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](mailto: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);}

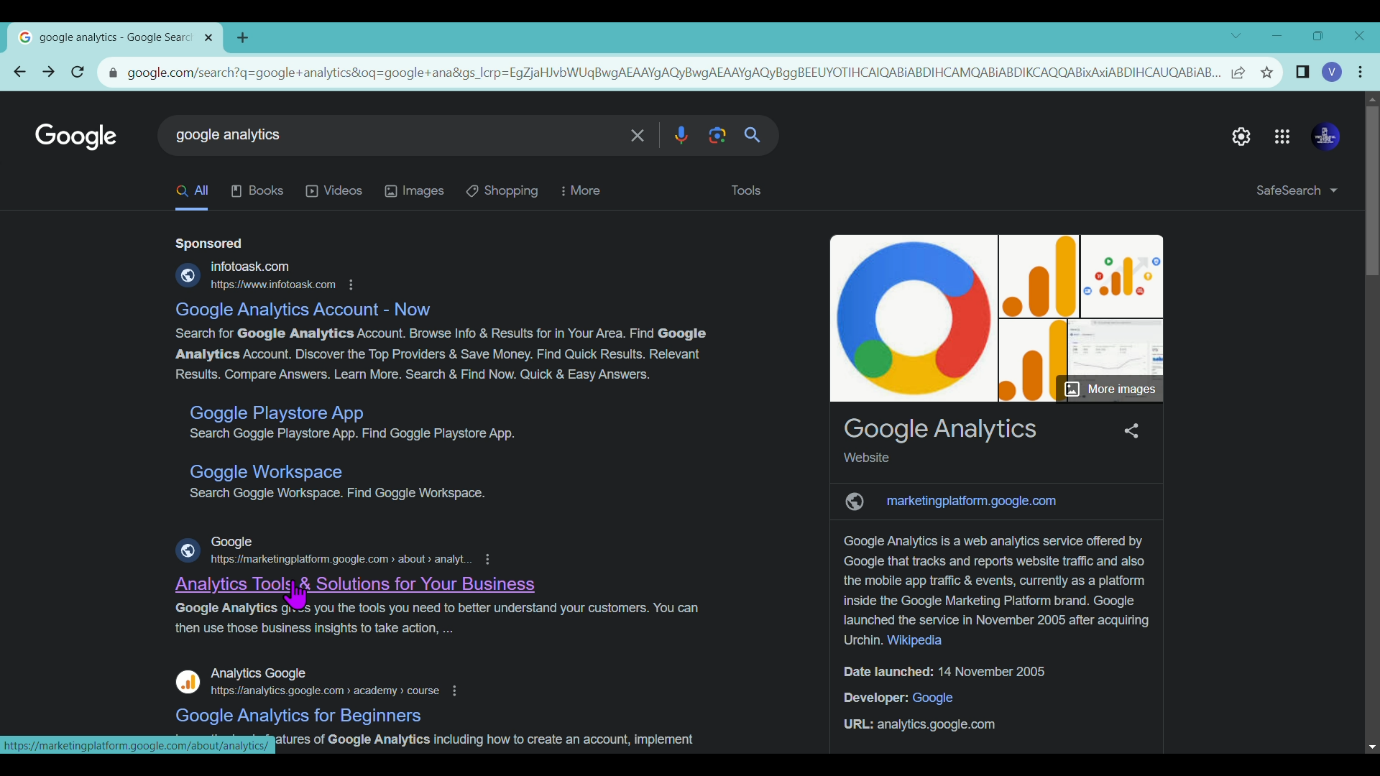
gtag('js', new Date());

