HOW TO ADD GOOGLE ANALYTICS TO WEBSITE

A PROJECT REPORT ON NAAN MUDHALVAN

Submitted by

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DEPARTMENT OF RUBBER AND PLASTICS TECHNOLOGY

MADRAS INSTITUE OF TECHNOLOGY

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

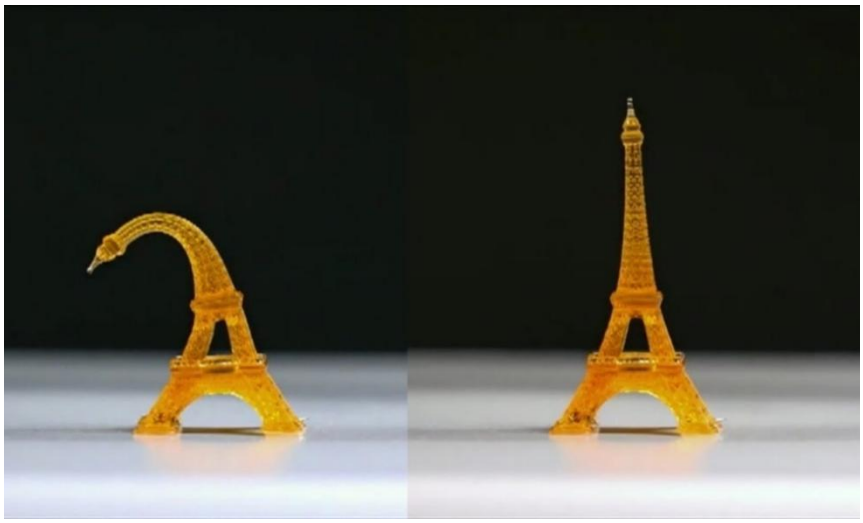
Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones and other digital media platforms to promote products and services. Google Analytics is a free Web analytics service that provide statistics and basic 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.

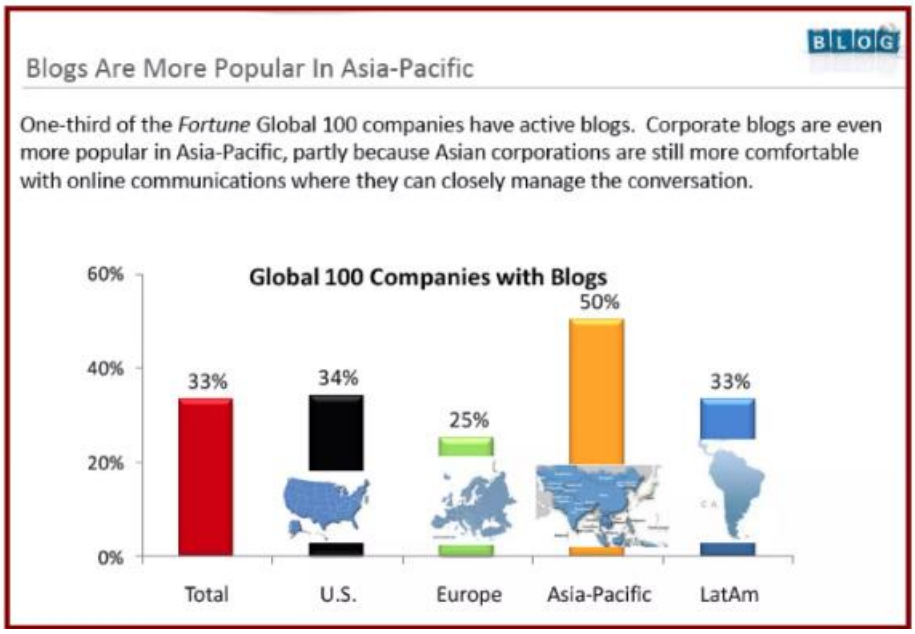
3. BLOG:

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”.

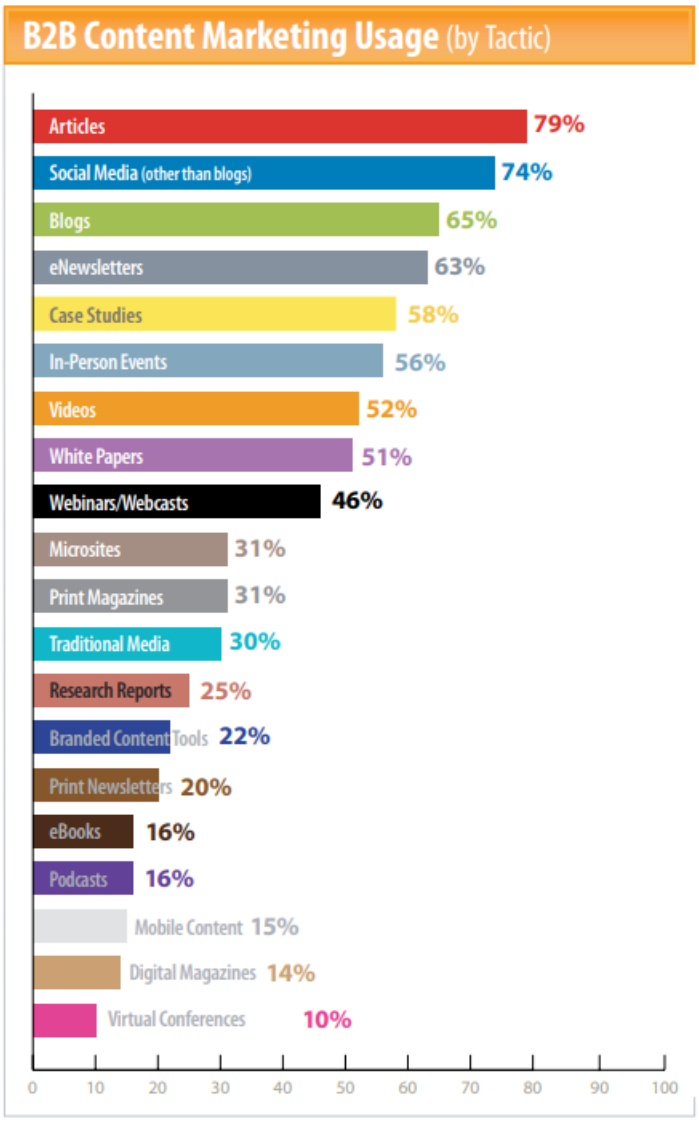
BLOGGER:

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.

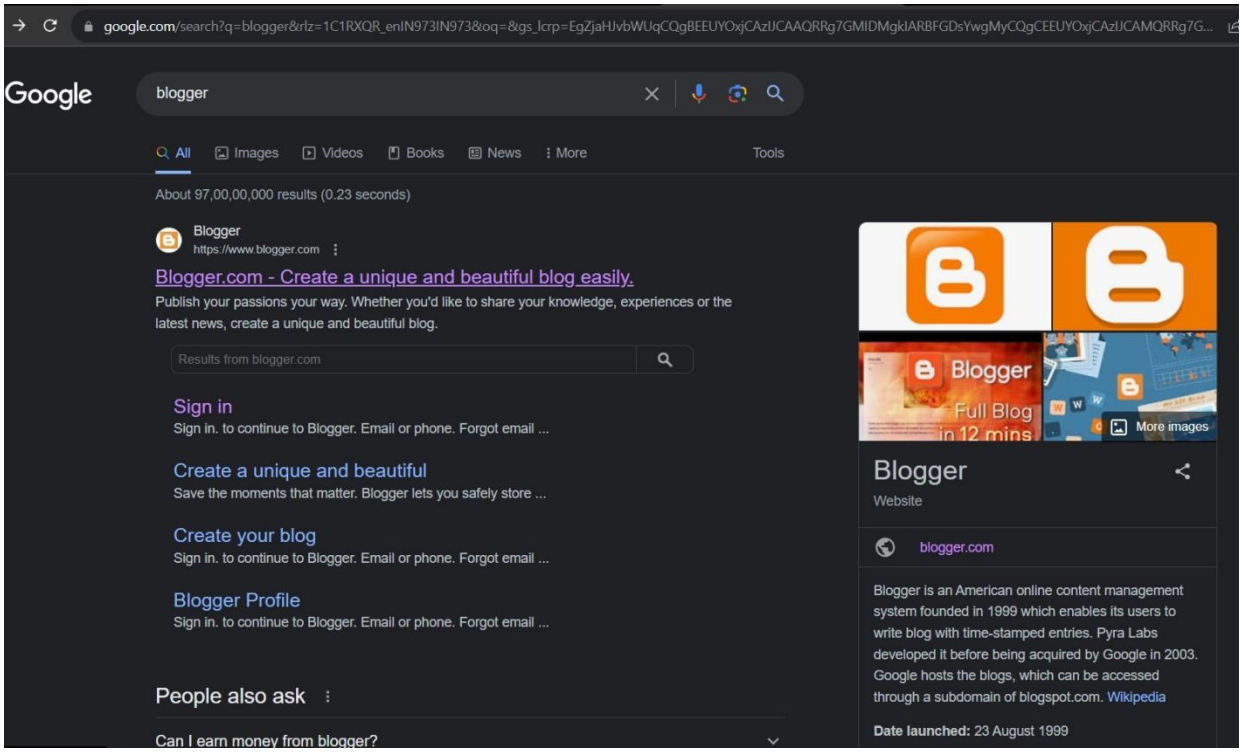


HOW TO CREATE A BLOG?

