CHRIST (Deemed to be University)

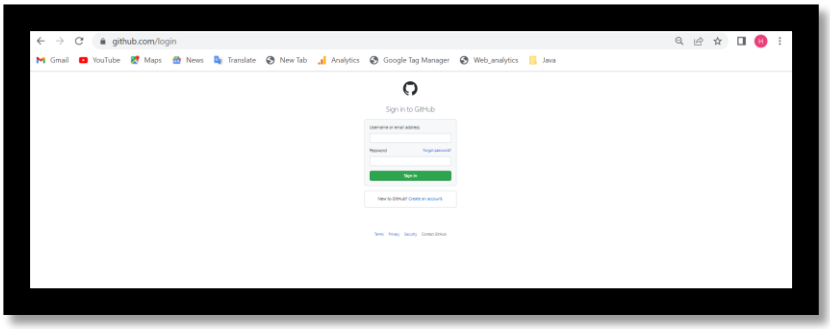
Department of Computer Science

MSc – Data Science

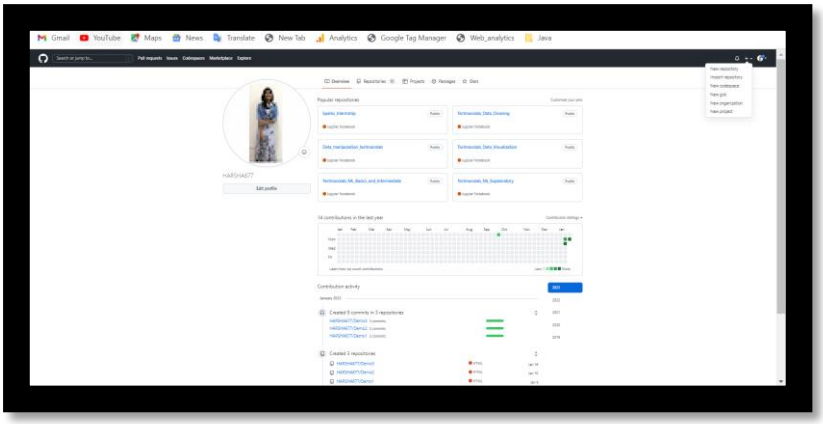
Create GA4 Configuration for Enhanced Metrics

Course: Web Analytics
Lab No: Lab 2
Date; 16-01-2021
Name: Harsha KG
Reg_No:2248035

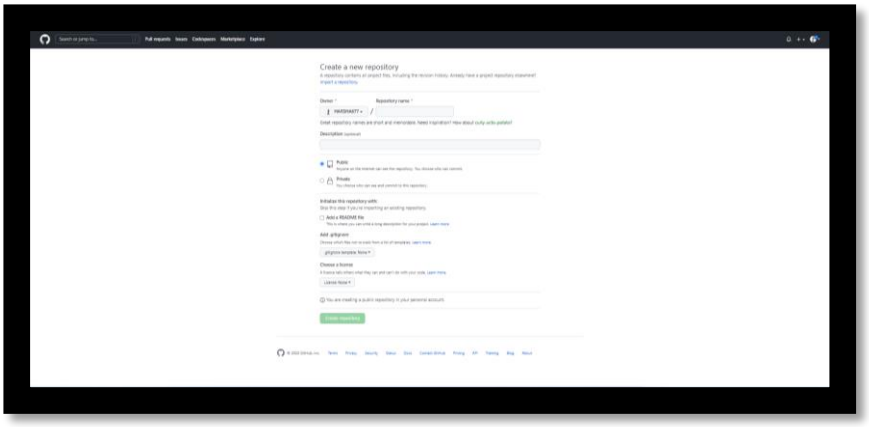
- Log in to GitHub
  ➔ Sign in with username and password



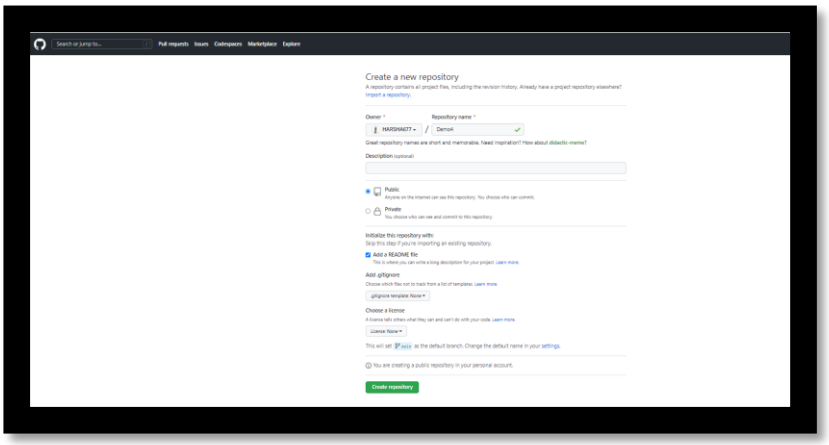
- Go to the Home page
  ➔ Click on the + button on the right side of the page
  ➔ Click on the new repository



- Create a new repository
  ➔ Provide a name for the repository



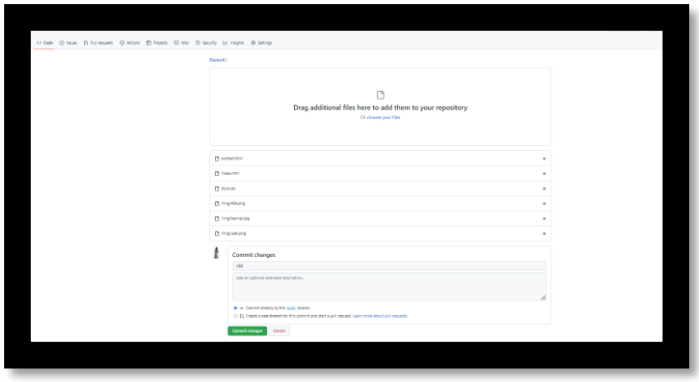
➔ Click the tick in the checkbox of Add a README file.

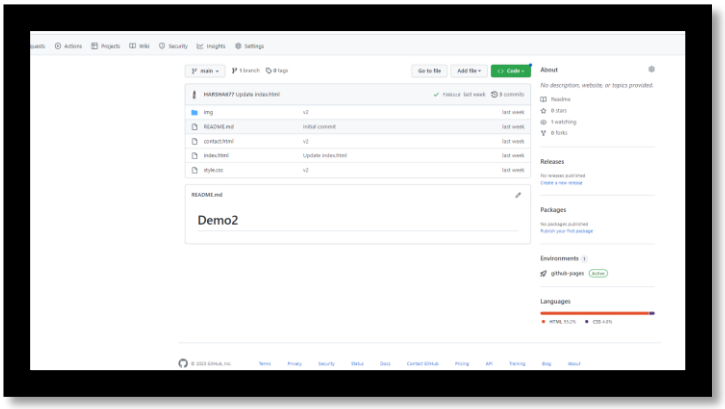


Here, we gave the repository name Demo2.

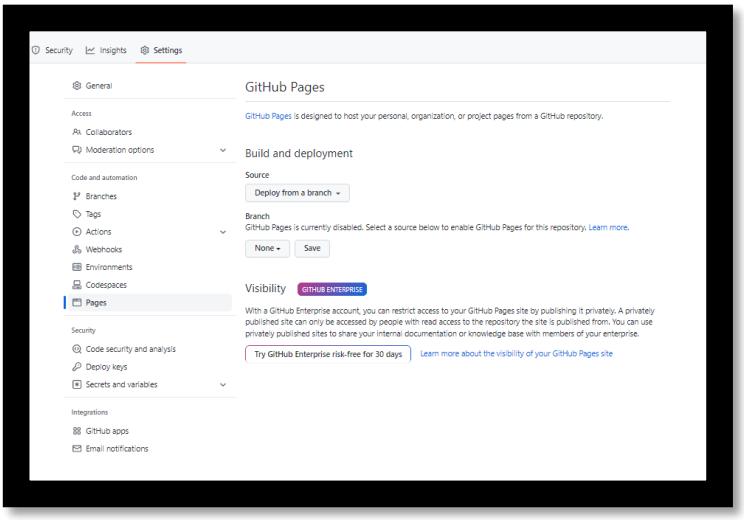
➔ After that, click on create a repository.

