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TEAM ID : NM2023TMID00210

PROJECT TITLE : HOW TO ADD A GOOGLE ANALYTICS TO A WEBSITE

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BRAND NAME : THE DELECETA MULTI-CUISINE RESTAURANT

CATEGORY : FOOD AND DRINK

PLATFORM : Blogger.com & analytics.google.com



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# INTRODUCTION

Google Analytics is a powerful and indispensable tool for website owners and administrators. It provides valuable insights into website traffic, user behavior, and the effectiveness of your online efforts. By adding Google Analytics to your website, you can gain a comprehensive understanding of how visitors interact with your site, enabling data-driven decisions and continuous improvement. One of the most powerful tools in this endeavor is Google Analytics.

Google Analytics offers a window into the inner workings of your website, providing valuable insights that help you make informed choices about your online presence. This document is your guide to seamlessly integrate Google Analytics into your website, enabling you to unlock a world of data-driven potential.

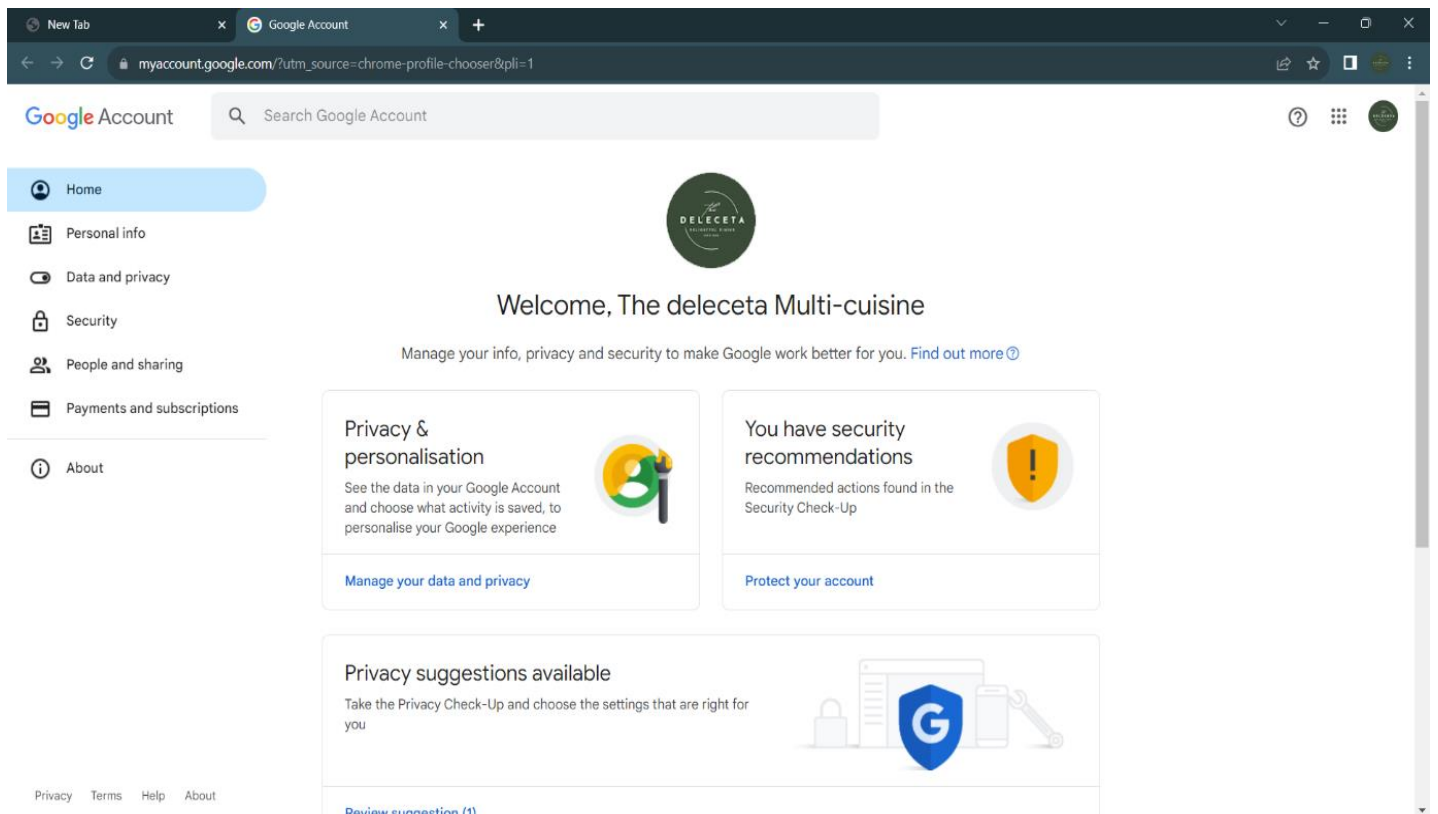
Google Analytics provides a wealth of data, from visitor demographics to traffic sources and conversion rates. This data is the foundation of informed decisions for your website.

Gain insights into This knowledge empowers you to make data-driven decisions, your website's visitors, such as their geographic location, device preferences, and browsing behavior. This information is invaluable for tailoring your content and user experience.

Assess the performance of your marketing endeavors, including ad campaigns, social media efforts, and search engine optimization (SEO). You can measure your return on investment (ROI) and refine your strategies. Define and track specific goals, such as sales, lead generation, or engagement metrics. Identify what's working and what needs improvement.

# 1.CREATE AN EMAIL IN BRAND NAME

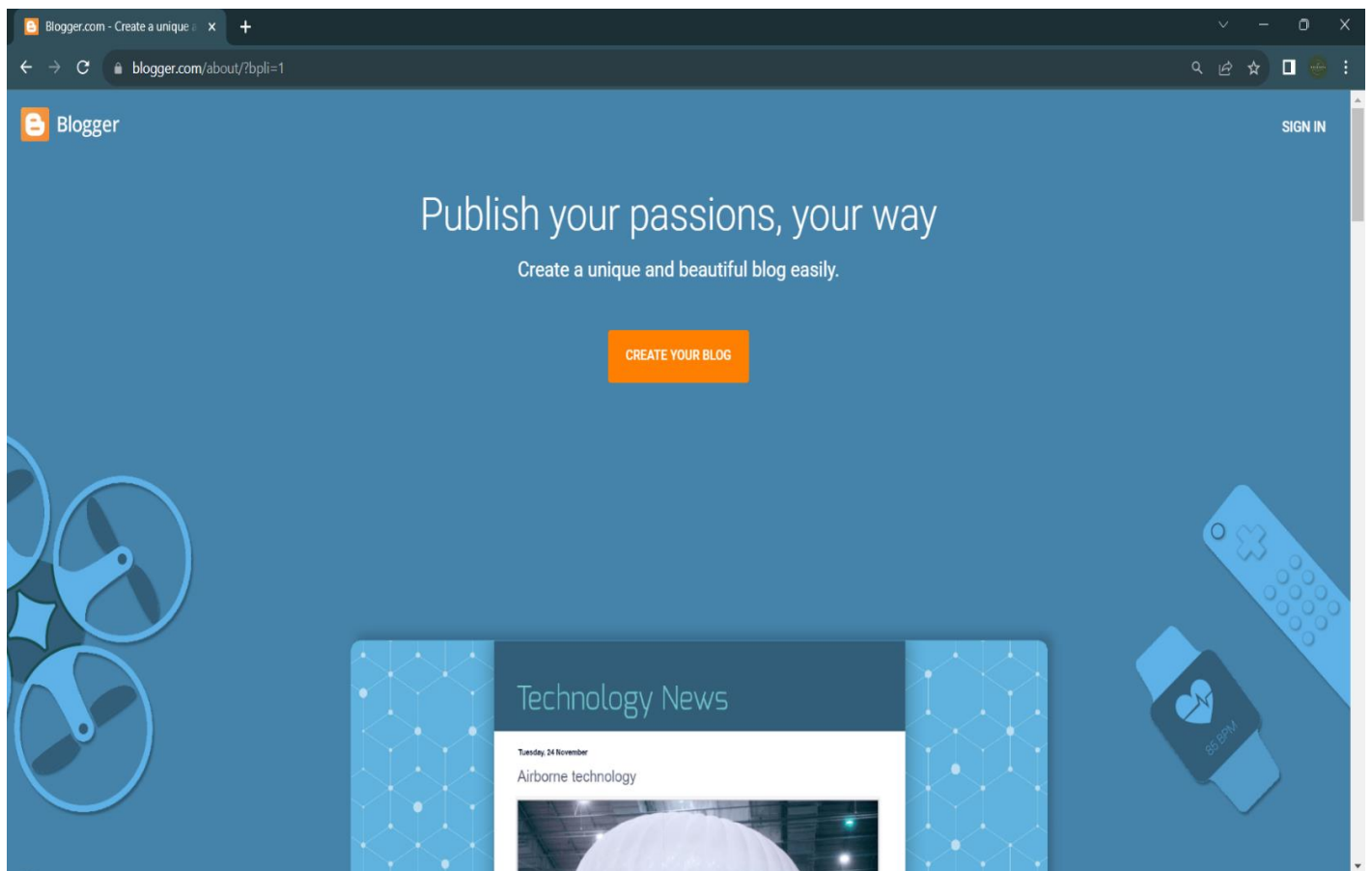
Establish a unique brand name and designate brand-specific email address to begin the Google Analytics setup process. This ensures that your website is associated with your brand identity.



