

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



Create your Google Account

to continue to Google Analytics


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

[Create a new Gmail address instead](#)

Use 8 or more characters with a mix of letters, numbers & symbols

☐ Show password

[Sign in instead](#)



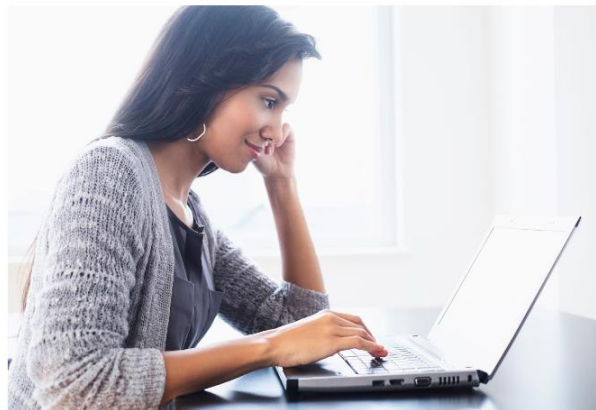
One account. All of Google working for you.

Step 2: Create and publish your own website

 Shreya Idate

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

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





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

Get started

Property Settings

Move property

Move to Bin

Property details

PROPERTY ID: 350273607

Property name

Shreya's Portfolio

Industry category

Jobs & Education

Reporting time zone

United Kingdom (GMT+00:00) GMT

Currency displayed as

British Pound (£)

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✕ Edit data stream

Edit your web stream

Website URL

Stream name

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

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-idade/home

STREAM ID

4438821346

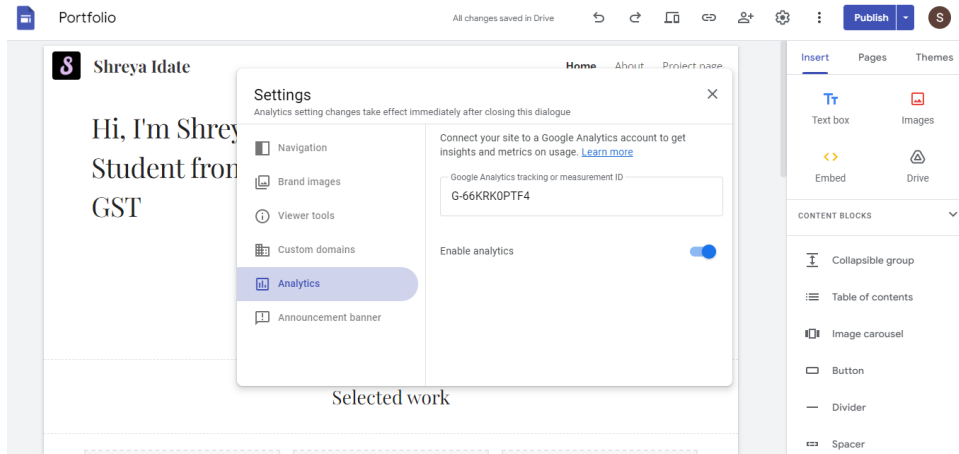
MEASUREMENT ID

G-66KRK0PTF4

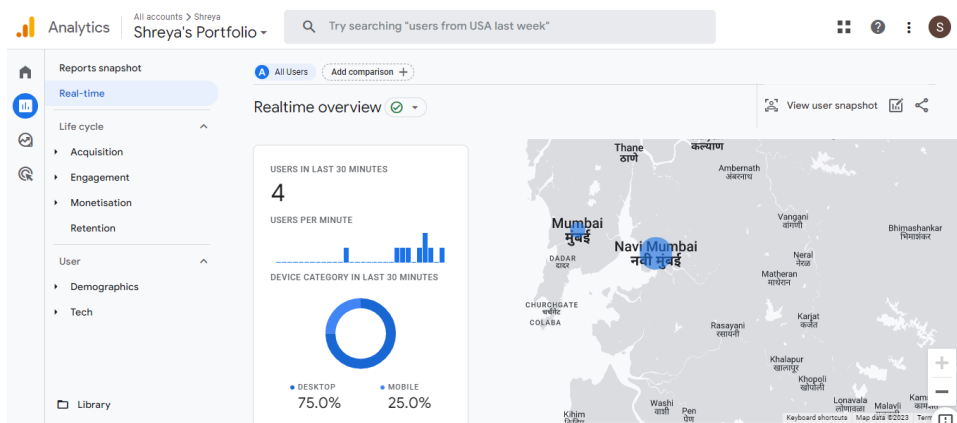
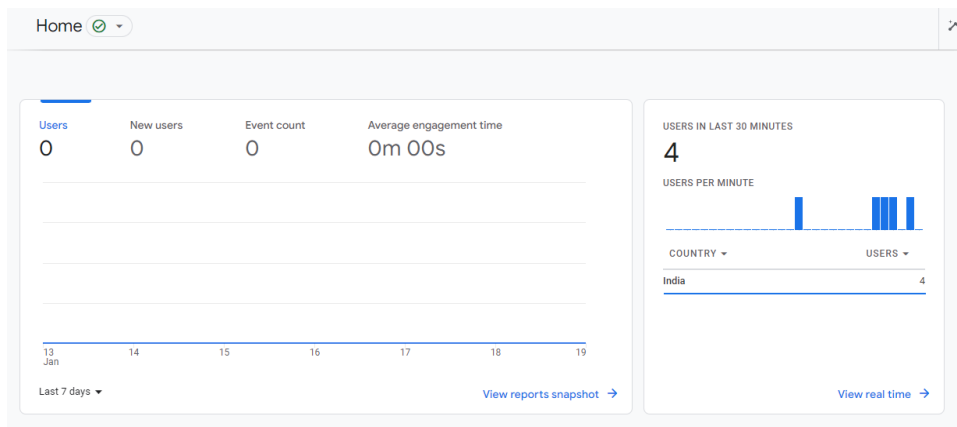
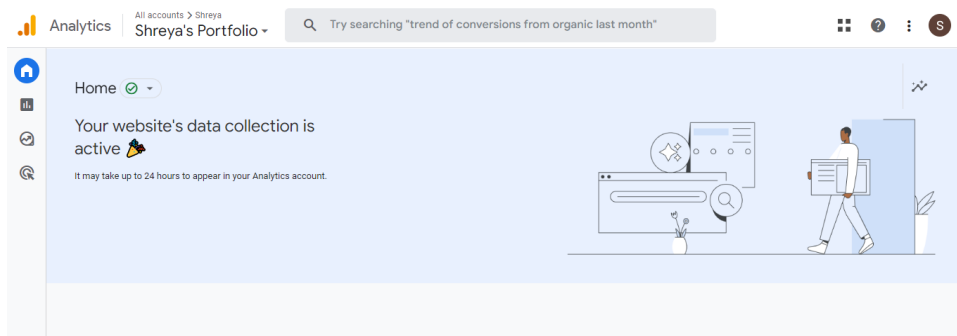
Data Streams