- Go to settings → Click on Add file→ upload files
  - ➔ Drag the WA folder downloaded to the PC
    [WA folder consists of an image file, contact.html, index.html, and style.css file]
  - ➔ Provide the version name **(V2)**
  - ➔ Click on Commit changes

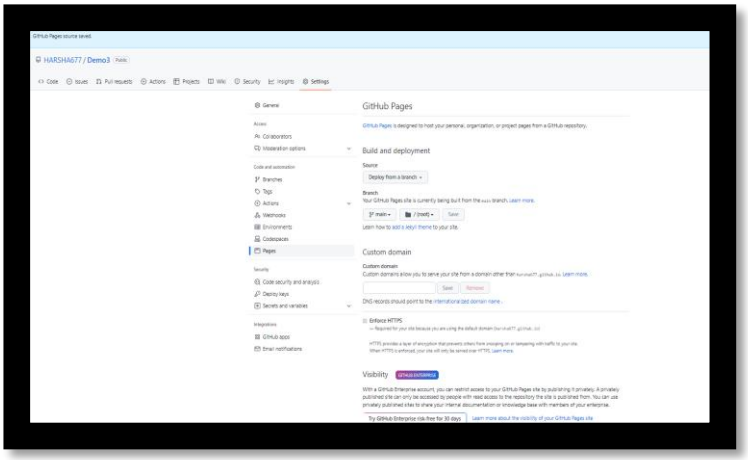




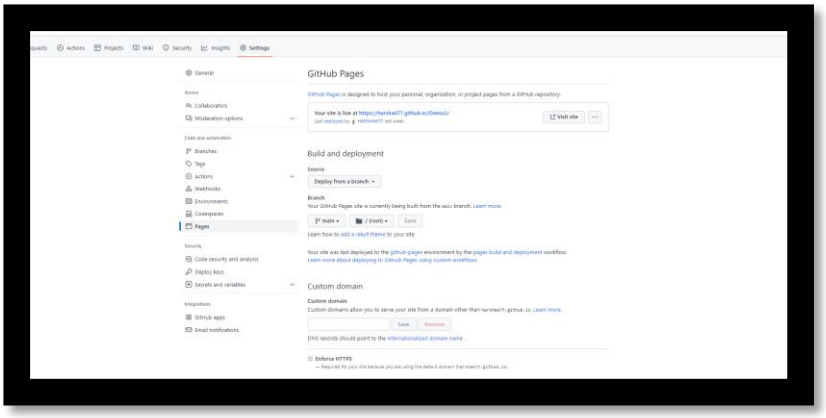
- Go to Settings→ Pages



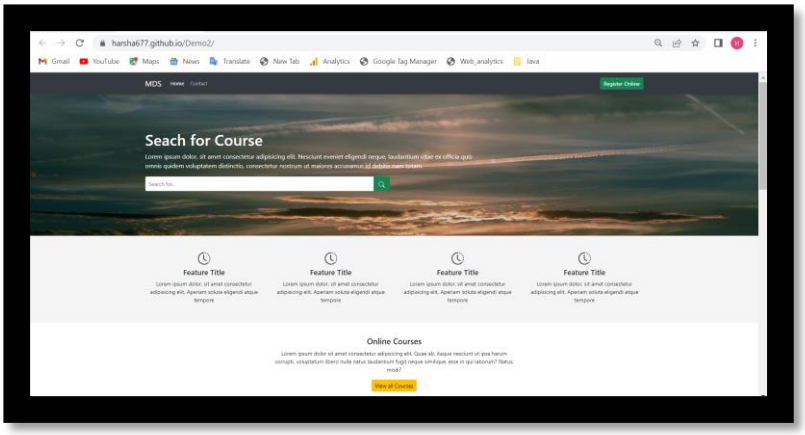
➔ In pages, select branch as main and click on save



➔ Reload the page, and the website will be live
➔ Click on view site

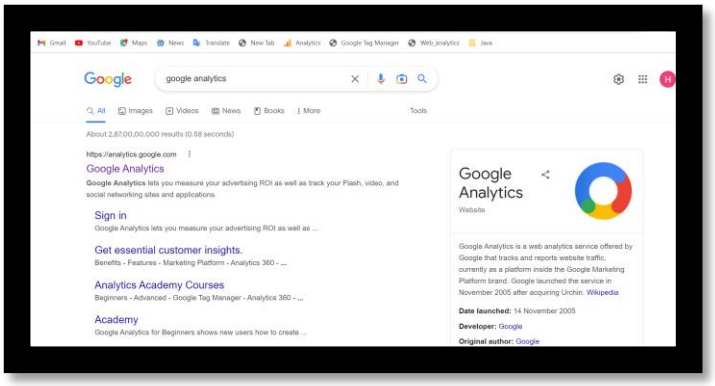


➔ View of website

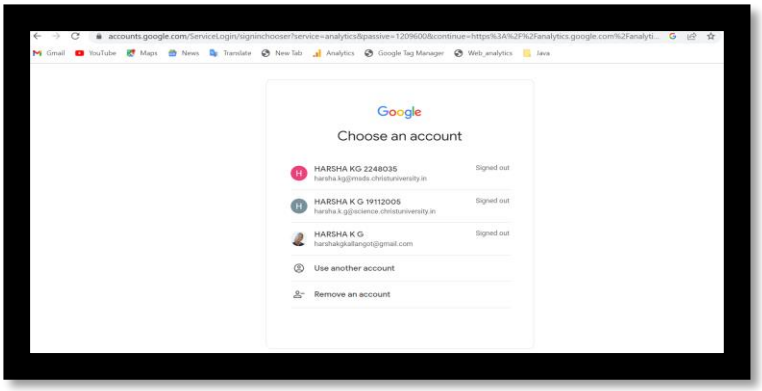


Thus, the website is created and hosted on GitHub.

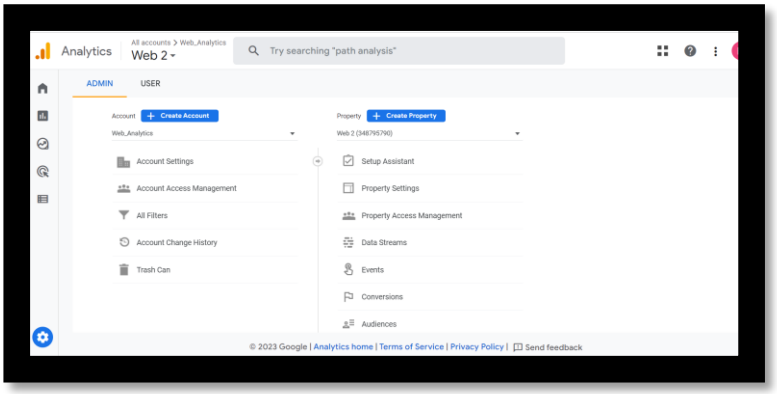
- Search Google Analytics in google search



