HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

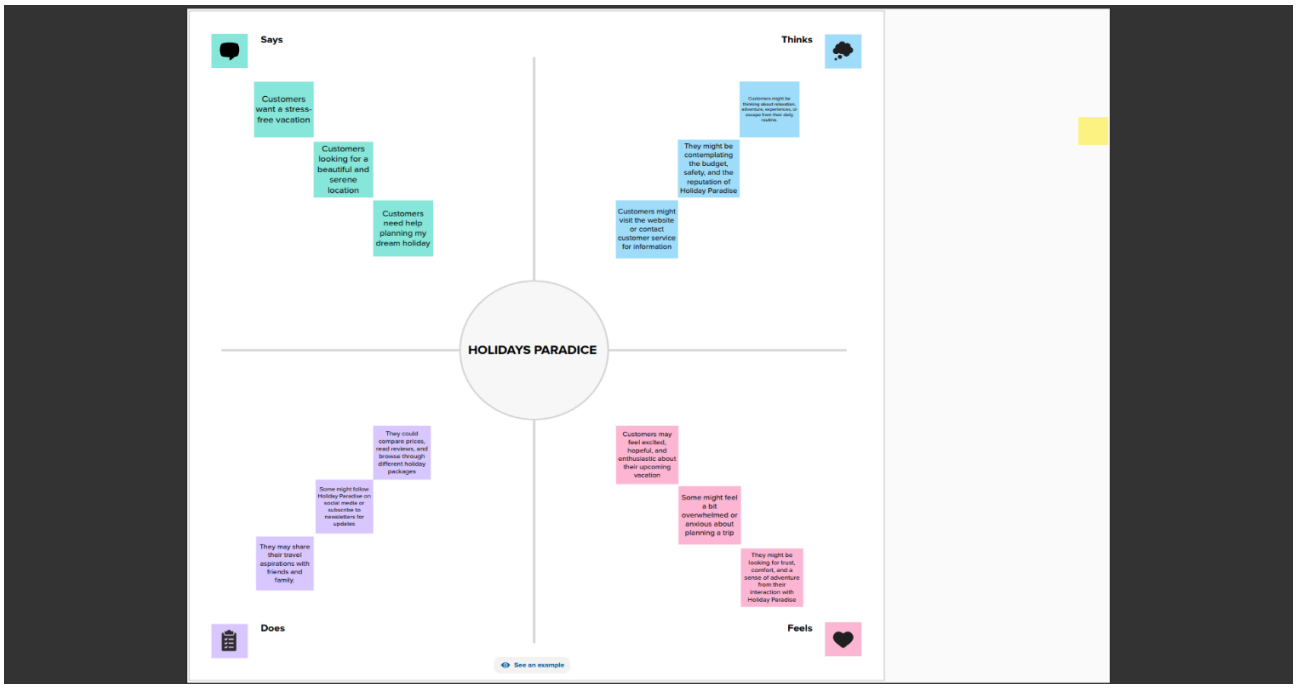
INTRODUCTION

We will enhance our website project by integrating Google Analytics, a powerful web analytics tool, to gain valuable insights into user behavior and website traffic. By implementing Google Analytics, we will be able to track key metrics such as page views, user engagement, and conversion rates, allowing us to make data-driven decisions and optimize the user experience. This addition will provide us with a comprehensive understanding of our website's performance and help us refine our digital strategy to achieve our goals more effectively.

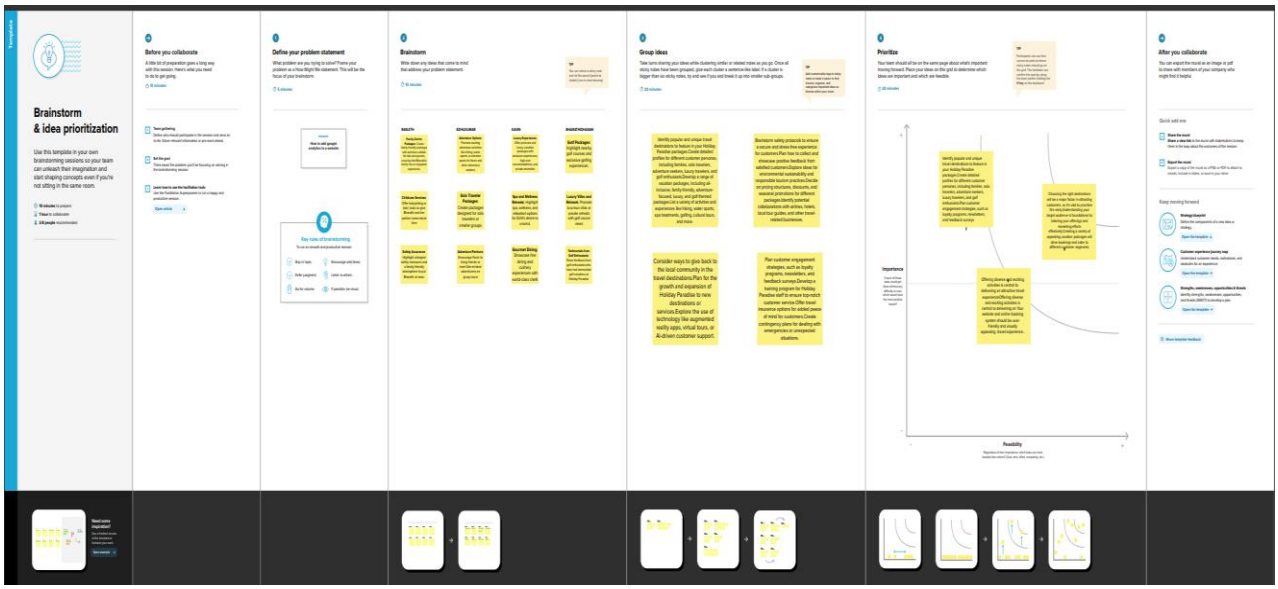
PURPOSE

The use of this project is to add the Google Analytics to a website to track and analyze user traffic and behavior, helping website owners make data-driven decisions to improve performance and user experience.

