

# **JAYA SAKTHI ENGINEERING COLLEGE**

## **NM-DIGITAL MARKETING**

**TEAM ID : NM2023TMID05669**

**PROJECT: HOW TO ADD GOOGLE ANALYTICS TO  
AN WEBSITE**

### **PROJECT DONE BY:**

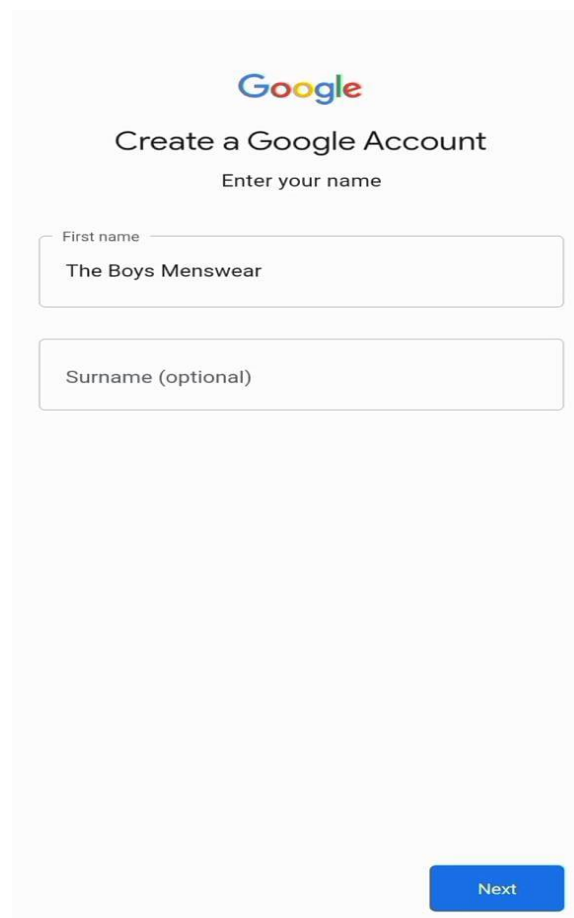
<b>Team members</b>	<b>Naan mudhalvan id</b>
<b>1. Hemachandran.s (teamleader)</b>	<b>5FCDD10B0FC644784F248F9BA040C631</b>
<b>2. Surya.R</b>	<b>67A1274CAD7DD1FA2274F1AF4EECF840</b>
<b>3. Amerthyasen.P</b>	<b>B27F0EFA7486B94BB9C436C6DF472466</b>
<b>4. Rupesh.R</b>	<b>37AF37E3F998EED92EA440E0F39E1C27</b>
<b>5. Deepak kumar . c.k</b>	<b>4202F153E6235C5A13E43C87550A6B18</b>

**Brand name:** The Boys Menswear

**Category:** Mens Dress shop

**STEP1: create an new email id :**

**Email:** [theboysmenswear0@gmail.com](mailto:theboysmenswear0@gmail.com)

A screenshot of the Google Account creation interface. At the top is the Google logo. Below it, the text "Create a Google Account" is centered, followed by the instruction "Enter your name". There are two input fields: the first is labeled "First name" and contains the text "The Boys Menswear"; the second is labeled "Surname (optional)" and is currently empty. A blue "Next" button is located at the bottom right of the form area.