- Login using Gmail id

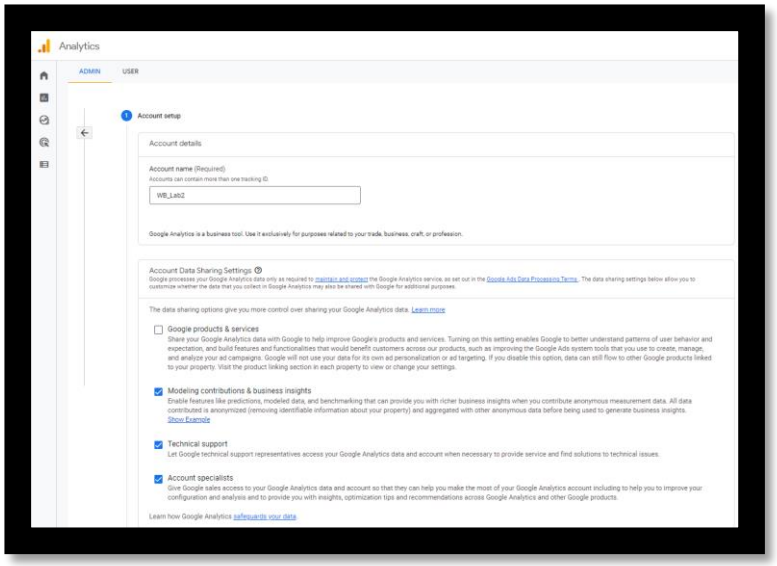


- Go to Admin

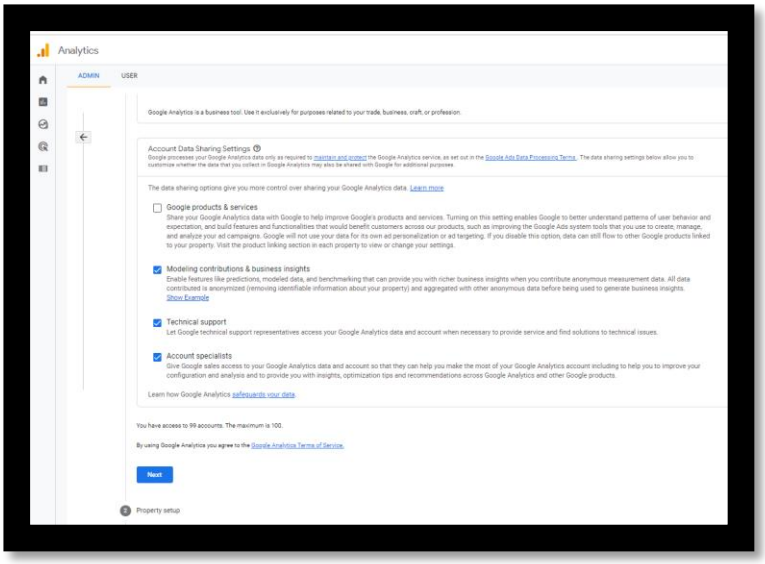


Account setup

➔ Click create account
➔ Provide an account name



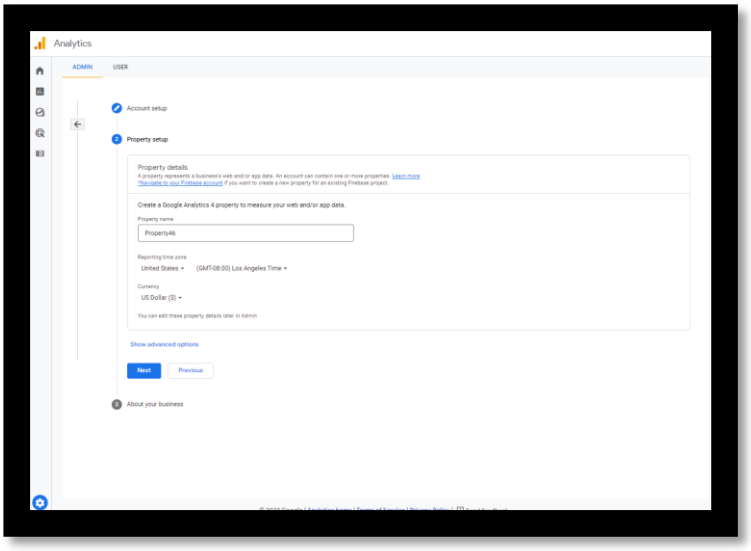
➔ *Here I gave the account name WB_Lab2*
➔ Click on Next



Thus, the Account is created in google analytics.

Property setup

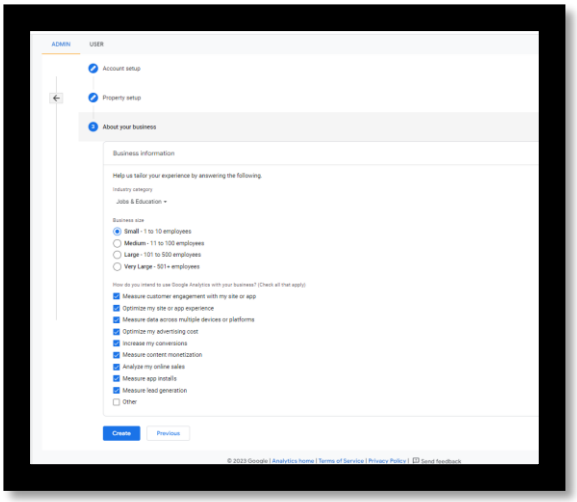
➔ Once the Account is created, GA will redirect to the property and details sections, where we must first create a property name for that account.



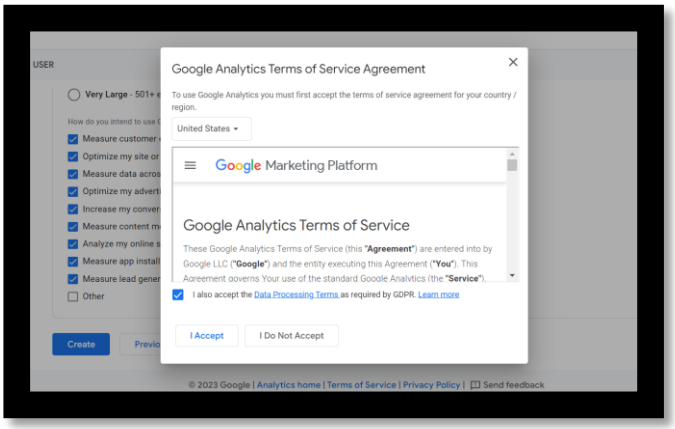
➔ *I gave the property name Property46.*

About your business

➔ Change the Industry Category to Job and Education
➔ Change the business size to small-1 to 10 employees
➔ Click on all the tick boxes except other for how to intend to use google analytics with your business
➔ Once all these changes are made, click Confirm

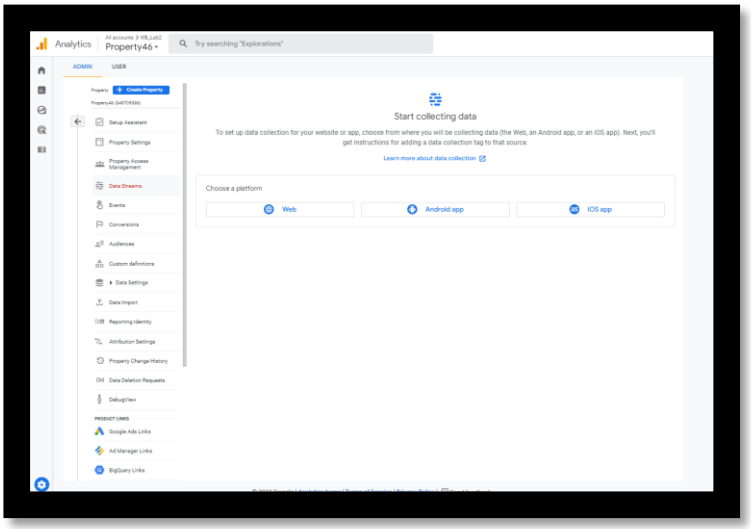


➔ Read the Google Analytics terms of service agreement and tick the checkbox.