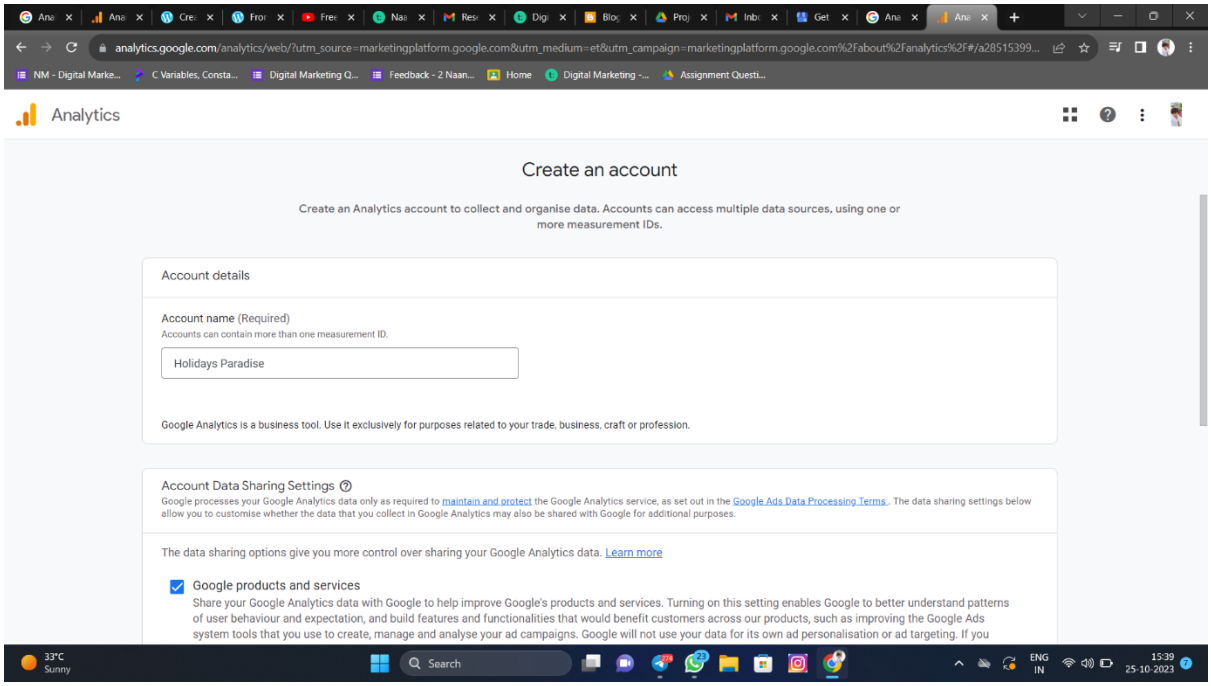
EMPATHY MAP

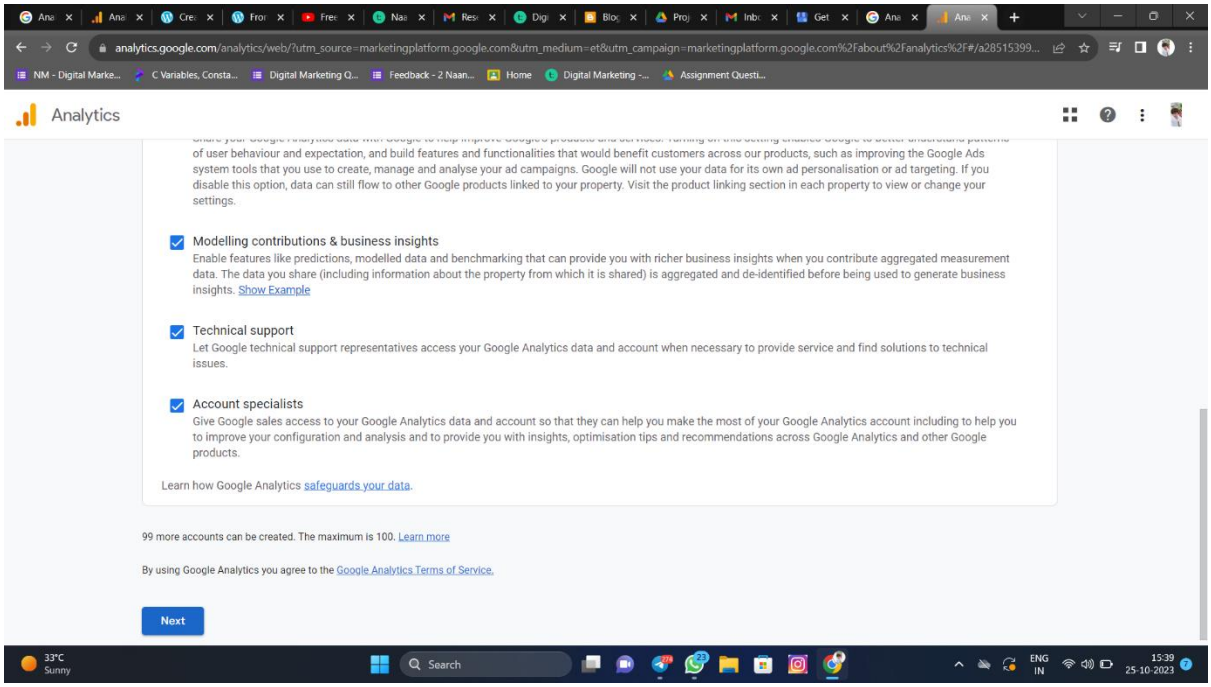


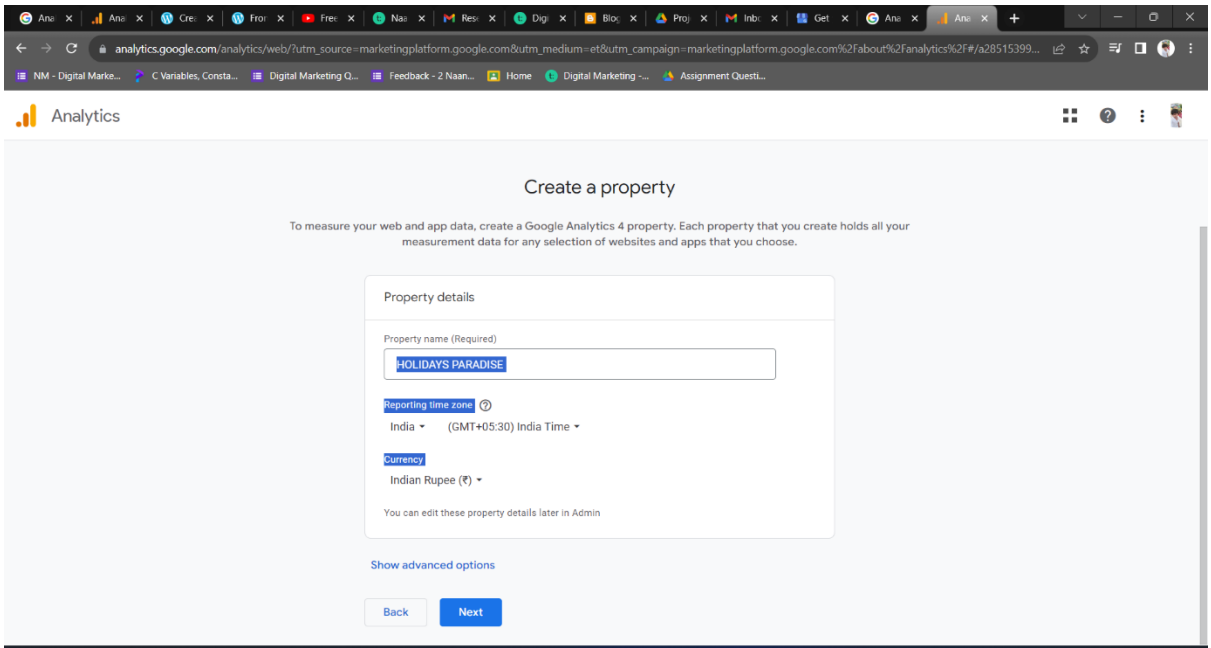
BRAINSTROMING MAP

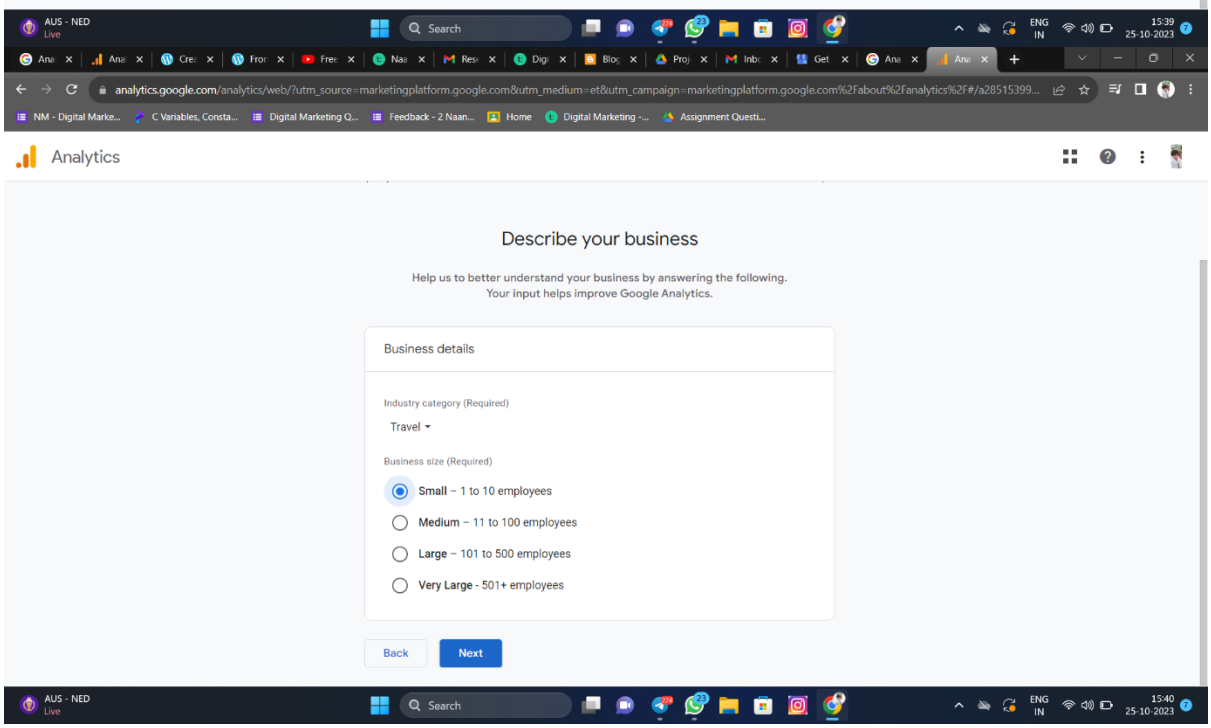


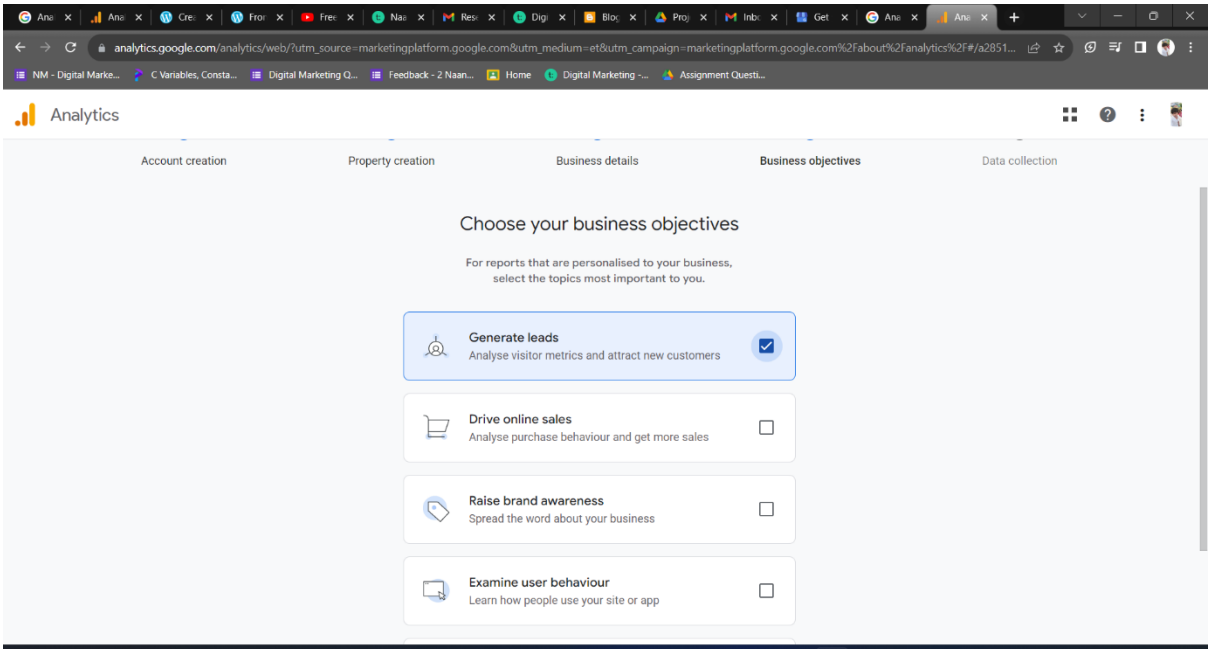
PROCEDURE & RESULT

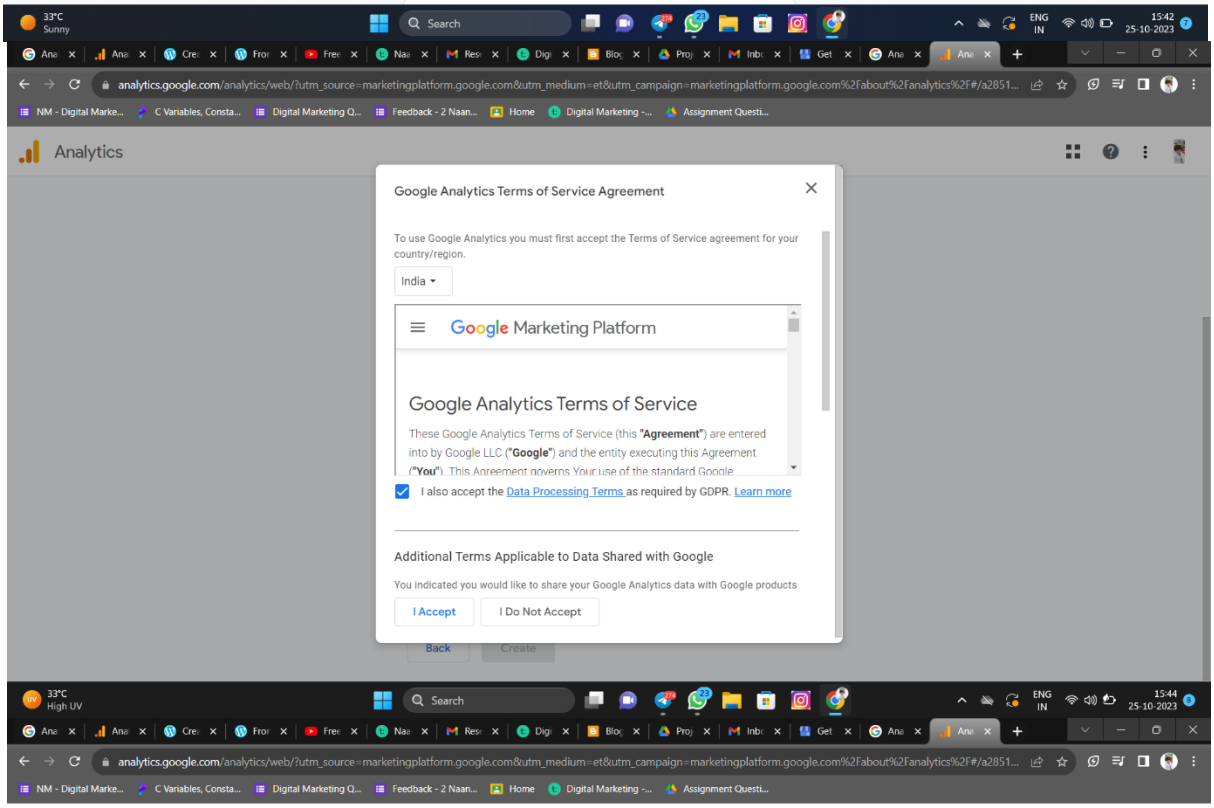


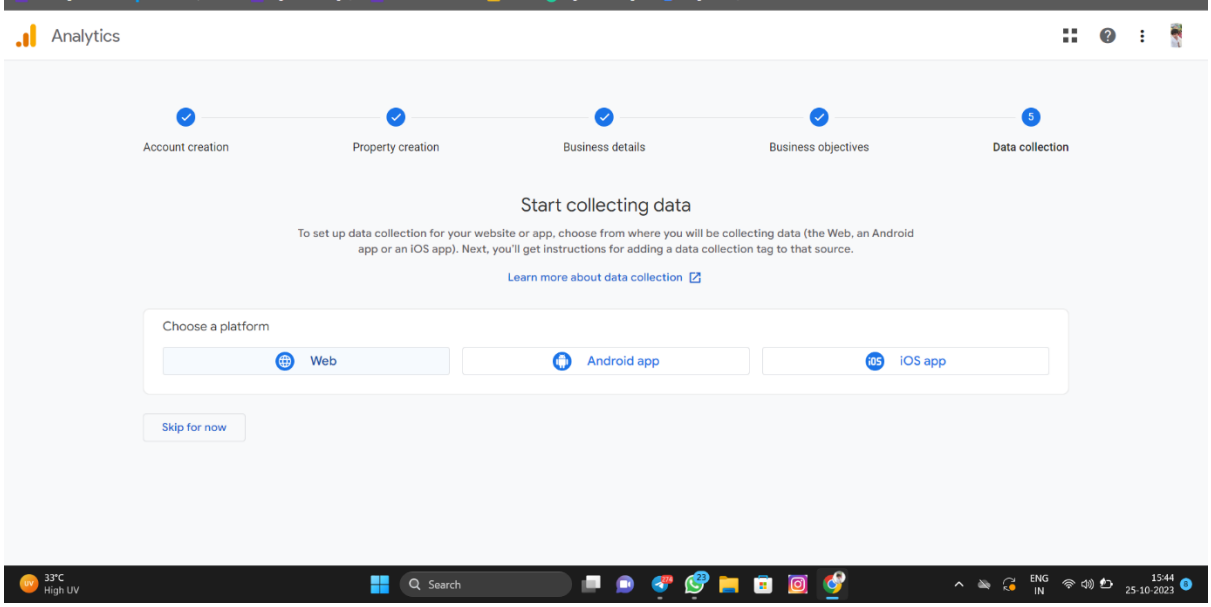

Analytics
of user behaviour and expectation, and build features and functionalities that would benefit customers across our products, such as improving the Google Ads system tools that you use to create, manage and analyse your ad campaigns. Google will not use your data for its own ad personalisation or ad targeting. If you disable this option, data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings.
