



GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE: 638 316



Electronics and Communication Engineering

NAAN MUDHALVAN

TEAM ID: NM2023TMID04508

SB8056- Digital Marketing

by Naan Mudhalvan Scheme – 2023

PROJECT DOMAIN: DIGITAL MARKETING

PROJECT TITLE: HOW TO ADD A GOOGLE ANALYTICS TO A WEBSITE

BRAND NAME: LAP CHAMP

CATEGORY: COMPUTER & EQUIPMENTS

TEAM MEMBERS

REGISTER NUMBER	NAME
731120106309	KALI MANI S
731120106014	MACKLIN ENIYA C
731120106017	MIRUTHULA E
731120106312	N MOHAMED SHAHNAS

GOVERNMENT COLLEGE OF ENGINEERING (Formerly IRTT)
ERODE-638 316



BONAFIDE CERTIFICATE

Certified that this project titled **“Digital Marketing: How to add a Google Analytics to a Website”** is the bonafide work of **KALI MANI S (731120106309), MACKLIN ENIYA C (731120106014), MIRUTHULA E (731120106017), N MOHAMED SHAHNAS (731120106312)** who carried out the project work under my supervision.

SIGNATURE OF FACULTY EVALUATOR

Dr.S.BHARATHI, M.Tech.,Ph.D
ASSISTANT PROFESSOR,
DEPARTMENT OF ECE,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE- 638316

SIGNATURE OF FACULTY MENTOR

Dr.S.BHARATHI, M.Tech.,Ph.D
ASSISTANT PROFESSOR,
DEPARTMENT OF ECE,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE- 638316

SIGNATURE OF SPOC

Dr.K.MURUGAN ,M.E,Ph.D,
ASSISTANT PROFESSOR(SR)
DEPARTMENT OF IT,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE- 638316.

SIGNATURE OF HOD

Dr.R.VALARMATHI ,M.E,Ph.D,
HEAD OF THE DEPARTMENT,
DEPARTMENT OF ECE,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE-638316

TABLE OF CONTENTS

Sl.No	CONTENTS	Pg. No.
1	INTRODUCTION	6
	1.1 Project Overview	6
	1.2 Purpose	7
2	BRAINSTORMING AND IDEATION PHASE	8
	2.1 Problem Statement and Understanding	8
	2.2 Empathy Map Canvas	9
	2.3 Brainstorming and Ideation Phase	10
3	PROJECT FLOW AND ANALYSIS	13
	3.1 Functional requirement	13
	3.2 Non-Functional requirements	14
4	PROJECT DESIGN	15
	4.1 User-Centric Navigation Design	15
	4.2 Branding Integration and Customization	19
	4.3 Responsive Design and Cross-Platform Compatibility	20
5	DIGITAL MARKETING STRATEGY	22
	5.1 Rationale for chosen digital channels and platforms	22
	5.2 Key messaging and branding decisions	23
6	IMPLEMENTATION PLAN	25
	6.1 Content marketing	25

	6.2 Social media strategy	30
7	RESULT AND ANALYSIS	32
8	RECOMMENDATION FOR THE FUTURE	38
9	PROJECT SCOPE AND OBJECTIVES	39
10	CONCLUSION	41
11	APPENDIX	42

ABSTRACT

This comprehensive guide provides step-by-step instruction on integrating Google Analytics into the website of LAP CHAMP, a fictional laptop business. It covers essential concept such as setting up a Google Analytics account, generating a tracking code, and implementing it on website. By following this tutorial, Lap Champ can gain valuable insights into their online performance, customer behaviour and website traffic, ultimately enhancing their digital marketing strategy and customer experience. Google Analytics will now start collecting data about your website traffic, allowing you to analyse visitor behaviour, track conversion.

CHAPTER - 1

INTRODUCTION

Integrating Google Analytics into your website is a pivotal step in harnessing the power of data-driven insights. It empowers website owners to gain a deep understanding of their online audience, track user behaviour, and measure the effectiveness of their digital strategies. Google Analytics provides a comprehensive suite of tools and reports that allow you to make informed decisions and refine your website's performance. In this digital age, where information is key, adding Google Analytics to your website opens the door to a wealth of valuable data, ultimately helping you enhance your online presence, tailor your content to your audience, and achieve your web-related goals. In this introduction, we'll explore the essential steps to seamlessly integrate Google Analytics into your website.

1.1. PROJECT OVERVIEW

The project involves integrating Google Analytics into our website to gain valuable insights into user behaviour and website performance. We will begin by setting up a Google Analytics account and obtaining a tracking code unique to our site. This code will be strategically placed on all website pages to collect data on user interactions and traffic sources. Optional steps may include configuring goals and e-commerce tracking for more specific insights. Once the setup is complete, we will regularly analyse the collected data to inform decisions for website optimization. Collaboration and data sharing with team members or stakeholders will be facilitated.

This project aims to provide us with the necessary tools to make informed, data-driven improvements to enhance our website's

effectiveness and user experience. Ensure compliance with privacy regulations and provide a clear privacy policy on your website. Regularly monitor and maintain the Google Analytics setup to ensure it continues to function correctly as the website evolves. This project will help you make data-driven decisions to enhance your website's performance and user experience.

1.2. PURPOSE

The purpose of this project is to integrate Google Analytics into our website with the goal of gaining comprehensive insights into our website's performance and user behaviour. By implementing Google Analytics, we aim to track and analyse crucial metrics, including user traffic, page views, visitor demographics, and user interactions.

This data will serve as a foundation for informed decision-making, enabling us to identify strengths and weaknesses in our website's design and content. Ultimately, the project's purpose is to empower us to optimize our website effectively, enhance user experiences, and align our digital strategy with data-driven insights, thus improving our online presence and achieving our business goals.

CHAPTER - 2

BRAINSTORMING AND IDEATION PHASE

2.1 PROBLEM STATEMENT AND UNDERSTANDING

Our project revolves around the implementation of Google Analytics on our website, "Laptop Champ." The current absence of comprehensive web analytics is impeding our ability to comprehend user engagement, track website performance, and assess the effectiveness of our digital marketing efforts. This lack of data-driven insights hamper our decision-making process, hindering our ability to tailor content and optimize the user experience.

The primary challenges that need addressing include integrating the tracking code seamlessly into our website's codebase, ensuring compliance with data privacy regulations, and establishing a system for data interpretation and actionable decision-making. With these challenges in mind, our project's primary aim is to successfully install and configure Google Analytics, empowering us to gather and leverage valuable data to enhance our website's performance and better serve our users. This data will serve as a foundation for informed decision-making, enabling us to identify strengths and weaknesses in our website's design and content. Optional steps may include configuring goals and e-commerce tracking for more specific insights. Ensuring that all relevant team members understand how to use Google Analytics to make informed decisions and drive improvements is vital for the project's success.

2.2 EMPATHY MAPPING CANVAS

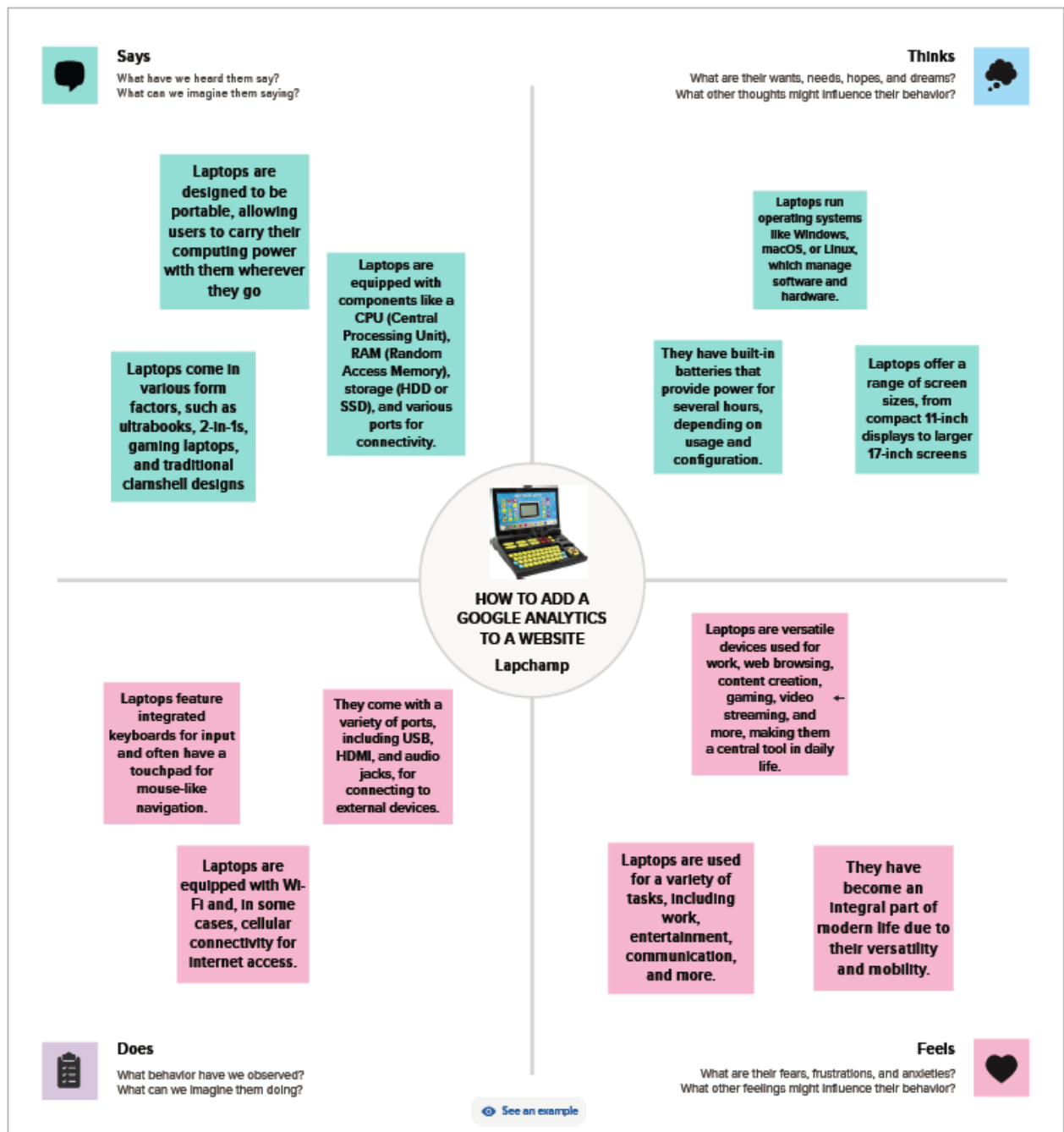


Figure 2.2.1 Google Analytics (Laptop champ) Canvas

2.3 IDEATION AND BRAINSTROMING

Brainstorm & Idea prioritization

"Lap Champ" doesn't seem to be a widely recognized or established term or product related to laptops or any other specific domain. It's possible that it's a brand name, a specific model, a term coined after my last update, or a reference to something else.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

Before you collaborate

"Lap Champ" doesn't appear to be a widely recognized or established term or product related to laptops or any specific technology-related entity. It's possible that "Lap Champ" is a term or product that emerged after my last update, or it may be associated with a specific brand, product, or service.

10 minutes

Team gathering

Online Search: Conduct a search using reputable search engines like Google, Bing, or DuckDuckGo with the specific term "Lap Champ Team Gathering" to see if there are any recent developments, events, or information associated with this term.

Set the goal

"Lap Champ" entails, its purpose, or any specific goals associated with it, I would be happy to assist you further and provide relevant information based on the details you provide.

Learn how to use the facilitator's tools

Idea Mapping

- Purpose:** Visualize ideas, concepts, and relationships in a non-linear format.
- How to Use:** Start with a central topic or idea, then branch out with related ideas, subtopics, or associations. Encourage participants to contribute and connect their thoughts.