## 2.CREATE A WEBSITE IN BLOGGER.COM

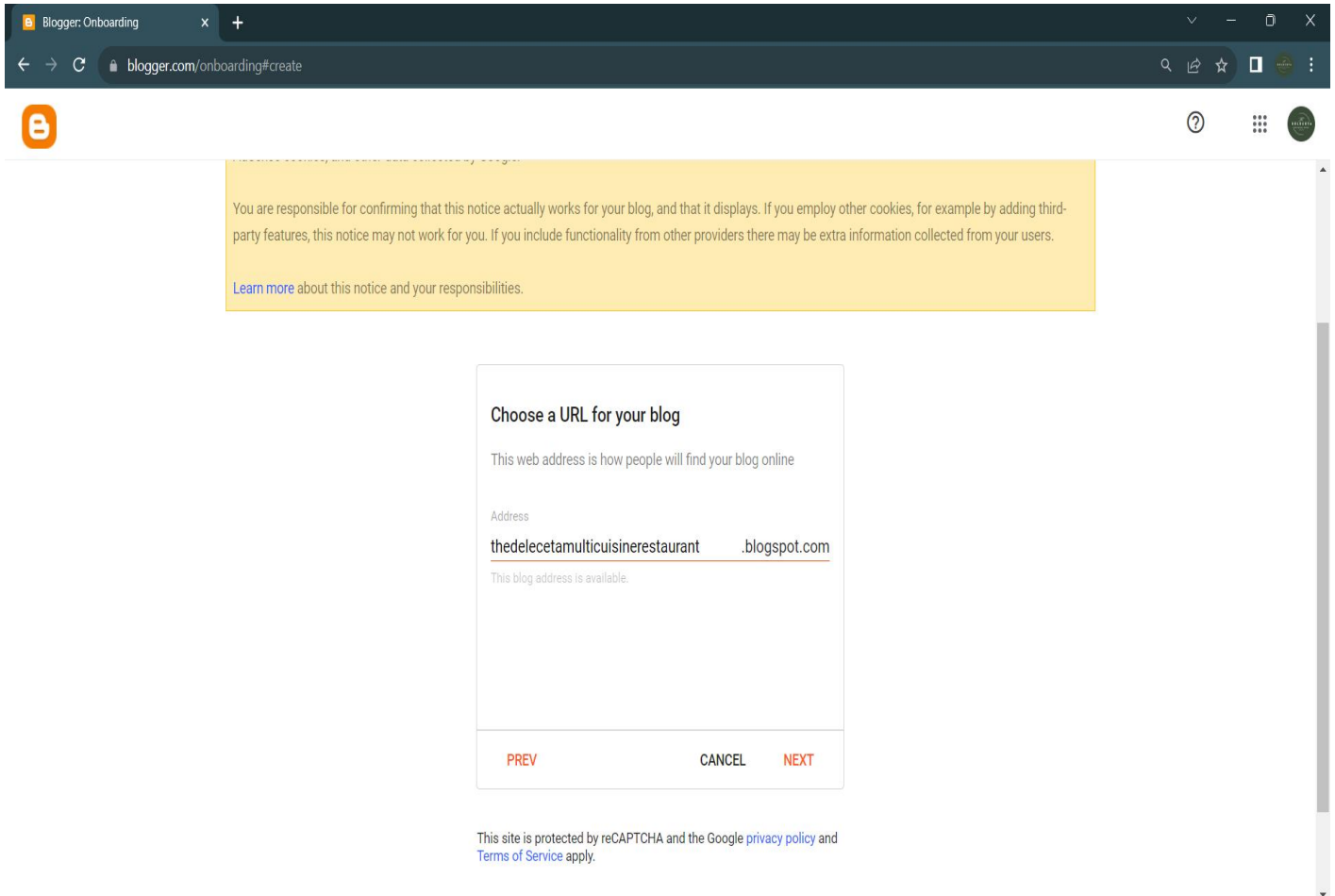
### Step1: Create an Account

For create a website in <https://www.blogger.com/>. Accessing the blogger platform click on “Create a Blog” or “Sign in”.



## Step 2: Choose a name for Blog

Enter a name for your blog and take your time to choose a name that represents your vision and resonates with your target audience.



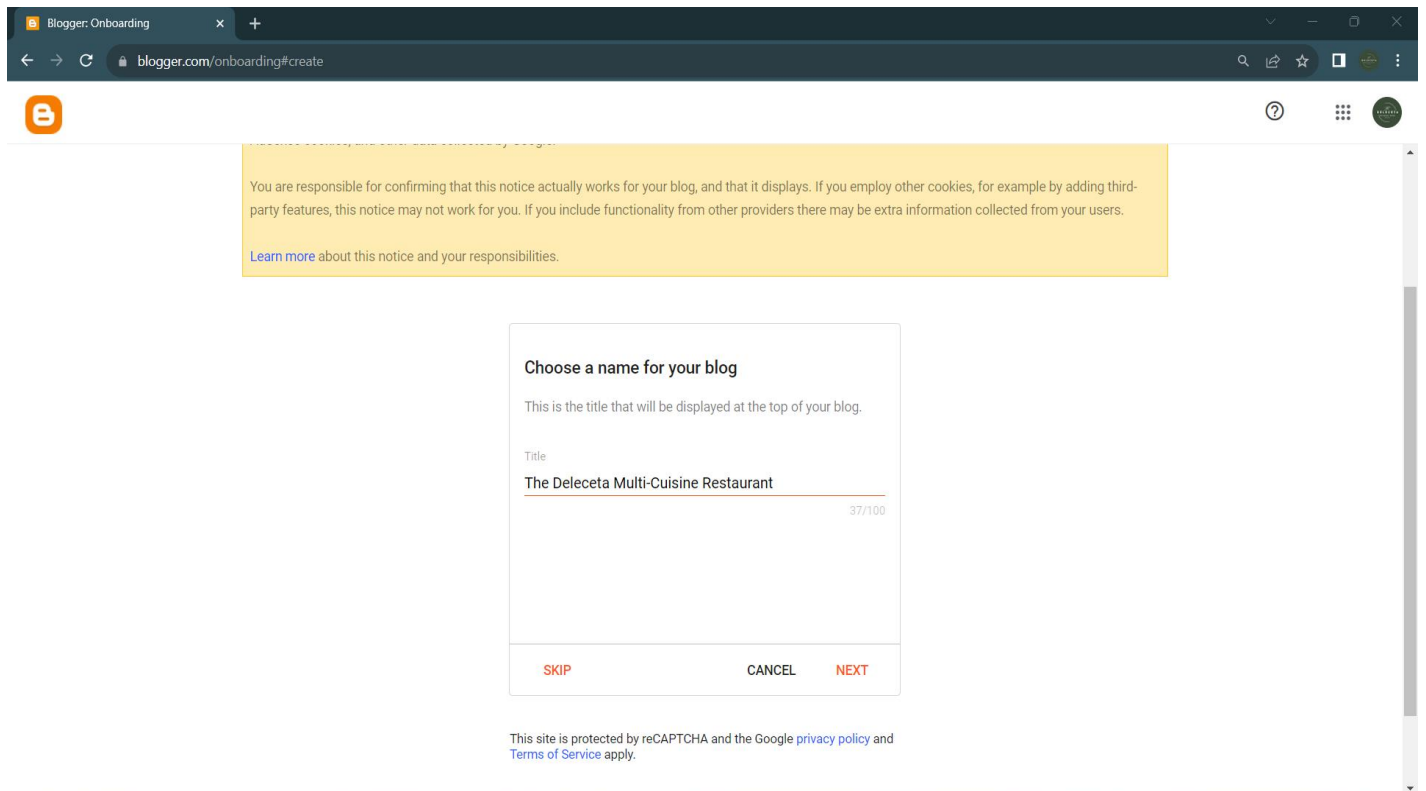
The screenshot shows a web browser window with the address bar displaying 'blogger.com/onboarding#create'. The page features the Blogger logo in the top left and a yellow notification banner at the top stating: 'You are responsible for confirming that this notice actually works for your blog, and that it displays. If you employ other cookies, for example by adding third-party features, this notice may not work for you. If you include functionality from other providers there may be extra information collected from your users. [Learn more](#) about this notice and your responsibilities.'

The main content area is a white box titled 'Choose a URL for your blog' with the subtitle 'This web address is how people will find your blog online'. It contains a text input field labeled 'Address' with the text 'thedelectamulticuisinerestaurant' and a dropdown menu showing '.blogspot.com'. Below the input field, a message states 'This blog address is available.' At the bottom of the box are three buttons: 'PREV' (disabled), 'CANCEL', and 'NEXT' (active).

At the bottom of the page, a footer note reads: 'This site is protected by reCAPTCHA and the Google [privacy policy](#) and [Terms of Service](#) apply.'

## Step 3: Choose a URL for Blog

Enter a URL for your blog according to your Brand. Select the right URL or web address for your blog is pivotal step in establishing your online presence.



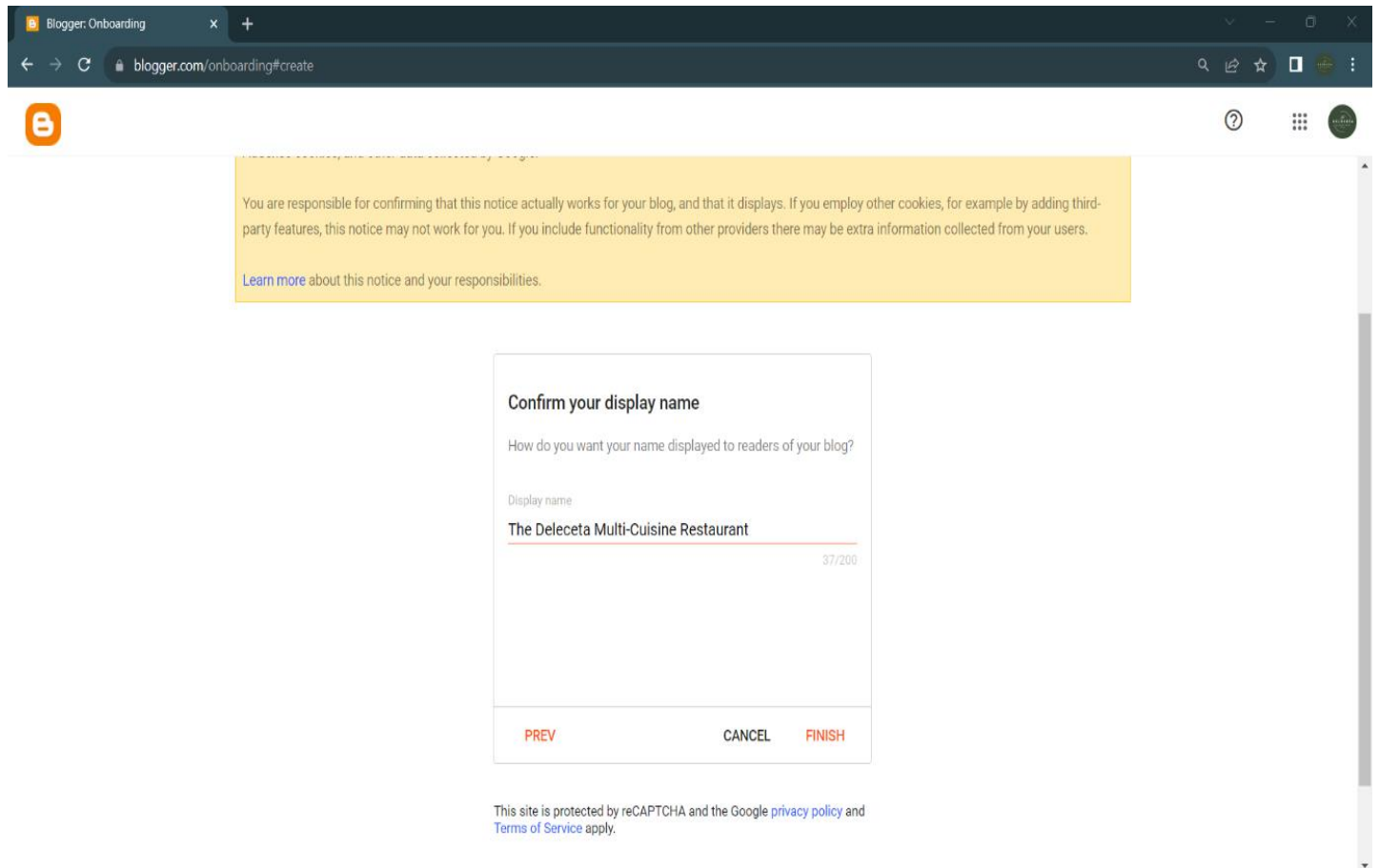
The screenshot shows the Blogger Onboarding interface in a web browser. The browser's address bar displays 'blogger.com/onboarding#create'. A yellow notification banner at the top states: 'You are responsible for confirming that this notice actually works for your blog, and that it displays. If you employ other cookies, for example by adding third-party features, this notice may not work for you. If you include functionality from other providers there may be extra information collected from your users. [Learn more](#) about this notice and your responsibilities.'