Modelling contributions & business insights
Enable features like predictions, modelled data and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (including information about the property from which it is shared) is aggregated and de-identified before being used to generate business insights. Show Example
Technical support
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
Account specialists
Give Google sales access to your Google Analytics data and account so that they can help you make the most of your Google Analytics account including to help you to improve your configuration and analysis and to provide you with insights, optimisation tips and recommendations across Google Analytics and other Google products.
Learn how Google Analytics safeguards your data.
99 more accounts can be created. The maximum is 100. Learn more
By using Google Analytics you agree to the Google Analytics Terms of Service.
Next

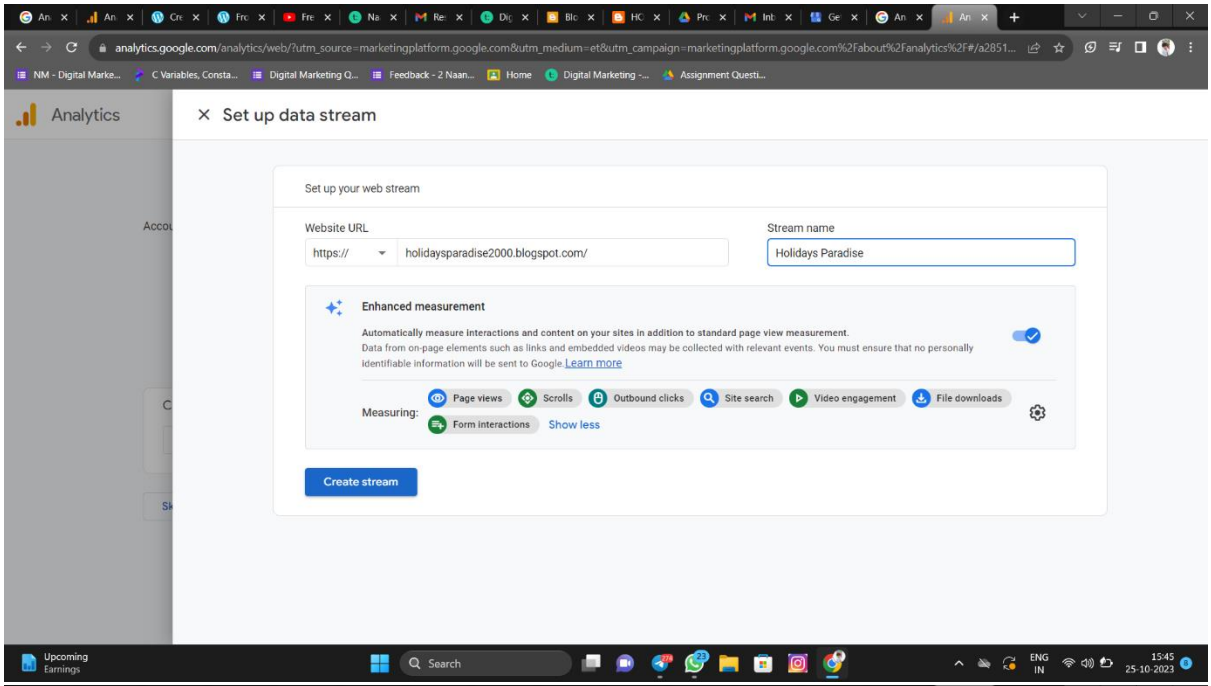

Analytics
Create a property
To measure your web and app data, create a Google Analytics 4 property. Each property that you create holds all your measurement data for any selection of websites and apps that you choose.
Property details
Property name (Required)
HOLIDAYS PARADISE
Reporting time zone
India
(GMT+05:30) India Time
Currency
Indian Rupee (₹)
You can edit these property details later in Admin
Show advanced options
Back
Next