Open article →

Define your problem statement

"Lap Champ," such as its purpose, objectives, target audience, or any challenges it is facing. I would be more than happy to help you formulate a problem statement. Feel free to share any specific details or context you have in mind.

5 minutes

Example

"I need some additional content or details about what 'Lap Champ' represents?"

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

Figure 2.3.1 Team Gathering, Collaboration and Select the Problem Statement

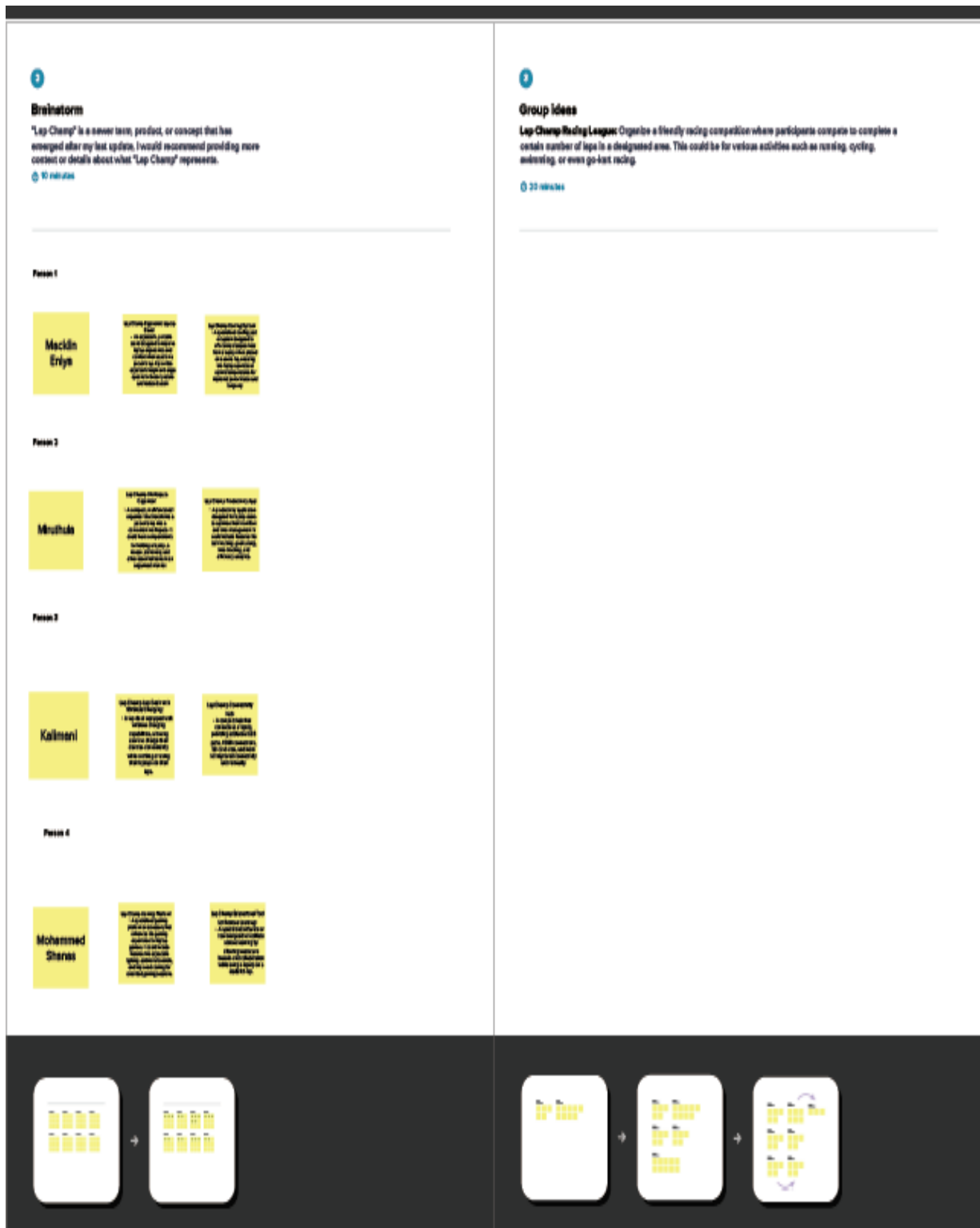


Figure 2.3.2 Brainstorm, Idea Listing and Grouping

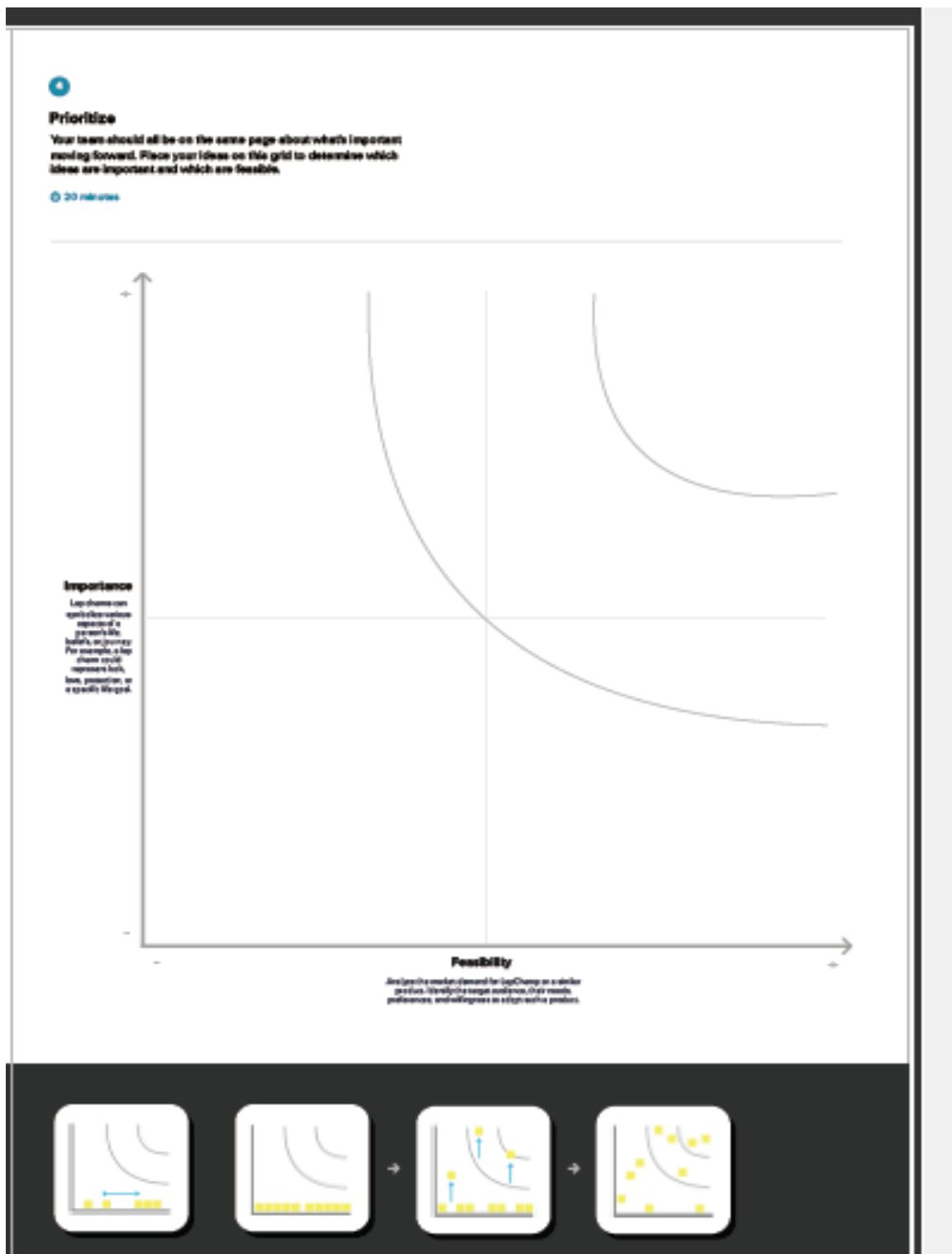


Figure 2.3.3 Idea Prioritization

CHAPTER - 3

PROJECT FLOW AND ANALYSIS

3.1 FUNCTIONAL REQUIREMENTS

Requirement Type	Description
Tracking Code	Integrate Google Analytics tracking code on all pages of the Biryani Villa website to collect data on user interactions.
Pageviews	Track the number of pageviews for each page, including the homepage, menu, contact, and order pages.
Events Tracking	Implement event tracking for user actions, such as clicks on 'Order Now' buttons and form submissions.
E-commerce Tracking	Enable e-commerce tracking to monitor online orders and revenue generated by the website.
Goals and Conversions	Set up goals and conversion tracking, such as successful order completions and contact form submissions.

3.2 NON – FUNCTIONAL REQUIREMENTS

Requirement Type	Description
Performance	Ensure that Google Analytics does not significantly impact the website's loading speed.
Data Accuracy	Verify that data collected by Google Analytics is accurate and reflects real user interactions.
Privacy Compliance	Comply with data privacy regulations, such as GDPR, by anonymizing IP addresses and providing a clear privacy policy
User Permissions	Restrict access to Google Analytics data to authorized personnel only and implement user access control.
Data Retention	Data retention policies in accordance with business needs and legal requirements
Custom Reports	Create custom reports and dashboards to analyze data specific to Biryani Villa's business objectives.
Training and Support	Provide training to staff responsible for analyzing Google Analytics data and ensure ongoing support for any issues.

CHAPTER 4

PROJECT DESIGN

4.1 Users-Centric Navigation

1. Create a Google Analytics Account:

If you don't have one already, create a Google Analytics account at analytics.google.com. Sign in with your Google account.

2. Set Up a New Property:

In your Google Analytics account, create a new property for the website you want to track. Provide the necessary details.

3. Get Tracking Code:

Google Analytics will provide you with a tracking code. This is a piece of JavaScript code unique to your property. Copy this code.

4. Insert Tracking Code:

Paste the tracking code just before the closing `</head>` tag of every page on your website. Ensure that it's present on all pages to track user interactions consistently.

5. Implement Event Tracking:

To measure user interactions with user-centric navigation elements (e.g., clicks on menus, buttons), use Google Analytics event tracking. You can do this by adding event tracking code to relevant elements. For example, if you want to track clicks on a specific navigation menu item, you can add event tracking to that menu item.

6. Set Up Goals:

Define specific goals that align with user-centric navigation, such as successful form submissions or reaching a specific page. Create these goals in Google Analytics to measure user conversions.