The main content area features a form titled 'Choose a name for your blog'. Below the title, it says 'This is the title that will be displayed at the top of your blog.' The form has a 'Title' label and a text input field containing 'The Deleceta Multi-Cuisine Restaurant'. A character count '37/100' is visible at the end of the input field. At the bottom of the form are three buttons: 'SKIP' (in red), 'CANCEL', and 'NEXT' (in red).

At the bottom of the page, a small text line reads: 'This site is protected by reCAPTCHA and the Google [privacy policy](#) and [Terms of Service](#) apply.'

## Step 4: Confirming Display name

Type your display name which display to your blog. A consistent display name across platforms can help establish your personal or professional brand.



The screenshot shows a web browser window with the address bar displaying "blogger.com/onboarding#create". The page features the Blogger logo in the top left corner. A yellow notification banner at the top states: "You are responsible for confirming that this notice actually works for your blog, and that it displays. If you employ other cookies, for example by adding third-party features, this notice may not work for you. If you include functionality from other providers there may be extra information collected from your users. [Learn more](#) about this notice and your responsibilities." Below this banner is a white modal box titled "Confirm your display name" with the question "How do you want your name displayed to readers of your blog?". Inside the modal, there is a text input field labeled "Display name" containing the text "The Deleceta Multi-Cuisine Restaurant" with a character count of "37/200". At the bottom of the modal are three buttons: "PREV" (disabled), "CANCEL", and "FINISH" (highlighted in red). Below the modal, a small text line reads: "This site is protected by reCAPTCHA and the Google [privacy policy](#) and [Terms of Service](#) apply."

Blogger: Onboarding

blogger.com/onboarding#create

**e**

You are responsible for confirming that this notice actually works for your blog, and that it displays. If you employ other cookies, for example by adding third-party features, this notice may not work for you. If you include functionality from other providers there may be extra information collected from your users.

[Learn more](#) about this notice and your responsibilities.

**Confirm your display name**

How do you want your name displayed to readers of your blog?

Display name

The Deleceta Multi-Cuisine Restaurant 37/200

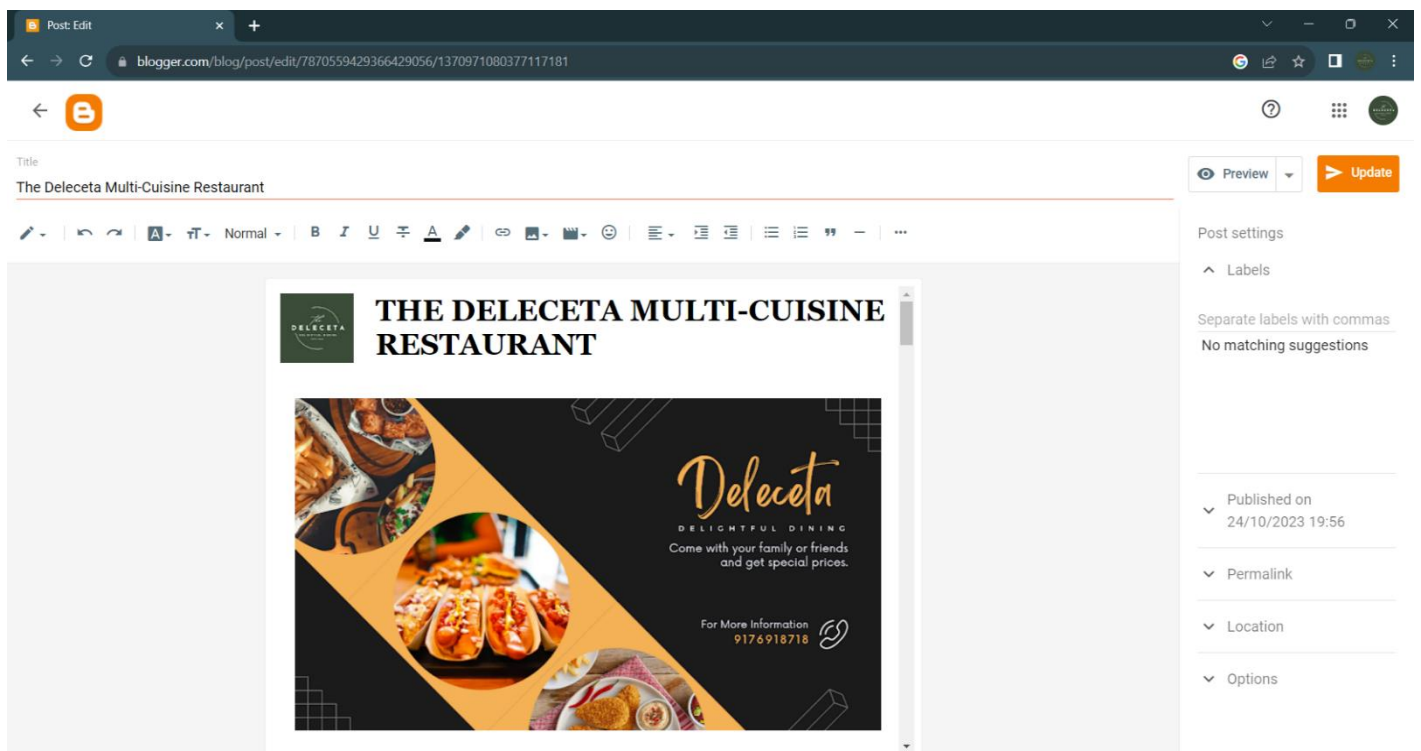
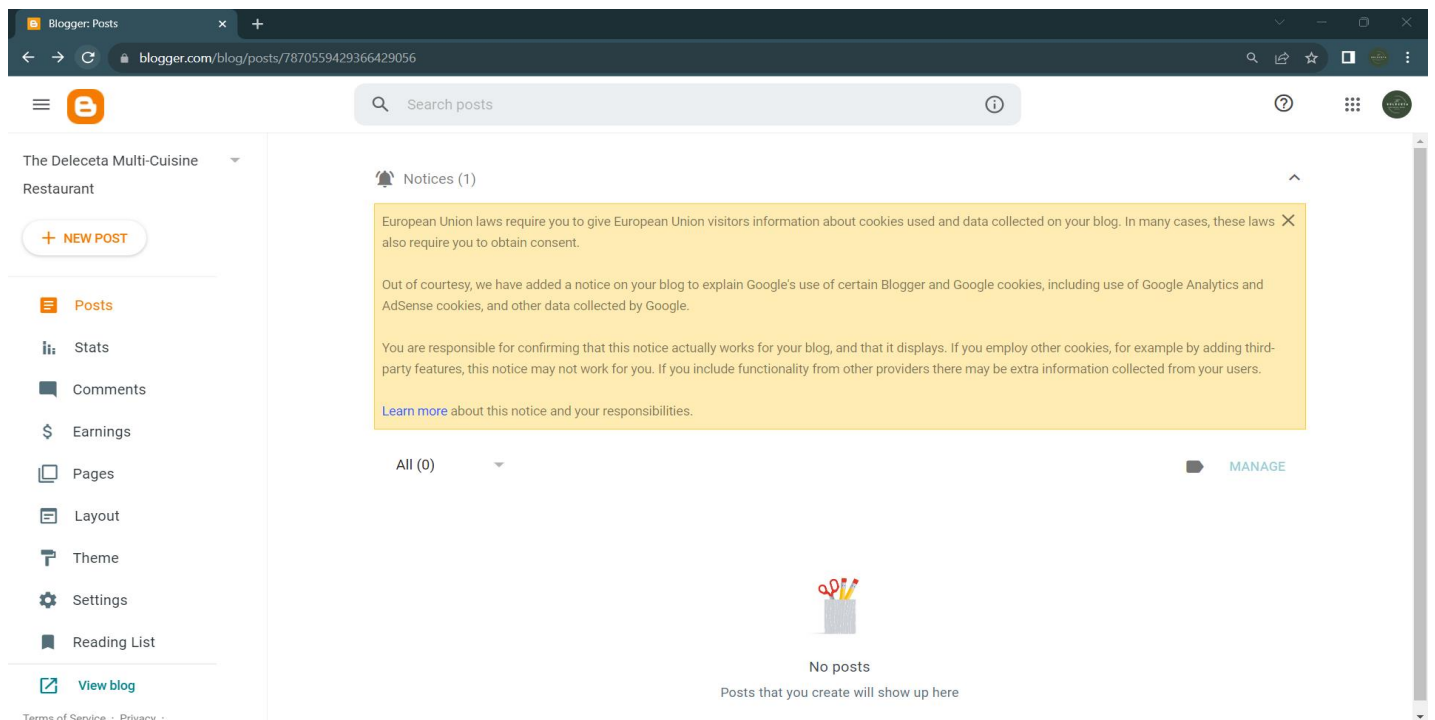
PREV CANCEL FINISH

This site is protected by reCAPTCHA and the Google [privacy policy](#) and [Terms of Service](#) apply.



