

TOPIC:

Google Analytics: Embed a Google Analytics Code on your Website

Brand name:

VSN DIGITAL STORES-PHONES AND
LAPTOPS



OUR TEAM MEMBERS

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Abstract:

Google Analytics is a web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. The service is part of the Google Marketing Platform and is available for free to anyone with a Google account.

Google Analytics is used to track website performance and collect visitor insights. It can help organizations determine top sources of user traffic, gauge the success of their marketing activities and campaigns, track goal completions (such as purchases, adding products to carts), discover patterns and trends in user engagement and obtain other visitor information such as demographics. Small and medium-sized retail websites often use Google Analytics to obtain and analyse various customer behaviour analytics, which can be used to improve marketing campaigns, drive website traffic and better retain visitors.

Introduction:

We create a google analytics review page for our blog on our brand VSN digital stores. By this we analyse the blog based on various aspects. We analyse the customers interests and their behaviour in this,

Documentation

Brand Name: VSN DIGITAL STORE

Category: PHONE AND LAPTOP STORE

Email: vsndigitalstore@gmail.com Password: vaisivnan031911

Create a Blog: blogger.com

Blog Address URL:

https://vsndigitalstores.blogspot.com/2023/10/vsn-digital-stores_18.html

Google analytics:

<https://analytics.google.com/analytics/web/#/p412222966/reports/intelligenthome?params=u..nav%3Dmaui>

Google Analytics Tracking Code:

```
<!-- Google tag (gtag.js) -->
```

```
<script async
```

```
src="https://www.googletagmanager.com/gtag/js?id=G-PZ59XFHRCR"></script>
```

```
<script>
```

```
  window.dataLayer = window.dataLayer || [];
```

```
  function gtag(){dataLayer.push(arguments);}
```

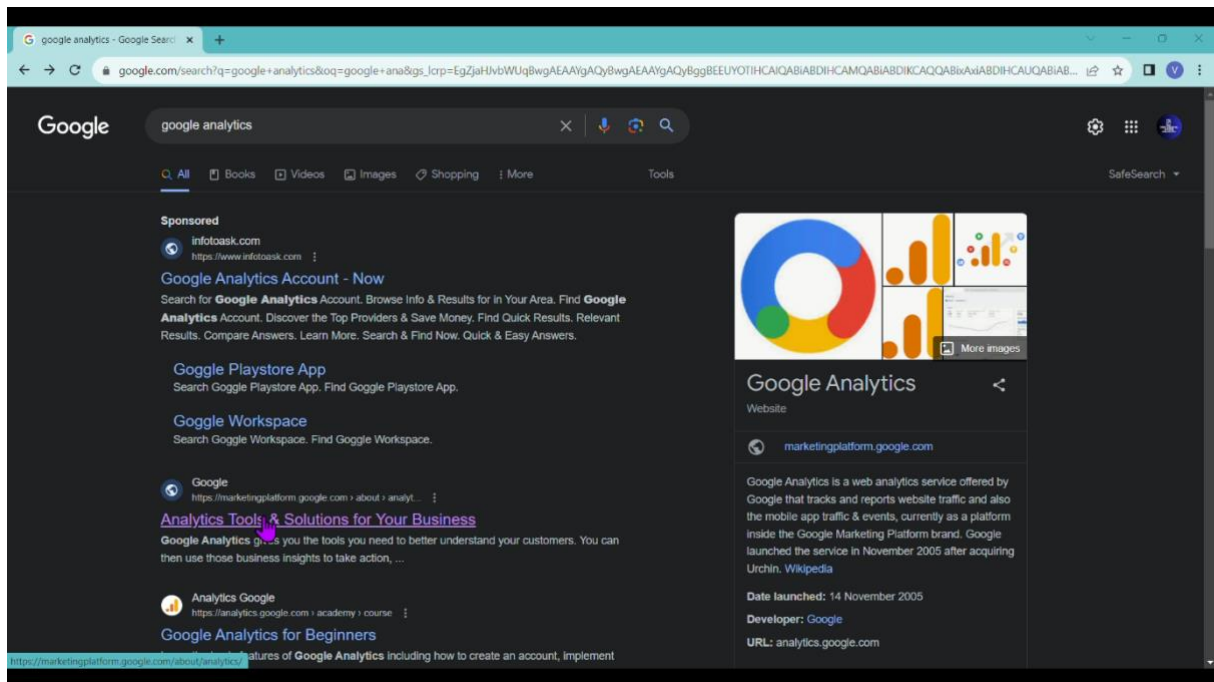
```
  gtag('js', new Date());
```

```
  gtag('config', 'G-PZ59XFHRCR');
```