Google

Create a Google Account

Enter your name

First name

The Boys Menswear

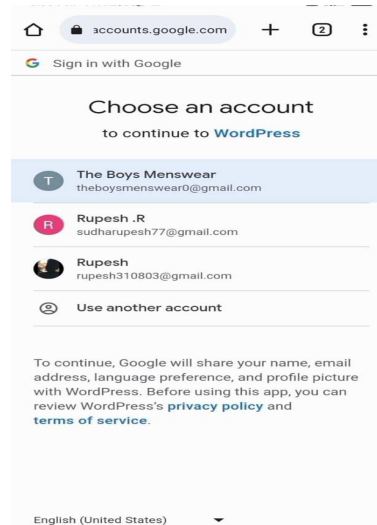
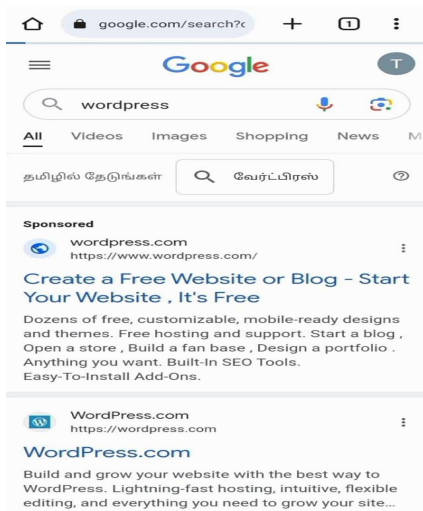
Surname (optional)

Next

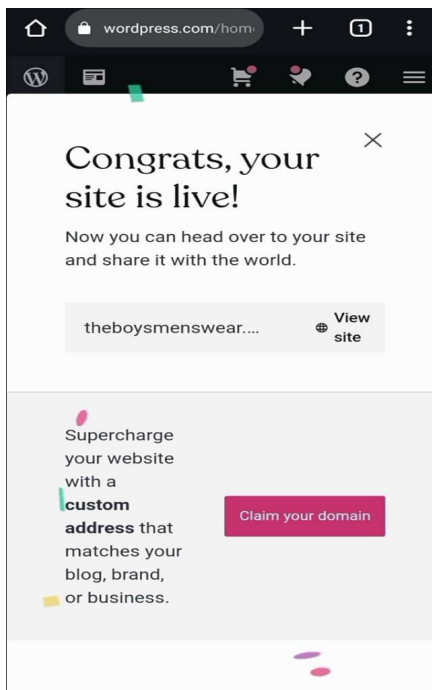
**STEP2: To Create our own website through wordpress:**

**Website:** <https://theboysmenswear.wordpress.com/>

Create website using email id:



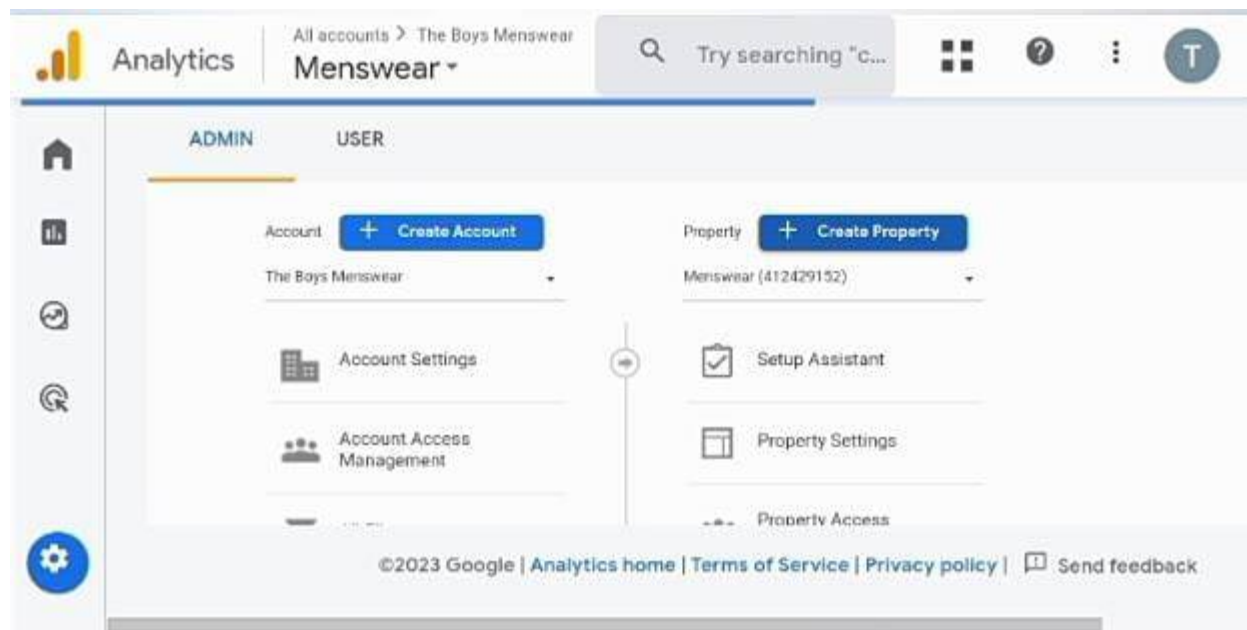
Create an website for our menswear dress shop:








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




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



 Analytics






Universal Analytics properties will stop collecting data starting 1 July 2023. It's recommended that you create a Google Analytics 4 property instead.

Website URL

https://

theboysmenswear.wordpress.com/



Create both a Google Analytics 4 and a Universal Analytics property

This will create two properties with connected site tags, so you only need to tag your web


[Learn more](#)





☒





Enable enhanced measurement for Google Analytics 4 property

Automatically measure interactions on your sites in addition to standard screen measurement.

Data from on-page elements such as links and embedded videos may be collected relevant events. You must ensure that no personally identifiable information will be

 Analytics





Property creation

Business details

Business objectives

Data collection

Start collecting data

Data collection may take up to 48 hours to get started. [Learn more](#)

All

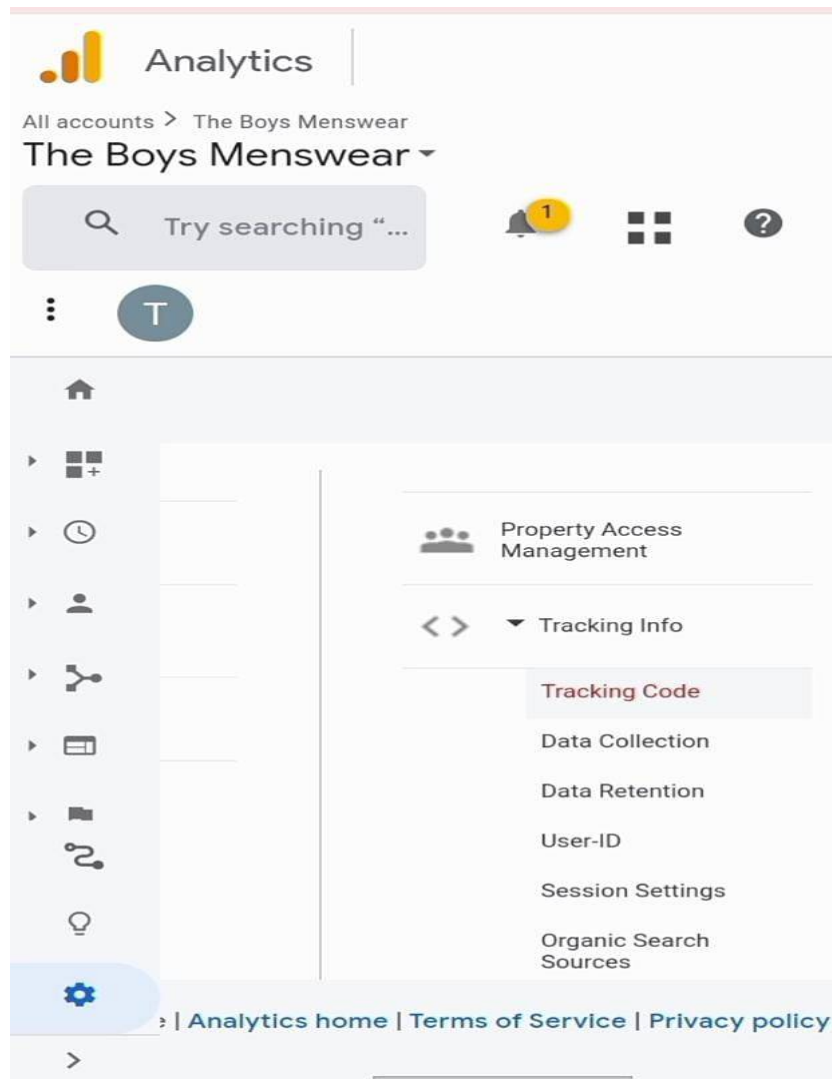
IC

Property 'The Boys Menswear' created

Dismiss

eam

## STEP5: Get the google analytics tracking code:



ear  
ar ▾



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-290132967-1">  
</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:**