## Step 5: Creating a poster

By clicking “NEW POST” option create a poster for your Brand. Creating a poster in Blogger is a versatile and straightforward way to share information and engage your audience visually.

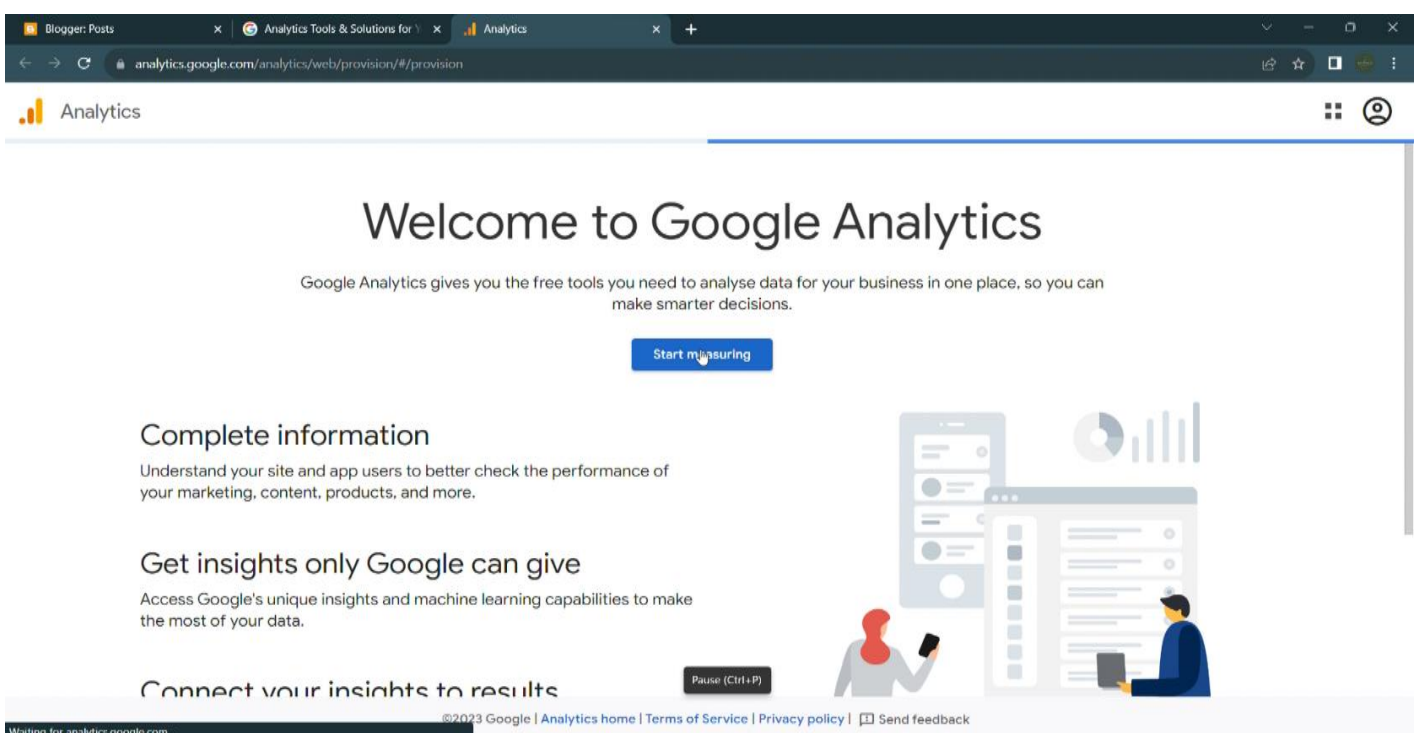
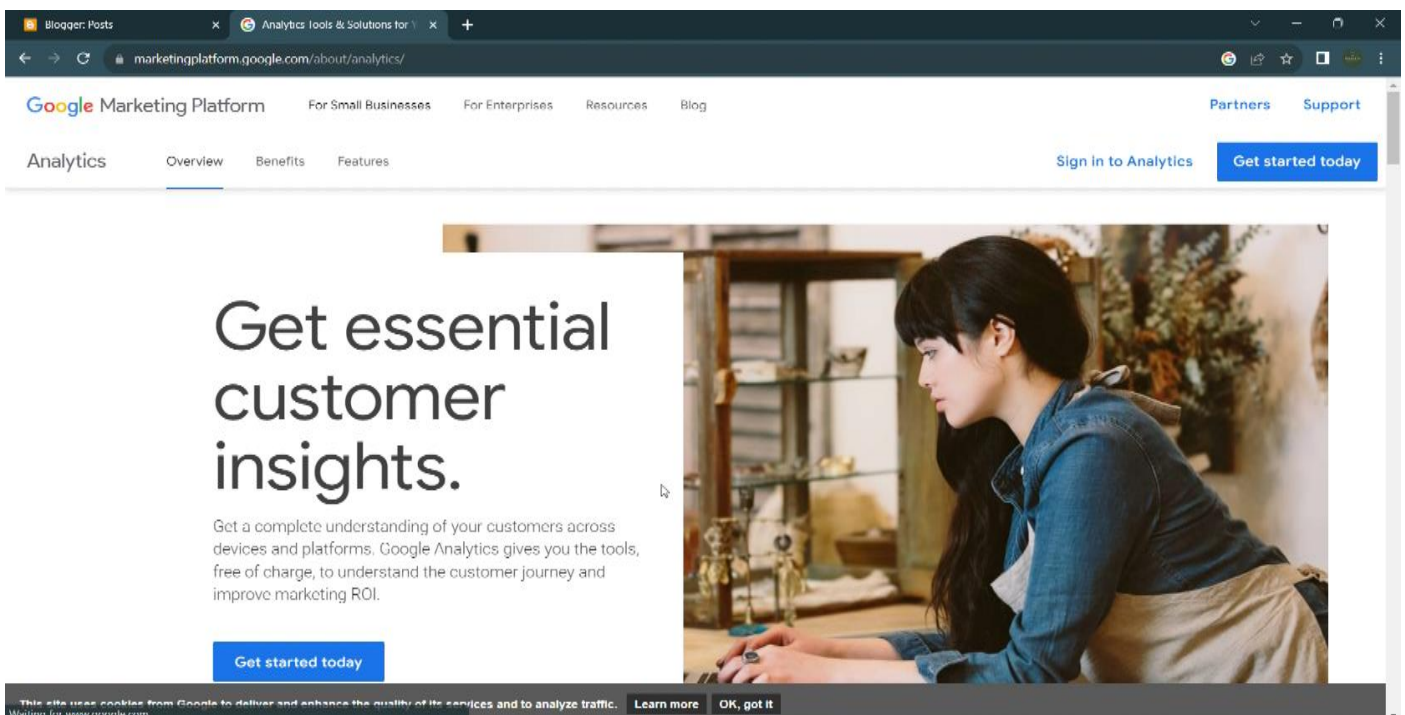


## 3.ADD A GOOGLE ANALYTICS TO WEBSITE

### Step 6: Create an Account in Google Analytics

Access Google analytics: Go to [analytics.google.com](https://analytics.google.com)

- Set up your Account by click on “Start for free” or “Sign up”.
- Click on “Start Measuring” for the account process.



## Step 7: Adding an Account details

This section outlines the steps to add or update your account details within Google Analytics by give a name corresponding to your website.

Analytics

1 Account creation 2 Property creation 3 Business details 4 Business objectives 5 Data collection

### Create an account

Create an Analytics account to collect and organise data. Accounts can access multiple data sources, using one or more measurement IDs.

**Account details**

**Account name (Required)**  
Accounts can contain more than one measurement ID.

The Deleceta Multi-Cuisine restaurant

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft or profession.

