PROJECT DOCUMENT

HOW TO ADD A WEBSITE TO GOOGLE ANALYTICS

TEAM ID: NM2023TMID03740

CONTENT

INTRODUCTION

In the fast-evolving digital landscape, establishing a strong online presence is pivotal for individuals and businesses alike. A key aspect of a successful online presence is the ability to gather and analyse data about your website's performance. This is where Google Analytics comes into play.

Project Explanation:

The aim of our project, "How to Add a Website to Google Analytics," is to provide you with a comprehensive guide on the process of integrating Google Analytics with your website. By following the steps outlined in this project, you will be equipped with the knowledge and skills necessary to harness the full potential of Google Analytics for your website.

Why Google Analytics Matters:

Google Analytics is a free and powerful web analytics tool offered by Google. It allows you to gain deep insights into your website's performance, user behaviour, traffic sources, and more. The data it provides helps you answer crucial questions about your website, such as:

How many visitors are coming to your site?

Where are they coming from?

What pages are they visiting the most?

How effective are your marketing efforts?

By answering these questions, you can make data-driven decisions to optimize your website's performance and achieve your goals, whether they're related to increasing sales, enhancing user experience, or driving traffic to your content.

Project Objectives:

Through this project, our primary objectives are:

- To guide you through the process of creating a Google Analytics account.
- To help you set up a property in Google Analytics that represents your website.
- To explain the generation and installation of a tracking code on your website.
- To assist you in verifying that Google Analytics is correctly collecting data.
- To introduce you to basic data reports that will provide valuable insights into your website's performance.

Audience:

This project is designed to benefit a diverse audience, including website owners, digital marketers, content creators, and anyone interested in understanding and optimizing their online presence. Whether you're new to Google Analytics or looking to deepen your knowledge, this project offers valuable insights and guidance.

IDEATION PHASE

2.1. Problem Statement

The proposed project statement involves enhancing our website's data analytics capabilities through the integration of Google Analytics. The primary goal is to collect, analyse, and leverage valuable insights from user interactions and website performance data to improve our online presence, enhance user experience, and achieve our strategic objectives. To implement this, we will choose the appropriate integration method, such as directly adding the Google Analytics tracking code or utilizing Google Tag Manager for more efficient tag management.

Data privacy compliance is a top priority, and we will ensure that our integration complies with relevant data privacy regulations by creating a clear privacy policy and implementing user consent mechanisms if required. The project will follow a well-defined implementation plan, specifying tasks, responsible individuals, a timeline, and quality assurance procedures. Comprehensive testing and quality assurance will be carried out to guarantee accurate data collection and no negative impact on website performance. We will establish specific data points and reporting mechanisms within Google Analytics to track key metrics related to our objectives, such as page views, user demographics, and conversion goals.

Training and documentation will be provided to team members responsible for using Google Analytics, and we'll address change management within our organization to ensure a smooth transition. Ongoing monitoring and maintenance will be established to routinely analyse data, troubleshoot issues, and make necessary updates to adapt to changing needs. The implementation will also be designed with scalability in mind, allowing us to accommodate future growth and changes to our website. Risk management strategies will be in place to address potential issues, and feedback from users and team members will be actively encouraged to drive continuous improvement in our analytics capabilities. This comprehensive solution will empower us to make data-driven decisions and enhance our online presence

