

Project name : How to create google analytics to the website.

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INTRODUCTION:

Google analytics is a web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. The service is part of the Google Marketing Platform and is available for free to anyone with a Google account.

1.1 overview:

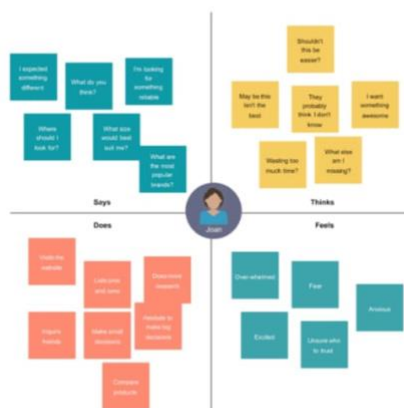
Google Analytics is a free web analytics service that offers basic analytical tools and statistics used for search engine optimization (SEO) and marketing. The performance of a website and information about its visitors are monitored and analyzed using Google Analytics.19-Oct-2023

1.2 purpose:

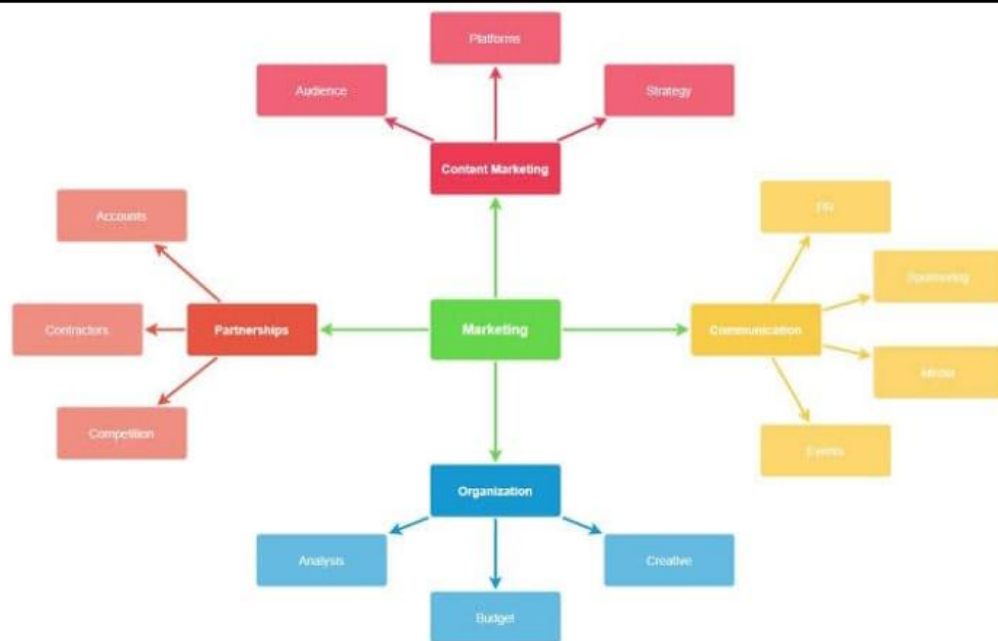
Google Analytics is used to track website activity such as session duration, pages per session and the bounce rate of individuals using the site, along with the information on the source of the traffic.

PROBLEM DEFINITION & DESIGN THINKING:

1.1 empathy map:



1.2 ideation & brainstorming map:



RESULT:

Once we have successfully set up google analytics for our website, we can expect to see various results and insights about our websites performance.

ADVANTAGES:

- **Data-Driven Decision Making:** Google Analytics provides valuable data and insights that can inform your decisions, helping you optimize your website and marketing strategies.
- **Free Version:** The basic version of Google Analytics is free, making it accessible to small businesses and individuals.
- **User-Friendly Interface:** It has an intuitive interface that's relatively easy to use, especially for beginners.
- **Customization:** You can create custom reports, dashboards, and set up goals to track specific metrics that matter to your business.
- **Real-Time Data:** Google Analytics offers real-time data, allowing you to monitor website activity as it happens.
- **Integration:** It can be easily integrated with other Google services and third-party tools, enhancing its capabilities.
- **Audience Insights:** You can gain a deep understanding of your website's audience, including demographics, interests, and location.

- **Traffic Sources:** It helps you identify where your website traffic is coming from, which is valuable for marketing and SEO strategies.

DISADVANTAGE:

- **Complexity:** While the interface is user-friendly, more advanced features and configurations can be complex for beginners.
- **Privacy Concerns:** The use of Google Analytics may raise privacy concerns, particularly in regions with strict data protection regulations.
- **Data Accuracy:** Google Analytics may not always provide 100% accurate data, as it relies on tracking code implementation and user settings.
- **Sampling:** In the free version, Google Analytics often uses data sampling, which can limit the accuracy of large data sets.
- **Limited Historical Data:** The free version has a limited data retention period, which can be a disadvantage if you need access to historical data.
- **Dependency on Google:** You're reliant on Google for this service, and any changes or outages on their end can impact your data collection.
- **Cost for Advanced Features:** Some advanced features and support options require a paid subscription, which can be costly for larger organizations.
- **Learning Curve:** To make the most of Google Analytics, you'll need to invest time in learning how to use it effectively.

CONCLUSION:

In conclusion, Google Analytics is a powerful and versatile web analytics tool that provides valuable insights into website performance and user behavior. It has a wide range of applications across various industries and purposes, including digital marketing, e-commerce, content strategy, SEO, and user experience optimization.