

# **HOW TO ADD GOOGLE ANALYTICS TO WEBSITE**

**A PROJECT REPORT ON NAAN MUDHALVAN**

*Submitted by*

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## **ABSTRACT**

The following report contains information on the dataset of “HOW 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

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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. Over 60 percent of the global population is online, and more people are joining them every day. That's why companies are now increasing their digital marketing budgets by double-digit figures while traditional marketing gets slashed. Data plays a big part in digital marketing. 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

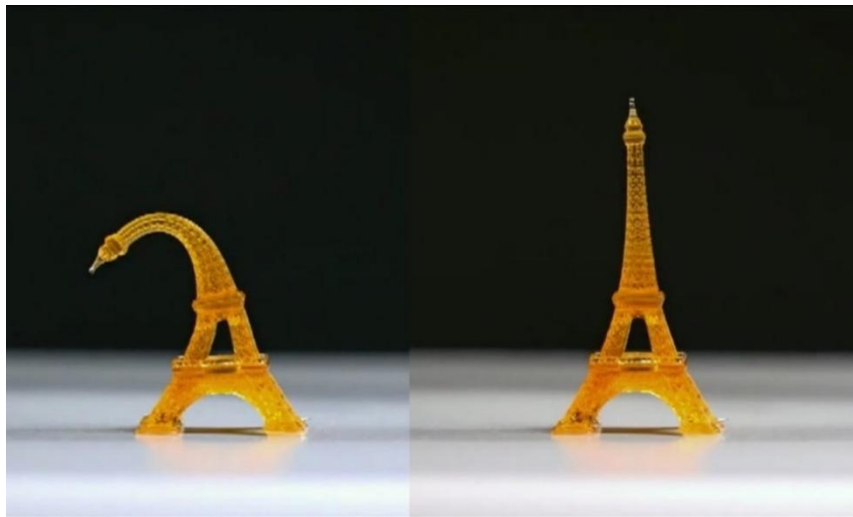


## 2. SMART POLYMERS

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.



### TYPES OF SMART POLYMERS:

**Temperature-Responsive Polymers (Thermoresponsive):** These polymers undergo a reversible phase transition in response to changes in temperature. A common example is poly(N-isopropylacrylamide) (PNIPAAm), which is hydrophilic below its lower critical solution temperature (LCST) and hydrophobic above it. Thermoresponsive polymers find use in drug delivery, tissue engineering, and chromatography.

- **pH-Responsive Polymers:** pH-sensitive or pH-responsive polymers change their properties, such as swelling or shrinking, in response to changes in pH. Examples include poly(acrylic acid) and chitosan. These polymers are utilized in drug delivery systems, controlled release, and wound dressings.
- **Ionic-Strength-Responsive Polymers:** These polymers respond to changes in the ionic strength of their environment. Polyelectrolytes, like poly(4-vinylpyridine) or poly(styrene sulfonate), are examples of ionic-strength-responsive polymers. They are used in applications involving ion exchange, water purification, and responsive coatings.

- **Light-Responsive Polymers (Photoresponsive):** Photoresponsive polymers change their properties when exposed to specific wavelengths of light. For instance, azobenzene-based polymers undergo reversible photoisomerization upon exposure to UV or visible light. Light-responsive polymers have applications in optics, photo pharmacology, and nanotechnology.
- **Electrically Responsive Polymers:** These polymers change their properties when subjected to an electric field. Polymers containing conductive materials like polyaniline or polypyrrole are commonly used. Electrically responsive polymers are found in sensors, actuators, and wearable electronics.
- **Magnetic-Responsive Polymers:** Magnetic field-responsive polymers are influenced by magnetic fields due to the presence of magnetic nanoparticles. These polymers find applications in drug delivery and tissue engineering, where external magnetic fields can control the location and movement of polymer constructs.



## Applications of Smart Polymers:

**Drug Delivery Systems:** Smart polymers can release drugs in a controlled and targeted manner. For example, a pH-responsive polymer can release drugs in the acidic environment of a tumor. This minimizes side effects and enhances therapeutic effect.

- **Biomedical Devices:** Smart polymers are used in medical devices, such as shape-memory polymers for stents, which can change shape at body temperature, or contact lenses that change shape in response to moisture content in the eye.
- **Tissue Engineering:** Scaffold materials with thermoresponsive properties can be used in tissue engineering to create three-dimensional structures for cell growth and tissue regeneration.
- **Sensors:** Electrically or chemically responsive polymers are incorporated into sensors for detecting specific analytes. For example, a pH-responsive polymer can be used to create a pH sensor.

- **Responsive Coatings:** Smart polymers are used to create coatings for surfaces that change properties based on external conditions. This can include anti-fouling coatings on ships and controlled release coatings on drug tablets.
- **Soft Robotics:** Polymers that change shape or stiffness in response to external stimuli are employed in soft robotics. These materials enable robots to have more flexible and adaptable movements.
- **Wastewater Treatment:** Ion-responsive polymers can be used for the removal of ions and heavy metals from water. They can undergo reversible ion exchange for the purification of water.
- **Optics and Photonics:** Light-responsive polymers have applications in optics and photonics, enabling the development of devices like light modulators and switches.

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.



### 3. BLOG:

It is a written account on the internet account usually about a specific topic or interest area. It is a type of website templated with a fixed frame and a variable interior. Most recent updates are put at the top of the page. Blog may or may not allow readers to write comments. Blog is an abbreviation of the term “Web Log”



Creating a successful blog in digital marketing requires a strategic approach. Start by defining our objectives and target audience, choose a user-friendly platform, design our blog to reflect our brand, and implement a well-planned content strategy with a focus on SEO. Promote our blog through various channels, engage with our readers, and measure performance using analytics. Staying informed about industry trends and adapting new strategies accordingly is the key role of our blog, as it is a powerful tool for connecting with our audience, establishing authority, and achieving digital marketing goals. So, we prefer this in advertising. For our blog creation we have used “Blogger website”.

#### BLOGGER:

Blogger is a free blog hosting service by Google. Due to its ease of use and low costs, Blogger is a popular platform for beginners to create simple blogs. It helps us to generate more leads and conversions.

