

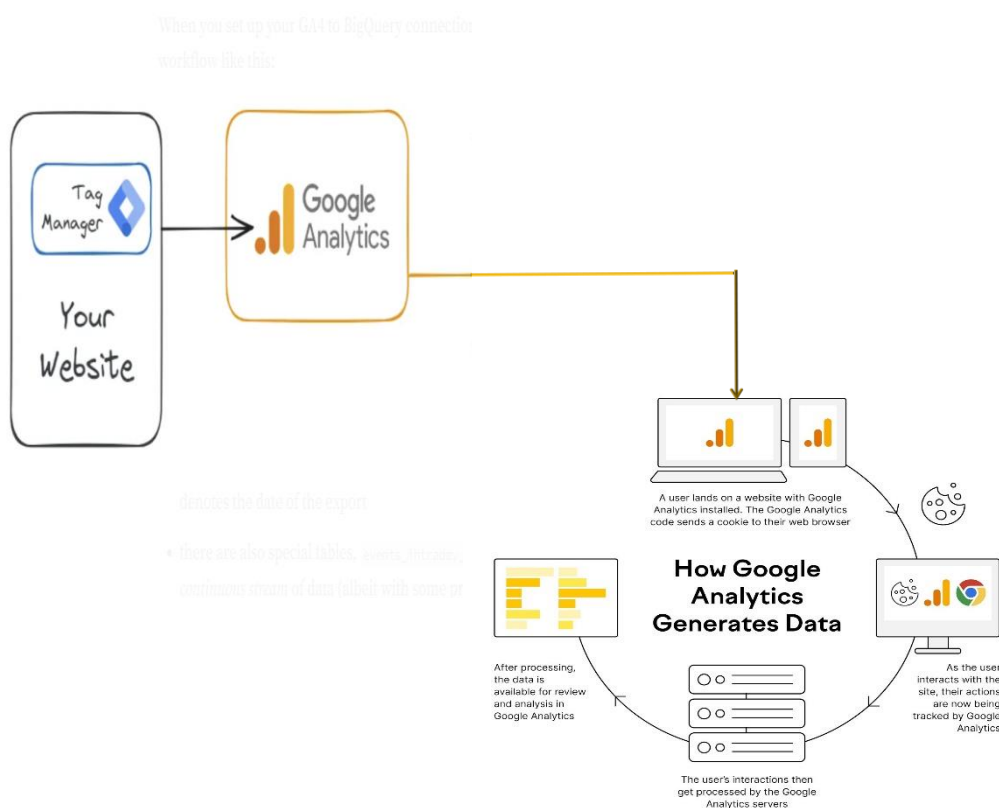
## Project Design Phase-II

### Data Flow Diagram & User Stories

Date	01 NOV 2023
Team ID	NM2023TMID04477
Project Name	How to add Google Analytics to a website

### Data Flow Diagrams

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.



## User stories:

User Type	functional Requirement	User Story	Acceptance Criteria	Priority	Team Member
Site Owner	tracking Code Insertion	As a site owner, I want to add Google Analytics tracking code to my website, so I can monitor visitor activity.	<ol style="list-style-type: none"> <li>1. Verify that the Google Analytics tracking code is added to all pages of the website.</li> <li>2. Confirm that tracking data is being collected and displayed on the Google Analytics dashboard.</li> </ol>	High	Thilagan
Marketing Team	Goal Tracking	As a member of the marketing team, I need to set up goal tracking in Google Analytics, so I can measure the success of our marketing campaigns.	<ol style="list-style-type: none"> <li>1. Define specific goals such as sign-ups, purchases, or form submissions.</li> <li>2. Configure goal tracking in Google Analytics.</li> <li>3. Verify that goal completions are accurately recorded.</li> </ol>	High	Yogesh
Content Manager	Content Performance	As a content manager, I want to track the performance of my content, so I can optimize it for better user engagement.	<ol style="list-style-type: none"> <li>1. Ensure that Google Analytics is configured to track pageviews and user interactions with content.</li> <li>2. Confirm that content-specific data is available in Google</li> </ol>	Medium	Arun mozhi varman

			Analytics reports.		
Developer	Cross-Domain Tracking	As a developer, I need to implement cross-domain tracking in Google Analytics to monitor user journeys across multiple subdomains or domains.	1. Implement cross-domain tracking code on the relevant pages.  2. Confirm that users' activities are tracked seamlessly across different domains or subdomains.	High	Manikandan
SEO Specialist	Organic Traffic Analysis	As an SEO specialist, I want to analyze organic search traffic to understand how users find our website through search engines.	1. Ensure that Google Analytics is set up to track and report organic search traffic.  2. Review the data to analyze search queries, landing pages, and click-through rates.	Medium	Shanu