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HOW TO ADD A GOOGLE ANALYTICS TO A WEBSITE

Brand Name : Spider Code Academy

Category : Online Community

Target Audience : Students & Working Professionals

Email : spidercodeacademy@gmail.com

Create a Blog website : www.blogger.com



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INTRODUCTION

In the ever-evolving digital landscape, understanding the intricacies of website performance is an indispensable tool for individuals and businesses seeking to establish a strong online presence. Web analytics provide a window into the behaviors and preferences of site visitors, offering actionable insights to shape and refine online strategies. At the forefront of web analytics tools stands ***Google Analytics***, a powerful and versatile platform that empowers website owners with the knowledge needed to optimize their digital footprint.

This project, titled "***Adding Google Analytics to a Website***," is a comprehensive guide designed to demystify the process of integrating Google Analytics into a website. By following the structured steps outlined within this project, individuals and organizations can embark on a journey to harness the full potential of their online ventures.

The project commences with ***foundational steps such as identifying a brand name and creating a website, catering to novices in the digital realm***, while it simultaneously delves into the intricacies of implementing Google Analytics for the seasoned webmaster. Each subtopic is carefully detailed, offering clear and concise instructions for a successful setup.

In a world where data reigns supreme, the ability to access, interpret, and act upon insights is paramount. This project serves as a ***guiding light, illuminating the path to web analytics mastery, and ultimately, a deeper understanding of your online audience and website performance***. Whether you are an aspiring blogger, a small business owner, or an experienced web developer, this project empowers you to harness the full potential of your digital presence through Google Analytics.

STEP 1: - BRAND NAME WITH BRAND EMAIL

Establish a unique brand name and designate a brand-specific email address to begin the Google Analytics setup process. This ensures that your website is associated with your brand identity.

Google Account

Search Google Account

?

Home

Personal info


Data and privacy

Security

People and sharing

Payments and subscriptions

About




Welcome, SPIDER CODE ACADEMY

Manage your info, privacy and security to make Google work better for you. [Find out more](#)

Privacy & personalisation

See the data in your Google Account and choose what activity is saved, to personalise your Google experience


[Manage your data and privacy](#)



You have security tips

Security tips found in the Security Check-up


[Review security tips](#)



Privacy suggestions available

Take the Privacy Check-Up and choose the settings that are right for you

[Review suggestion \(1\)](#)



Privacy

Terms

Help

About

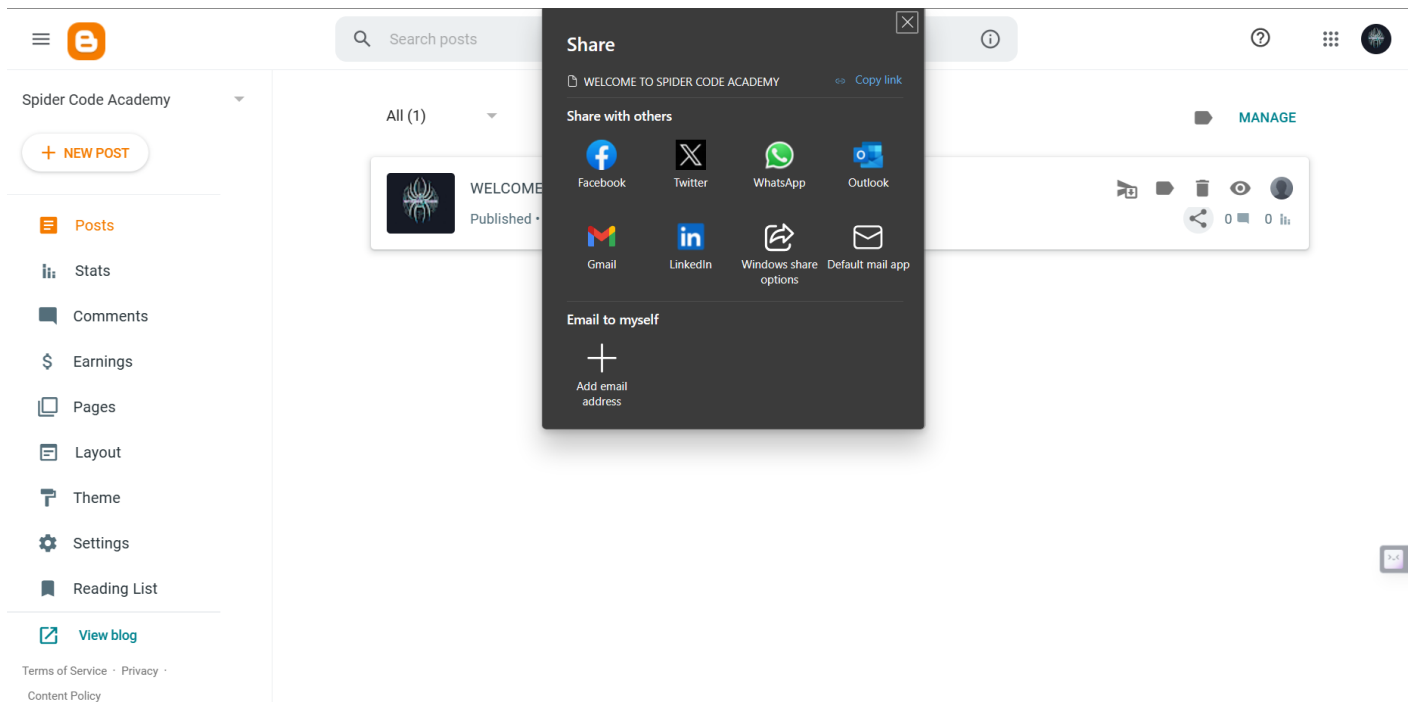
STEP 2: - CREATING A WEBSITE USING BLOGGER.COM

Create a website using the user-friendly Blogger.com platform, setting the stage for integrating Google Analytics with your website.