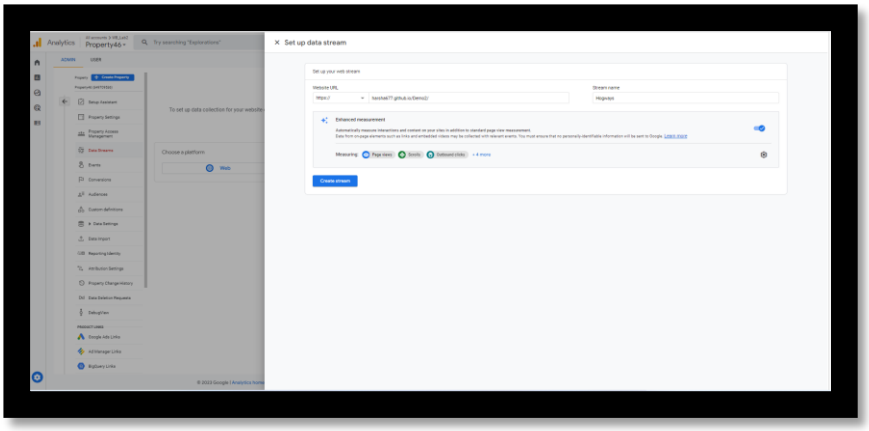


- After this, it will be redirected to Data Streams

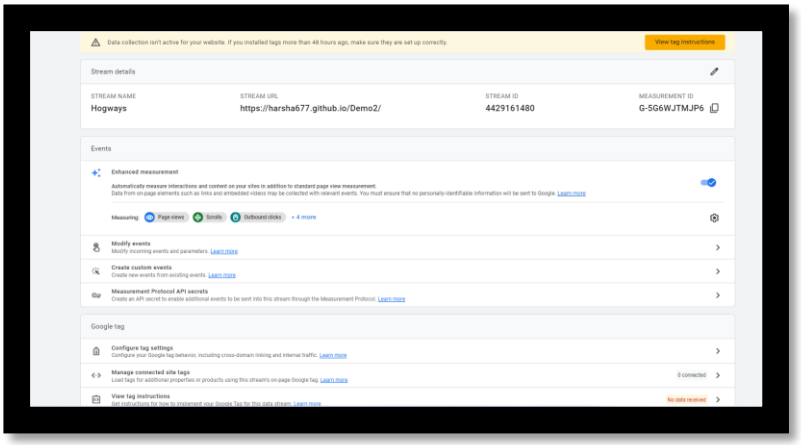
➔ Choose the platform as Web.



➔ Provide the link of the website hosted in GitHub in the Website URL
➔ Create a Stream name
Here, I gave the stream name Hogways
➔ By default, the enhanced measurement will measure website interaction and content in addition to standard page measurement. Thus, enhanced measurement is enabled.

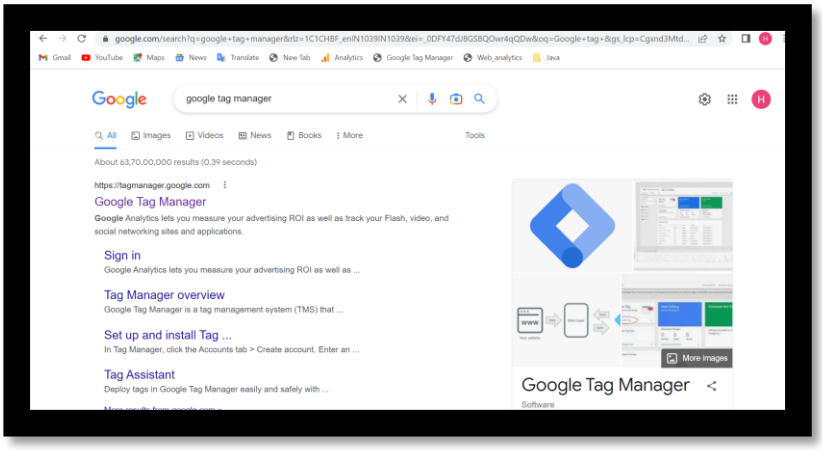


➔ After making all these changes click to create the stream.
➔ We get Stream details (ie, stream_name, stream_url, stream_id, Measurement_id)

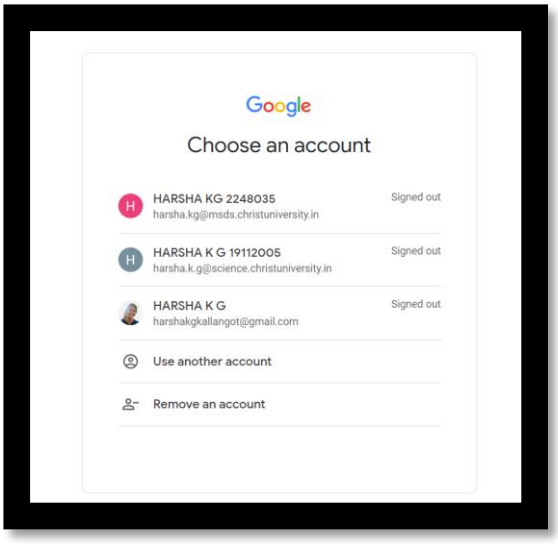


Thus, we added Account and Property (only Default Metrics)

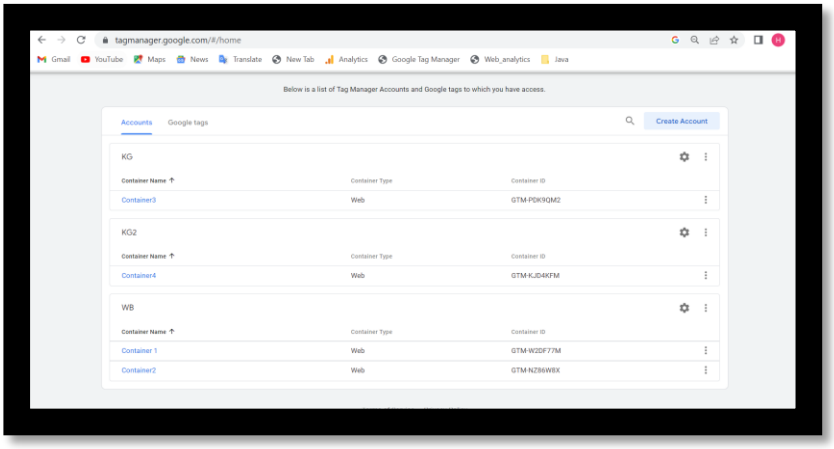
1. Search google tag manager



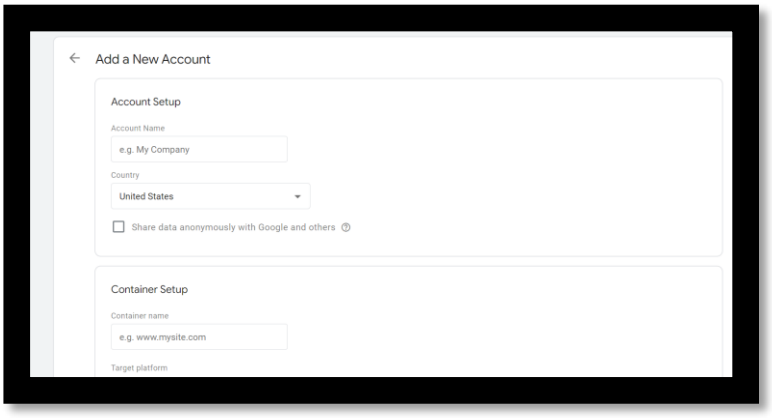
2. Sign in using a Gmail account, which was used to host the website in GitHub and to create an account in GA



3. In Account
   - ➔ Click on Create Account

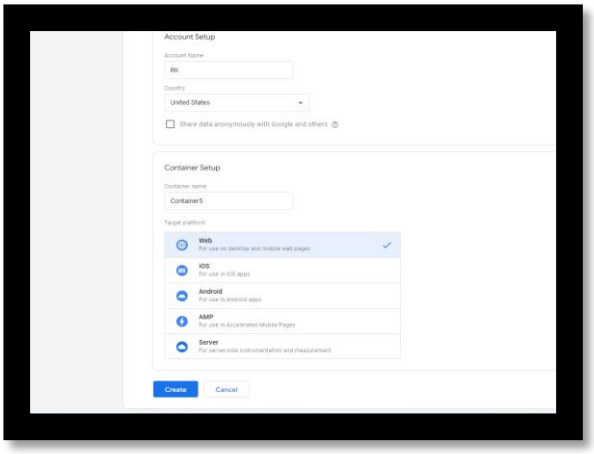


   - ➔ In the account setup, provide the account name for tagging
   - ➔ In the container setup, provide the container name
   - ➔ Select target platform