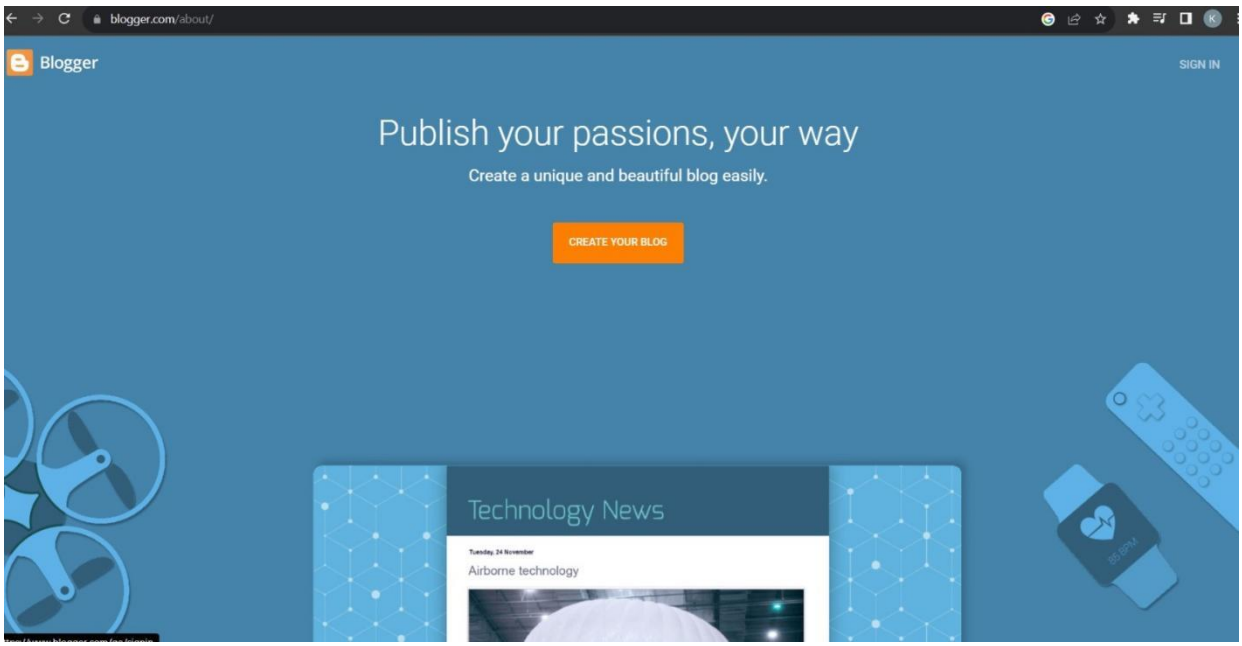
- Name
- Software
- Design
- Test
- Functionality


B2B Content Marketing Usage (by Tactic)
Articles 79%
Social Media (other than blogs) 74%
Blogs 65%
eNewsletters 63%
Case Studies 58%
In-Person Events 56%
Videos 52%
White Papers 51%
Webinars/Webcasts 46%
Microsites 31%
Print Magazines 31%
Traditional Media 30%
Research Reports 25%
Branded Content Tools 22%
Print Newsletters 20%
eBooks 16%
Podcasts 16%
Mobile Content 15%
Digital Magazines 14%
Virtual Conferences 10%
0 10 20 30 40 50 60 70 80 90 100

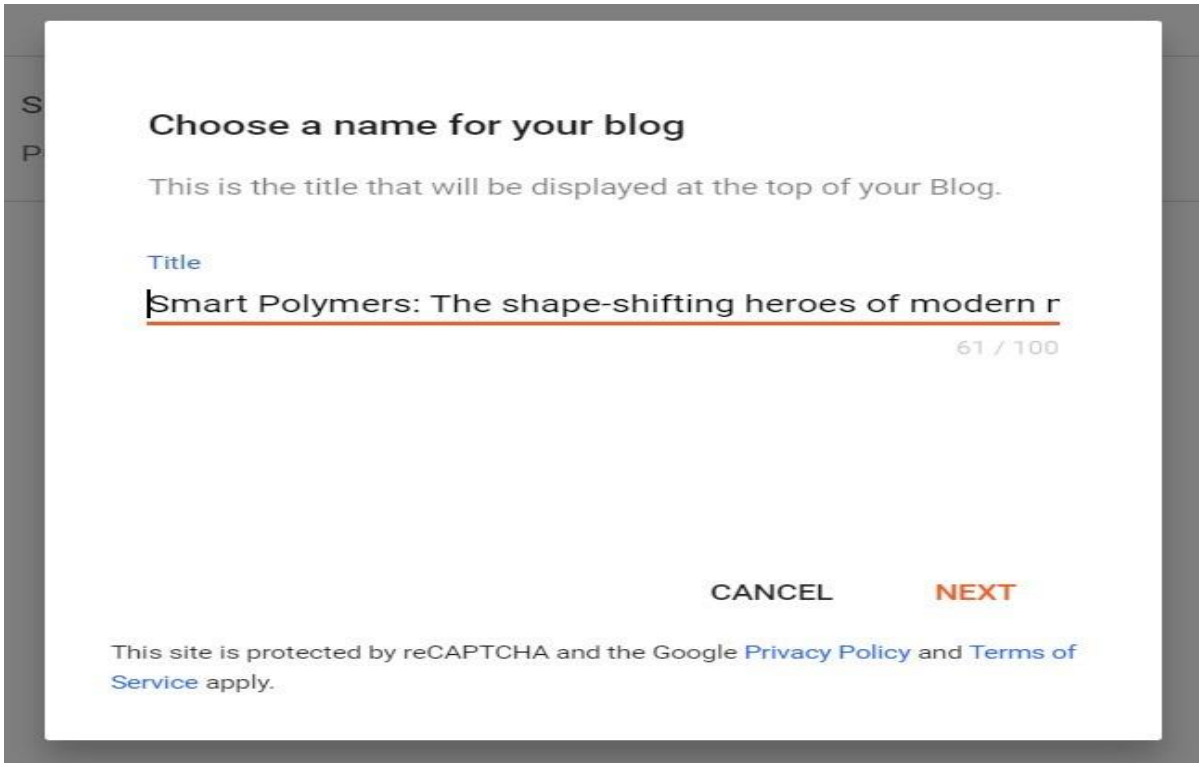
4. PROCESS FLOW



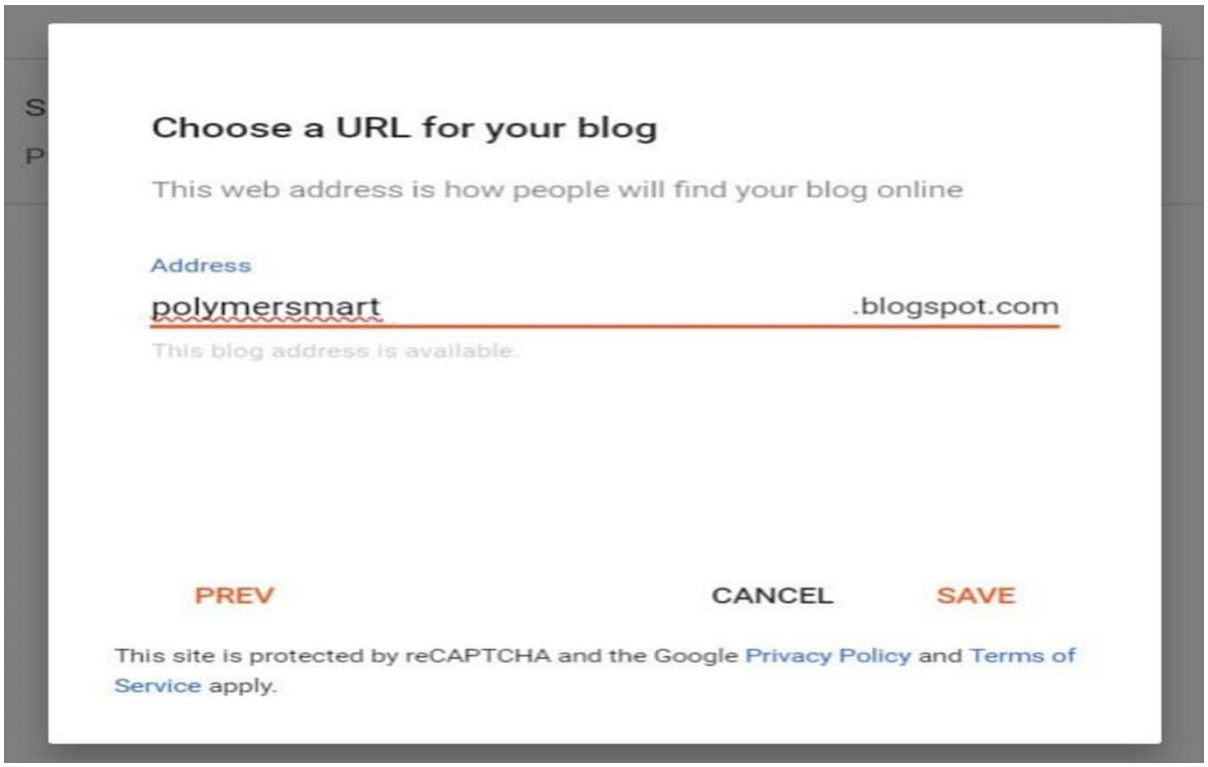
Search for blogger website in google, then open the Blooger.com link



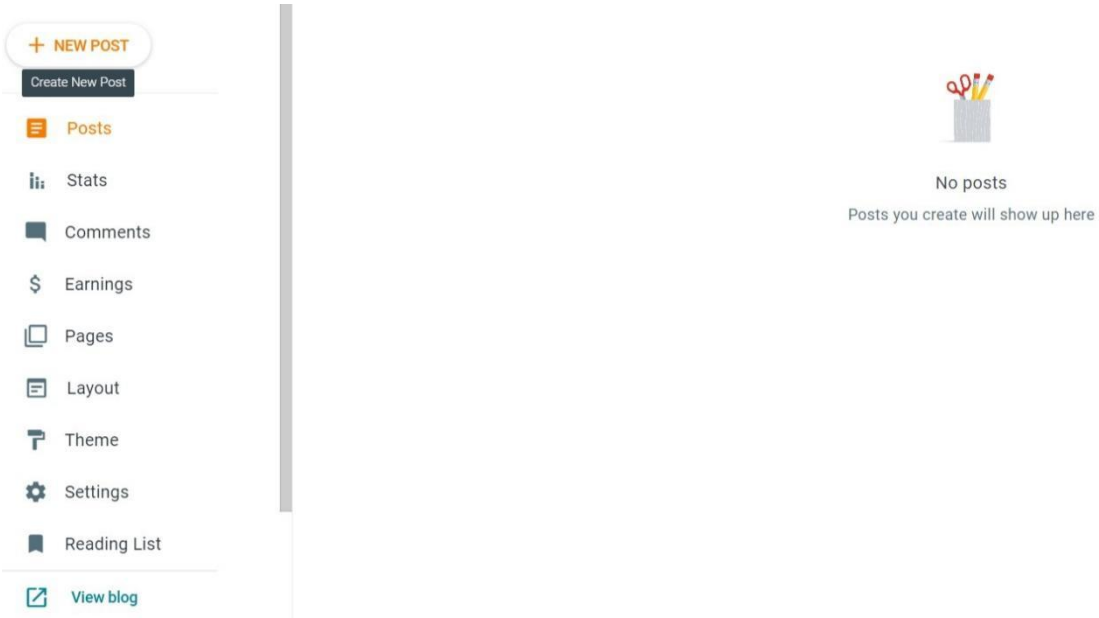
Then we will get the home page for blogger and sign in has to be done through your google account