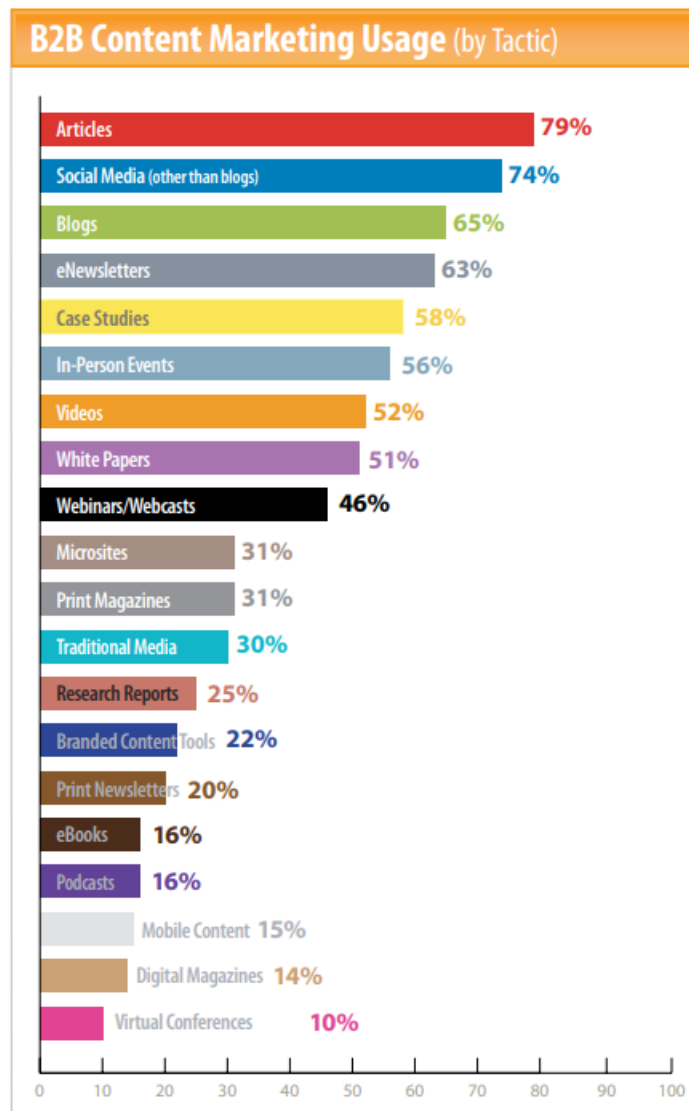




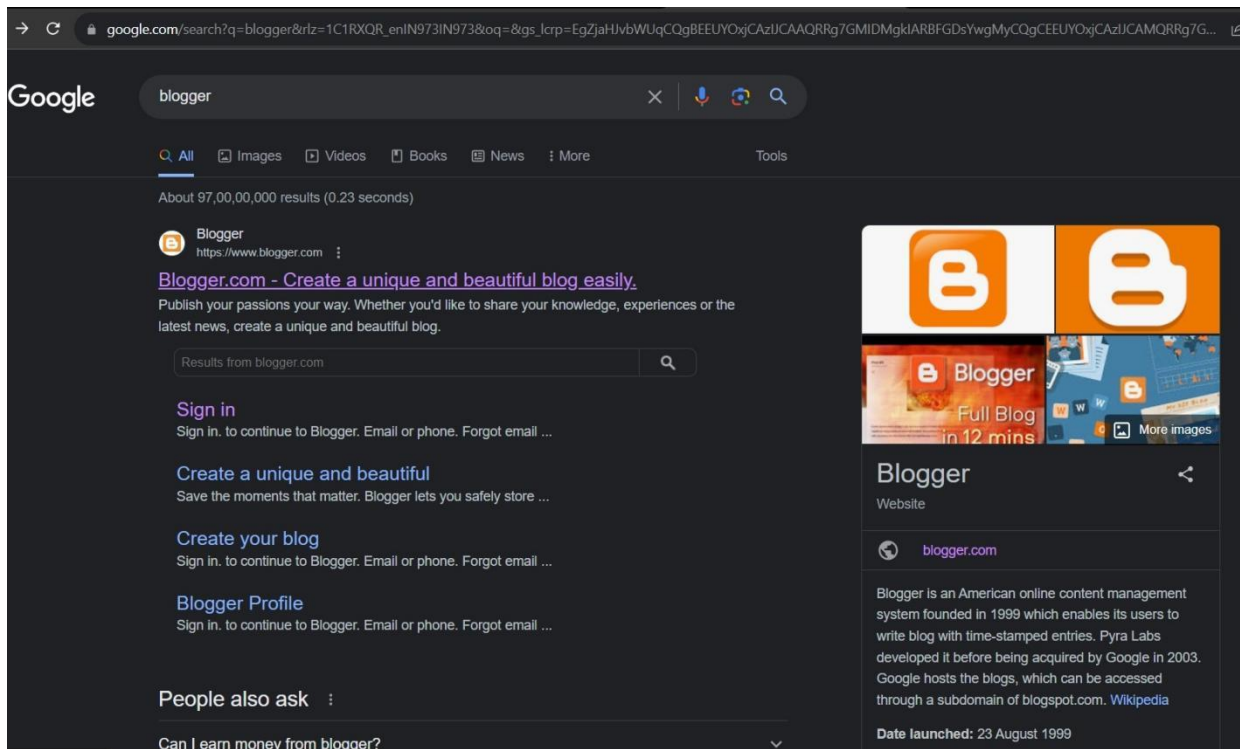


## HOW TO CREATE A BLOG?

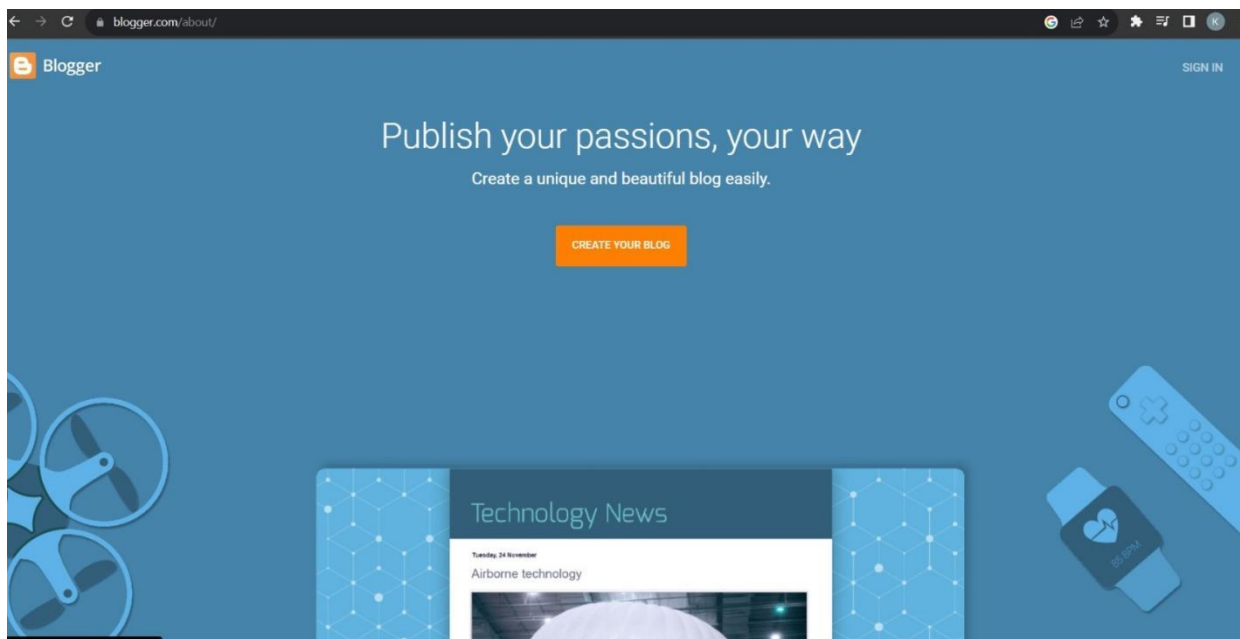
- Name
- Software
- Design
- Test
- Functionality



## 4. PROCESS FLOW



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



Then we will get the home page for blogger and sign in has to be done through your google account

S  
P

## Choose a name for your blog

This is the title that will be displayed at the top of your Blog.

