

HOW TO ADD GOOGLE ANALYTICS TO WEBSITE

A PROJECT REPORT ON NAAN MUDHALVAN

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1. INTRODUCTION

Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones and other digital media platforms to promote products and services. Google Analytics is a free Web analytics service that provide statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. It includes email, social media, advertising and multimedia messaging that is distributed through mobile and web. With marketing analytics, marketers can collect valuable information by tracking a customer's journey in real time and target specific audiences by tailoring content to their preferred digital channels. For example, Starbucks has collected data from their rewards mobile apps to help identify seasonal trends and create tailored promotions.



1.1. Overview:

Our project aim is, “TO ADD GOOGLE ANALYTICS TO WEBSITE”. Adding Google Analytics to website is an essential step in digital marketing as it allows to track and analyze user behavior, measure website performance, and gather valuable insights for optimizing your online presence. By regularly analyzing this data, you can make data-driven decisions to optimize your online presence, enhance user experiences, and ultimately achieve your digital marketing goals with precision.

1.2. Purpose:

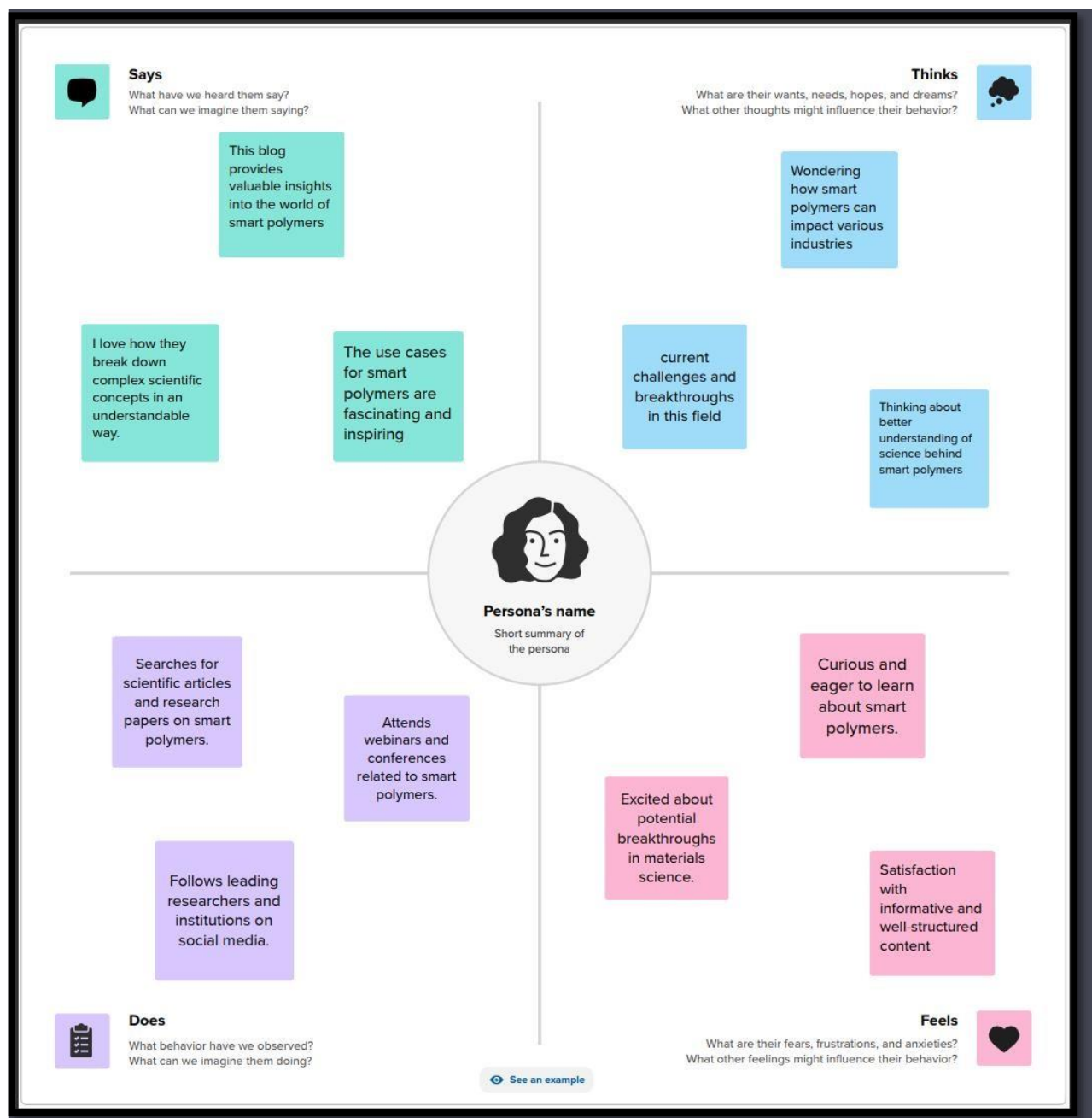
The purpose of incorporating Google Analytics into a website is to gain a comprehensive understanding of the site's performance and visitor engagement. It provides essential data on website traffic, revealing the sources through which visitors arrive, be it organic search, referrals, or social media. With audience insights, Google Analytics allows for a deeper comprehension of demographics, interests, and behavior, enabling site owners to tailor their content and services effectively. This tool also tracks user behavior, from page visits to the paths users take, aiding in the optimization of user experience and content strategy.

2.PROBLEM DEFINITION AND DESIGN THINKING:

- The blog created for smart polymers faces a critical challenge in understanding and engaging its target audience effectively. This problem is primarily due to the lack of data-driven insights, hindering the blog's ability to provide valuable content and tailor its approach to the specific interests and needs of its readers. Without proper analytics, the blog might be missing out on opportunities to optimize its content and user experience. The key problem is the absence of actionable insights regarding website traffic, visitor behavior, and content performance.
- Design thinking is a problem-solving and innovation methodology that emphasizes a human-centered, empathetic approach to developing solutions. It is a structured, iterative process that encourages creative thinking and collaboration to tackle complex problems or design products, services, or systems that better meet the needs of end-users.

2.1. Empathy Map:

An empathy map is a visual tool or framework used in the design thinking process to help teams gain a deeper understanding of their target audience or end-users. It is a way to empathize with users by collecting and organizing information about their thoughts, feelings, behaviors, and needs.



2.2.Ideation and Brainstorming map:

Brainstorming is a creative problem-solving technique used to generate a large number of ideas, solutions, or possibilities for a specific topic or challenge. It typically involves a group of individuals who engage in a free-flowing and open discussion, encouraging participants to express their thoughts and ideas without criticism or judgment.



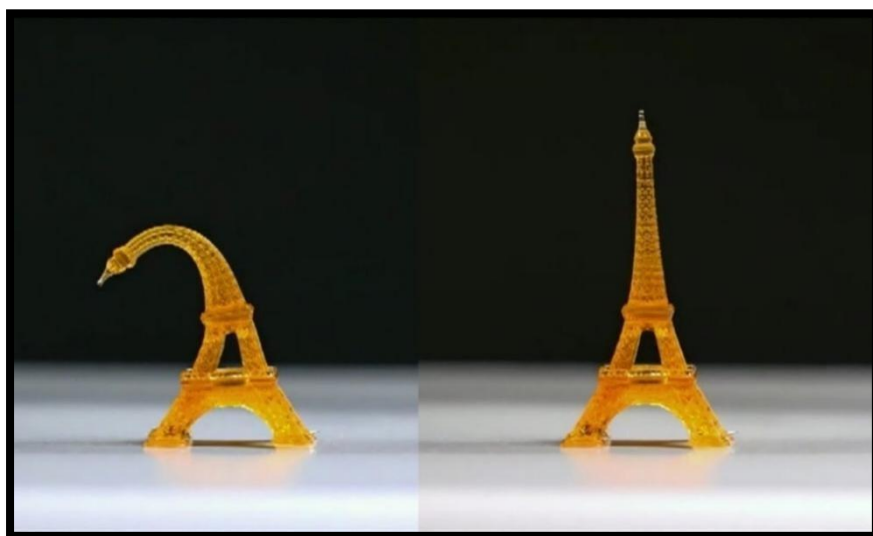
3. WEBSITE CONTENT:

SMART POLYMERS:

Smart polymers, also known as stimuli-responsive or intelligent polymers, are a class of materials that exhibit unique and reversible changes in their properties in response to external stimuli. These polymers have gained significant attention in various fields, including biomedicine, nanotechnology, and materials science, due to their versatile applications.

