JAYA SAKTHI ENGINEERING COLLEGE

NM-DIGITAL MARKETING

TEAM ID : NM2023TMID05669

PROJECT: HOW TO ADD GOOGLE ANALYTICS TO AN WEBSITE

PROJECT DONE BY:

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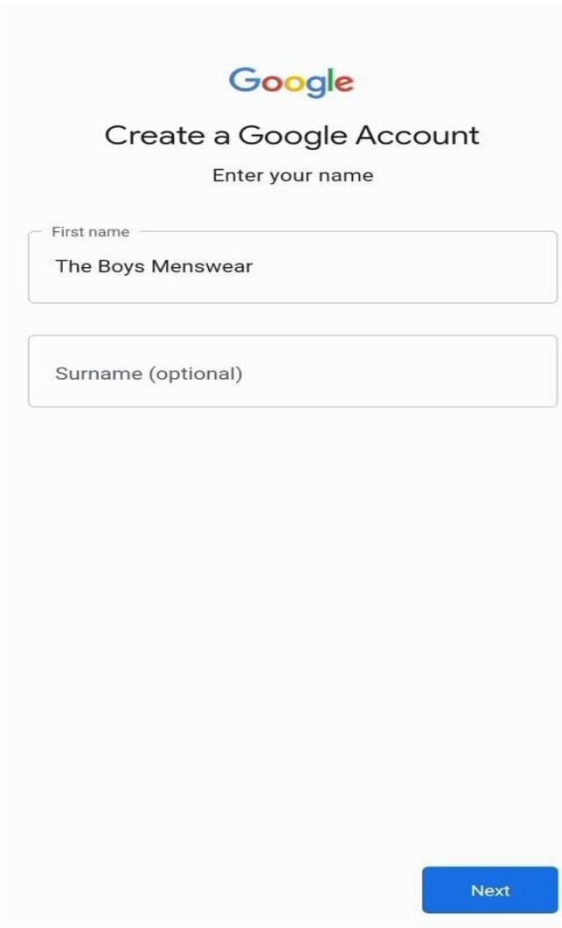
INTRODUCTION:

Brand name: The Boys Menswear

Category: Mens Dress shop

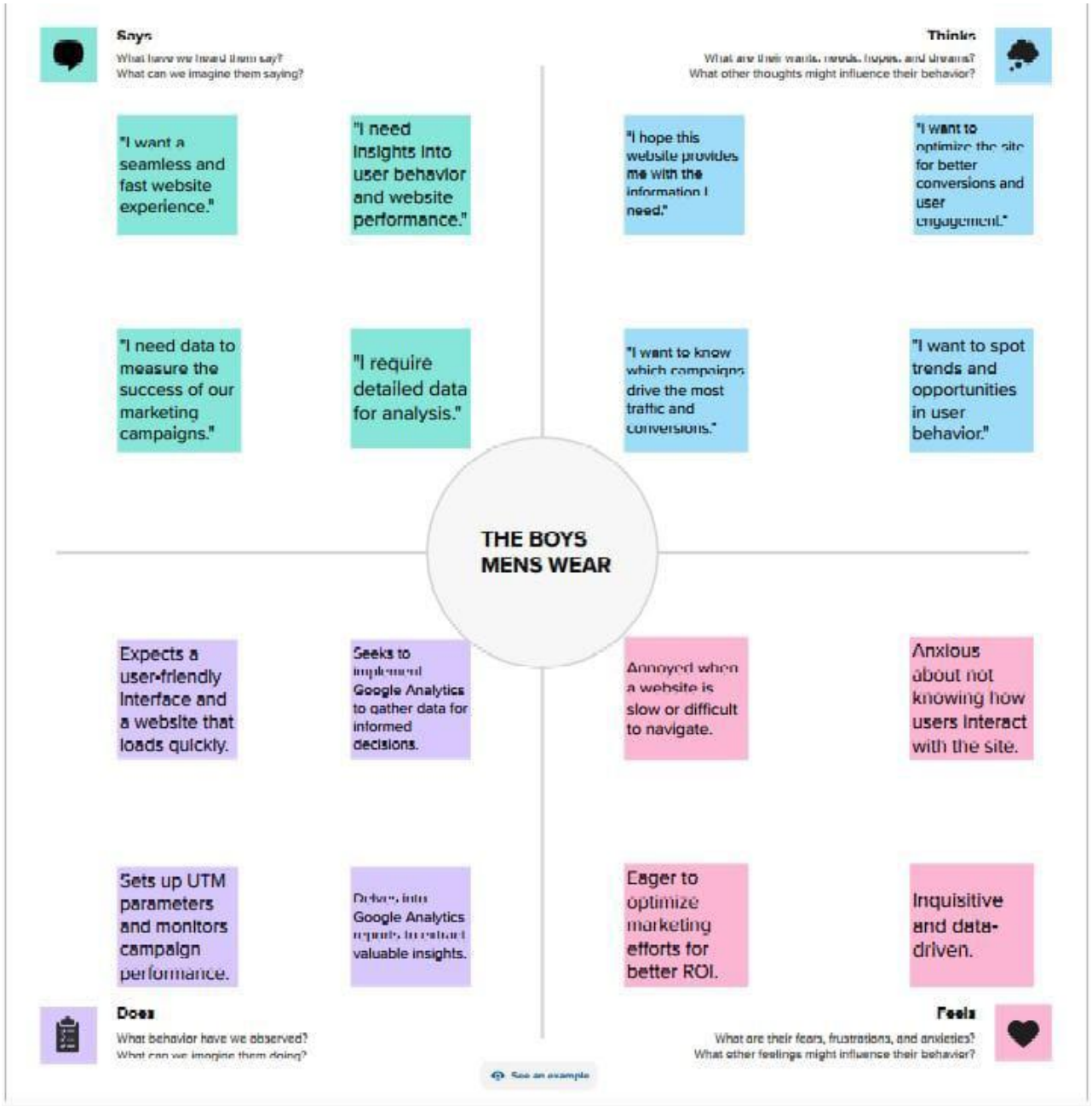
STEP1: create an new email id :

