

Experiment - 7

Aim:- To familiarize yourself with the basics of web analytics and use data to inform SEO decisions.

Software Used:- Google Analytics

Description:- It covers the utilization of tools like Google Analytics to gather data on website performance, user behaviour, and key metrics. Participants learn how to interpret this data, drawing insights to inform strategic SEO decisions.

Procedure:-

1. Visit the Google Analytics website and sign in with your Google account.
2. Click on the "Start for free" button, and you'll be prompted to create a new Google Analytics account.
3. In the next step, click on "Web" to set up a property for your website. Enter the website name, website URL, industry category, and reporting time zone.
4. Review and accept the Google Analytics Terms of Service and the Data Processing Terms by clicking on the respective checkboxes.
5. After setting up your property, you'll be presented with the Google Analytics tracking code.
6. Highlight and copy the entire tracking code provided by Google Analytics.
7. Access your website's HTML code. This can be done through your website's content management

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Website Analyzer

Links: 18 resources, 20 links, 100% search

Enter domain name

Enter keyword (Optional)

☒ Iframe

No

☒ Page Links

We found a total of 105 link(s)



- External Links: doFollow (12.38%)
- External Links: noFollow (10.00%)
- Internal Links (87.62%)

☒ Favicon

Favicon Found

☒ Print CSS

No

☒ Open Graph

Yes

- system or by directly editing the HTML files.
8. After integrating the tracking code, return to the Google Analytics dashboard.
Google Analytics may take some time to detect the tracking code on your website.
 9. Once your tracking code is successfully integrated, explore the Google Analytics dashboard.
 10. Customize your Google Analytics settings as needed, such as setting up goals, creating custom reports, and monitoring specific metrics relevant to your website's objectives.

Learning Outcomes:-

1. Basic web analytics tools, gaining insights into website performance metrics.
2. The skill to analyze data from web analytics tools, using it as a foundation for informed decision-making in SEO strategies.
3. Understanding of user behaviour on website, allowing them to tailor SEO decisions based on user interactions and preferences.
4. To identify trends in web analytics data, helping them make proactive adjustments to SEO strategies for optimal website performance.

Sumali
29/3/2024

Teacher's Signature: _____

EVERYTHING YOU NEED TO KNOW

Results for <https://github.com/>



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95

On-Page Score

97

Performance

96

Accessibility

92

SEO

96

Best Practices

Onpage Results



SCREENSHOTS:

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Website Analyzer

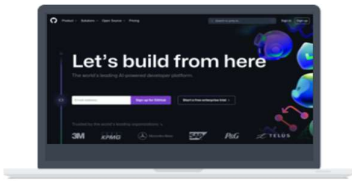
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Enter domain nameEnter Keyword (Optional)

Summary

https://github.com/

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Successfully Passed17

Major Errors5

Moderate Errors4

63

Website Analyzer

Uses 1 Research Credits per Search

Enter domain nameEnter Keyword (Optional)

Iframe

No

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The world's leading AI-powered developer platform.

Trusted by the world's leading organizations.

Productivity

Accelerate innovation

Our AI-powered platform increases the pace of software development.

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95

On-Page Score

97

Performance

96

Accessibility

92

SEO

96

Best Practices

Onpage Results

95.24%