[illegible]

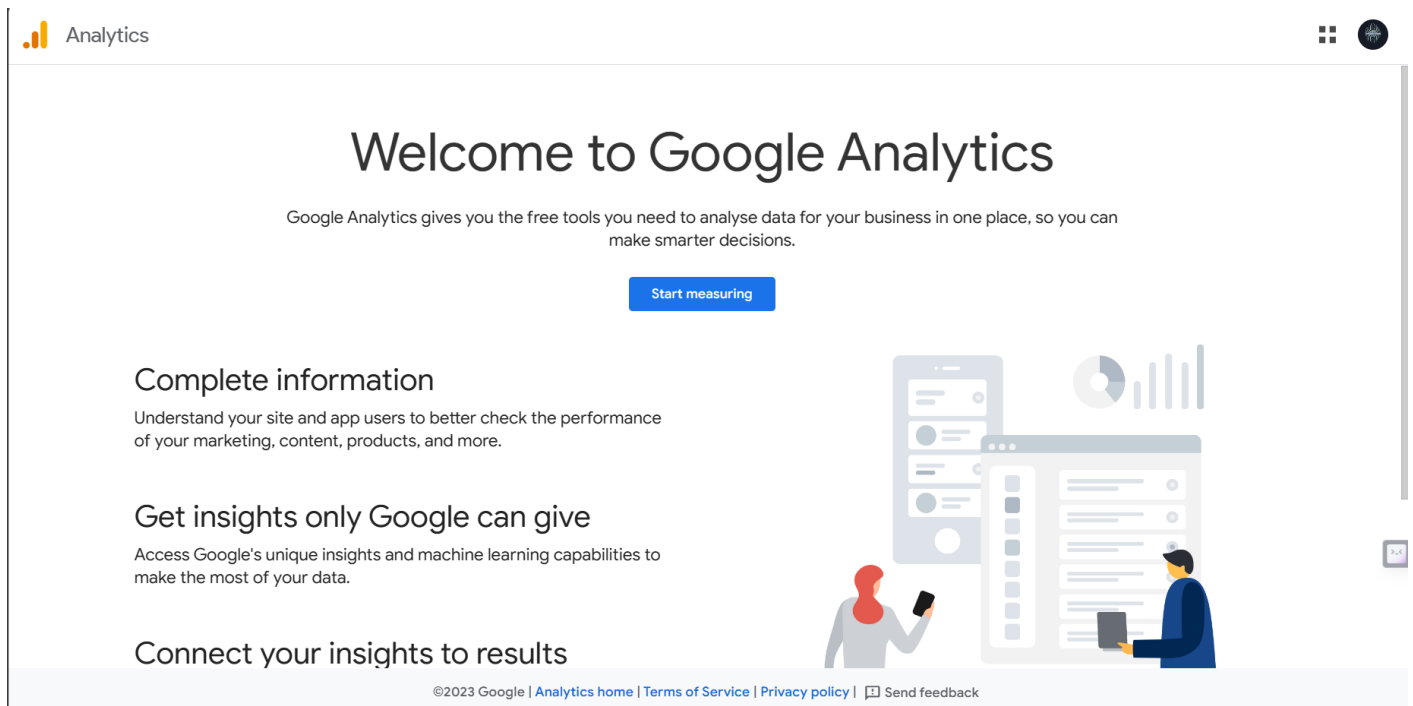
STEP 3: - GENERATING LINK OF A WEBSITE

Generate a URL for your website within the Blogger platform, allowing Google Analytics to identify and track your site.



STEP 4: - ENTERING INTO GOOGLE ANALYTICS

Access the Google Analytics platform by visiting <https://analytics.google.com> to initiate the setup process.



STEP 5: - ADDING AN ACCOUNT NAME

Create an account within Google Analytics and give it a name corresponding to your website, laying the foundation for data collection.

Analytics

← Back

1 Account creation 2 Property creation 3 Business details 4 Business objectives 5 Data collection

Create an account

Create an Analytics account to collect and organise data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID.

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft or profession.

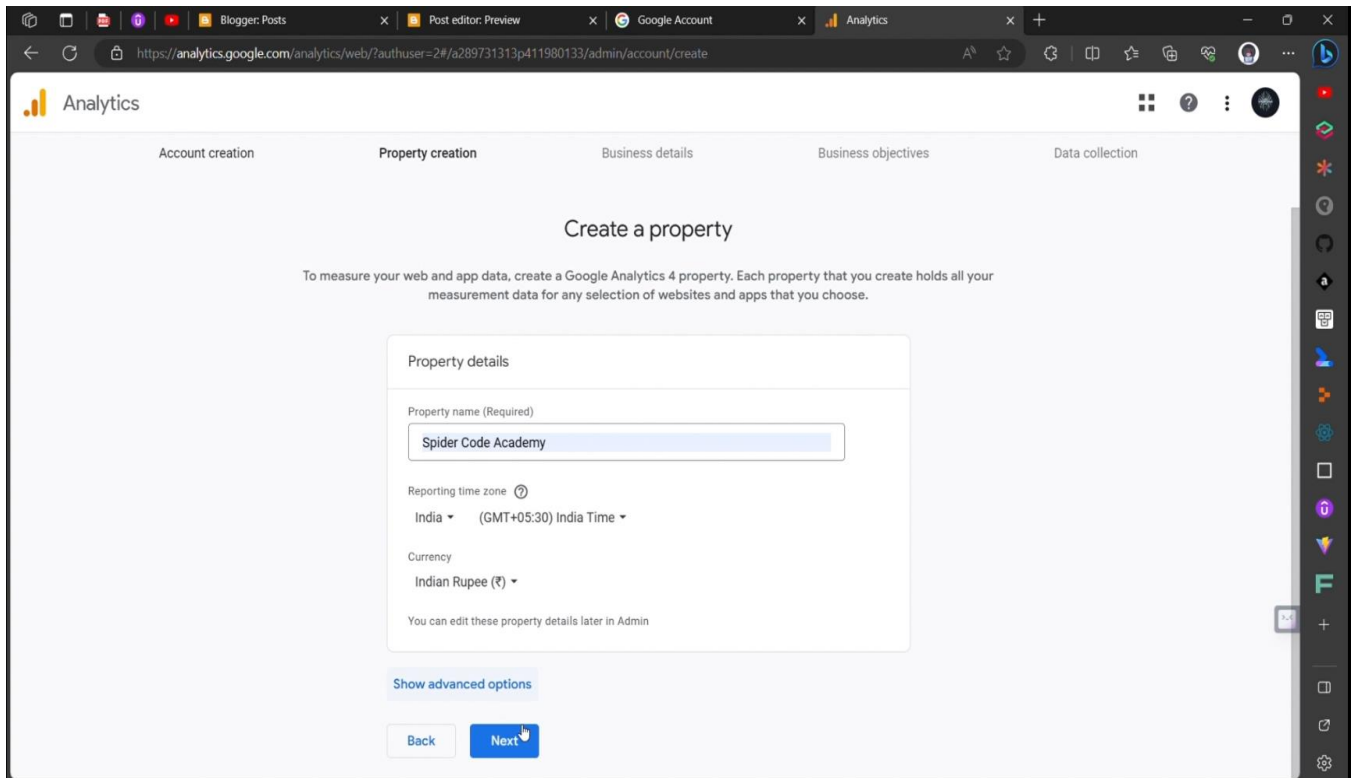
Account Data Sharing Settings ⓘ

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customise whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

STEP 6: - CREATING A PROPERTY

Establish a property within the account, typically representing a specific website or app that you intend to track with Google Analytics.