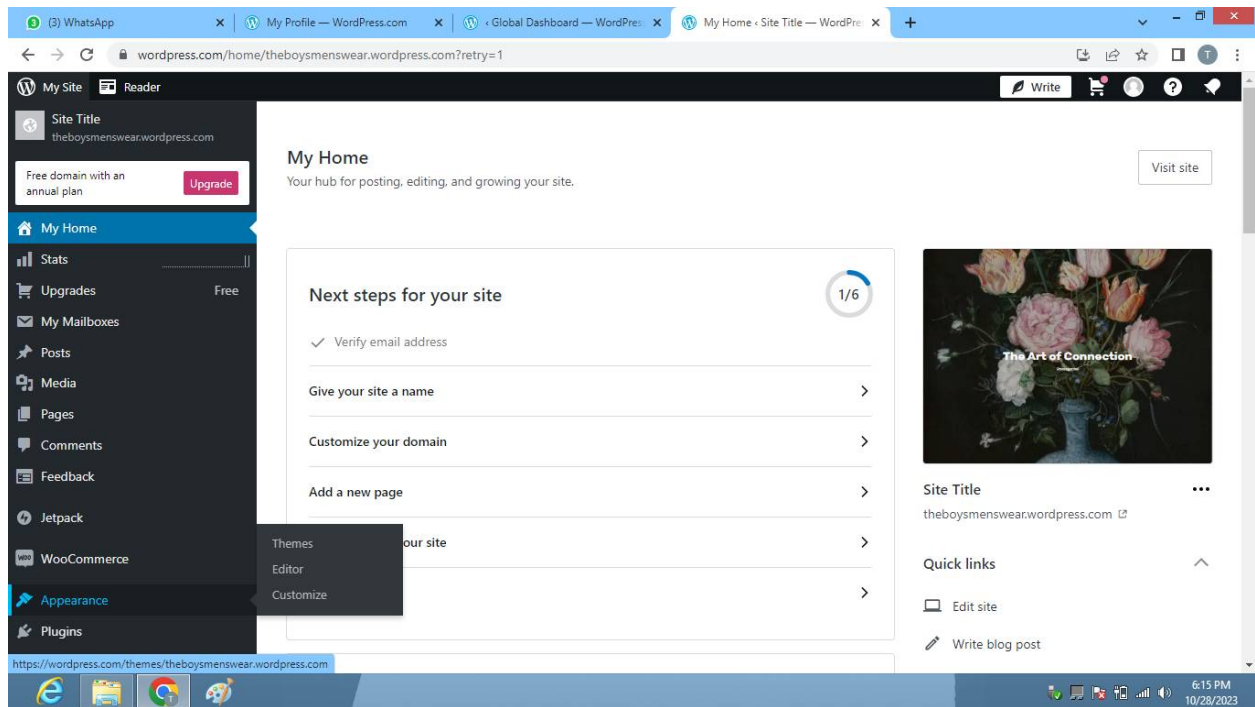
```
<!-- Google tag (gtag.js) -->  
<script async src="https://www.googletagmanager.com/gtag/js?id=  
UA-290132967-1"></script>  
<script>  
  window.dataLayer = window.dataLayer || [];  
  function gtag(){dataLayer.push(arguments);}  
  gtag('js', new Date());  
  
  gtag('config', 'UA-290132967-1');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

### **Step 6: Add the google analytics tracking code to our wordpress website**

Copy the google 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