NEED FOR SMART POLYMERS:

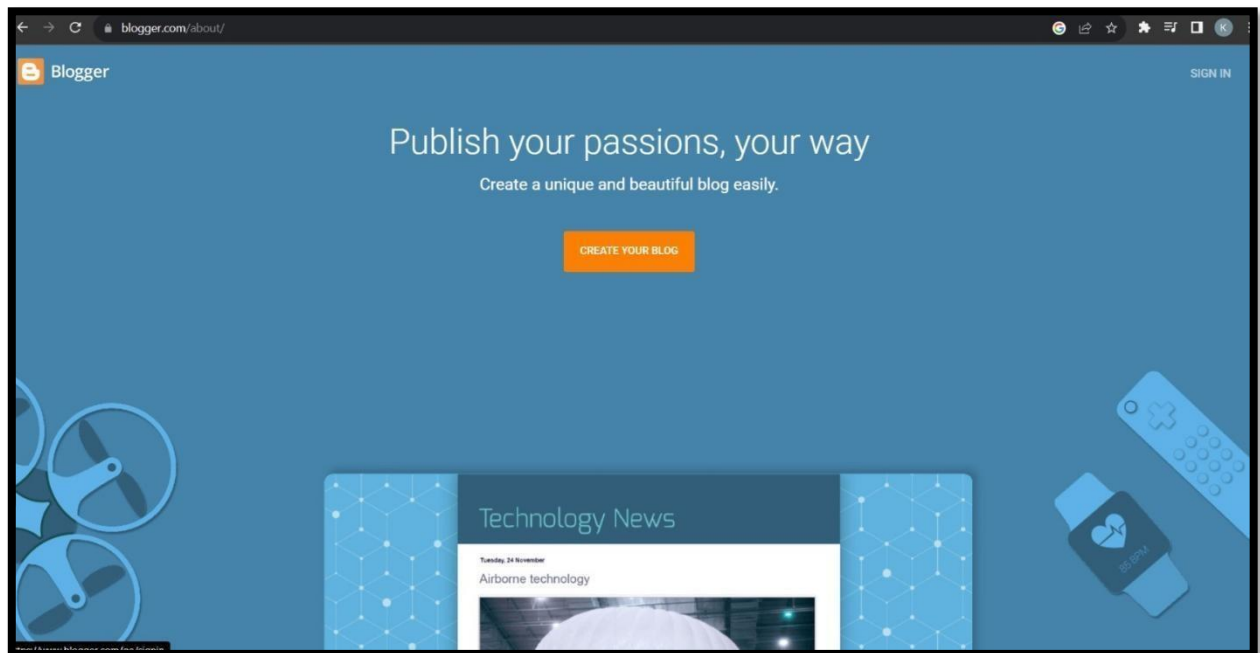
Smart polymers are used in protein purification where they undergo a rapid and reversible change in response to a change in medium properties. Such smart polymers are found in the conjugated systems used in physical and affinity separation and immunoassays.



Smart polymers are an exciting and evolving field in materials science and engineering. Their ability to respond to various stimuli in a controlled and reversible manner opens up a wide range of applications, offering innovative solutions in fields such as biomedicine, nanotechnology, and materials engineering. As research in this area continues to advance, we can anticipate even more fascinating and practical applications for smart polymers in the future.

4. PROCESS FLOW:

Step 1:



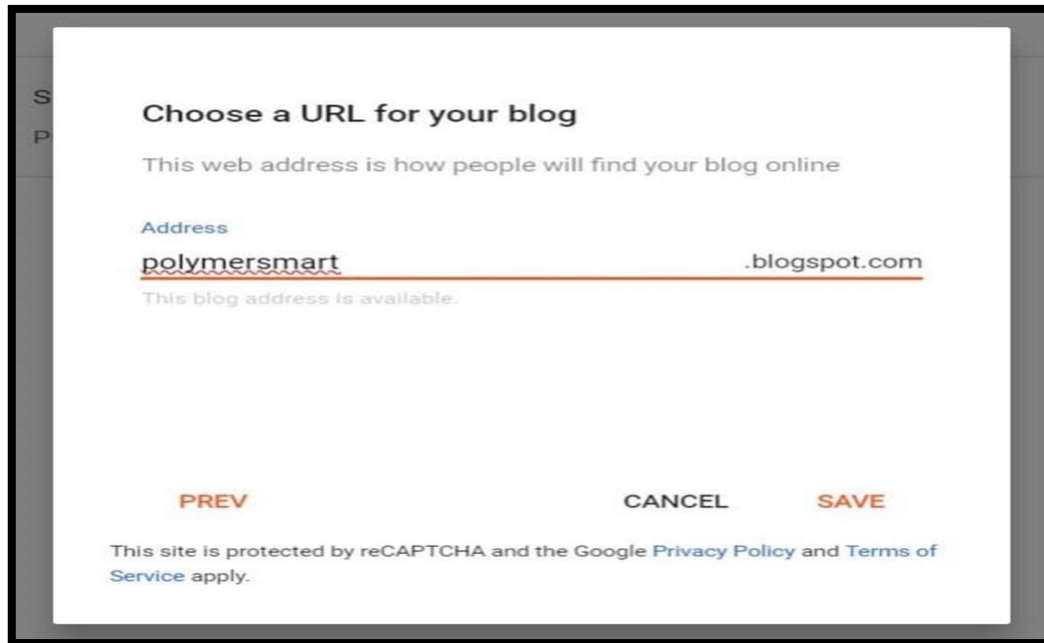
Search for blogger website in google, then open the Blogger.com link

Step 2:

A screenshot of the 'Choose a name for your blog' form. The title is 'Choose a name for your blog'. Below it is a subtitle: 'This is the title that will be displayed at the top of your Blog.' There is a text input field labeled 'Title' containing the text 'Smart Polymers: The shape-shifting heroes of modern r'. A character count '61 / 100' is visible to the right of the input field. At the bottom right are two buttons: 'CANCEL' and 'NEXT'. At the bottom left, there is a small text: 'This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.'

By clicking “New blog”, it will prompt us to enter the Title for the blog

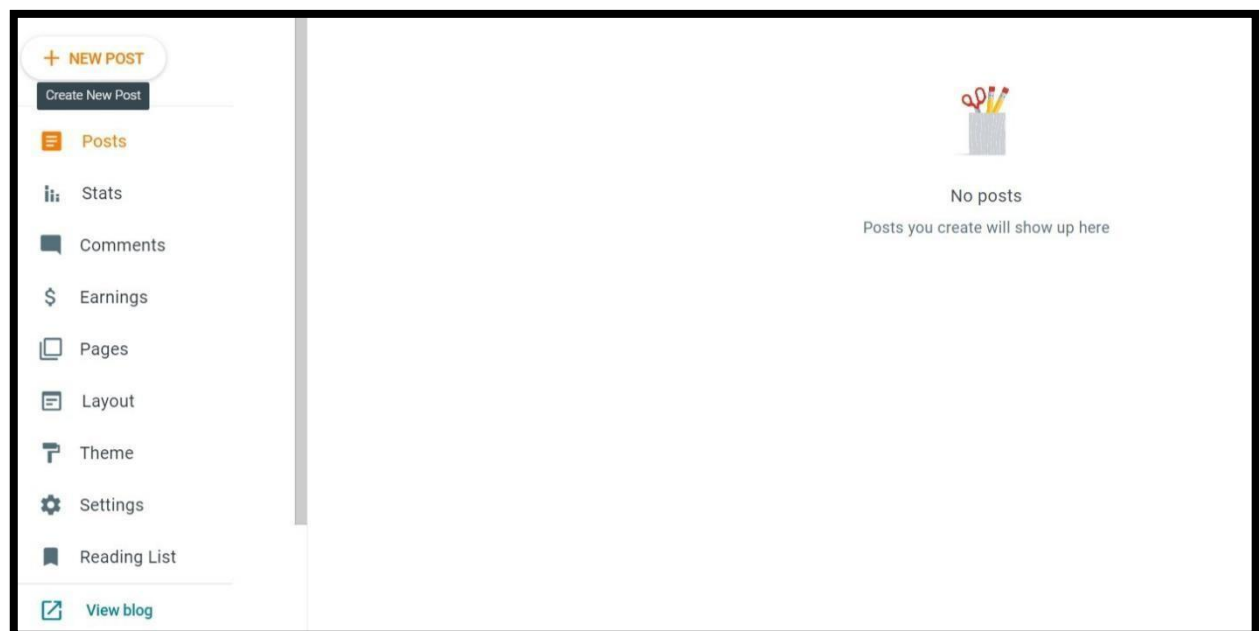
Step 3:



The screenshot shows the 'Choose a URL for your blog' page. At the top, it says 'Choose a URL for your blog' and 'This web address is how people will find your blog online'. Below this is a text input field with the label 'Address' and the text 'polymersmart' followed by '.blogspot.com'. A red underline is under the text 'polymersmart'. Below the input field, it says 'This blog address is available.'. At the bottom, there are three buttons: 'PREV', 'CANCEL', and 'SAVE'. At the very bottom, it says 'This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.'