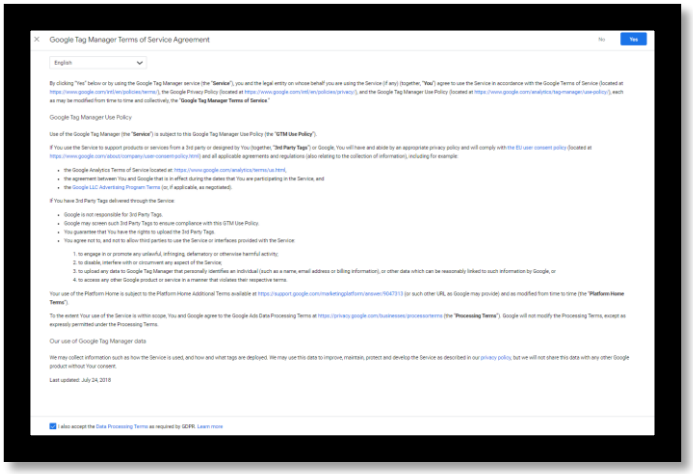


Here, I gave

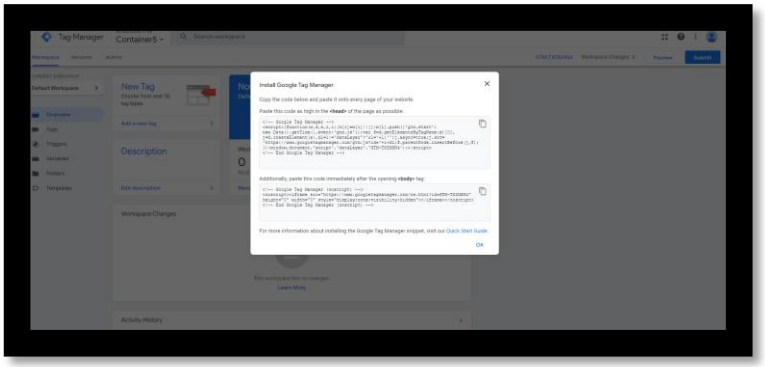
   - ➔ *The account name as RK*
   - ➔ *Container name as Container5*
   - ➔ *Target platform as Web*



➔ Accept the google tag manager terms of service agreement
➔ click Yes



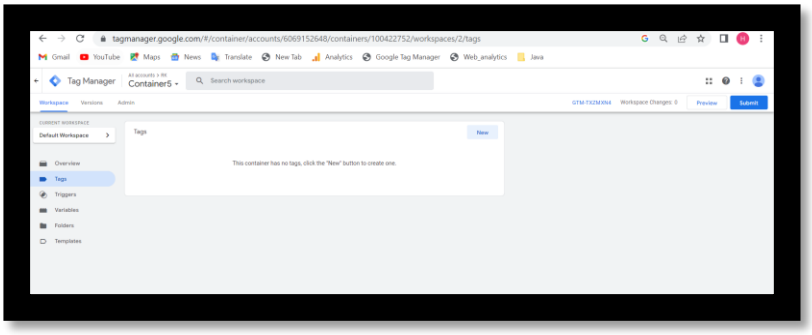
➔ Thus, tagging code is generated.



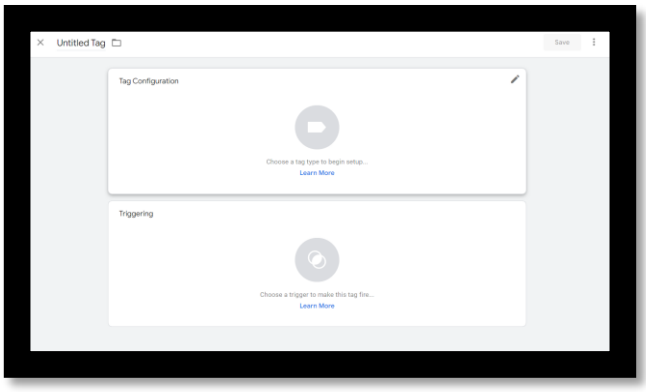
Thus, I created a container in Google Tag Manager.