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

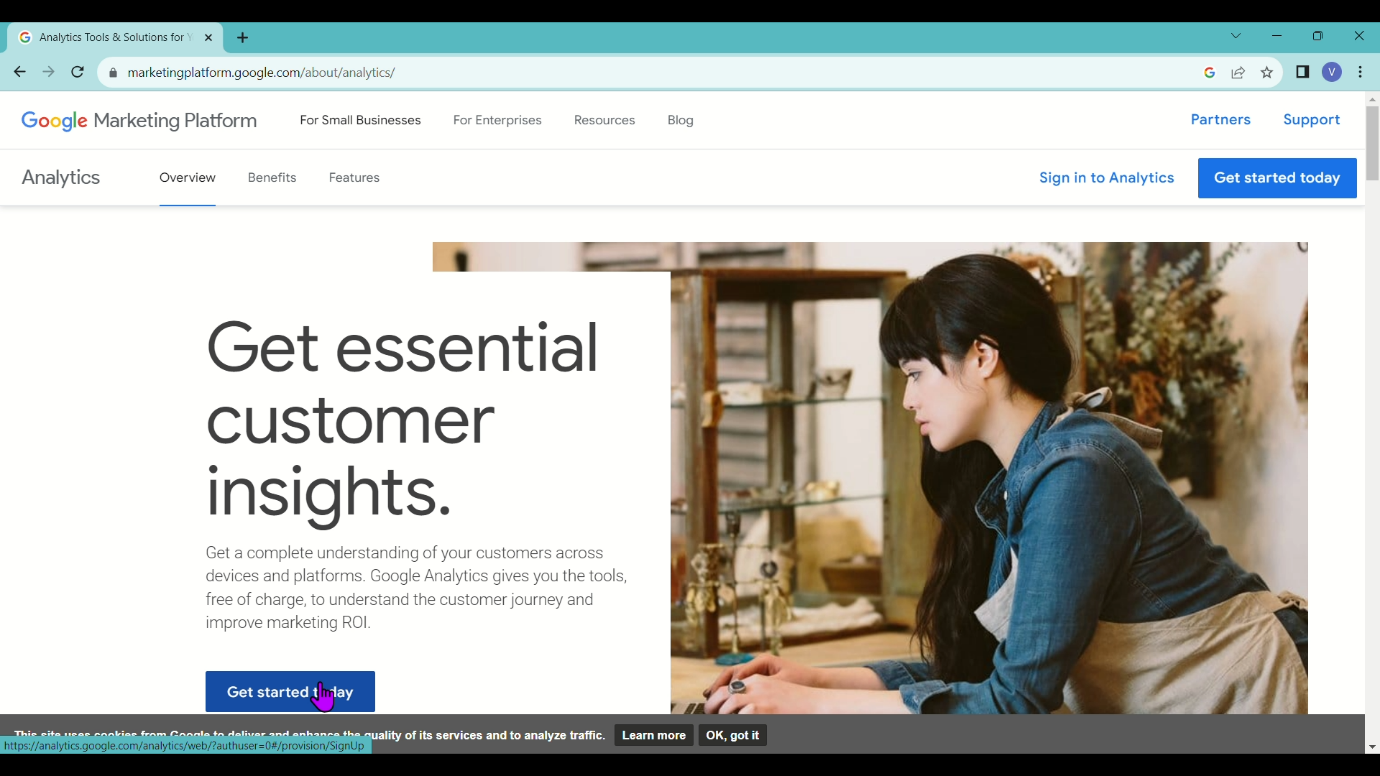
</script>

Screenshots

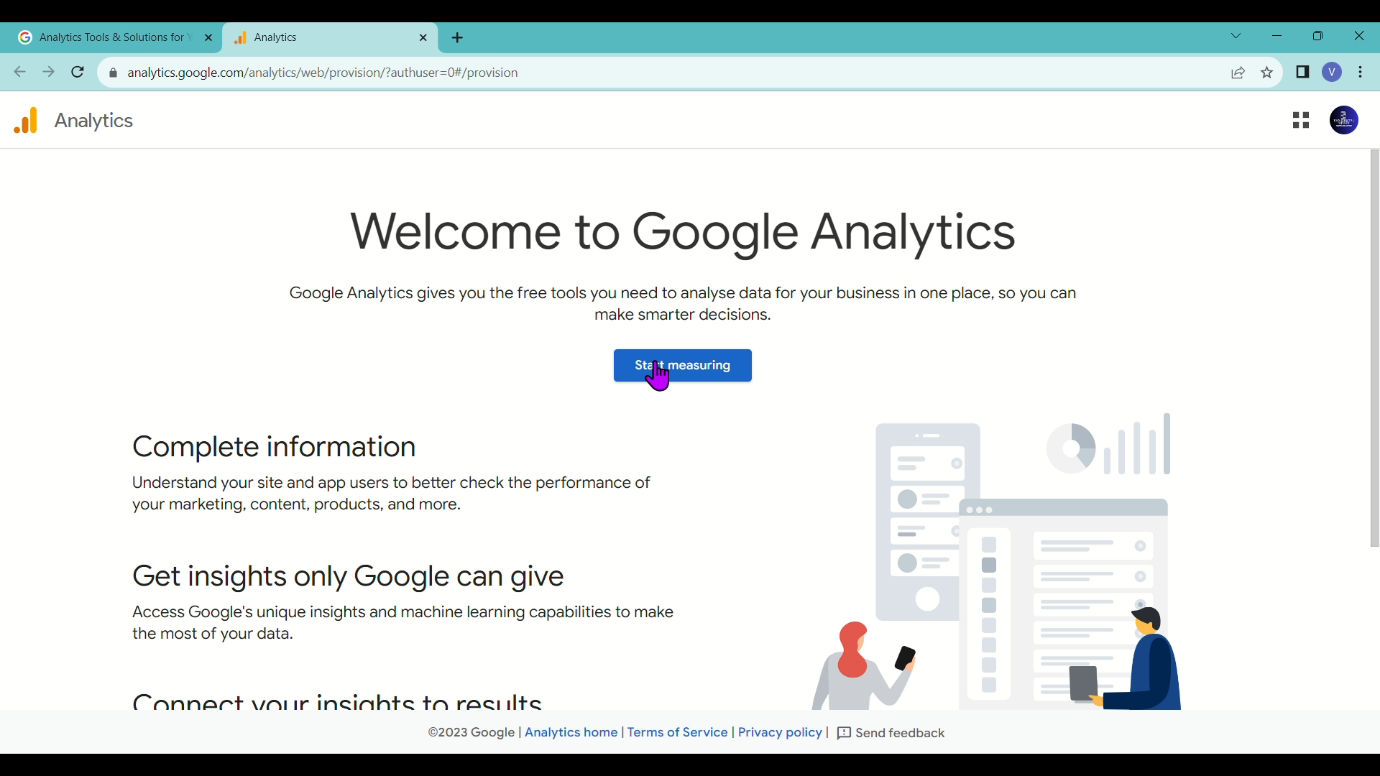
Step1: Open google analytics

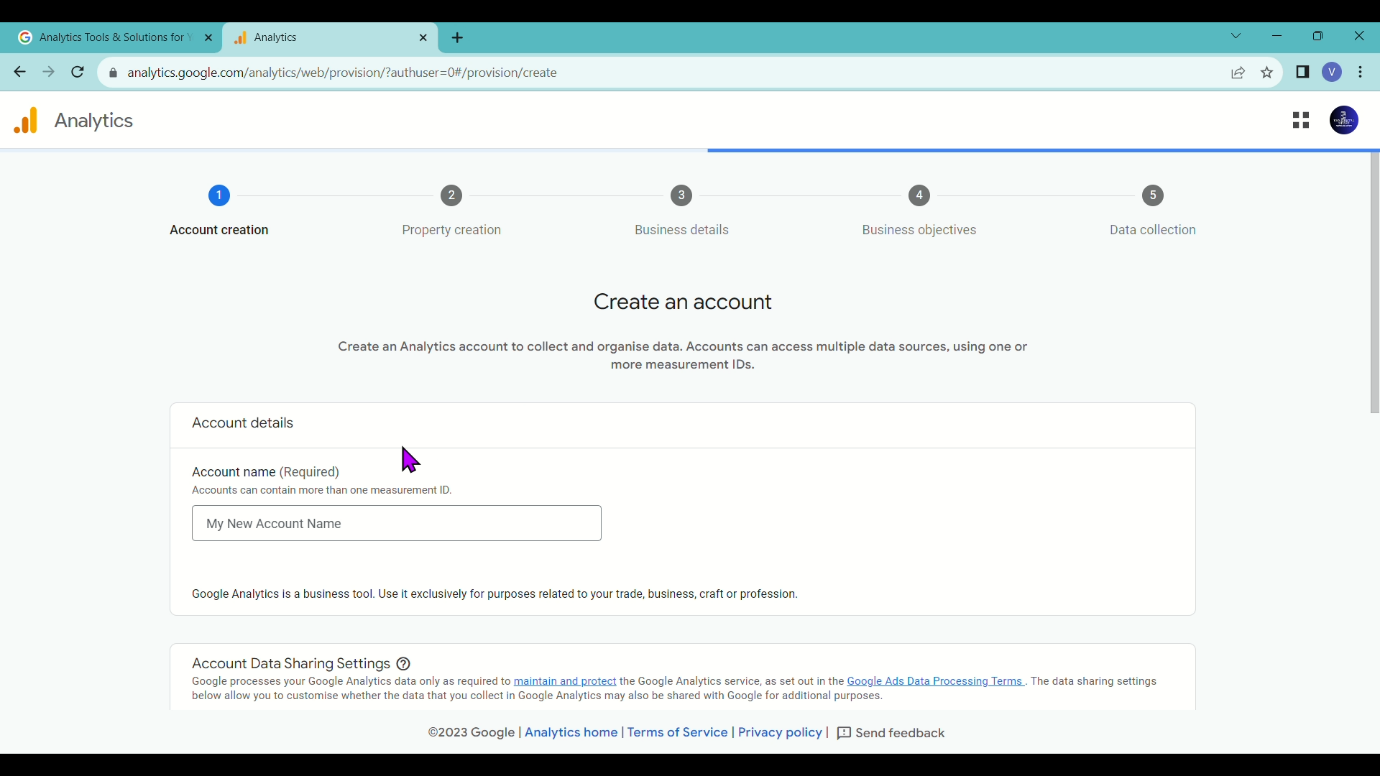


Step 2: after clicking the google analytics website the below window will open in that click “GET STARTED”.