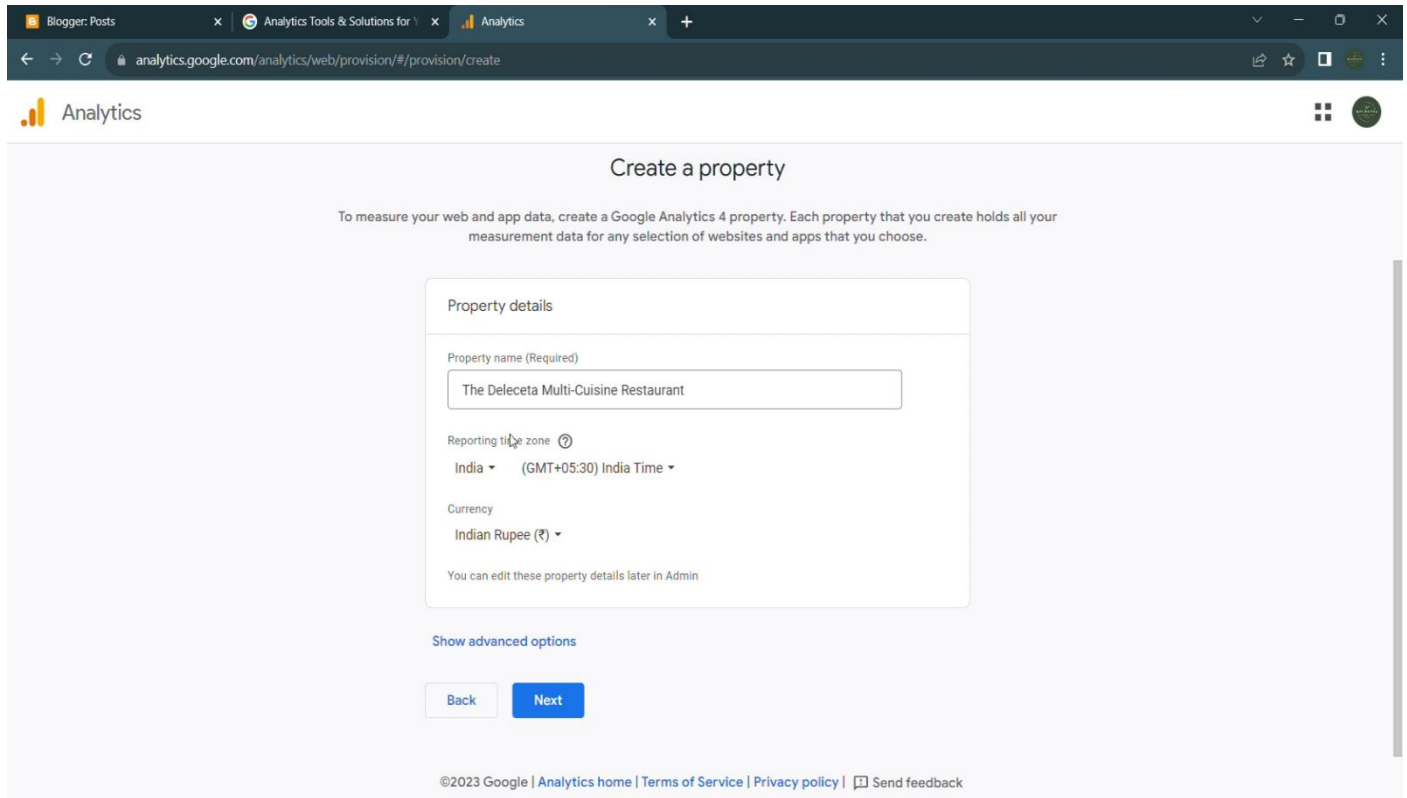
**Account Data Sharing Settings** ⓘ

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customise whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

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## Step 8: Creating a property

You will be prompted to set up a "Property" by selecting property name, time zone and currency. This represents your website or the digital platform you want to track.



The screenshot shows a web browser window with the Google Analytics 'Create a property' page. The browser's address bar shows the URL `analytics.google.com/analytics/web/provision/#/provision/create`. The page title is 'Create a property'. Below the title, a message states: 'To measure your web and app data, create a Google Analytics 4 property. Each property that you create holds all your measurement data for any selection of websites and apps that you choose.'

The main form is titled 'Property details' and contains the following fields:

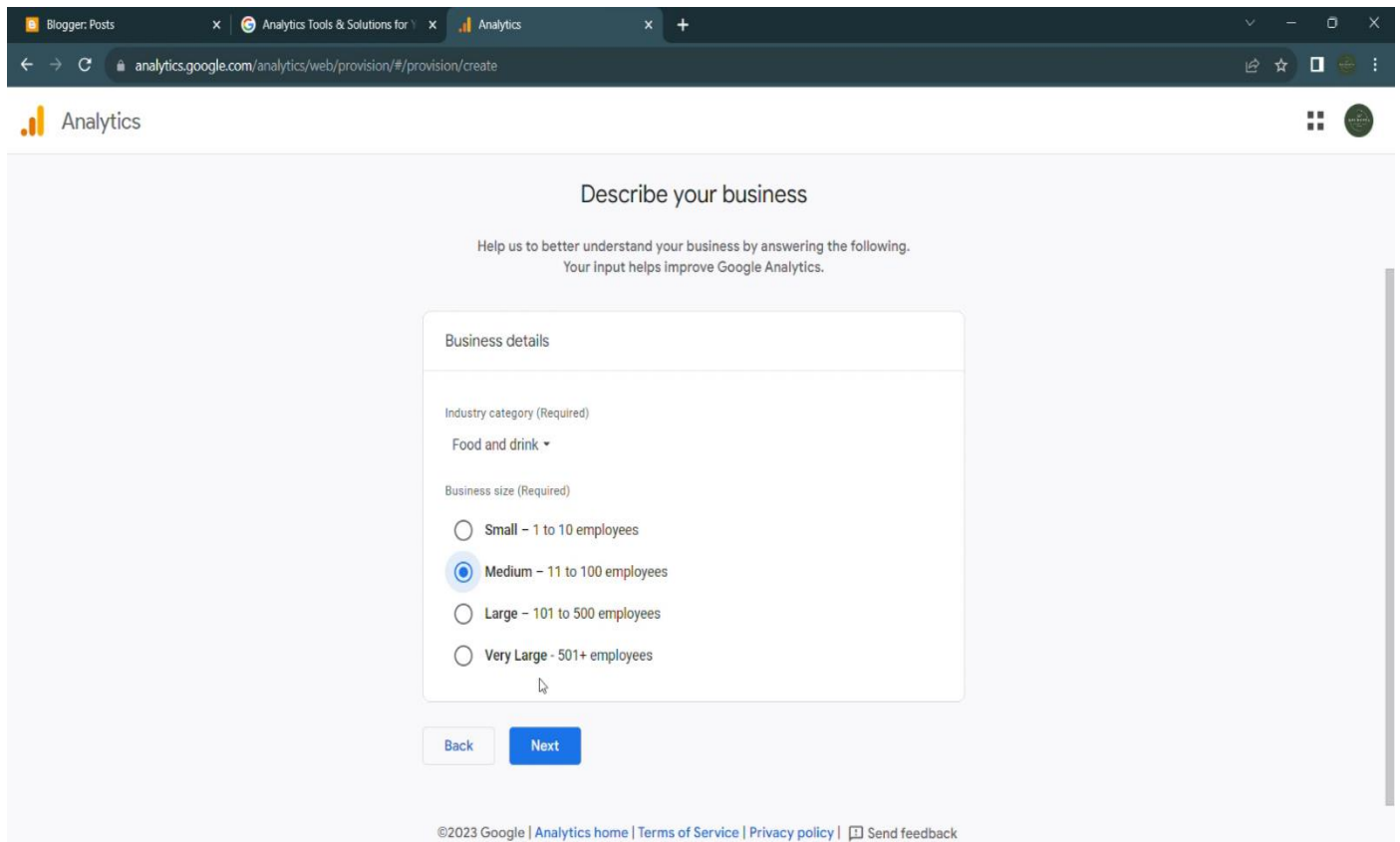
- Property name (Required):** A text input field containing 'The Deleceta Multi-Cuisine Restaurant'.
- Reporting time zone:** A dropdown menu showing 'India' with '(GMT+05:30) India Time' as the selected option.
- Currency:** A dropdown menu showing 'Indian Rupee (₹)'.

Below the form, there is a link that says 'You can edit these property details later in Admin'. Below that is a link 'Show advanced options'. At the bottom of the form are two buttons: 'Back' and 'Next'.

At the very bottom of the page, there is a footer with the text: '©2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy policy](#) | [Send feedback](#)'.

## Step 9: Describing a business

Give the industrial category and size of business. The role in shaping your brand identity and ensuring that others understand the purpose and value of your business.



The screenshot shows a web browser window with the Google Analytics setup interface. The browser's address bar displays the URL `analytics.google.com/analytics/web/provision/#/provision/create`. The page title is "Describe your business". Below the title, a message states: "Help us to better understand your business by answering the following. Your input helps improve Google Analytics." The main content area is titled "Business details" and contains two sections: "Industry category (Required)" with a dropdown menu currently showing "Food and drink", and "Business size (Required)" with four radio button options: "Small - 1 to 10 employees", "Medium - 11 to 100 employees" (which is selected), "Large - 101 to 500 employees", and "Very Large - 501+ employees". At the bottom of the form are "Back" and "Next" buttons. The footer of the page includes the copyright notice "©2023 Google" and links to "Analytics home", "Terms of Service", "Privacy policy", and a "Send feedback" button.

Describe your business

Help us to better understand your business by answering the following.  
Your input helps improve Google Analytics.

Business details

Industry category (Required)  
Food and drink ▾

Business size (Required)