2.2. Empathize & Discover

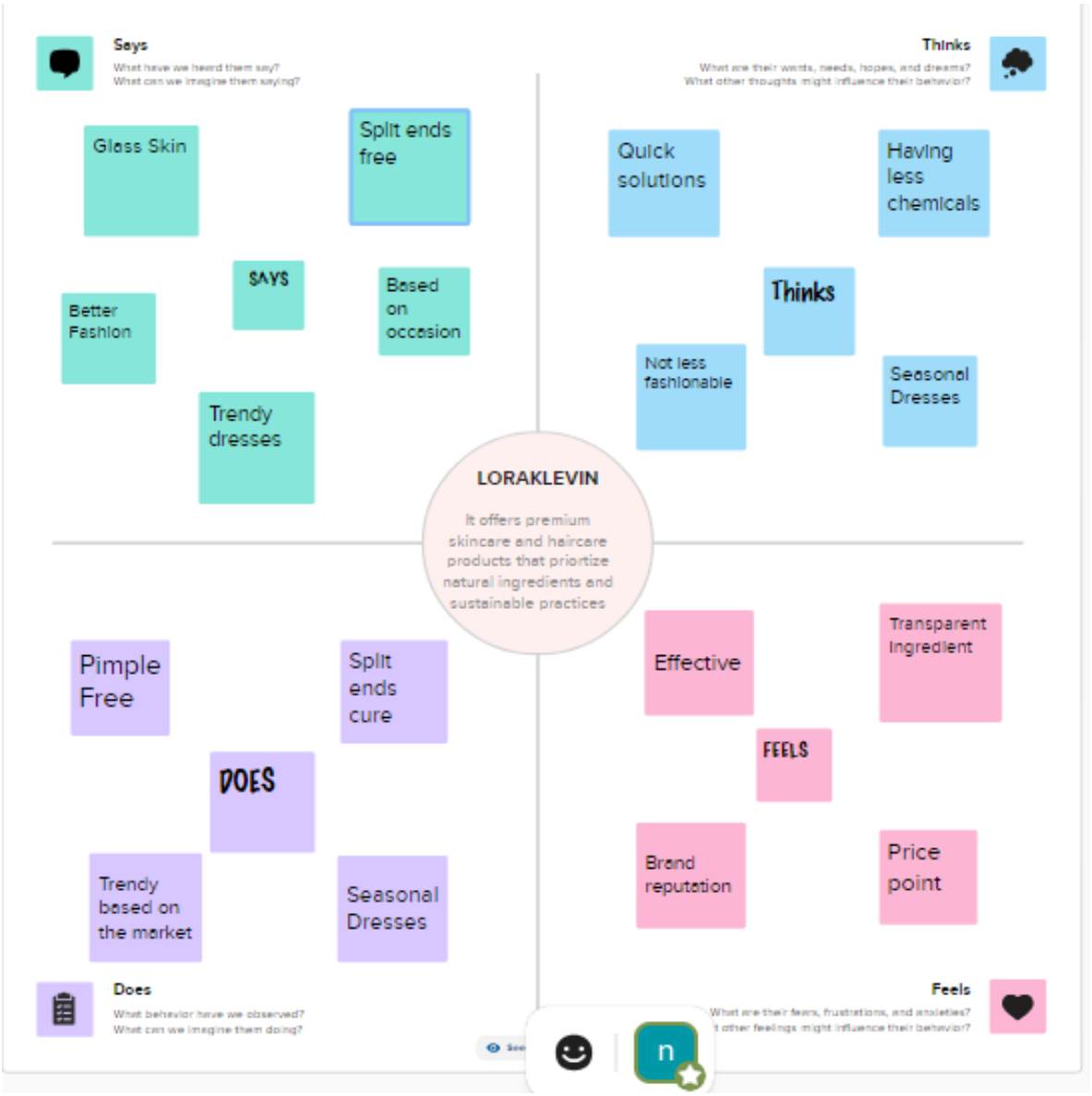

figure: Empathy mapping & discover

Reference link:
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2.3. Brainstorm And Idea Prioritization