7. Test and Verify:

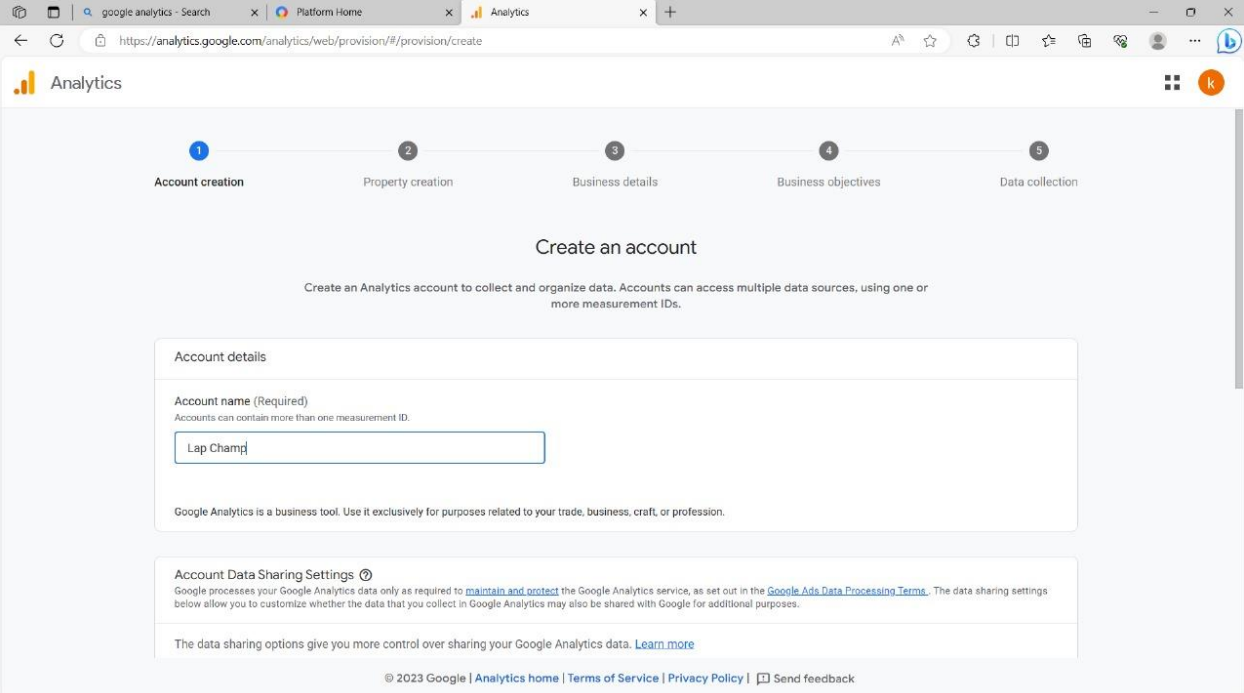
After implementation, test your website to ensure that Google Analytics is tracking data accurately. You can use Google Analytics Real-Time reports to monitor live data.

8. Analyze Data:

Regularly analyze the data collected by Google Analytics. Focus on user-centric navigation metrics like pageviews, bounce rate, time on page, and goal completions to understand user behavior and optimize your design.

9. Continuous Optimization:

Use the insights gained from Google Analytics to make improvements to your website's user-centric navigation design. A/B testing and user feedback can also help in this process.



The screenshot shows the Google Analytics 'Create an account' page in a web browser. The browser's address bar displays the URL: <https://analytics.google.com/analytics/web/provision/#/provision/create>. The page features a progress bar at the top with five steps: 1. Account creation (active), 2. Property creation, 3. Business details, 4. Business objectives, and 5. Data collection. The main heading is 'Create an account', followed by the instruction: 'Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.' The 'Account details' section includes a required 'Account name' field with the placeholder text 'Lap Champ'. Below this is a checkbox for 'Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.' The 'Account Data Sharing Settings' section explains that Google processes data to maintain and protect the service, with a link to 'Learn more'. The footer contains the copyright notice '© 2023 Google' and links to 'Analytics home', 'Terms of Service', 'Privacy Policy', and a 'Send feedback' button.

google analytics - Search x Platform Home x Analytics x

https://analytics.google.com/analytics/web/provision/#/provision/create

Analytics

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

Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name (Required)

Lap Champ

Reporting time zone ⓘ

India (GMT+05:30) India Time

Currency

Indian Rupee (₹)

You can edit these property details later in Admin

[Show advanced options](#)

© 2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)

google analytics - Search x Platform Home x Analytics x

https://analytics.google.com/analytics/web/provision/#/provision/create

Analytics

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

Describe your business

Help us better understand your business by answering the following.
Your input helps improve Google Analytics.

Business details

Industry category (Required)

Computers & Electronics

Business size (Required)

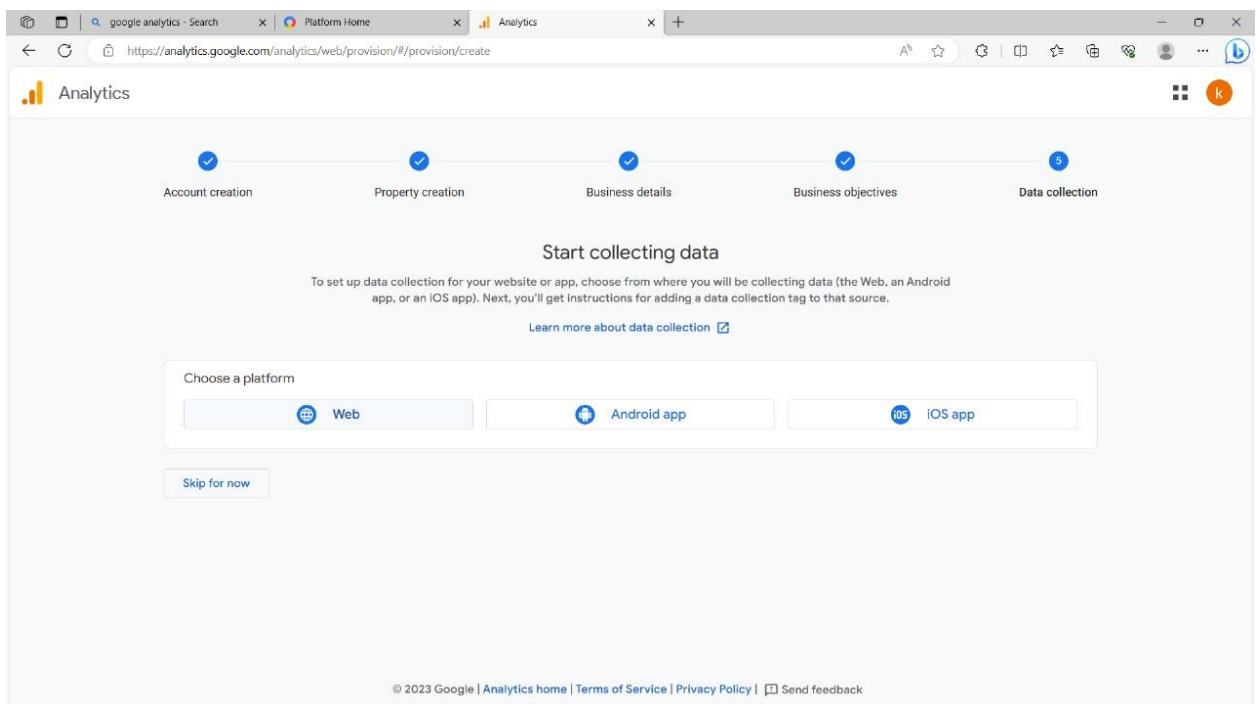
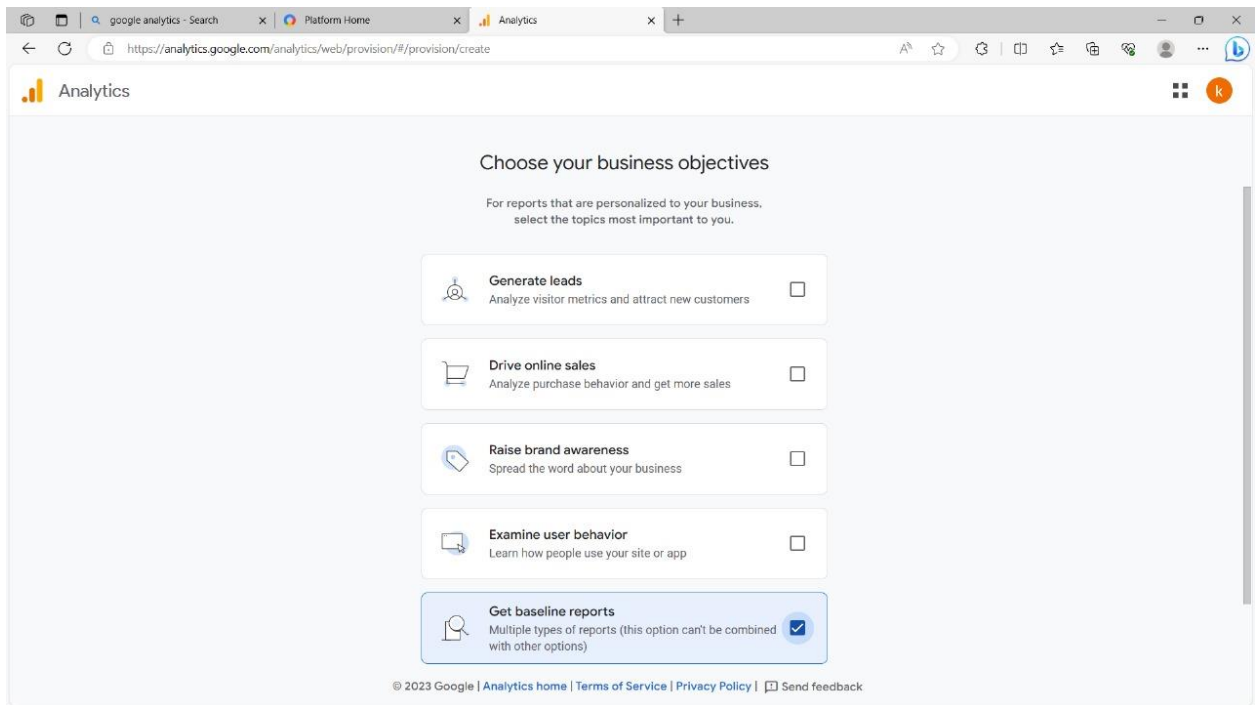
☒ Small - 1 to 10 employees

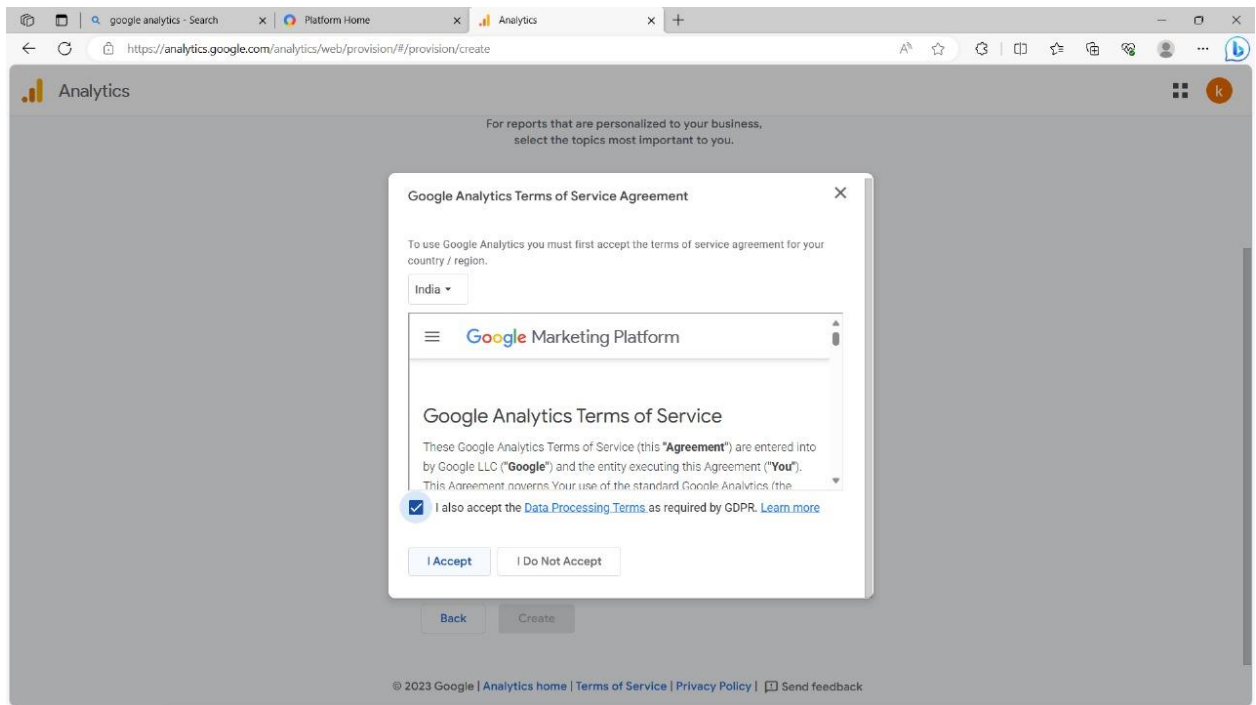
☐ Medium - 11 to 100 employees

☐ Large - 101 to 500 employees

☐ Very Large - 501+ employees

© 2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)





4.2 User Branding and Integration

1. Customize Tracking Code:

Customize the Google Analytics tracking code to align with your brand's style. You can modify the tracking script to include custom events or variables that reflect your brand's goals.