☐ Small - 1 to 10 employees

☒ Medium - 11 to 100 employees

☐ Large - 101 to 500 employees

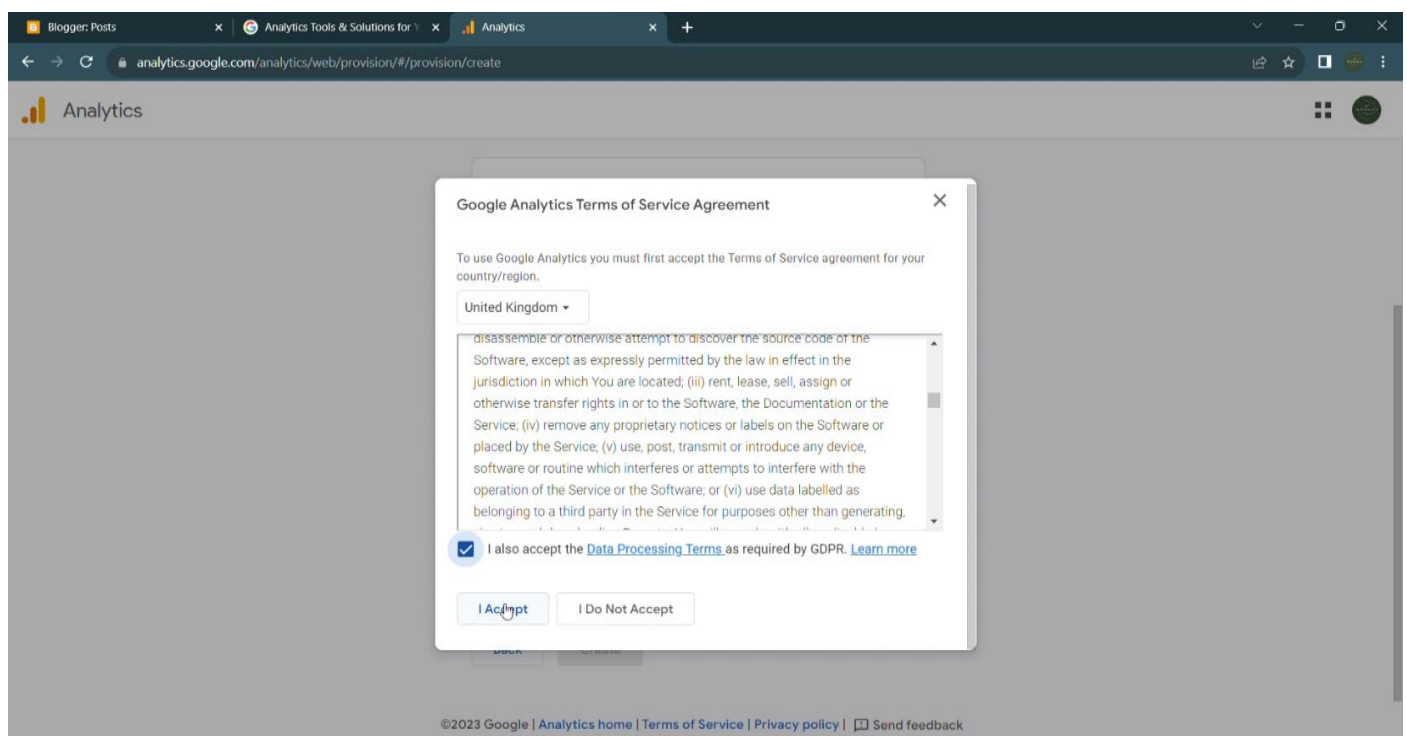
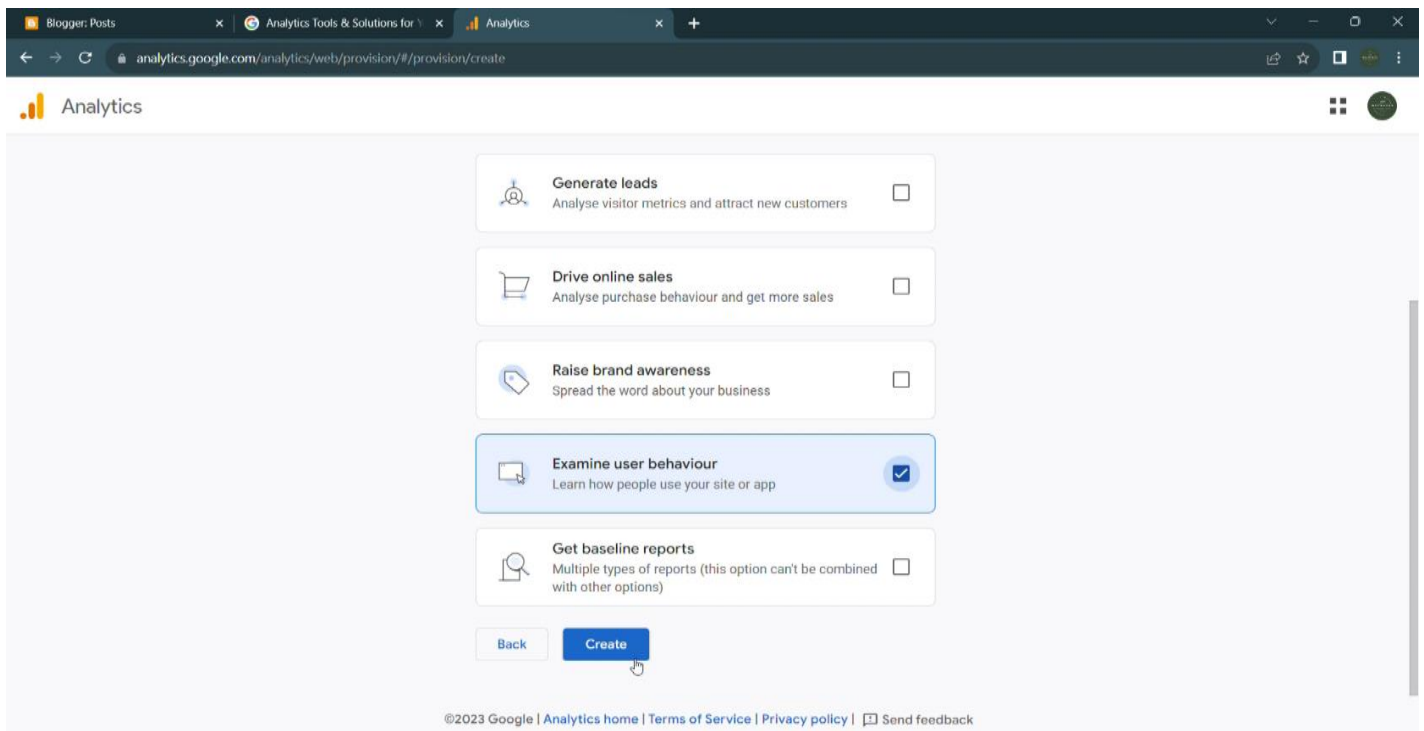
☐ Very Large - 501+ employees

[Back](#) [Next](#)

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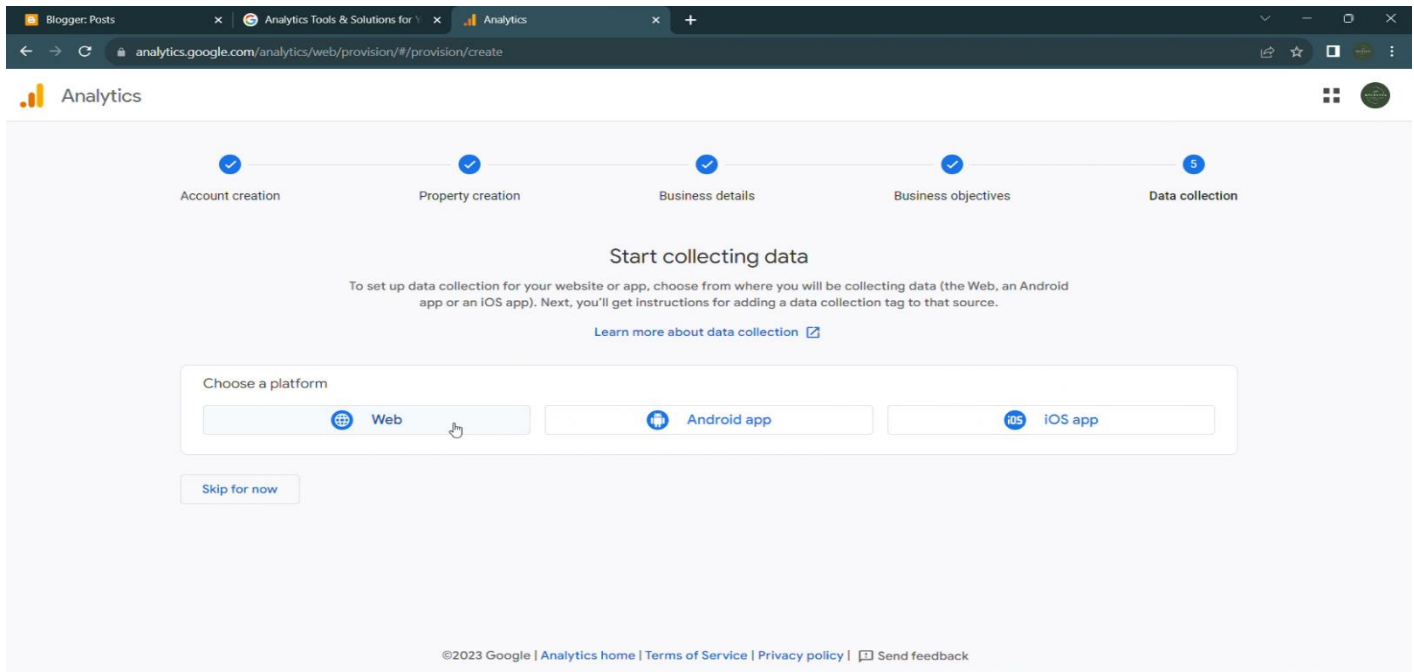
## Step 10: Choosing a business objective

Selecting examine user behaviour for clear and well-defined business objective is a foundational step in establishing the purpose and direction of your business.

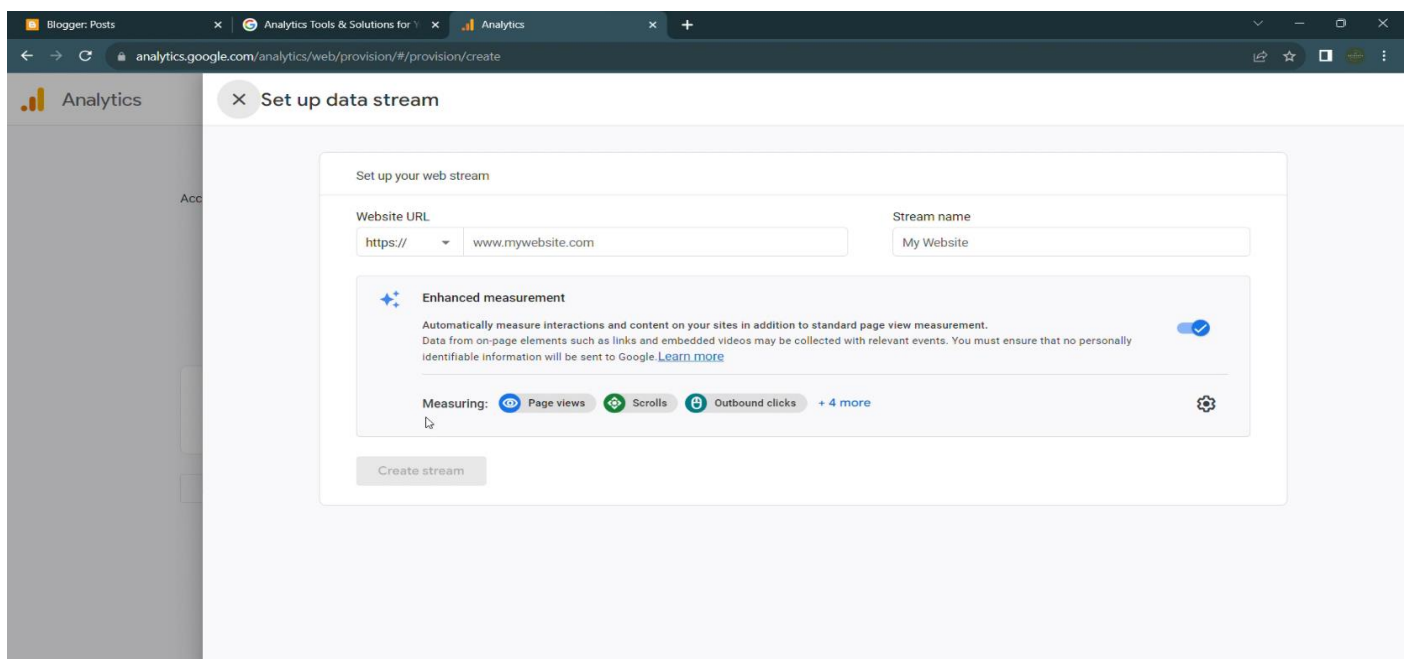


## Step 11: Data collection about business

Choose a web platform and set up your web stream. Google Analytics provides a wide range of features and tools for tracking and analyzing website and app data.