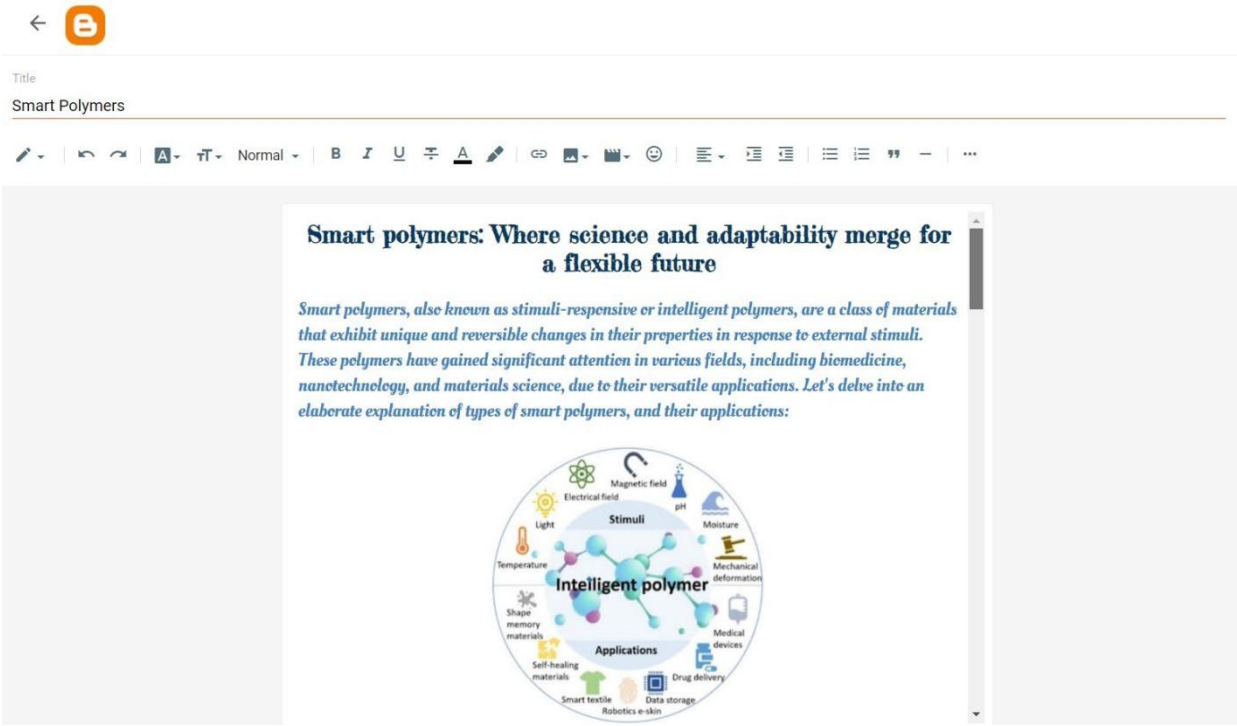
By clicking “New blog”, it will prompt us to enter the Title for the blog



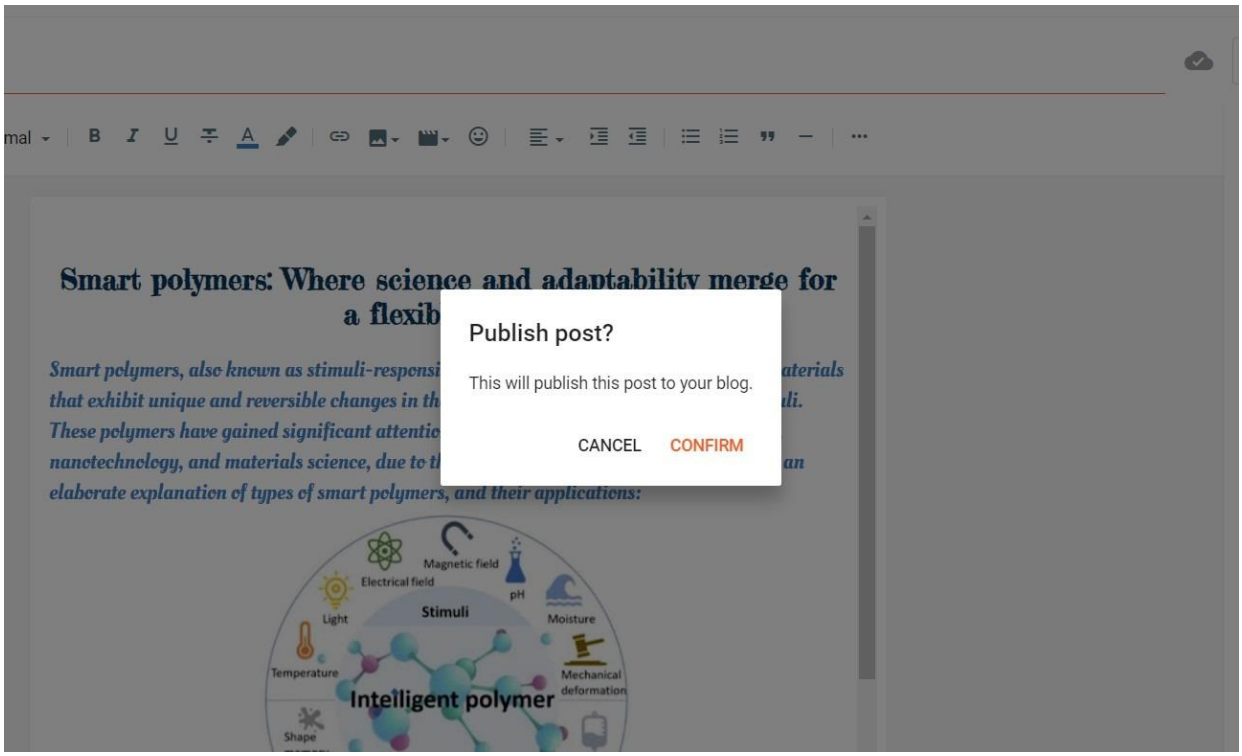
Then it will prompt us to enter the URL for our blog



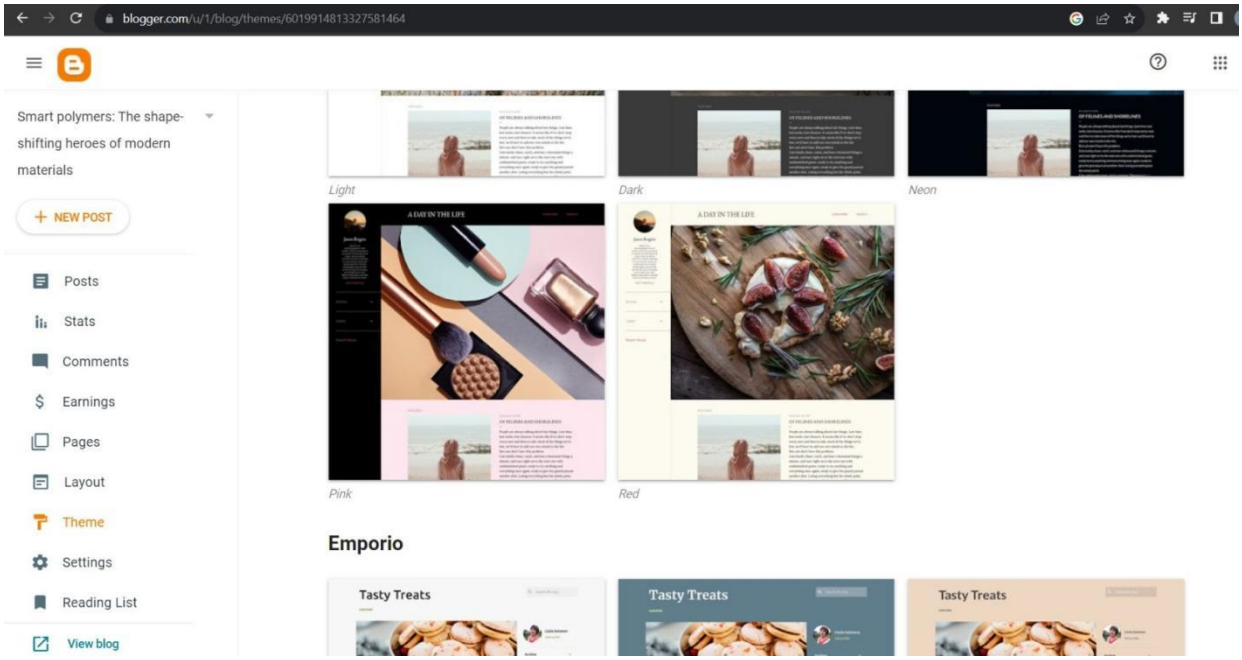
Then click on ”New post” option to make content for our blog