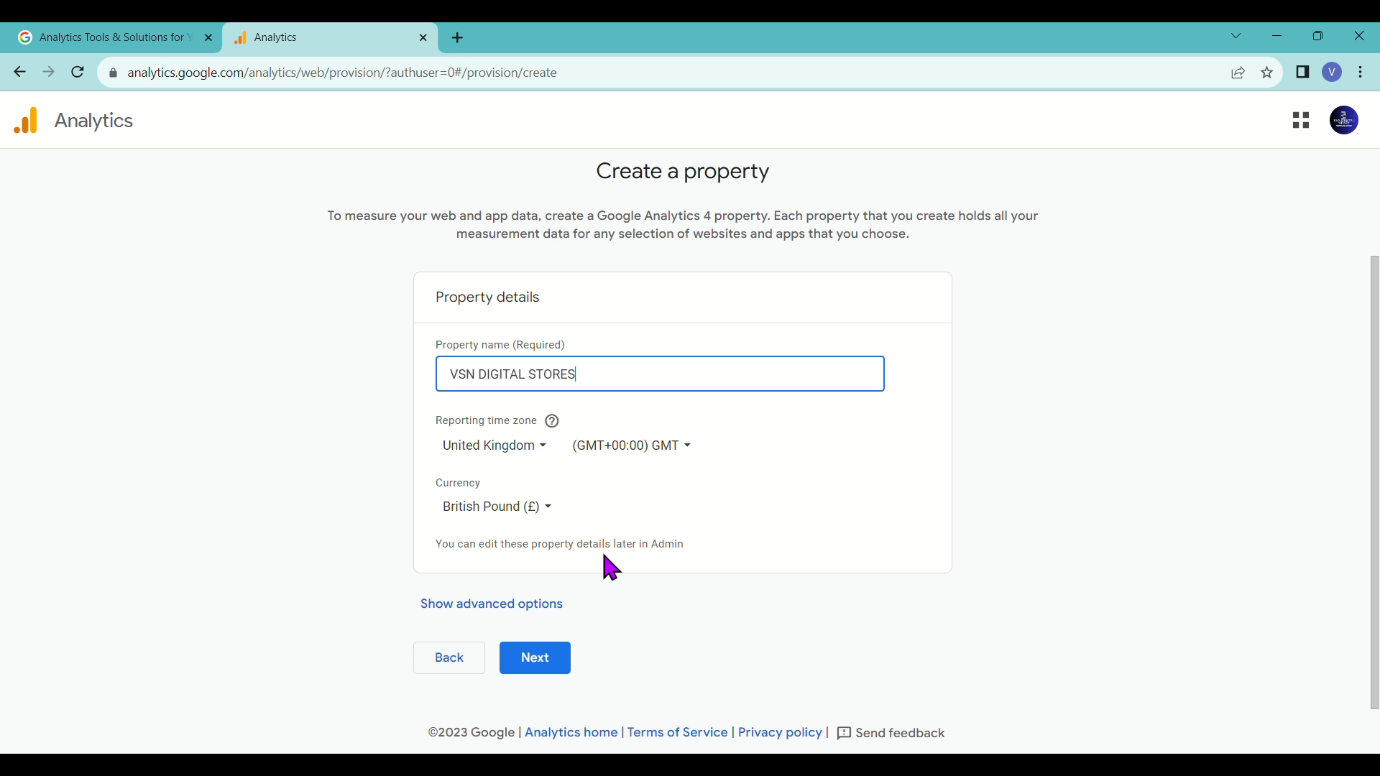


Step 3: After clicking get started the following window will appear in that click start measuring.