The screenshot shows the Google Analytics 'Create a property' interface. At the top, there are five tabs: 'Account creation', 'Property creation' (which is active), 'Business details', 'Business objectives', and 'Data collection'. The main heading is 'Create a property'. Below it, a sub-heading states: 'To measure your web and app data, create a Google Analytics 4 property. Each property that you create holds all your measurement data for any selection of websites and apps that you choose.'

The 'Property details' section contains the following fields:

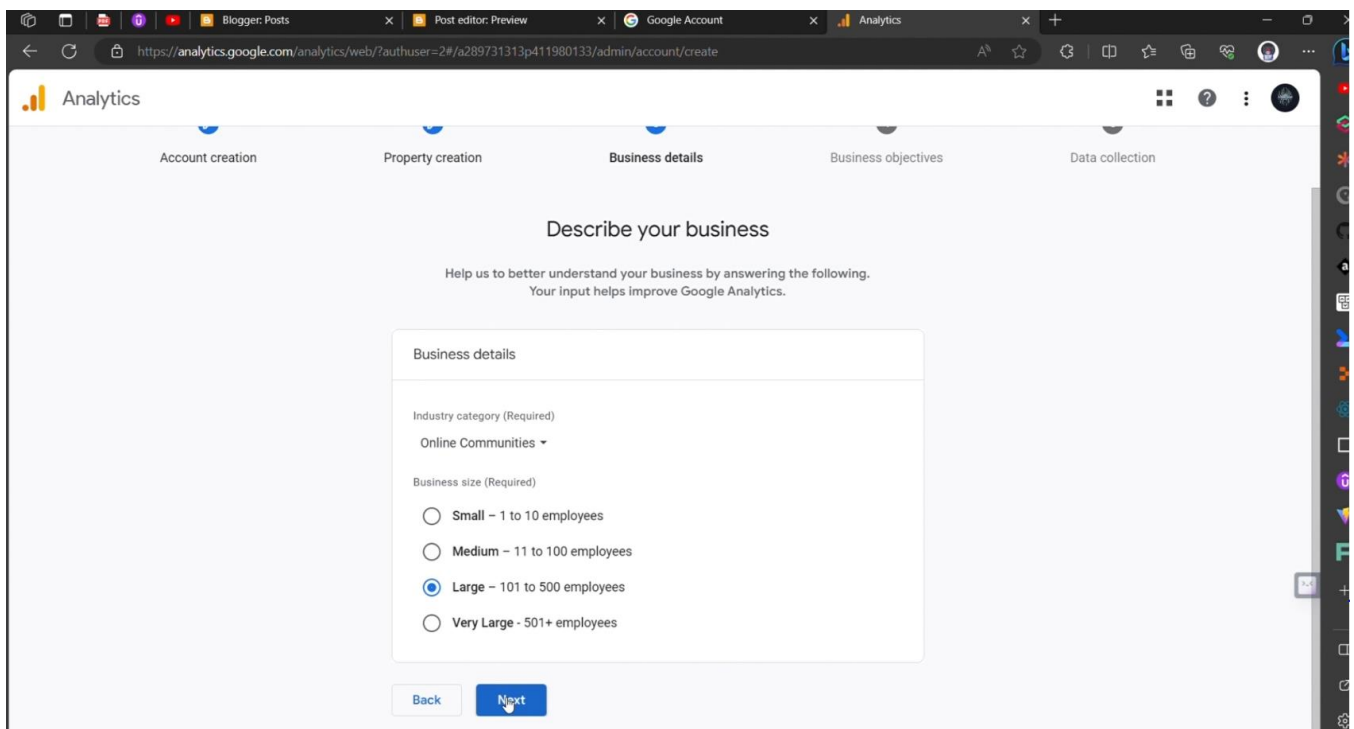
- Property name (Required):** A text input field containing 'Spider Code Academy'.
- Reporting time zone:** A dropdown menu showing 'India' with '(GMT+05:30) India Time'.
- Currency:** A dropdown menu showing 'Indian Rupee (₹)'.

Below these fields, a note says: 'You can edit these property details later in Admin'.

At the bottom of the form, there is a link 'Show advanced options' and two buttons: 'Back' and 'Next'.

STEP 7: - DESCRIBING A BUSINESS

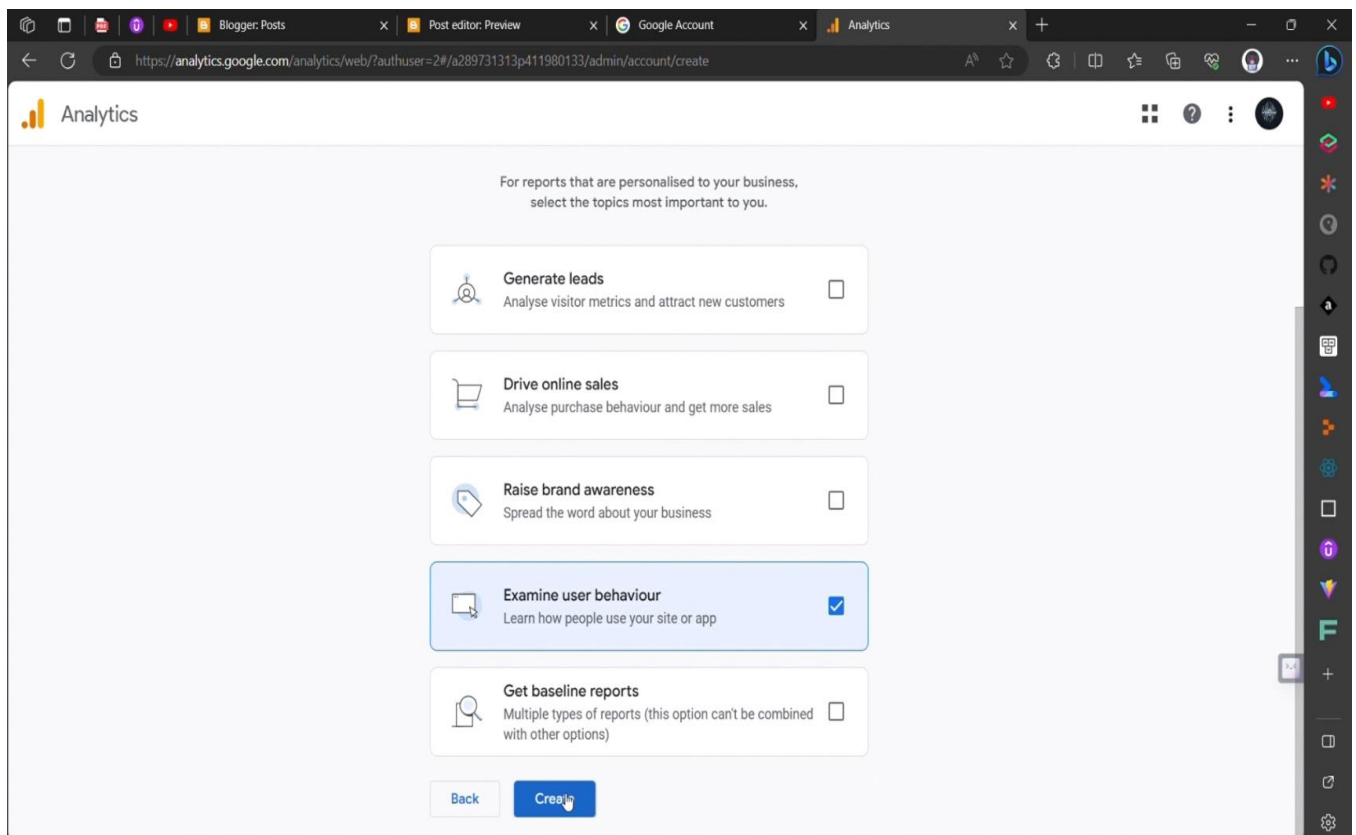
Provide a brief business description, helping Google Analytics understand your website's nature and purpose for more accurate data analysis.