2. Set Up Custom Events:

Define custom events within Google Analytics to track user interactions that are specific to your brand, such as clicks on branded buttons or form submissions tied to your products or services.

3. Create Custom Reports:

Build custom reports and dashboards in Google Analytics that focus on the metrics and insights most relevant to your brand. Ensure

these reports are designed with your brand's aesthetics and priorities in mind.

4. Integrate with Other Tools:

Integrate Google Analytics with other marketing and CRM tools used by your brand for a more comprehensive view of performance. Ensure smooth data flow between these tools to enhance tracking and analysis.

5. Design Data Visualizations:

Design data visualizations and reports that incorporate your brand's color scheme and design elements. Utilize tools like Google Data Studio to create customized reports that visually align with your brand.

4.3 Responsive Design and Cross-Platform Compatibility

1. Select the Appropriate Tracking Method:

Choose the tracking method that best suits your website's design and compatibility requirements. Options include Universal Analytics (analytics.js), Global Site Tag (gtag.js), or Google Tag Manager. Consider gtag.js for a cleaner implementation that's widely compatible.

2. Insert the Tracking Code Responsibly:

Add the tracking code to your website's HTML, ideally just before the closing `</head>` tag. Ensure the code does not disrupt the website's layout, user experience, or loading times. Opt for asynchronous loading to prevent delays in page rendering.

3. Optimize for Cross-Platform Compatibility:

Test the website and tracking code on various platforms, browsers, and devices to confirm compatibility. Ensure that your website design is responsive and adapts to different screen sizes for a consistent user experience.

4. Consider Privacy and Compliance:

Be mindful of user privacy and compliance with regulations like GDPR. If you collect personally identifiable information, obtain user consent as required and communicate your privacy policies clearly.

5. Regularly Monitor and Analyze:

After implementation, regularly monitor the analytics data to gather insights about user behavior. Use these insights to improve your website's design and user experience over time.

CHAPTER - 5

DIGITAL MARKETING STRATEGY

5.1 RATIONALE FOR CHOOSING DIGITAL CHANNEL AND PLATFORM

In the dynamic landscape of digital marketing, the integration of Google Analytics into a website stands as an indispensable strategic move. The first and foremost rationale lies in the profound capacity of Google Analytics to collect, dissect, and interpret data. This, in turn, empowers website owners and marketers with invaluable insights into user behavior, traffic patterns, and conversion metrics. Real-time monitoring is another pivotal factor, as Google Analytics allows businesses to continuously track website performance, including metrics like page views, bounce rates, and session durations, providing an up-to-the-minute pulse on digital endeavors. Moreover, the tool opens a window into the minds of the audience, offering demographic and interest data, thus enriching the understanding of the user base, ultimately enabling the tailoring of content and marketing strategies for maximal engagement.

Setting specific goals and events for tracking within Google Analytics forms the foundation for informed decision-making in digital marketing. This goal tracking provides businesses with a clear compass for success, illuminating the effectiveness of marketing campaigns and identifying areas for improvement. Furthermore, the tool allows businesses to delve deep into the conversion funnel and user journey, uncovering bottlenecks and opportunities to enhance conversion rates, a paramount objective in the digital realm. Content optimization, a cornerstone of online success, is also empowered by Google Analytics, which pinpoints the most popular and engaging content, guiding content creation efforts and fostering increased user engagement.

The versatility of Google Analytics should not be underestimated. It seamlessly integrates with a plethora of digital platforms, ensuring compatibility with websites, mobile apps, and various marketing channels. Its cost-effectiveness, offering robust features within a free version, is particularly beneficial for businesses of all sizes. Customizability further enhances its appeal, allowing businesses to align tracking with specific actions and events, thereby receiving tailor-made insights in alignment with unique business objectives. By benchmarking performance against industry standards and competitors, businesses can unlock the potential for staying ahead in the digital landscape. In summary, Google Analytics is an indispensable tool, fostering data-driven decision-making, improving user experiences, and propelling online business success. It effortlessly integrates with a multitude of digital channels and platforms, standing as a cornerstone of the modern digital marketing toolkit.

5.2 KEY MESSAGING AND BRANDING DECISIONS

1. Data-Driven User-Centric Approach:

- Position your website as committed to a data-driven, user-centric approach. Highlight that the integration of Google Analytics is a testament to your dedication to understanding and meeting the needs of your audience.
- Emphasize that this tool enables you to collect data to create a more personalized and user-friendly experience, with content and features tailored to their preferences.

2. Privacy and Trust:

- Build trust with your audience by stressing your commitment to data privacy and security. Ensure your messaging clearly communicates that you handle user data with the utmost care and in compliance with relevant privacy regulations.
- Showcase any privacy certifications or standards you adhere to, reinforcing your brand's reputation as a trustworthy entity in the digital space.

3. User Experience Enhancement:

- Position the integration of Google Analytics as a means to enhance the overall user experience on your website. Explain that it's not just about data collection but using that data to improve loading times, navigation, and the relevance of content and recommendations.
- Use concrete examples of how user feedback and data insights have already led to positive changes, such as faster load times, a more intuitive layout, or content that users find valuable.

4. Innovation and Responsiveness:

- Align your branding with innovation by emphasizing that the integration of Google Analytics is part of your commitment to staying at the forefront of industry trends.
- Portray your brand as responsive and forward-thinking, always seeking ways to better serve your audience. This positions you as a brand that adapts to evolving user needs and technological advancements.

5. Educational Content and Community Engagement:

- Create educational content around Google Analytics, such as blog posts, videos, or webinars, to help your audience understand the tool's benefits and how it works.

CHAPTER - 6

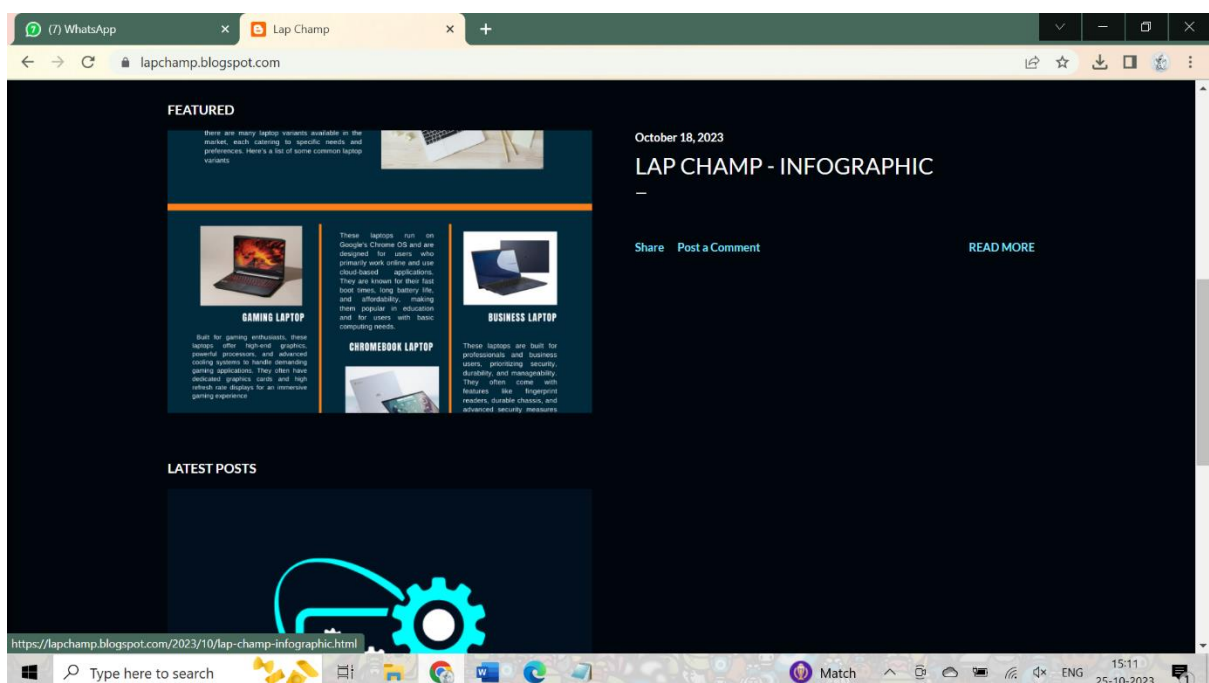
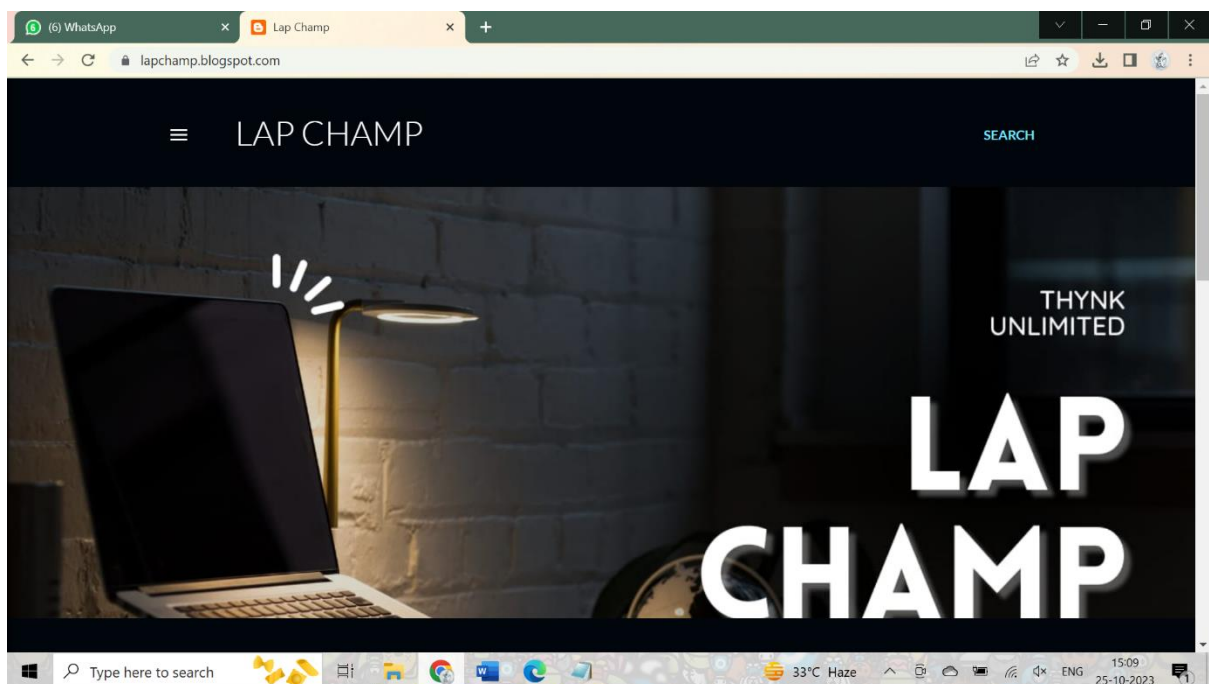
IMPLEMENTATION PLAN