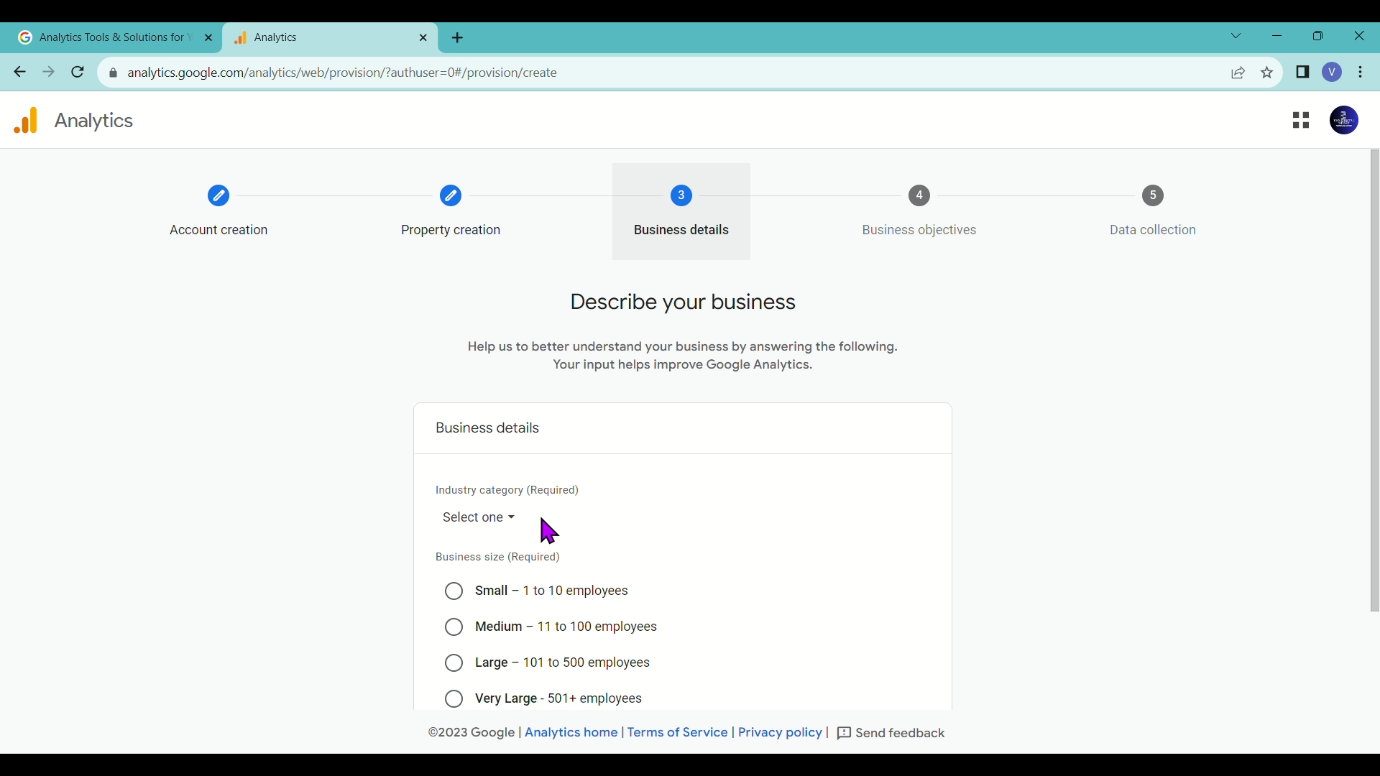


Step 4: After step 3 it will direct to a page for creating your data stream .It has 5 major steps. First step is account creation. Fill in the details.

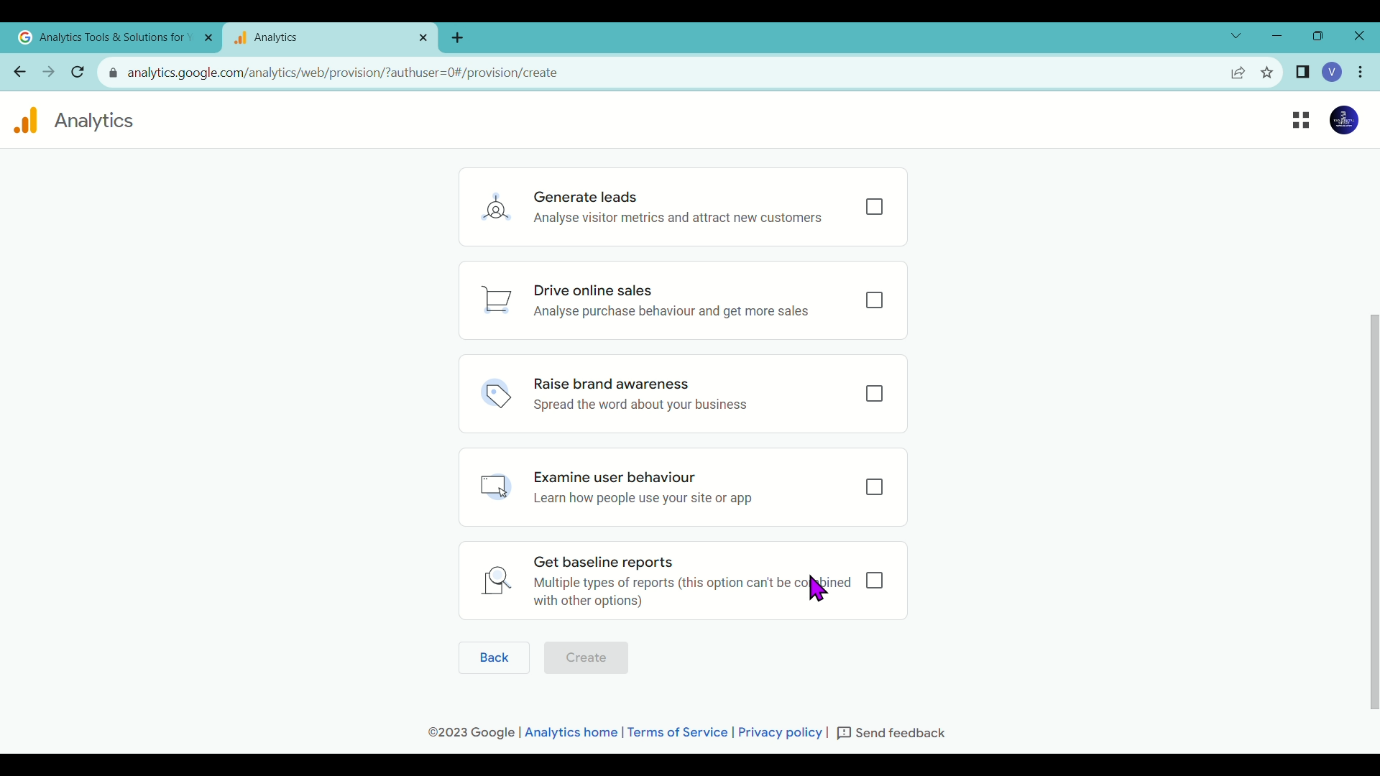
Step 5:Second step is property creation.The below given window will appear.Fill in the details.



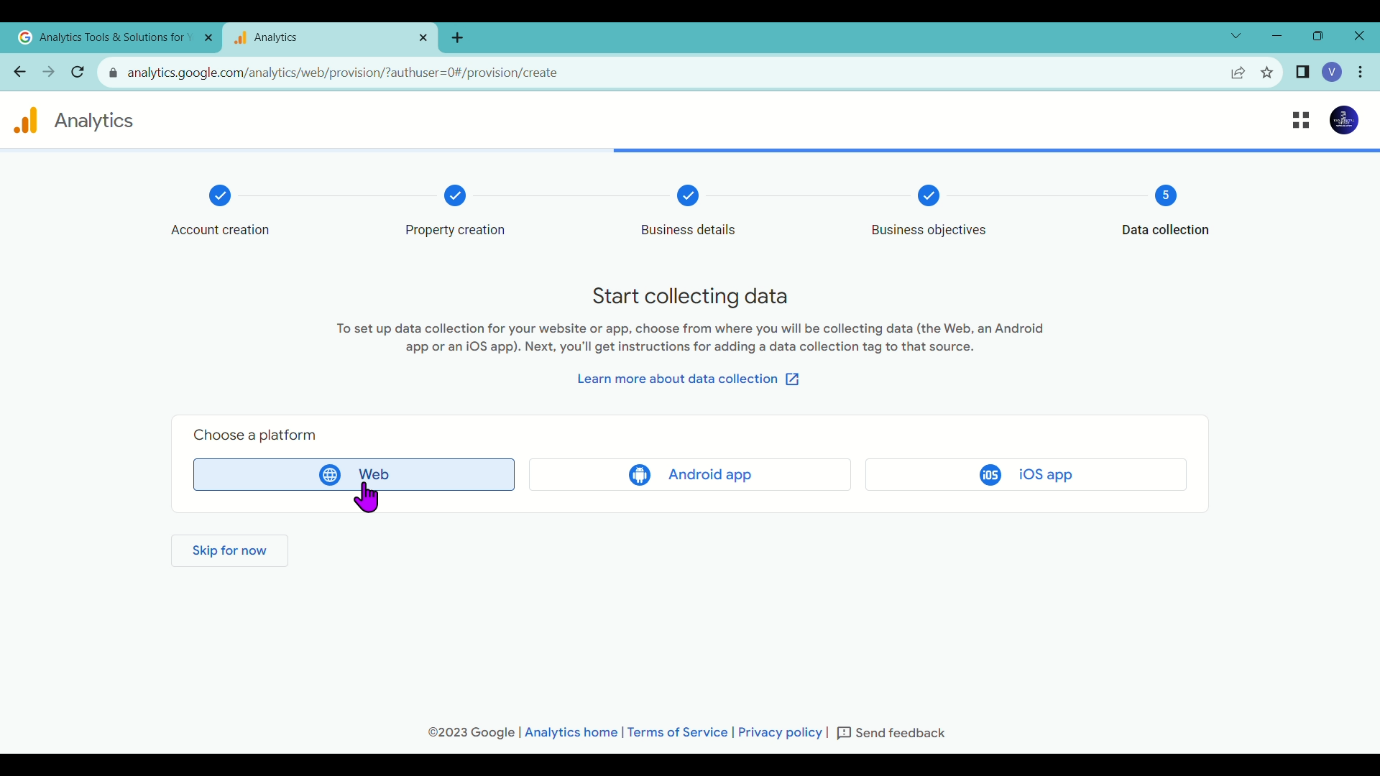
Step 6: Third step is business details. You should fill the data of you company. What type of industry and how much members work on your company(scale of members).