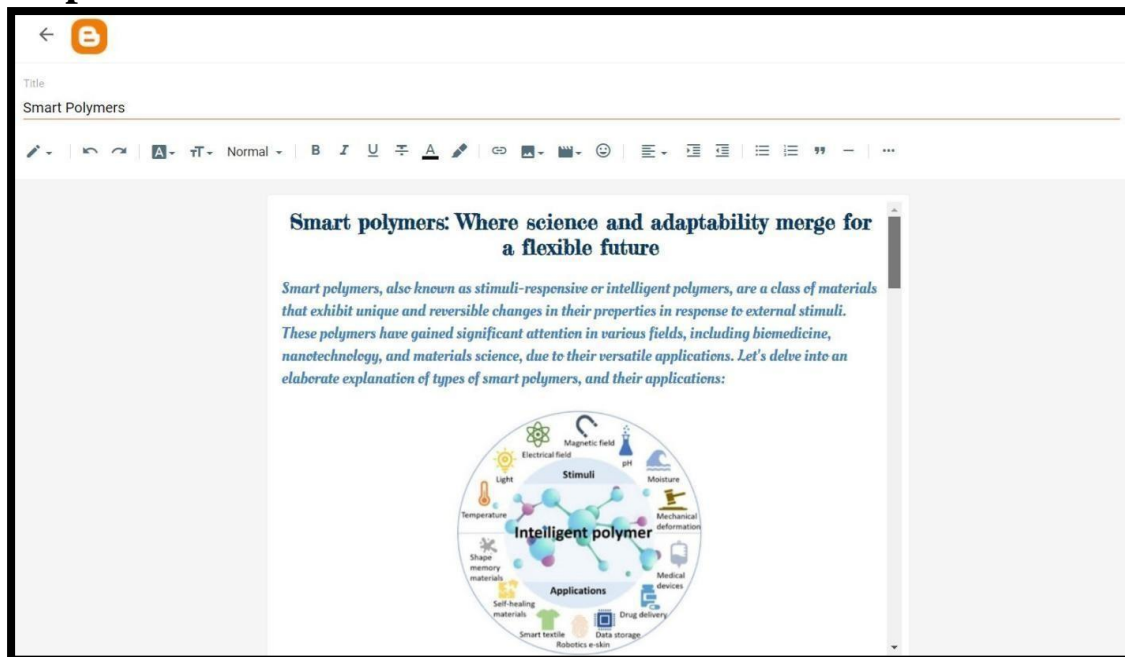
Then it will prompt us to enter the URL for our blog

Step 4:



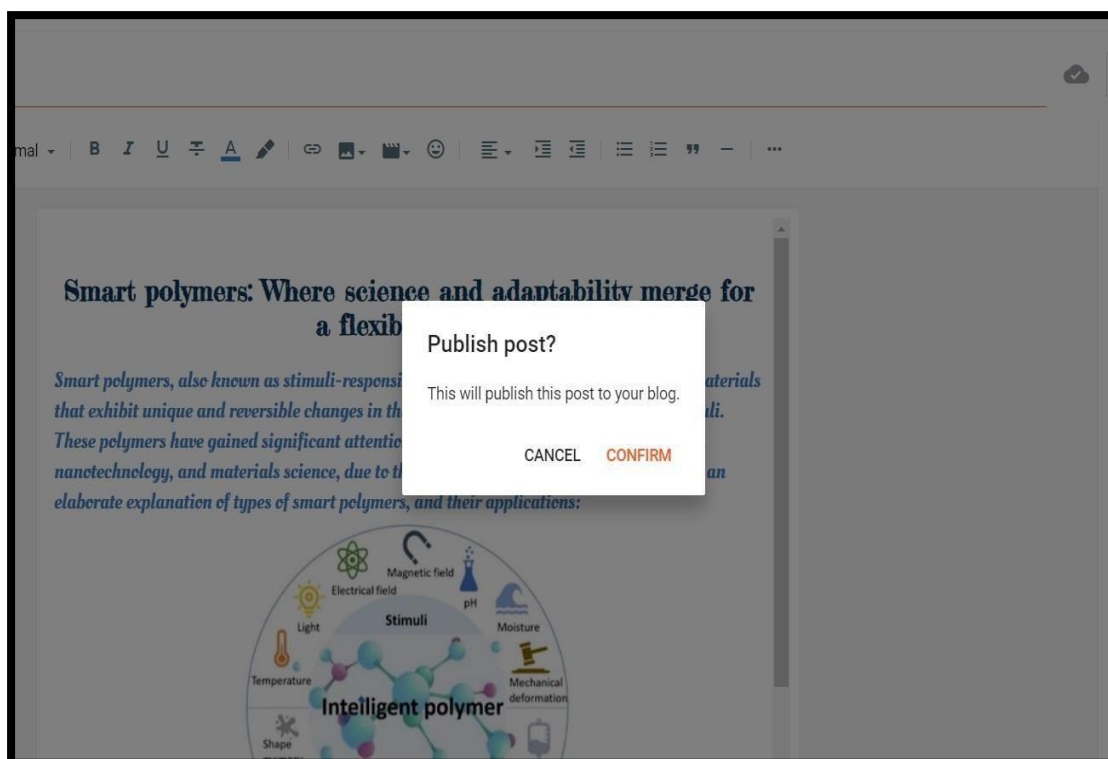
Then click on "New post" option to make content for our blog

Step 5:



Now enter the Title in the title bar and write the content for our blog. It is very similar to Microsoft Word in terms of writing the content

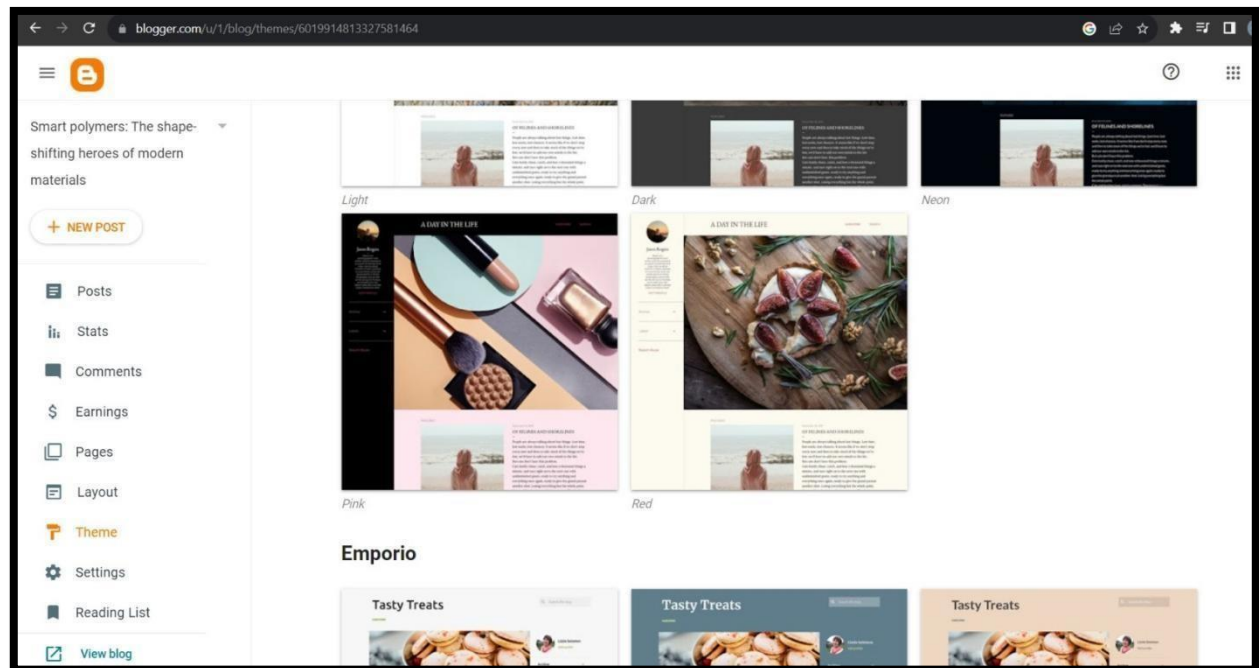
Step 6:



After writing content click on “Publish” option, it will prompt to

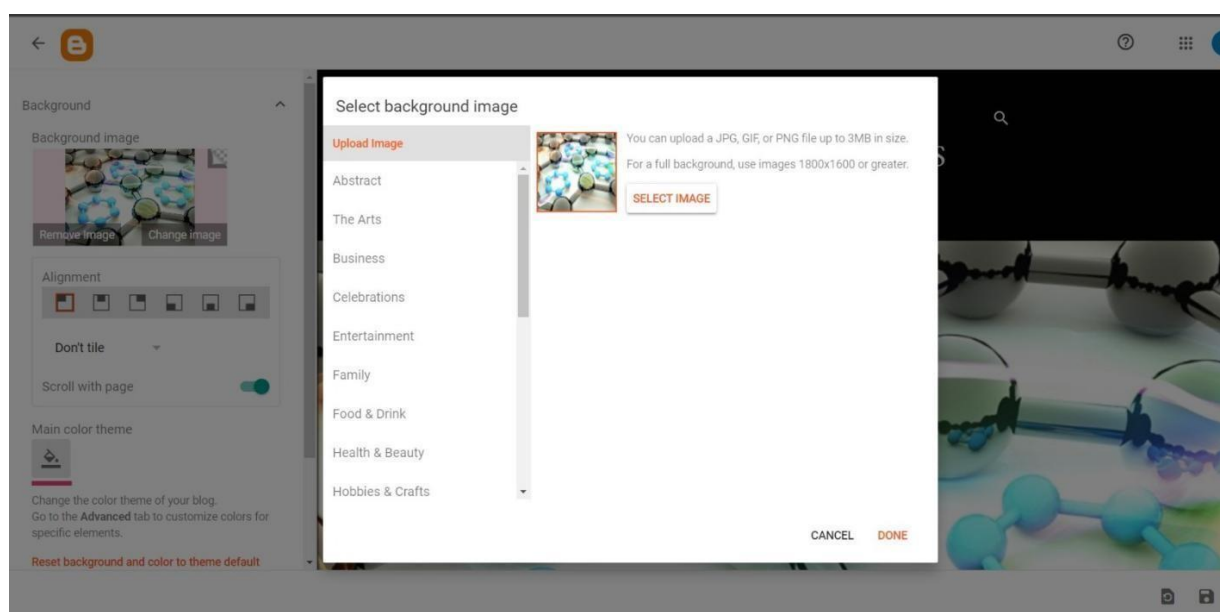
confirm or cancel. Click on “Confirm” and proceed

