

Experiment 1

Aim: To Study web analytics using open-source tool like Google Analytics, Matomo, AWStats

Theory:

- Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.
- As of 2019, Google Analytics is the most widely used web analytics service on the web.
- Google Analytics provides an SDK that allows gathering usage data from iOS and Android app, known as Google Analytics for Mobile Apps. Google Analytics can be blocked by browsers, browser extensions, firewalls and other means.
- Google Analytics is used to track website activity such as session duration, pages per session and the bounce rate of individuals using the site, along with the information on the source of the traffic. It can be integrated with Google Ads, with which users can create and review online campaigns by tracking landing page quality and conversions (goals). Goals might include sales, lead generation, viewing a specific page, or downloading a particular file.

- Google offers two versions of Google Analytics. The standard version of Google Analytics (GA) is free, and the premium version Google Analytics 360 (GA360) is the paid version of Google Analytics with a tier-based pricing.
- Both versions of Google Analytics can be used to track events in a Visiolink application, but the collection limit is different. With standard GA you get up to 10 million hits per month, and with Google Analytics 360 you get 1 billion+ hits per month depending on the specific tier.

	Google Analytics	Google Analytics 360
<i>Hit count per month</i>	Up to 10 million hits per month	1 billion+ hits per month (The first tier)
<i>Custom Dimension/Metrics</i>	20 of each	200 of each
<i>Data Freshness</i>	24+ hours	10 min - 4 hours

Step 1: Create account on Google Analytics

Google

Create your Google Account

to continue to Google Analytics

First name Last name

Your email address
You'll need to confirm that this email belongs to you.

[Create a new Gmail address instead](#)

Password Confirm
Use 8 or more characters with a mix of letters, numbers & symbols
 Show password

One account. All of Google working for you.

[Sign in instead](#) [Next](#)

Step 2: Create and publish your own website

8 Shreya Idate

[Home](#) [About](#) [Project page](#) [Q](#)

Hi, I'm Shreya, a Student
from SIES GST



①

Selected work

Step 3: Set up your property

ADMIN USER

Property [+ Create Property](#)
Shreya's Portfolio (350273607)

[Setup Assistant](#)
 [Property Settings](#)
 [Property Access Management](#)
 [Data Streams](#)
 [Events](#)
 [Conversions](#)
 [Audiences](#)
 [Custom definitions](#)

[View Analytics](#)

Property Settings

Property details

PROPERTY ID: 350273607 [Edit](#)

Property name: Shreya's Portfolio

Industry category: Jobs & Education

Reporting time zone: United Kingdom (GMT+00:00) GMT

Currency displayed as: British Pound (£)

©2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy policy](#) | [Send feedback](#)

[Edit data stream](#)

Edit your web stream

Website URL:

https:// sites.google.com/view/shreya-ideate/home

Stream name:

Portfolio

[Update stream](#)

[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

Portfolio

STREAM URL

<https://sites.google.com/view/shreya-ideate/home>

STREAM ID

4438821346

MEASUREMENT ID

G-66KRK0PTF4 [Edit](#)

Data Streams

All

iOS

Android

Web

[Add stream](#)



Portfolio

<https://sites.google.com/view/shreya-ideate/home>

4438821346

No data received in past 48 hours.



Step 4: Set up tag id for your website

8 Shreya Idate

Hi, I'm Shrey
Student from
GST

Settings
Analytics setting changes take effect immediately after closing this dialogue

Navigation
Brand images
Viewer tools
Custom domains
Analytics
Announcement banner

Connect your site to a Google Analytics account to get insights and metrics on usage. [Learn more](#)

Google Analytics tracking or measurement ID
G-66KRK0PTF4

Enable analytics

Selected work

Step 5: Your website is not set up to Google Analytics. Observe real-time data for

Analytics | All accounts > Shreya
Shreya's Portfolio

Home

Your website's data collection is active

It may take up to 24 hours to appear in your Analytics account.

Home

Users
New users
Event count
Average engagement time
0m 00s

13 Jan 14 15 16 17 18 19

Last 7 days View reports snapshot View real time

USERS IN LAST 30 MINUTES
4
USERS PER MINUTE
COUNTRY ▾
India
USERS ▾
4

Analytics | All accounts > Shreya
Shreya's Portfolio

Reports snapshot Real-time

All Users Add comparison

Realtime overview

Life cycle
Acquisition
Engagement
Monetisation
Retention

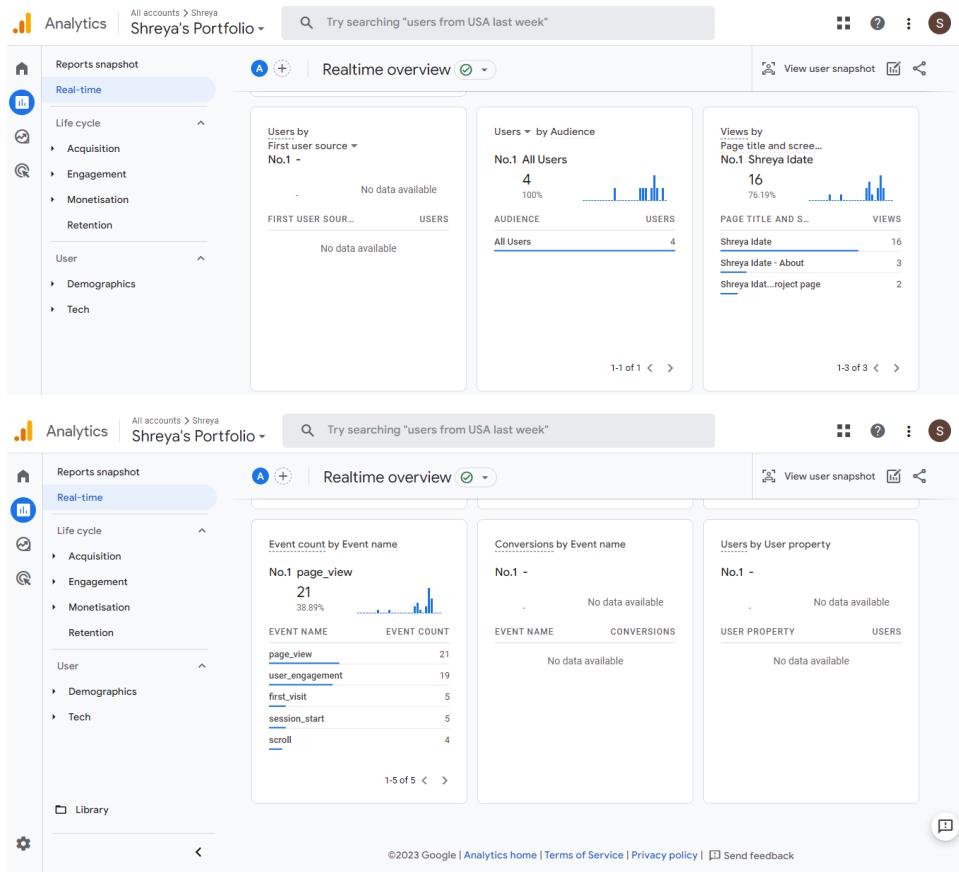
User
Demographics
Tech

Library

USERS IN LAST 30 MINUTES
4
USERS PER MINUTE
DEVICE CATEGORY IN LAST 30 MINUTES
DESKTOP 75.0% MOBILE 25.0%

Realtime overview View user snapshot View real time

Map data ©2023



Conclusion:

Successfully studied web analytics using Google Analytics.