Email: theboysmenswear0@gmail.com

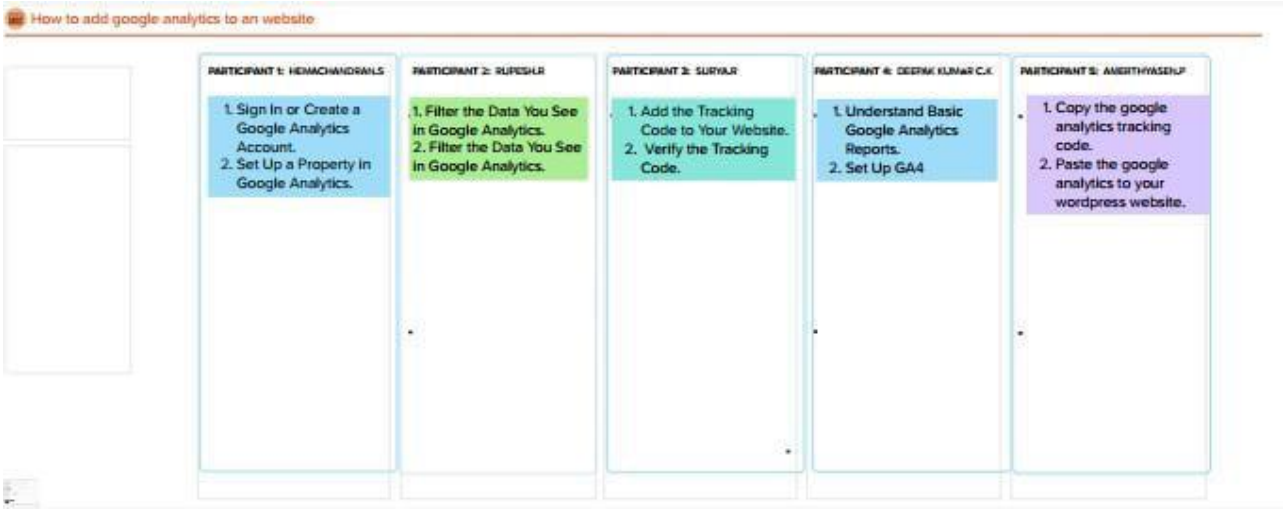


PROBLEM DEFINITION AND DESIGN THINKING:

EMPATHY MAP:



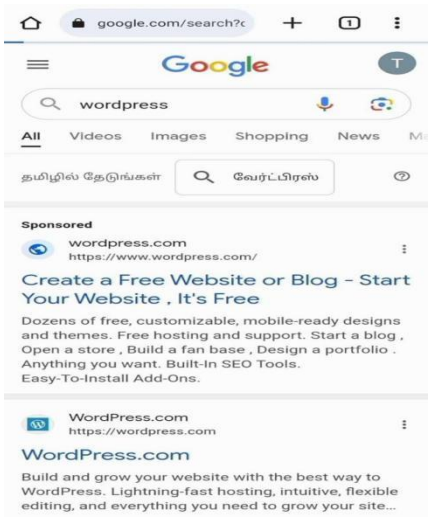
IDEATION AND BRAINSTORMING MAP:

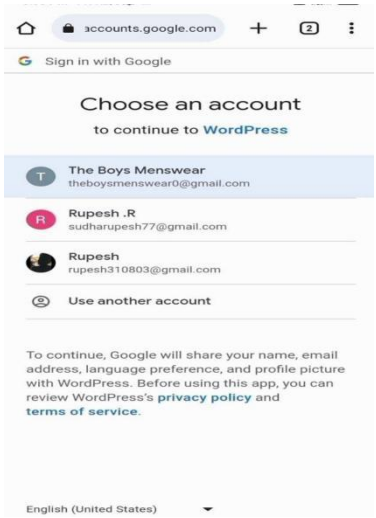


STEP2: To Create our own website through wordpess:

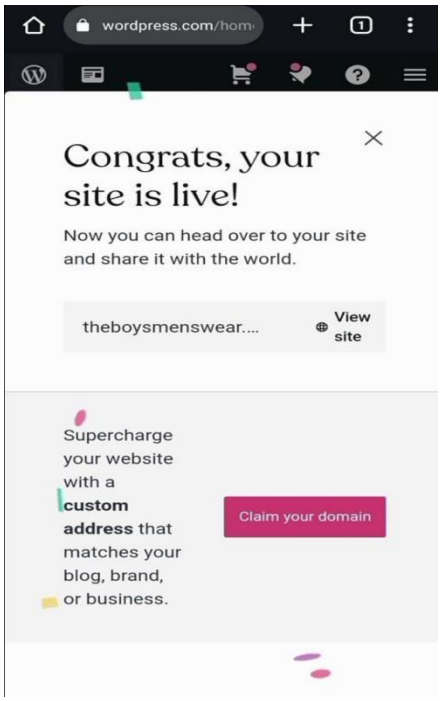
Website: https://theboysmenswear.wordpress.com/

Create website using email id:



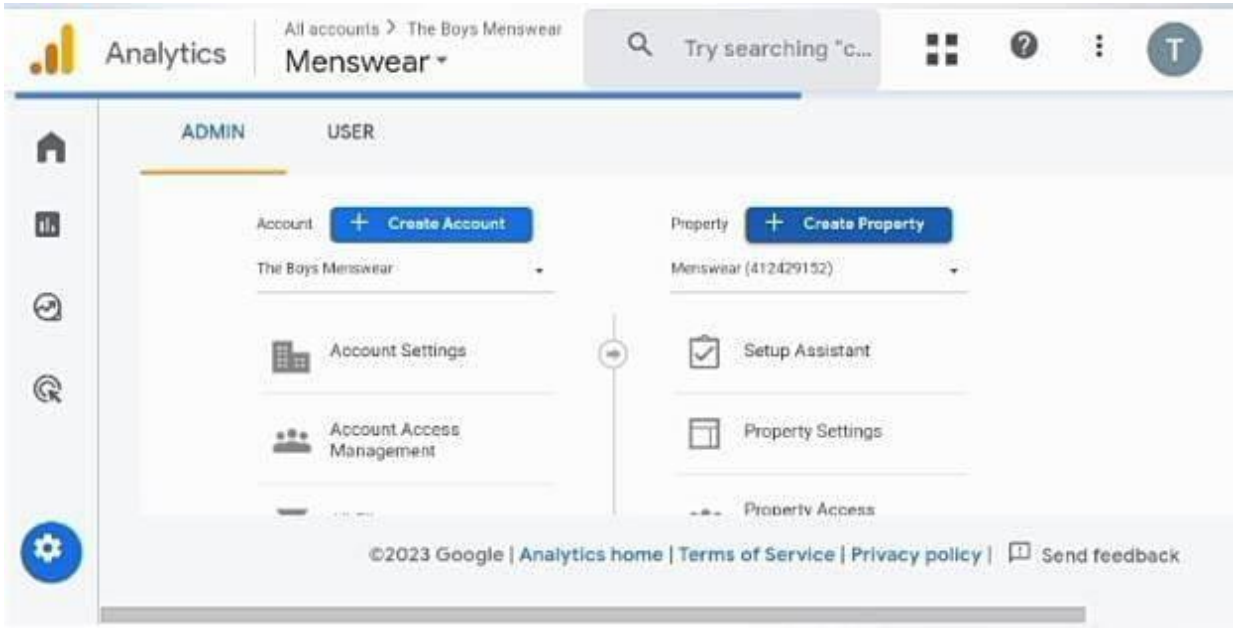


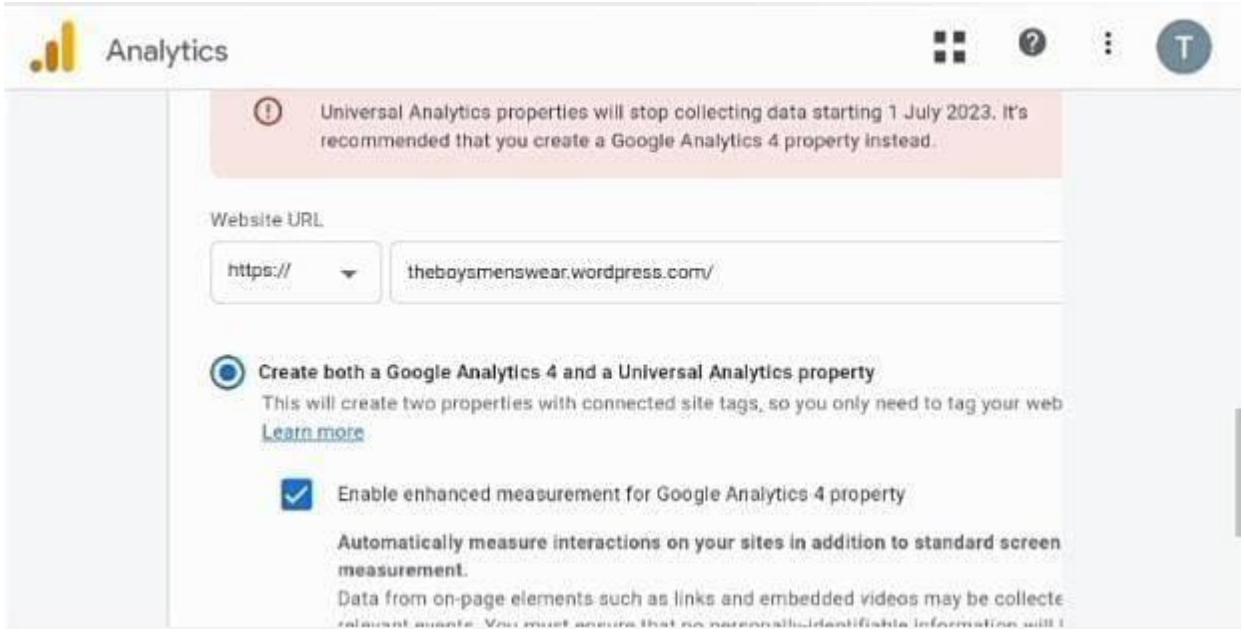
Create an website for our menswear dress shop:

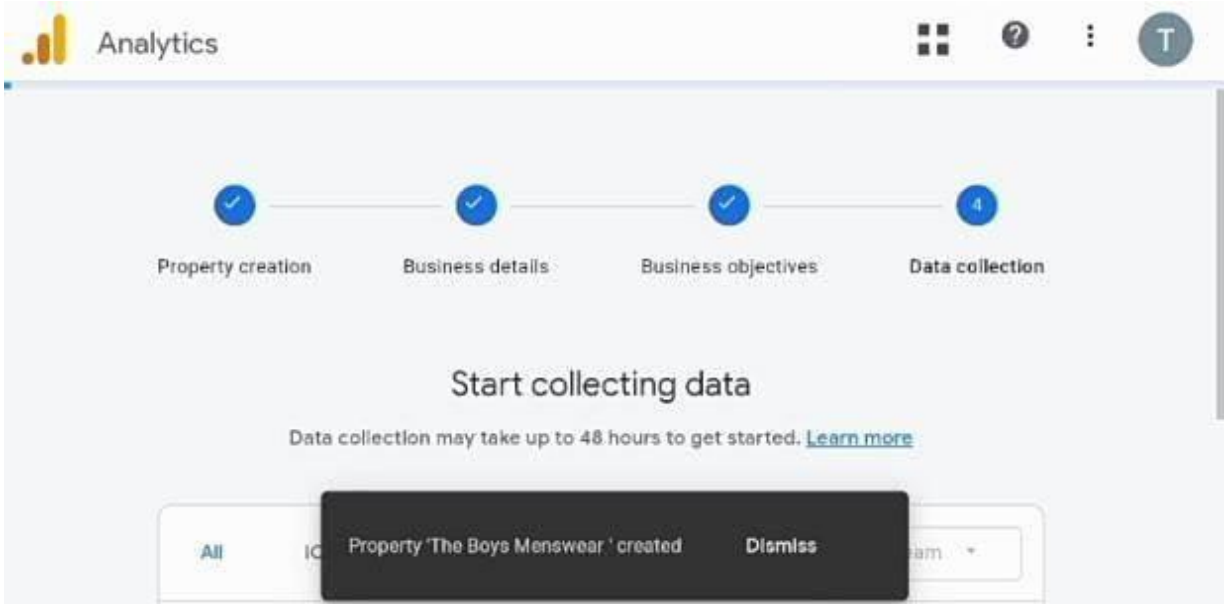


STEP3: Create an new google analytics account through email id:

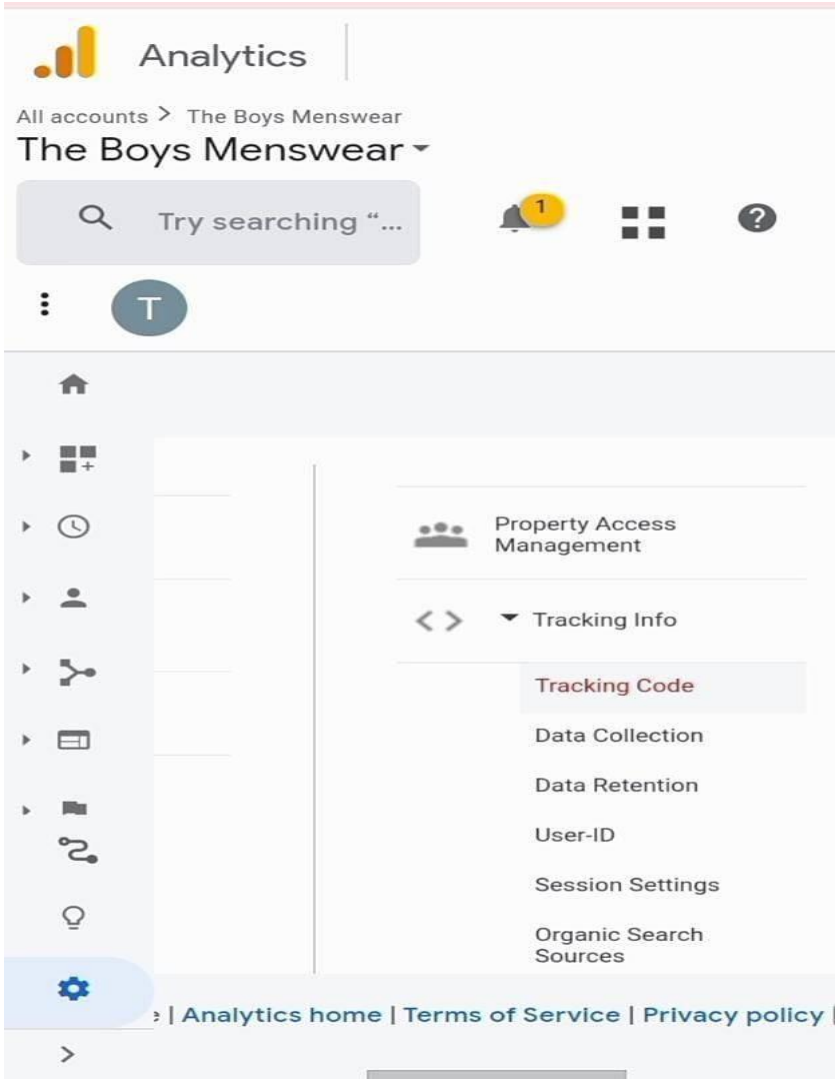
STEP4: Create an property to our menswear using google analytics:

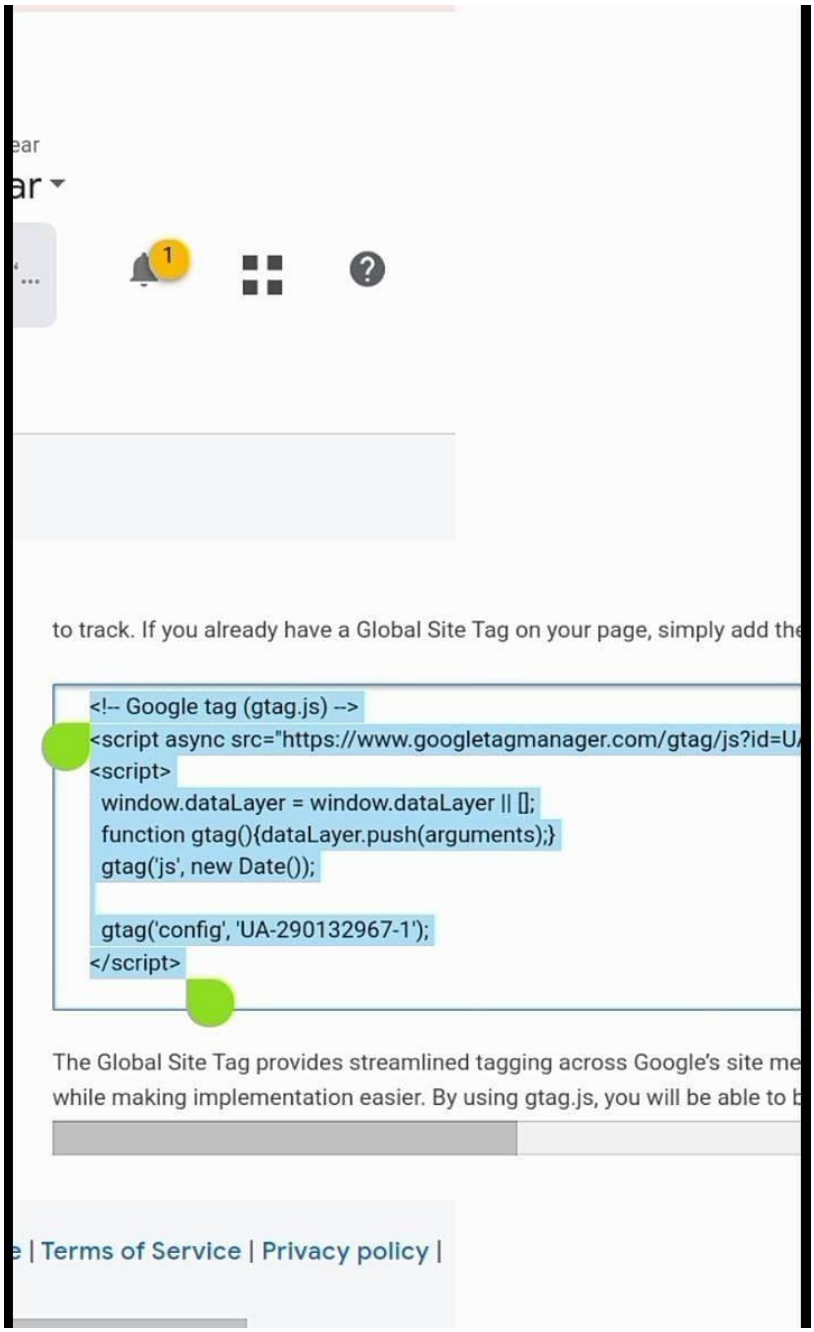





Analytics
T
Property creation
Business details
Business objectives
4
Data collection
Start collecting data
Data collection may take up to 48 hours to get started. Learn more
All
Property 'The Boys Menswear ' created
Dismiss