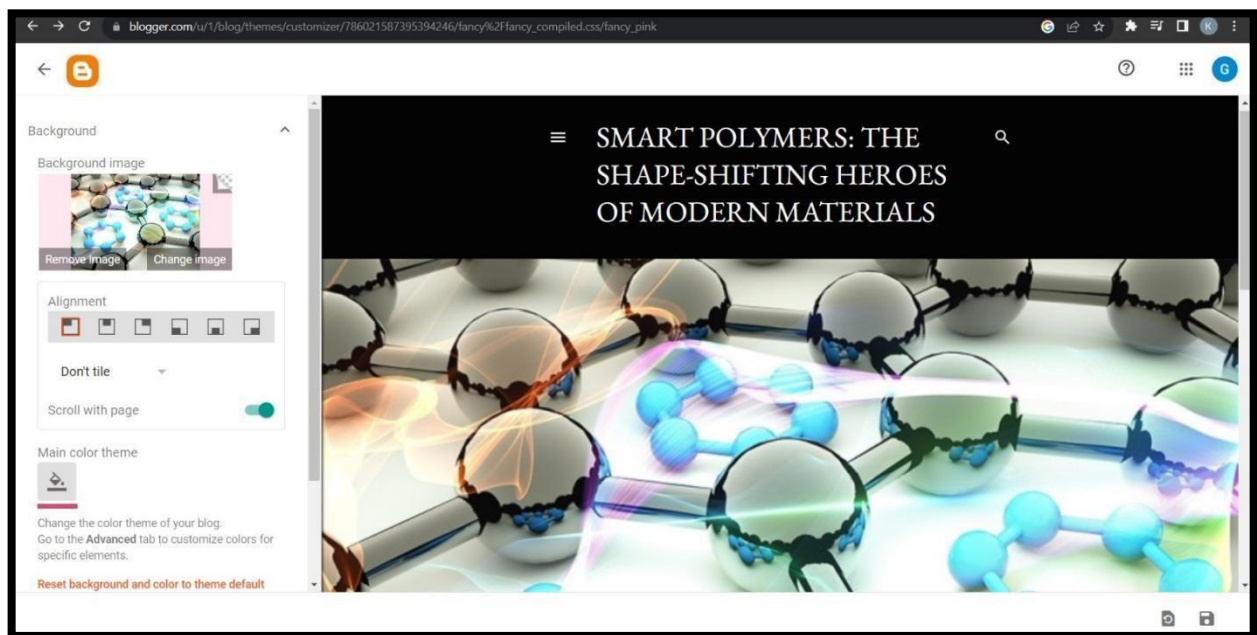
Step 7:



Now we can select theme for our blog

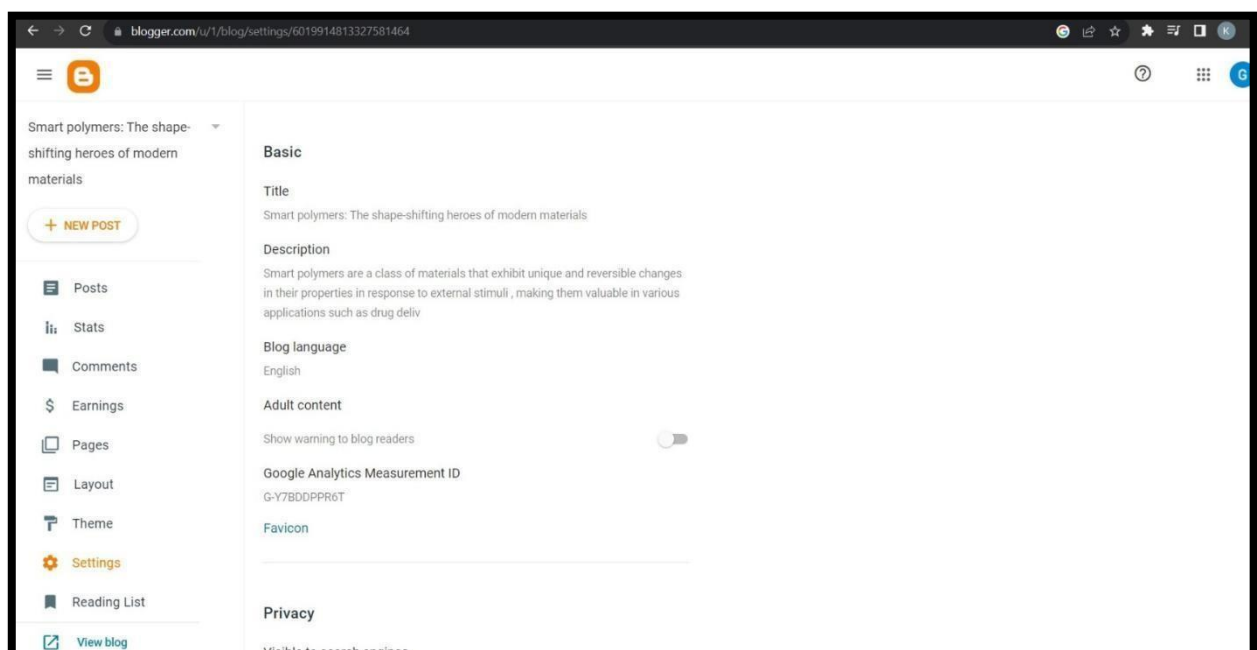
Step 8:





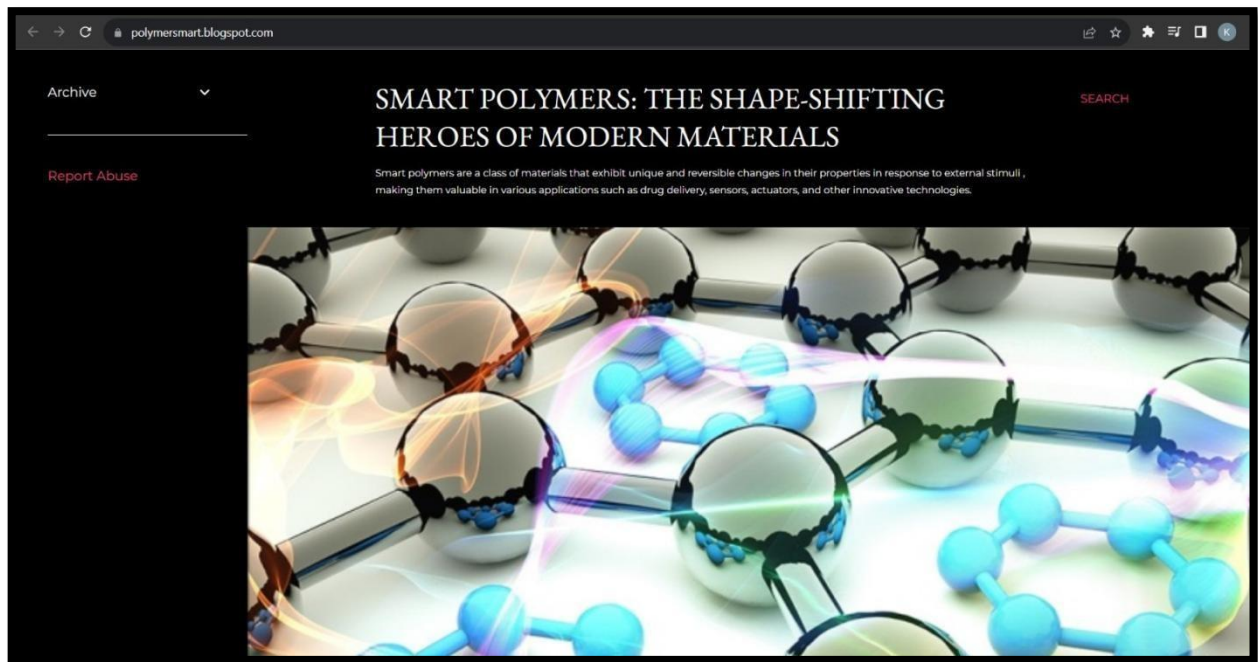
We can even customize the theme in blogger : After selecting theme, it will prompt us to choose background image for our blog and it has to be saved.

