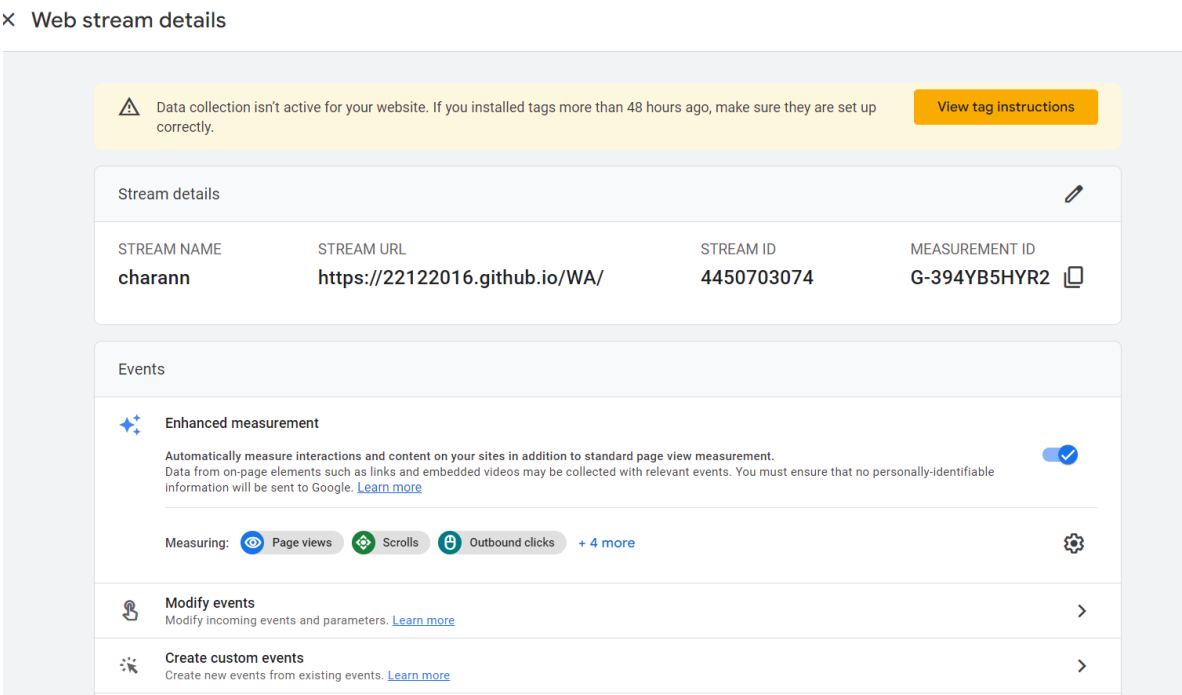
Enable or disable enhanced event measurement

1. In Google Analytics, click Admin.
2. Make sure you are in the correct account and property.



3.In the Property column, click Data Streams > Web.





4.Under Enhanced measurement, slide the switch On to enable all options. Click ⚙ to edit individual options as needed.