HOW TO ADD GOOGLE ANALYTICS TO WEBSITE

A PROJECT REPORT ON NAAN MUDHALVAN

Submitted by

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1. <u>INTRODUCTION</u>

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.
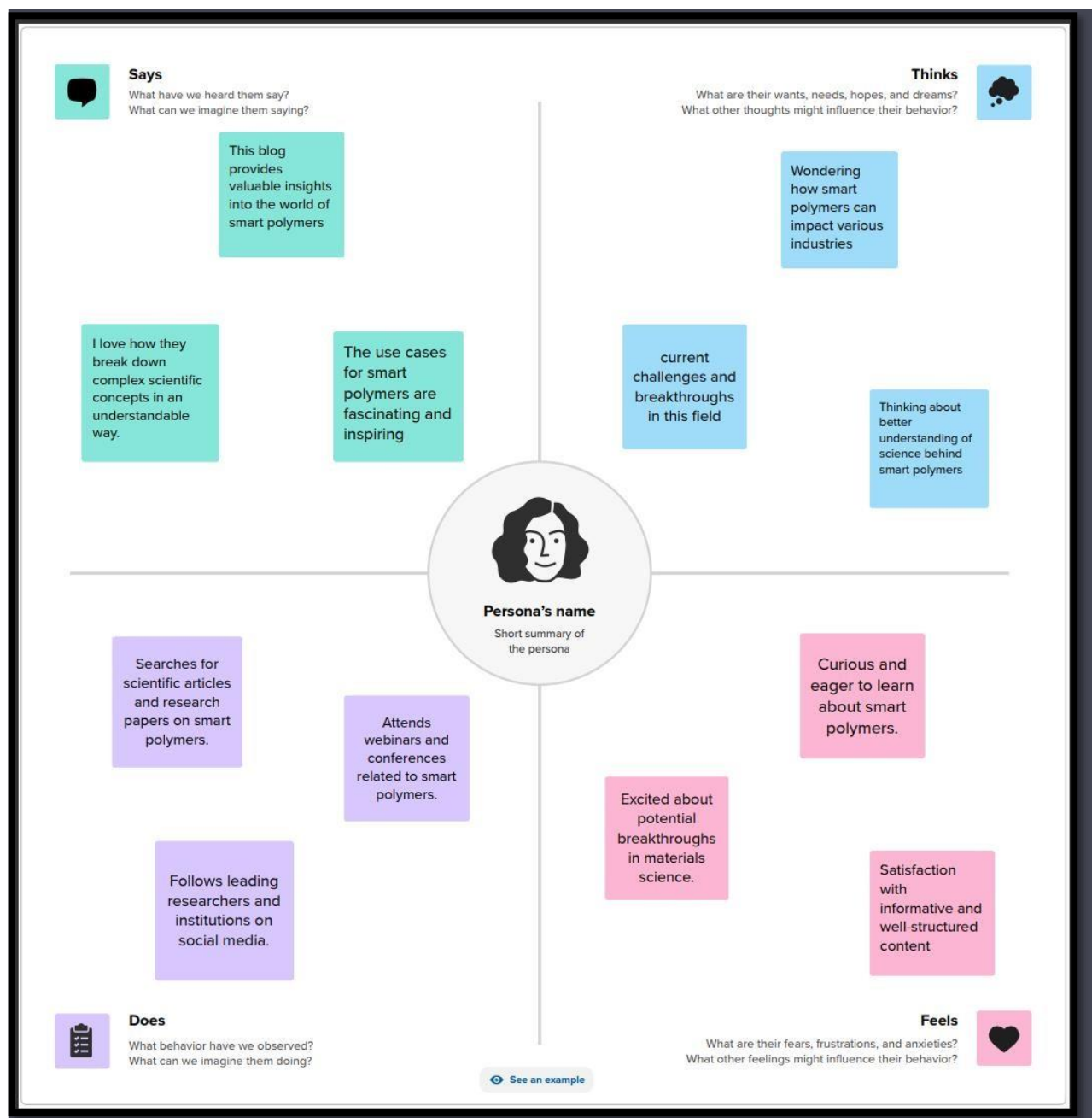
2.2.Ideation and Brainstorming map:

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. <u>WEBSITE CONTENT:</u>

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.
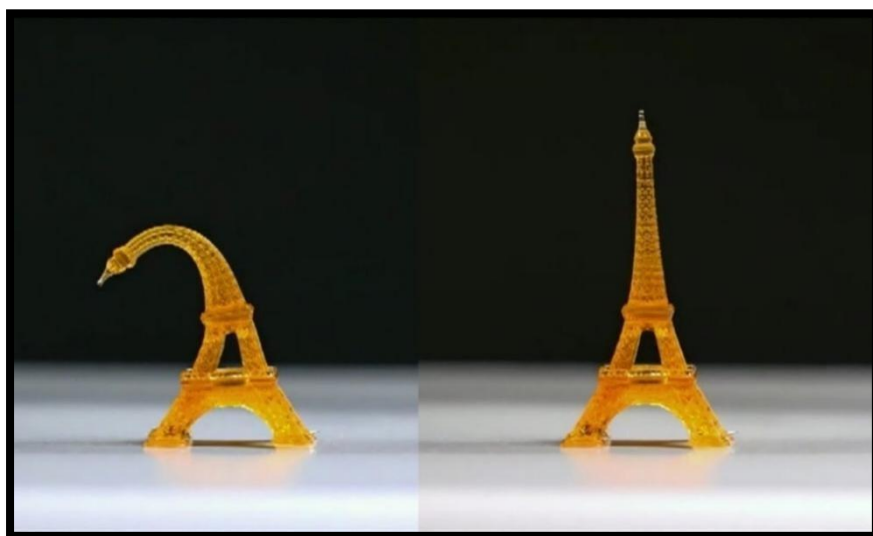
Smart polymers are an exciting and evolving field in materials science and engineering. Their ability to respond to various stimuli in a controlled and reversible manner opens up a wide range of applications, offering innovative solutions in fields such as biomedicine, nanotechnology, and materials engineering. 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:
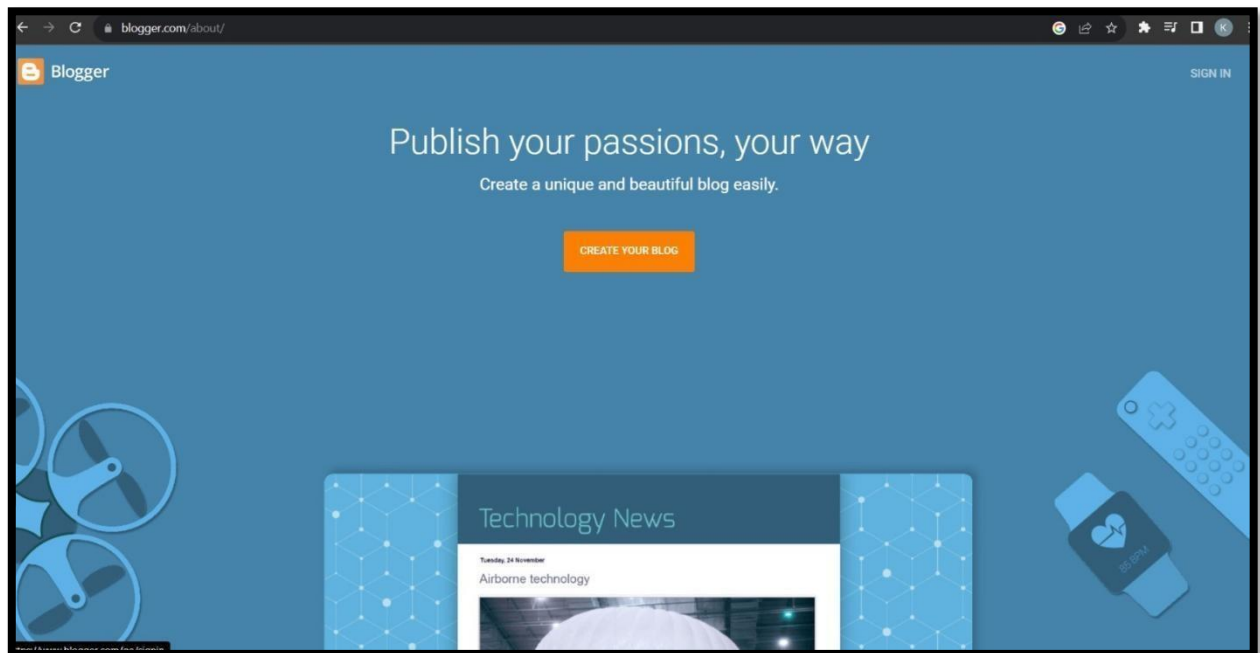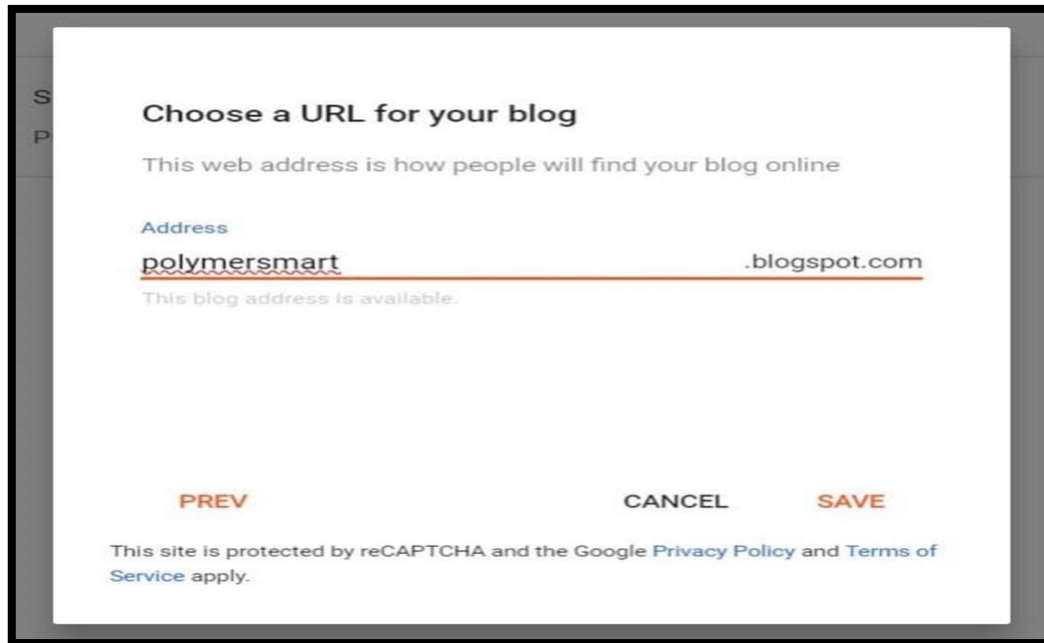
Search for blogger website in google, then open the Blogger.com link

Step 2:

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

Step 3:

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

Step 4:
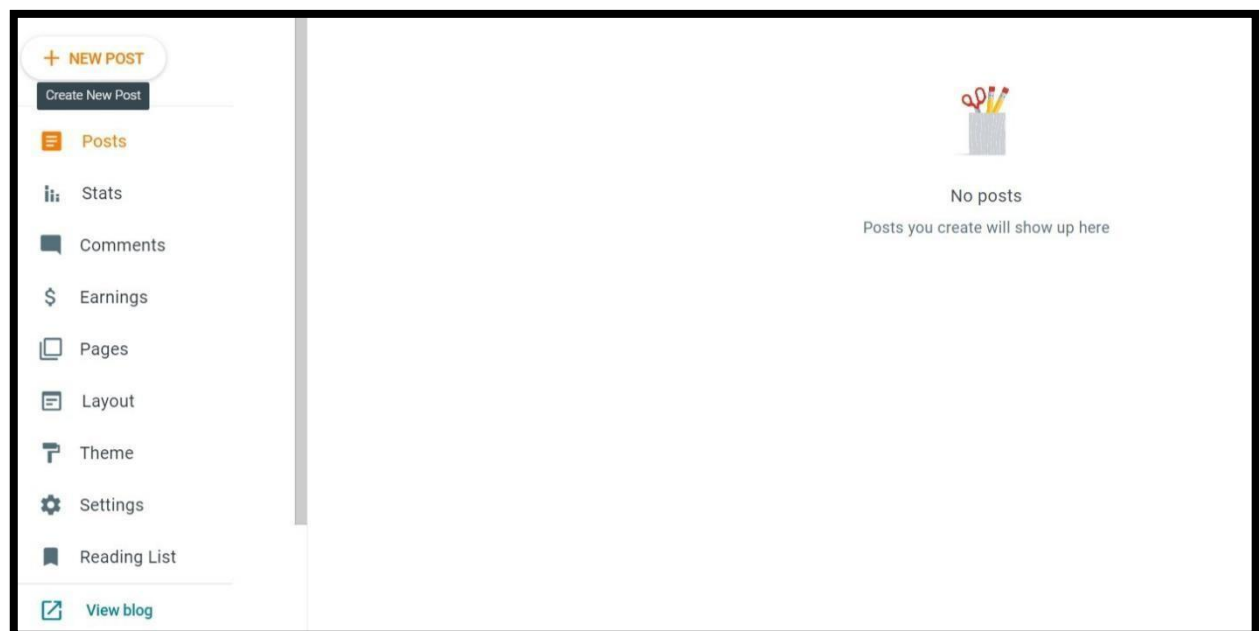
Then click on "New post" option to make content for our blog