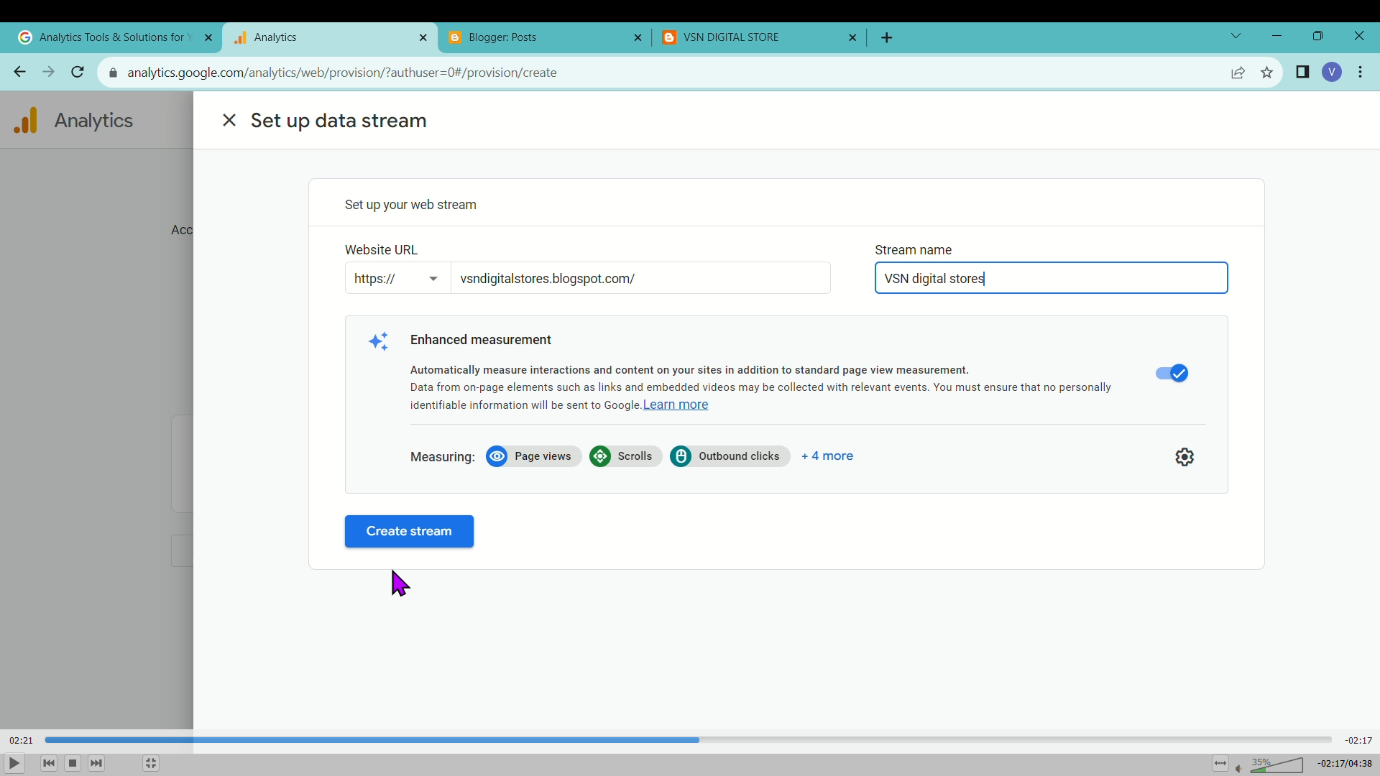
Step 7: Fourth step is to fill the business objective. Fill in the datils given in the below screenshot.