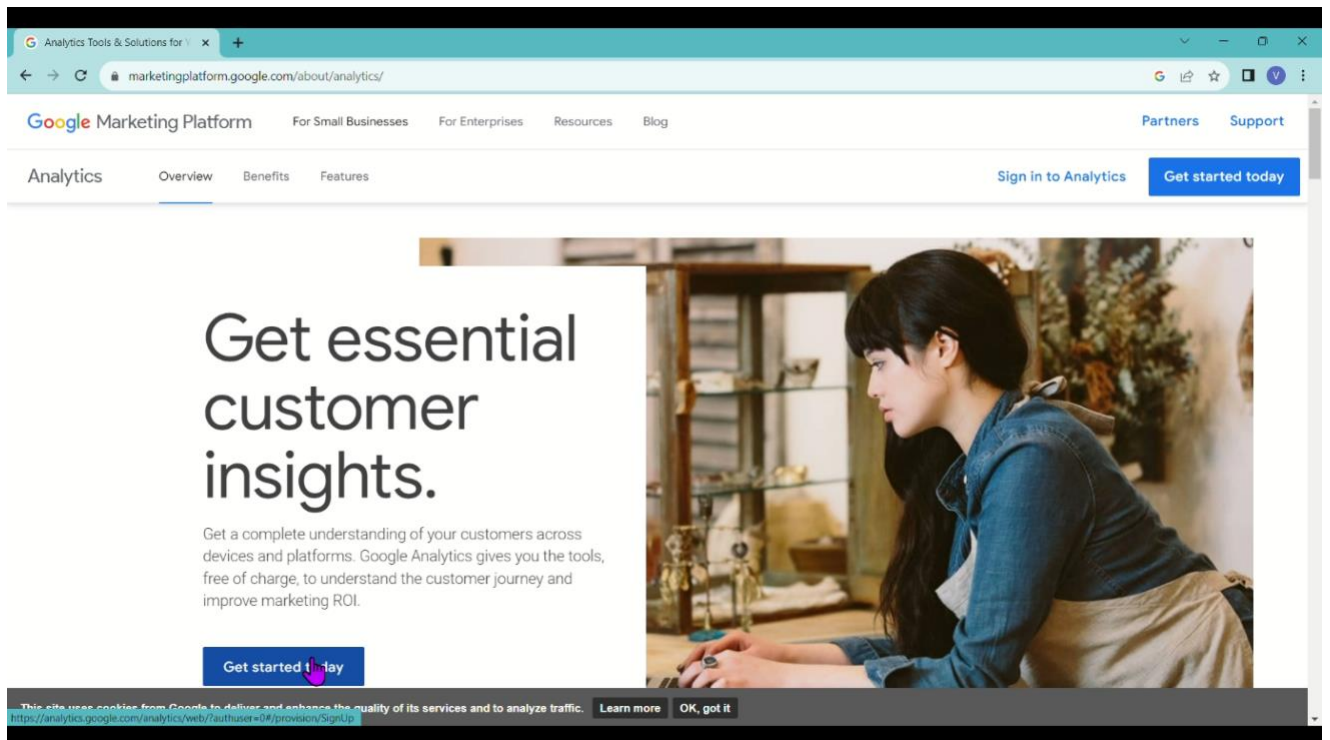
```
</script>
```

Screenshots

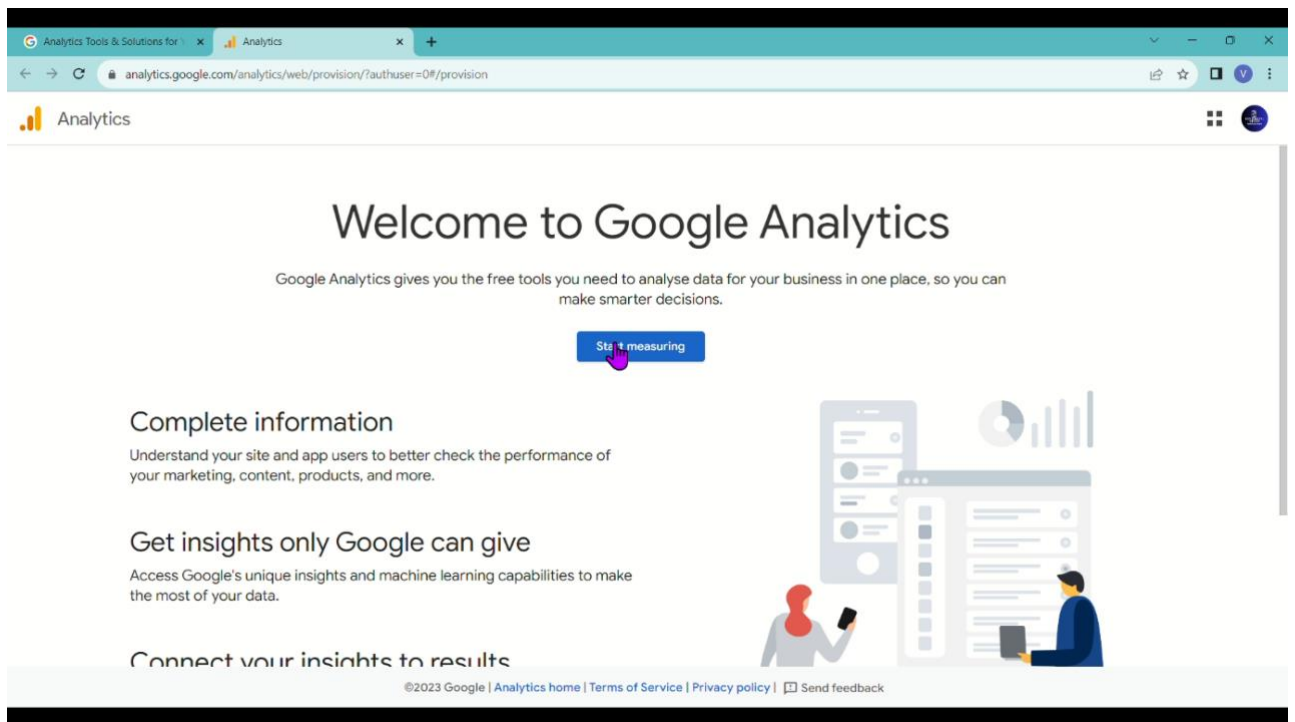
Step1: Open google analytics



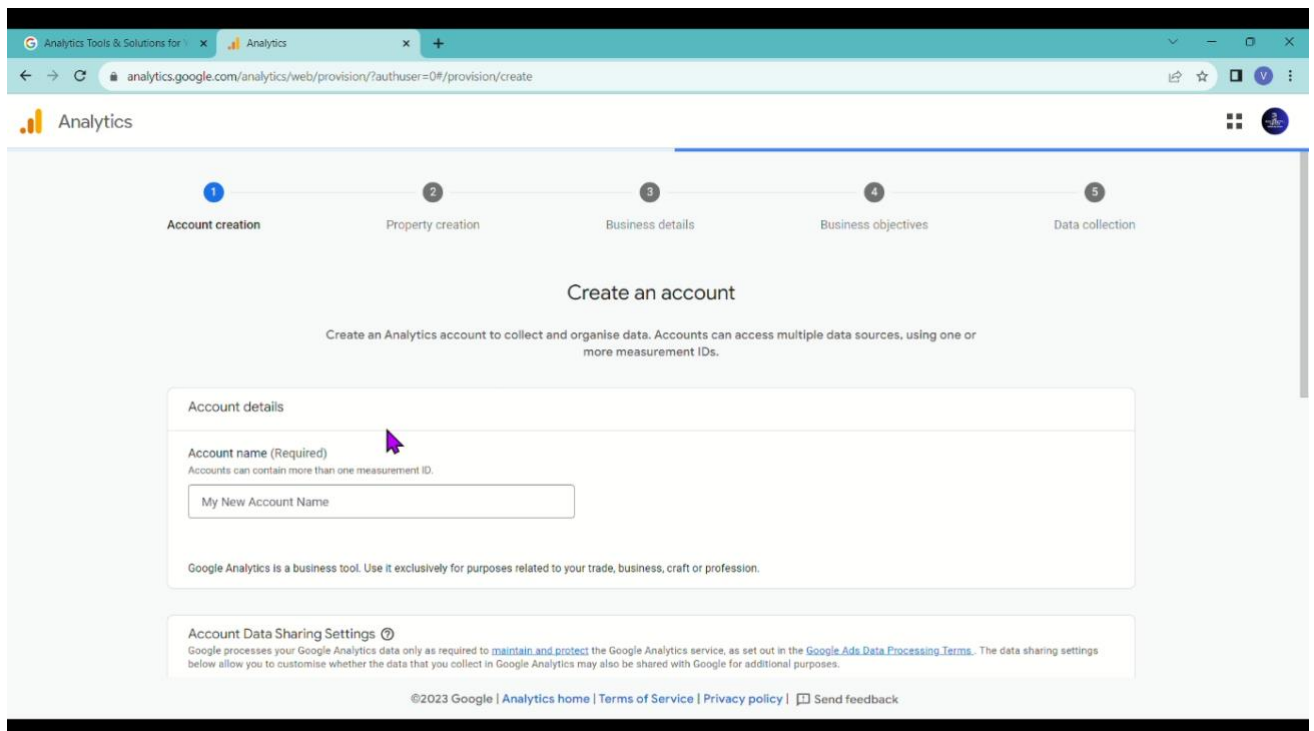
Step 2: after clicking the google analytics website the below window will open in that click “GET STARTED”.



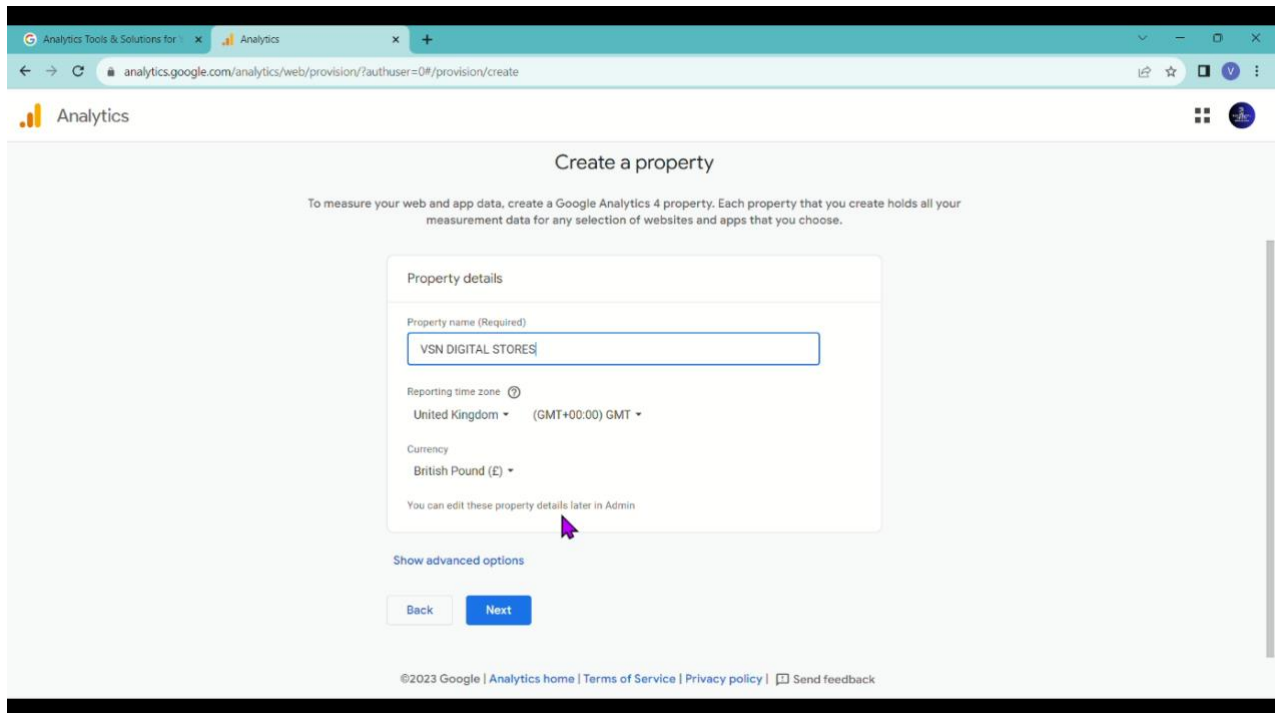
Step 3: After clicking get started the following window will appear in that click start measuring.



Step 4: After step 3 it will direct to a page for creating your data stream .It has 5 major steps. First step is account creation. Fill in the details.



Step 5: Second step is property creation. The below given window will appear. Fill in the details.