Step 5:
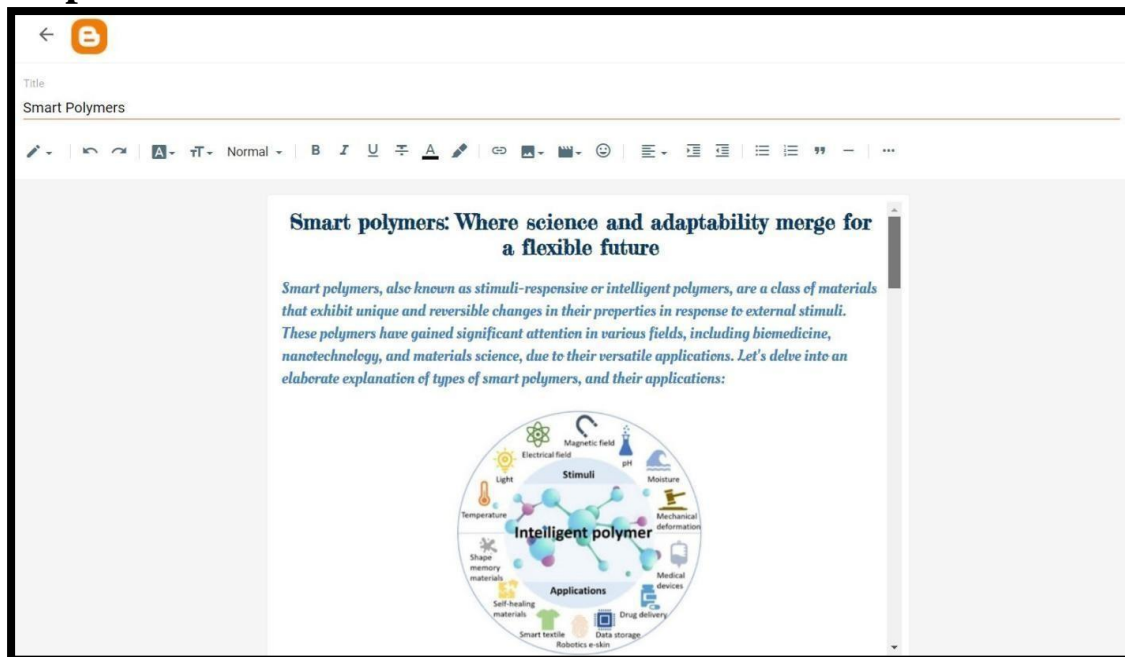
Now enter the Title in the title bar and write the content for our blog. It is very similar to Microsoft Word in terms of writing the content

Step 6:
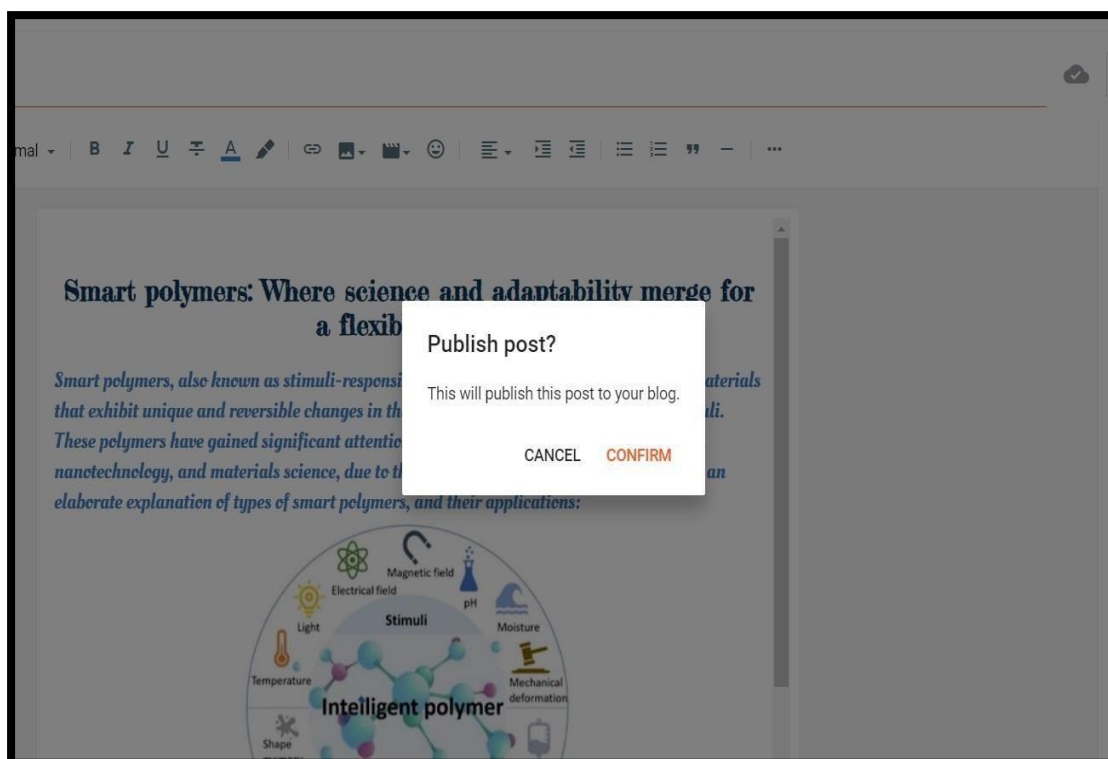
After writing content click on "Publish" option, it will prompt to

confirm or cancel. Click on "Confirm" and proceed

Step 7:
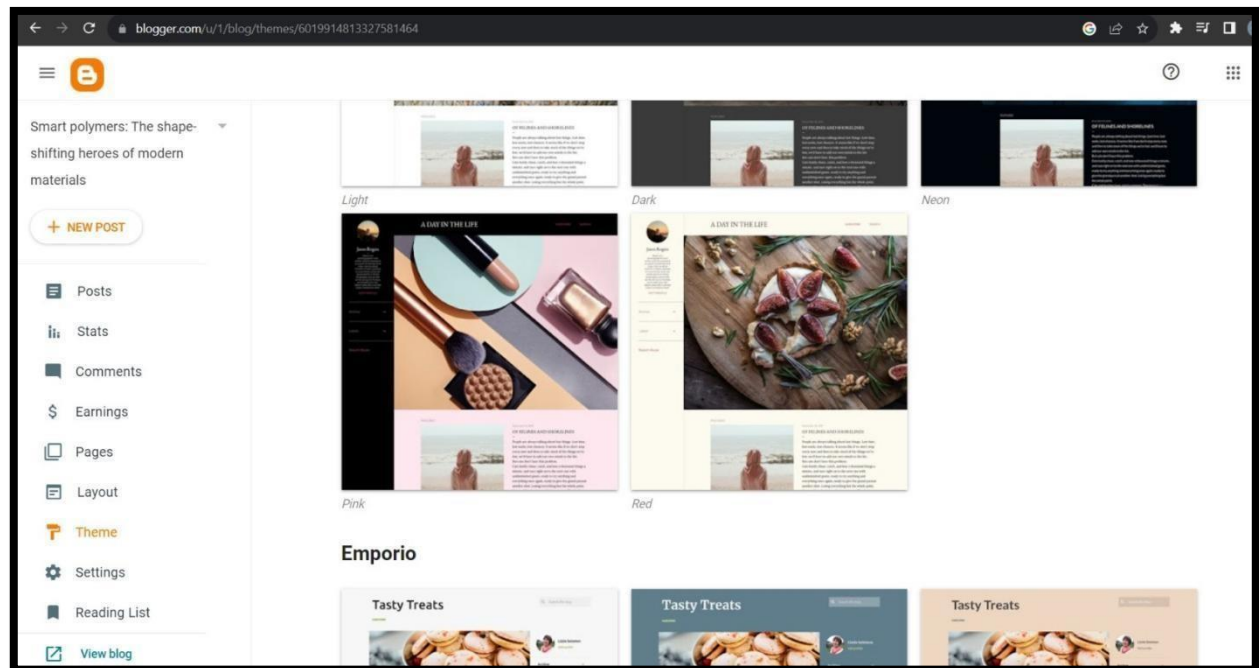
Now we can select theme for our blog