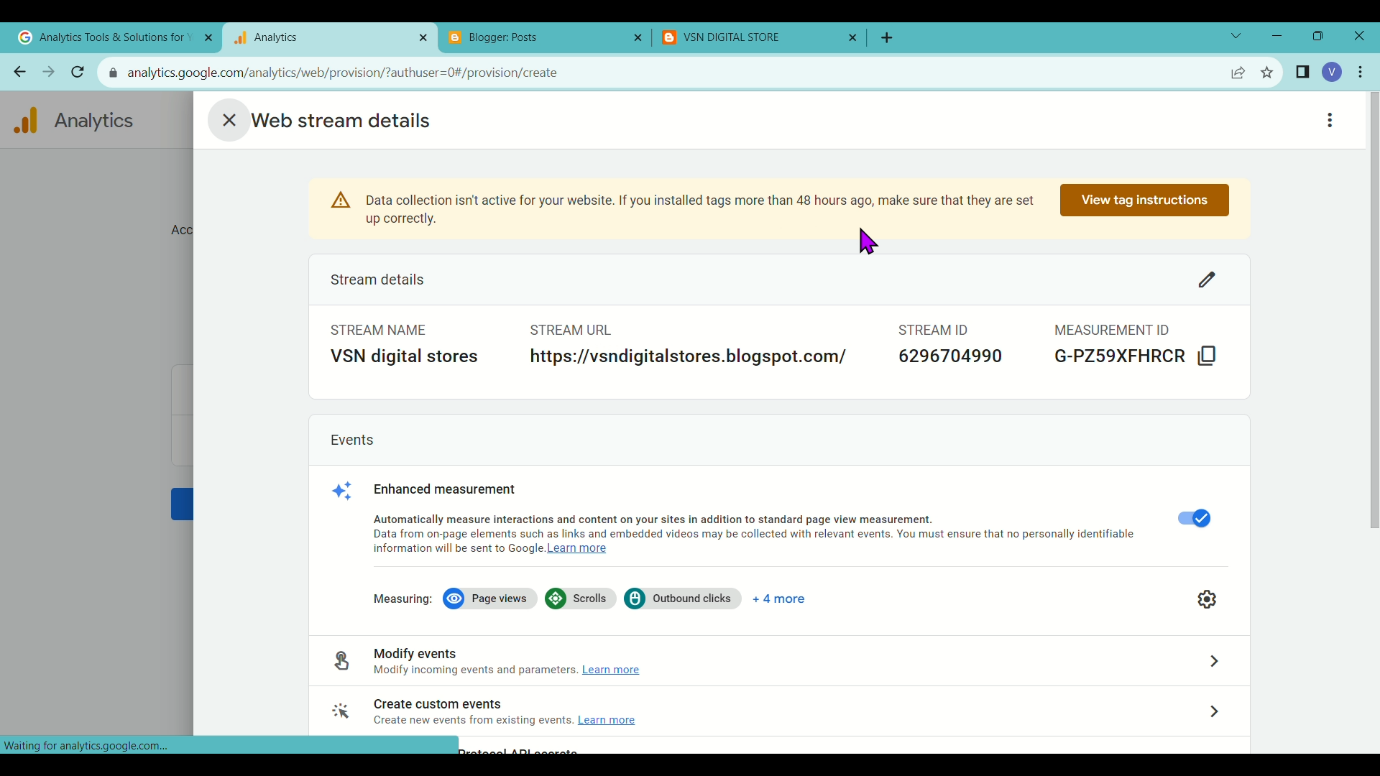
Step 8: Final step is data collection. We should choose which of the three web or android app or IOS app which we are going to analyze.

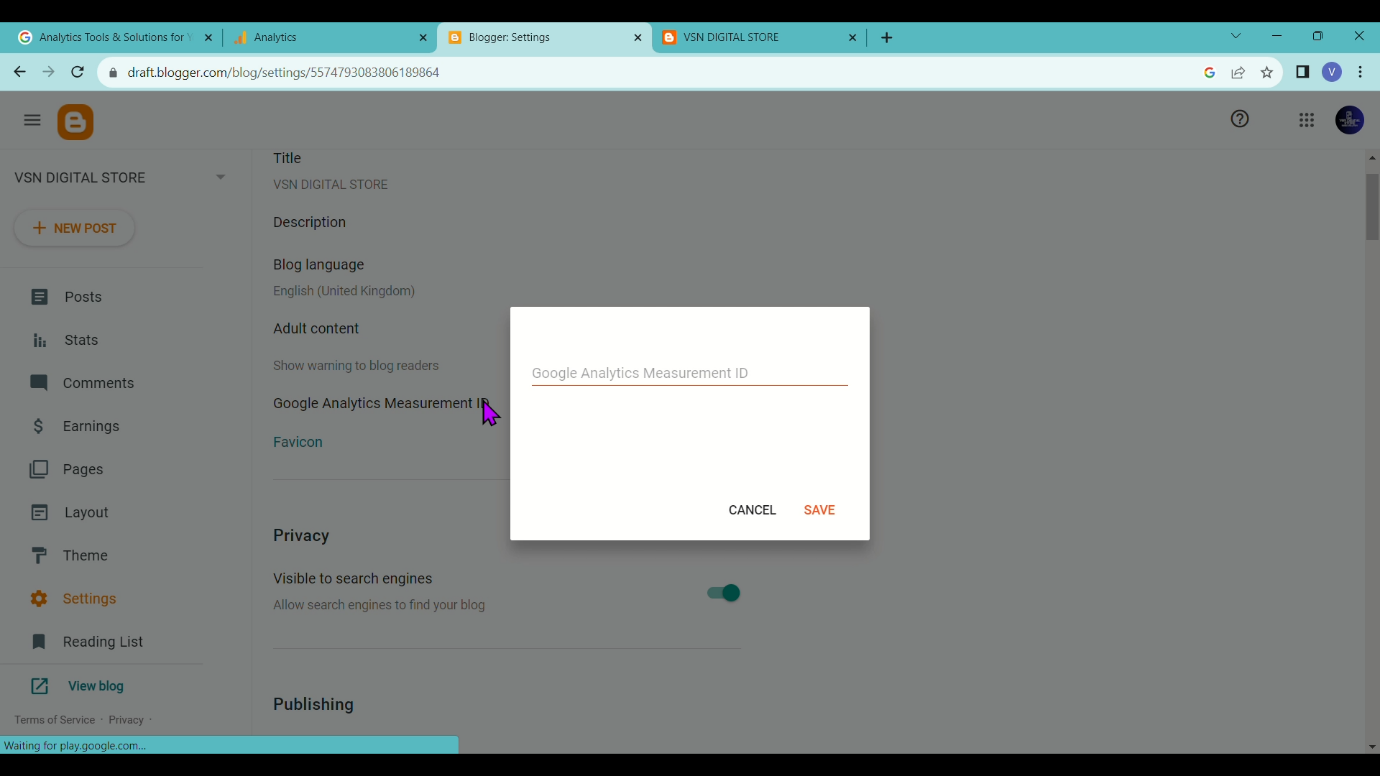


Step 9:after finishing step 8 we will get the window below. Fill the required information and click create stream button.

