PROJECT DESIGN PHASE-I

Solution Architecture

Date	25 October 2023
Team ID	NM2023TMID04508
Project Name	How to add a Google Analytics to a Website

Solution Architecture:

To integrate Google Analytics into a website, follow these steps:

1. Create a Google Analytics account and set up a property for the website, obtaining a tracking code (UA-XXXXX-Y).

2. Embed the tracking code into the website's HTML, usually just before the </head> tag, to capture user data and interactions.

3. Optionally, configure event tracking for specific user actions like clicks or downloads, and define goals and conversions for tracking success.

4. If the site has an online store, enable e-commerce tracking to monitor revenue and transactions.

5. Test the implementation, analyse collected data, and create custom reports or dashboards for insights.

6. Maintain the code and ensure compliance with data privacy regulations like GDPR or CCPA.

Solution Architecture Diagram:

Web Analytics Data

Google Analytics

Offline Data

Reports and Insights