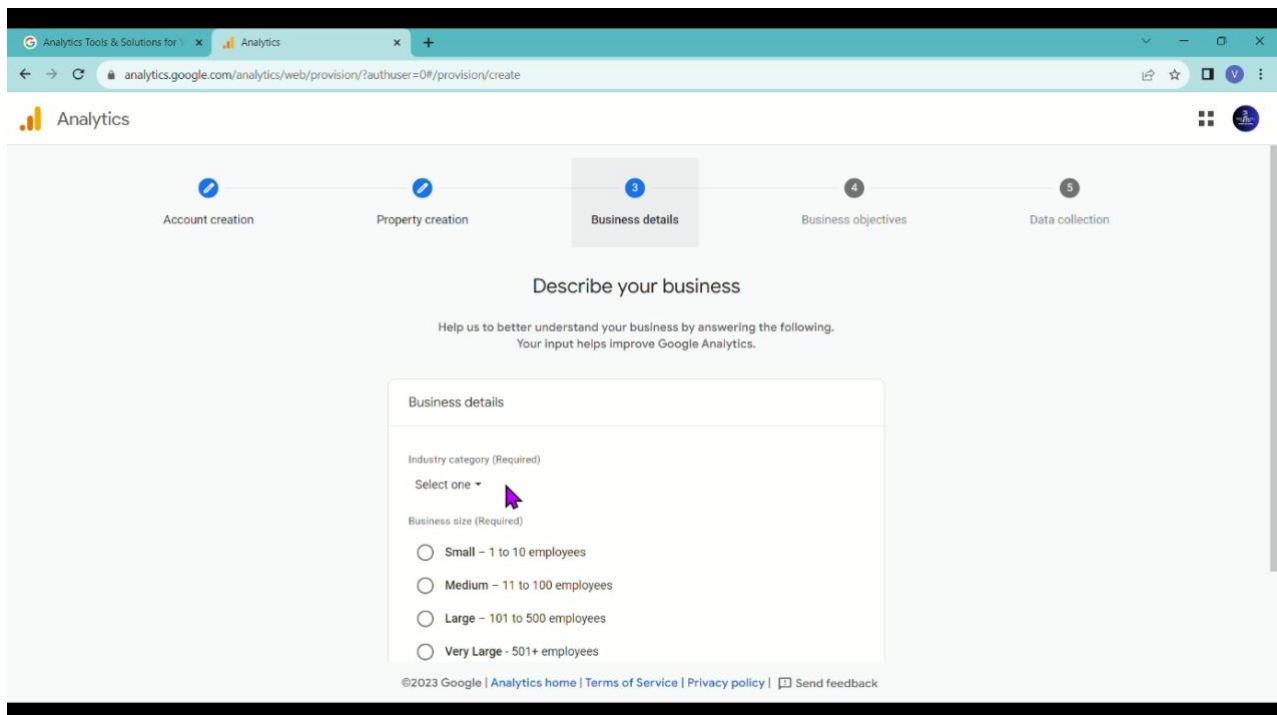


The screenshot shows the 'Create a property' page in Google Analytics. The page title is 'Create a property'. Below the title, there is a sub-header: 'To measure your web and app data, create a Google Analytics 4 property. Each property that you create holds all your measurement data for any selection of websites and apps that you choose.' The main form is titled 'Property details' and contains the following fields:

- Property name (Required):** A text input field containing 'VSN DIGITAL STORES'.
- Reporting time zone:** A dropdown menu showing 'United Kingdom' and '(GMT+00:00) GMT'.
- Currency:** A dropdown menu showing 'British Pound (£)'.
- A note: 'You can edit these property details later in Admin'.

Below the form, there is a link 'Show advanced options' and two buttons: 'Back' and 'Next'.

Step 6: Third step is business details. You should fill the data of your company. What type of industry and how much members work on your company (scale of members).

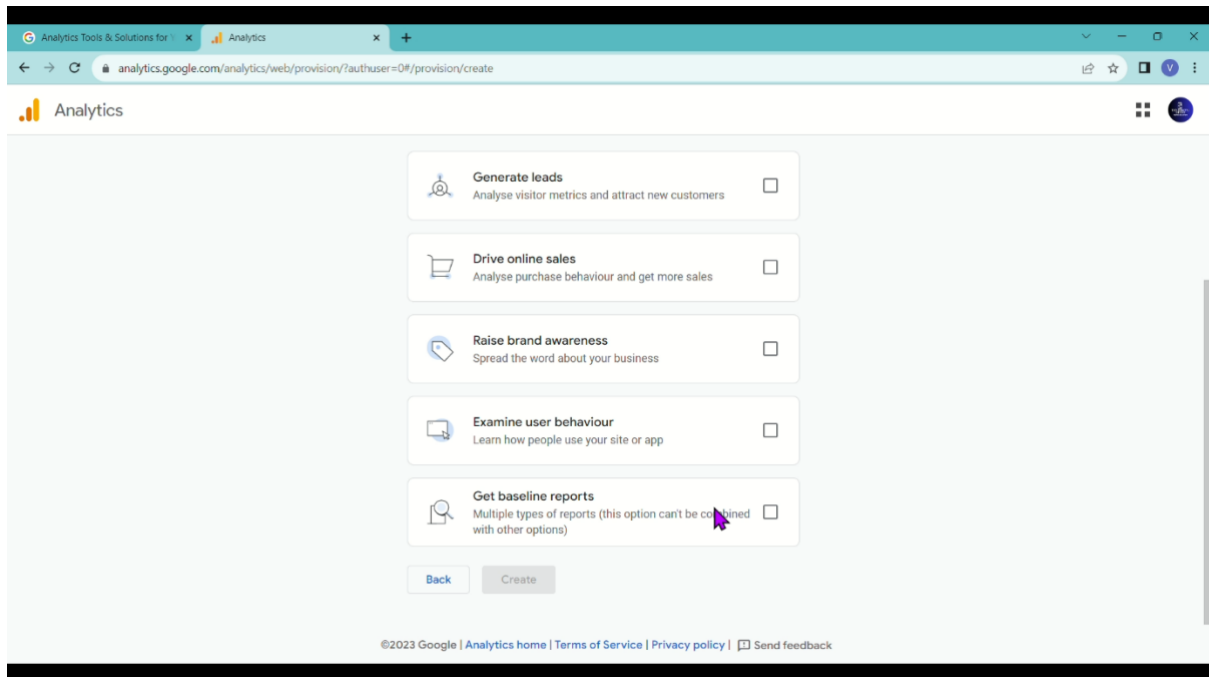


The screenshot shows the 'Describe your business' page in Google Analytics. The page title is 'Describe your business'. Below the title, there is a sub-header: 'Help us to better understand your business by answering the following. Your input helps improve Google Analytics.' The main form is titled 'Business details' and contains the following fields:

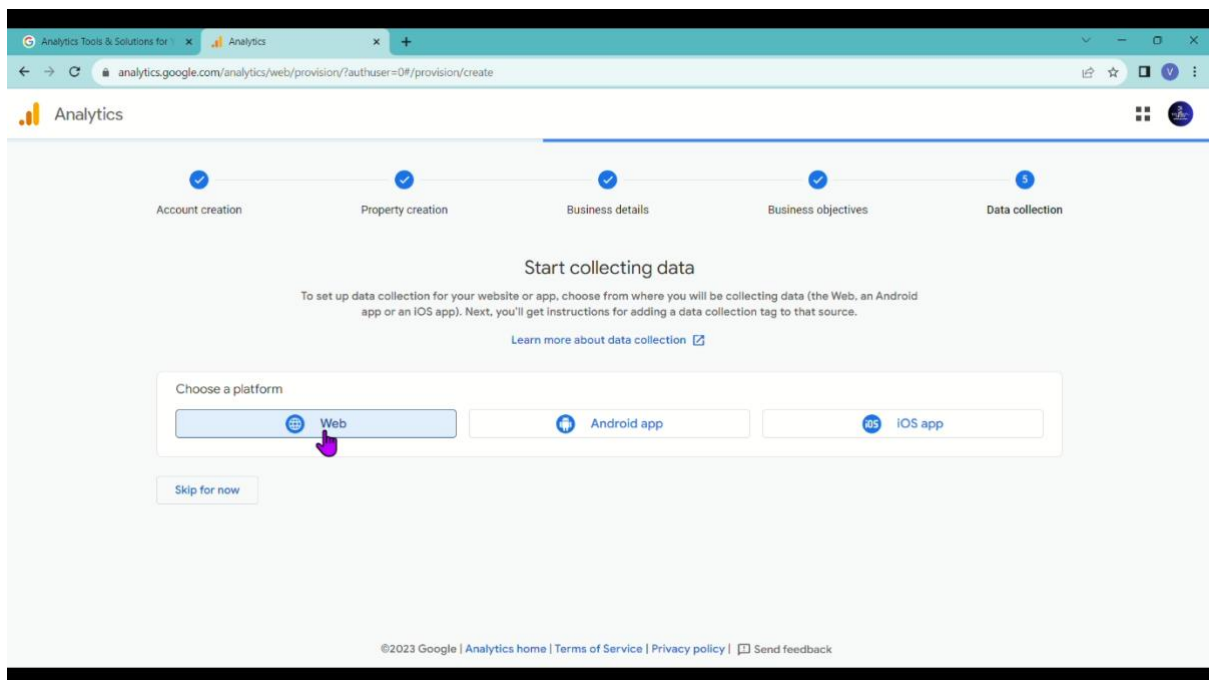
- Industry category (Required):** A dropdown menu showing 'Select one'.
- Business size (Required):** A radio button group with four options: 'Small - 1 to 10 employees', 'Medium - 11 to 100 employees', 'Large - 101 to 500 employees', and 'Very Large - 501+ employees'.

At the bottom of the page, there is a footer: '©2023 Google | Analytics home | Terms of Service | Privacy policy | Send feedback'.

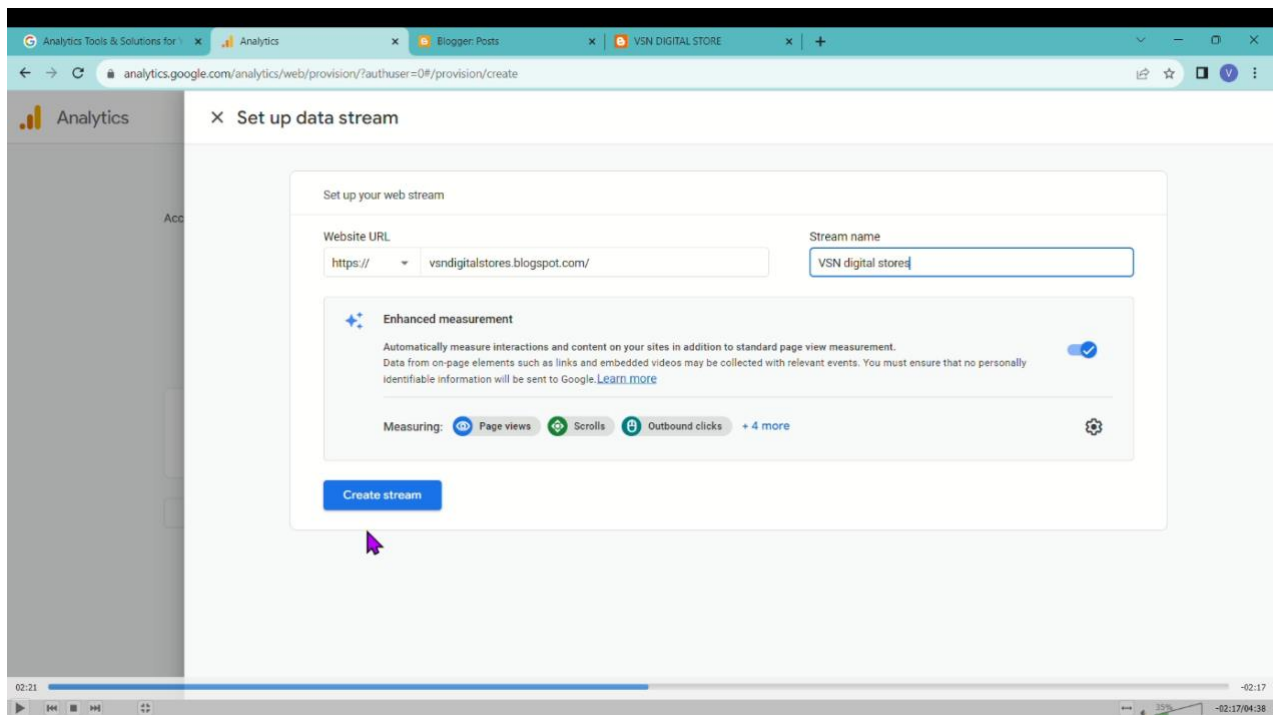
Step 7: Fourth step is to fill the business objective. Fill in the details given in the below screenshot.



