



**Smart  
Internz**



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# **HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE**

## **1. INTRODUCTION**

### **1.1 OVER VIEW**

### **1.2 PURPOSE**

## **2. PROBLEM DEFINITION AND DESIGN THINKING**

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## **5. APPLICATION**

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# INTRODUCTION

## 1.1 Overview

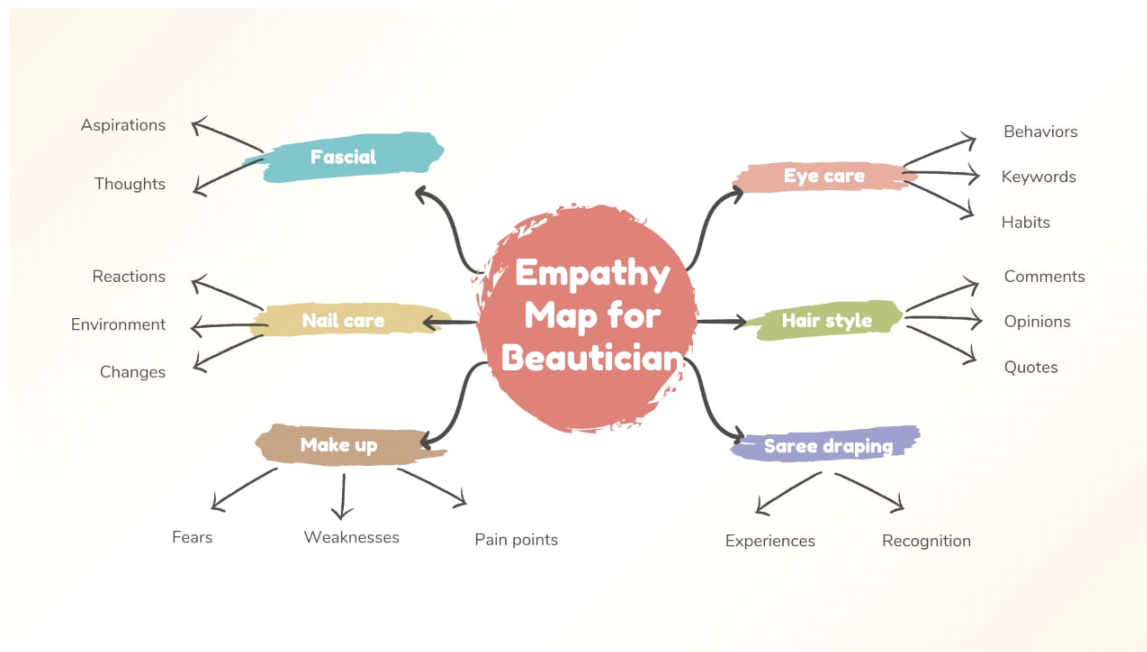
We will enhance our website project by integrating Google Analytics, a powerful web analytics tool, to gain valuable insights into user behavior and website traffic. By implementing Google Analytics, we will be able to track key metrics such as page views, user engagement, and conversion rates, allowing us to make data-driven decisions and optimize the user experience. This addition will provide us with a comprehensive understanding of our website's performance and help us refine our digital strategy to achieve our goals more effectively.