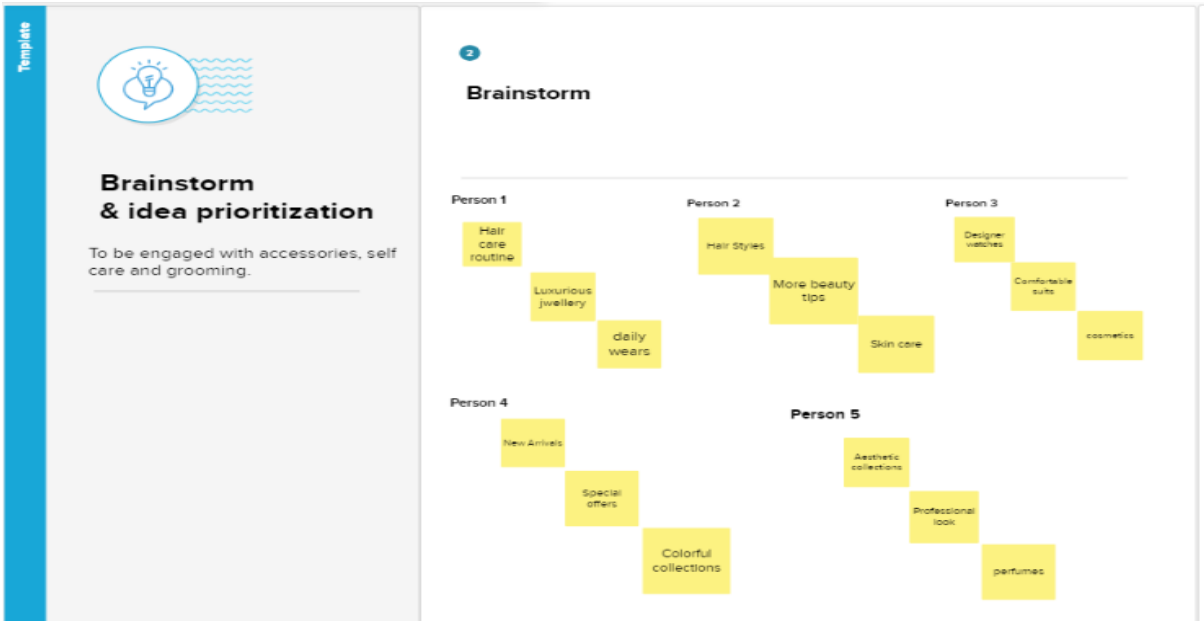

figure: brainstorming and idea prioritization

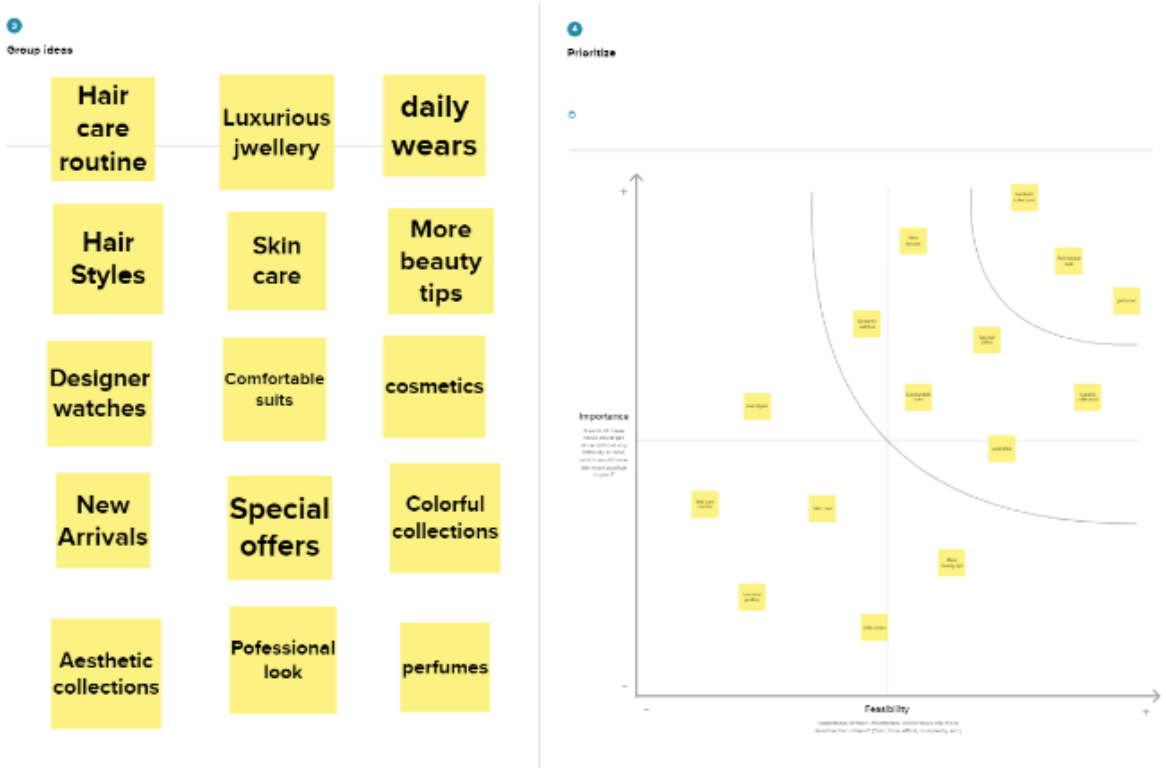

figure: brainstorming and idea prioritization

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PROJECT DESIGN PHASE - PART 1

3.1. Proposed Solution

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 behaviour 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.

3.2. Solution Architecture

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 analysed.
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 behaviour, 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 analyse the data collected through Google Analytics. Use these insights to make informed decisions, optimize your website, and refine your online strategies.