The screenshot shows the Google Analytics 'Describe your business' setup screen. The browser's address bar displays the URL: <https://analytics.google.com/analytics/web/?authuser=2#/a289731313p411980133/admin/account/create>. The page features a progress bar at the top with five steps: 'Account creation', 'Property creation', 'Business details' (the current step), 'Business objectives', and 'Data collection'. The main heading is 'Describe your business', followed by the instruction: 'Help us to better understand your business by answering the following. Your input helps improve Google Analytics.' Below this, a form titled 'Business details' contains two sections: 'Industry category (Required)' with a dropdown menu currently showing 'Online Communities', and 'Business size (Required)' with four radio button options: 'Small - 1 to 10 employees', 'Medium - 11 to 100 employees', 'Large - 101 to 500 employees' (which is selected), and 'Very Large - 501+ employees'. At the bottom of the form are 'Back' and 'Next' buttons.


STEP 8: - CHOOSING A BUSINESS OBJECTIVE

Select a business objective aligned with your website's goals and strategies, serving as a reference point for performance evaluation.



STEP 9: - CHOOSING A PLATFORM AS WEB

Specify that your website is a web platform, ensuring that Google Analytics is set up correctly for web tracking.

 Analytics

✓

✓

✓

✓

5

Account creationProperty creationBusiness detailsBusiness objectivesData collection

Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

[Learn more about data collection](#)

Choose a platform

☐ Web

☐ Android app

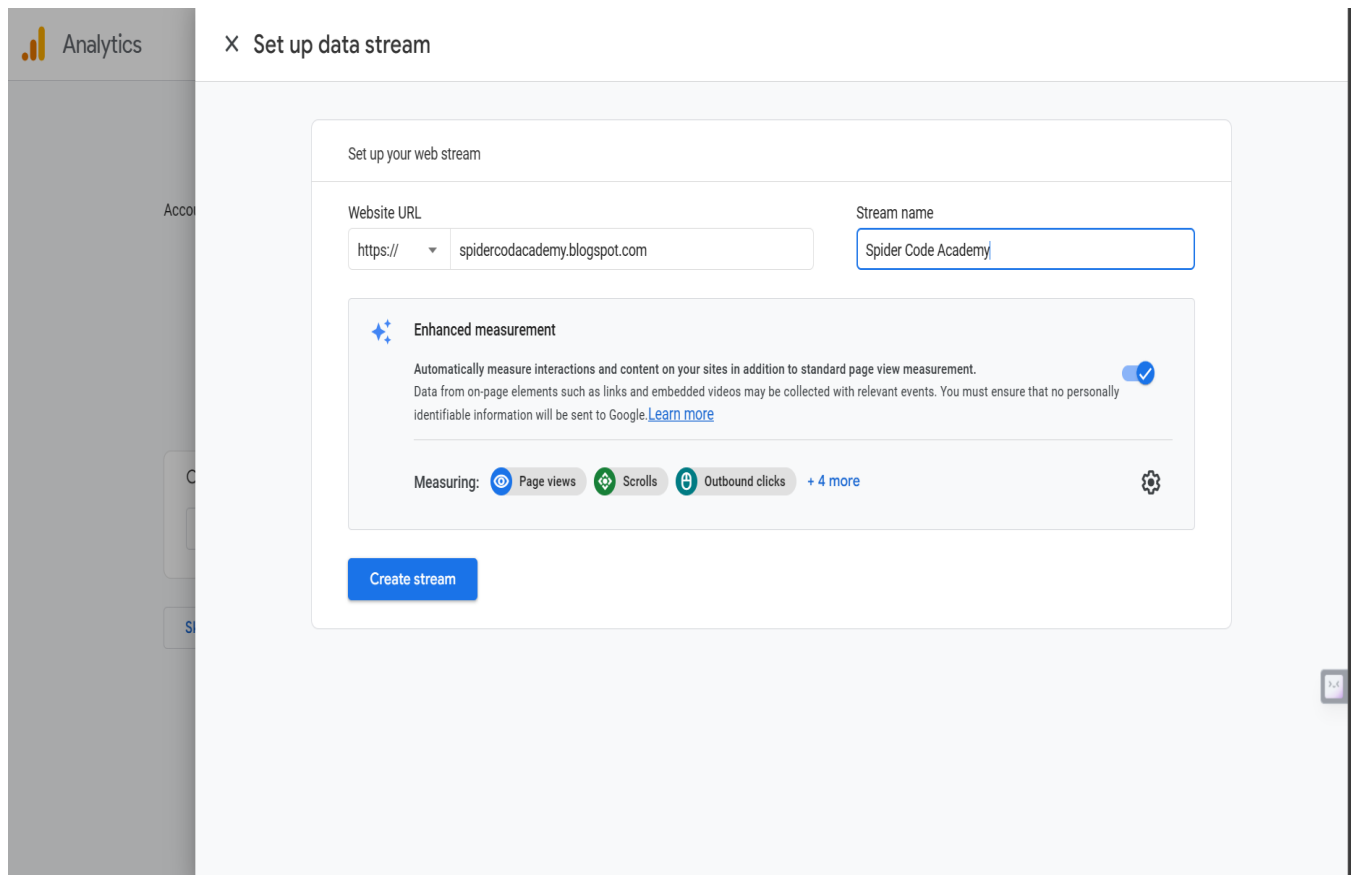
☐ iOS app

[Skip for now](#)

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STEP 10: - SETTING UP A DATA STREAM BY WEBSITE URL

Create an account within Google Analytics and give it a name corresponding to your website, laying the foundation for data collection.