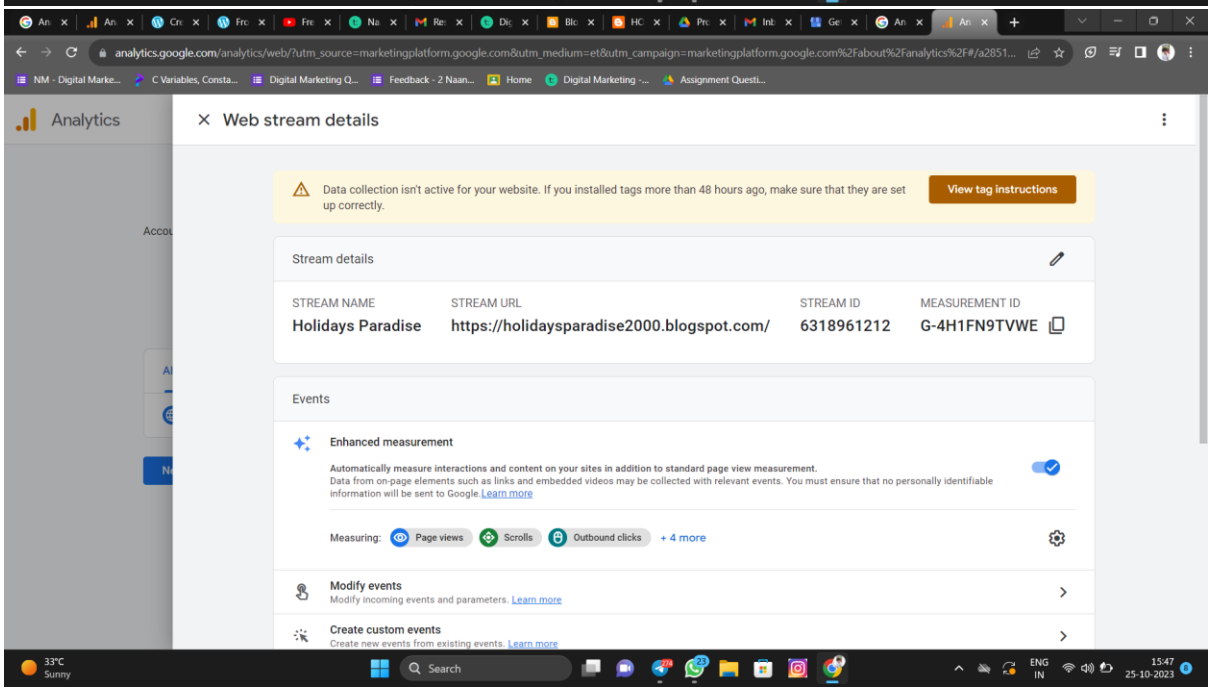

Analytics
Describe your business
Help us to better understand your business by answering the following.
Your input helps improve Google Analytics.
Business details
Industry category (Required)
Travel
Business size (Required)
Small – 1 to 10 employees
Medium – 11 to 100 employees
Large – 101 to 500 employees
Very Large - 501+ employees
Back
Next

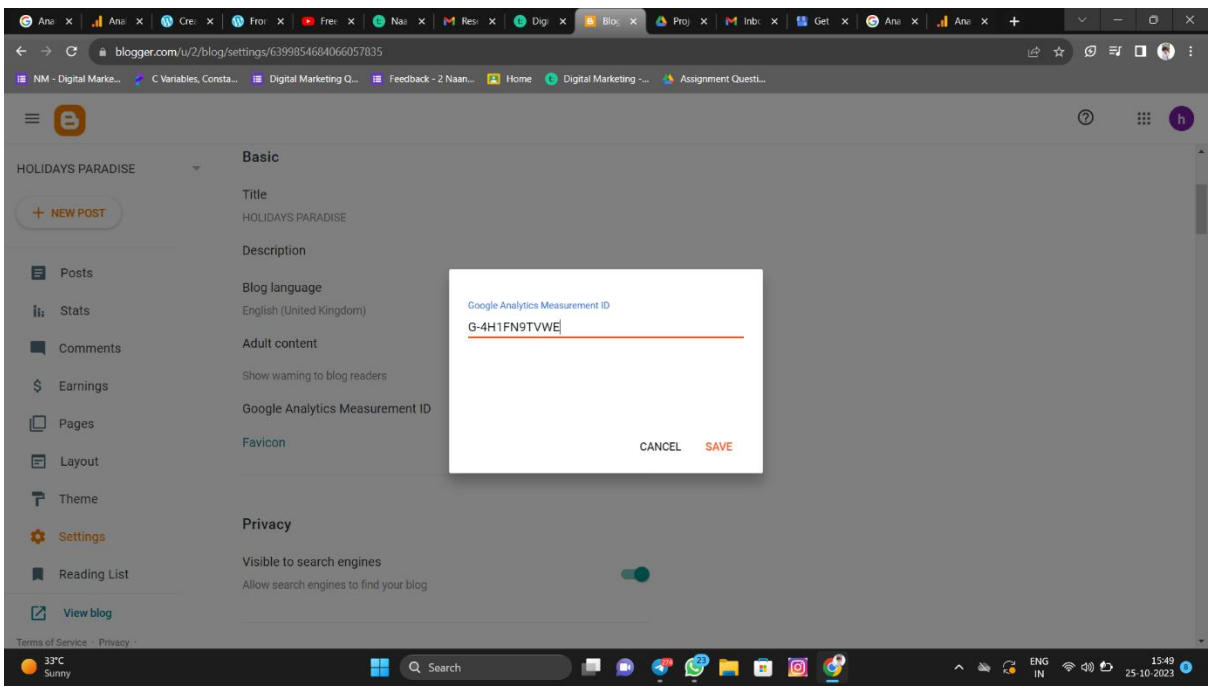

Analytics
Account creation
Property creation
Business details
Business objectives
Data collection
Choose your business objectives
For reports that are personalised to your business, select the topics most important to you.
Generate leads
Analyse visitor metrics and attract new customers
Drive online sales
Analyse purchase behaviour and get more sales
Raise brand awareness
Spread the word about your business
Examine user behaviour
Learn how people use your site or app

