

Project Design Phase-I

Proposed Solution Template

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

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	How To Add Google Analytics To A Website
2.	Idea / Solution description	The integration of Google Analytics involves defining specific objectives, choosing the appropriate technology, ensuring data privacy compliance, developing a step-by-step implementation plan, testing and quality assurance, defining data collection and reporting, providing user training and documentation, managing change, monitoring and maintenance, scalability and future enhancements, risk management, and fostering feedback and iteration. The integration should be scalable and can accommodate future growth and changes to the website. It is crucial to develop strategies to mitigate potential risks, such as data loss, technical issues, or security vulnerabilities. Regular monitoring and maintenance are essential to ensure the integration is effective and user-friendly.
3.	Novelty / Uniqueness	To add Google Analytics to a website, create an account, obtain a unique tracking code, add it to your property, verify, explore additional features, regularly update your account, and customize events, goals, e-commerce tracking, filters, segments, and integrate with other tools. The process depends on your website's goals, structure, and features.
4.	Social Impact / Customer Satisfaction	Google Analytics enhances website owners' user experience, optimizes content, enables targeted marketing, and fosters community through user behavior analysis and trend identification.
5.	Business Model (Revenue Model)	The business model for integrating Google Analytics into a website includes consulting, installation, training, data analysis, custom development, dashboard development, and performance-based pricing.
6.	Scalability of the Solution	Google Analytics integration depends on website size, traffic volume, and complexity. Ensure scalability with asynchronous loading, event tracking, advanced configurations, sampling limits, high traffic considerations, and regular documentation.