Step 8:
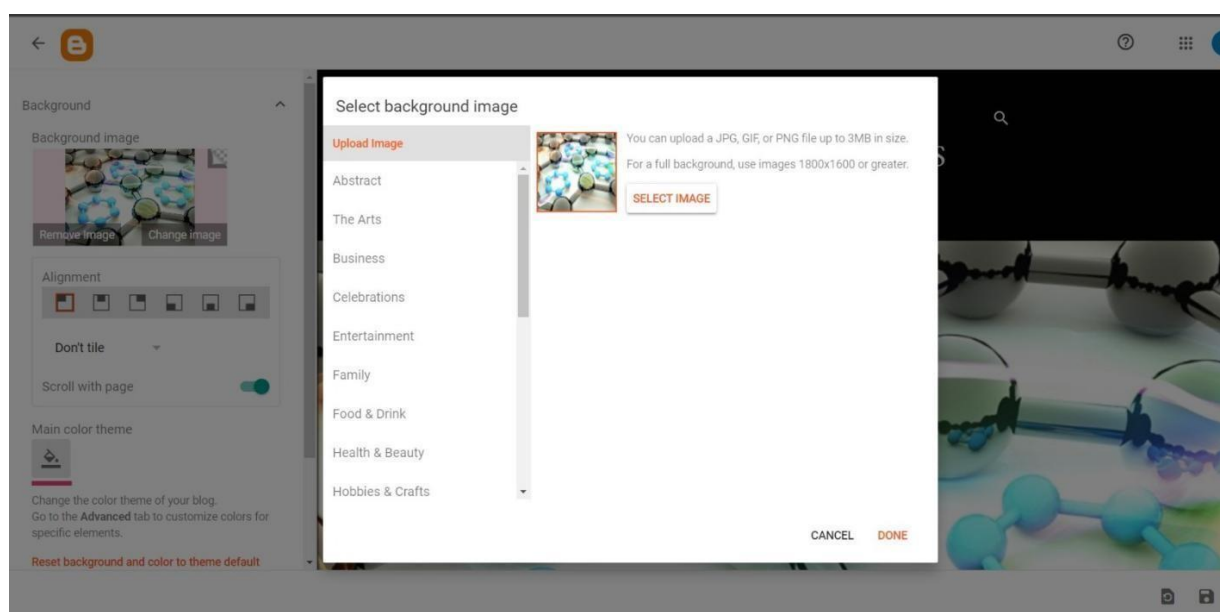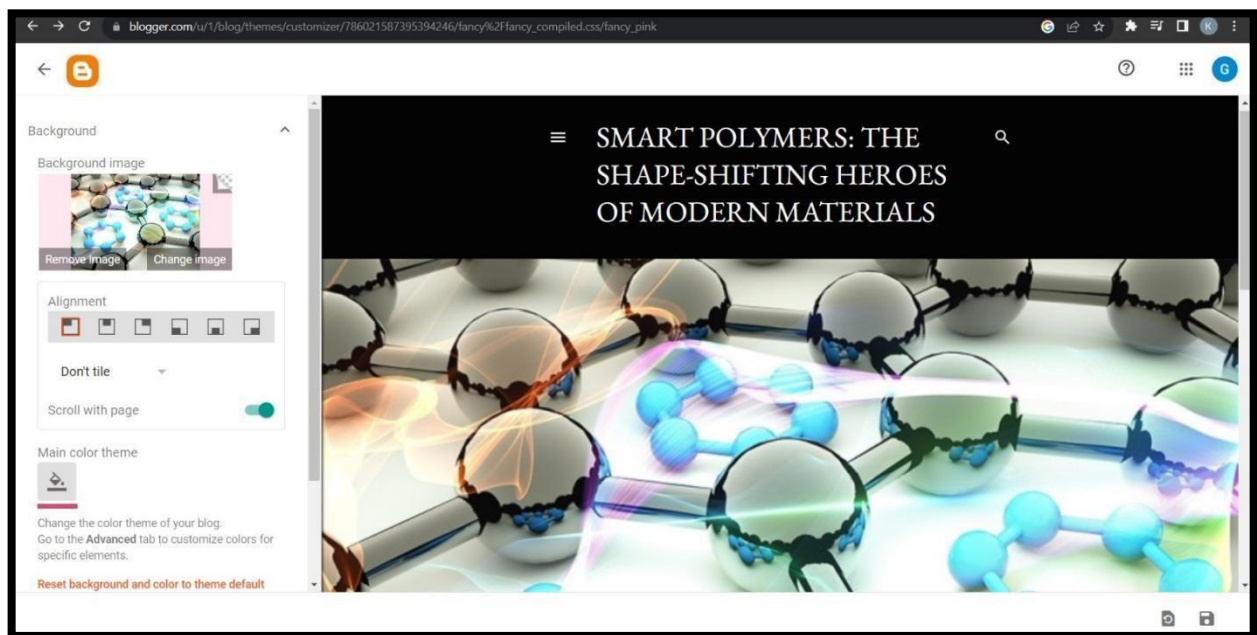
We can even customize the theme in blogger : After selecting theme, it will prompt us to choose background image for our blog and it has to be saved.

Step 9:
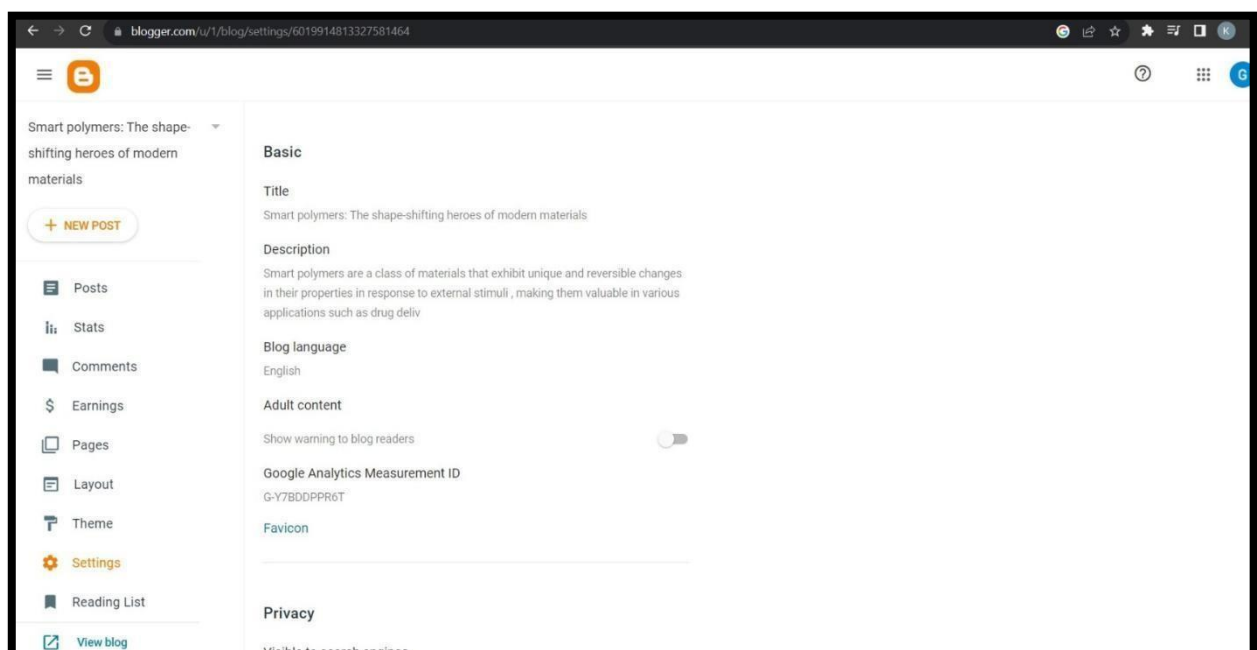
Then go to settings, add **description** to our blog and turn on the **meta tags**