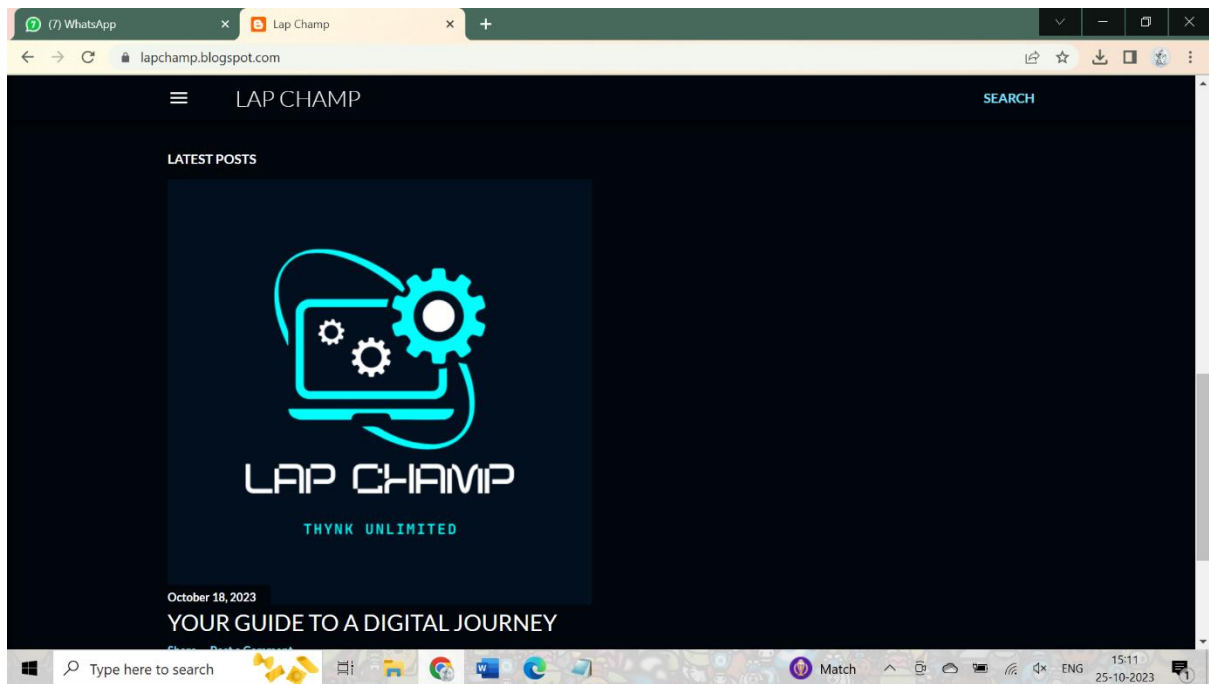
6.1 CONTENT MARKETING

6.1.1 BLOGGER ABOUT OUR BRAND LAPCHAMP

Website: <https://lapchamp.blogspot.com/>

Screenshots:



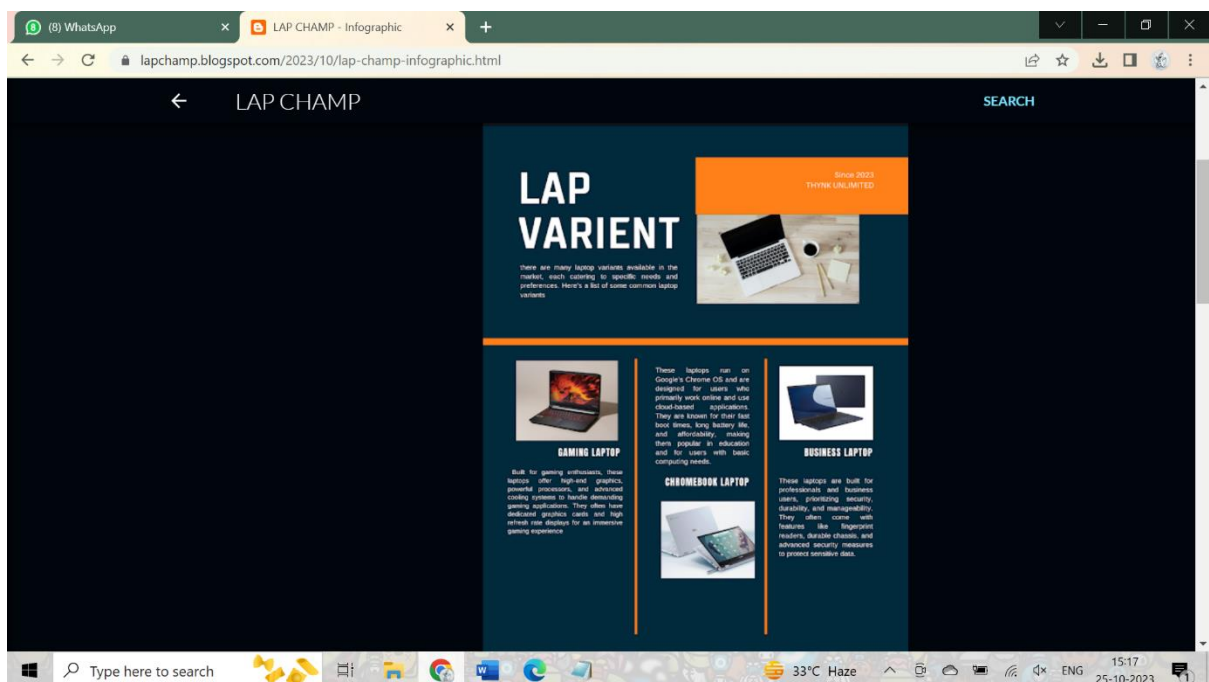
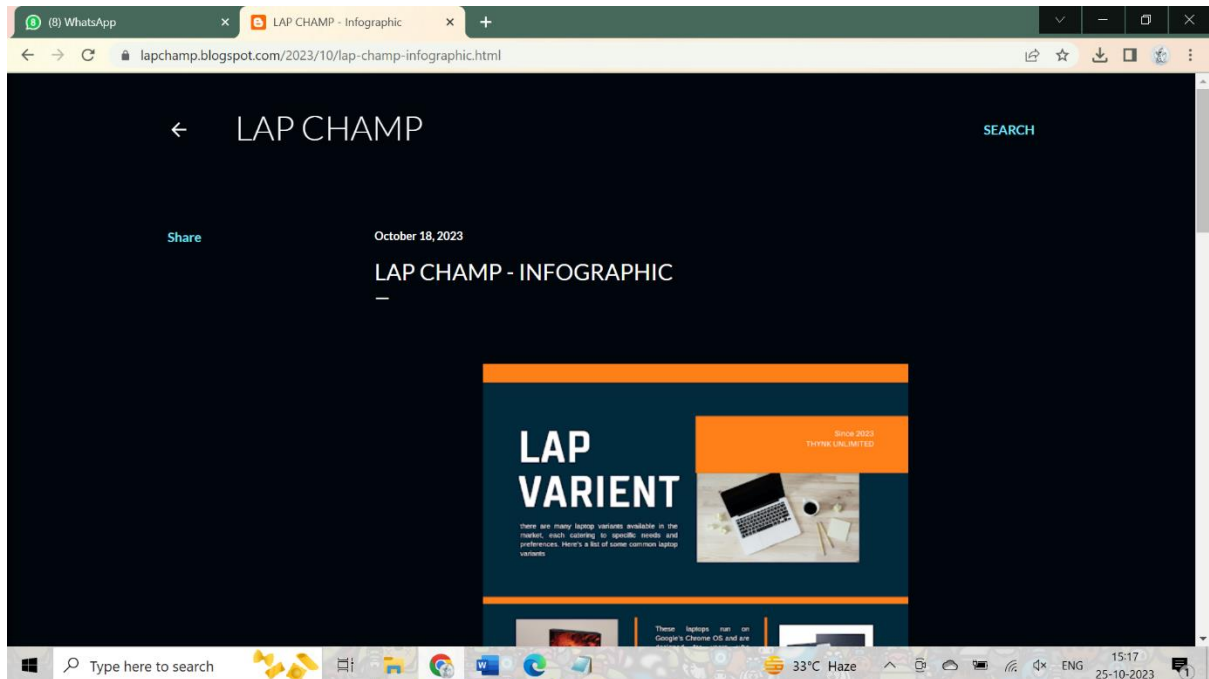


6.1.2. GUEST POSTS

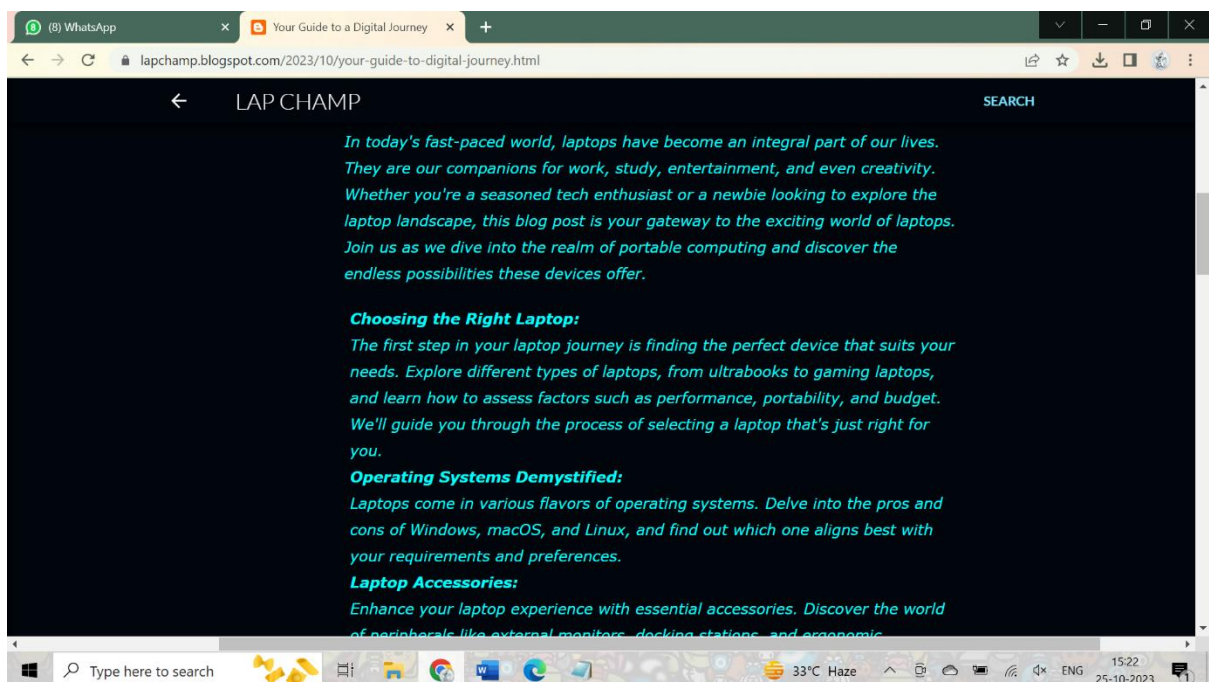
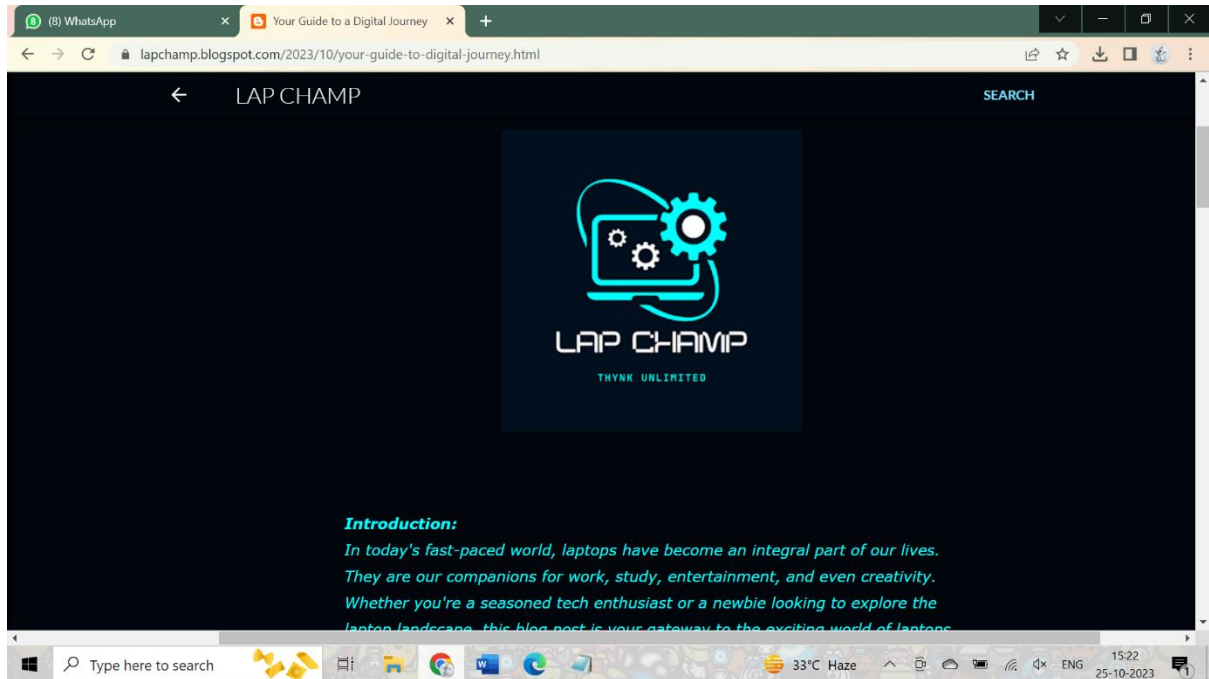
- Share insights on the significance of history of biryani and
- mention LAPCHAMP's case.
- Create it by using canva
- Then Download and upload it in our blog by using infographics
- and email newsletter

