# Google Analytics Setup Guide

## Step 1: Google Analytics ka Account Banana

1. 🔗 Sabse pehle [Google Analytics](https://analytics.google.com) ki website par jao.  
2. \*\***Sign in**\*\* karo apni Google ID se (jo tumhare Gmail ke liye use hoti hai).  
3. \*\*"**Start Measuring**"\*\* button pe click karo.  
4. Agar pehle se Google Analytics ka account bana hua hai, toh "Admin" section me jaakar naye account ke liye option choose karo.

## Step 2: Account Create Karna

1. \*\***Account Name:**\*\* Apni website ya business ka naam do (Jaise: "My Website Analytics").  
2. \*\***Data Sharing Settings:**\*\* Jo options diye hain, sab tick karo taki Google ko sahi data mile.  
3. \*\***Next**\*\* pe click karo.

## Step 3: Property Create Karna

1. \*\***Property Name**:\*\* Apni website ka naam do (Jaise: "My Website").  
2. \*\***Reporting Time Zone**:\*\* India ke liye "India (GMT +5:30)" select karo.  
3. \*\***Currency**:\*\* INR (₹) select karo.  
4. \*\***Next**\*\* pe click karo.

## Step 4: Business Information Bharna

1. Apni business ke details bharo:  
 - \*\***Industry Category**:\*\* Apni website ke type ke hisaab se select karo.  
 - \*\***Business Size**:\*\* Apni business ki size choose karo (Small/Medium).  
2. \*\*"**Create**"\*\* button pe click karo.  
3. \*\***Terms and Conditions**\*\* ko Accept karo.

## Step 5: Data Stream Setup Karna

1. \*\***Web**\*\* option choose karo.  
2. Apni website ka URL daalo (Jaise: `https://www.mywebsite.com`).  
3. \*\***Stream Name**:\*\* Apni website ka naam do.  
4. \*\***Create Stream**\*\* pe click karo.

## Step 6: Tracking Code Ko Website Me Add Karna

1. Ek \*\***Global Site Tag (gtag.js)**\*\* milega jo kuch aisa hoga:  
 **```html  
<!-- Google tag (gtag.js) -->  
<script async src="https://www.googletagmanager.com/gtag/js?id=G-XXXXXXXXXX"></script>  
<script>  
 window.dataLayer = window.dataLayer || [];  
 function gtag(){dataLayer.push(arguments);}  
 gtag('js', new Date());  
  
 gtag('config', 'G-XXXXXXXXXX');  
</script>**  
**```**  
2. Is code ko apni website ke **\*\*<head></head>\*\*** section me paste karo.  
3. Code ko paste karne ke baad apni website ko refresh karo.

## Step 7: Verify Karna Ki Tracking Code Kaam Kar Raha Hai

1. Google Analytics dashboard me jao.  
2. \*\***Admin → Data Streams → Apni Website Ka Stream**\*\* open karo.  
3. \*\***Realtime**\*\* section me jao.  
4. Agar "**Active Users**" dikh raha hai, toh tracking sahi kaam kar raha hai.

## Step 8: Reports Ko Dekhna

1. \*\***Google Analytics Dashboard**\*\* me jao.  
2. Left side pe jo options hain, unko samjho:  
  
- \*\***Home**:\*\* Overall traffic ka overview.  
- \*\***Realtime**:\*\* Real-time me kaun active hai.  
- \*\***Audience**:\*\* User ka location, age, gender etc.  
- \*\***Acquisition**:\*\* Traffic kahan se aa raha hai (Direct, Search, Social).  
- \*\***Behavior**:\*\* Kaun sa page dekha ja raha hai, kitni der ke liye.  
- \*\***Conversions**:\*\* Kitne users ne goal complete kiya.

## Step 9: Goal Setup Karna (Optional)

1. \*\***Admin → Goals → New Goal**\*\* par jao.  
2. Goal type choose karo (Form submission, Button Click, Purchase).  
3. \*\***Save**\*\* karo.

## 💡 Additional Tips:

✔️ Google Analytics ka data 24 hours ke andar update hota hai.   
✔️ Har 3-4 din me ek baar reports check karo taaki pata chale ki website pe traffic kaise aa raha hai.   
✔️ Agar website pe traffic nahi aa raha toh \*\*SEO\*\* improve karo (keywords, backlinks, content).   
✔️ Google Analytics ke sath \*\*Google Search Console\*\* bhi connect karo taaki zyada detailed data mile.   
✔️ Analytics ka data ke hisaab se apni marketing strategy update karo.