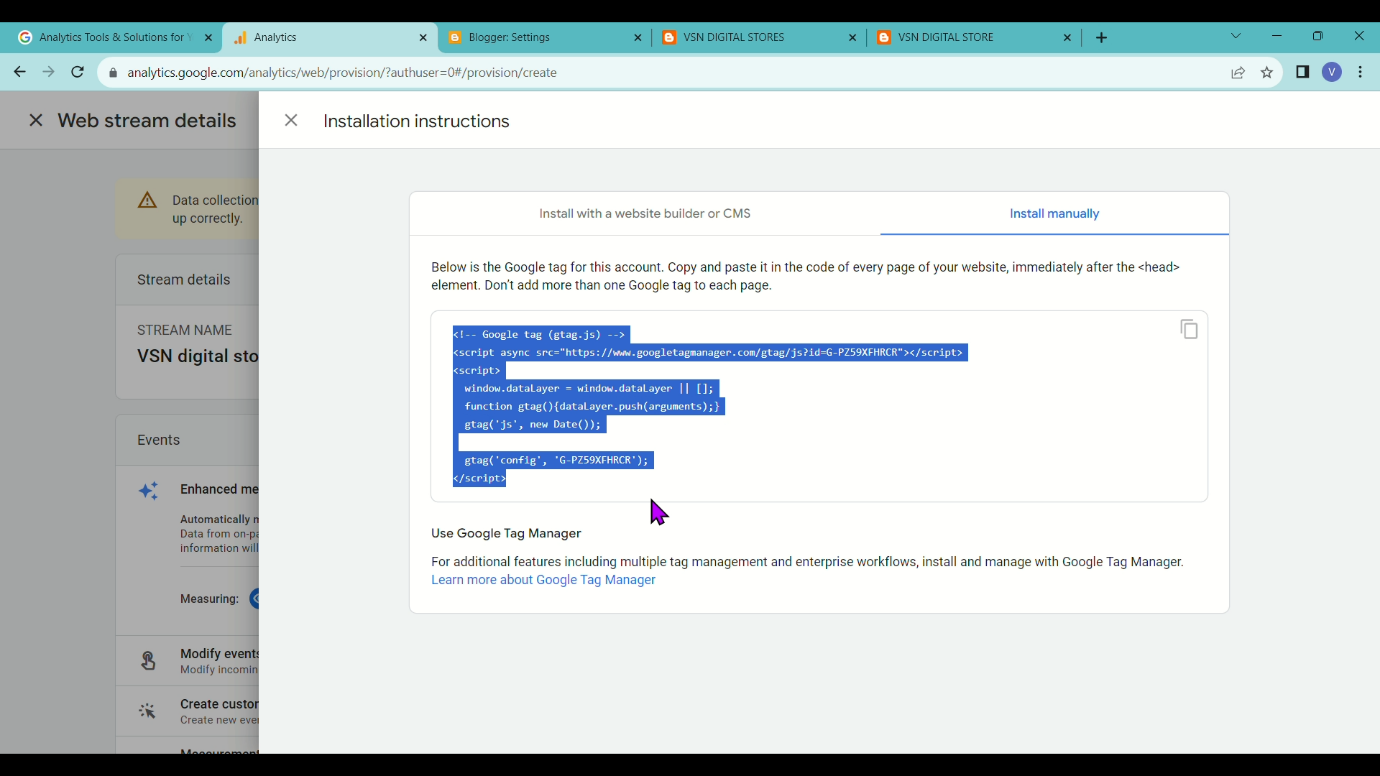


Step 10:after creating a stream the following window will appear.in that copy the measurement id.

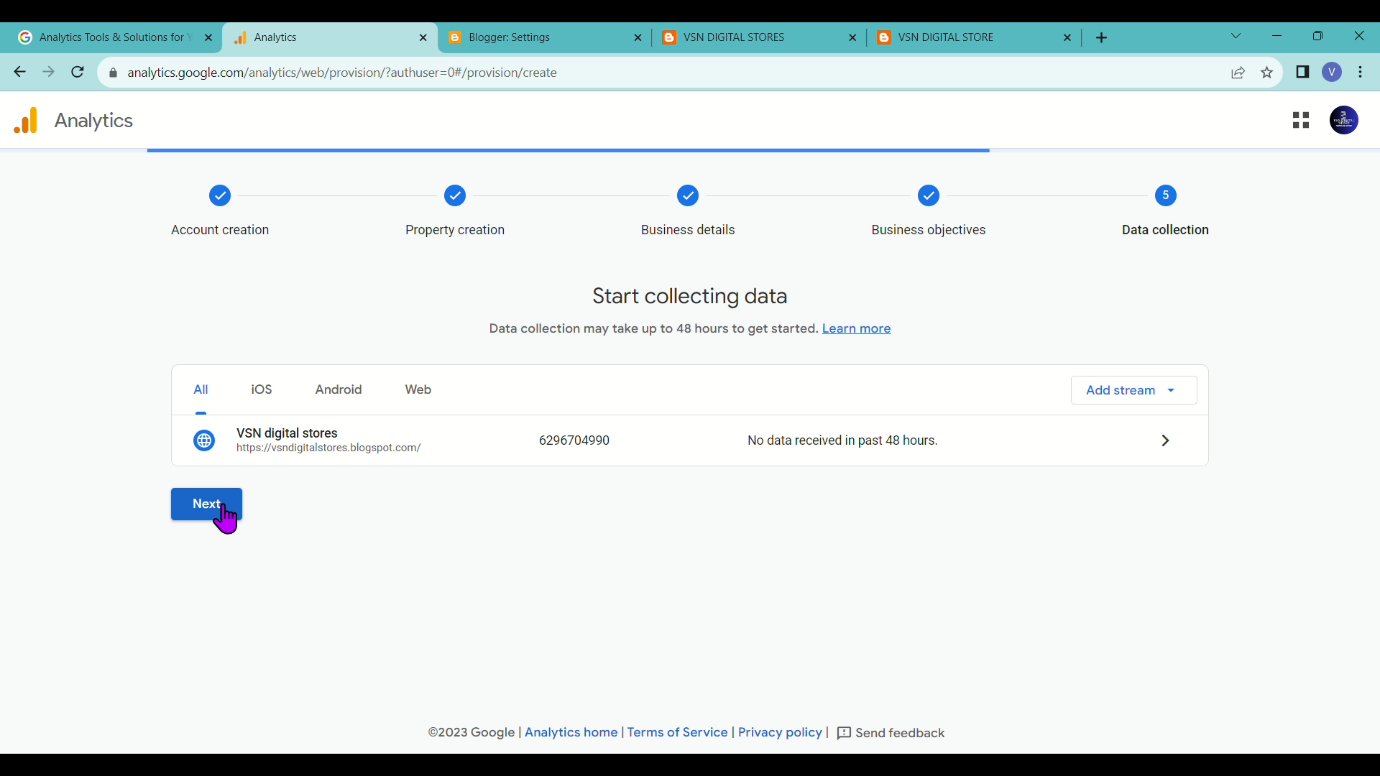


Step 11:after copying the measurement id go to the blogger website. Go to settings in that there will be google analytics measurement id space paste the id in that. 