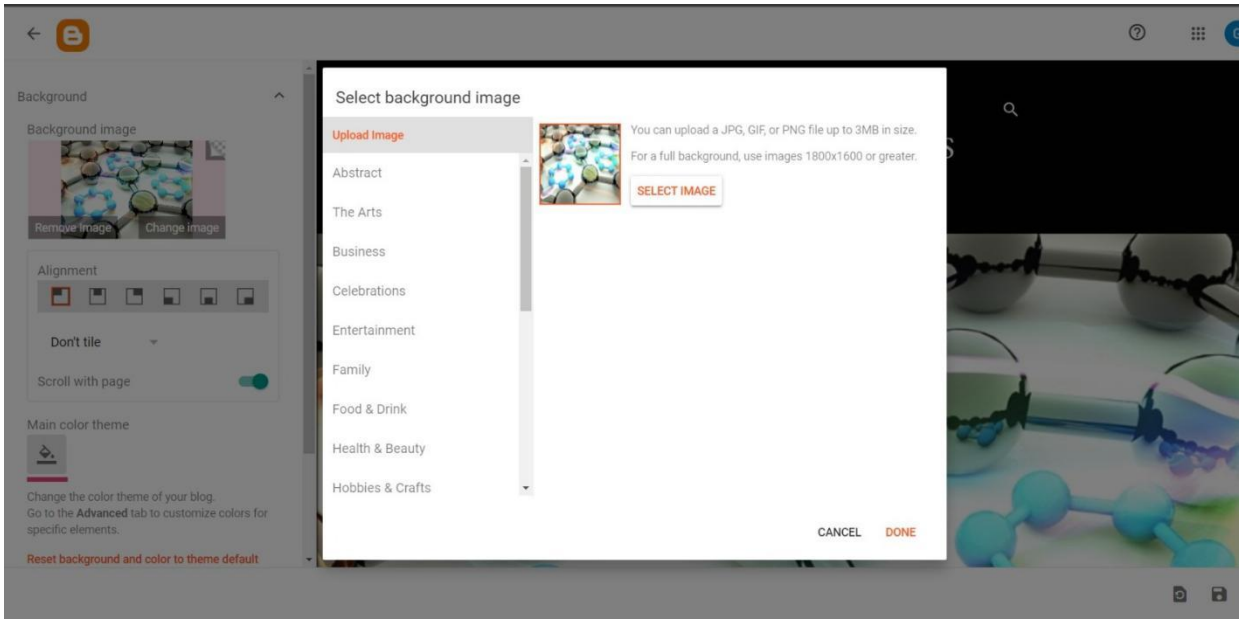
Now enter the Title in the title bar and write the content for our blog. It is very similar to Microsoft Word in terms of writing the content

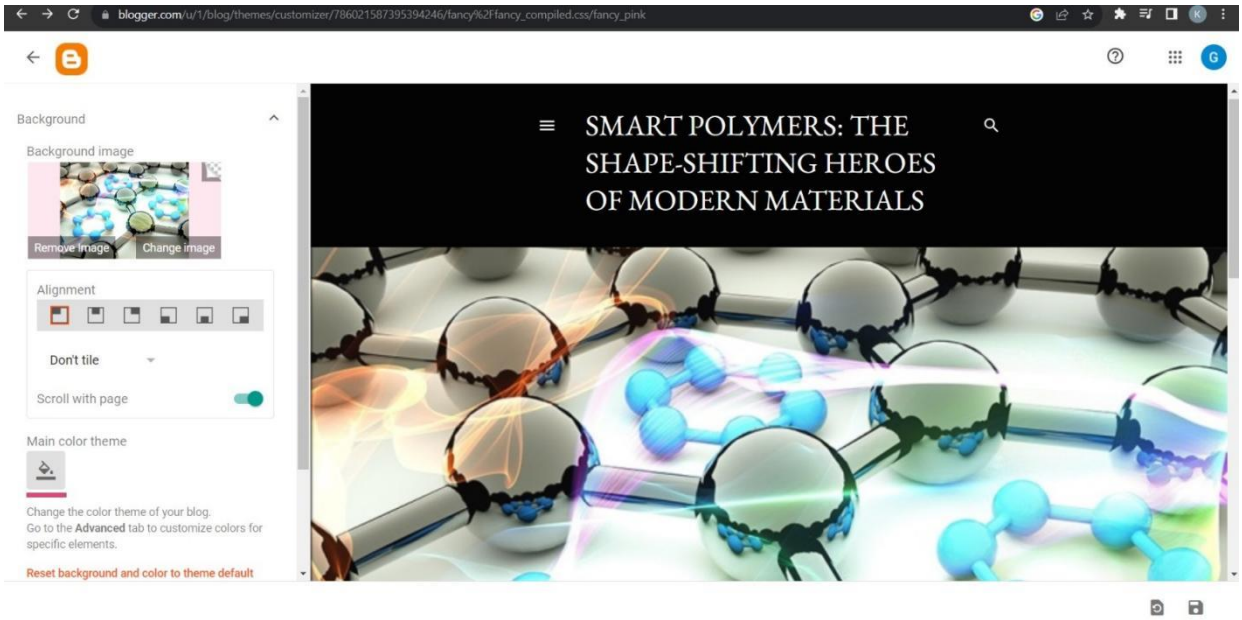


After writing content click on “Publish” option, it will prompt to confirm or cancel. Click on “Confirm” and proceed.