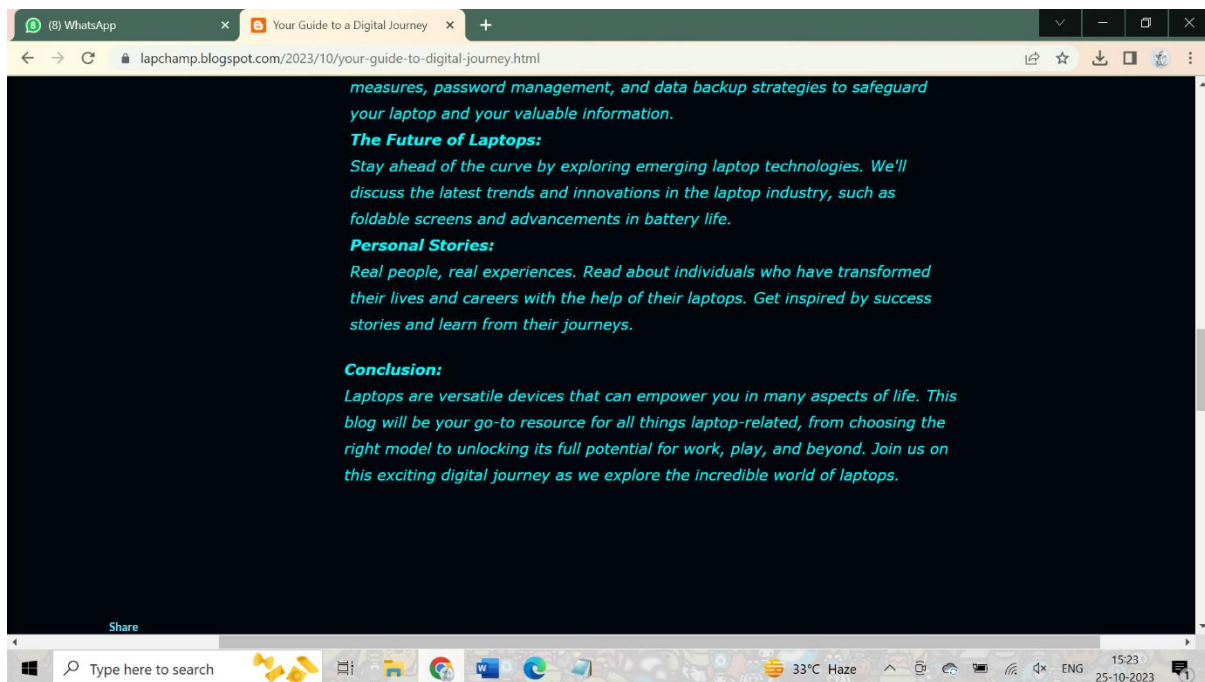
Infographic Link: <https://lapchamp.blogspot.com/2023/10/lap-champ-infographic.html>

Screenshots:



Link: <https://lapchamp.blogspot.com/2023/10/your-guide-to-digital-journey.html>





Incorporating content marketing to promote the addition of Google Analytics to a website can be an effective way to generate interest and educate your audience. Content marketing helps you explain the importance of analytics, how it benefits your audience, and provides guidance on implementation. Here's a content marketing strategy to add Google Analytics to a website:

1. Blog Posts:

Introduction to Google Analytics: Create a series of blog posts explaining what Google Analytics is, its importance for website owners, and the benefits of using it. Share real-life success stories where Google Analytics led to improved website performance.

How to Set Up Google Analytics: Offer a step-by-step guide on setting up Google Analytics on a website. Include screenshots and detailed instructions for different platforms (WordPress, Joomla, custom-built websites, etc.).

Key Metrics to Monitor: Write articles on the key performance indicators (KPIs) that website owners should be tracking. Explain

why metrics like bounce rate, conversion rate, and user engagement are important.

Case Studies: Share case studies of websites that have seen significant improvements in user experience and conversion rates after implementing Google Analytics and acting on the data collected.

2. Video Tutorials:

Create video tutorials demonstrating how to set up Google Analytics. Visual walkthroughs can be particularly helpful for those who prefer a visual learning style.

6.2 SOCIAL MEDIA STRATEGY

Creating a social media strategy to promote the addition of Google Analytics to a website involves planning and executing a series of steps to generate interest, educate your audience, and drive traffic to your website. Here's a social media strategy to help you achieve this goal:

1. Define Your Goals:
2. Know Your Audience:
3. Choose the Right Social Media Platforms
4. Create Compelling Content

Develop engaging and informative content related to Google Analytics and its benefits. This content can take various forms, including:

- Blog posts
 - Infographics
 - Videos
 - Social media posts
5. Use Eye-Catching Visuals
 6. Leverage Hashtags
 7. Schedule Posts Strategically

8. Encourage Engagement
9. Partner with Influencers
10. Paid Advertising
11. Create a Posting Schedule
12. Monitor Analytics
13. Run Contests and Giveaways
14. Email Newsletter Integration
15. Measure Your Results
16. Test and Iterate

to a website, educate your audience, and drive traffic to your site. It's important to consistently deliver value through informative and engaging content while aligning your social media efforts with your goals and target audience's needs.