Title

Smart Polymers: The shape-shifting heroes of modern r

61 / 100

CANCEL NEXT

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

S  
P

## Choose a URL for your blog

This web address is how people will find your blog online

Address

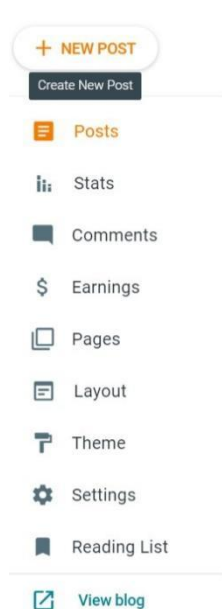
polymersmart.blogspot.com

This blog address is available.

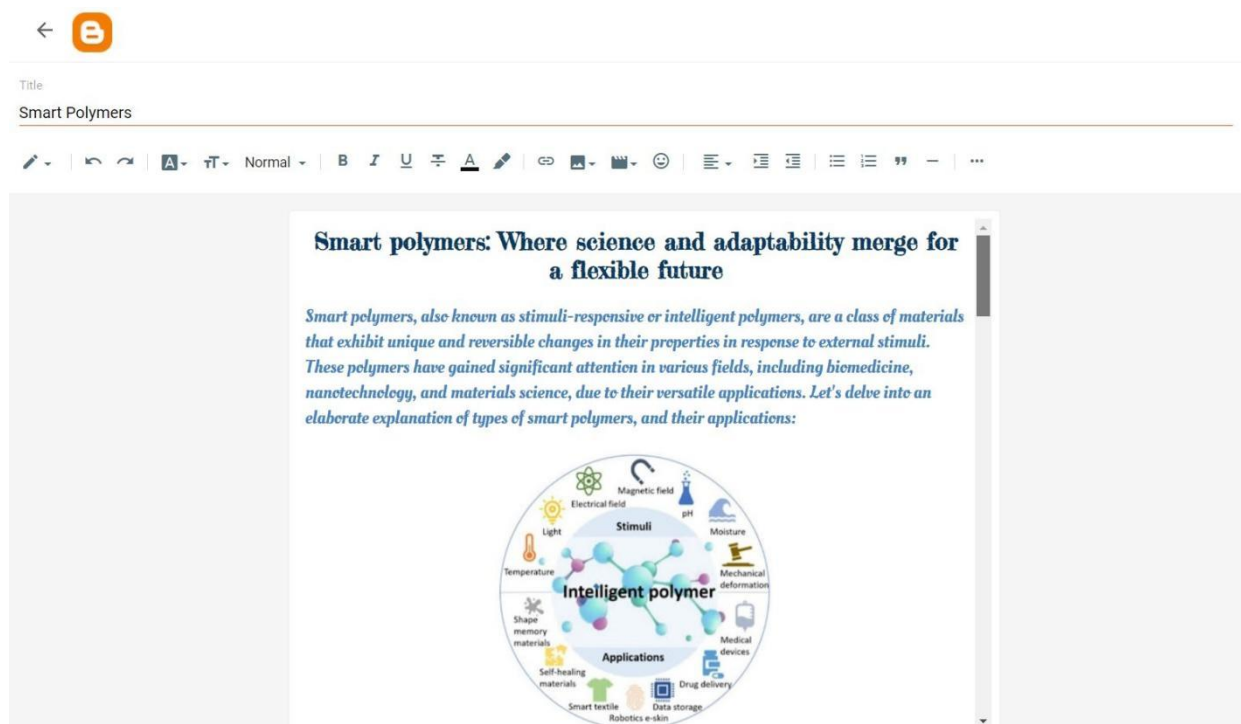
PREV CANCEL SAVE

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

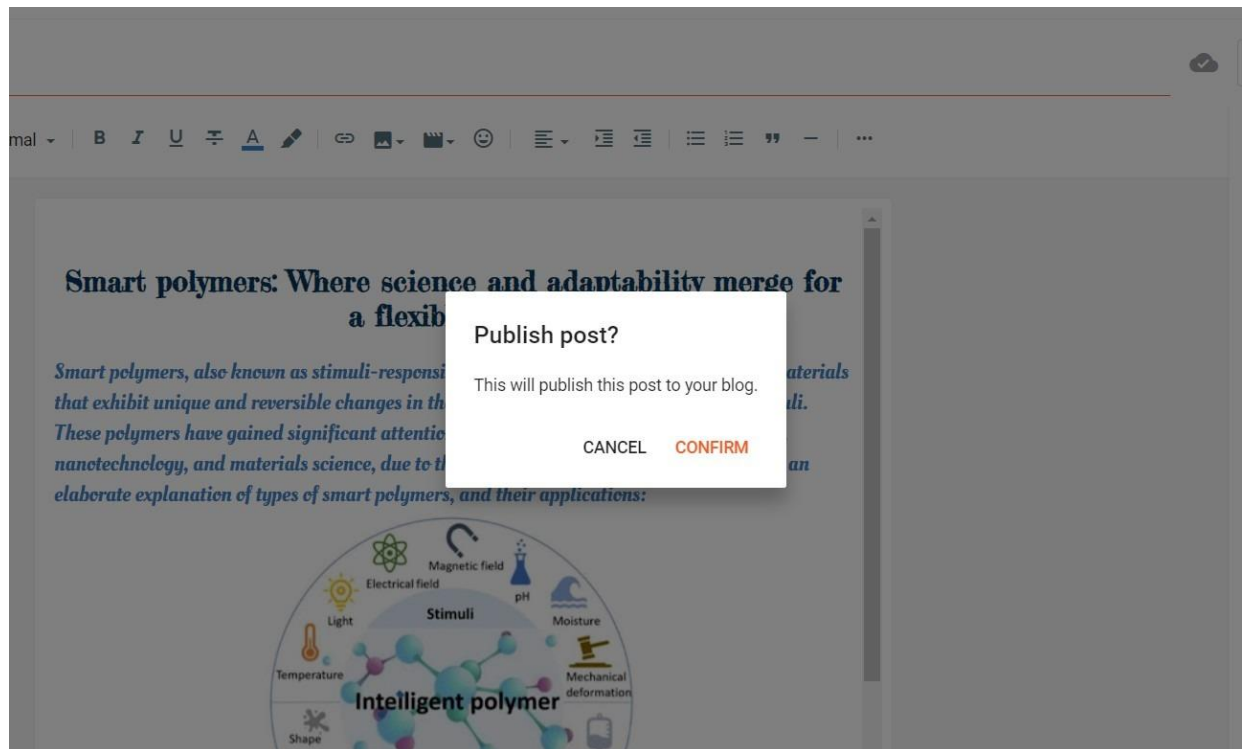
Then it will prompt us to enter the URL for our blog