## **1.2 Purpose**

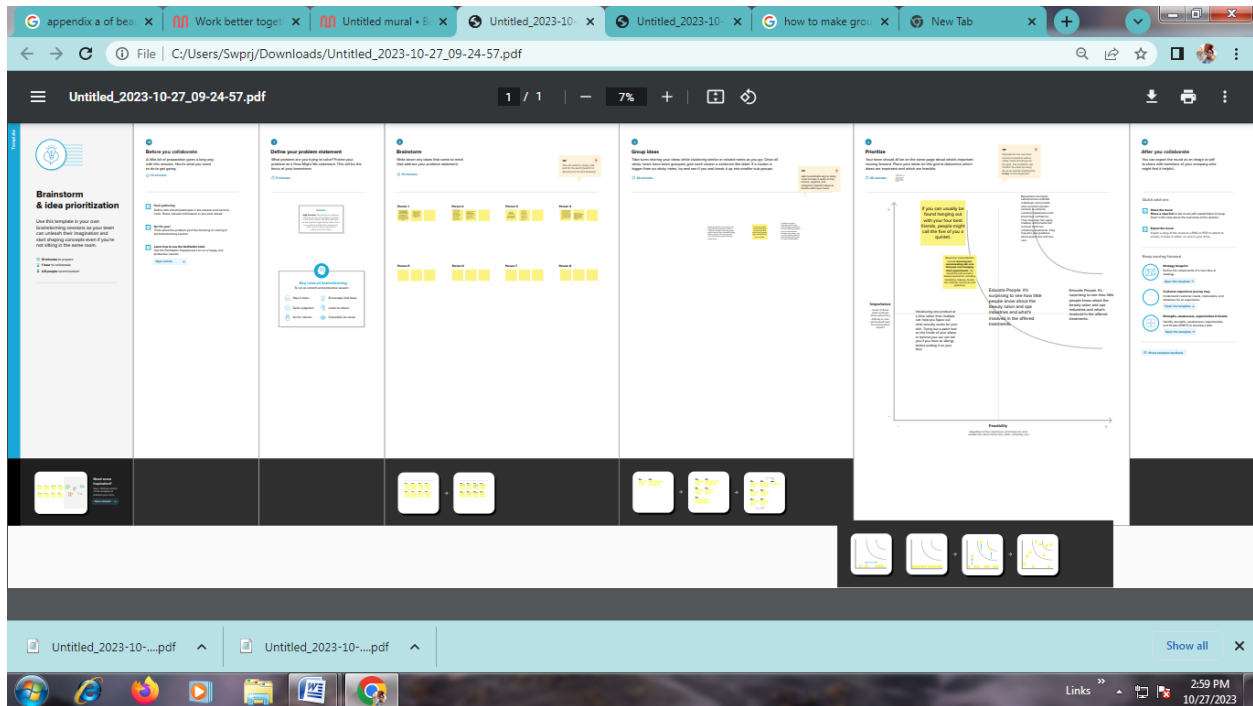
Professionals provide personal care and cosmetic services to their customers. These professionals provide recommendations and services to help customers achieve their aesthetic goals. The salon was an informal education for women, where they were able to exchange ideas, receive and give criticism, read their own works and hear the works and ideas of other intellectuals. Many ambitious women used the salon to pursue a form of higher education.

