

# PERFORMANCE AND FINAL SUBMISSION PHASE

## MODEL PERFORMANCE METRICS

TEAM ID	NM2023TMID03740
PROJECT NAME	How to add a website to google analytics

When adding Google Analytics to a website, it's essential to track the performance of your tracking implementation to ensure that data is accurately collected and analysed. Here are some model performance metrics to monitor when setting up Google Analytics on a website:

### 1.Tracking Code Installation:

- Tracking Code Status: Ensure that the Google Analytics tracking code is correctly installed on all pages of your website.

### 2. Data Accuracy and Completeness:

- Data Sampling: Check if your reports are subject to data sampling, especially if you have a high volume of data.
- Missing Data: Ensure that all important website interactions and pages are being tracked. Verify that no critical events or pages are missing from your tracking setup.

### 3. Tag Manager Health:

- If you are using Google Tag Manager (GTM), verify that tags, triggers, and variables are set up correctly within GTM.

### 4. Page Load Time:

- Monitor the impact of the Google Analytics tracking code on your website's page load times. Excessive load times can affect user experience.

### 5. Cross-Domain Tracking:

- If your website spans multiple domains or subdomains, ensure that cross-domain tracking is correctly configured.

### 6. Event Tracking:

- Monitor the tracking of specific events (e.g., button clicks, video plays) to ensure they are being captured accurately.

### 7. E-commerce Tracking:

- If you have an e-commerce website, check if transaction and revenue data are being recorded correctly.

## **8. Filters and Views:**

- Verify that the filters and views in Google Analytics are configured appropriately to segment and filter data as needed.

## **9. Goals and Conversions:**

- Test and confirm that the tracking of goals and conversions is accurate. Ensure that funnels are correctly set up for goal tracking.

## **10. Site Search Tracking:**

- If your website has a search function, make sure that site search tracking is capturing search queries and results pages correctly.

## **11. Custom Dimensions and Metrics:**

- If you use custom dimensions and metrics, confirm that they are implemented correctly and collecting the desired data

## **12. IP Exclusions:**

- Check that IP addresses for internal traffic are excluded from tracking to avoid skewing data.

## **13.Data Retention Settings:**

- Review and configure data retention settings to meet your organization's data retention policies.

## **14. Data Privacy and Compliance:**

- Ensure that your tracking setup adheres to relevant data privacy regulations, such as GDPR, by anonymizing IP addresses and providing appropriate user consent mechanisms.

## **15.Real-Time Tracking**

- Test real-time tracking to ensure that data is being updated promptly and accurately.

Regularly monitoring and validating your Google Analytics setup ensures that you have reliable data to make informed decisions about your website and marketing efforts. This will help you avoid inaccuracies, data discrepancies, and misinterpretations of your website's performance.