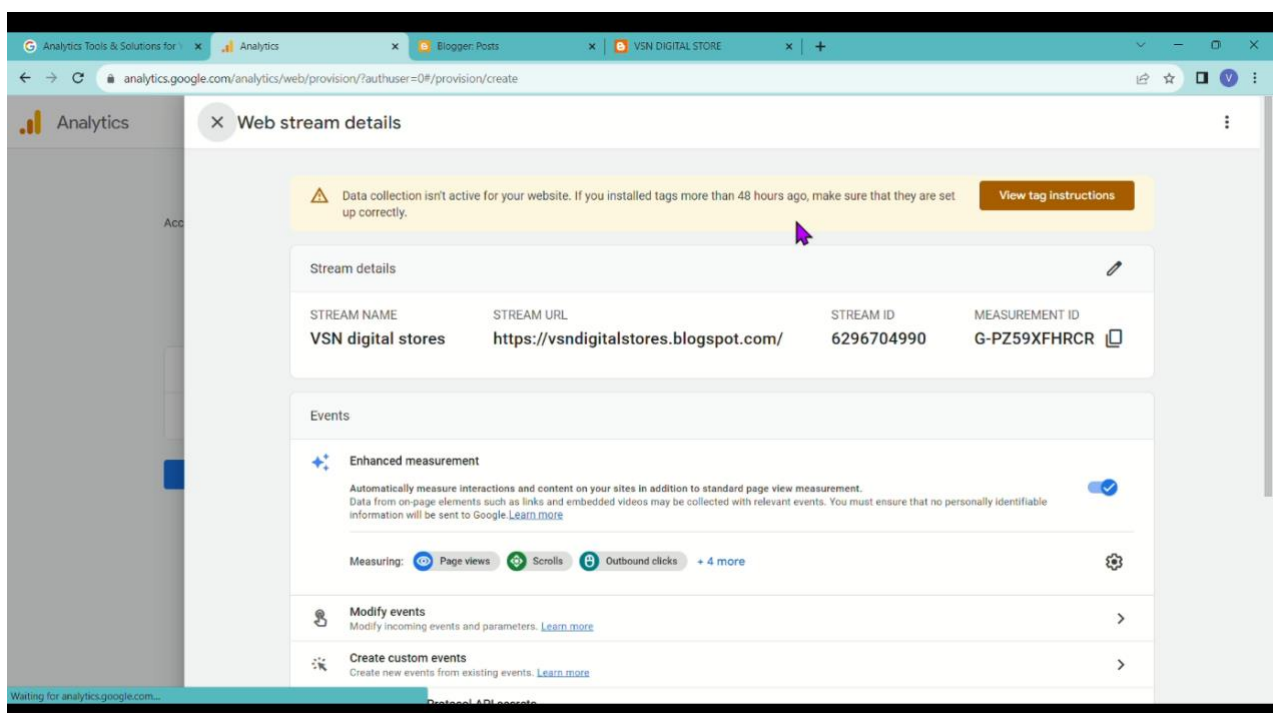
Step 8: Final step is data collection. We should choose which of the three web or android app or IOS app which we are going to analyze.



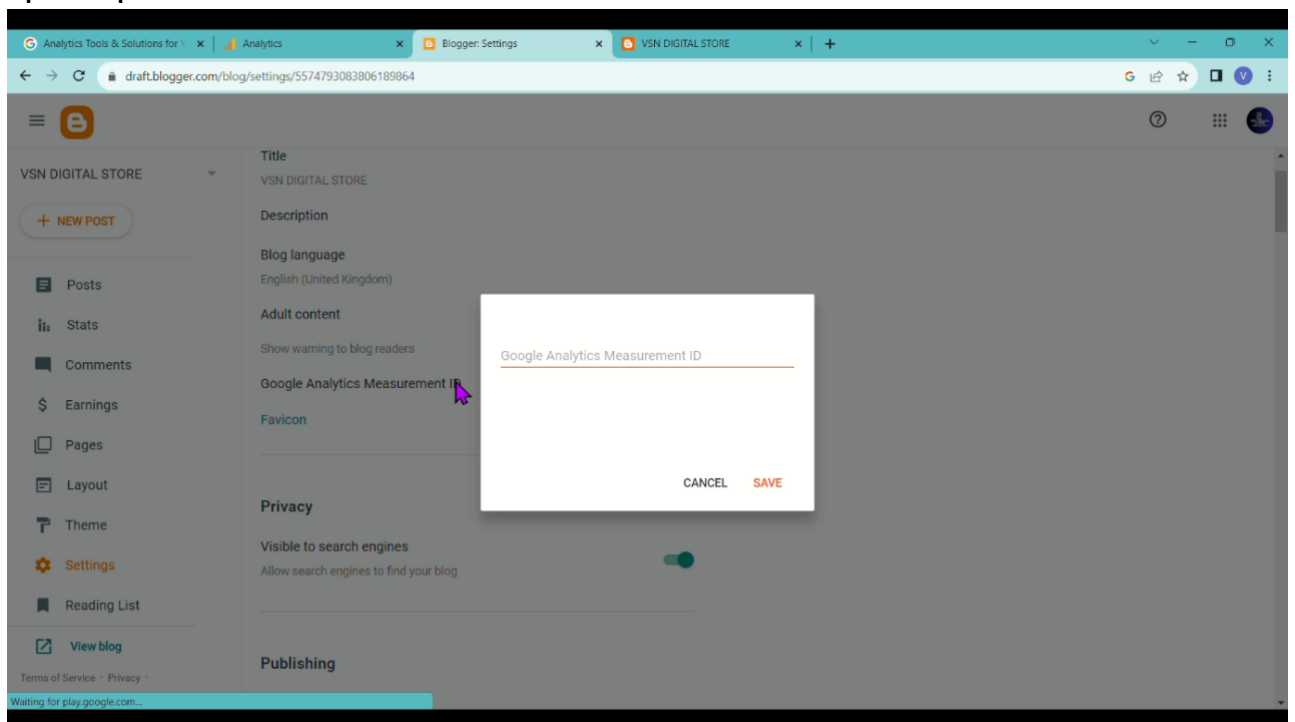
Step 9:after finishing step 8 we will get the window below. Fill the required information and click create stream button.