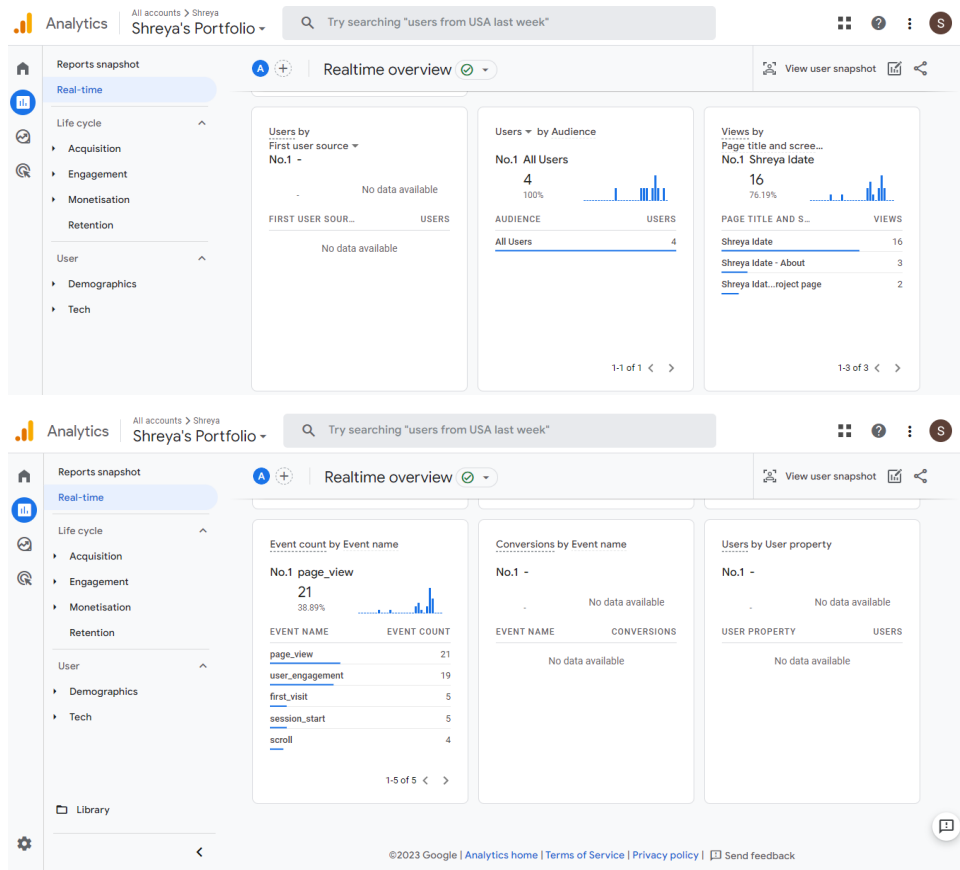
All	iOS	Android	Web	Add stream
<div><div></div><div>Portfolio</div><div>https://sites.google.com/view/shreya-idade/home</div></div>			4438821346	No data received in past 48 hours.

Step 4: Set up tag id for your website



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





Conclusion:

Successfully studied web analytics using Google Analytics.