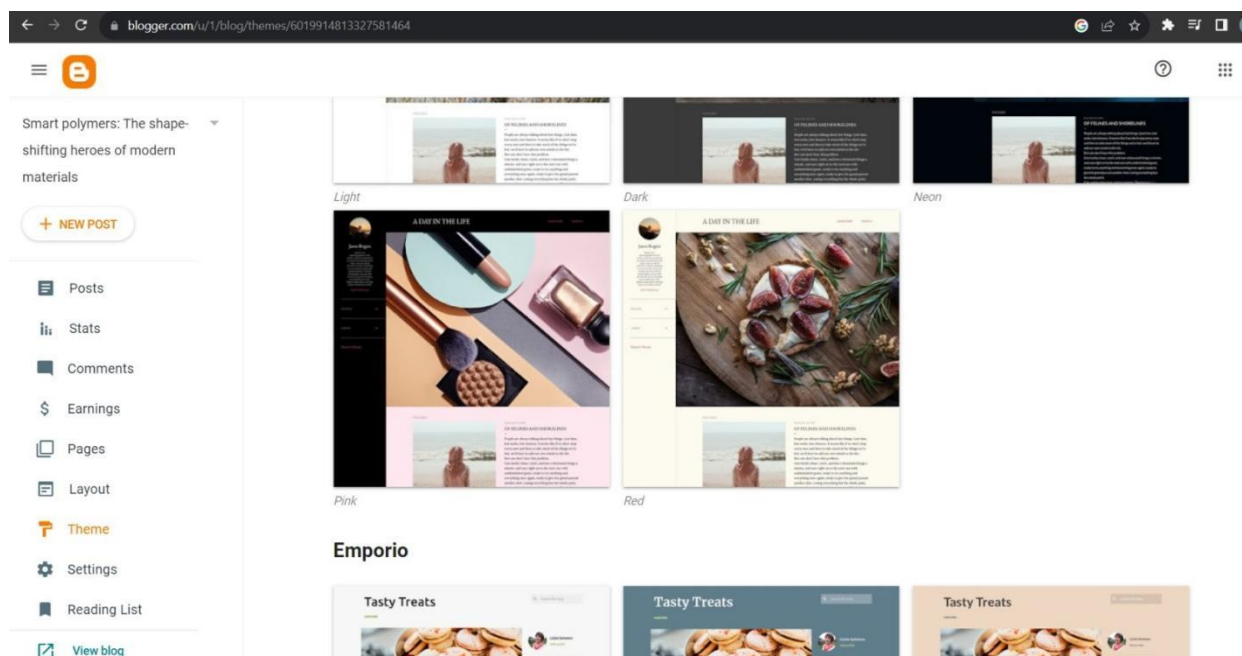
Then click on "New post" option to make content for our blog



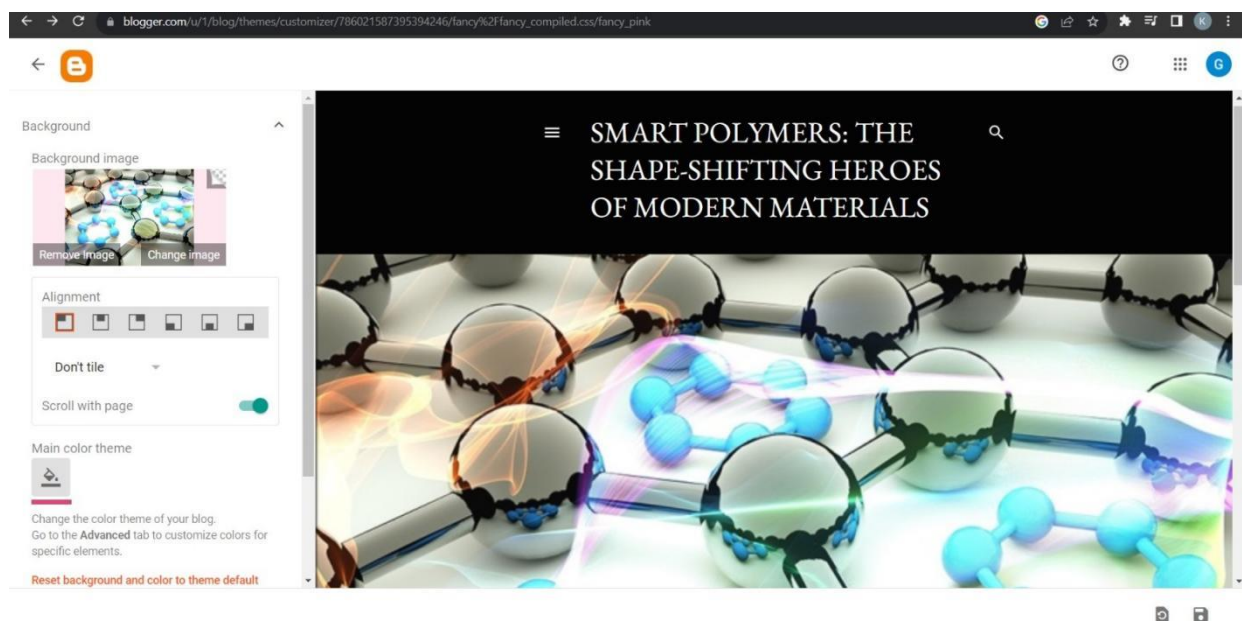
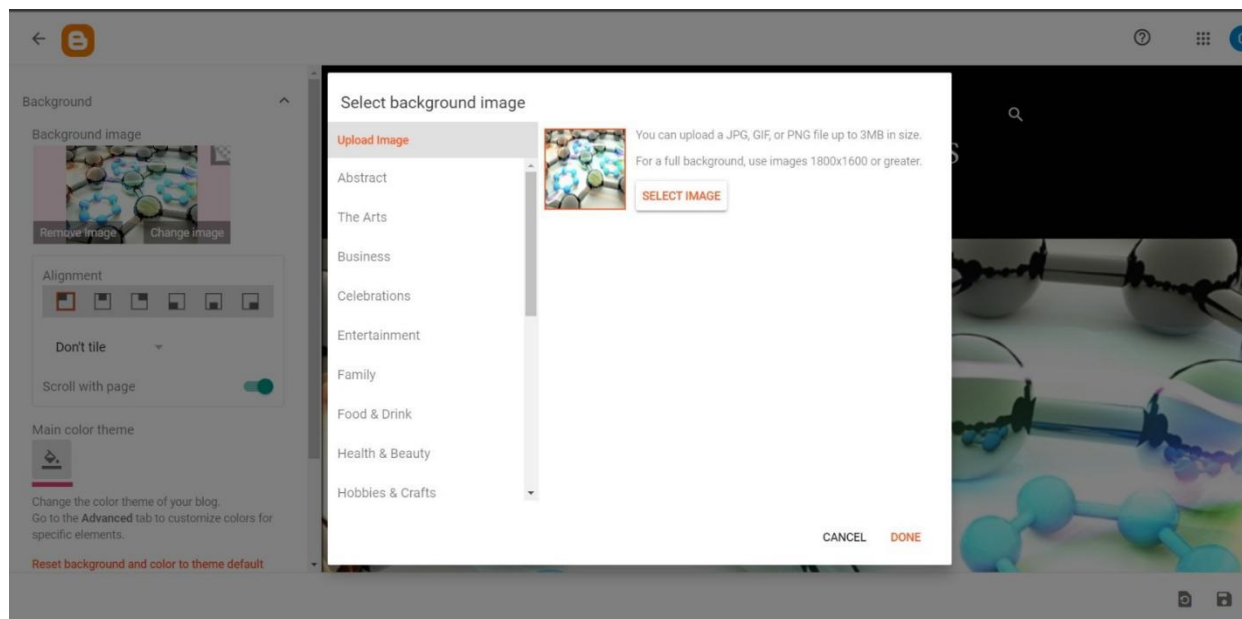
Now enter the Title in the title bar and write the content for our blog. It is very similar to Microsoft Word in terms of writing the content