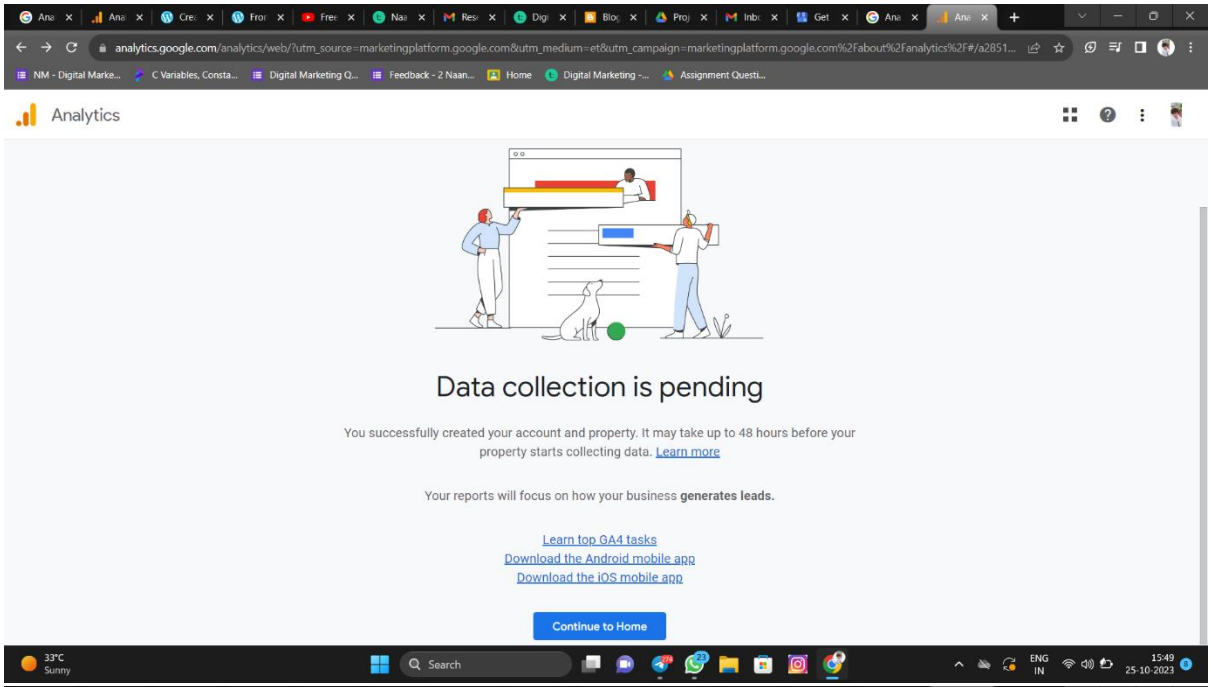

Analytics
Google Analytics Terms of Service Agreement
To use Google Analytics you must first accept the Terms of Service agreement for your country/region.
India
Google Marketing Platform
Google Analytics Terms of Service
These Google Analytics Terms of Service (this "Agreement") are entered into by Google LLC ("Google") and the entity executing this Agreement ("You"). This Agreement governs Your use of the standard Google
I also accept the Data Processing Terms as required by GDPR. Learn more
Additional Terms Applicable to Data Shared with Google
You indicated you would like to share your Google Analytics data with Google products
I Accept
I Do Not Accept
Back
Create

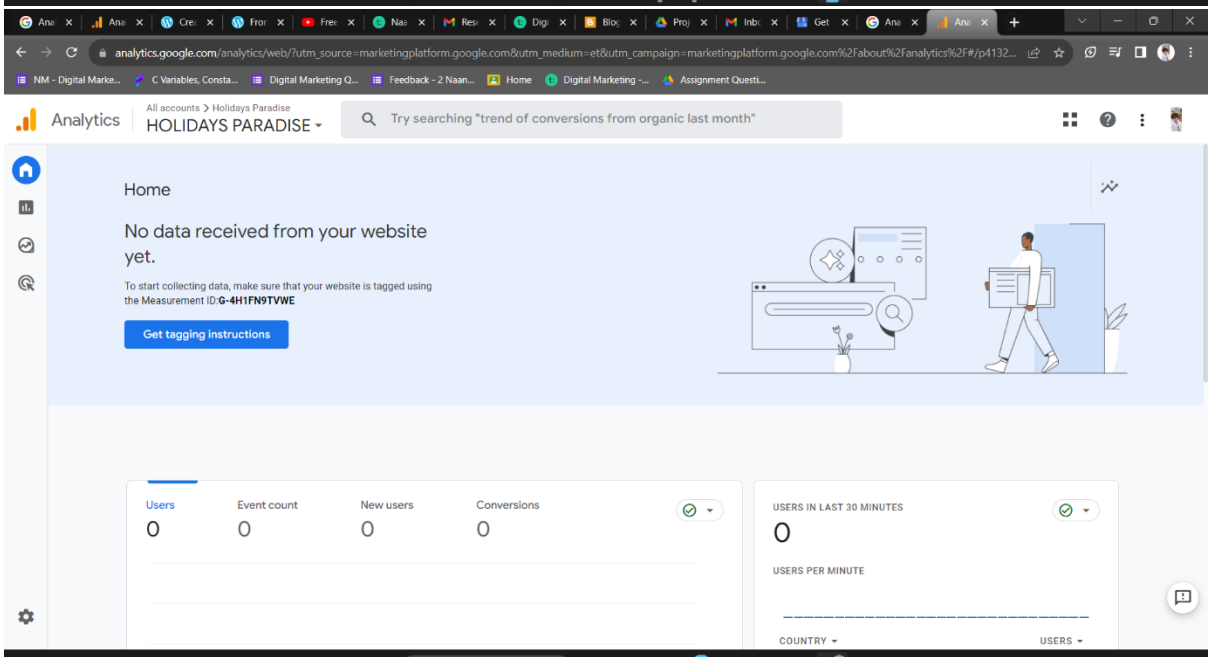

Analytics
Account creation
Property creation
Business details
Business objectives
Data collection
Start collecting data
To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.
Learn more about data collection
Choose a platform
Web
Android app
iOS app
Skip for now

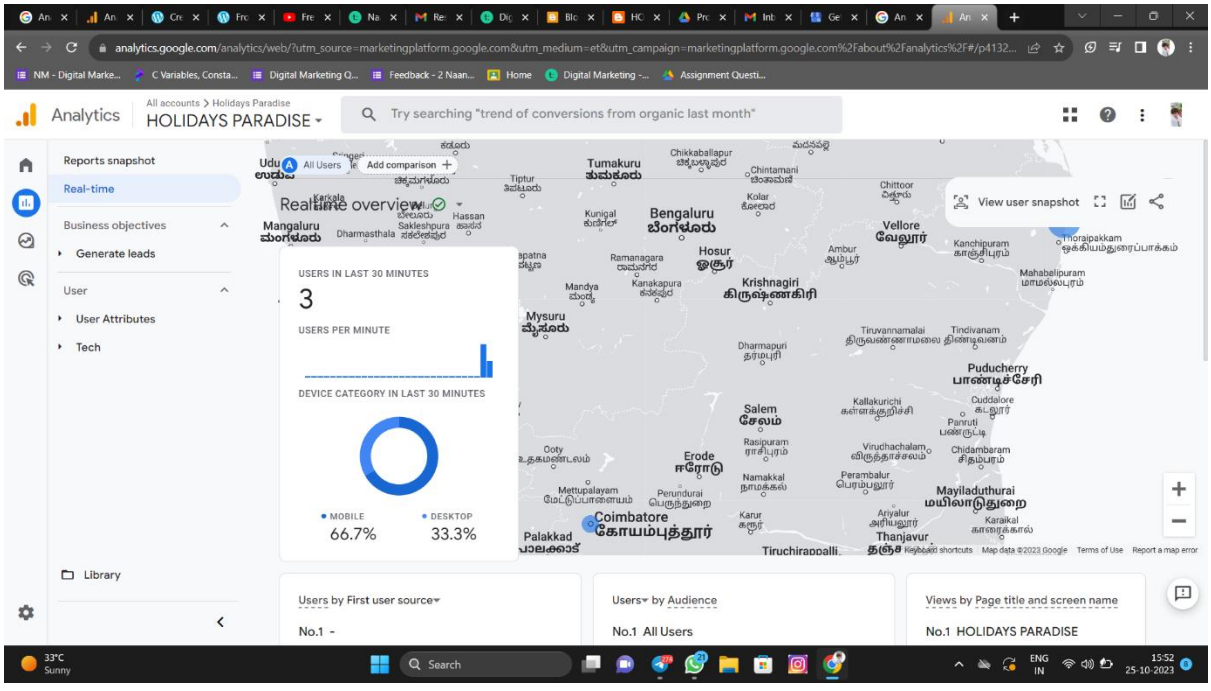

analytics.google.com/analytics/web/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com%2Fabout%2Fanalytics%2F#/a2851...
Analytics
Set up data stream
Set up your web stream
Website URL
https://
holidaysparadise2000.blogspot.com/
Stream name
Holidays Paradise
Enhanced measurement
Automatically measure interactions and content on your sites in addition to standard page view measurement.
Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. Learn more
Measuring:
Page views
Scrolls
Outbound clicks
Site search
Video engagement
File downloads
Form interactions
Show less
Create stream