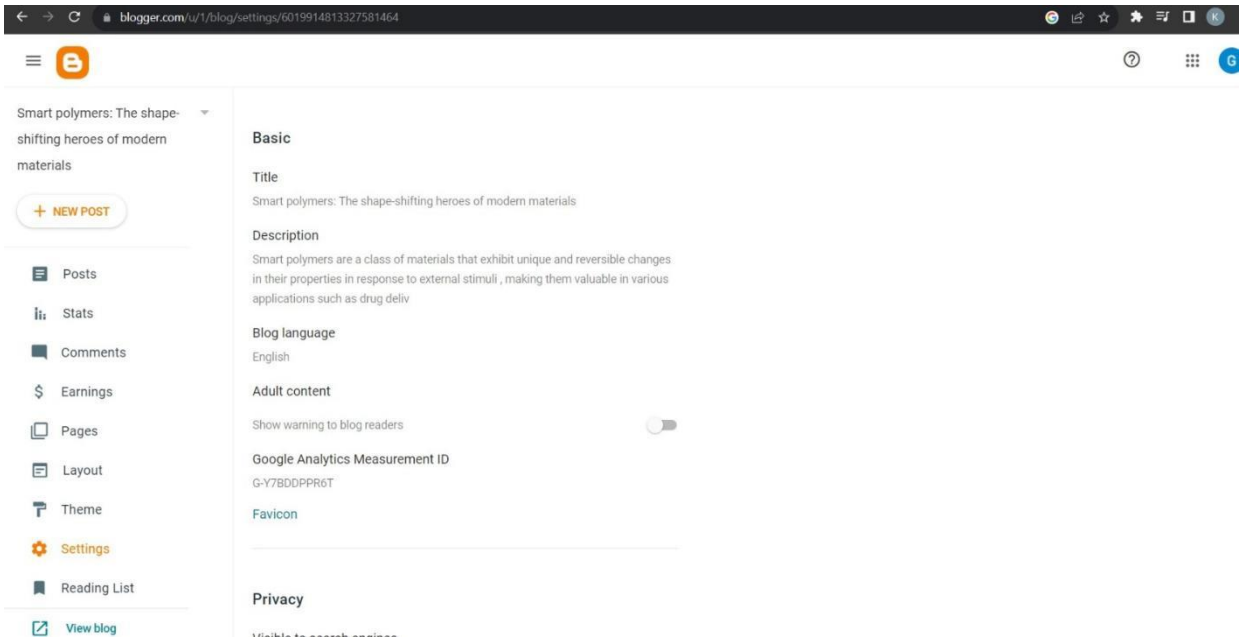


Now we can select theme for our blog

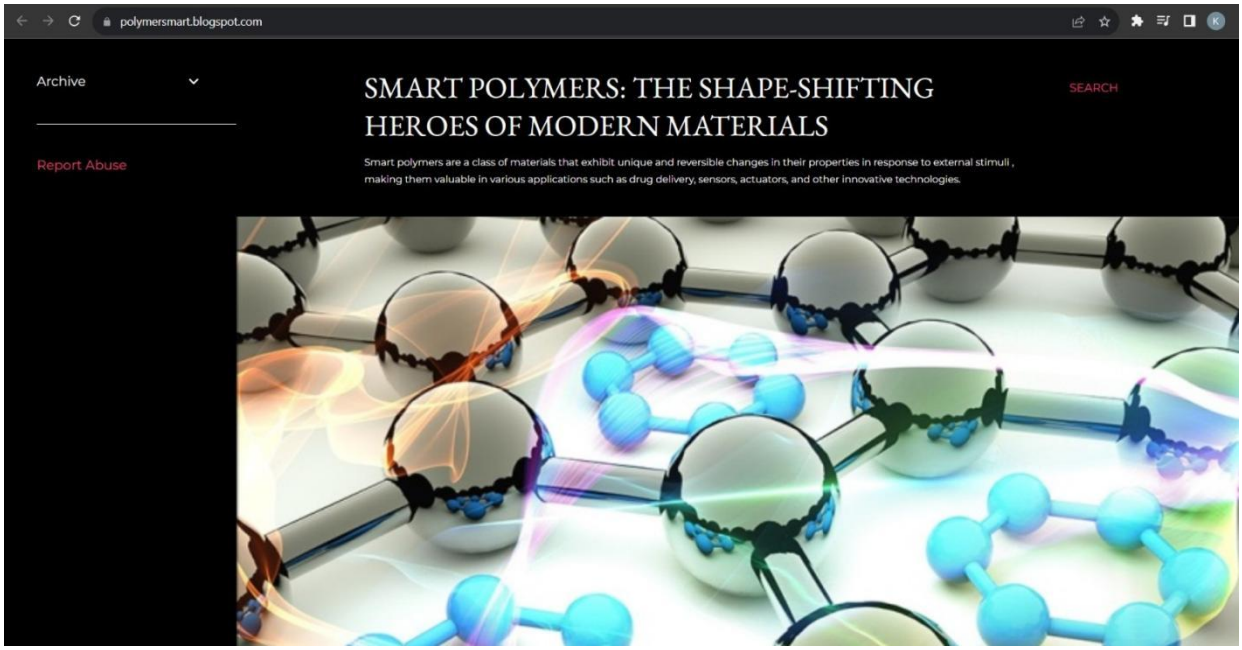




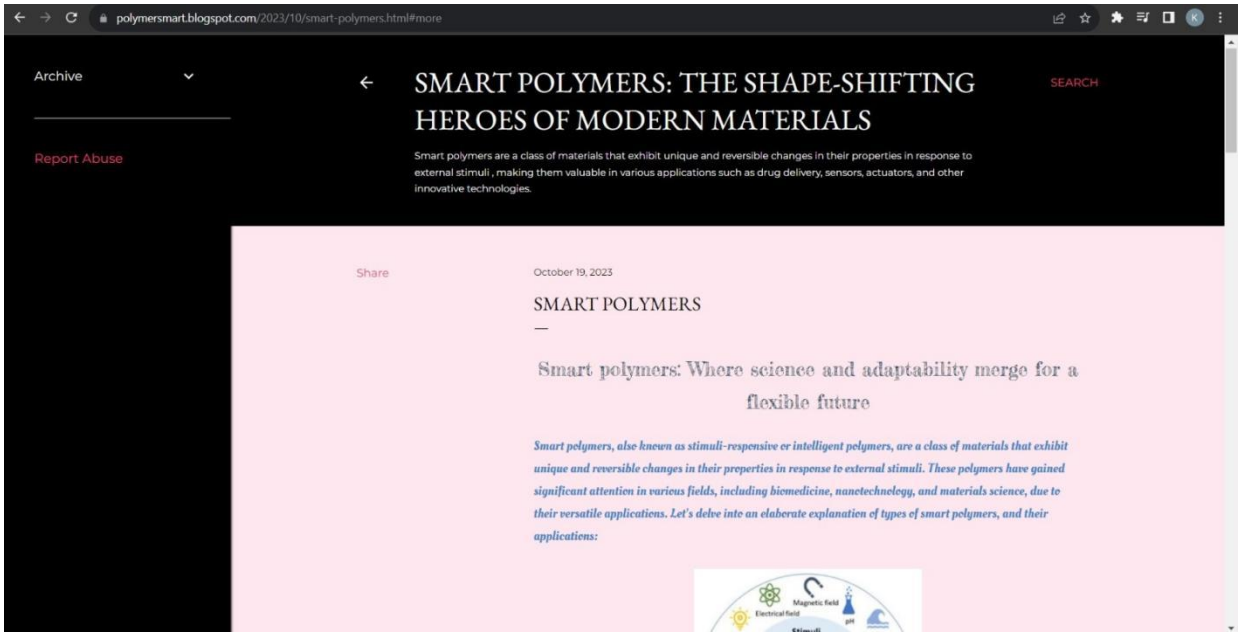
We can even customize the theme in blogger : After selecting theme, it will prompt us to choose background image for our blog and it has to be saved.



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



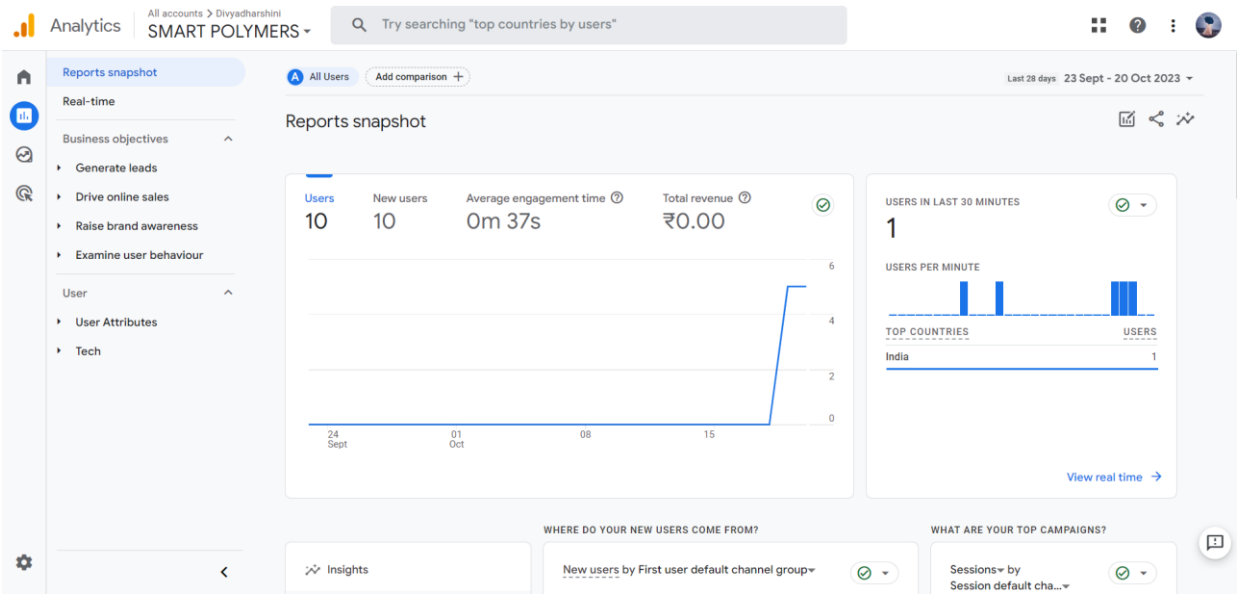
Then using view blog , you will be directed to the created blog website.



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

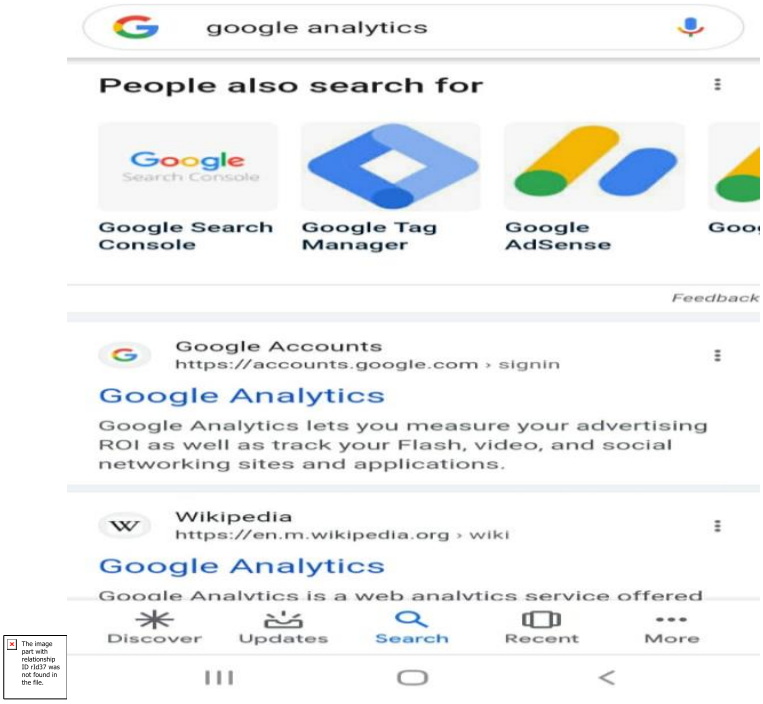
5. GOOGLE ANALYTICS:

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

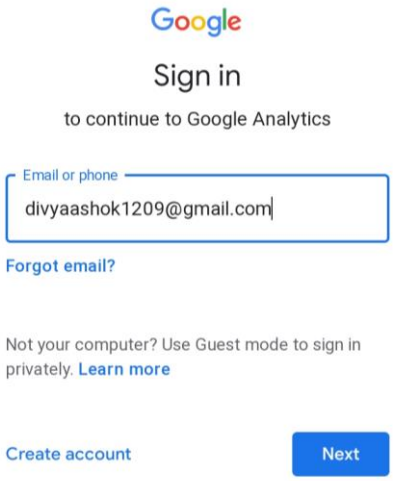


Here we have used that analytic technique to our blog to know whether we have been able to reach our target audience and how far we have achieved it.

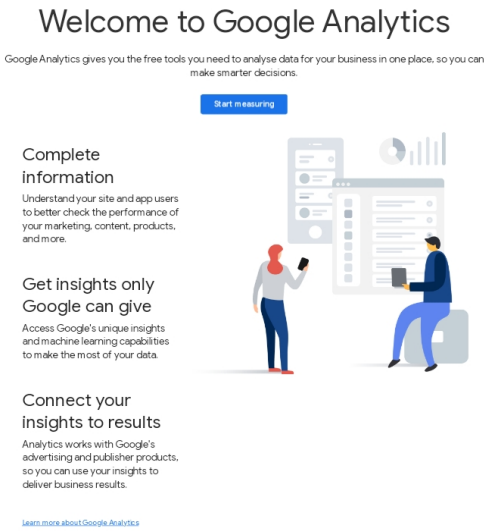
PROCESS FLOW



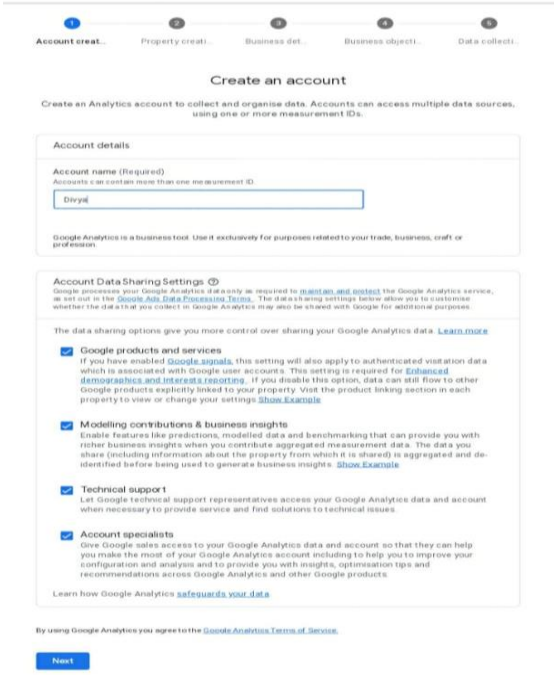
Search for google analytics website in google and open the Google Analytics link.



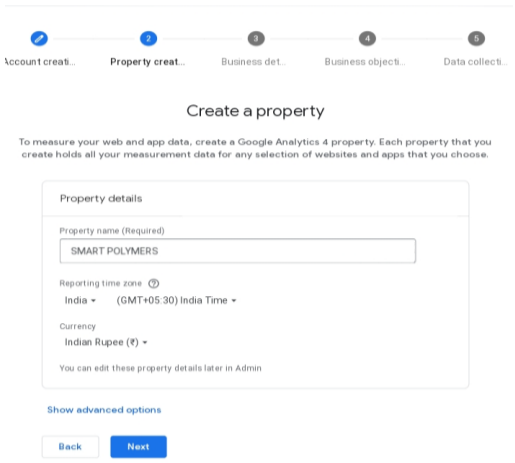
Sign in with your email account .