The screenshot shows the 'Set up data stream' interface in Google Analytics. The left sidebar contains the 'Analytics' logo and a partially visible 'Account' menu. The main content area is titled 'Set up data stream' with a close button (X). Below the title, there's a section 'Set up your web stream'. It includes a 'Website URL' field with a dropdown menu showing 'https://' and a text input containing 'spidercodacademy.blogspot.com'. To the right is a 'Stream name' text input containing 'Spider Code Academy'. Below these fields is an 'Enhanced measurement' section, which is turned on (indicated by a blue checkmark). It includes a description: '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](#)'. At the bottom of this section, it says 'Measuring:' followed by icons for 'Page views', 'Scrolls', and 'Outbound clicks', and a '+ 4 more' link. A gear icon for settings is also present. At the bottom of the form is a blue 'Create stream' button.

Analytics X Set up data stream

Set up your web stream

Website URL Stream name

https:// spidercodacademy.blogspot.com Spider Code Academy

Enhanced measurement

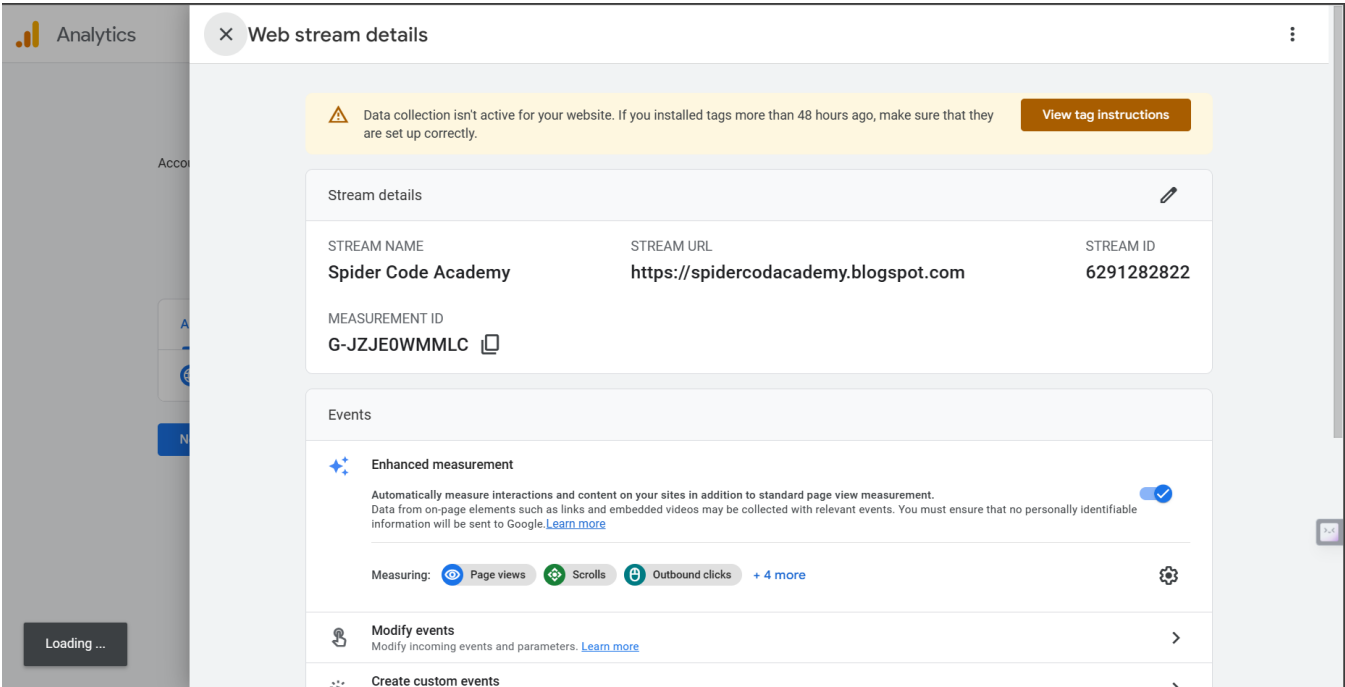
Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 4 more

Create stream

STEP 11: - GENERATED MEASUREMENT ID WITH TAG INSTRUCTIONS

After setting up the data stream, receive a unique Measurement ID and tag instructions from Google Analytics, essential for tracking.



STEP 12: - COPYING TAG INSTRUCTIONS FOR INSTALLING MANUALLY

Copy tag instructions provided for manual installation. These tags are crucial for enabling tracking on your website.

× Web stream details

× Installation instructions

⚠ Data collector are set up

Stream details

STREAM NAME
Spider Code

MEASUREMENT
G-JZJE0WMLC

Events

✦ Enhanced

Automatic Data from information

Measuring

Text copied to clipboard. ×

Create

Install with a website builder or CMS

Install manually

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-JZJE0WMLC"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

