PROJECT DESIGN PHASE - PART 1

SOLUTION ARCHITECTURE

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

Integrating a Website with Google Analytics

1. **Website:** This is the core component where user interactions and website activities occur. It serves as the source of data that needs to be tracked and analyzed.
2. **Google Analytics Account:** You'll need a Google Analytics account to set up your property and obtain a unique tracking code snippet. If you don't have one, create an account on the Google Analytics website.
3. **Tracking Code Snippet:** Google Analytics provides a unique JavaScript tracking code snippet that needs to be added to the HTML of your website's pages. This code collects user data and sends it to Google Analytics for analysis.
4. **Google Tag Manager:** If you're using Google Tag Manager, it can act as an intermediary between your website and Google Analytics. You can manage various tracking codes, including Google Analytics, through the Google Tag Manager interface.
5. **Web Server**: Your web server hosts your website and serves content to users. It is where you'll need to implement the tracking code snippet for Google Analytics.
6. **User Devices and Browsers**: User devices and browsers are the endpoints through which users access your website and where data is collected by the tracking code.

Integration Steps:

1. **Google Analytics Setup**: Create a Google Analytics account and set up a property for your website. Obtain the tracking code snippet from your Google Analytics account.
2. **Code Integration**: Embed the tracking code snippet into the HTML of every page on your website. It typically goes in the <head> section of your web pages.
3. **Data Collection**: Once the tracking code is in place, Google Analytics will start collecting data, such as page views, user interactions, and more.
4. **Goals and Conversions:** Define specific goals and conversions in your Google Analytics account, such as tracking form submissions, e-commerce transactions, or other important actions on your website.
5. **Event Tracking**: Implement event tracking to capture user interactions like clicks on specific elements, video views, or downloads.
6. **E-commerce Tracking**: If your website involves e-commerce, configure e-commerce tracking to measure transaction data.
7. **Custom Dimensions and Metrics**: Customize your data collection by defining custom dimensions and metrics to track specific information relevant to your business.
8. **Testing:** Verify that the tracking code is working correctly and data is being collected accurately. Use Google Analytics' real-time reports to check for immediate results.
9. **Reporting and Analysis:** Access Google Analytics reports to gain insights into user behavior, traffic sources, conversion rates, and other relevant data. Customize your reports to focus on your specific objectives.
10. **Ongoing Maintenance and Optimization**: Regularly monitor and analyze the data collected through Google Analytics. Use these insights to make informed decisions, optimize your website, and refine your online strategies.
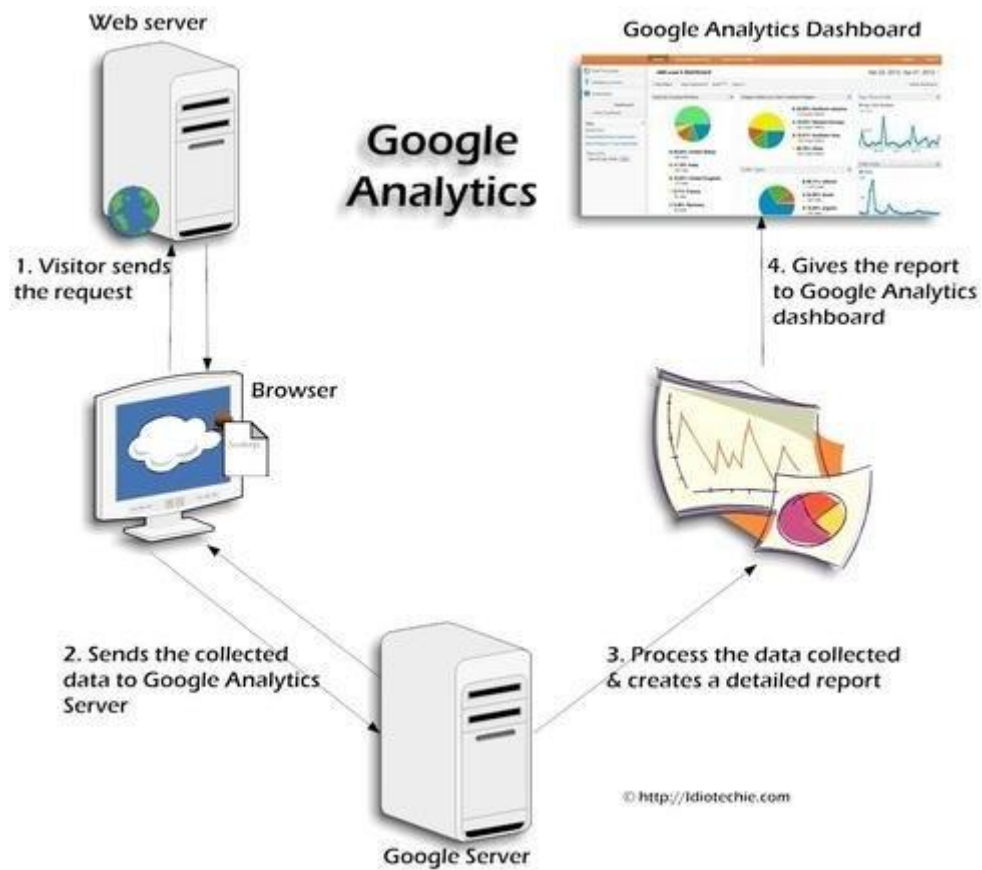
Figure: Solution Architecture for google analytics