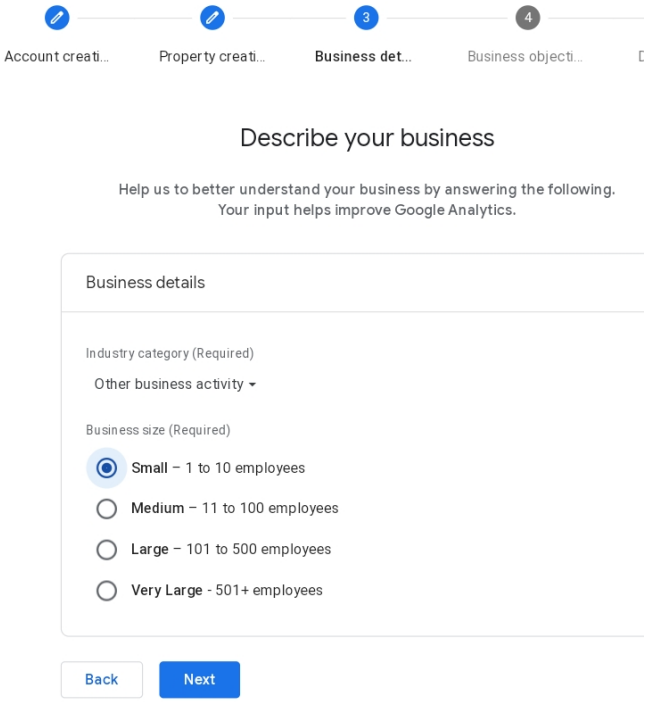
Press Start measuring .



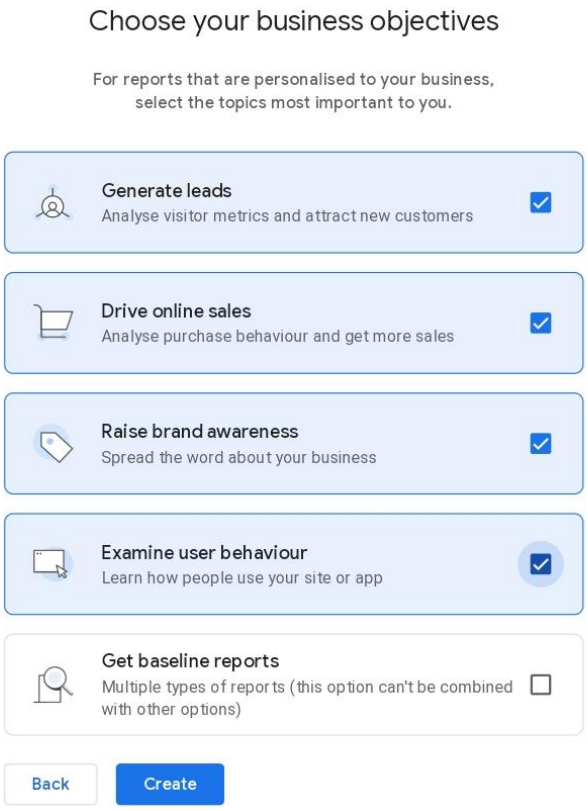
Now enter the account name and click next .



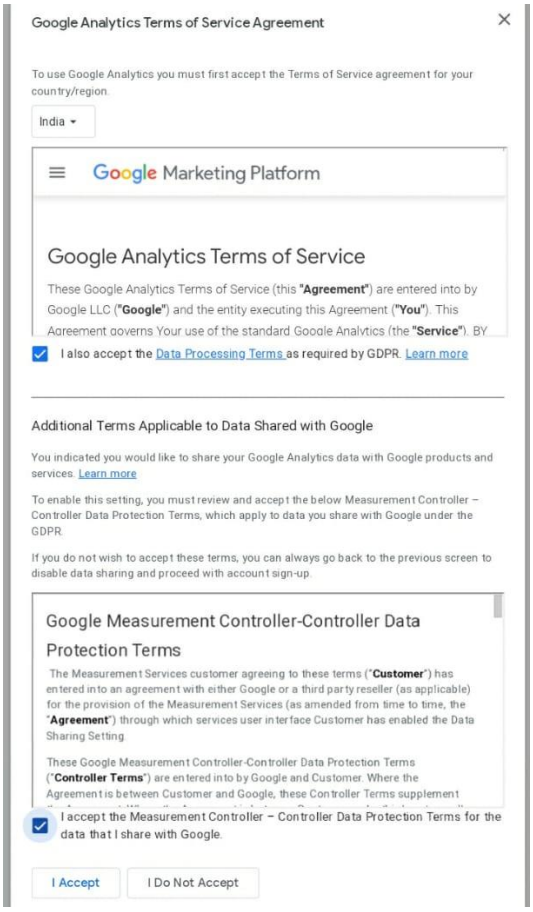
Enter the name of the property and select the required time zone and currency .



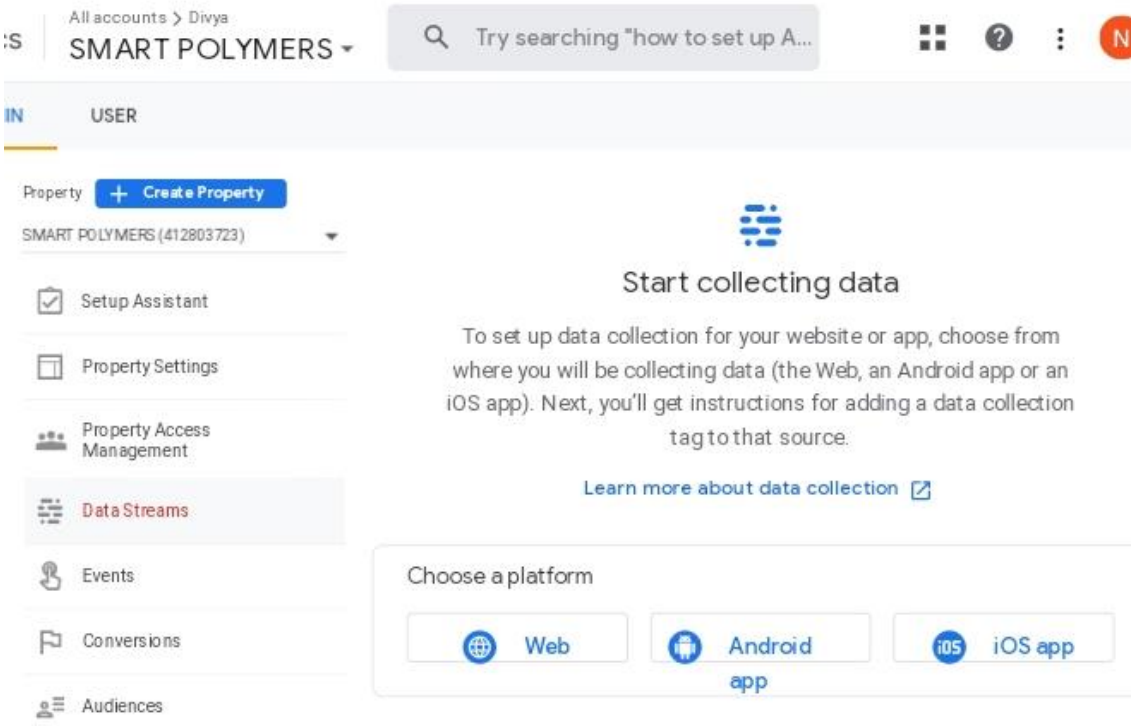
Select the industry category and the size of the business .



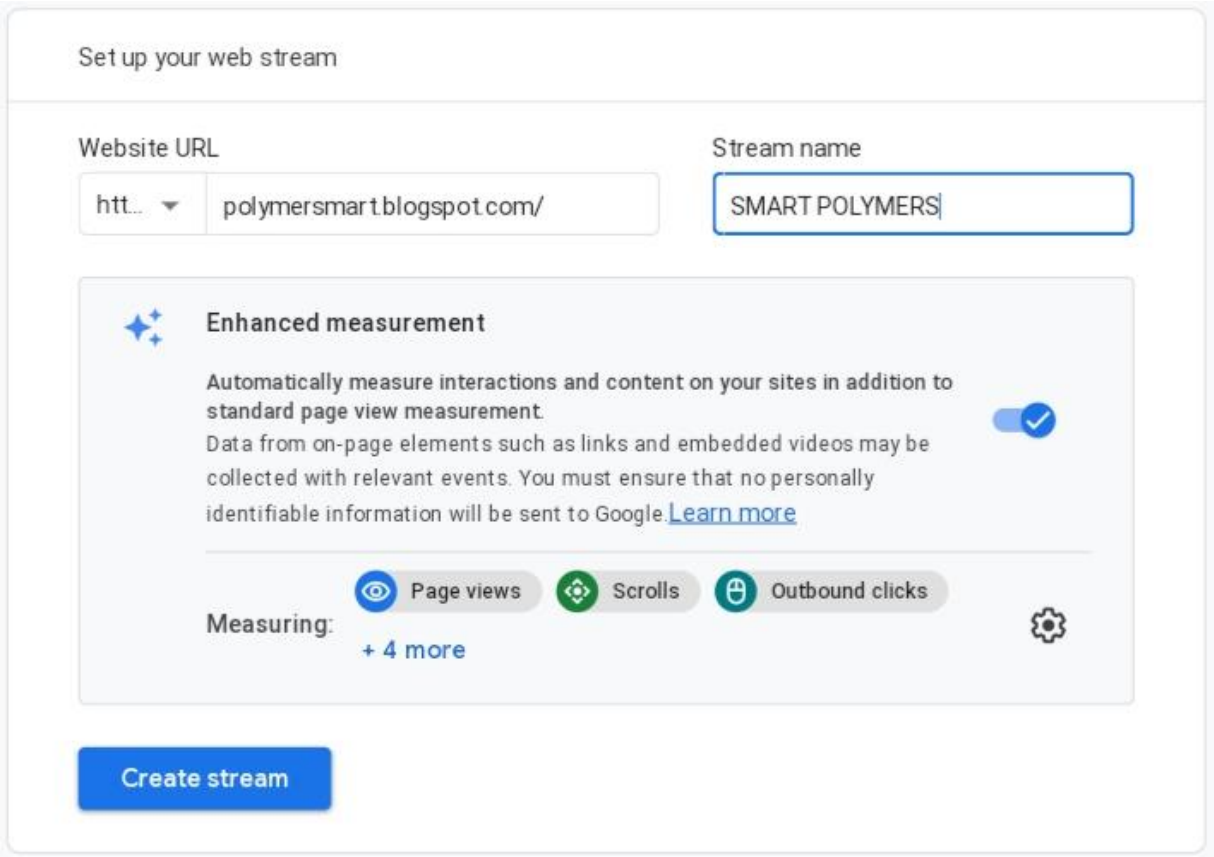
Select the required topics for your business .