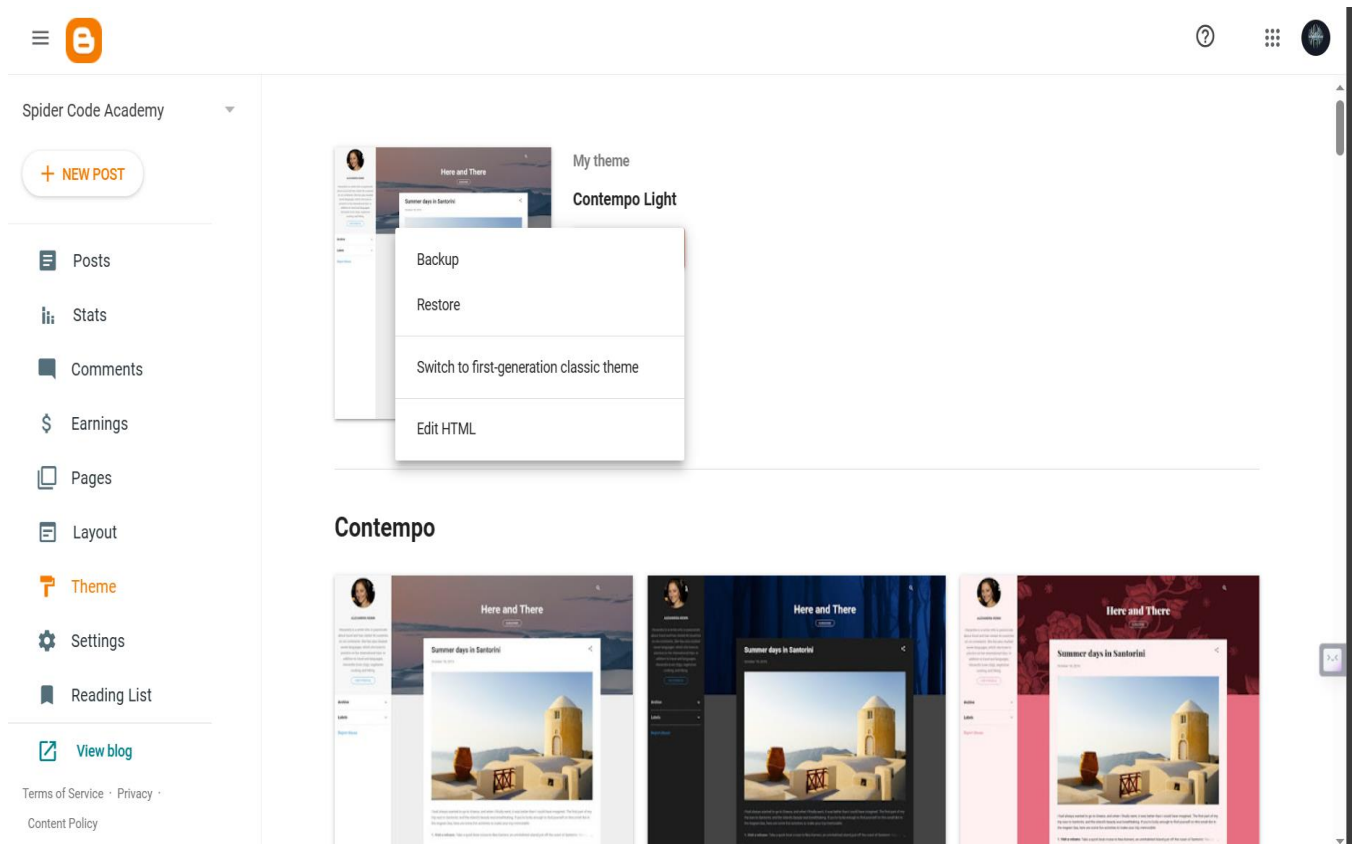
  gtag('config', 'G-JZJE0WMLC');
</script>
```

Use Google Tag Manager

For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager. [Learn more about Google Tag Manager](#)

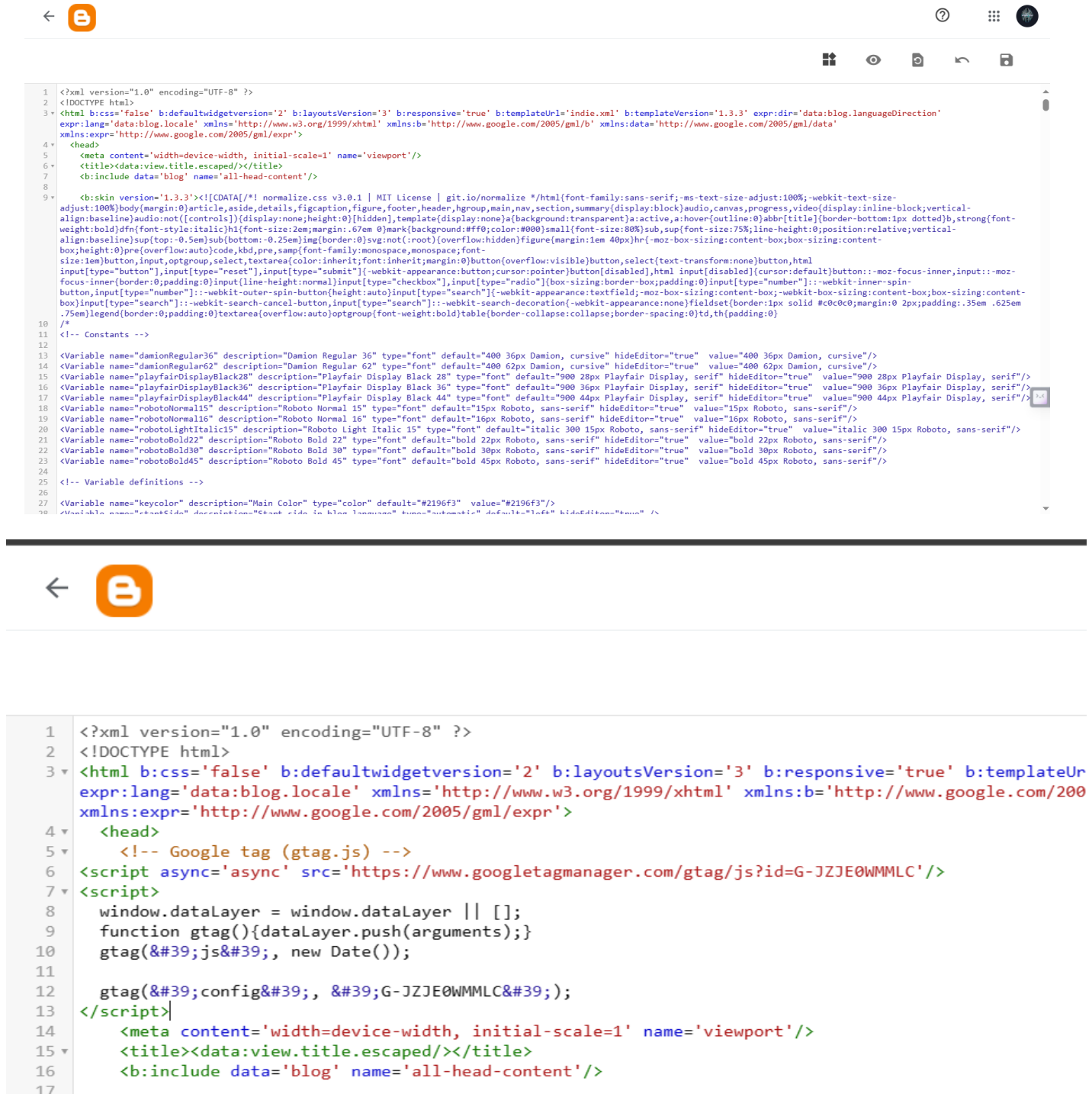
STEP 13: - EDITING HTML OF BLOGGER WEBSITE IN THEME SECTION

Access the HTML editor in the Blogger website theme section, allowing you to modify the website's HTML code.



STEP 14: - PASTING GOOGLE TAG AFTER <HEAD> TAG

Paste the tag instructions provided by Google Analytics immediately after the opening ``<head>`` section in your website's HTML code.

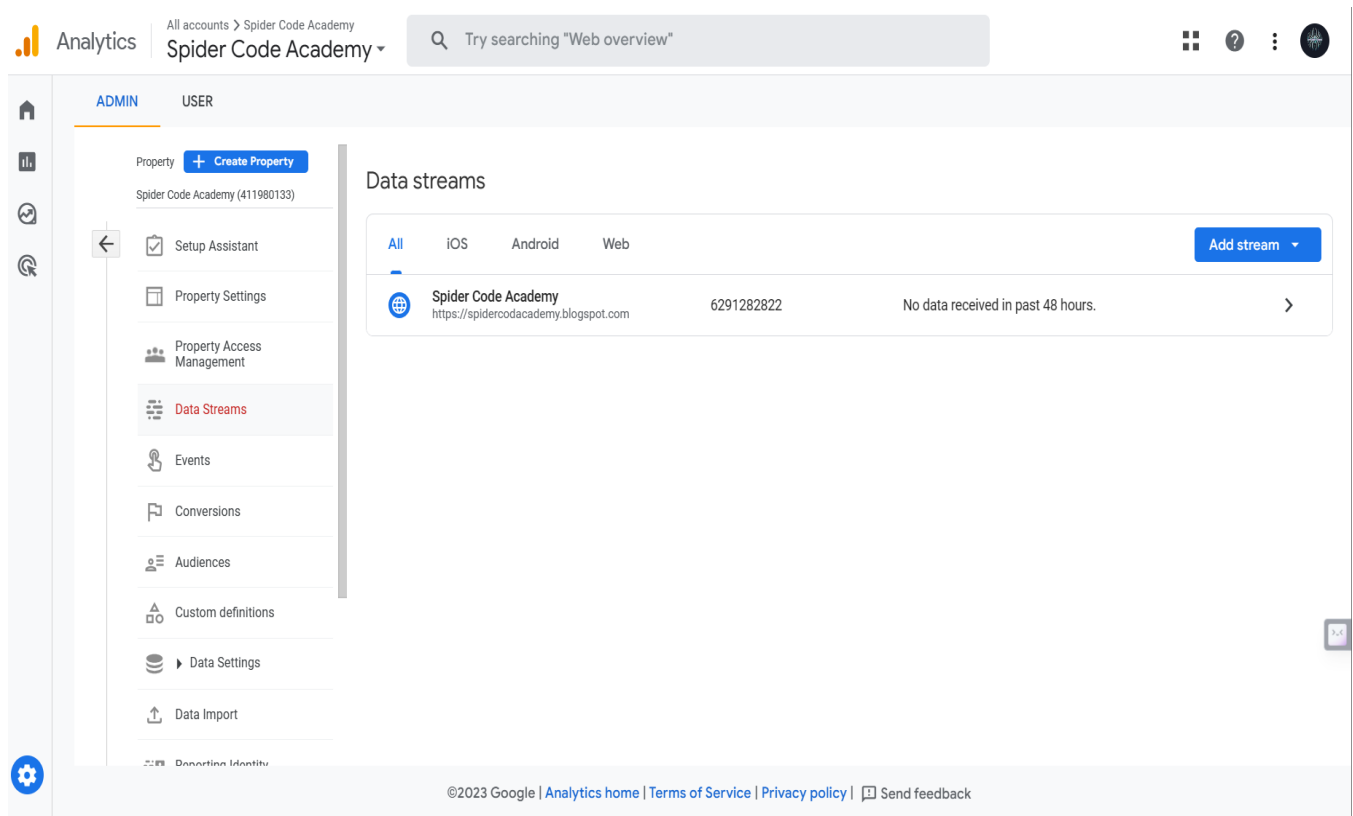