Step 9:



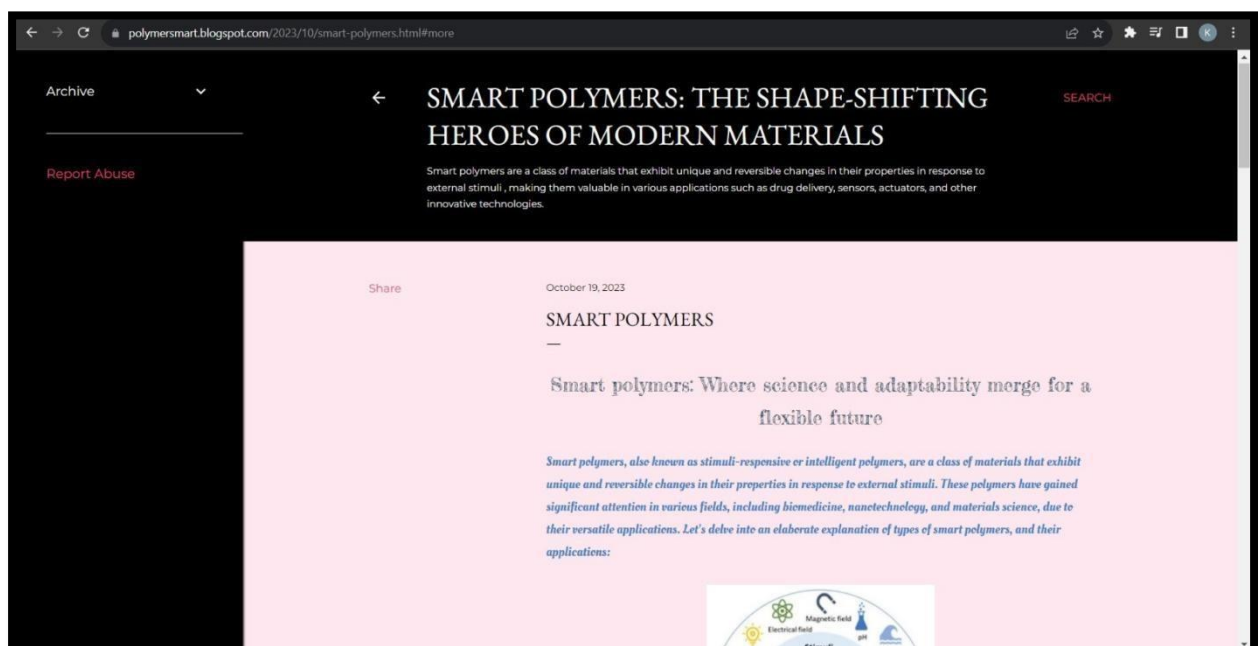
Then go to settings, add **description** to our blog and turn on the **meta tags**

Step 10



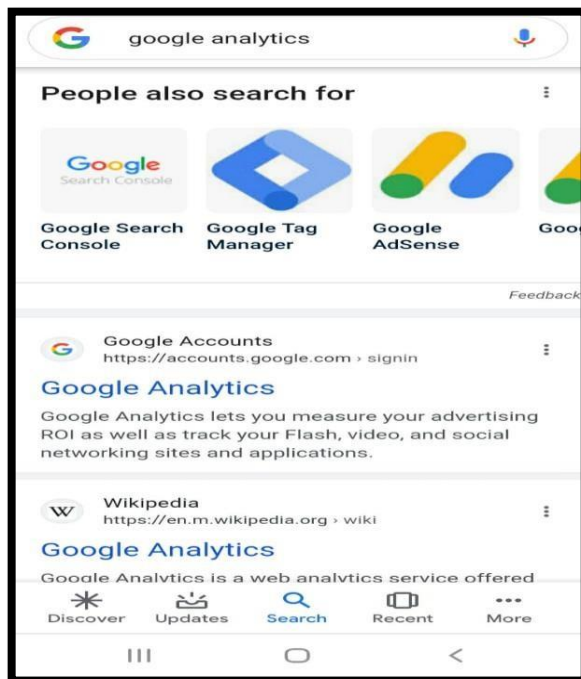
Then using view blog , you will be directed to the created blog website.

Step 11:



Finally, our blog will be available for the audience to whom we wanted to reach.

Step 12:

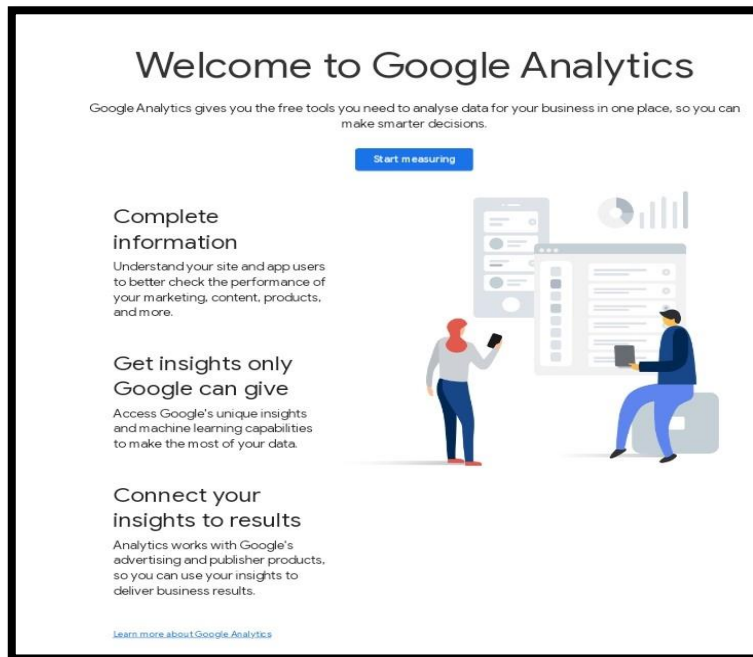


Search for google analytics website in google and open the Google Analytics link.

Step 13:

A screenshot of the Google Sign in page for Google Analytics. The page features the Google logo at the top, followed by the text 'Sign in to continue to Google Analytics'. Below this, there is a text input field labeled 'Email or phone' containing the email address 'divyaashok1209@gmail.com'. To the left of the input field, there is a link that says 'Forgot email?'. Below the input field, there is a message that says 'Not your computer? Use Guest mode to sign in privately. Learn more'. At the bottom left, there is a link that says 'Create account'. At the bottom right, there is a blue button labeled 'Next'.

Step 14:



Press Start measuring

Step 15:

The image shows the 'Create an account' screen in Google Analytics. At the top, there is a progress bar with five steps: 1. Account creat..., 2. Property creat..., 3. Business det..., 4. Business objecti..., and 5. Data collecti... The current step is 'Create an account'.

Create an account

Create an Analytics account to collect and organise data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID.

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft or profession.

Account Data Sharing Settings

Google processes your Google Analytics data only as required to **maintain and protect** the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customise whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

- ☒ **Google products and services**
If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for [Enhanced demographics and interests reporting](#). If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the product linking section in each property to view or change your settings. [Show Example](#)
- ☒ **Modeling 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.

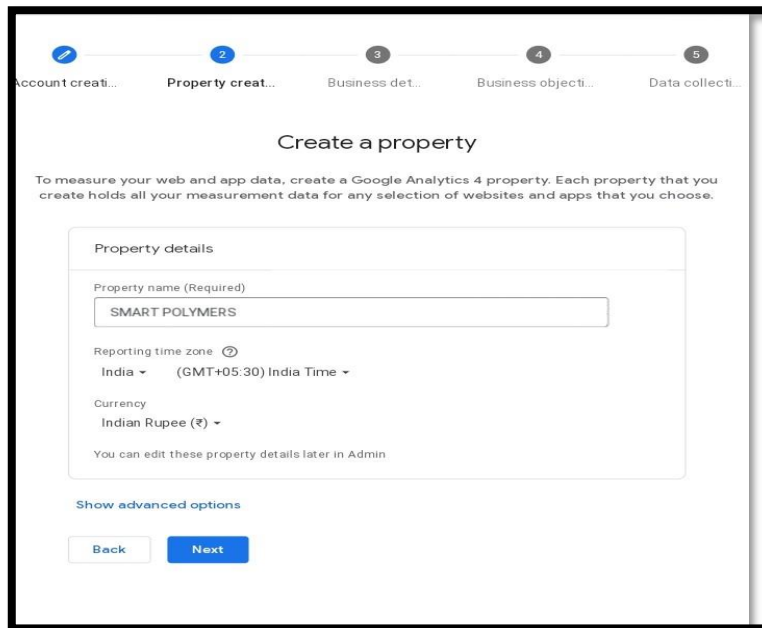
Learn how Google Analytics [safeguards your data](#)

By using Google Analytics you agree to the [Google Analytics Terms of Service](#).