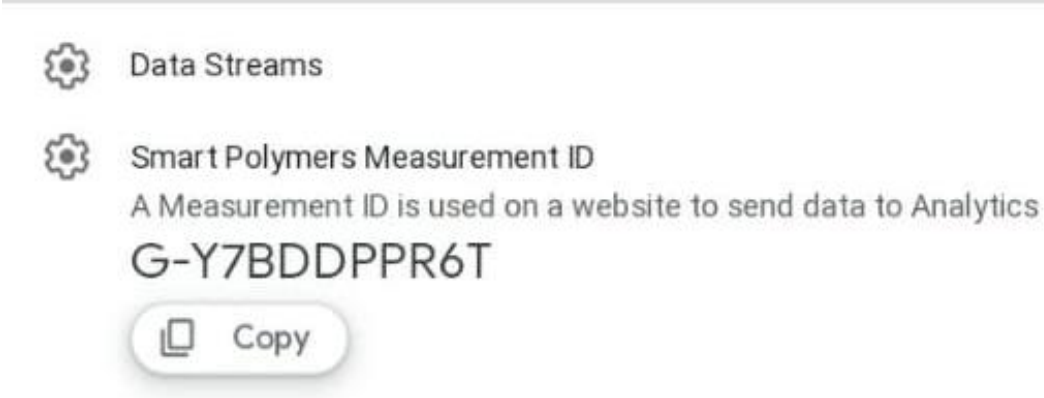
Accept the terms and conditions of google analytics .



Choose a platform for data collection .

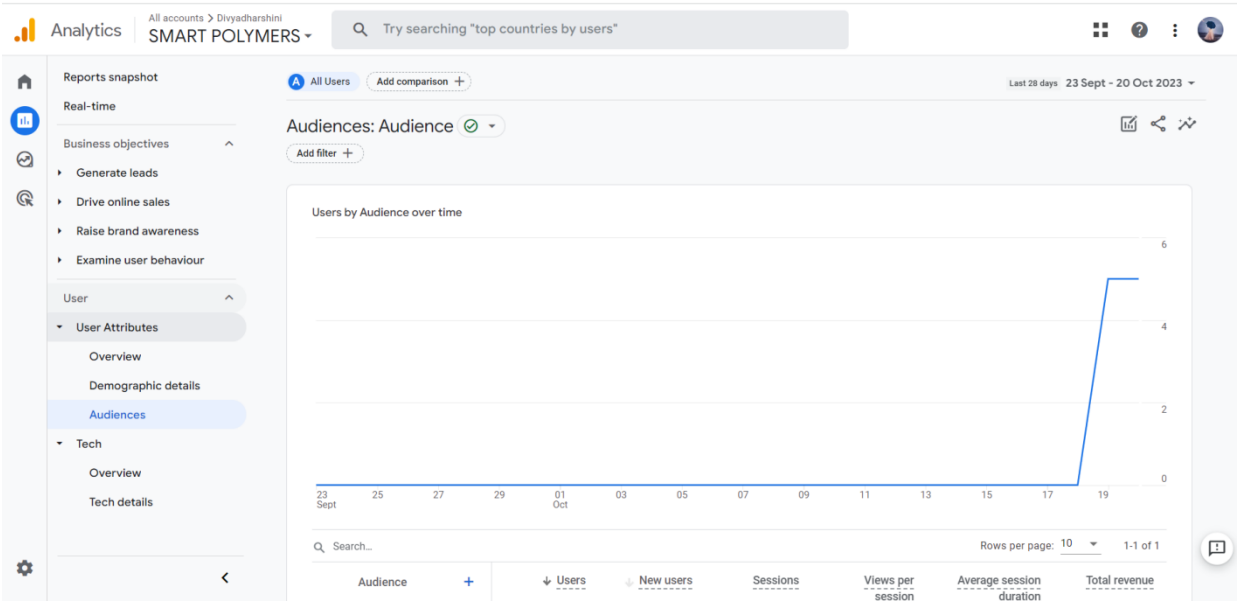


Enter the website URL and the name of the stream .



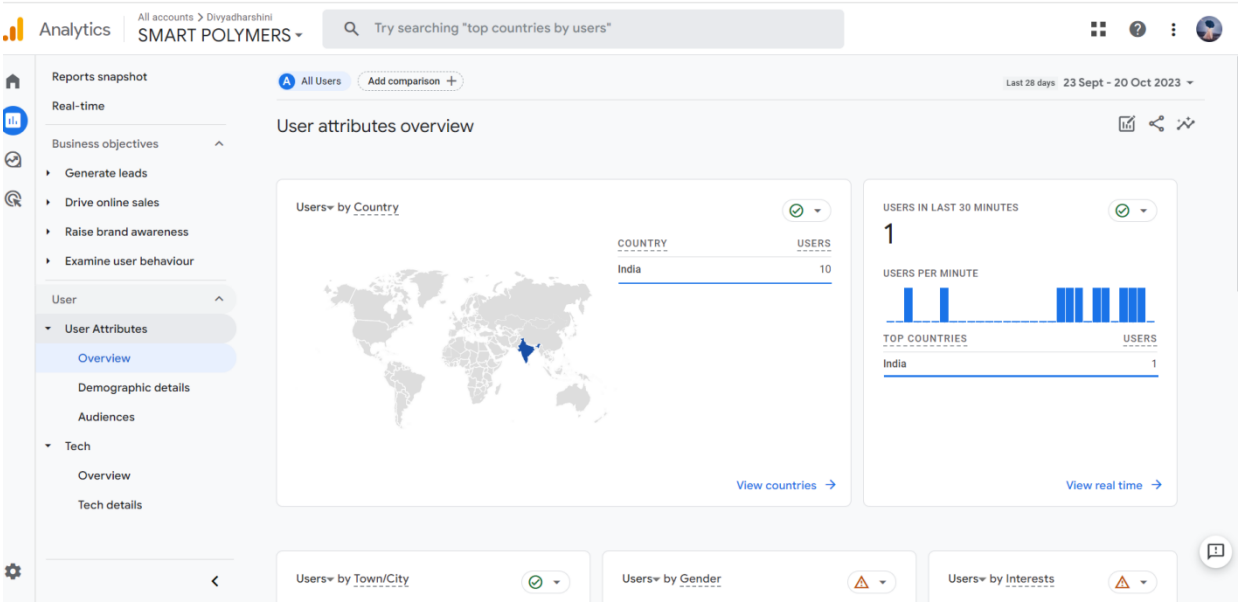
The measurement ID is now generated and this can added to the blog / website and from which data analysis can be achieved .