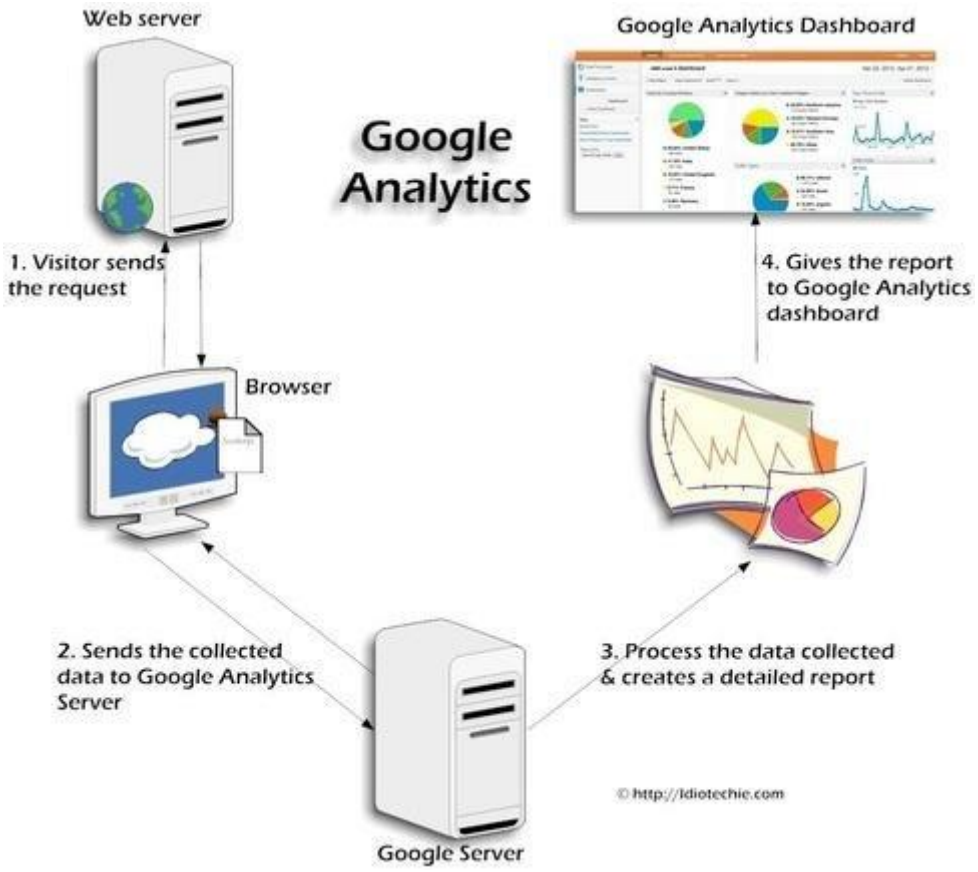


Figure: Solution Architecture for google analytics

PROJECT DESIGN PHASE - PART 2

4.1. Customer Journey Map

A customer journey map is a visual representation of a customer's interactions with a brand, product, or service, detailing stages, touchpoints, actions, emotions, goals, motivations, channels, devices, customer persona, and improvement opportunities. It helps businesses understand customer needs and improves satisfaction, retention, and brand loyalty.

Google Analytics itself does not provide a visual customer journey map directly within its platform. However, you can use the data collected by Google Analytics to create a customer journey map manually or by using other tools. Here's a general outline of how you can create a customer journey map using data from Google Analytics:

1. Collect and Analyse Data in Google Analytics:

Set up goals and events in Google Analytics to track specific interactions or conversions on your website (e.g., form submissions, purchases). Use Google Analytics to track user interactions, such as page views, traffic sources, and user behaviour (e.g., landing pages, exit pages, time on page).

2. Identify Key Touchpoints:

Based on the data from Google Analytics, identify the key touchpoints in the customer journey. These are the significant interactions and steps that users take on your website.

3. Map the Customer Journey:

Create a visual representation of the customer journey that includes the touchpoints, actions, and channels users use as they navigate your website. You can use software like Microsoft PowerPoint, Adobe Illustrator, or online tools like Lucid chart to create your map.

4. Include User Segments:

Consider creating multiple customer journey maps for different user segments or personas. Google Analytics can provide data on different user segments, which can be useful in tailoring your customer journey maps to specific audiences.

5. Analyse and Enhance:

Use the customer journey maps to analyse the user experience and identify areas for improvement. This may involve optimizing specific touchpoints, content, or marketing channels.

6. Iterate and Test:

Implement changes based on your analysis and monitor the impact of these changes using Google Analytics. Continuously refine and improve the customer journey over time.

7. Use Additional Tools:

You may also consider using other tools or platforms that are designed for customer journey mapping and user experience analysis. Tools like UXPin, Smaply, or Custellence offer features specifically for creating and visualizing customer journeys.

While Google Analytics provides valuable data to understand user behaviour on your website, creating a customer journey map involves a manual process of turning this data into a visual representation. The goal is to gain insights into how

users interact with your website, where they encounter pain points, and how you can optimize their journey for a better user experience.

4.2. Requirement Analysis

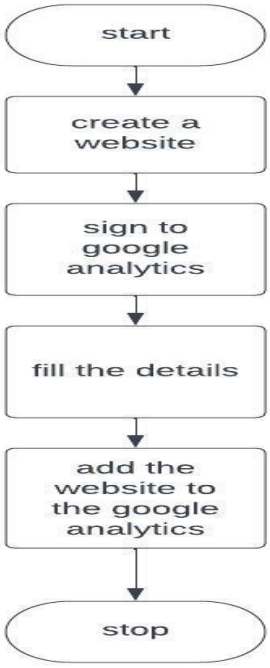
Requirements analysis is a crucial process for setting up and using Google Analytics effectively.

It involves defining objectives and goals, identifying key performance indicators (KPIs), setting up conversion goals, understanding user segmentation, data collection and tracking, user behaviour analysis, e-commerce tracking, site search tracking, custom dimensions and metrics, data retention policies, data privacy and compliance, access and permissions, data integration, reporting and dashboards, and testing and quality assurance.

By defining objectives and goals, identifying KPIs, setting up conversion goals, understanding user segmentation, defining data collection and tracking, addressing user behaviour analysis, defining e-commerce tracking, defining site search tracking, defining custom dimensions and metrics, implementing data retention policies, addressing data privacy and compliance, defining access and permissions, integrating Google Analytics with other tools, determining specific reporting and dashboards, and planning for testing and quality assurance.

This ongoing process ensures that data is accurately collected and reports meet your organization's goals and objectives.

