PROJECT DESIGN PHASE - PART 2

CLOUD DEPLOYMENT

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

Google Analytics is a web analytics service provided by Google that allows you to track and analyze user interactions on your website. To set up Google Analytics for your website and deploy it, you can follow these steps:

1. Create a Google Analytics Account: If you don't already have a Google Analytics account, go to the Google Analytics website and sign in with your Google account. If you don't have a Google account, create one.

2. Set Up a New Property: After logging in, click on "Admin" in the bottom left corner. Under the "Property" column, click on "Create Property." Follow the prompts to set up a new property for your website.

3. Get Your Tracking Code: After creating the property, you will be provided with a tracking code (also known as a UA-XXXXX-Y code). This code is unique to your property and is what you need to deploy on your website.

4. Implement the Tracking Code: To deploy the tracking code on your website, you need to add it to every page you want to track. There are a few ways to do this:

a . Manual Implementation: Copy the tracking code provided by Google Analytics. Paste the code into the HTML source code of your web pages, just before the closing </head> tag. Make sure the code is included on every page you want to track.

b. Use a Tag Manager (Recommended): Consider using Google Tag Manager (GTM) to manage your tracking codes. GTM allows you to deploy and manage various tags, including Google Analytics, without having to modify your website's code directly.

5. Verify Tracking: Once you've implemented the tracking code, return to your Google Analytics account and click "Admin" to ensure that your tracking is working properly. It may take some time for data to appear in your reports.

6. Customize Settings: Explore the settings in Google Analytics to configure your reports and goals to track specific metrics that are relevant to your website.

7. Test Your Setup: Before going live, it's a good practice to test your setup to make sure you're tracking the data you want accurately.

8. Regularly Monitor and Analyze Data: After deployment, regularly monitor and analyze the data in your Google Analytics account to gain insights into your website's performance, user behavior, and more.

By following these steps, you can deploy Google Analytics on your website to track and analyze user activity, helping you make informed decisions about your website's content and functionality.