The screenshot shows the Google Analytics 'Start collecting data' setup screen. At the top, a progress bar indicates the following steps: Account creation (completed), Property creation (completed), Business details (completed), Business objectives (completed), and Data collection (current step, marked with a blue 'S'). The main heading is 'Start collecting data', followed by instructions: 'To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.' A link 'Learn more about data collection' is provided. Below this, a 'Choose a platform' section contains three buttons: 'Web' (selected), 'Android app', and 'iOS app'. A 'Skip for now' button is also present. The footer includes copyright information: '©2023 Google | Analytics home | Terms of Service | Privacy policy | Send feedback'.



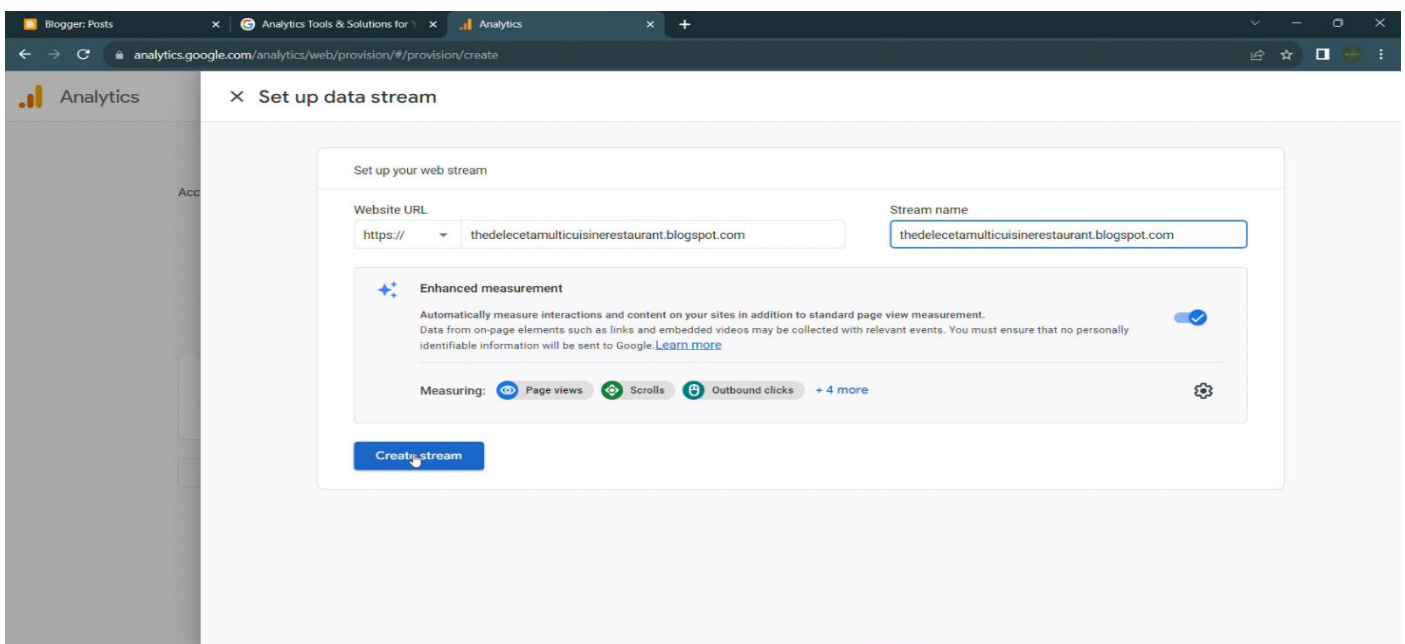
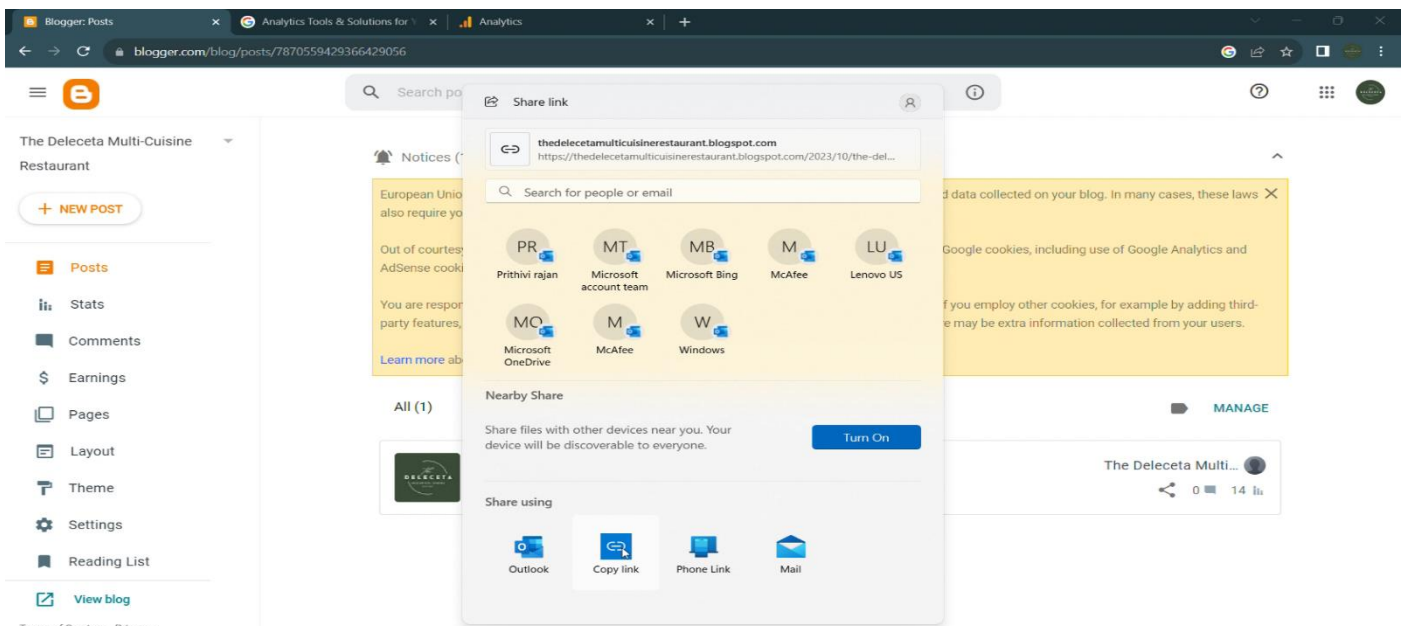
The screenshot shows the 'Set up data stream' dialog box in Google Analytics. The title is 'Set up your web stream'. It contains two input fields: 'Website URL' with a dropdown set to 'https://' and a text field containing 'www.mywebsite.com', and 'Stream name' with a text field containing 'My Website'. Below these is the 'Enhanced measurement' section, which is toggled on (blue checkmark). The text describes it as 'Automatically measure interactions and content on your sites in addition to standard page view measurement' and includes a 'Learn more' link. Under 'Measuring:', there are icons and labels for 'Page views', 'Scrolls', and 'Outbound clicks', followed by a '+ 4 more' link and a settings gear icon. At the bottom is a 'Create stream' button.