CHAPTER -7

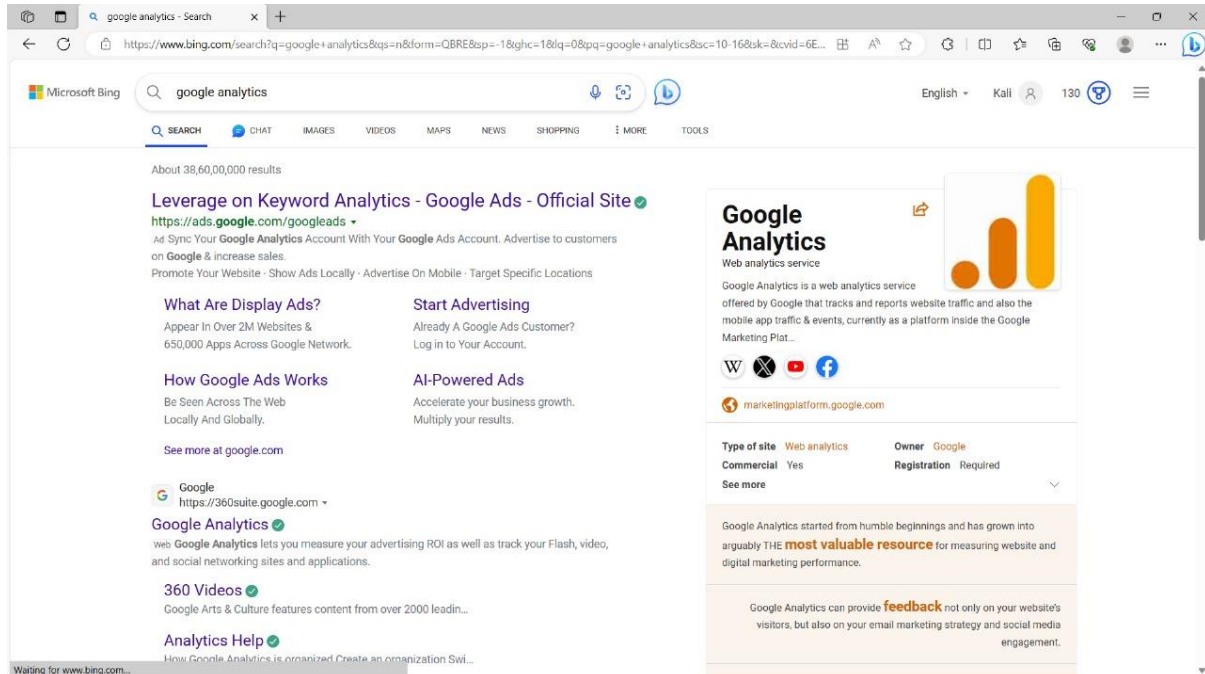
RESULT AND ANALYSIS

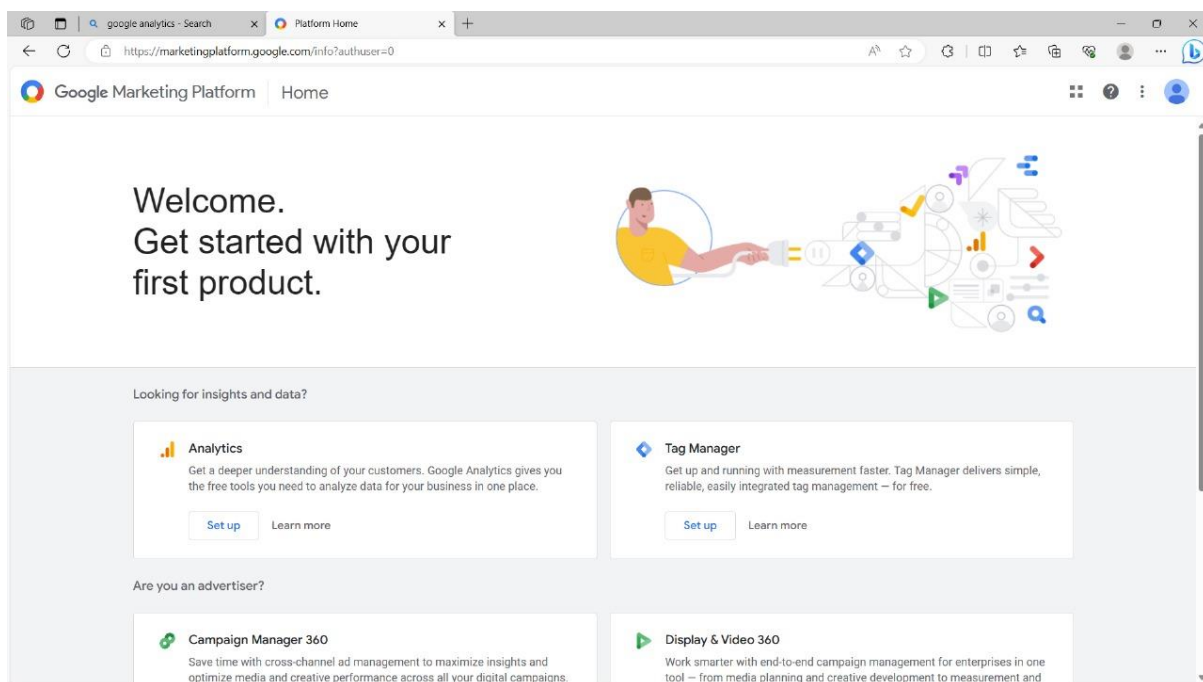
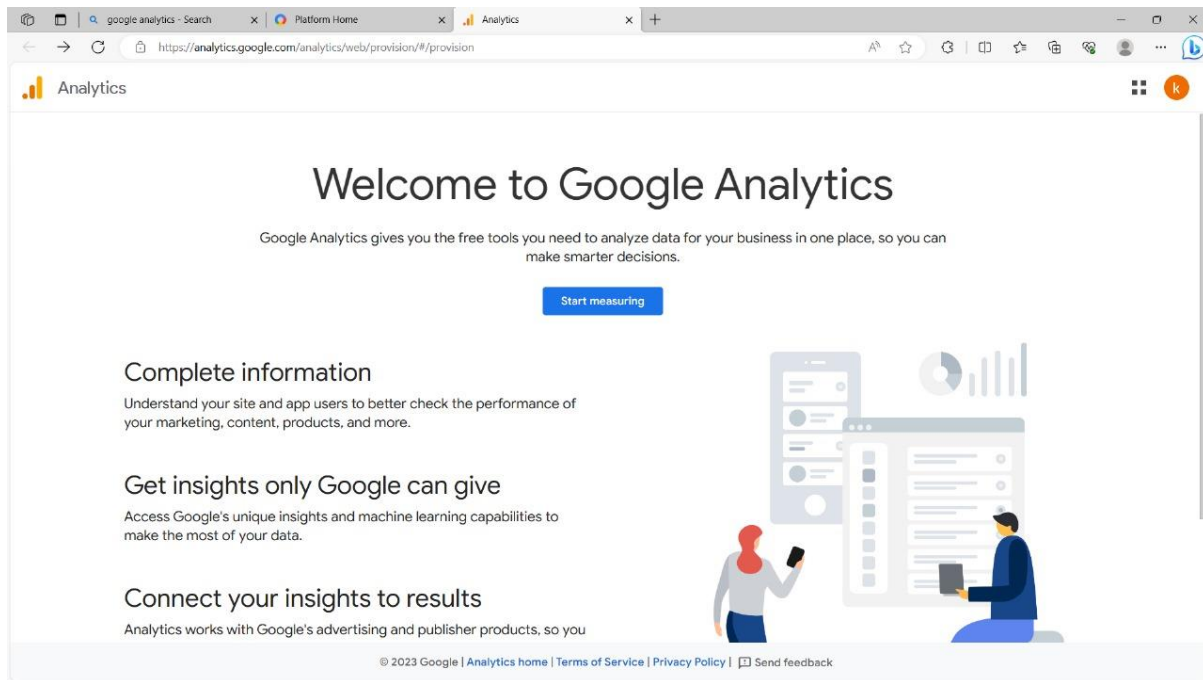
Adding Google Analytics to a website involves several steps. Here are the results and analysis of each step:

Step 1: Sign Up for Google Analytics

Result: You will have successfully created a Google Analytics account linked to your Google account.

Analysis: This step is straightforward and serves as the initial setup for your analytics tracking.

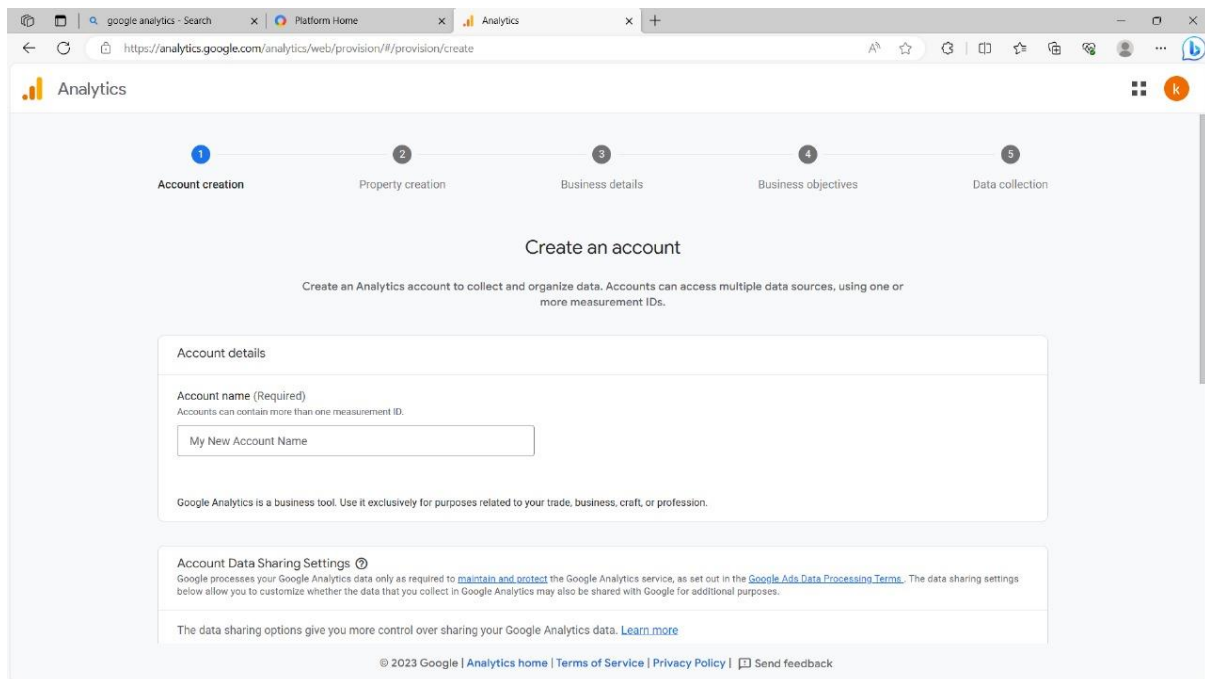




Step 2: Create a New Property

Result: You will have set up a new property for your website, providing Google Analytics with essential details.

Analysis: Defining a property is necessary to organize data effectively, especially if you have multiple websites or digital assets. Choosing the right industry category and time zone ensures accurate data reporting.

The screenshot shows the Google Analytics 'Create an account' page in a web browser. At the top, there's a progress bar with five steps: 1. Account creation (highlighted with a blue circle), 2. Property creation, 3. Business details, 4. Business objectives, and 5. Data collection. Below the progress bar, the heading 'Create an account' is centered, followed by a subtext: 'Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.' The main form area is titled 'Account details' and contains a section for 'Account name (Required)' with a note 'Accounts can contain more than one measurement ID.' and a text input field containing 'My New Account Name'. Below this is a checkbox for 'Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.' At the bottom of the form is the 'Account Data Sharing Settings' section, which includes a link to 'Google Ads Data Processing Terms' and a 'Learn more' link. The footer of the page contains copyright information: '© 2023 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback'.

Step 3: Set Up a Data Stream

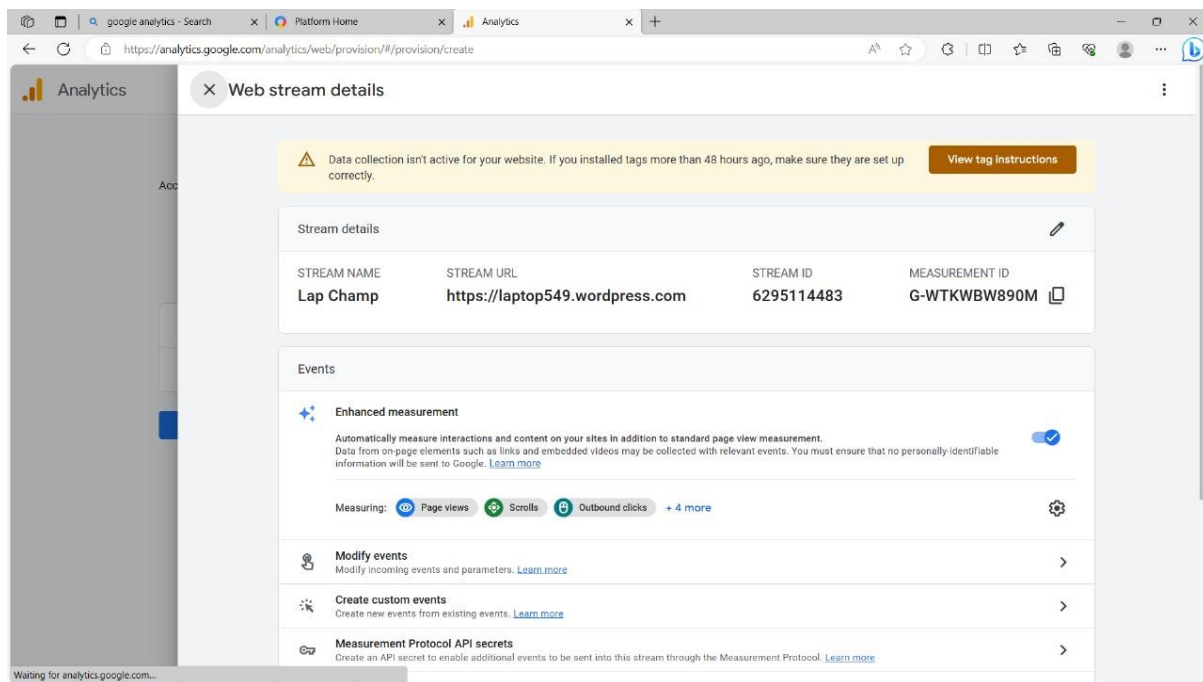
Result: A data stream will be created, which is specific to your website and its tracking.

Analysis: This step is crucial for specifying the type of data you want to track (in this case, a web stream). It allows you to configure reporting settings based on your website's characteristics and audience.

Step 4: Get the Tracking Code

Result: You will obtain a tracking code snippet.