STEP5: Get the google analytics tracking code:

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to track. If you already have a Global Site Tag on your page, simply add the
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA
<script>
window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments);}
gtag('js', new Date());
gtag('config', 'UA-290132967-1');
</script>
The Global Site Tag provides streamlined tagging across Google's site me
while making implementation easier. By using gtag.js, you will be able to b
e | Terms of Service | Privacy policy |

Google analytics tracking code:

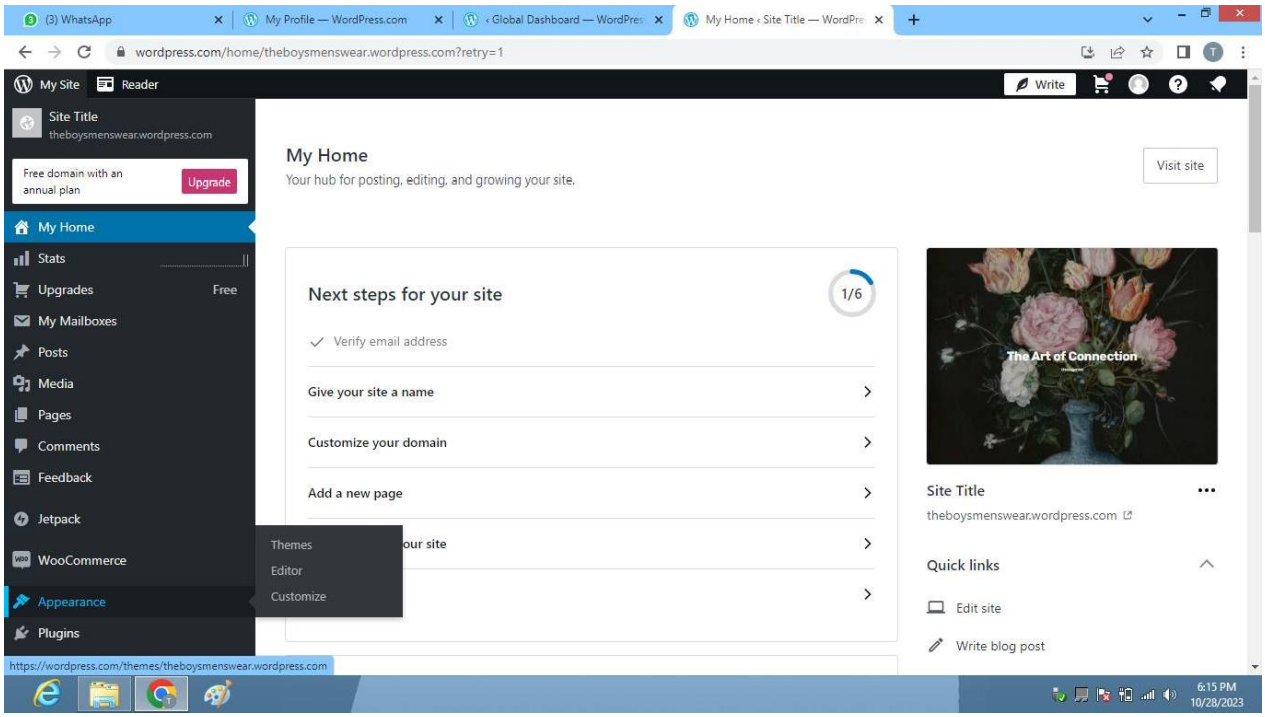
```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=
UA-290132967-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function  gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-290132967-1');
</script>
```

RESULT:

Step 6: Add the google analtics tracking code to our wordpress website

Copy the goggle analytics tracking code and add them in to the wordpress website header.php section at </hed>tag

*For those inserting header plugins has required and they contains cost



Therefore the google analytics tracking code has been added to the wordpress website