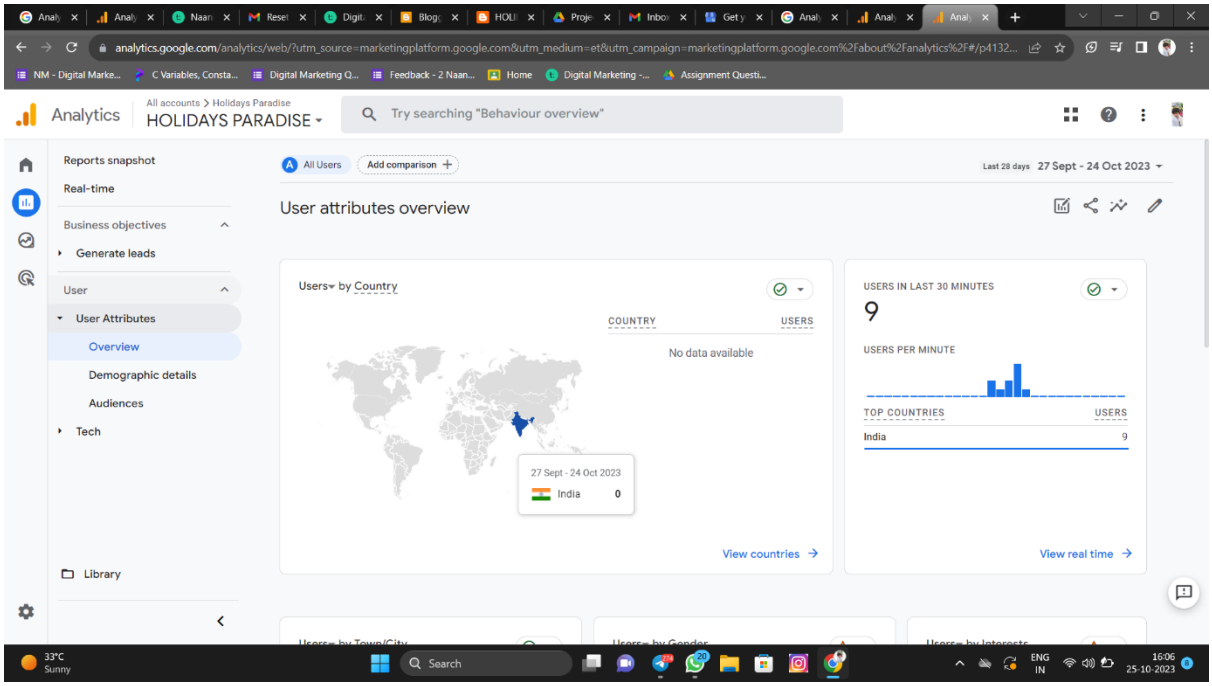

analytics.google.com/analytics/web/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com%2Fabout%2Fanalytics%2F#/a2851...
Analytics
Web stream details
Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure that they are set up correctly.
View tag instructions
Stream details
STREAM NAME
Holidays Paradise
STREAM URL
https://holidaysparadise2000.blogspot.com/
STREAM ID
6318961212
MEASUREMENT ID
G-4H1FN9TVWE
Events
Enhanced measurement
Automatically measure interactions and content on your sites in addition to standard page view measurement.
Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. Learn more
Measuring:
Page views
Scrolls
Outbound clicks
+ 4 more
Modify events
Modify incoming events and parameters. Learn more
Create custom events
Create new events from existing events. Learn more


blogger.com/u/2/blog/settings/6399854684066057835
HOLIDAYS PARADISE
NEW POST
Posts
Stats
Comments
Earnings
Pages
Layout
Theme
Settings
Reading List
View blog
Basic
Title
HOLIDAYS PARADISE
Description
Blog language
English (United Kingdom)
Adult content
Show warning to blog readers
Google Analytics Measurement ID
Favicon
Google Analytics Measurement ID
G-4H1FN9TVWE
CANCEL
SAVE
Privacy
Visible to search engines
Allow search engines to find your blog


Analytics
Data collection is pending
You successfully created your account and property. It may take up to 48 hours before your property starts collecting data. Learn more
Your reports will focus on how your business generates leads.
Learn top GA4 tasks
Download the Android mobile app
Download the iOS mobile app
Continue to Home


Analytics
All accounts > Holidays Paradise
HOLIDAYS PARADISE
Try searching "trend of conversions from organic last month"
Home
No data received from your website yet.
To start collecting data, make sure that your website is tagged using the Measurement ID:G-4H1FN9TVWE
Get tagging instructions
Users
0
Event count
0
New users
0
Conversions
0
USERS IN LAST 30 MINUTES
0
USERS PER MINUTE
COUNTRY
USERS


Analytics
All accounts > Holidays Paradise
HOLIDAYS PARADISE
Try searching "trend of conversions from organic last month"
Reports snapshot
Real-time
Business objectives
Generate leads
User
User Attributes
Tech
Library
Real-time overview
All Users
Add comparison
View user snapshot
USERS IN LAST 30 MINUTES
3
USERS PER MINUTE
DEVICE CATEGORY IN LAST 30 MINUTES
MOBILE
66.7%
DESKTOP
33.3%
Users by First user source
No.1 -
Users by Audience
No.1 All Users
Views by Page title and screen name
No.1 HOLIDAYS PARADISE



ADVANTAGES

1. **Data-Driven Decision Making**: Google Analytics provides valuable data and insights into website traffic, user behavior, and more, allowing Holidays Paradise to make informed decisions to improve its online presence.

2. **User Engagement Tracking**: The solution helps in tracking user interactions, including page views, clicks, and session duration, which can be useful for optimizing content and design.

3. **Customization**: Holidays Paradise can tailor Google Analytics to capture specific data relevant to its business, ensuring the tracking is aligned with its goals and objectives.

4. **Real-Time Reporting**: The ability to view real-time reports allows Holidays Paradise to monitor the website's performance as it happens, which is particularly valuable during marketing campaigns or special events.

5. **Conversion Tracking**: It enables tracking of important actions such as form submissions, click-through rates, and other goals. This helps in understanding the effectiveness of the website in achieving its objectives.

6. **Audience Segmentation**: Google Analytics allows the segmentation of website visitors based on various criteria, helping in targeting specific demographics and understanding different user groups.

7. **Alerts and Notifications:** The system can be configured to send alerts for significant events or anomalies, enabling Holidays Paradise to respond promptly to

issues or opportunities.

8. **Cost-Efficient**: Google Analytics offers a free version with robust features, making it a cost-effective tool for businesses of all sizes, including Holidays Paradise.

DISADVANTAGES

1. **Learning Curve**: Implementing and effectively using Google Analytics can be complex, and it may take time for Holidays Paradise to become proficient in utilizing all its features.