```
1 <?xml version="1.0" encoding="UTF-8" ?>
2 <!DOCTYPE html>
3 <html b:css='false' b:defaultwidgetversion='2' b:layoutsVersion='3' b:responsive='true' b:templateUrl='indie.xml' b:templateVersion='1.3.3' expr:dir='data:blog.languageDirection'
  expr:lang='data:blog.locale' xmlns='http://www.w3.org/1999/xhtml' xmlns:b='http://www.google.com/2005/gml/b' xmlns:data='http://www.google.com/2005/gml/data'
  xmlns:expr='http://www.google.com/2005/gml/expr'>
4   <head>
5     <meta content='width=device-width, initial-scale=1' name='viewport' />
6     <title><data:view.title.escaped/></title>
7     <b:include data='blog' name='all-head-content' />
8
9     <b:skin version='1.3.3'><![CDATA[*! normalize.css v3.0.1 | MIT License | git.io/normalize */html{font-family:sans-serif;-ms-text-size-adjust:100%;-webkit-text-size-
  adjust:100%;body{margin:0}article,aside,details,figcaption,figure,footer,header,hgroup,main,nav,section,summary{display:block}audio,canvas,progress,video{display:inline-block;vertical-
  align:baseline}audio:not([controls]){display:none;height:0}[hidden],template{display:none}a{background:transparent}a:active,a:hover{outline:0}abbr[title]{border-bottom:1px dotted}b,strong(font-
  weight:bold)dfn(font-style:italic)h1(font-size:2em;margin:.67em 0)mark(background:#ff0;color:#000)small(font-size:80%;sub,sup(font-size:75%;line-height:0;position:relative;vertical-
  align:baseline)sup(top:-0.5em)sub(bottom:-0.25em)img{border:0}svg:not(:root){overflow:hidden}figure{margin:1em 40px}hr{-moz-box-sizing:content-box;box-sizing:content-
  box;height:0}pre{overflow:auto}code,xbd,pre,samp{font-family:monospace,monospace;font-
  size:1em}button,input,optgroup,select,textarea{color:inherit;font:inherit;margin:0}button{overflow:visible}button,select{text-transform:none}button,html
  input[type="button"],input[type="reset"],input[type="submit"]{-webkit-appearance:button;cursor:pointer}button[disabled],html input[disabled]{cursor:default}button::-moz-focus-inner,input::-moz-
  focus-inner{border:0;padding:0}input{line-height:normal}input[type="checkbox"],input[type="radio"]{box-sizing:border-box;padding:0}input[type="number"]::-webkit-inner-spin-
  button,input[type="number"]::-webkit-outer-spin-button{height:auto}input[type="search"]{-webkit-appearance:textfield;-moz-box-sizing:content-box;-webkit-box-sizing:content-box;box-sizing:content-
  box}input[type="search"]::-webkit-search-cancel-button,input[type="search"]::-webkit-search-decoration{-webkit-appearance:none}fieldset{border:1px solid #ccc;margin:0 2px;padding:.35em .75em}legend{border:0;padding:0}textarea{overflow:auto}optgroup{font-weight:bold}table{border-collapse:collapse;border-spacing:0}td,th{padding:0}
  />
10  />
11 <!-- Constants -->
12
13 <Variable names="damionRegular36" description="Damion Regular 36" type="font" default="400 36px Damion, cursive" hideEditor="true" value="400 36px Damion, cursive"/>
14 <Variable names="damionRegular62" description="Damion Regular 62" type="font" default="400 62px Damion, cursive" hideEditor="true" value="400 62px Damion, cursive"/>
15 <Variable names="playfairDisplayBlack28" description="Playfair Display Black 28" type="font" default="900 28px Playfair Display, serif" hideEditor="true" value="900 28px Playfair Display, serif"/>
16 <Variable names="playfairDisplayBlack36" description="Playfair Display Black 36" type="font" default="900 36px Playfair Display, serif" hideEditor="true" value="900 36px Playfair Display, serif"/>
17 <Variable names="playfairDisplayBlack44" description="Playfair Display Black 44" type="font" default="900 44px Playfair Display, serif" hideEditor="true" value="900 44px Playfair Display, serif"/>
18 <Variable names="robotoNormal15" description="Roboto Normal 15" type="font" default="15px Roboto, sans-serif" hideEditor="true" value="15px Roboto, sans-serif"/>
19 <Variable names="robotoNormal16" description="Roboto Normal 16" type="font" default="16px Roboto, sans-serif" hideEditor="true" value="16px Roboto, sans-serif"/>
20 <Variable names="robotoLightItalic15" description="Roboto Light Italic 15" type="font" default="italic 300 15px Roboto, sans-serif" hideEditor="true" value="italic 300 15px Roboto, sans-serif"/>
21 <Variable names="robotoBold22" description="Roboto Bold 22" type="font" default="bold 22px Roboto, sans-serif" hideEditor="true" value="bold 22px Roboto, sans-serif"/>
22 <Variable names="robotoBold30" description="Roboto Bold 30" type="font" default="bold 30px Roboto, sans-serif" hideEditor="true" value="bold 30px Roboto, sans-serif"/>
23 <Variable names="robotoBold45" description="Roboto Bold 45" type="font" default="bold 45px Roboto, sans-serif" hideEditor="true" value="bold 45px Roboto, sans-serif"/>
24
25 <!-- Variable definitions -->
26
27 <Variable names="keycolor" description="Main Color" type="color" default="#2196f3" value="#2196f3"/>
28 <Variable names="textcolor" description="Text color" type="color" default="black" value="black"/>
```