Step 10
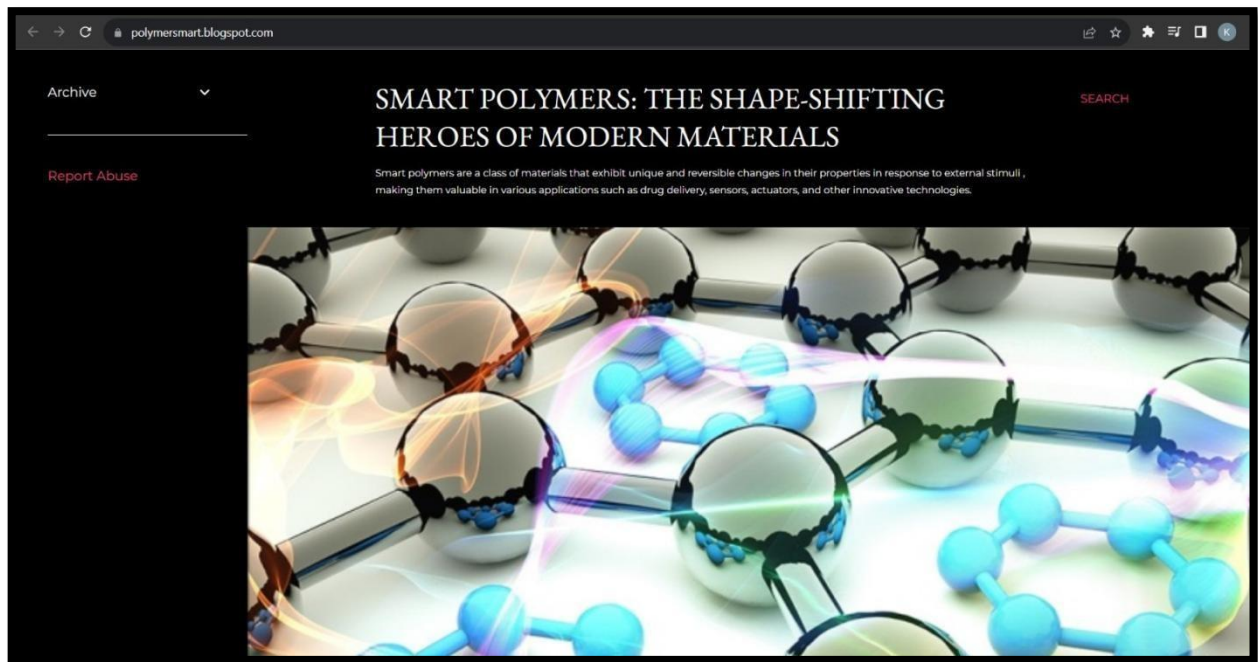
Then using view blog , you will be directed to the created blog website.

Step 11:
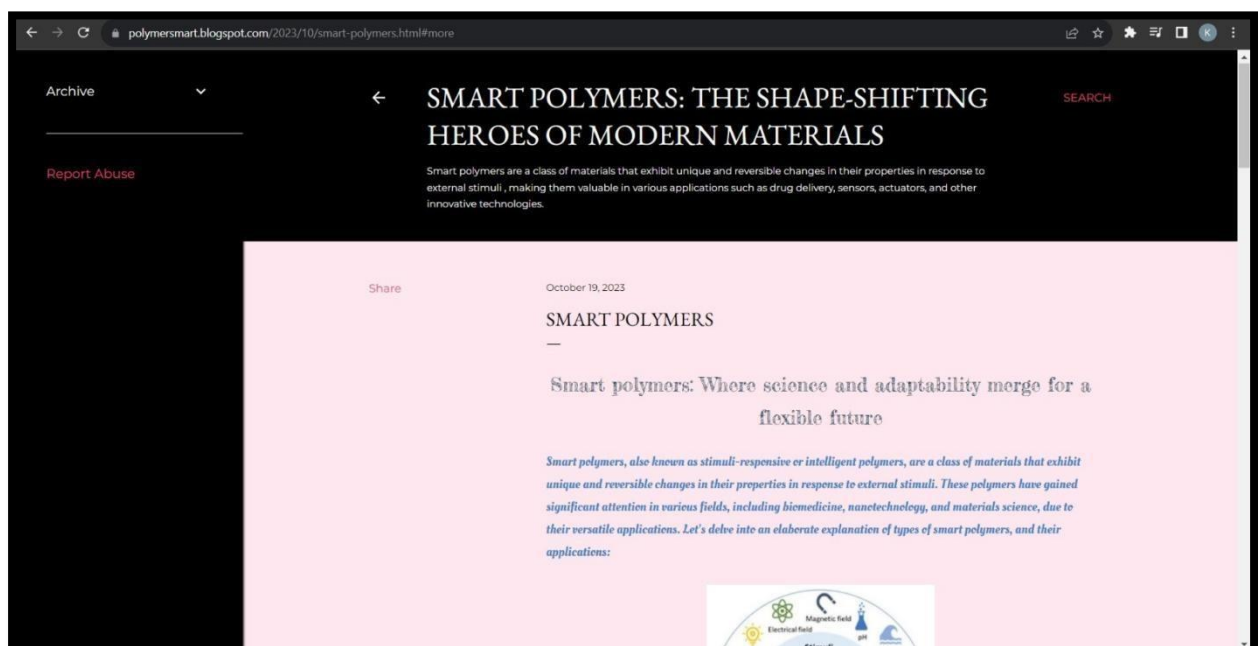
Finally, our blog will be available for the audience to whom we wanted to reach.

Step 12:
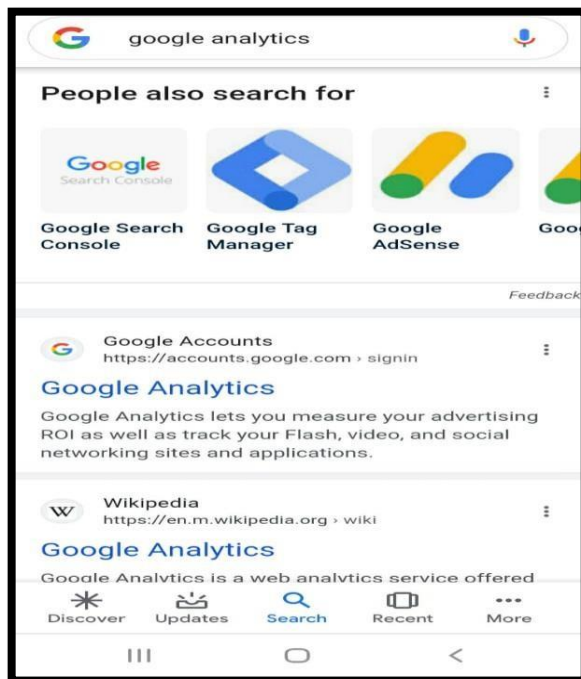
Search for google analytics website in google and open the Google Analytics link.