- In workspace → Tags

➔ Click New in Tags

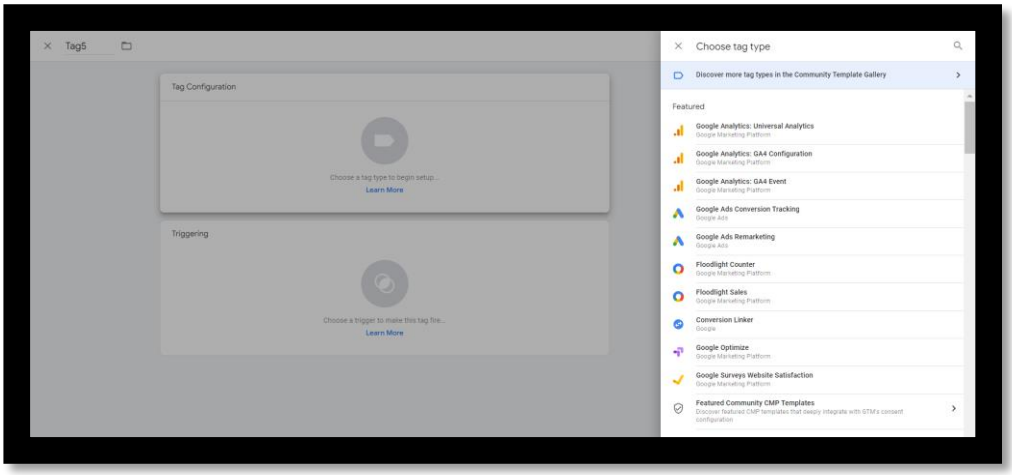


➔ Rename the Tag name

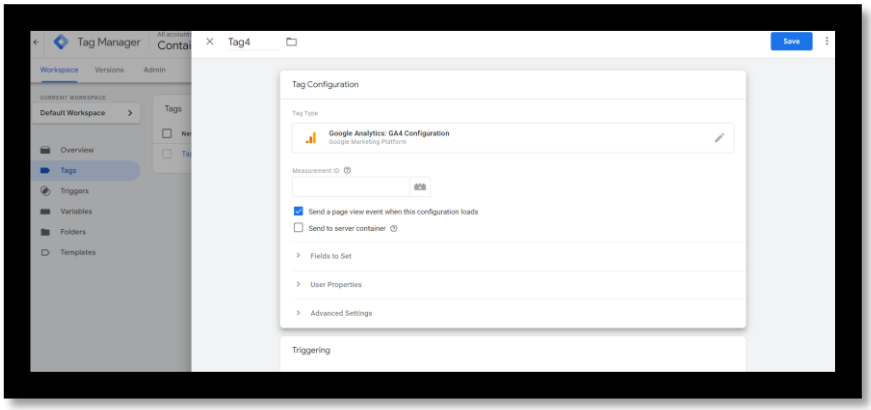


➔ *Here, I renamed Tag to Tag5*

➔ Choose the tag type as Google Analytics: GA4 Configuration

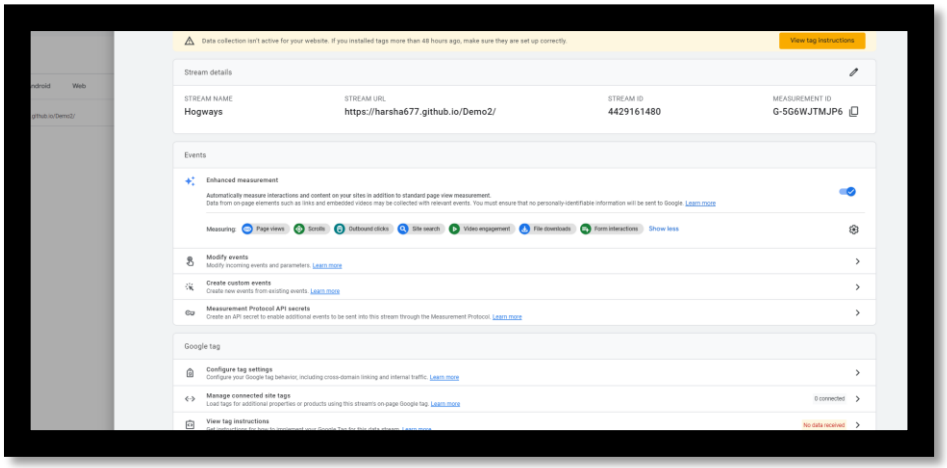


➔ Provide the measurement ID

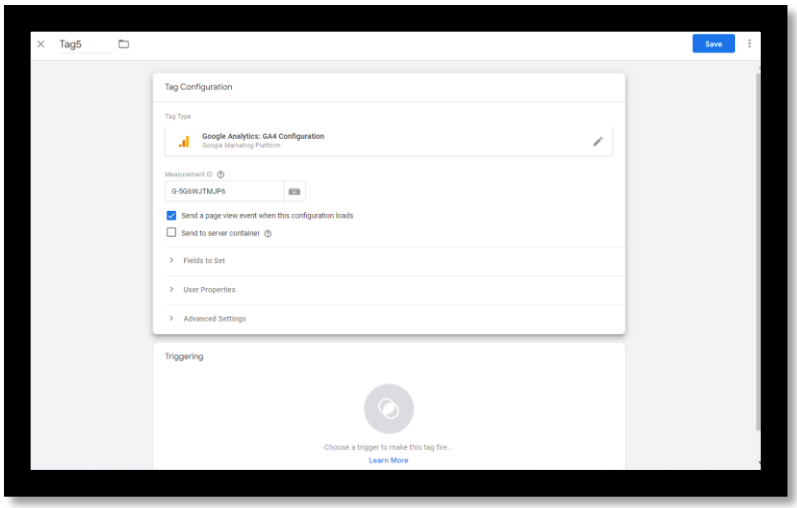


➔ Again, Go to Google Analytics

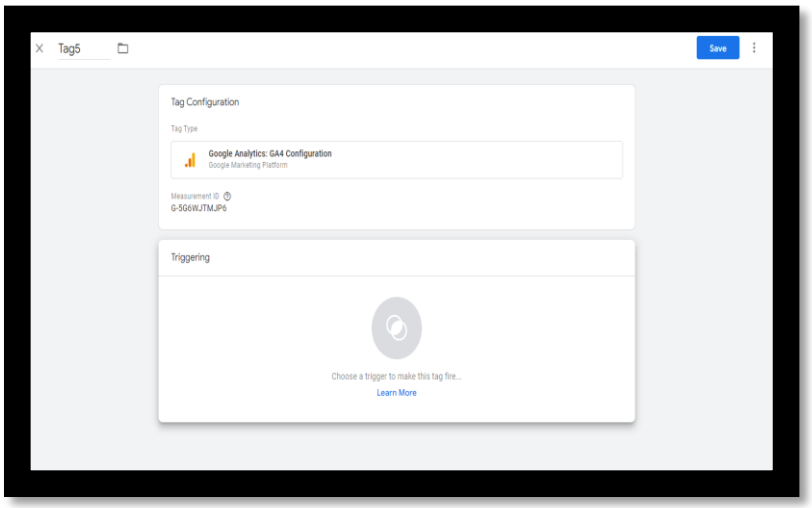
➔ In Admin, select Data Streams
➔ Copy Measurement ID from stream details



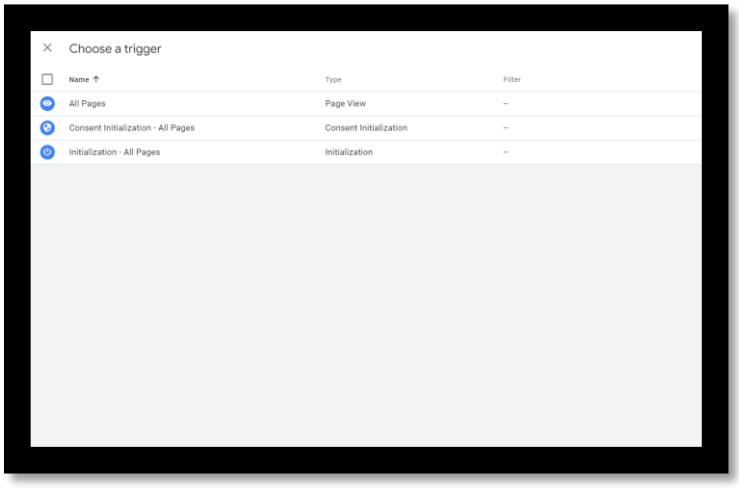
➔ Paste the measurement ID in the Tag Configuration page



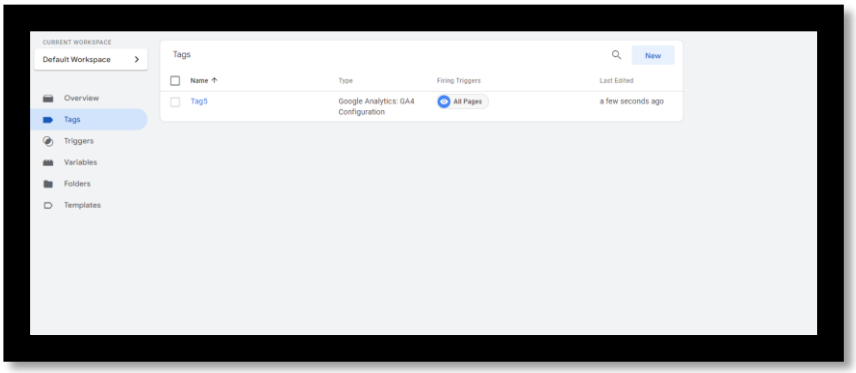
➔ In triggering, click on choose a trigger.



➔ Choose trigger as All Pages.