```
1 <?xml version="1.0" encoding="UTF-8" ?>
2 <!DOCTYPE html>
3 <html b:css='false' b:defaultwidgetversion='2' b:layoutsVersion='3' b:responsive='true' b:templateUr
  expr:lang='data:blog.locale' xmlns='http://www.w3.org/1999/xhtml' xmlns:b='http://www.google.com/200
  xmlns:expr='http://www.google.com/2005/gml/expr'>
4   <head>
5     <!-- Google tag (gtag.js) -->
6     <script async='async' src='https://www.googletagmanager.com/gtag/js?id=G-JZJE0WMMLC' />
7     <script>
8       window.dataLayer = window.dataLayer || [];
9       function gtag(){dataLayer.push(arguments);}
10      gtag(&#39;j&#39;, new Date());
11
12      gtag(&#39;config&#39;, &#39;G-JZJE0WMMLC&#39;);
13    </script>
14    <meta content='width=device-width, initial-scale=1' name='viewport' />
15    <title><data:view.title.escaped/></title>
16    <b:include data='blog' name='all-head-content' />
17
```

STEP 15: - GENERATED DATA STREAM AND LINKED GOOGLE ANALYTICS SUCCESSFULLY

Once the tag instructions are correctly implemented, your website is successfully linked to Google Analytics, initiating data collection for analysis.



The screenshot displays the Google Analytics web interface. At the top, the 'Analytics' logo is on the left, and the account name 'Spider Code Academy' is in the center. A search bar on the right contains the text 'Try searching "Web overview"'. Below the top bar, there are tabs for 'ADMIN' and 'USER', with 'ADMIN' selected. A left-hand sidebar lists various administrative options: 'Property' (with a '+ Create Property' button), 'Spider Code Academy (411980133)', 'Setup Assistant', 'Property Settings', 'Property Access Management', 'Data Streams' (highlighted in red), 'Events', 'Conversions', 'Audiences', 'Custom definitions', 'Data Settings', 'Data Import', and 'Reporting Identity'. The main content area is titled 'Data streams' and features tabs for 'All', 'iOS', 'Android', and 'Web', with 'All' selected. An 'Add stream' button is in the top right of this section. A single data stream is listed for 'Spider Code Academy' with the URL 'https://spidercodeacademy.blogspot.com' and the ID '6291282822'. The status indicates 'No data received in past 48 hours.' The footer of the interface shows the copyright notice '©2023 Google' and links to 'Analytics home', 'Terms of Service', 'Privacy policy', and a 'Send feedback' button.

CONCLUSION

In the vast digital realm where websites are the storefronts of our online presence, understanding how users interact with your platform is paramount. The "Adding Google Analytics to a Website" *project provides a systematic roadmap for individuals and businesses* to gain a deeper understanding of their online audience and, subsequently, make data-driven decisions to enhance their digital performance.

Google Analytics, with its robust capabilities, is the keystone of this project. By meticulously following the outlined steps, website owners and administrators can unlock a treasure trove of data-driven insights. Let's reflect on the key takeaways from this journey.

The initial steps include establishing a brand identity and creating a website using the *user-friendly Blogger.com platform*. These are the foundational building blocks that set the stage for the integration of Google Analytics. Once your website is up and running, the next steps guide you through the setup process within Google Analytics.

Describing your business and setting a clear business objective forms *the basis for tailored data collection*. Selecting the web platform ensures that Google Analytics is configured for your specific needs.

The pivotal moment arrives with the setup of a data stream by *linking your website's URL*. This connection forms the bridge that allows Google Analytics to collect and process data. *Measurement IDs and tag instructions* are your passports to successful tracking. Following this, it's time to implement these tags into your website's HTML code.

Editing your website's HTML may seem daunting, but the project simplifies this task. By pasting the tag instructions immediately after the opening ``<head>`` section, you *enable Google Analytics to collect data*.

Finally, with your data stream correctly set up and the analytics tags implemented, your website is successfully linked to Google Analytics. This initiates the collection of crucial data, opening doors to *insights about your website's performance, user behavior, and audience engagement*.

In conclusion, the "Adding Google Analytics to a Website" project *empowers individuals and businesses, regardless of their digital expertise, to harness the vast potential of web analytics*. By enabling data-driven decisions, this project paves the way for enhanced online performance and more meaningful user experiences. As the digital landscape continues to evolve, the knowledge gained from this project is your compass, guiding you to navigate and excel in the ever-changing online world.

OUR PROJECT LINKS

GOOGLE TAG:

```
<!-- Google tag (gtag.js) -->
<script async
src="https://www.googletagmanager.com/gtag/js?id=G-
JZJE0WMMLC"></script>
<script> window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments);} gtag('js', new
Date()); gtag('config', 'G-JZJE0WMMLC'); </script>
```

BLOGGER.COM LINK: <https://spidercodacademy.blogspot.com/2023/10/welcome-to-spider-code-academy.html>

GITHUB LINK: <https://github.com/Dinesh-comarde/DIGITAL-MARKETING-NM2023TMID01931>

VIDEO DEMO LINK: <https://drive.google.com/drive/folders/1FQ4TEO6d6DNlp801I-I1lNd029AGhMn4?usp=sharing>