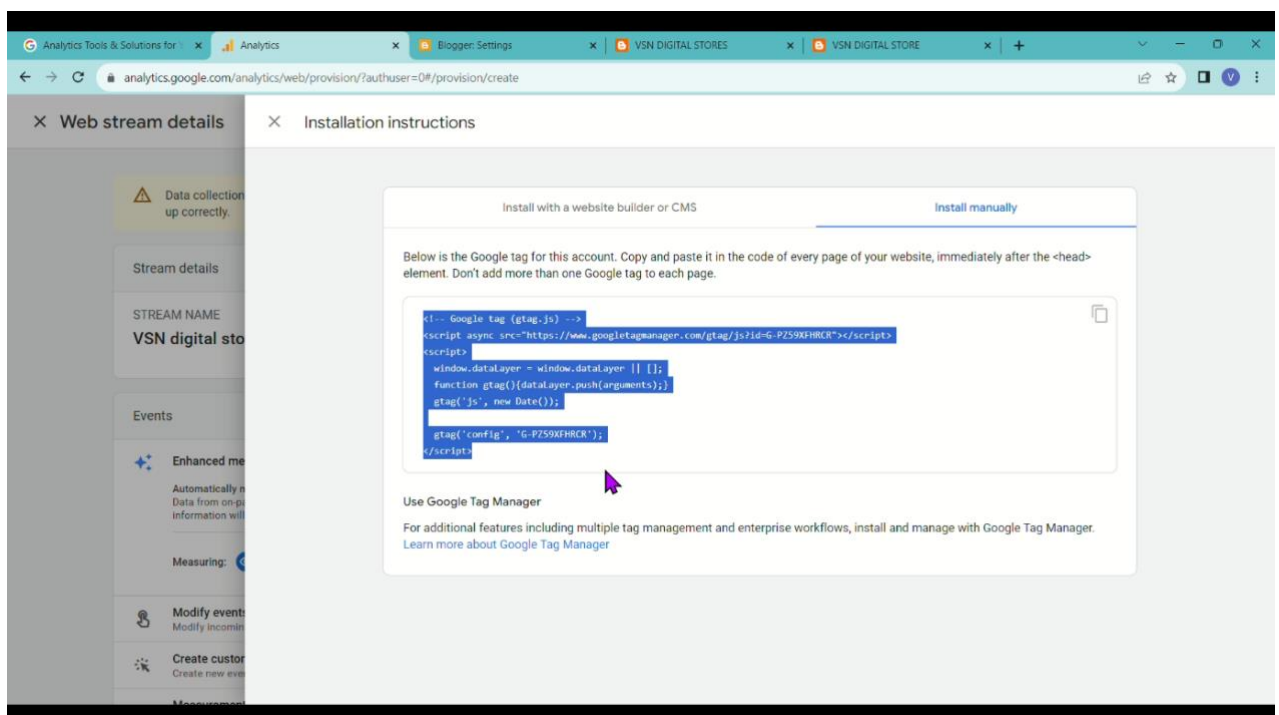
Step 10:after creating a stream the following window will appear.in that copy the measurement id.



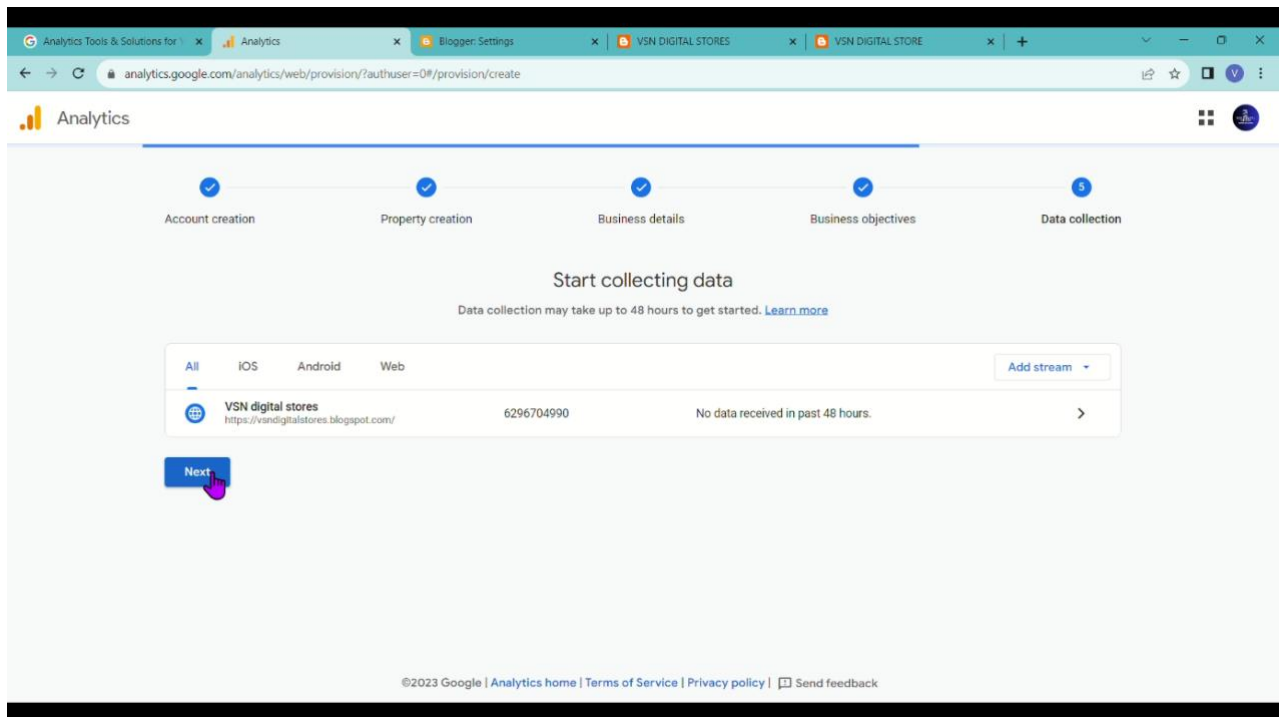
Step 11: after copying the measurement id go to the blogger website. Go to settings in that there will be google analytics measurement id space paste the id in that.