Step 13:
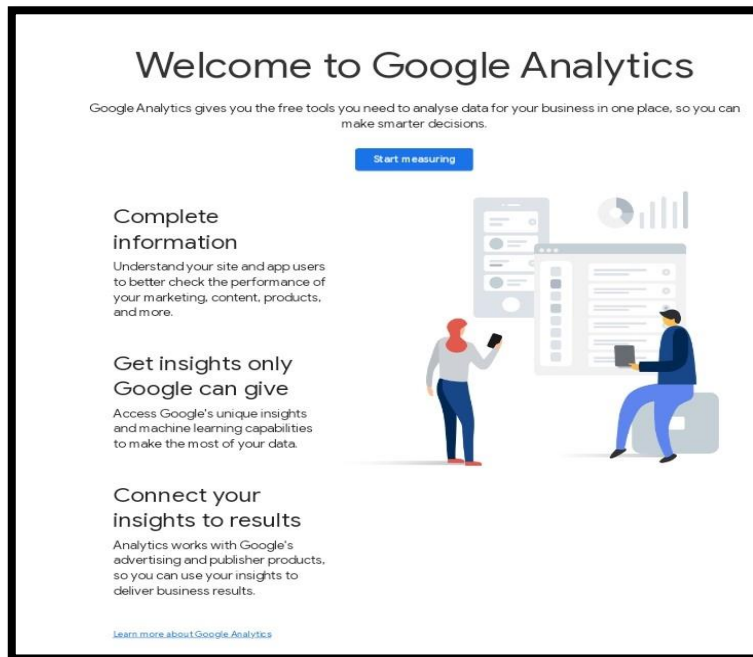
Step 14:

Press Start measuring

Step 15:

Now enter the account name and click next

Step 16:

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

Step 17:

Select the industry category and the size of the business

Step 18

Select the required topics for your business

Step 19:

Accept the terms and conditions of google analytics

Step 20:
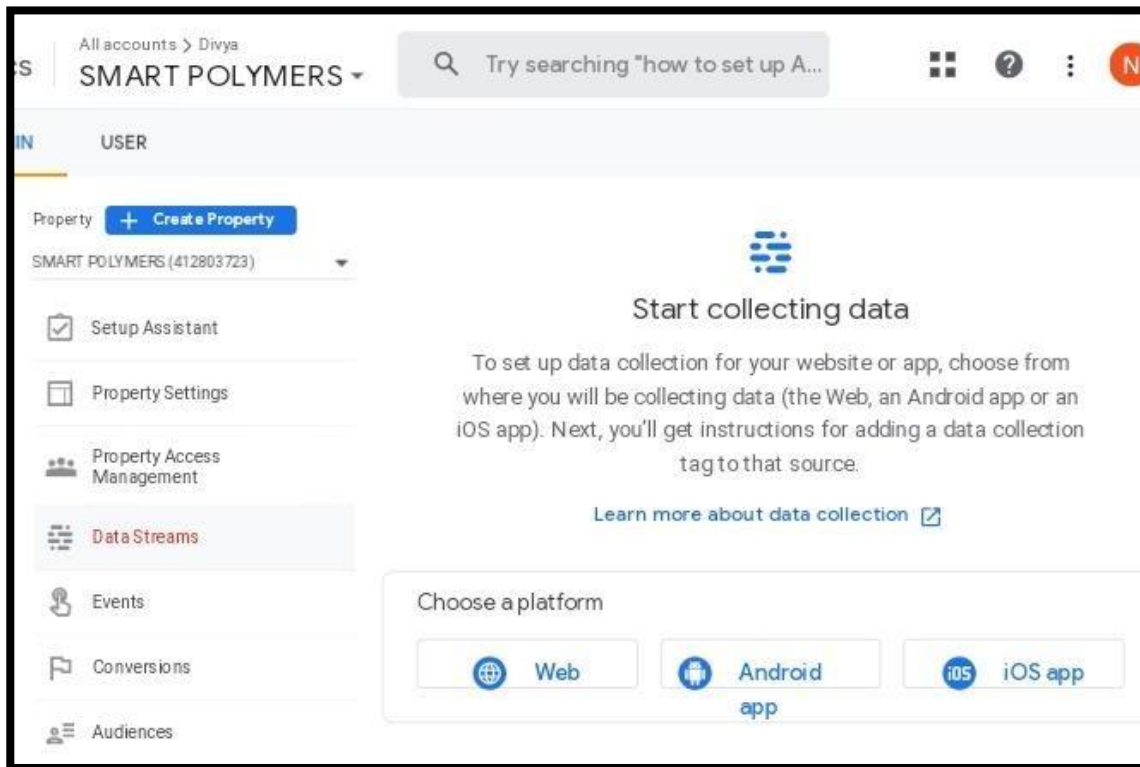
Choose a platform for data collection

Step 21:

Enter the website URL and the name of the stream

Step 22:
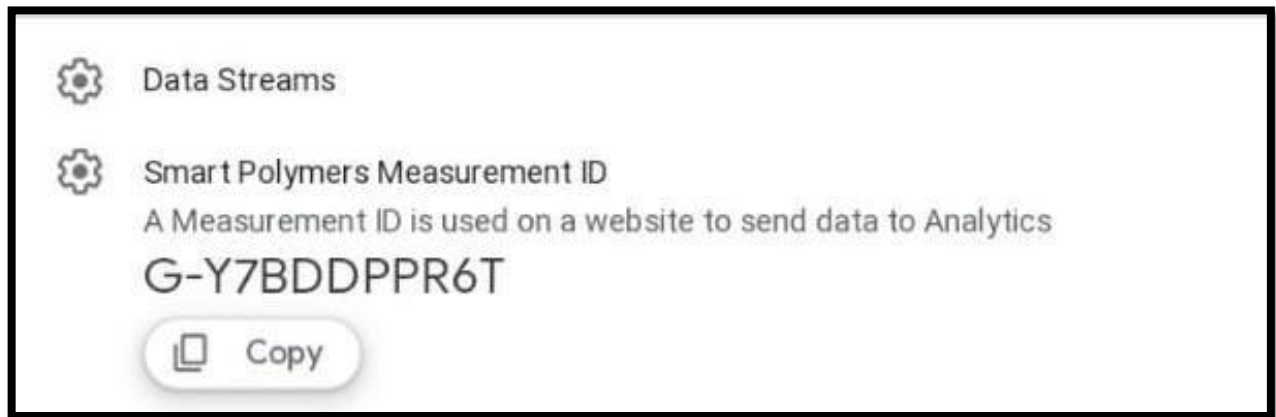
The measurement ID is now generated and this can added to the blog / website and from which data analysis can be achieved