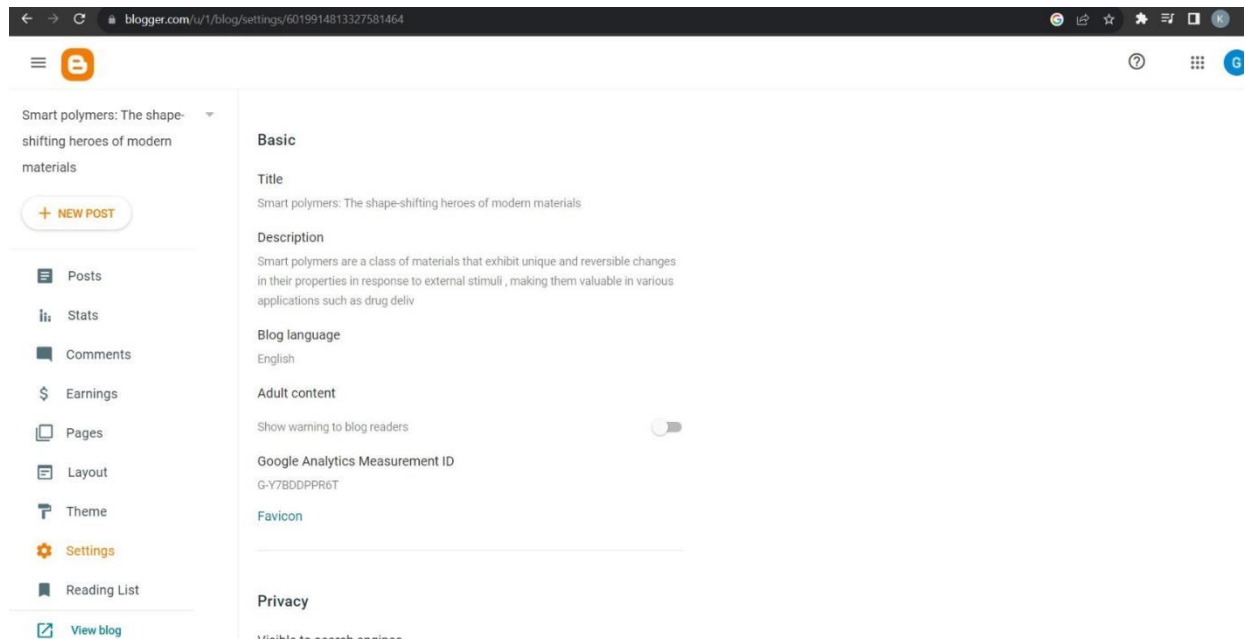
After writing content click on “Publish” option, it will prompt to confirm or cancel. Click on “Confirm” and proceed.



Now we can select theme for our blog



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.

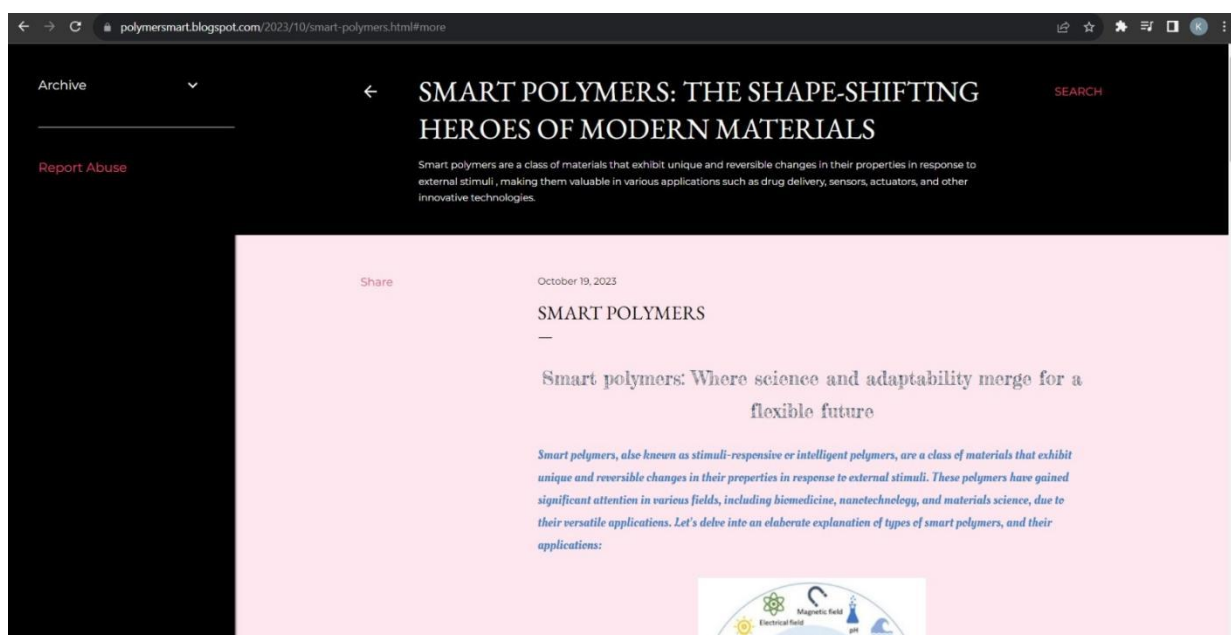


Then go to settings, add **description** to our blog and turn on the **meta tags**





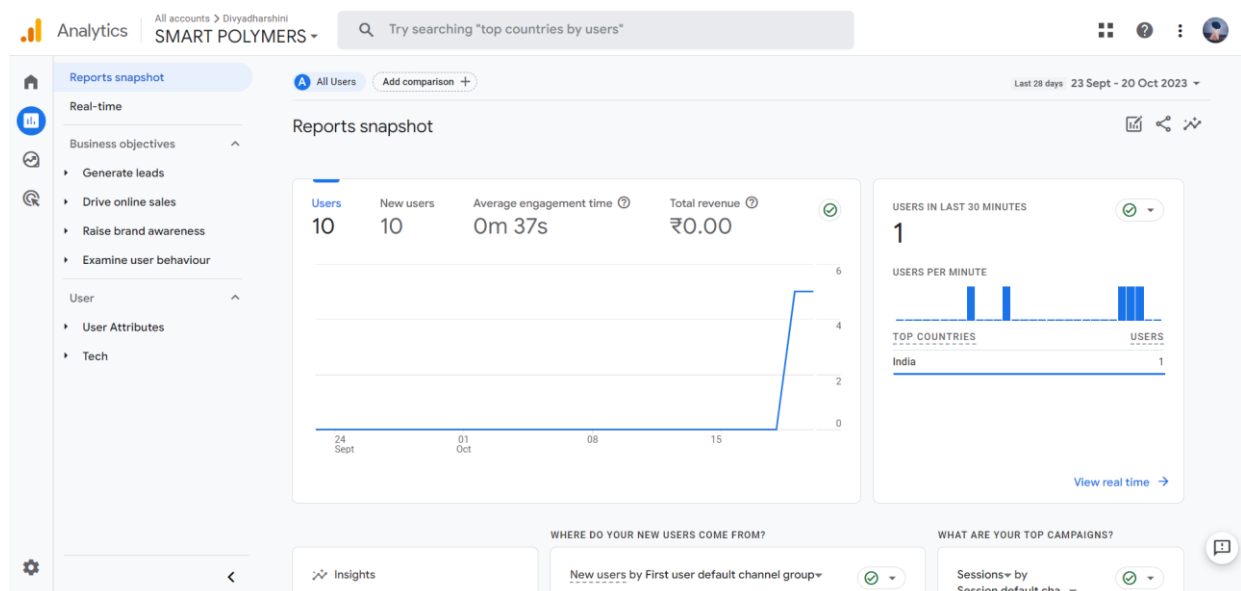
Then using view blog , you will be directed to the created blog website.



