

Project Documentation Report

Project topic: How to add google analytics to a website

Step 1: Designing of Blog

- A website for skincare product was created and the required changes were made to modify the website to flourish the business
- A google account was created for the purpose of business
- The blog was created using [blogger.com](https://amberskincarev2.blogspot.com/)
- Link of the blog: <https://amberskincarev2.blogspot.com/>

Create a Google Account

A Google Account gives you access to many [Google products](#). With a Google Account, you can do things like:

- Send and receive email using Gmail
- Find your new favorite video on YouTube
- Download apps from Google Play

Step 1: Choose a Google Account type

[For myself](#) [To manage a business](#)

Important: When you create a Google Account for your business, you can [turn business](#)

Help

- Create a Google Account
- Create a strong password & a more secure account
- Verify your account
- Control what others see about you across Google services
- Someone changed your password
- Be ready to find a lost Android device
- Manage your Location History

Google

Enter a business category

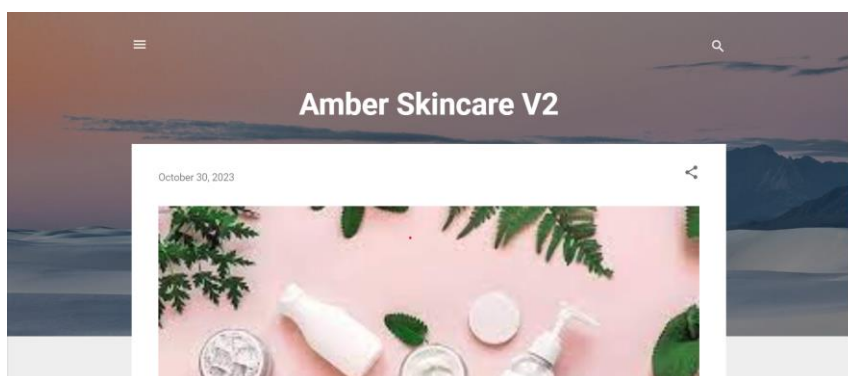
Help customers discover your business by industry by adding a business category

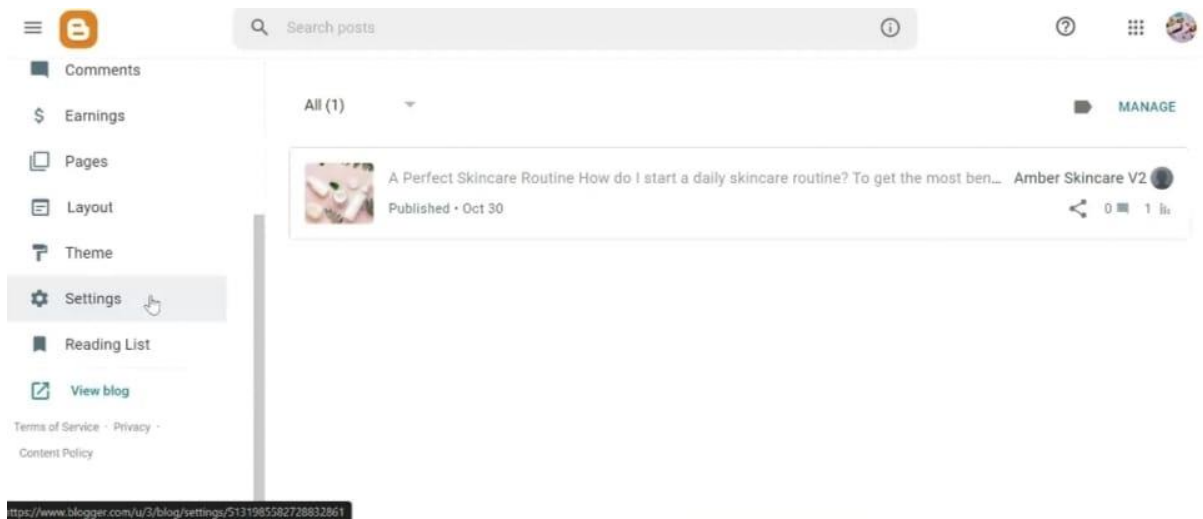
Business category*

Skincare

You can change and add more later

[Next](#)





Step 2: Creating google analytics measurement ID

- Starting the process from analytics.google.com
- Details regarding the account details and the type of data sharing option is chosen
- This step is followed by the property setup screen
- And then mode to the next step to fill in business details

Create an account

Create an Analytics account to collect and organize 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.

Amber

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

Account Data Sharing Controls

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

☐ **Google products & services**
If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for [Enhanced Demographics & Interests reporting](#). If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the product linking section in each property to view or change your settings. [Show Example](#)

☒ **Modeling contributions & business insights**
Enable features like predictions, modeled data, and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (including information about the property from which it is shared) is aggregated and de-identified before being used to generate business insights. [Show Example](#)

☒ **Technical support**
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

☒ **Account specialists**
Give Google sales access to your Google Analytics data and account so that they can help you make the most of your Google Analytics account including to help you to improve your configuration and analysis and to provide you with insights, optimization

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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)

Amber Skincare

Reporting time zone ⓘ
United States (GMT-07:00) Los Angeles Time ▼

Currency
US Dollar (\$) ▼

You can edit these property details later in Admin

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Business details

Industry category (Required)
Beauty & Fitness ▼

Business size (Required)