FLOW CHART



4.3. Technical Architecture

Technical Architecture: Integrating a Website with Google Analytics

1. **Website Frontend:** This is the user-facing part of your website where visitors interact. The frontend will contain the code necessary to implement Google Analytics tracking.
2. **Website Backend:** If your website has a backend server, it may be involved in data collection and processing. This can include server-side tracking, data aggregation, and server logs analysis.
3. **Google Analytics Account**: You'll need to create and configure a Google Analytics account to manage your tracking and data collection settings.
4. **Tracking Code Snippet:** The JavaScript tracking code snippet provided by Google Analytics is implemented on each page of your website. It collects data about user interactions and sends it to Google Analytics servers.
5. **Data Collection Server**: In some cases, organizations may use a data collection server (e.g., Google Tag Manager) to manage and send data to Google Analytics. This server can be hosted on-premises or in the cloud.
6. **Network Infrastructure:** Ensure that your network infrastructure can handle the increased traffic generated by data collection and transmission to Google Analytics servers. This may involve load balancers, firewalls, and content delivery networks (CDNs).
7. **Web Servers:** Your web servers host your website. They need to be configured to serve the tracking code and respond to data collection requests from Google Analytics.
8. **User Devices and Browsers**: End-user devices and browsers are where your website is accessed. They execute the JavaScript tracking code, which collects data and sends it to Google Analytics.
9. **Google Analytics Servers:** Google Analytics servers receive and process the data sent by the tracking code snippet. This is where data storage, analysis, and reporting take place.
10. **Data Visualization and Reporting Tools:** To access and interpret the data collected by Google Analytics, you may use data visualization and reporting tools. These can include dashboards, custom reports, and data analysis platforms.

11. **Third-Party Integrations:** Depending on your project's needs, you may integrate with third-party tools or platforms to enhance data analysis or automate actions based on data collected in Google Analytics.

Key Steps in the Technical Architecture:

1. **Google Analytics Setup:** Create a Google Analytics account and configure your property. Obtain the tracking code snippet.
2. **Tracking Code Integration:** Embed the tracking code snippet in your website's HTML. Ensure it's correctly placed on all pages you want to track.
3. **Data Transmission**: The tracking code collects user data and sends it to Google Analytics servers over the internet. Ensure a secure and reliable connection.
4. **Data Storage and Processing:** Google Analytics servers store and process the collected data. They perform data aggregation, analysis, and reporting.
5. **Data Access:** Use data visualization and reporting tools to access, interpret, and gain insights from the data collected by Google Analytics.
6. **Ongoing Monitoring and Optimization:** Regularly monitor the performance and accuracy of data collection. Optimize the tracking code and configurations as needed.
7. **Security and Compliance:** Implement security measures to protect user data and ensure compliance with data privacy regulations.
8. **Scalability:** Design the architecture to handle increased data volume as your website grows.
9. **Backup and Recovery:** Implement backup and recovery mechanisms in case of data loss or technical issues.
10. **Maintenance and Updates:** Stay updated with changes in Google Analytics, and periodically review and update tracking configurations.

4.4. Third Part API's

To add Google Analytics to a website using third-party APIs, you can follow these steps:

1. **Sign up for Google Analytics:** Go to the Google Analytics website and sign up for an account. Once signed up, you will obtain a tracking ID that you will need to add to your website.
2. **Choose a third-party library or API:** There are several third-party libraries and APIs available that can help you integrate Google Analytics

into your website. Some popular options include the Google Analytics Embed API and the Google Analytics Data API.

3. **Include the library or API code:** Add the necessary code to your website. This typically involves adding a JavaScript snippet to your website's HTML. The snippet will include your Google Analytics tracking ID and other configuration options.
4. **Configure your website to send data to Google Analytics:** Configure your website to send relevant data to Google Analytics. This can include events, pageviews, ecommerce transactions, goals, and more. Refer to the documentation of the chosen library or API to learn about the available methods and how to implement them in your website.
5. **Test and verify:** Once you have added the necessary code and configured your website, test it to ensure that it is correctly sending data to Google Analytics. You can check the real-time reports in your Google Analytics account or use tools like Google Tag Assistant to verify the implementation.

4.5. Open-Source Framework

Open-source software, released with a license, offers accessibility, transparency, modification, distribution, collaboration, and specific licenses. It's accessible online, promoting trust and trust. Open source can be used in educational materials, scientific research, and creative works.

Google Analytics is a web analytics service offered by Google that helps website owners and digital marketers track and analyse website performance and user interactions. Key features include website traffic analysis, audience insights, user behaviour tracking, conversion tracking, real-time reporting, acquisition channels, behaviour flow, custom reports and dashboards, mobile and app tracking, and data integration with other Google services. Google Analytics provides detailed information about website traffic, demographics, interests, and locations, as well as user behaviour tracking, conversion tracking, and acquisition channels. It is widely used for optimizing websites and marketing campaigns, with paid versions like Google Analytics 360 offering additional features for enterprise-level needs.