5. <u>RESULTS:</u>

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

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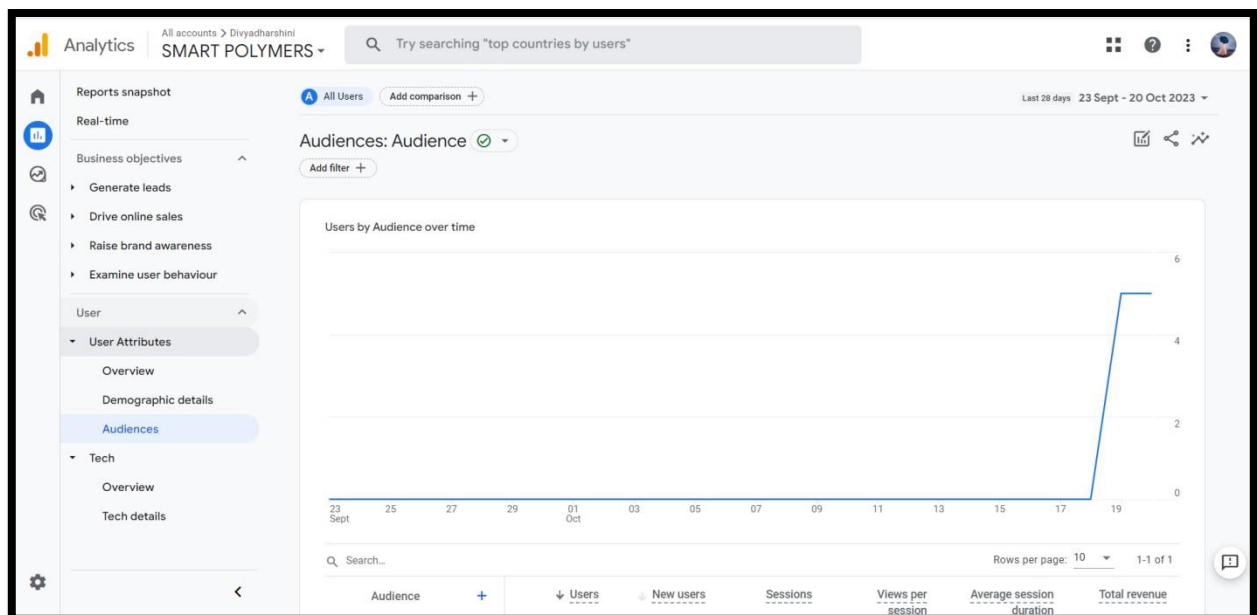
The Audience report in Google Analytics gives a detailed analysis of the users visiting the website. The overview tab gives an overall picture of website's audience and activity

- **Demographic Details:**
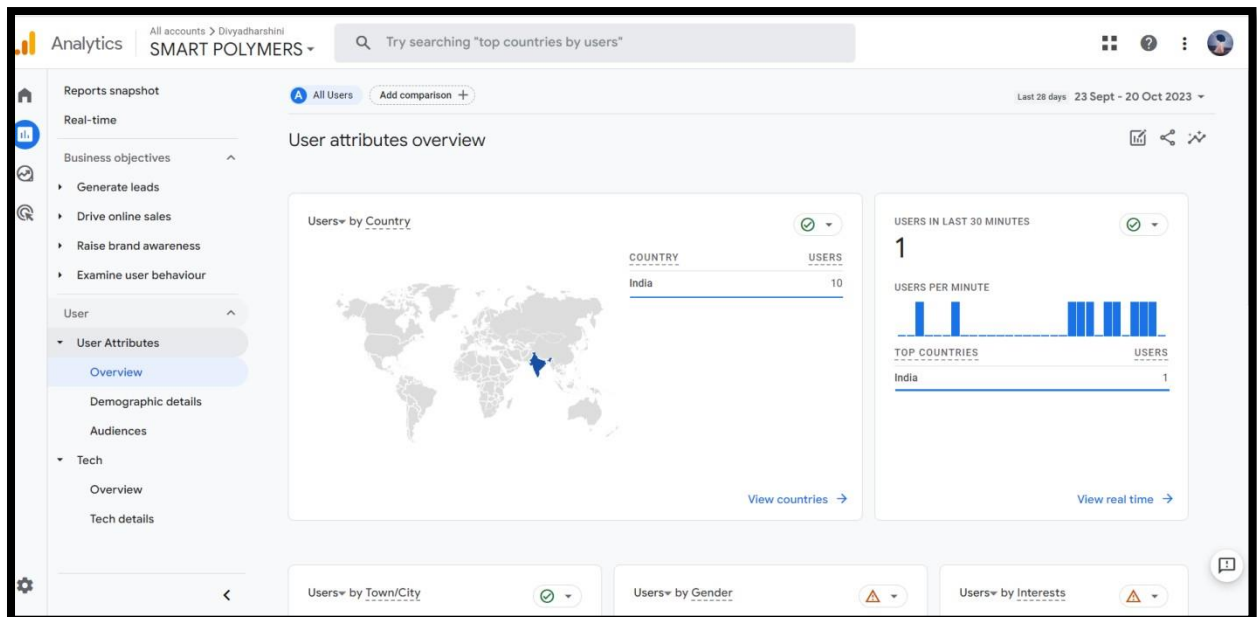
These reports display the country, city, gender, language, interests, and age of your website visitors.

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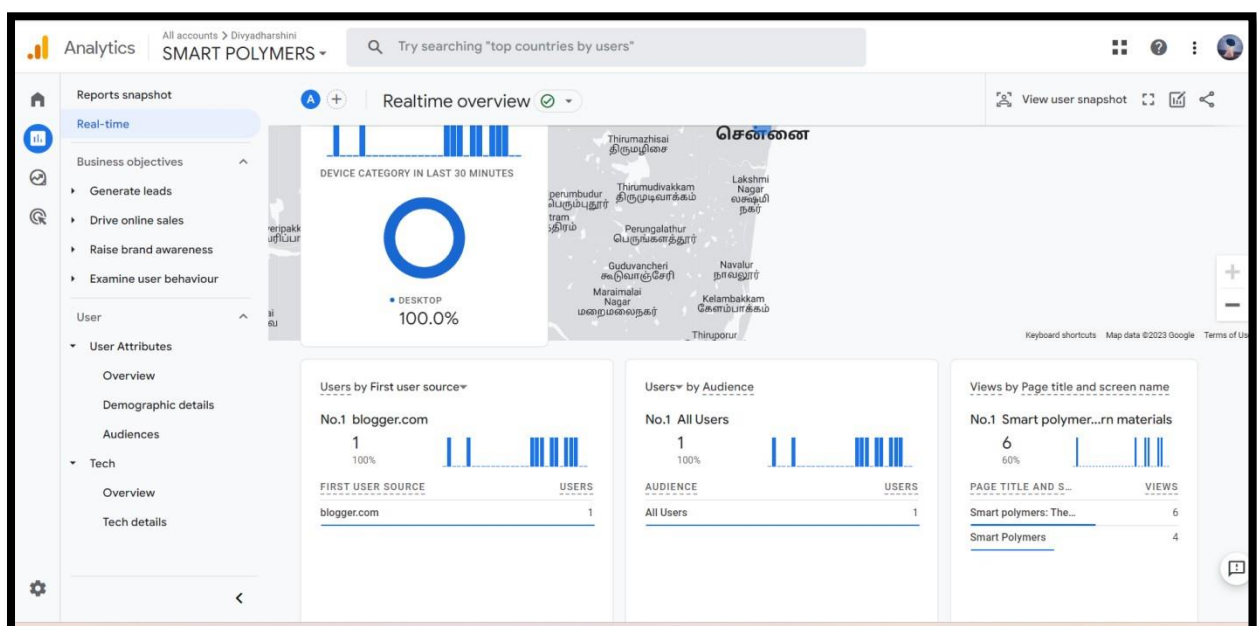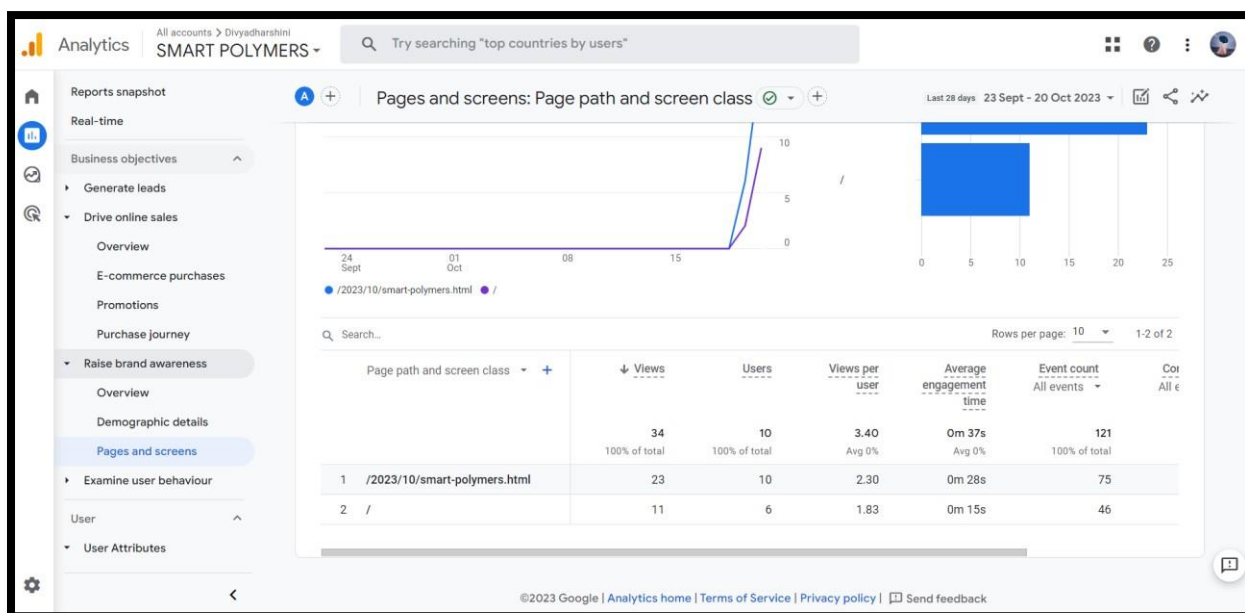
Real-Time allows you to monitor activity as it happens on your site or app.