[Next](#)

Now enter the account name and click next

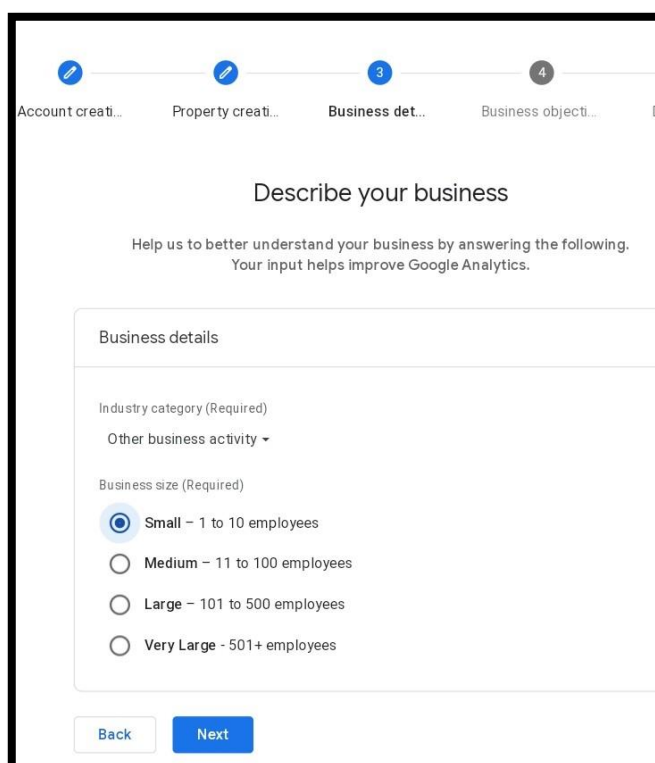
Step 16:



The screenshot shows the 'Create a property' step in the Google Analytics setup process. At the top, a progress bar indicates five steps: 1. Account creation, 2. Property creation (current step), 3. Business details, 4. Business objectives, and 5. Data collection. The main heading is 'Create a property'. Below it, a sub-heading states: '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.' The 'Property details' section contains a text input field for 'Property name (Required)' with the value 'SMART POLYMERS'. Below this is a 'Reporting time zone' dropdown menu set to 'India (GMT+05:30) India Time'. The 'Currency' dropdown menu is set to 'Indian Rupee (₹)'. A note at the bottom of the section says 'You can edit these property details later in Admin'. Below the section is a link 'Show advanced options'. At the bottom are 'Back' and 'Next' buttons.

Enter the name of the property and select the required time zone and currency

Step 17:



The screenshot shows the 'Describe your business' step in the Google Analytics setup process. At the top, a progress bar indicates four steps: 1. Account creation, 2. Property creation, 3. Business details (current step), and 4. Business objectives. The main heading is 'Describe your business'. Below it, a sub-heading states: 'Help us to better understand your business by answering the following. Your input helps improve Google Analytics.' The 'Business details' section contains a 'Business details' sub-section. It includes an 'Industry category (Required)' dropdown menu set to 'Other business activity'. Below this is a 'Business size (Required)' section with four radio button options: 'Small - 1 to 10 employees' (selected), 'Medium - 11 to 100 employees', 'Large - 101 to 500 employees', and 'Very Large - 501+ employees'. At the bottom are 'Back' and 'Next' buttons.

Select the industry category and the size of the business

Step 18

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

☒

Get baseline reports
Multiple types of reports (this option can't be combined with other options)

☐

[Back](#)
[Create](#)

Select the required topics for your business

Step 19:

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 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 Analytics (the "Service"). BY

☒ 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 and services. [Learn more](#)

To enable this setting, you must review and accept the below Measurement Controller – Controller Data Protection Terms, which apply to data you share with Google under the GDPR.

If you do not wish to accept these terms, you can always go back to the previous screen to disable data sharing and proceed with account sign-up.

Google Measurement Controller-Controller Data Protection Terms

The Measurement Services customer agreeing to these terms ("Customer") has entered into an agreement with either Google or a third party reseller (as applicable) for the provision of the Measurement Services (as amended from time to time, the "Agreement") through which services user interface Customer has enabled the Data Sharing Setting.

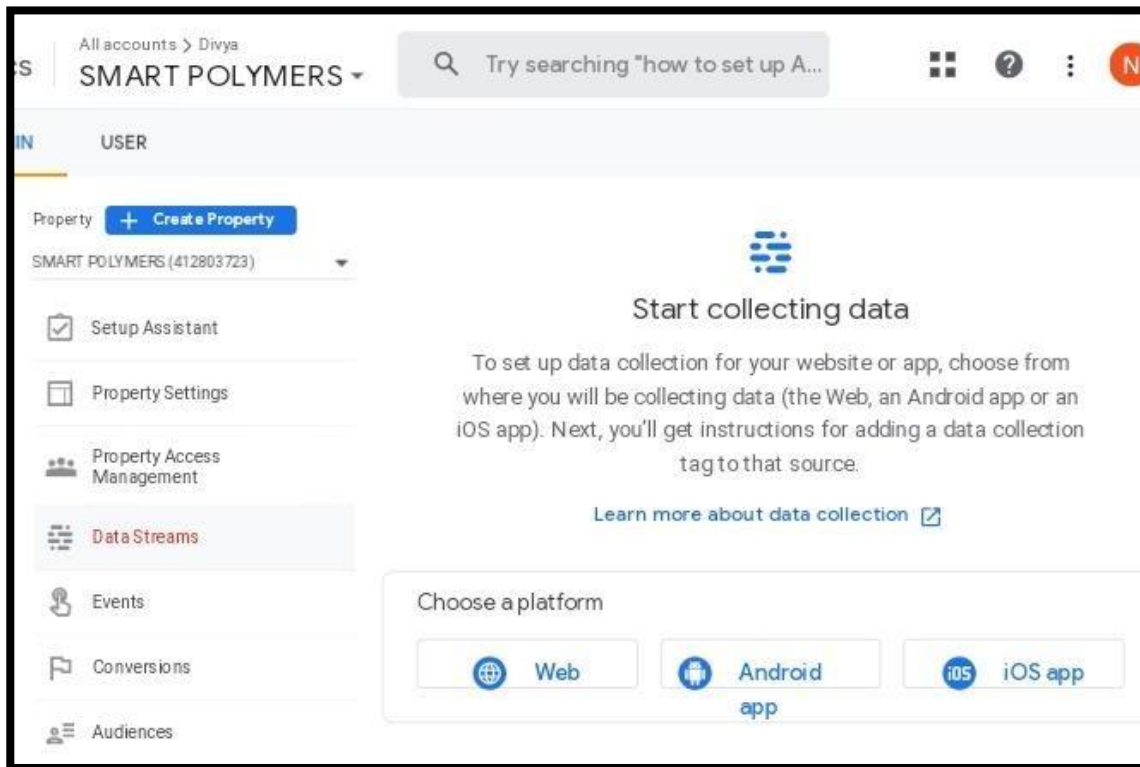
These Google Measurement Controller-Controller Data Protection Terms ("Controller Terms") are entered into by Google and Customer. Where the Agreement is between Customer and Google, these Controller Terms supplement

☒ I accept the Measurement Controller – Controller Data Protection Terms for the data that I share with Google.

[I Accept](#)
[I Do Not Accept](#)

Accept the terms and conditions of google analytics

Step 20:

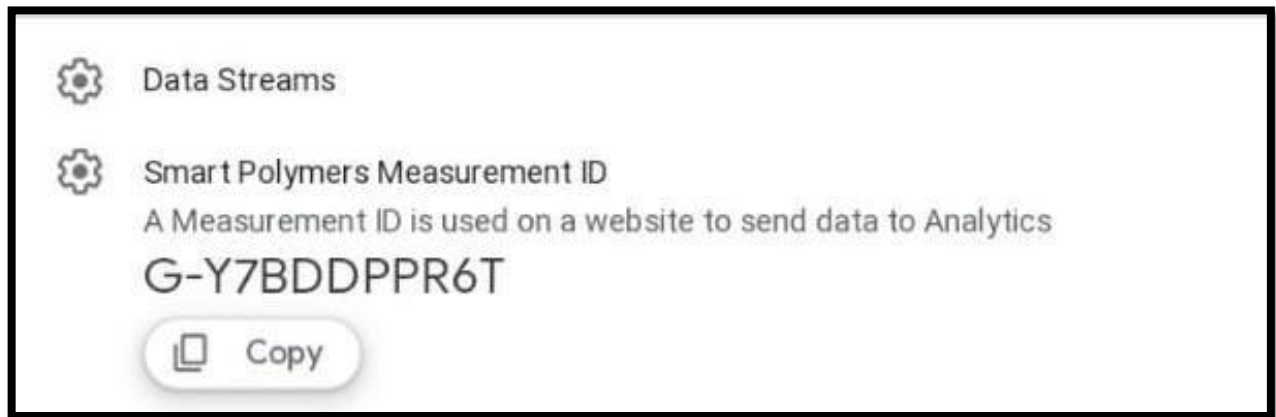


Choose a platform for data collection

Step 21:

Enter the website URL and the name of the stream

Step 22:

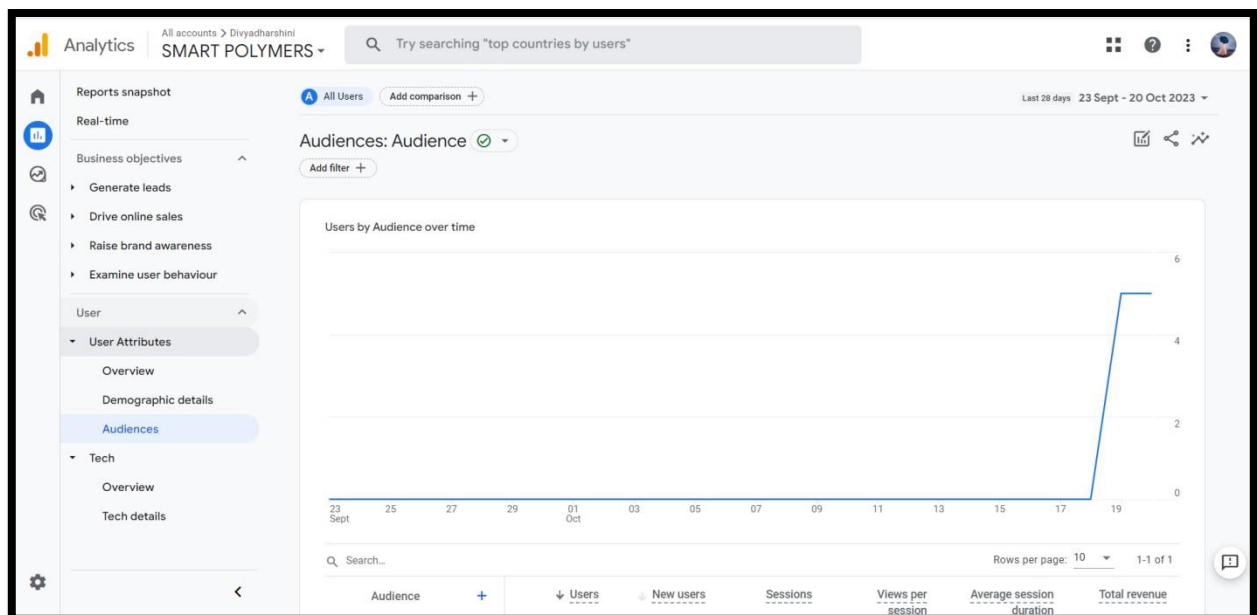


The measurement ID is now generated and this can be added to the blog / website and from which data analysis can be achieved

5. RESULTS:

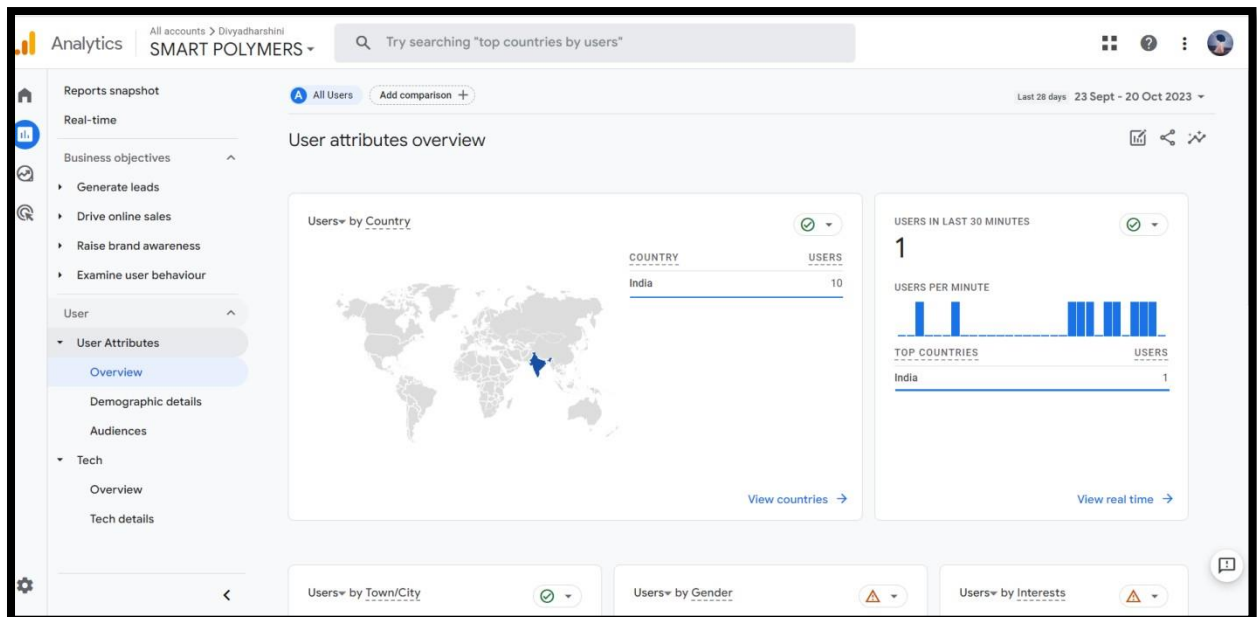
The findings from incorporating google analytics code to the blog we created includes:

- **Audience:**



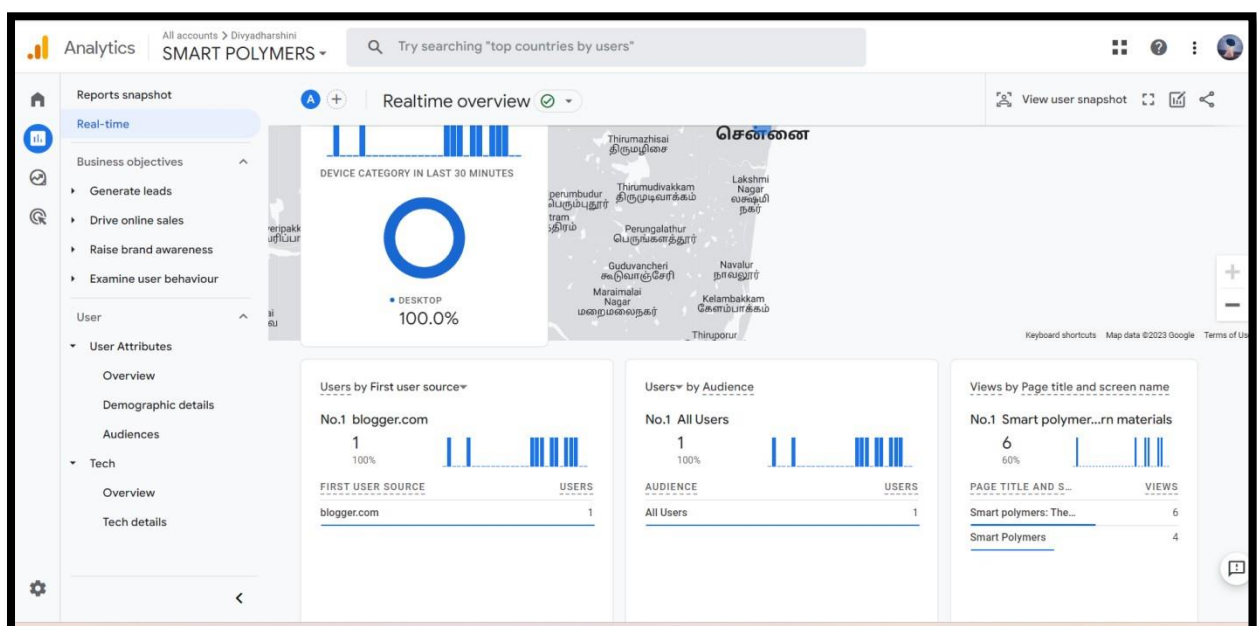
The Audience report in Google Analytics gives a detailed analysis of the users visiting the website. The overview tab gives an overall picture of website's audience and activity

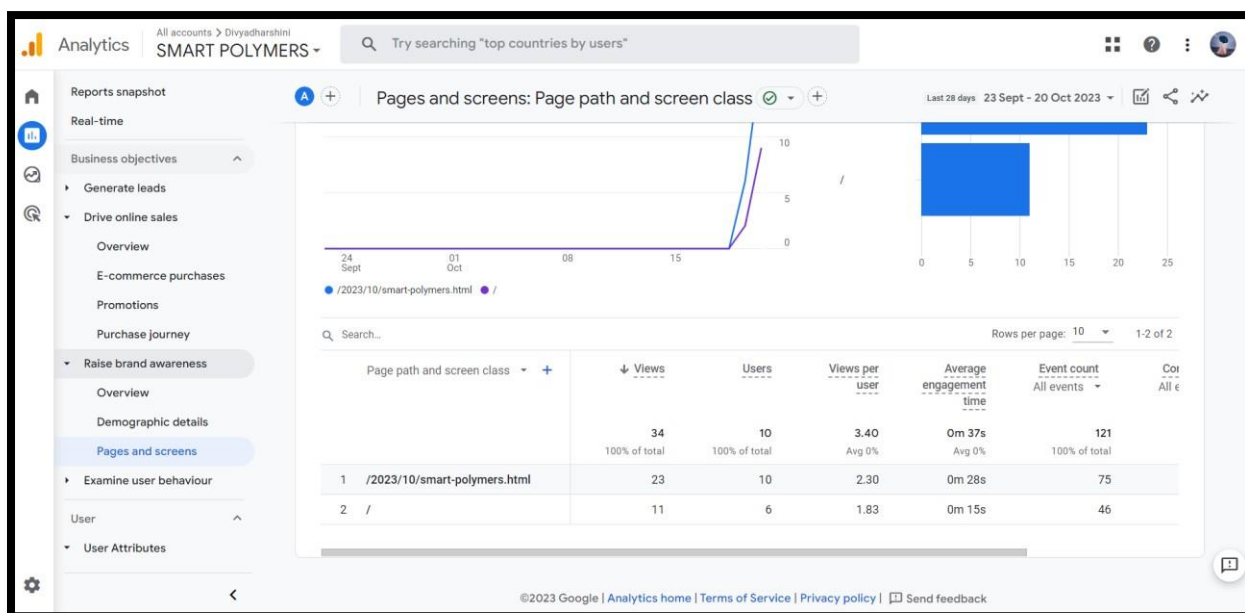
- **Demographic Details:**



These reports display the country, city, gender, language, interests, and age of your website visitors.