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

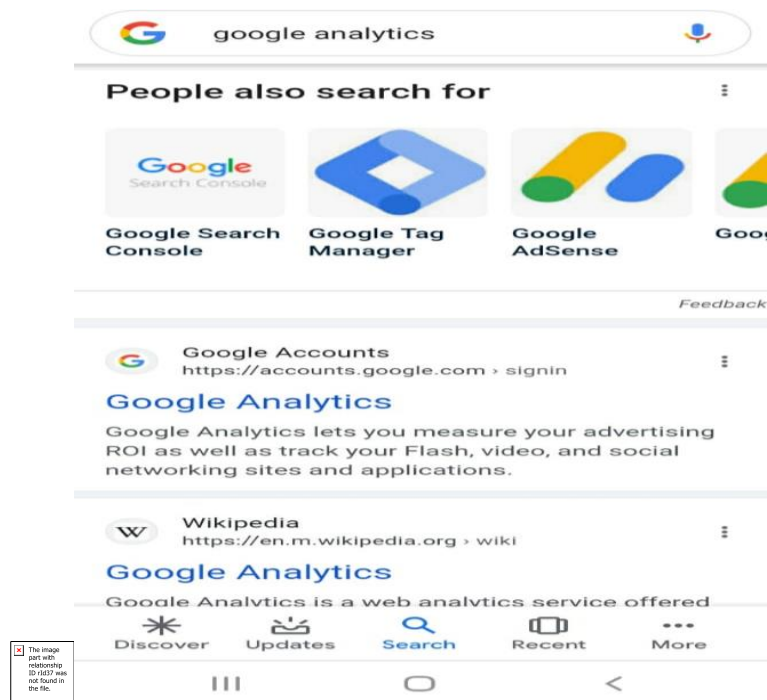
## 5. GOOGLE ANALYTICS:

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 goals. Goals might include sales, lead generation, viewing a specific page, or downloading a particular file. Google Analytics' approach is to show high-level, dashboard-type data for the casual user, and more in-depth data further into the report set. Google Analytics analysis can identify poor performing pages with techniques such as funnel visualization, where visitors come from (referrers), how long they stayed on the website and their geographical position. It also provides more advanced features, including custom visitor segmentation. Google Analytics-commerce reporting can track sales activity and performance. The e-commerce reports show a site's transactions, revenue, and many other commerce-related metrics. Google Analytics is the most widely used website statistics service

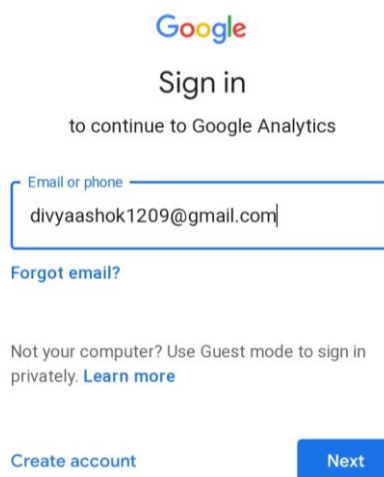


Here we have used that analytic technique to our blog to know whether we have been able to reach our target audience and how far we have achieved it.

## PROCESS FLOW



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



Sign in with your email account .

## Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyse data for your business in one place, so you can make smarter decisions.

[Start measuring](#)

### Complete information

Understand your site and app users to better check the performance of your marketing, content, products, and more.

### Get insights only Google can give

Access Google's unique insights and machine learning capabilities to make the most of your data.

### Connect your insights to results

Analytics works with Google's advertising and publisher products, so you can use your insights to deliver business results.

[Learn more about Google Analytics](#)



## Press Start measuring .

1

2

3

4

5

Account creat...Property creat...Business det...Business object...Data collect...

### 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 Policy](#). 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 interest 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](#)
- ☒ **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 analyses 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 .

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 creati..., 2. Property creat... (current step), 3. Business det..., 4. Business object..., and 5. Data collect... Below the progress bar, the title 'Create a property' is followed by a brief instruction: '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 main form area is titled 'Property details' and contains the following fields: 'Property name (Required)' with the text 'SMART POLYMERS' entered; 'Reporting time zone' set to 'India' (GMT+05:30) India Time; and 'Currency' set to 'Indian Rupee (₹)'. A note at the bottom of the form states 'You can edit these property details later in Admin'. Below the form is a link 'Show advanced options' and two buttons: 'Back' and 'Next'.


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


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 creati..., 2. Property creati..., 3. Business det... (current step), and 4. Business objecti... Below the progress bar, the title 'Describe your business' is followed by a brief instruction: 'Help us to better understand your business by answering the following. Your input helps improve Google Analytics.' The main form area is titled 'Business details' and contains the following fields: 'Industry category (Required)' with a dropdown menu showing 'Other business activity'; and 'Business size (Required)' 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'. Below the form are two buttons: 'Back' and 'Next'.


Select the industry category and the size of the business .


## 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 .

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 .

Property **+ Create Property**

SMART POLYMERS (412803723)

- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams**
- Events
- Conversions
- Audiences

## 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

Choose a platform for data collection .

### Set up your web stream

Website URL:

Stream name:

**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

**Create stream**

Enter the website URL and the name of the stream .