Blogger is a free blogging platform owned by Google that allows users to create and manage their own blogs. It offers free blog hosting, an easy-to-use interface, customizable templates, integration with Google services like Analytics and AdSense, and built-in content creation. It also provides media hosting for images and videos, domain mapping for a professional web address, SEO features, multiple author capabilities, and security and backup. While it is suitable for personal bloggers and those looking to start a blog without the complexity of setting up their own hosting and domain, it may have limitations compared to more advanced platforms.

4.6. Cloud Deployment

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 Analyse Data: After deployment, regularly monitor and analyse the data in your Google Analytics account to gain insights into your website's performance, user behaviour, and more.

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

PROJECT DEVELOPMENT PHASE

5.1. FUNCTIONAL FEATURES INCLUDED IN THE SOLUTION

ASSESSING A WEB PAGE: You must first register for a Google Analytics account in order to measure a website. Next, every page on your website needs to have a little bit of JavaScript measuring code added to it. The tracking code will gather anonymous data on a user's interactions with a webpage each time they visit it.

The measuring code for the Google Store might display the proportion of customers that viewed a drinkware page as opposed to a houseware page. Alternatively, it might track whether users reached the purchase confirmation page to determine the number of people that purchased an Android doll, for example.

COMPILING AND SUBMITTING: The measurement code gathers data, packages it, and submits it to Google Analytics so that reports may be created from it. When Analytics processes data, it gathers and arranges the information according to specific standards, such as the type of browser a user is using or whether their device is desktop or mobile.

However, you may also adjust the configuration options to personalize the way that data is handled. To ensure that your data is free of developer or internal corporate traffic, for instance, you may wish to add a filter.

5.2. CODE-LAYOUT, READABILITY AND REUSABILITY

In this project, the code is used for website creation and it is used to access data and to improve code layout, readability, and reusability for websites, follow these best practices:

LAYOUT:

1. Indentation: Use consistent and clear indentation for better readability.
2. Whitespace: Use whitespace to separate code blocks, making it easier to follow.
3. Comments: Include descriptive comments for complex code sections.
4. Organize Files: Keep related files in separate folders and use a clear naming convention.

READABILITY:

1. Consistent Naming: Use clear and consistent variable and function names.
2. Modular Code: Break code into smaller, reusable functions or modules.
3. Avoid Deep Nesting: Limit nesting to maintain code clarity.
4. Consistent Coding Style: Follow a coding style guide (e.g., PEP 8 for Python) for uniformity.

REUSABILITY

1. Functions and Classes: Create reusable functions and classes for common tasks.
2. Avoid Hardcoding: Use constants or configuration files to avoid hardcoded values.

3. DRY (Don't Repeat Yourself): Eliminate redundant code by centralizing shared logic.
4. Version Control: Use version control systems like Git to track changes and collaborate effectively.

By adhering to these principles, you can create well-structured, readable, and reusable code for websites, making maintenance and collaboration more efficient.

5.3. EXCEPTION HANDLING

The project's code is exception handled well.

5.4. UTILIZATION OF ALGORITHMS, DYNAMIC PROGRAMMING, OPTIMAL MEMORY UTILISATION

No algorithm is used in this project and the website performs dynamic programming and the website has good memory utilisation in the website which adds the google analytics.

DEBUGGING AND TRACEABILITY

1. Create a Google Analytics Account: Sign in to your Google account and go to the [Google Analytics] (https://analytics.google.com/) website. Click "Start for free" to create an account.
2. Set Up a property: Click "Admin" in the lower-left corner. In the "Account" column, select an existing account or create a new one. In the "Property" column, click "Create Property" and choose "Web." Enter your website name and URL.
3. Configure Tracking Settings: Choose your industry category and time zone. Enable "Enhanced Measurement" for additional tracking options. Click "Create" to get your tracking code.
4. Add Tracking Code to Your Website: Copy the tracking code provided. Paste the code into the `<head>` section of every page you want to track. Ensure it's on every page for comprehensive tracking.
5. Debugging and Traceability: After adding the tracking code, you can use Google Analytics debug tools and real-time reports to verify that data is being collected correctly. You can also set up custom events and goals to track specific user interactions on your website.
6. Test and Verify: Visit your website and interact with it to generate data. Access Google Analytics reports to ensure data is being recorded accurately.

MODEL PERFORMANCE METRICS

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.

PROJECT DEMONSTRATION

YOUTUBE LINK: https://youtu.be/Jio1Id1MDiM

Project Summary (Group Project – How to add a website to Google Analytics):

- Our group successfully executed a collaborative project to create and manage a professional blog using the Blogger website platform, while also integrating Google Analytics for comprehensive data analysis. This project represents a combined effort, pooling our diverse skills and expertise to achieve our objectives.

- In the initial phase, we meticulously designed and customized the Blogger website to ensure it aligned with the blog's theme and content. The visual aspects of the blog were carefully considered to enhance user engagement and navigation, making it aesthetically pleasing and user-friendly. We applied our collective creativity to create a consistent and appealing design that reflected our chosen niche.