## 2. PROBLEM DEFINITION & DESIGN THINKING

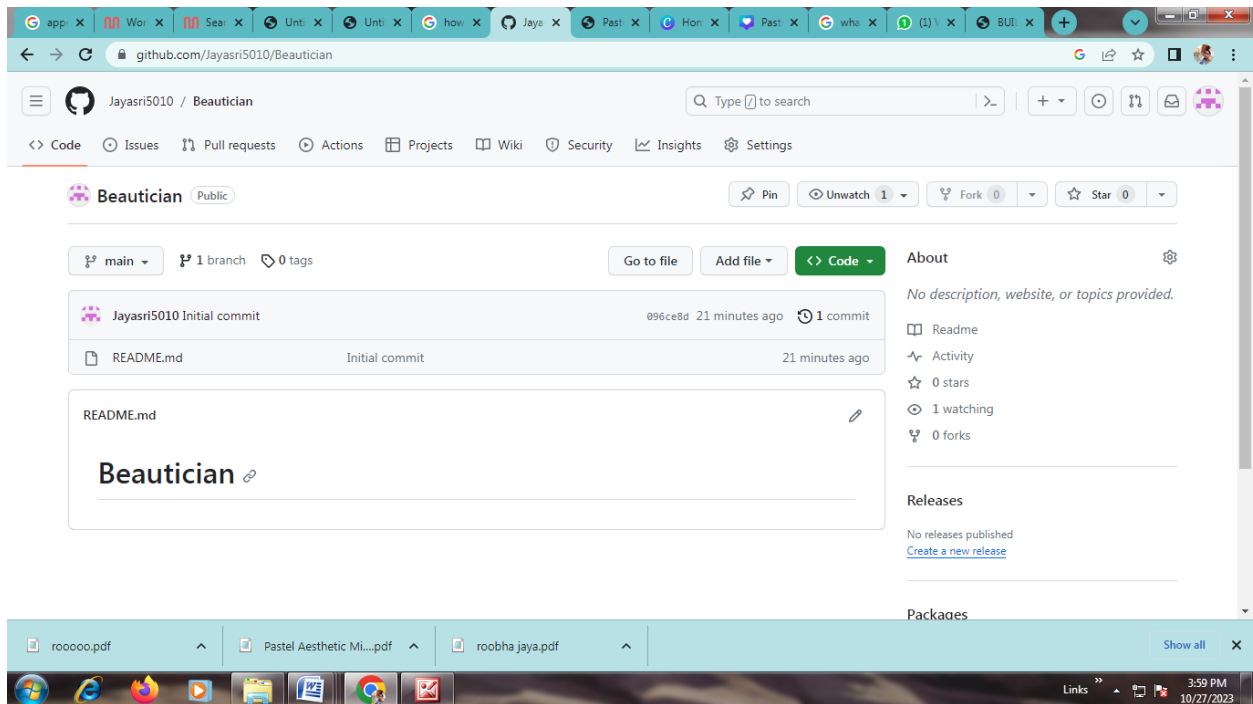
### 2.1 EMPATHY MAP



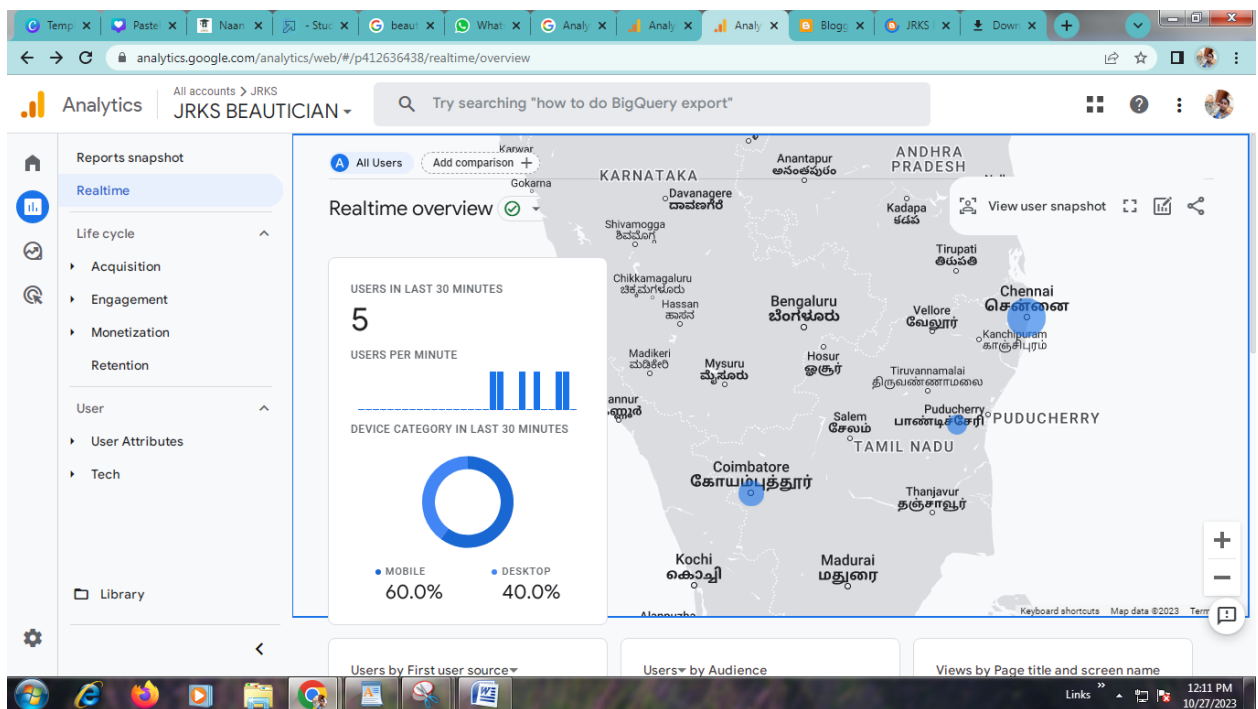
## 2.2 IDEATION & BRAINSTORMING MAP



## 2.3 TO GENERATE GITHUB LINK



### 3. RESULT





## **4. ADVANTAGES & DISADVANTAGES**

### **ADVANTAGES:**

- ❖ Walk-In Clients. At Cosmo Salon Studios, we have a wide variety of businesses within our salon studios.
- ❖ Control Over Your Schedule.
- ❖ Less Drama.
- ❖ Make More Money

### **DISADVANTAGES**

- ❖ Income may vary. As a beautician, your income can vary.
- ❖ Displeased customers. In this role, you may encounter displeased customers from time to time.
- ❖ Tips may vary.
- ❖ Physical toll.
- ❖ Lower earnings.

## **5. APPLICATIONS**

- ❖ You should have a wide range of skills in beauty services,
- ❖ Good communication skills
- ❖ The ability to advise clients on suitable hairstyles
- ❖ Nail colors
- ❖ Skincare regimes

## **6. CONCLUSION**

In conclusion, cosmetology is a dynamic and rewarding career that offers a lot of opportunities for personal and professional growth. It is a career that allows you to express your creativity, offers flexibility, job security, and a high earning potential.