Data Streams



Smart Polymers Measurement ID

A Measurement ID is used on a website to send data to Analytics

**G-Y7BDDPPR6T**

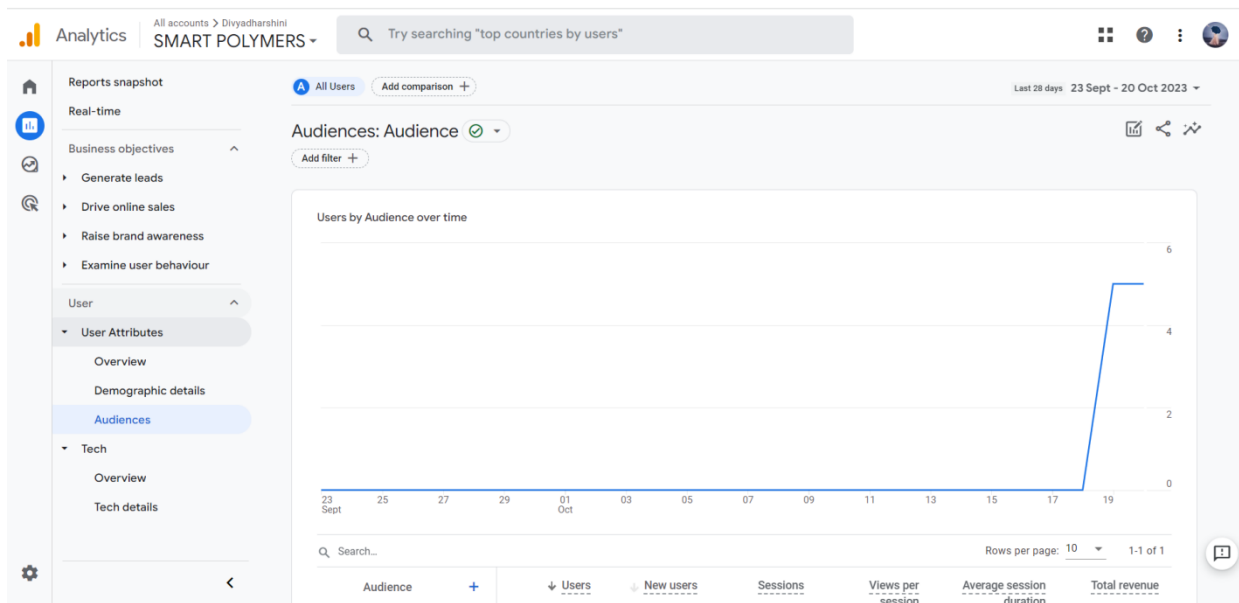


Copy

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

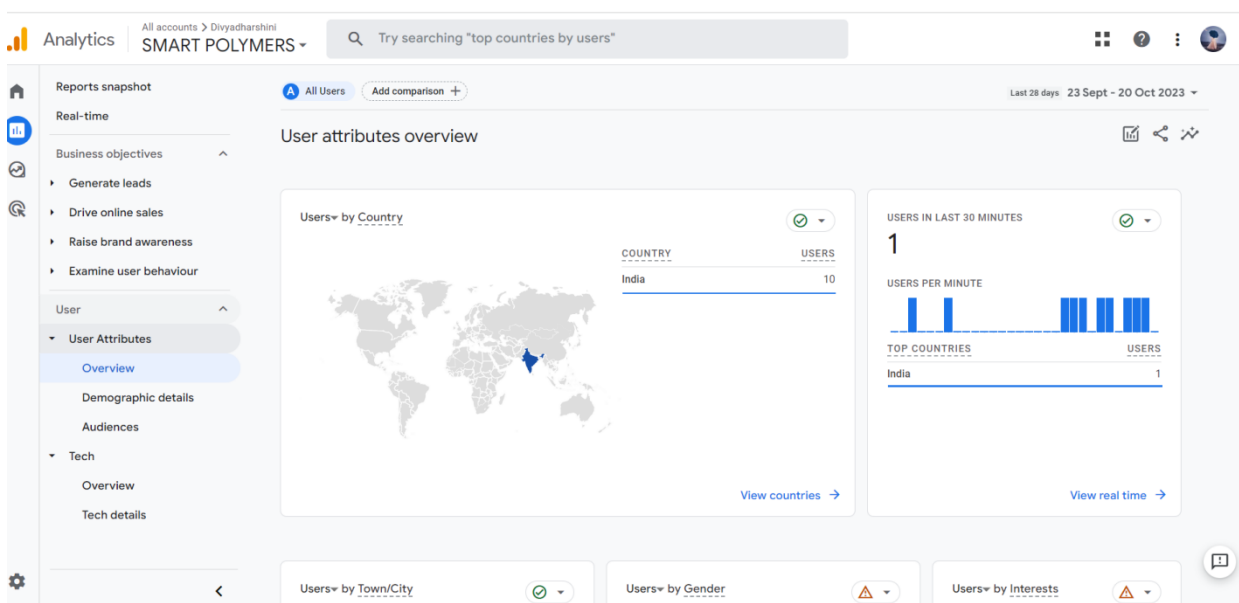


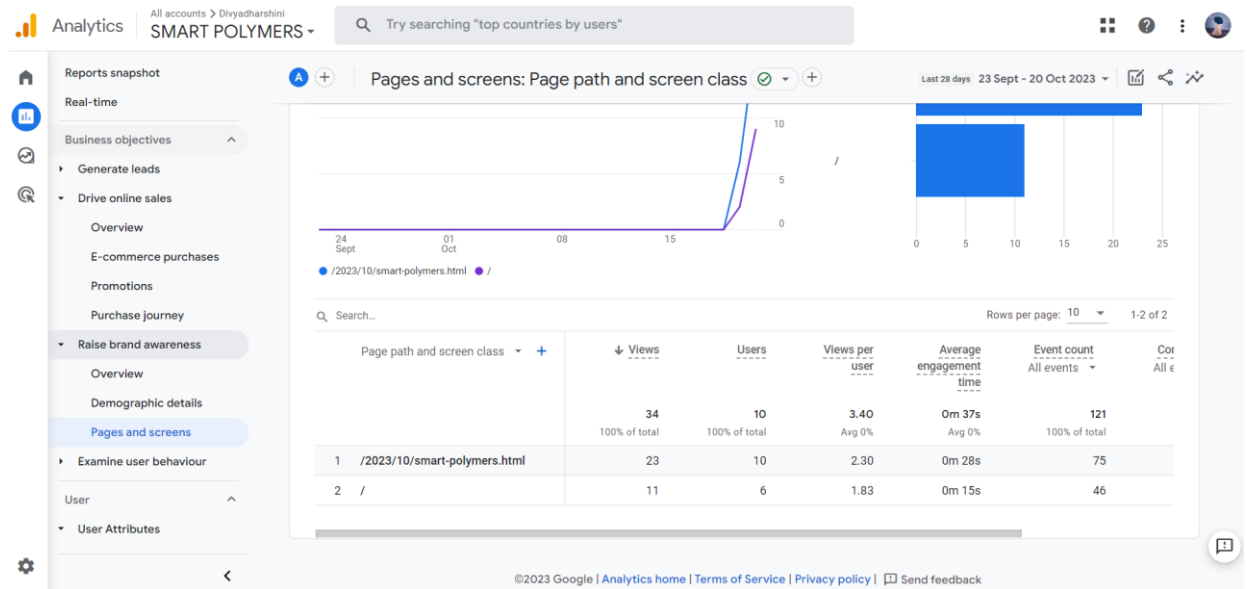
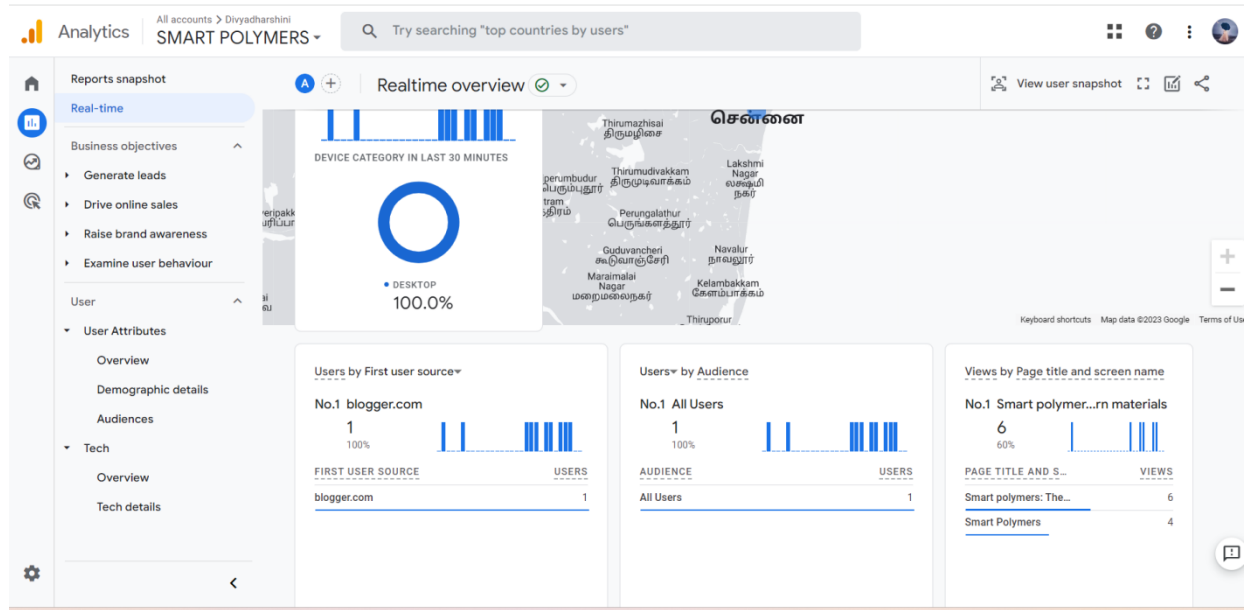
## AUDIENCE