☒ Small - 1 to 10 employees

☐ Medium - 11 to 100 employees

☐ Large - 101 to 500 employees

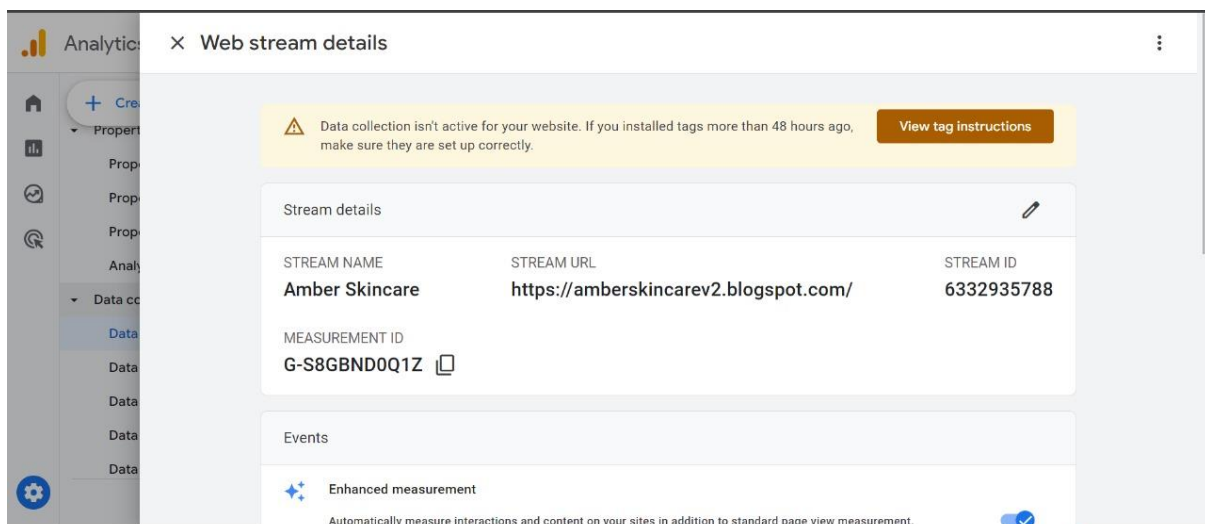
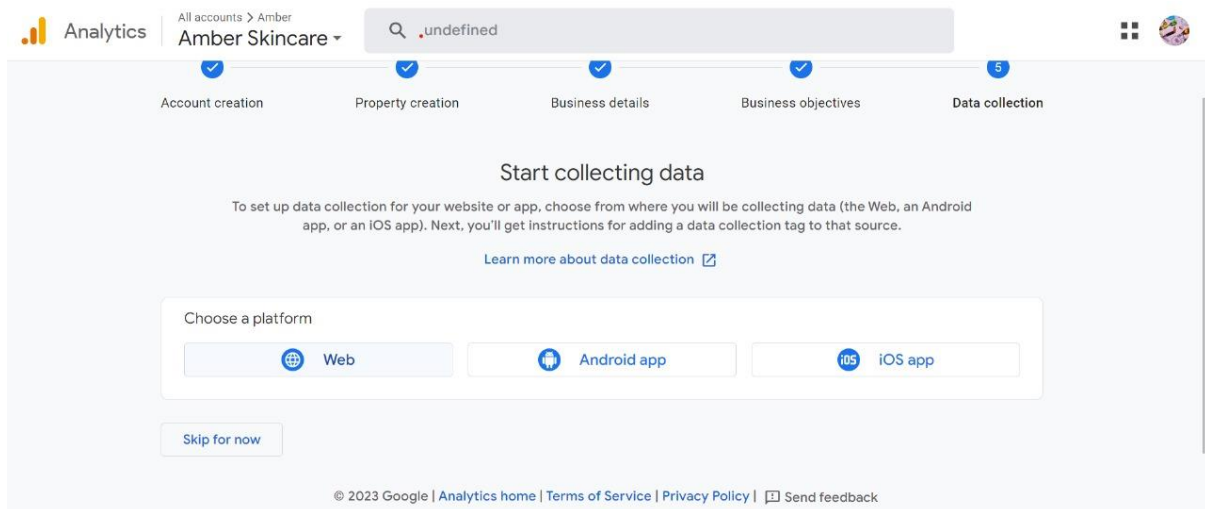
☐ Very Large - 501+ employees

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Step 3: Business objective and data collection process

- Objective for the business purpose is chosen to analyse visitor metrics and attract new customers
- This step is followed by accepting to the terms and condition pop up
- After business objective the platform for the collection of data for measuring is provided
- The website URL and name is also given along with it
- A measurement ID is generated for the blog of our choice
- Settings > basics > google analytics measurement ID > save
- The measurement ID is entered in the blog under google analytics
- This helps in analysing the activity of the users



✕ Installation instructions

Install with a website builder or CMS

Install manually

https://amberskincarev2.blogspot.com/

✕

Scan

Unable to find a supported platform. Please enter a new URL or choose a platform below.

Site Kit plugin

Monsterinsights plugin

Shopify

WooCommerce plugin

Wix

Show 7 more

Don't see your website builder or content management system? Click here to [learn more](#) or [install manually](#).

✕ Installation instructions

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-S8GBHD0Q12"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-S8GBHD0Q12');
</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](#)

☰

Comments

Earnings

Pages

Layout

Theme

Settings

Reading List

View blog

Search posts

?

⋮

All (1)

MANAGE

A Perfect Skincare Routine How do I start a daily skincare routine? To get the most ben...

Amber Skincare V2

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https://www.blogger.com/u/2/blog/settings/5131985282728832861

