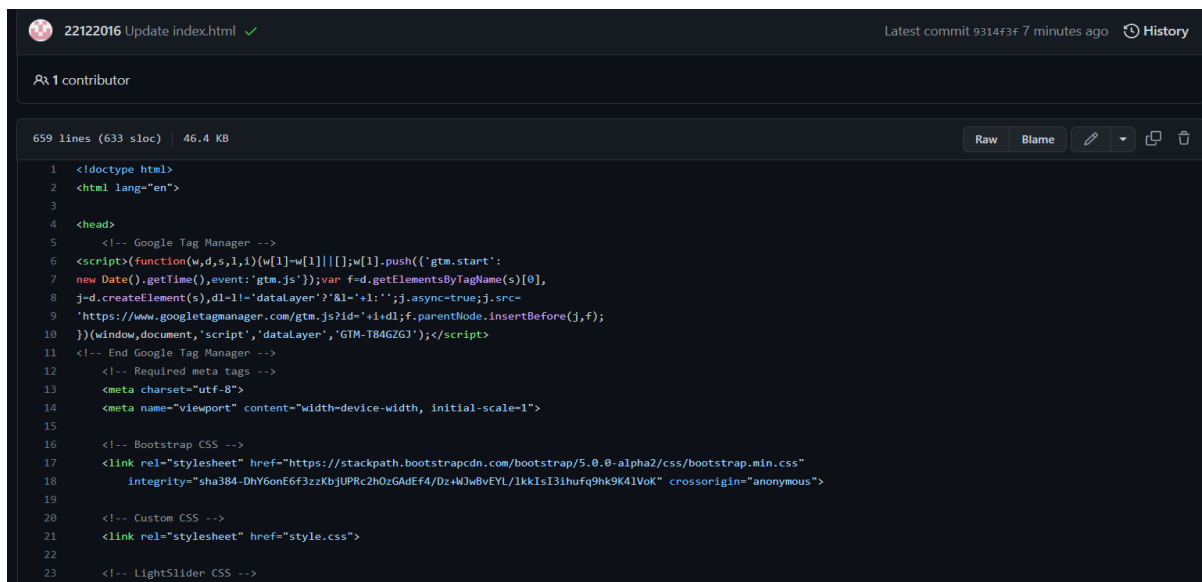


# Charan N

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:



```
22122016 Update index.html ✓ Latest commit 9314f3f 7 minutes ago History
1 contributor
659 lines (633 sloc) 46.4 KB
1 <!doctype html>
2 <html lang="en">
3
4 <head>
5   <!-- Google Tag Manager -->
6   <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
7     new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
8     j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
9     'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
10  })(window,document,'script','dataLayer','GTM-T84GZGJ');</script>
11 <!-- End Google Tag Manager -->
12   <!-- Required meta tags -->
13   <meta charset="utf-8">
14   <meta name="viewport" content="width=device-width, initial-scale=1">
15
16   <!-- Bootstrap CSS -->
17   <link rel="stylesheet" href="https://stackpath.bootstrapcdn.com/bootstrap/5.0.0-alpha2/css/bootstrap.min.css"
18     integrity="sha384-DhY6onE6f3zzKbJUPRC2hOZGAdEF4/Dz+WJw8vEYL/1kkIsI3ihufq9hk9K41VoK" crossorigin="anonymous">
19
20   <!-- Custom CSS -->
21   <link rel="stylesheet" href="style.css">
22
23   <!-- LightSlider CSS -->
```

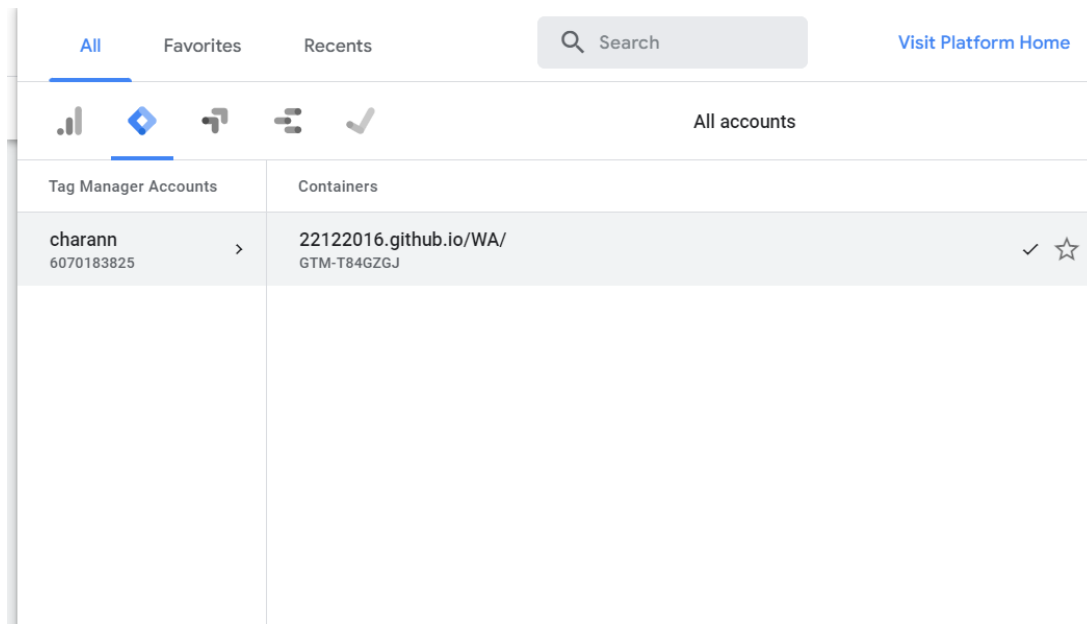
Creation of google analytics:

<div> <a href="#">All</a> <a href="#">Favorites</a> <a href="#">Recents</a> </div> <div> <input type="text" value="Search"/> <a href="#">Visit Platform Home</a> </div>		
<div> <div> </div> <div> <input type="text" value="All accounts"/> </div> </div>		
Analytics Accounts	Properties & Apps	Views
<div>charann 255185521</div> <div>Demo Account 54516992</div>		

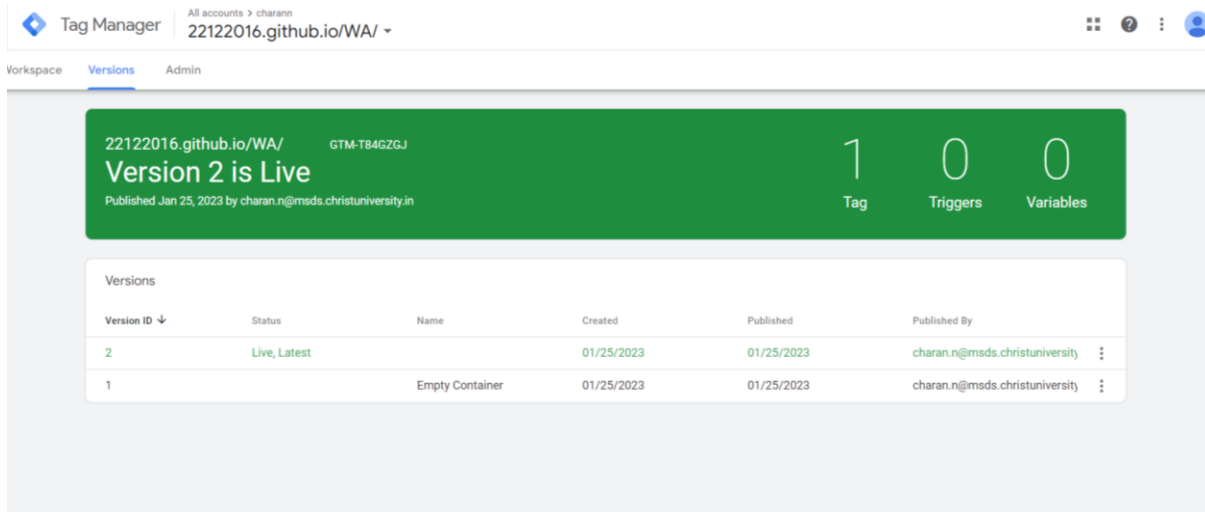
Account and adding property:

<div> <a href="#">All</a> <a href="#">Favorites</a> <a href="#">Recents</a> </div> <div> <input type="text" value="Search"/> <a href="#">Visit Platform Home</a> </div>		
<div> <div> </div> <div> <input type="text" value="All accounts"/> </div> </div>		
Analytics Accounts	Properties & Apps	Views
<div> <div>charann 255185521</div> <div>Demo Account 54516992</div> </div> <div>&gt;</div>	<div> <div>charann 350906330</div> <div></div> </div> <div> <a href="#">Open</a> </div>	

Container creation in google tag manager:



**Create a new tag and tag the website created:**



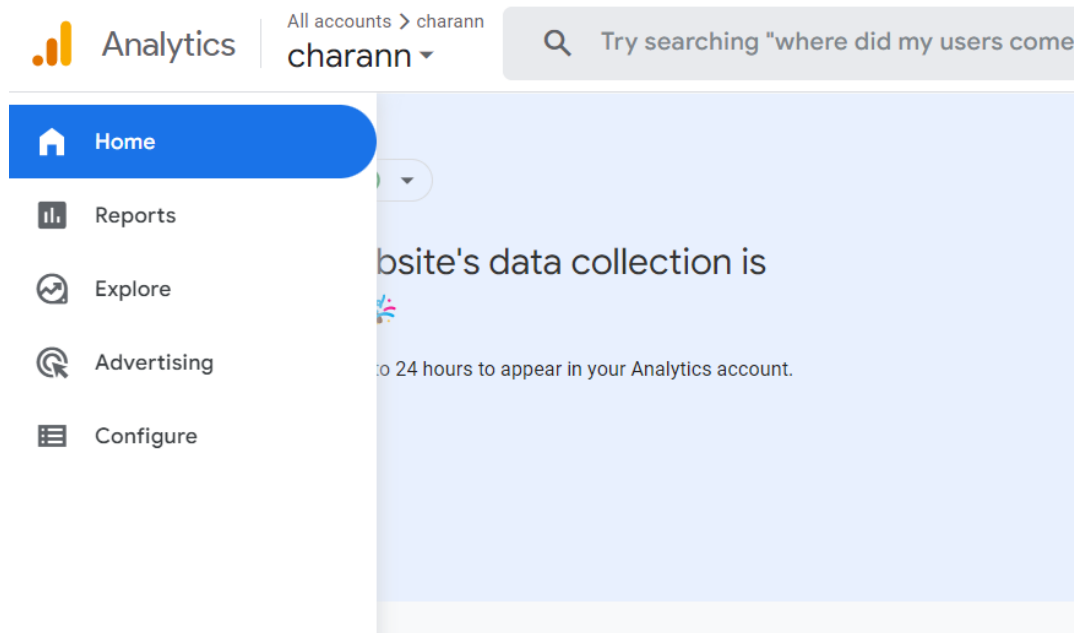
**Steps involved:**

- 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.

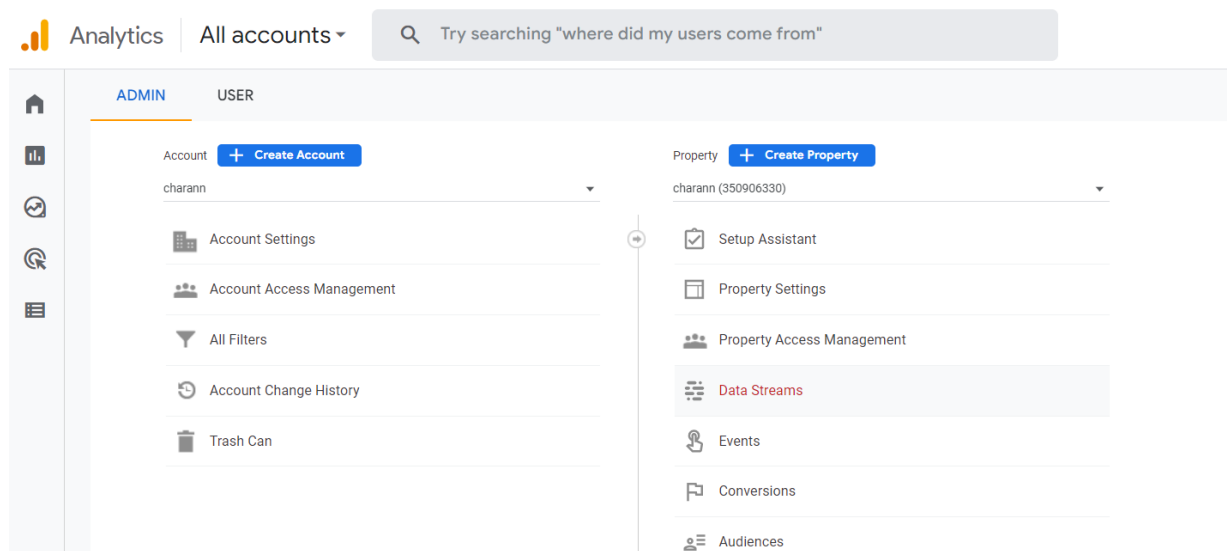
## **2. Measuring Enhance Metrics:**

## 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.




Analytics | All accounts ▾ | Try searching "where did my users come from"


ADMIN | USER

Property [+ Create Property](#)  
charann (350906330)


- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams**
- Events
- Conversions
- Audiences

### Data Streams


All	iOS	Android	Web
<div> <b>charann</b> <a href="https://22122016.github.io/WA/">https://22122016.github.io/WA/</a></div> <div>4450703074</div> <div>No data received in past 48 hours.</div>			

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



× Web stream details





 Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly. [View tag instructions](#)



#### Stream details


STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
charann	<a href="https://22122016.github.io/WA/">https://22122016.github.io/WA/</a>	4450703074	G-394YB5HYR2 

#### Events

 **Enhanced measurement**  
Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#) 

Measuring:  Page views  Scrolls  Outbound clicks [+ 4 more](#) 

 **Modify events**  
Modify incoming events and parameters. [Learn more](#) 

 **Create custom events**  
Create new events from existing events. [Learn more](#) 