- **User Attribute Overview:**
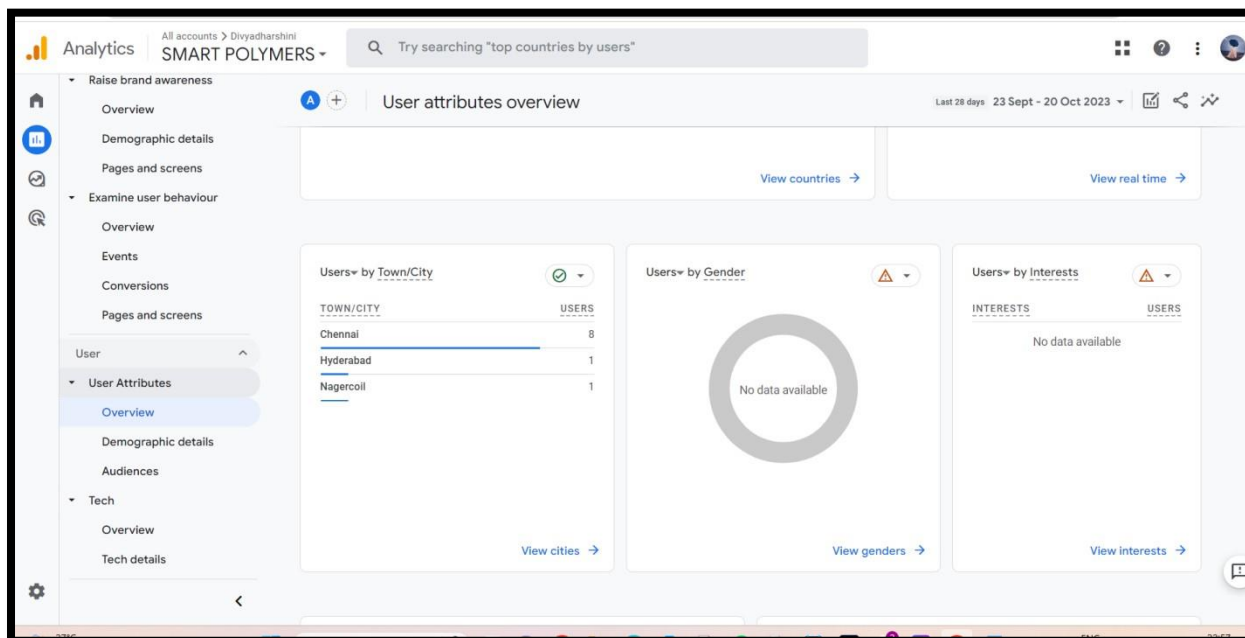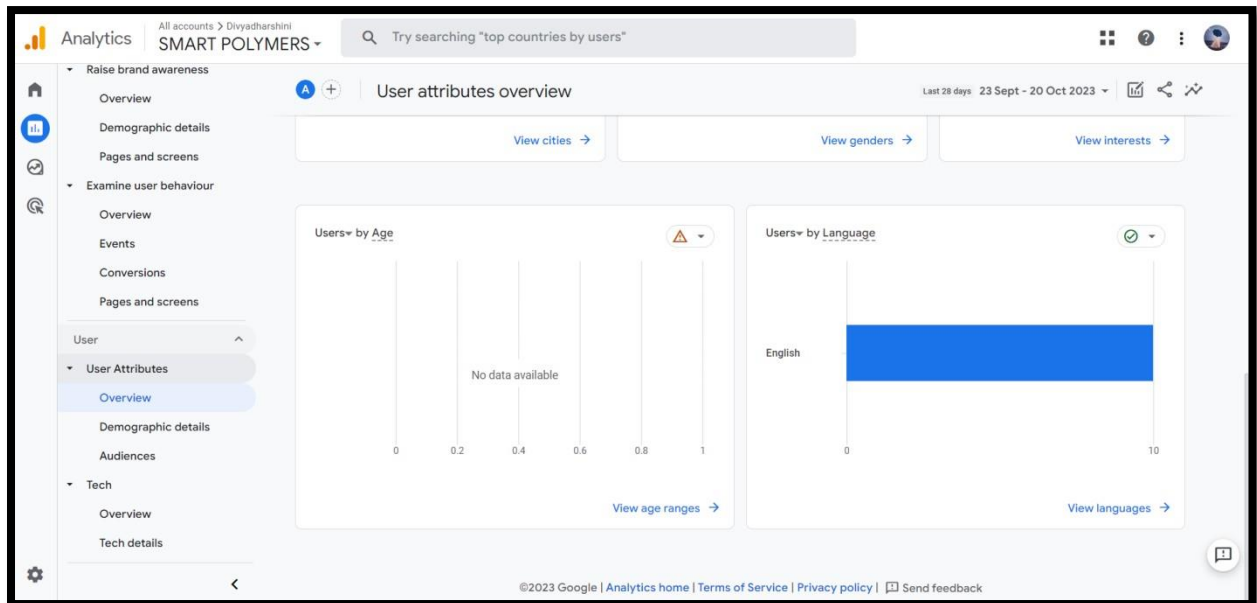
The User attributes overview report is a pre-made overview report that summarizes data about the people who user your website or app.

6. <u>ADVANTAGES AND DISADVANTAGES:</u>

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, identity 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 marketingcampaigns 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 Goggle 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.

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