- One of the pivotal components of our project was the seamless integration of Google Analytics into our Blogger website. This process involved collaborative efforts to ensure a smooth implementation. By embedding the tracking code, we were able to collect valuable data on user behaviour, traffic sources, and content performance. This datadriven approach allowed us to make informed decisions on content creation and optimization.

- As a group, we actively monitored the blog's performance by regularly reviewing Google Analytics reports. These reports provided insights into which blog posts were most popular, how long visitors stayed on our site, and where our traffic was coming from. This information enabled us to tailor our content strategy, ensuring it remained relevant and engaging to our target audience.

- Additionally, we conducted discussions and shared responsibilities to maintain the blog. Our collaborative efforts extended to content creation, scheduling, and regular updates to ensure a steady flow of fresh, informative, and engaging material. Our teamwork was crucial in ensuring that the blog remained active and consistent.

- Through this project, we not only created a professional blog but also gained experience in the practical application of Google Analytics. Our collaborative approach allowed us to achieve a higher level of productivity and efficiency, emphasizing the benefits of teamwork and mutual support. The project's success stands as a testament to our group's dedication, creativity, and adaptability in utilizing digital tools to meet our goals. We are proud of our collective

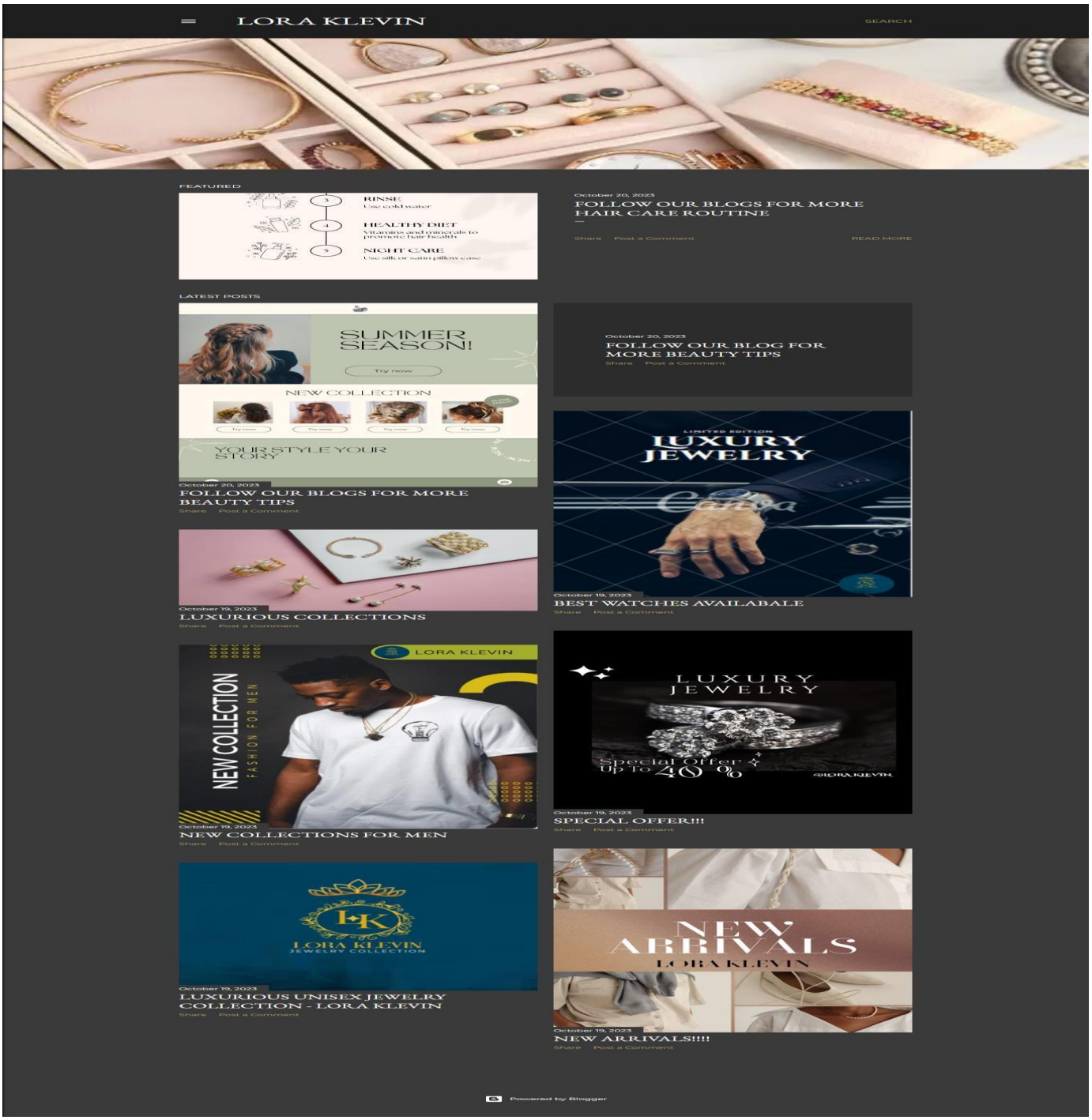
accomplishment in creating a dynamic, data-informed blog that is poised for future growth and success.