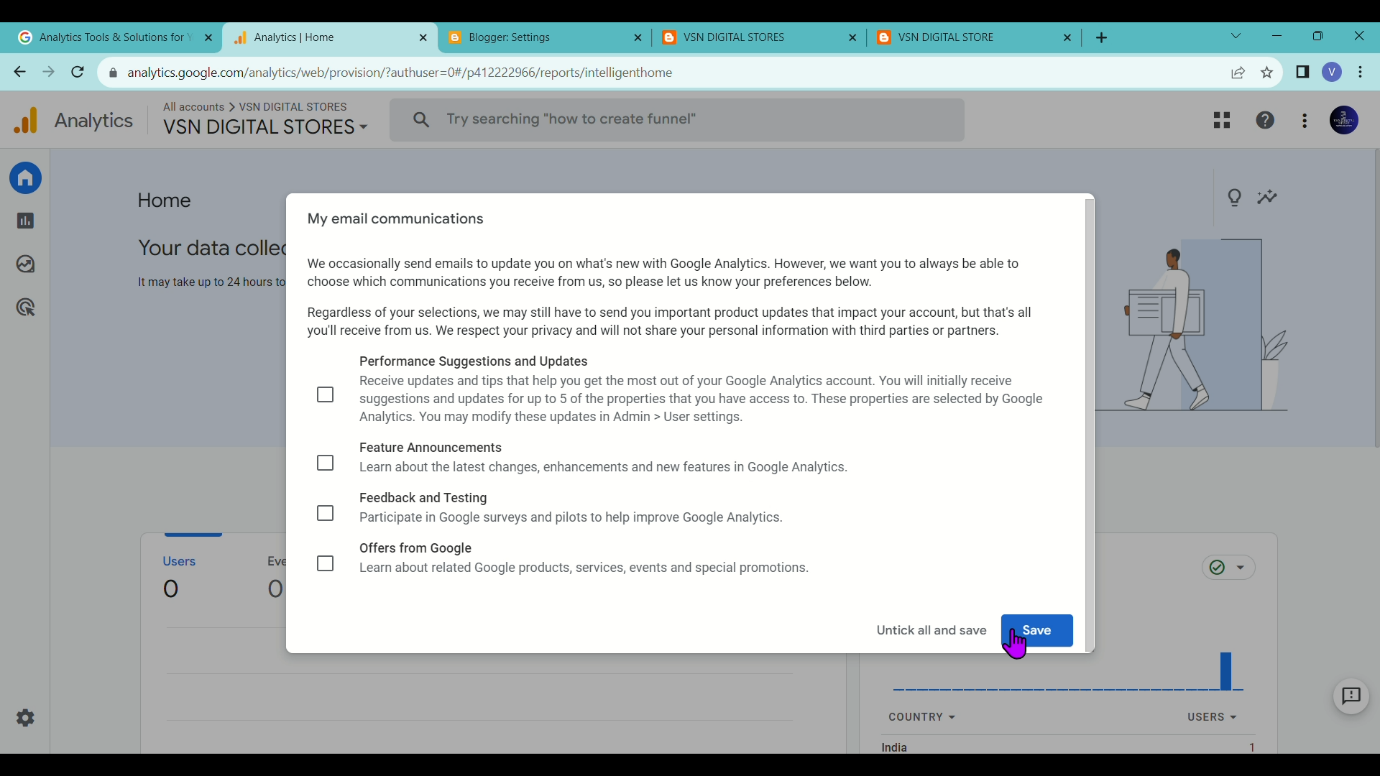
Step 12: copy the google analayatic code for documentation.



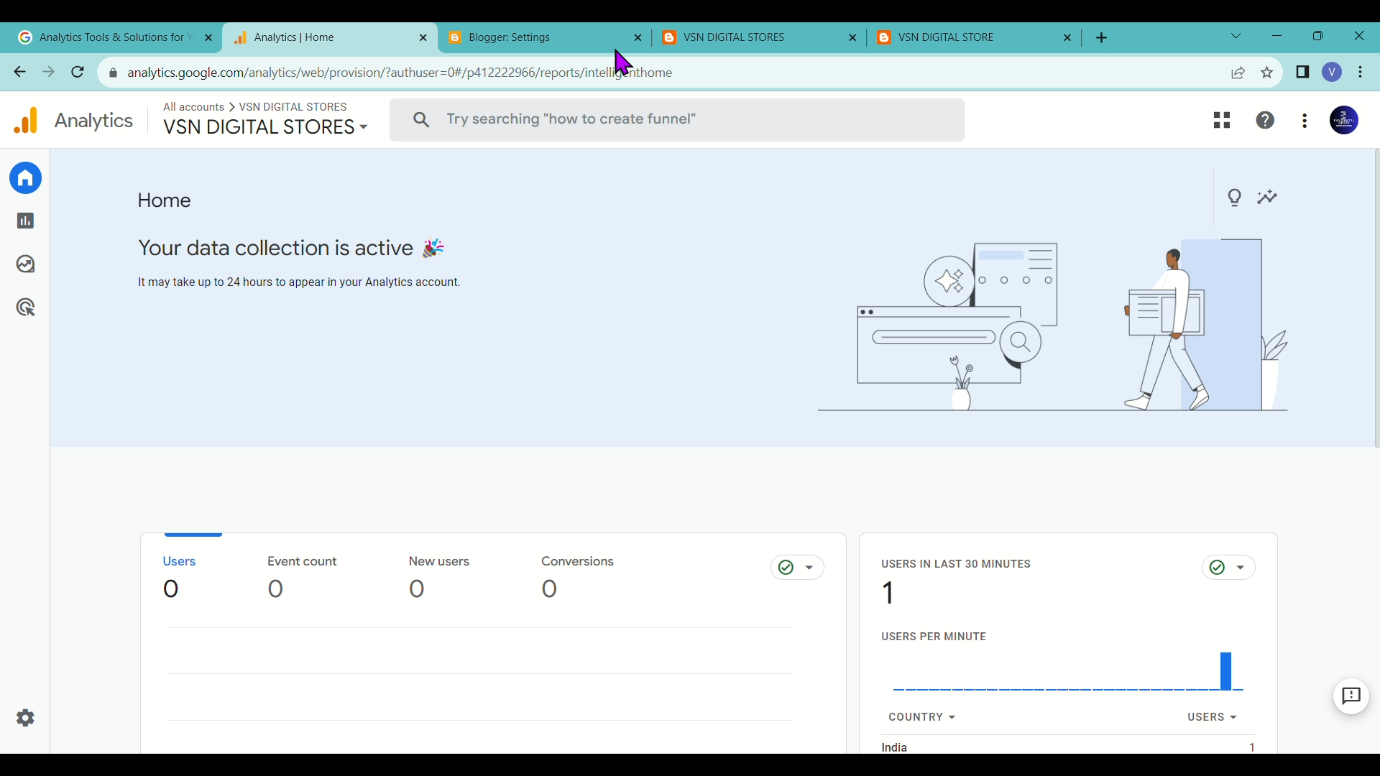
Step 13: After step 12 the below windo will appear.click next button.



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!!!!!!!!!**