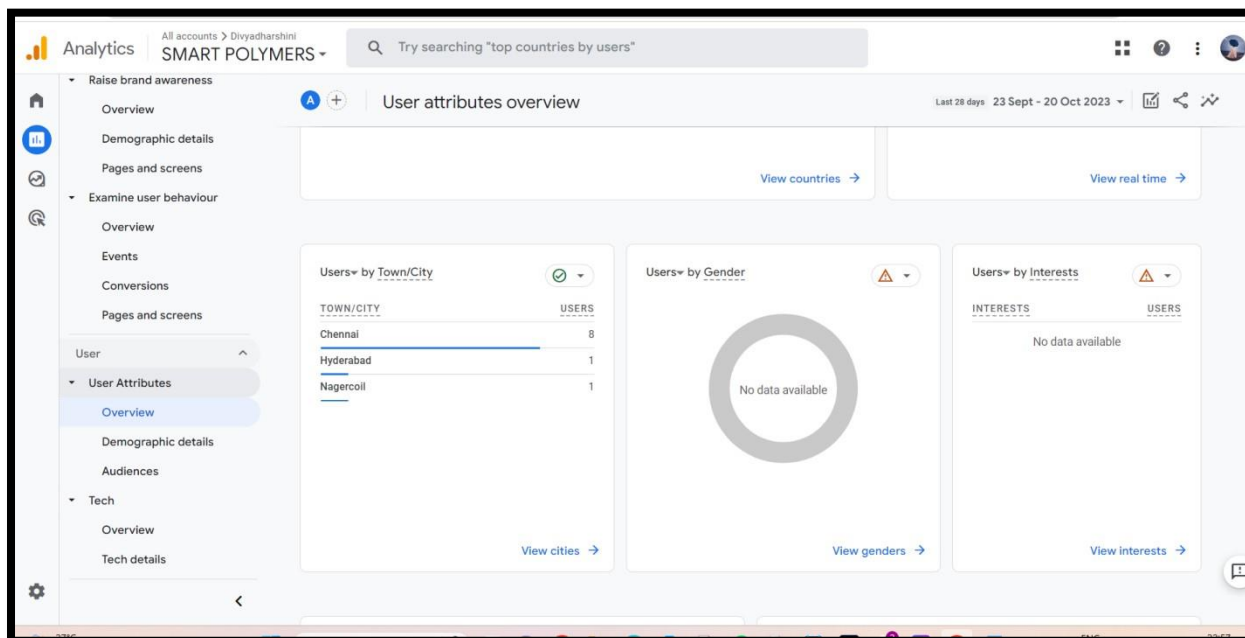
- **Real Time Overview:**

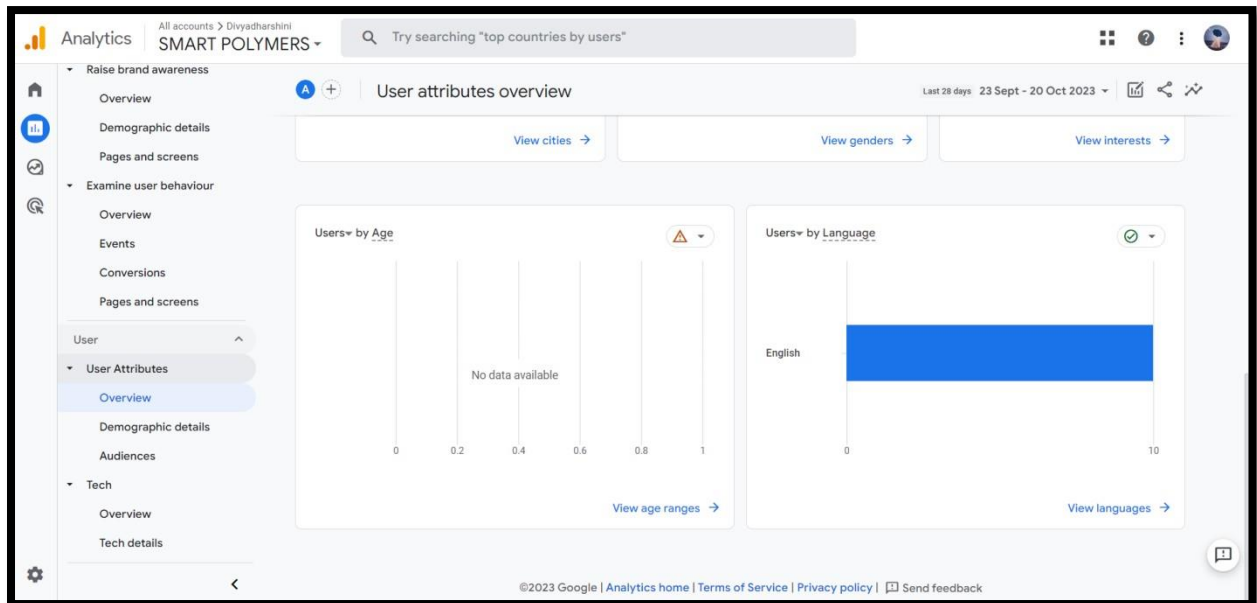




Real-Time allows you to monitor activity as it happens on your site or app.

● User Attribute Overview:





The User attributes overview report is a pre-made overview report that summarizes data about the people who use your website or app.

6. ADVANTAGES AND DISADVANTAGES:

6.1 Advantages of incorporating google analytics to a website:

- ❖ **Data-Driven Decision Making:** Google Analytics provides valuable data and insights, allowing you to make informed decisions based on user behavior and website performance.
- ❖ **Visitor Insights:** You gain a deep understanding of your website's audience, including demographics, interests, and location, helping you tailor content and marketing strategies to your target audience.
- ❖ **Traffic Sources:** You can identify where your website traffic comes from, whether it's from search engines, social media, referrals, or direct visits, enabling you to optimize your marketing efforts.
- ❖ **Content Performance:** Google Analytics helps you evaluate the effectiveness of individual pages and content pieces, allowing you to refine your content strategy and improve user engagement.

- ❖ **User Behavior Analysis:** You can track how visitors navigate your website, identify drop-off points, and improve the user experience, leading to higher retention and conversions.
- ❖ **Real Time Monitoring:** You can see what's happening on your site in real-time, which is valuable for tracking the impact of marketing campaigns or monitoring sudden changes in user behavior.

6.2. Disadvantages of incorporating google analytics to a website:

- ❖ **Data Privacy and Compliance:** Google Analytics collects user data, which may raise privacy concerns and necessitate compliance with data protection regulations like GDPR and CCPA. Website owners must handle this data responsibly and ensure compliance with relevant laws.
- ❖ **Data accuracy:** While Google Analytics provides valuable insights, it may not always provide 100% accurate data. Factors like ad blockers, browser settings, and bot traffic can impact the accuracy of the data collected.
- ❖ **Privacy Regulations:** Some users may opt out of tracking, leading to incomplete data and potentially affecting the accuracy of audience demographics and behavior insights.
- ❖ **Limited Historical Data:** Google Analytics may store data for a limited time, and long term historical data may not be readily available without using other tools or paid versions of Google Analytics.

7.CONCLUSION:

In summary, integrating Google Analytics into your website is an essential step in digital marketing, providing invaluable insights into user behavior, website performance, and marketing campaign effectiveness. By signing up for Google Analytics, creating a property, adding the tracking code, and setting up goals and filters, we can access real-time data that informs data-driven decision-making and facilitates continuous optimization of our online presence, ultimately enhancing our digital marketing strategies and achieving greater online success. Integrating Google Analytics into our website is indispensable in digital marketing. By signing up for an account, creating a property, and embedding the tracking code into our web pages, we gain access to vital insights about user behavior and website performance. This data-driven approach allows us to make informed decisions, optimize marketing strategies, enhance user experience, ensuring the effectiveness of our online presence. Regular monitoring of Google Analytics reports enables continuous refinement, making it an essential tool for any digital marketer striving to maximize their website's impact and engagement.

8. REFERENCES

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