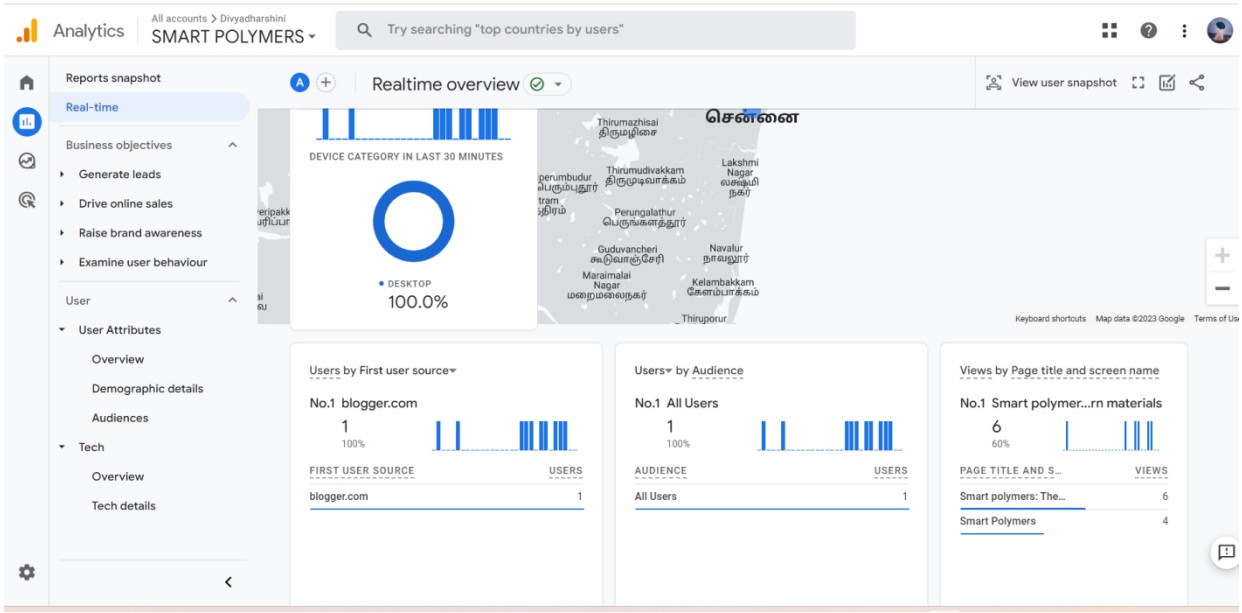
AUDIENCE

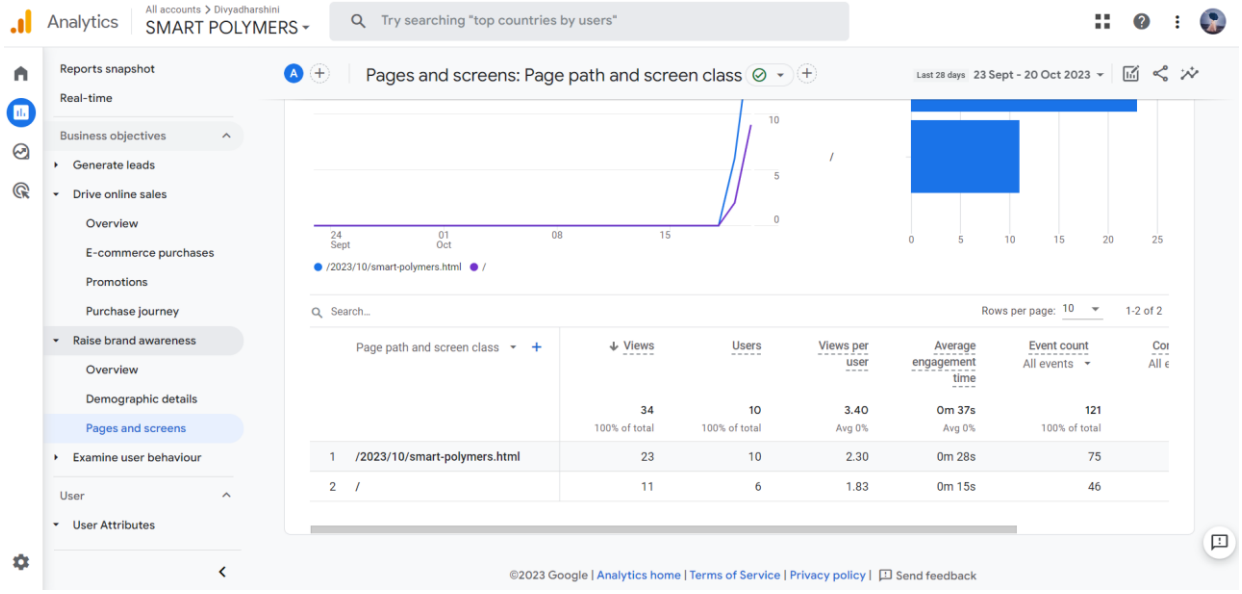


The Audience report in Google Analytics gives a detailed analysis of the users visiting the website. The overview tab gives an overall picture of website's audience and activity

DEMOGRAPHIC DETAILS




Analytics
All accounts > Divyadharshini
SMART POLYMERS
Try searching "top countries by users"
Reports snapshot
Real-time
Business objectives
Generate leads
Drive online sales
Raise brand awareness
Examine user behaviour
User
User Attributes
Overview
Demographic details
Audiences
Tech
Overview
Tech details
Realtime overview
View user snapshot
DEVICE CATEGORY IN LAST 30 MINUTES
DESKTOP
100.0%
சென்னை
Thirumazhisai
திருமழிசை
Thirumudivakkam
திருமுடிவாக்கம்
Lakshmi Nagar
லக்ஷ்மி நகர்
Perungalathur
பெருங்களத்தூர்
Guduvancheri
கூடுவாஞ்சேரி
Navalur
நாவலூர்
Maraimalai Nagar
மறைமலைநகர்
Kelambakkam
கேளம்பாக்கம்
Thiruporur
Keyboard shortcuts
Map data ©2023 Google
Terms of Use
Users by First user source
No.1 blogger.com
1
100%
FIRST USER SOURCE
USERS
blogger.com
1
Users by Audience
No.1 All Users
1
100%
AUDIENCE
USERS
All Users
1
Views by Page title and screen name
No.1 Smart polymer...rn materials
6
60%
PAGE TITLE AND S...
VIEWS
Smart polymers: The...
6
Smart Polymers
4


Analytics
All accounts > Divyadharshini
SMART POLYMERS
Try searching "top countries by users"
Reports snapshot
Real-time
Business objectives
Generate leads
Drive online sales
Overview
E-commerce purchases
Promotions
Purchase journey
Raise brand awareness
Overview
Demographic details
Pages and screens
Examine user behaviour
User
User Attributes
Pages and screens: Page path and screen class
Last 28 days 23 Sept - 20 Oct 2023
24 Sept
01 Oct
08
15
/2023/10/smart-polymers.html
/
Search...
Rows per page: 10
1-2 of 2
Page path and screen class
Views
Users
Views per user
Average engagement time
Event count
All events
34
100% of total
10
100% of total
3.40
Avg 0%
0m 37s
Avg 0%
121
100% of total
1 /2023/10/smart-polymers.html 23 10 2.30 0m 28s 75
2 / 11 6 1.83 0m 15s 46
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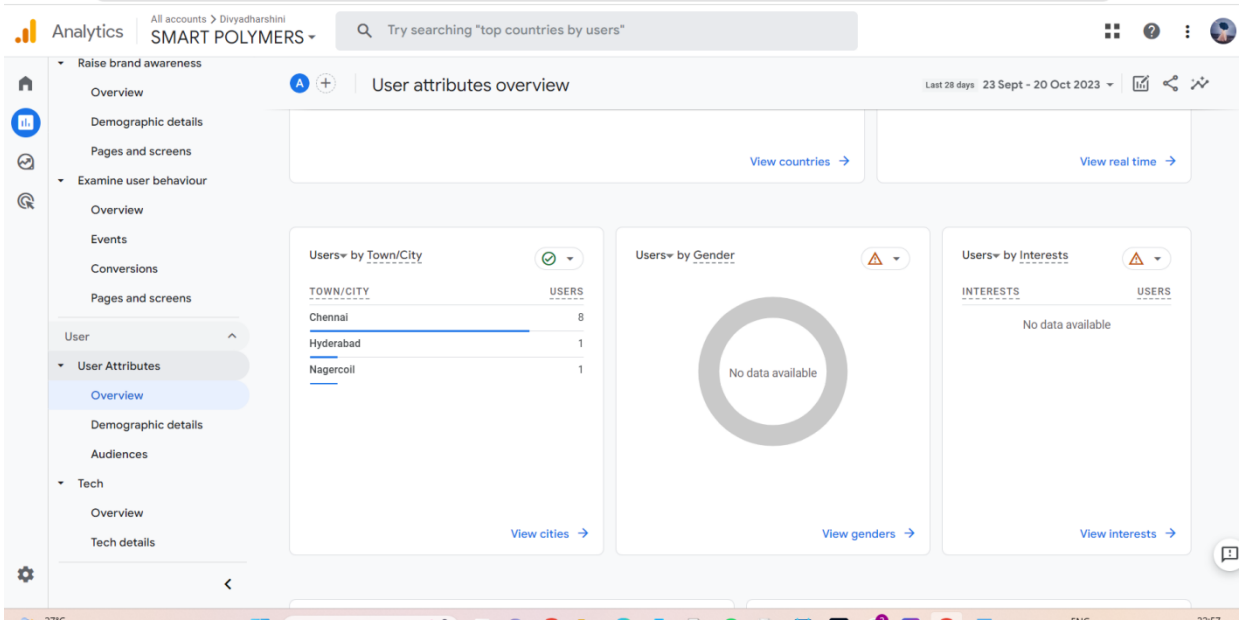
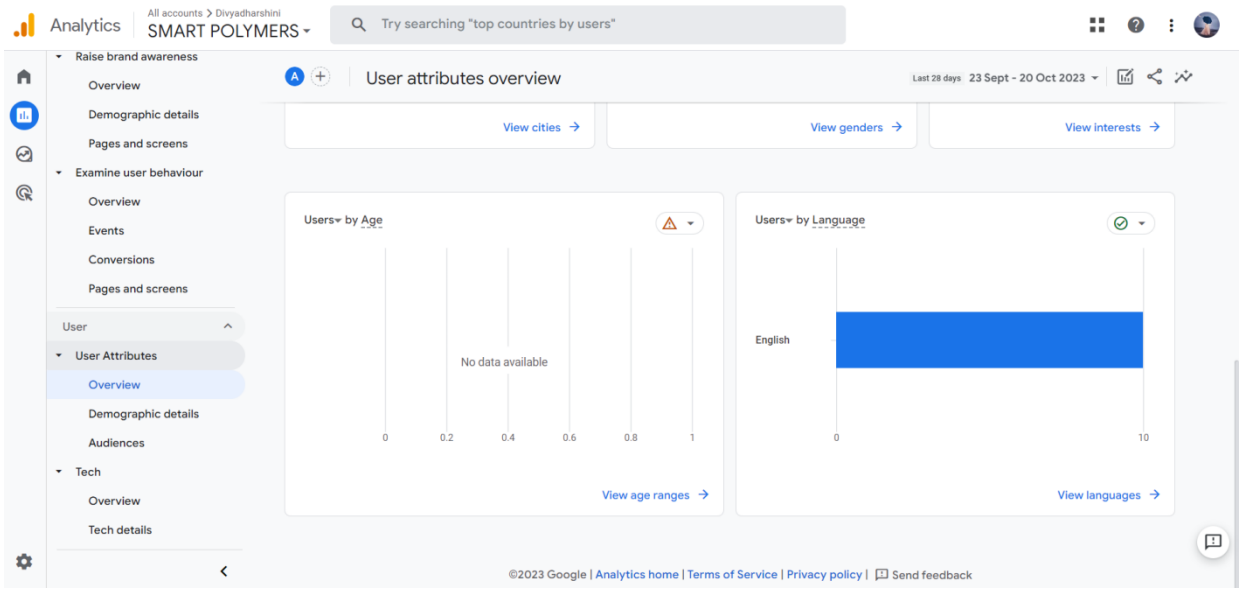
OVERVIEW


Analytics
All accounts > Divyadharshini
SMART POLYMERS
Try searching "top countries by users"
Raise brand awareness
Overview
Demographic details
Pages and screens
Examine user behaviour
Overview
Events
Conversions
Pages and screens
User
User Attributes
Overview
Demographic details
Audiences
Tech
Overview
Tech details
User attributes overview
Last 28 days 23 Sept - 20 Oct 2023
View countries
View real time
Users by Town/City
TOWN/CITY
USERS
Chennai 8
Hyderabad 1
Nagercoil 1
View cities
Users by Gender
No data available
View genders
Users by Interests
INTERESTS
USERS
No data available
View interests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User Attributes
Overview
Demographic details
Audiences
Tech
Overview
Tech details
User attributes overview
Last 28 days 23 Sept - 20 Oct 2023
View cities
View genders
View interests
Users by Age
No data available
0
0.2
0.4
0.6
0.8
1
View age ranges
Users by Language
English
0
10
View languages
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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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