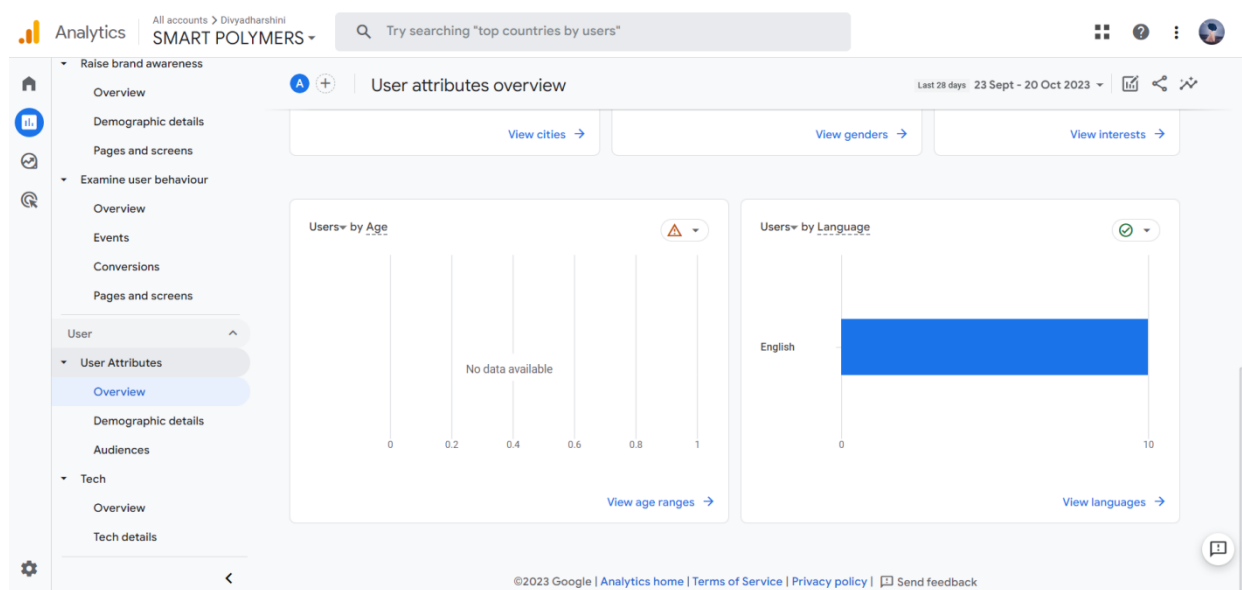
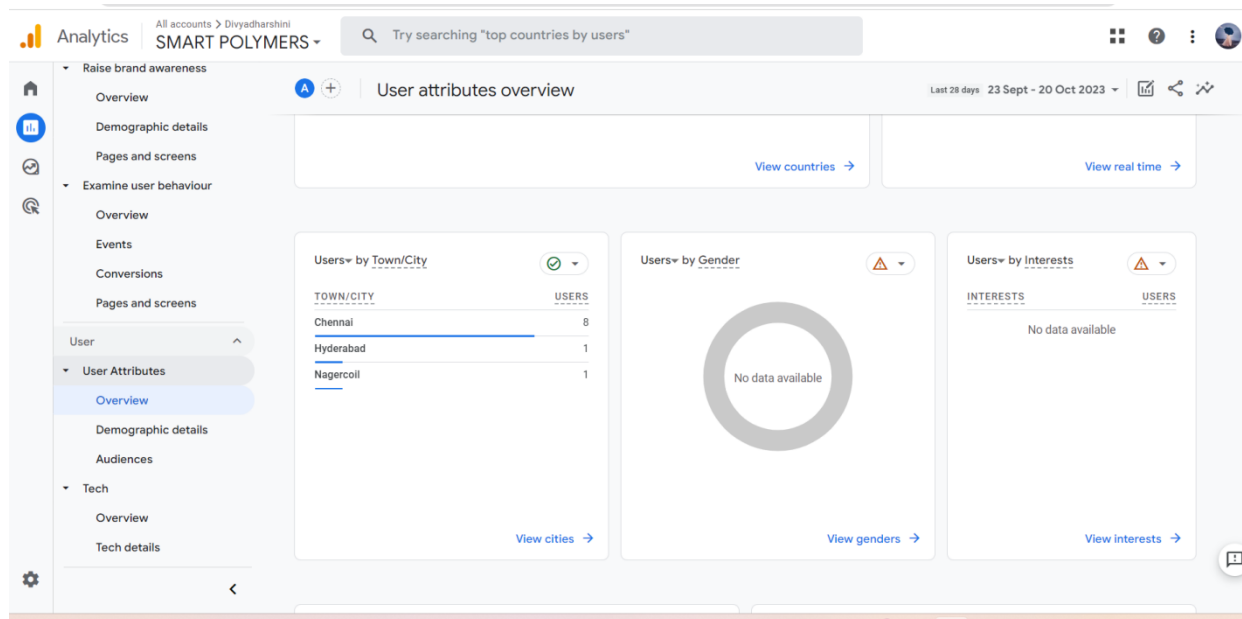
The Audience report in Google Analytics gives a detailed analysis of the users visiting the website. The overview tab gives an overall picture of website's audience and activity

## DEMOGRAPHIC DETAILS





# OVERVIEW



## **6. 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.

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7. <https://www.slideshare.net/aaronwallace09/google-analytics-ppt-69490144>