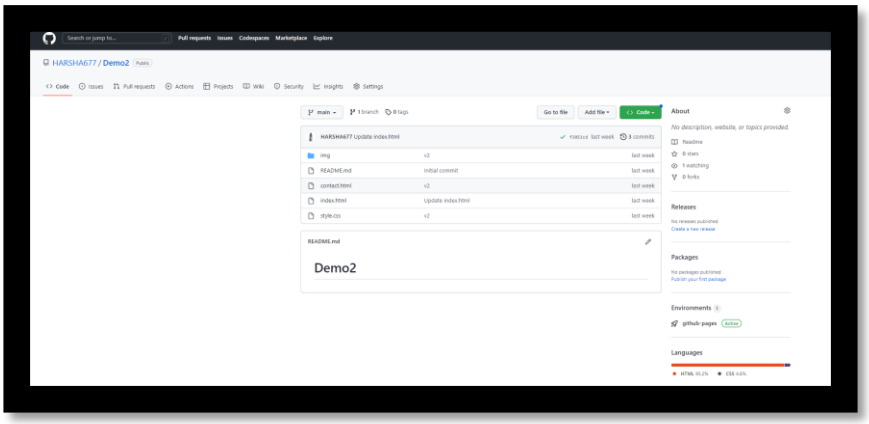


➔ Click on Save

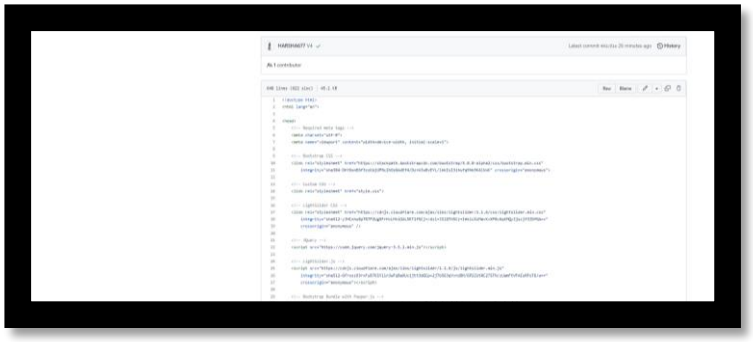


Thus, we created a New Tag

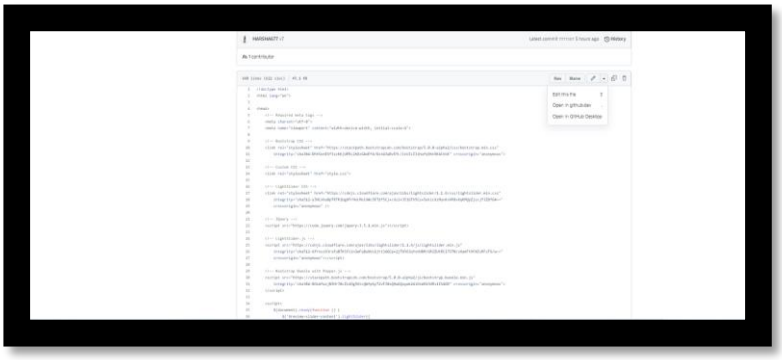
- Now again, Go to GitHub
  ➔ Click on Code



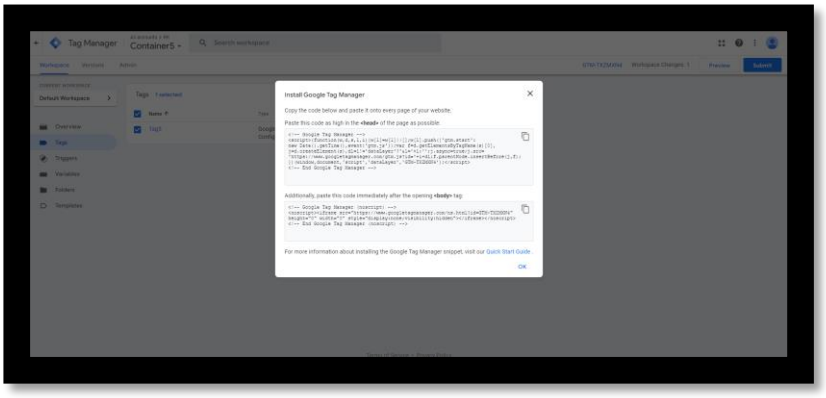
➔ Open index.html file



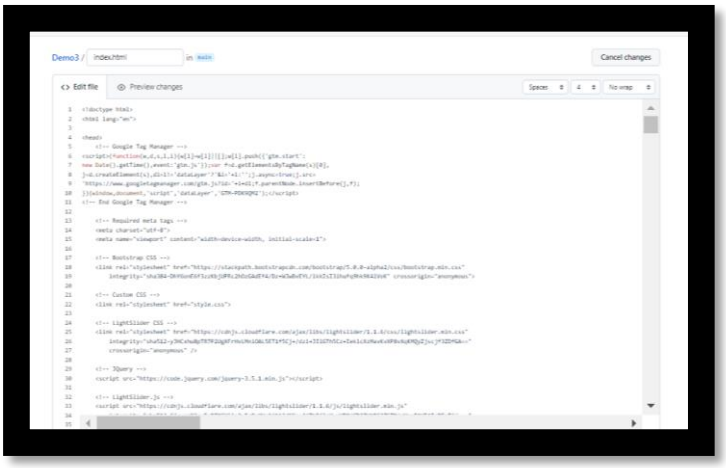
➔ Click on Edit this Files



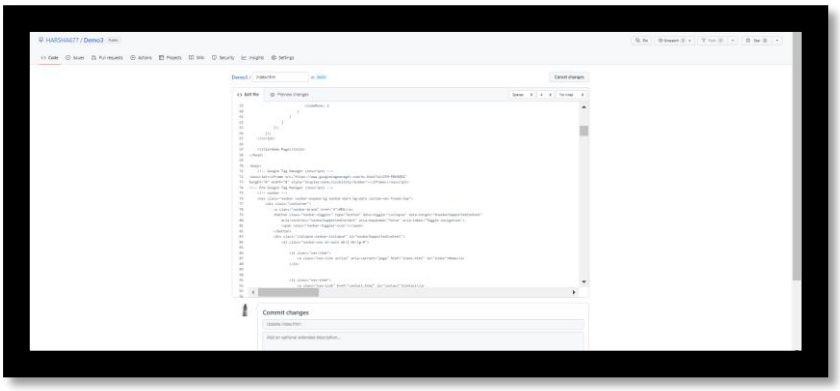
➔ Go to GTA (Google Tag Manager)
➔ Click on the Tag Manager container
➔ Copy the tagging code and paste into the head and body of the code



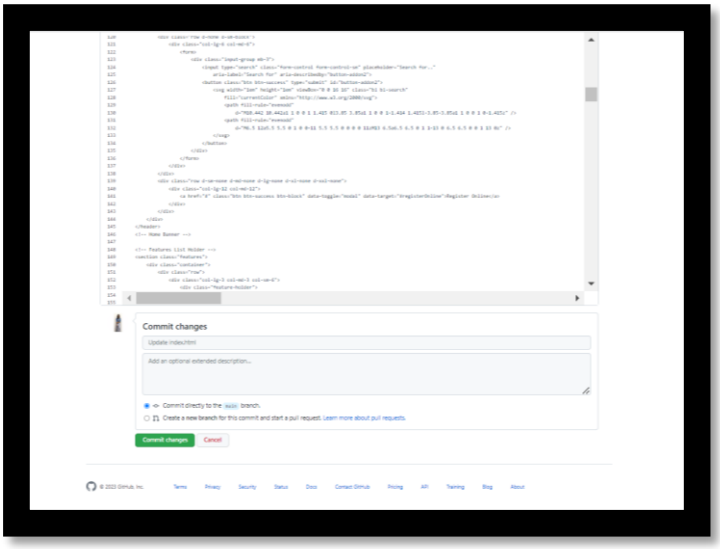
➔ Paste the first code after opening <head> of the page



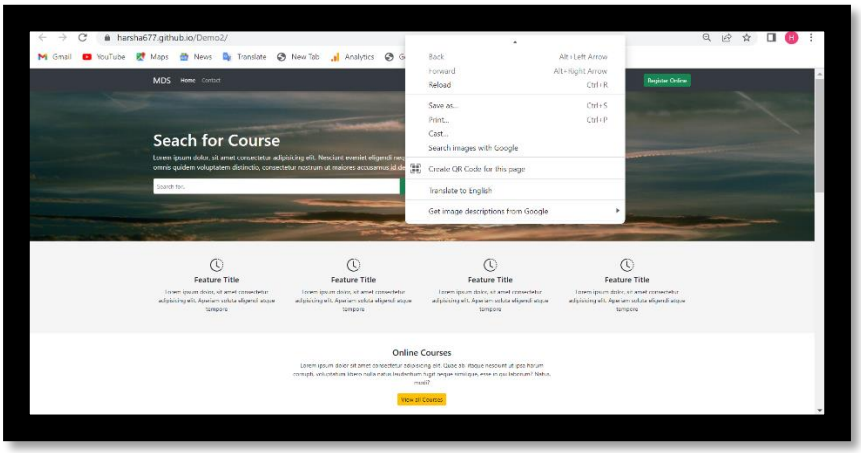
➔ Paste the second code after opening <body> of the page