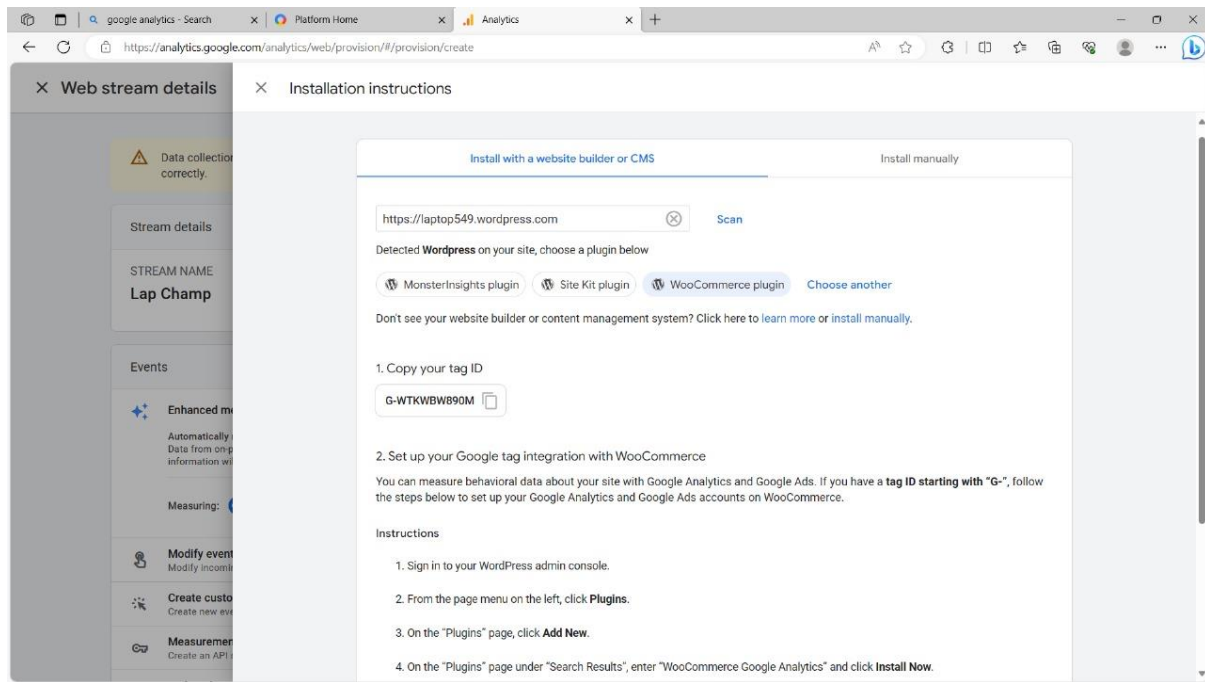
Analysis: The tracking code is the heart of Google Analytics. It must be added to your website's HTML to enable data collection. This step is vital for setting up the tracking infrastructure.



Step 5: Add Tracking Code to Your Website

Result: The tracking code will be successfully inserted into your website's pages.

Analysis: Properly placing the tracking code within your website's HTML is critical to ensuring data collection. It should be placed before the closing `</head>` tag on every page. This step involves technical implementation.



Step 6: Verify Tracking

Result: You will check to ensure that the data stream is receiving data.

Analysis: Verification is essential to confirm that data is being collected and sent to your Google Analytics account. It also requires some patience as data may not appear immediately.

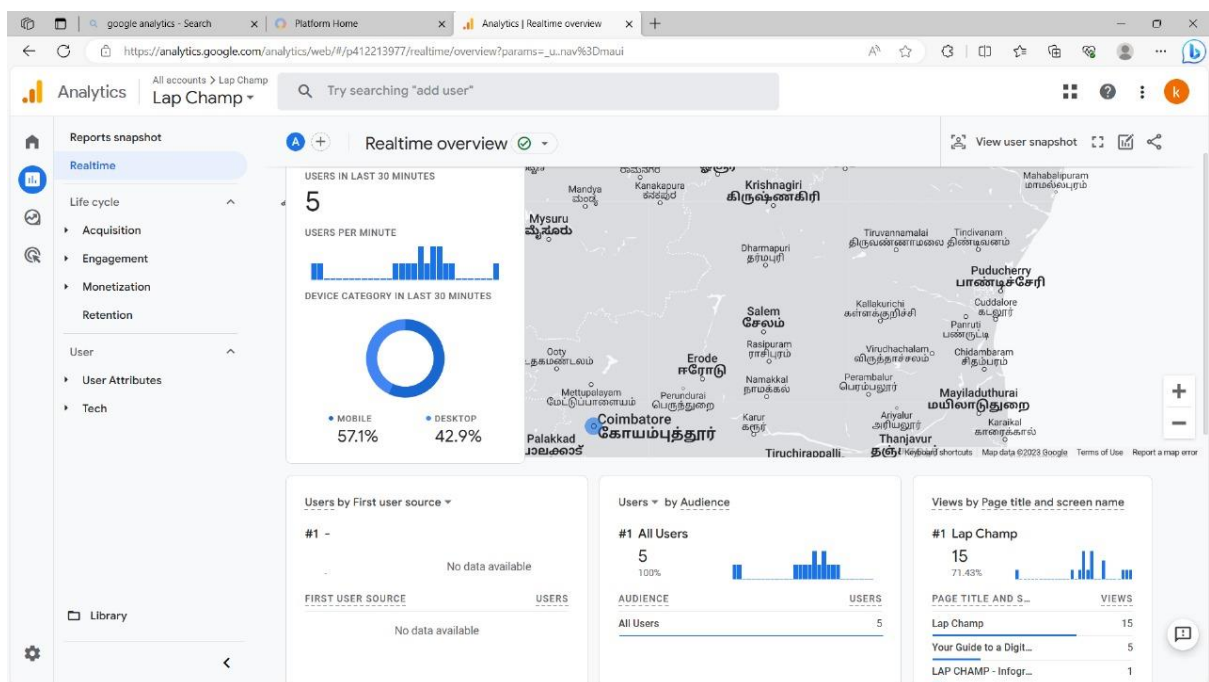
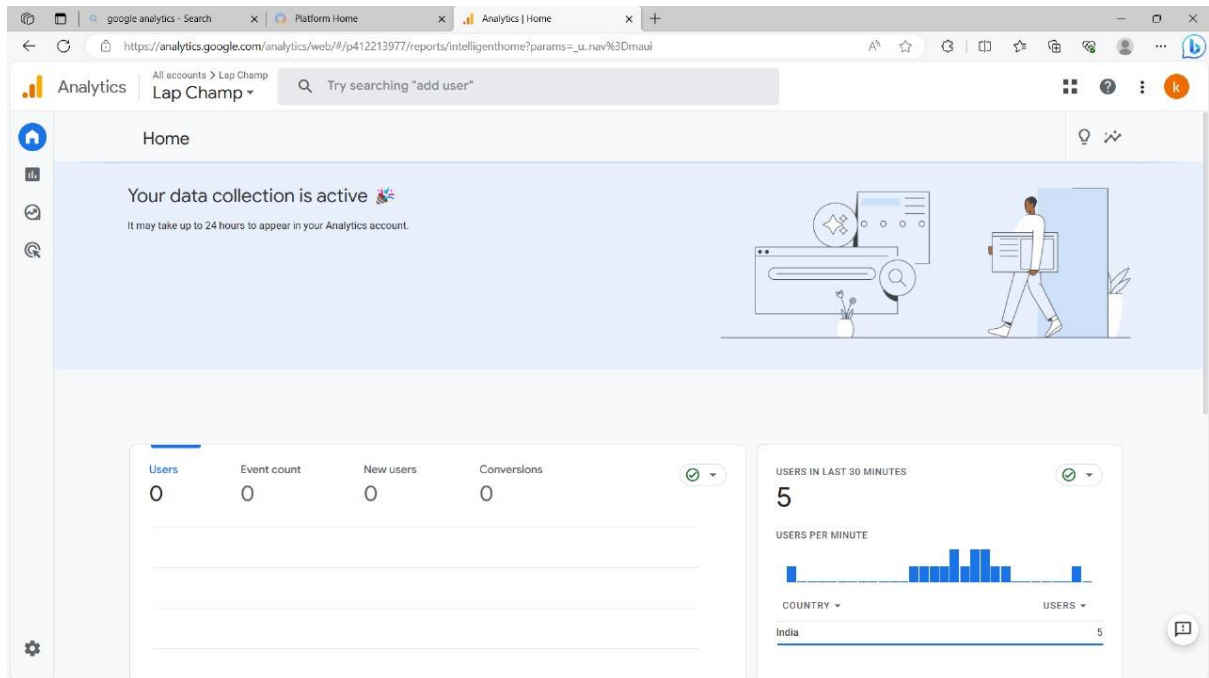
Step 7: Start Analysing Your Data

Result: Once data is collected, you can begin analysing it using the various features and reports in Google Analytics.

Analysis: Analysing data involves examining audience demographics, acquisition sources, behaviour on your website, and more. Custom reports and dashboards can be created to track specific metrics. The data collected can be used to make informed decisions about your website's content, user experience, and marketing strategies.

In summary, adding Google Analytics to a website involves a series of steps from initial setup to data analysis. Each step is essential, with

the final step being the actual analysis of the data collected. This process allows website owners and administrators to gain valuable insights into user behaviour and website performance, helping them make data-driven decisions to improve their online presence.



CHAPTER – 8

RECOMMENDATION FOR THE FUTURE

Adding Google Analytics to a website is essential for tracking and analysing user behaviour and site performance. To ensure a successful implementation and set the stage for future optimization, consider the following recommendations:

- Set Clear Goals and Objective
- Plan Your Tracking Strategy
- Consider GDPR and Privacy Regulations
- Create an Implementation Plan
- Test Tracking Code Installation
- Customize for Your Business
- Use Annotations
- Regularly Review and Analyse Data
- Implement A/B Testing
- Stay Informed About Updates
- Training and Education
- Backup Data
- Consider Additional Tools
- Collaborate and Share Insights

By following these recommendations and continually optimizing your use of Google Analytics, you can better understand your website's performance, make data-driven improvements, and achieve your online goals.

CHAPTER – 9

PROJECT SCOPE AND OBJECTIVES

Project Scope and Objectives: Adding Google Analytics to Lap Champ [Website]

Project Scope:

1. **Installation:** Install Google Analytics tracking code on the website to collect user data.
2. **Data Collection:** Set up tracking for various website events like page views, button clicks, and form submissions.
3. **Goal Tracking:** Define and track specific goals, such as conversions like online orders or contact form submissions.
4. **E-commerce Tracking:** Implement e-commerce tracking if applicable for Biryani Villa's online orders.
5. **Custom Reporting:** Create custom reports and dashboards to monitor key performance indicators (KPIs).
6. **Cross-Device Tracking:** Ensure tracking across various devices for a complete view of user behaviour.

Project Objectives:

The primary objectives of this project are as follows:

- **Comprehensive Data Collection:**
To enable the tracking of user interactions, behaviour, and conversions on Lap Champ to gain insights into how visitors engage with the site.
- **Data-Driven Decision-Making:**
To provide Lap Champ with the necessary data and insights to make informed decisions regarding content, user experience, and marketing strategies.

- Data Privacy Compliance:
To ensure that data collection methods comply with relevant data privacy regulations, such as GDPR, and to respect user consent preferences.
- Customization for Lap Champ:
To create a Google Analytics setup that is tailored to the specific needs and goals of Lap Champ, including the tracking of unique KPIs.
- Training and Documentation:
To equip the Lap Champ team with the knowledge and resources needed to effectively use and interpret Google Analytics data for ongoing optimization.
- Custom Reports and Dashboards:
To develop reports and dashboards that provide a clear and concise view of website performance, KPIs, and user behaviour.

By achieving these objectives within the defined project scope, this initiative will enhance Lap Champ's ability to track, analyse, and improve its online presence and user engagement.

CHAPTER – 10

CONCLUSION

In conclusion, adding Google Analytics to a website is a fundamental step toward understanding and optimizing online performance. It provides invaluable insights into user behaviour, website traffic, and the effectiveness of your digital strategies. By successfully implementing Google Analytics, you can:

Gain Data-Driven Insights, Measure Success, Enhance User Experience, Optimize Content and Marketing, Ensure Compliance, Customize Reporting, Monitor Real-Time Data, Enhance E-commerce Operations.

Incorporating Google Analytics into your website is a continuous journey. Regularly review and analyse the data, make data-driven adjustments, and stay informed about new features and updates from Google Analytics. This ongoing commitment to data-driven decision-making will help you stay competitive and achieve your online goals. Ultimately, the implementation of Google Analytics is a crucial step in the evolution of your online presence, enabling you to provide a better user experience and achieve your website's objectives.

CHAPTER – 11

APPENDIX

GITHUB AND DEMO LINK

Video link:

<https://youtu.be/b4aFiGsPcLs>

GitHub link:

<https://github.com/KALI-08/NaanMudhalvan>