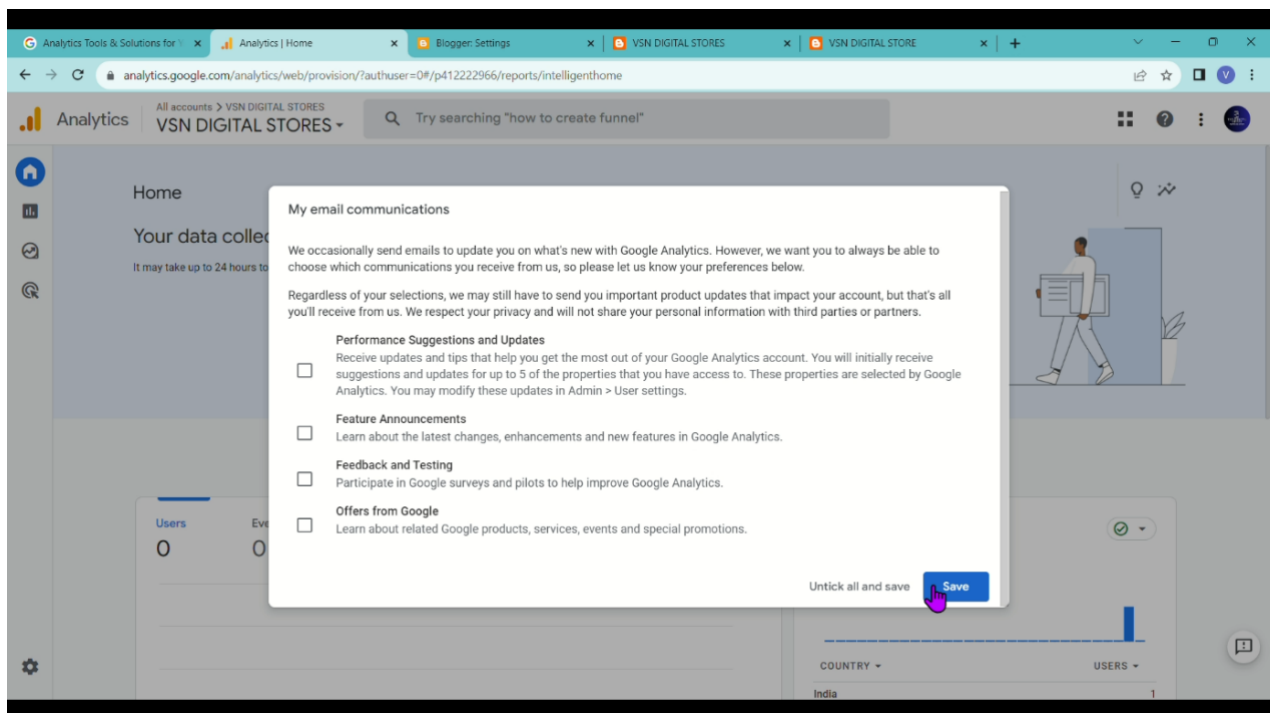
Step 12: copy the google analayatic code for documentation.



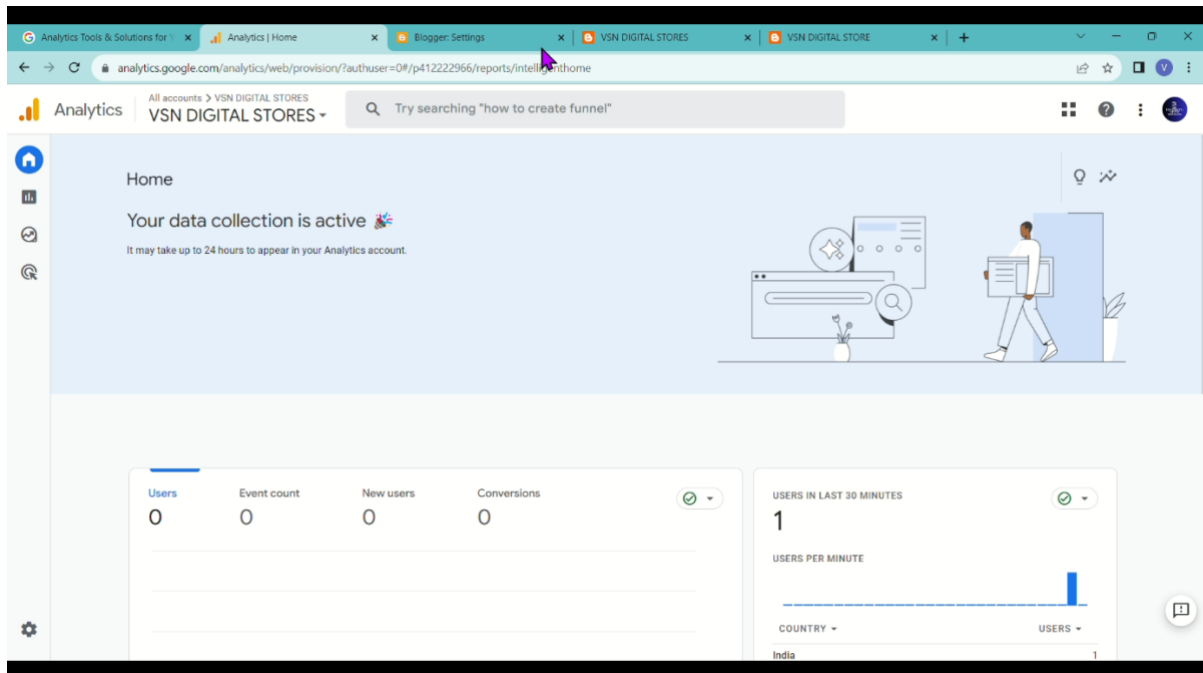
Step 13: After step 12 the below window will appear.click next button.



Step 14:next this window will appear. Click the required option and click save button. Google analytic measurement for the blog will created.



Step 15: This is the final google analytic page. Here our blog will be analyzed and reviewed.



THANK YOU!!!!!!!!!!