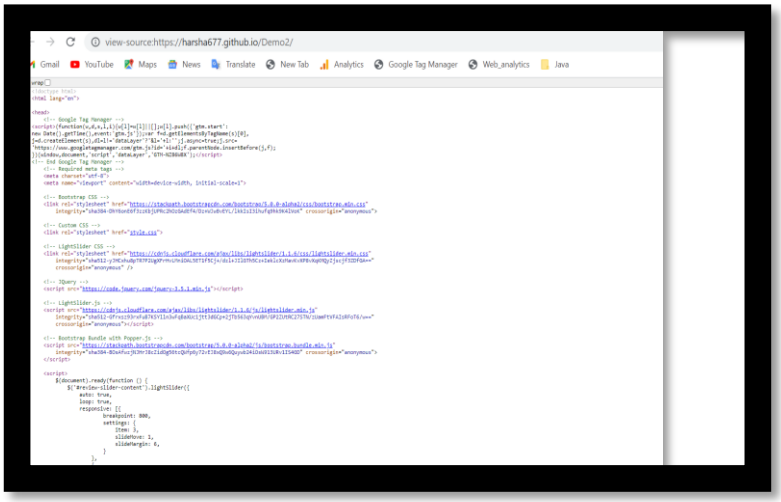
➔ Click on Commit Changes



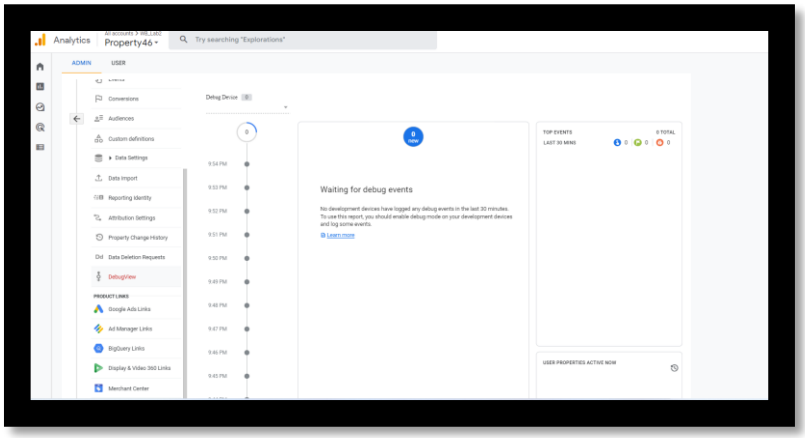
➔ Go to the website hosted using GitHub
➔ Right Click on the View page source



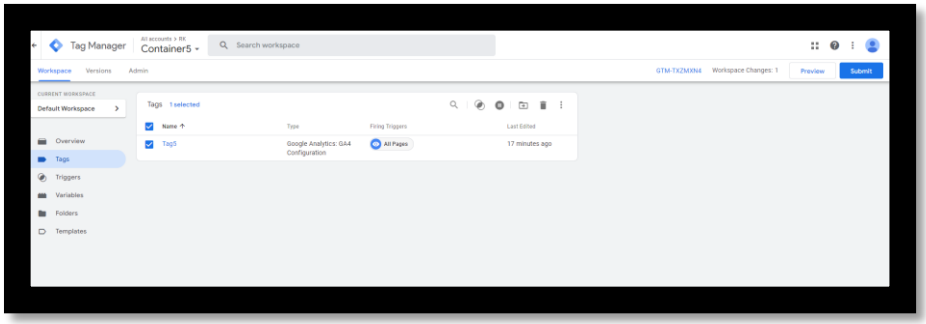
➔ The source code is updated.



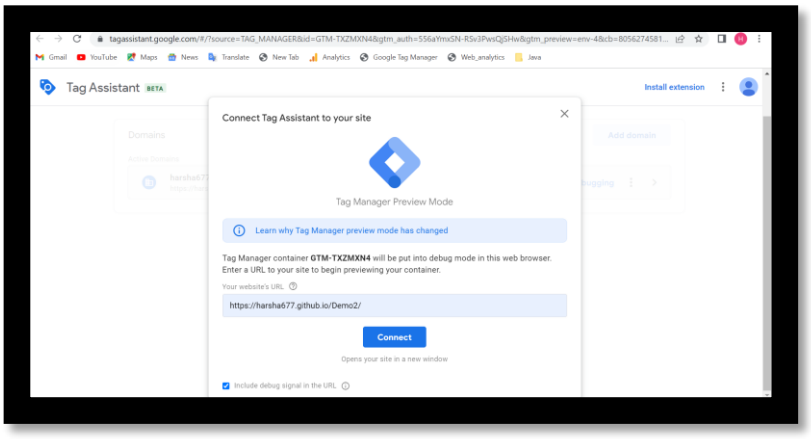
➔ Go to Analytics→Admin→ DebugView
➔ No debug events; waiting for debug events



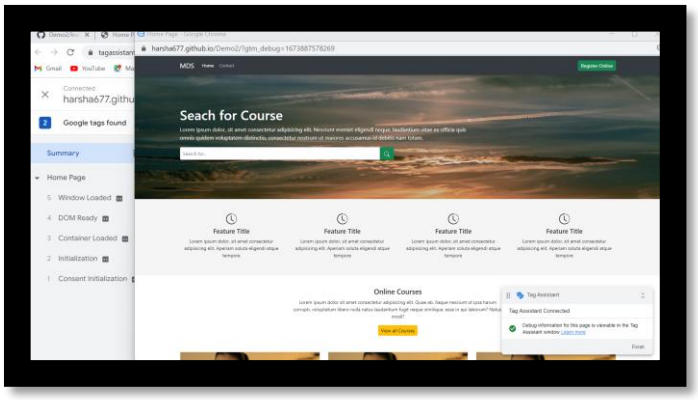
➔ Go to GTA→ Tag→ Preview



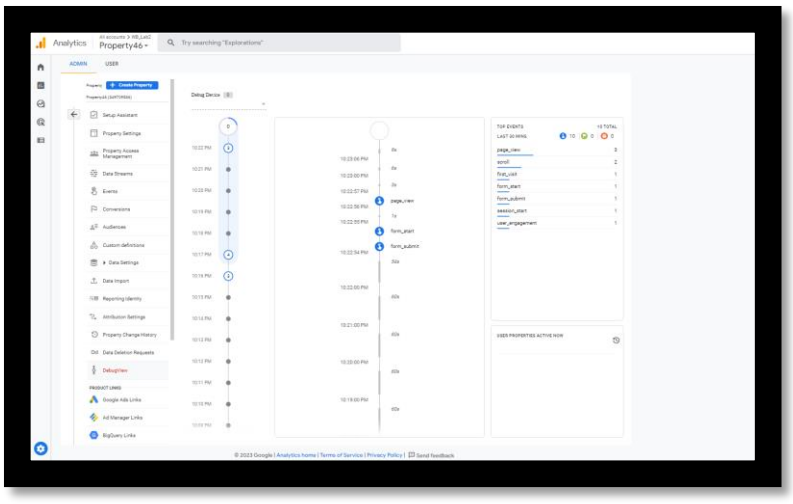
➔ To enable debug mode, enter the website URL hosted on GitHub
➔ Click Connect

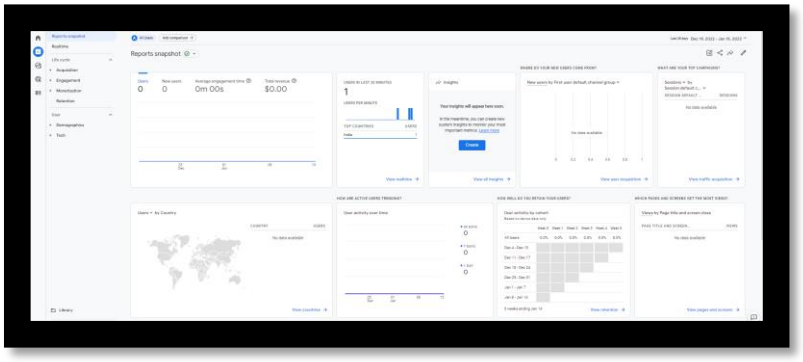


➔ The tag is connected. Thus, debug information for this page is viewable on the tag assistant page.
➔ Go to the website and perform some operations.



➔ Now, go to Analytics➔ DebugView.





➔ We can observe that events are recorded. Thus, we get the report of actions performed on the hosted website.

Conclusion:

Using GA and GTA, we analyse the events happening on a website (hosted in GitHub) by enabling enhanced metrics.