## 4.ADD A GOOGLE TRACKING CODE TO WEBSITE

### Step 12: Set up data stream

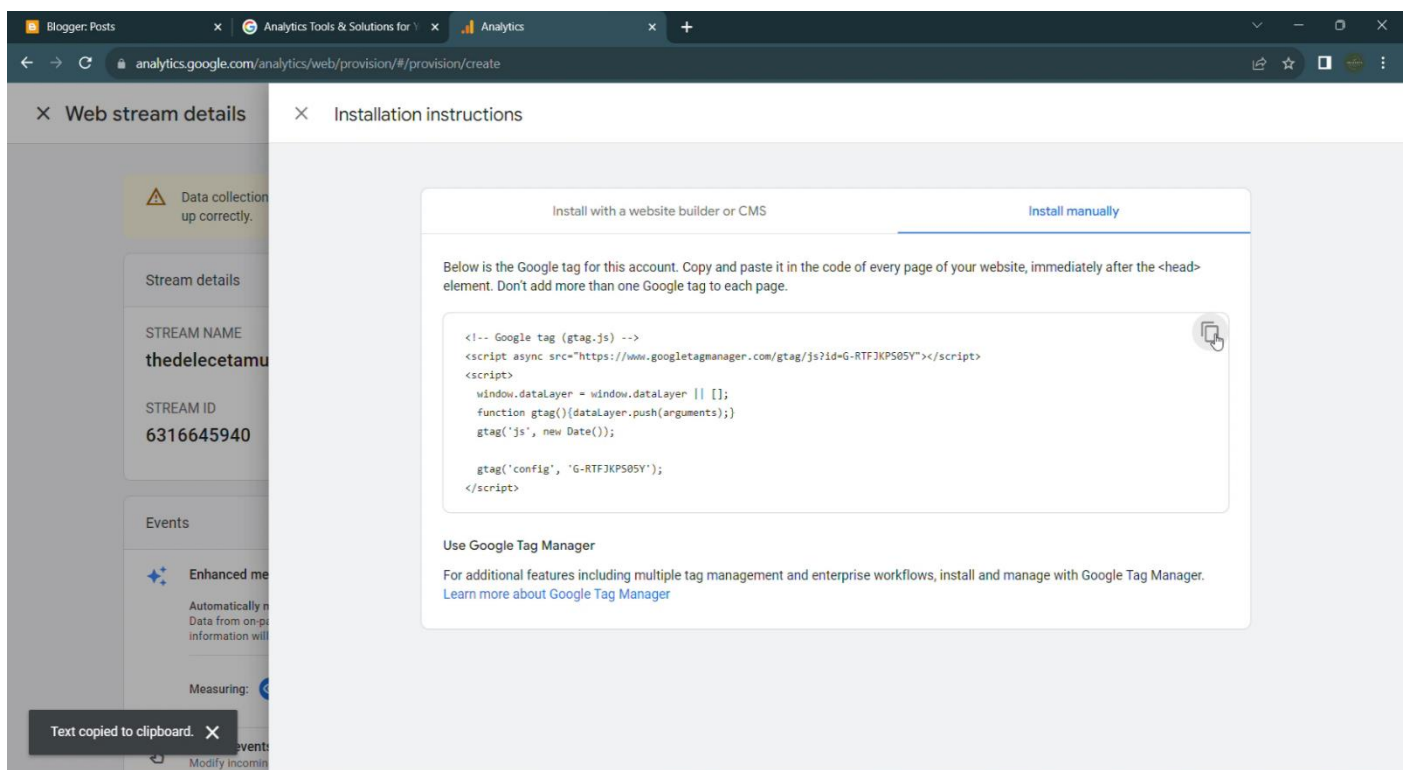
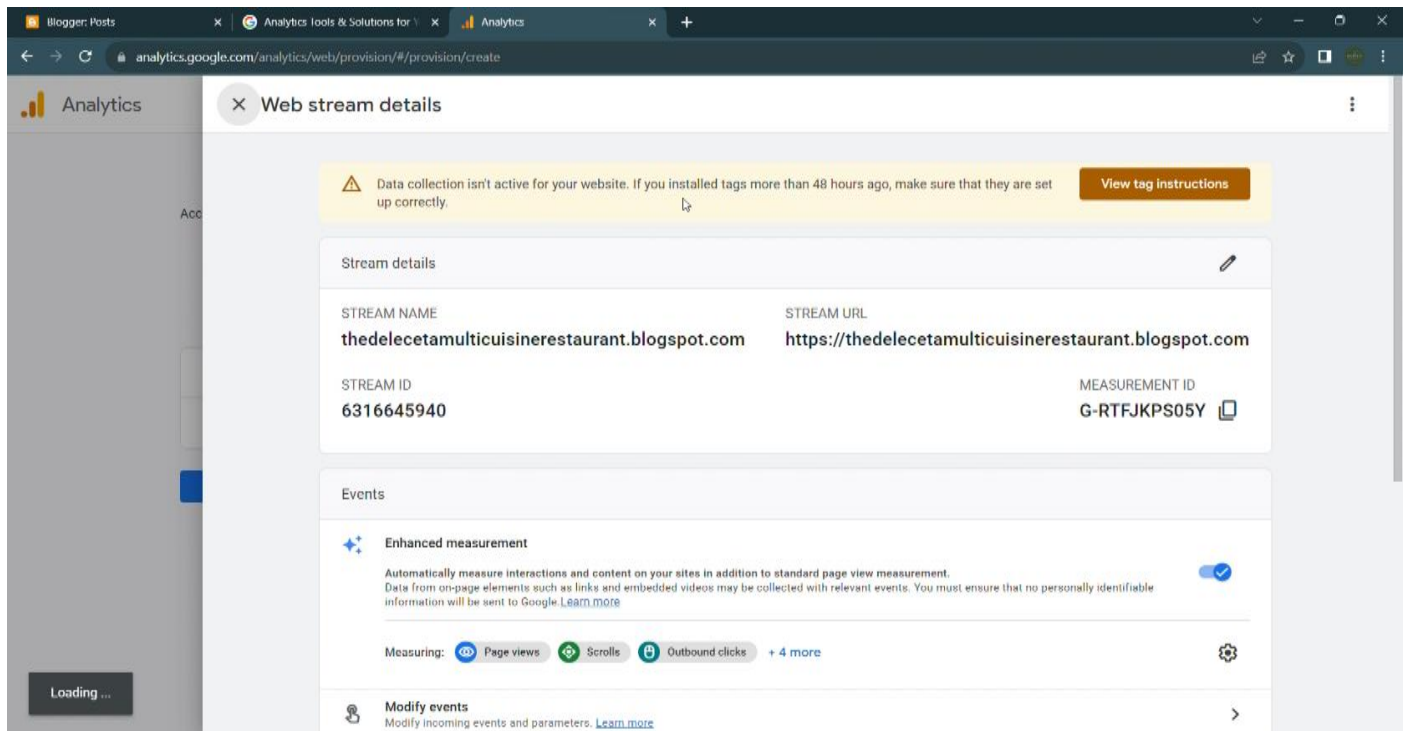
To set up your data stream copying a link from your website and paste in Website URL and give a stream name. Then click on create stream.



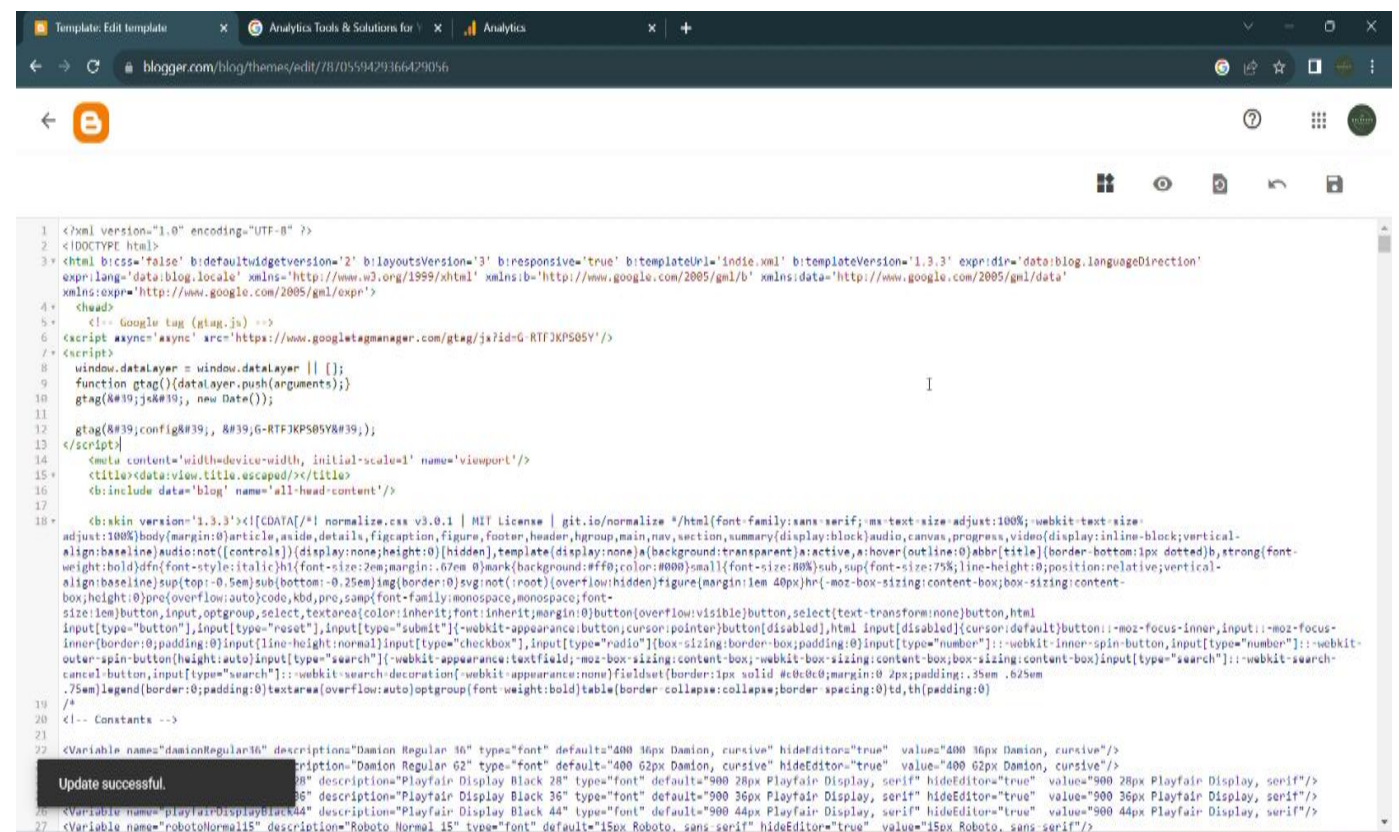


## Step 13: Generating Tracking code

After creating stream the web stream details will appear. Copying Google code in install manually by click the option “View tag instructions”.



Go to your blogger and the theme option and select the customize to edit HTML. Paste the tracking code provided by the analytics service immediately after <head> section.



# CONCLUSION

In the ever-evolving digital landscape, knowledge is power. And when it comes to understanding and optimizing your online presence, Google Analytics is your steadfast ally. As we draw this exploration of Google Analytics to a close, let's reflect on the journey and its significance for your digital success. By harnessing Google Analytics, you've armed yourself with a treasure trove of data and insights.

This knowledge empowers you to make decisions rooted in reality, not guesswork. Whether you're a business owner, a marketer, a content creator, or a web enthusiast, the ability to base your choices on concrete information is a game-changer. Keep your finger on the pulse of your website's performance.

Regularly analyze data to pinpoint areas for enhancement. Don't be afraid to innovate and experiment.

Test new strategies, explore fresh content ideas, and keep pushing the envelope. The digital world evolves rapidly. Stay informed about new features and updates in Google Analytics to take full advantage of its capabilities. Keep up with updates and new features in Google Analytics.

Technology evolves, and staying informed ensures you're leveraging the latest tools and capabilities. Keep up with updates and new features in Google Analytics. Technology evolves, and staying informed ensures you're leveraging the latest tools and capabilities.

In conclusion, the "Adding Google Analytics to a Website" project empowers individuals and businesses, regardless of their digital expertise, to harness the vast potential of web analytics. By enabling data-driven decisions, this project paves the way for enhanced online performance and more meaningful user experiences. As the digital landscape continues to evolve, the knowledge gained from this project is your compass, guiding you to navigate and excel in the ever-changing online world.

# PROJECT LINKS

- ❖ BLOGGER LINK: <https://thedelecetamulticuisinerestaurant.blogspot.com/>
- ❖ VIDEO DEMO LINK: [https://drive.google.com/file/d/1--p0XwMRqtMDsFMH\\_3MCv5nO1WboTw7V/view?usp=drivesdk](https://drive.google.com/file/d/1--p0XwMRqtMDsFMH_3MCv5nO1WboTw7V/view?usp=drivesdk)