GMAIL ID: nanmudhalvanproject2023@gmail.com

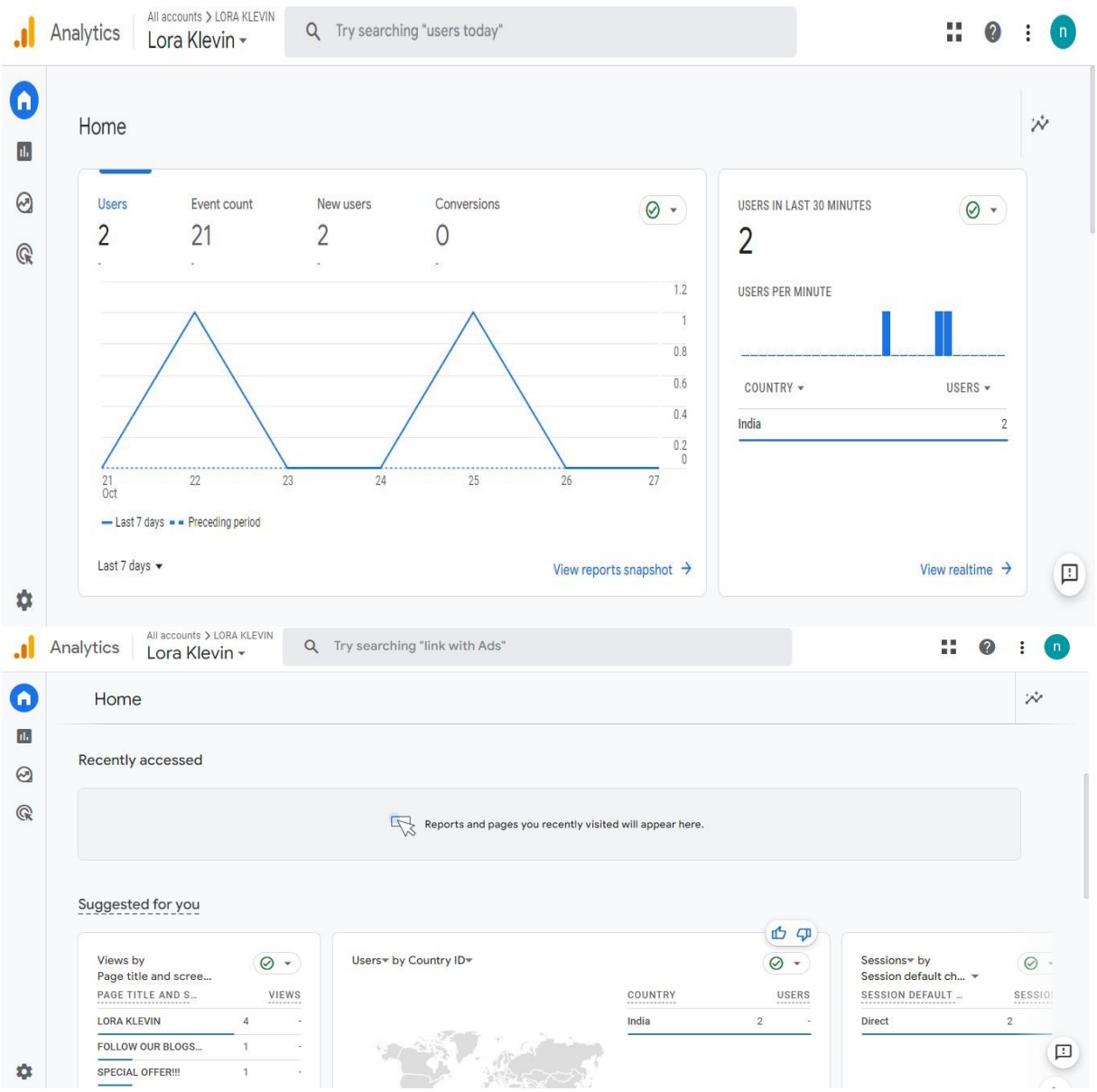
Password: RIT@1234

Blogger website link: https://loraklevin.blogspot.com/

BLOGGER:



GOOGLE ANALYTICS:



PROJECT MEMBERS DETAILS

PROJECT NAME	How to add a website to google analytics
TEAM ID	NM2023TMID03740
TEAM LEADER ID	F3E59747B5F97279EC4403AC7AFCD68
TEAM MEMBER 1	0478753BB4807E08358462A66730B6AC
TEAM MEMBER 2	E38852A5D70B7FAB25B421A51CD465F2
TEAM MEMBER 3	33A7AD4DD4B6984AE2E4059773081513
TEAM MEMBER4	B057F81B2AE781AA66A45C3D8D405EA7