2. **Data Overload**: With a wealth of data available, it's possible to become overwhelmed. Holidays Paradise must focus on relevant metrics and not get lost in irrelevant details.

3. **Technical Implementation**: Adding the tracking code to every page correctly may require technical expertise. Errors in implementation can affect data accuracy.

4. **Dependence on Google:** Holidays Paradise relies on Google's service, and any service disruptions or changes to Google Analytics may impact its operations.

5**. Limited Historical Data**: Google Analytics starts collecting data from the moment it's implemented, so historical data may not be available initially.

6. **Limited Insight into User Intent**: While it provides data on what users do on the site, it doesn't always reveal why users take specific actions, which may require additional research.

APPLICATIONS

Google Analytics can be applied to Holidays Paradise in various ways to improve its online presence, enhance user experience, and boost business performance.

1.**Traffic Analysis**: Google Analytics provides detailed information about website traffic. Holidays Paradise can use this data to understand where its visitors are coming from, which sources are driving the most traffic, and which marketing efforts are most effective. This information is vital for optimizing advertising campaigns and content distribution.

2. **User Behavior Tracking**: By tracking user behavior, Holidays Paradise can see which pages are the most popular, how long visitors stay on the site, and which content leads to conversions. This data is valuable for identifying high-performing content and improving underperforming areas.

3. **Conversion Rate Optimization**: Holidays Paradise can set up goals and e-commerce tracking in Google Analytics to monitor key actions like booking a holiday package or subscribing to a newsletter. By analyzing the conversion funnel, Holidays Paradise can identify drop-off points and make improvements to increase the conversion rate.

4.**Audience Insights**: Google Analytics provides demographic information about website visitors. Holidays Paradise can use this data to understand its audience better, tailor content and marketing efforts to specific demographics, and create more personalized experiences.

5**.Custom Reports and Dashboards**: Holidays Paradise can create custom reports and dashboards in Google Analytics to monitor specific KPIs and metrics that are most relevant to its business. This allows for a more focused analysis of critical data.

6.**Real-Time Monitoring**: The real-time reporting feature in Google Analytics can be particularly useful for Holidays Paradise during special events or promotions. It allows them to monitor how changes affect website traffic immediately and make real-time adjustments.

7. **Content Analysis**: Holidays Paradise can use Google Analytics to assess the performance of individual pieces of content. This analysis can help identify which blog posts, articles, or videos are resonating most with the audience, allowing for better content planning.

8. **Mobile Optimization**: With the rise in mobile device usage, Google Analytics provides insights into how visitors interact with the website on different devices. Holidays Paradise can optimize the site for mobile users based on this data.

9. **SEO Insights:** Google Analytics can help identify which keywords and search terms are driving organic traffic. Holidays Paradise can then refine its SEO strategy based on this information to improve search engine rankings.

10.**Campaign Tracking**: Holidays Paradise can track the performance of different marketing campaigns, such as email marketing, social media, and pay-per-click advertising. This data can help allocate resources more effectively and identify which campaigns deliver the best ROI.

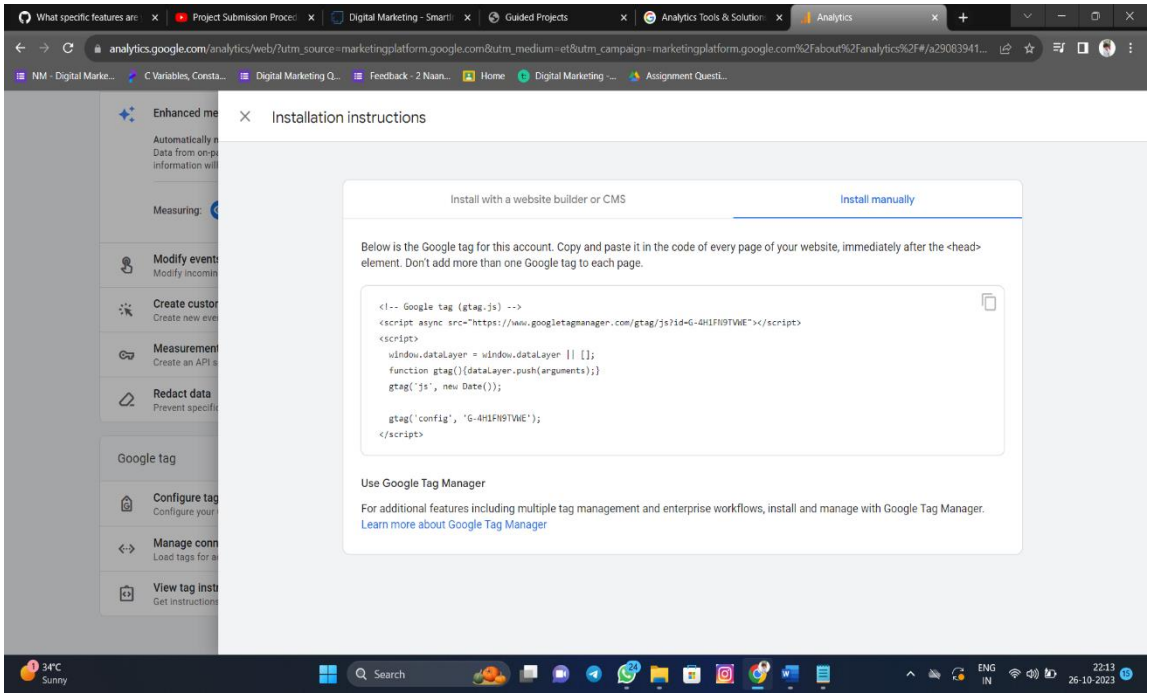
11**. Benchmarking**: Google Analytics allows businesses to compare their performance with industry benchmarks. Holidays Paradise can use this information to assess its performance in comparison to competitors and identify areas for improvement.

12. **Data-Driven Decision Making**: By regularly analyzing data from Google Analytics, Holidays Paradise can make informed decisions about website improvements, marketing strategies, and overall business growth.

CONCLUSION

In conclusion, the implementation of Google Analytics for Holidays Paradise offers a comprehensive and data-driven approach to enhancing its online presence and optimizing its digital marketing strategies. The advantages of this solution include the ability to make informed, data-driven decisions, track user engagement, and customize analytics to suit the business's specific needs. Real-time reporting, conversion tracking, and audience segmentation are powerful features that provide Holidays Paradise with a competitive edge in the online market. However, it's essential to be mindful of potential challenges, such as the initial learning curve, the risk of data overload, and privacy concerns. Ensuring data accuracy during the technical implementation phase is also crucial to obtaining reliable insights. Overall, Google Analytics equips Holidays Paradise with the tools needed to measure the effectiveness of its online strategies, identify areas for improvement, and ultimately, enhance the user experience. By regularly monitoring and analyzing data, Holidays Paradise can adapt its digital presence to meet the evolving needs of its audience, leading to improved performance, increased conversions, and a more successful online presence. In today's digital landscape, Google Analytics is an indispensable tool for businesses like Holidays Paradise to thrive and stay competitive.

APPENDIX



Link

Video Link:

https://drive.google.com/file/d/1nGHpmKH3HolLjOfm67xIaJg38lre022u/view?usp=drivesdk

GitHub Link:

https://github.com/RanjithRSG/DIGITAL-MARKETING-.git

Blog URL:

https://holidaysparadise2000.blogspot.com/