GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE: 638 316

Electronics and Communication Engineering

NAAN MUDHALVAN

TEAM ID: NM2023TMID04477

SB8056 – DIGITAL MARKETING – 2023

PROJECT DOMAIN: DIGITAL MARKETING
PROJECT TITLE: HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

BRAND NAME: BIRYANI VILLA

CATEGORY: DIGITAL MARKETING

TEAM MEMBERS

REGISTER NUMBER	NAME
731120106037	THILAGAN A
731120106042	YOGESH S V
731120106016	MANIKANDAN S
731120106003	ARUN MOZHI VARMAN R

GOVERNMENT COLLEGE OF ENGINEERING (Formerly IRTT)
ERODE-638 316

BONAFIDE CERTIFICATE

Certified that this project titled "**HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE** " is the bonafide work of THILAGAN A(731120106037), YOGESH S V (731120106042),MANIKANDAN S (731120106016) , ARUN MOZHI VARMAN R(731120106003)who carried out the project work under my supervision.

SIGNATURE OF FACULTY EVALUATOR
Dr.S.BHARATHI, M.Tech.,Ph.D
ASSISTANT PROFESSOR,
DEPARTMENT OF ECE,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE- 638316

SIGNATURE OF FACULTY MENTOR
Dr.S.BHARATHI,   M.Tech.,Ph.D
ASSISTANT PROFESSOR (Sr),
DEPARTMENT OF ECE,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE- 638316

SIGNATURE OF SPOC
Dr.K.MURUGAN, M.E,Ph.D,
ASSISTANT PROFESSOR,
DEPARTMENT OF IT,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE- 638316.

SIGNATURE OF HOD
Dr.R.VALARMATHI, M.E,Ph.D,
PROFESSOR/HEAD OF THE DEPARTMENT,
DEPARTMENT OF ECE,
GOVERNMENT COLLEGE OF ENGINEERING,
ERODE-638316

ABSTRACT

This comprehensive guide provides step-by-step instructions on integrating Google Analytics into the website of Biryani Villa, a fictional restaurant business. It covers essential concepts, such as setting up a Google Analytics account, generating a tracking code, and implementing it on the website. By following this tutorial, Biryani Villa can gain valuable insights into their online performance, customer behavior, and website traffic, ultimately enhancing their digital marketing strategy and customer experience. Google Analytics will now start collecting data about your website's traffic, allowing you to analyze visitorbehavior, track conversion.

TABLE OF CONTENTS

CONTENT

5. PROJECT DESIGN

    5.1 User-Centric Navigation Design

    5.2 Branding Integration and Customization

    5.3 Integration plugins and widgets

    5.4 Responsive Design and Cross-Platform Compatibility

6. DIGITAL MARKETING STRATEGY

    6.1 Rationale for chosen digital channels and platforms

    6.2 Key messaging and branding decisions

7. IMPLEMENTATION PLAN

    7.1 Content marketing: (Blog topics, guest posts, and educationalcontent on the benefits and uses of stones)

    7.2 Social media strategy: Platform selection (e.g., Instagram forvisuals, Facebook for community building)

8. RESULT AND ANALYSIS

9. RECOMMENDATION FOR THE FUTURE

1.INTRODUCTION

1.1 Project Overview

1. **Website Traffic Analysis**: It provides insights into how many people are visiting the Biryani Villa website, where they come from, and which pages they visit. This helps in understanding customer behavior and preferences.

2. **Audience Demographics:** Google Analytics can tell you about the age, gender, location, and interests of your website visitors. This data is valuable for tailoring marketing efforts to specific customersegments.

3. **Conversion Tracking**: It allows you to track conversions, such as online orders or reservations, helping you understand how effective your website is in driving sales.

4. **Content Performance:** You can see which content on your website is the most popular and engaging, helping you make informed decisions about what to showcase prominently.

5. **Referral Sources:** It tells you where your website traffic is coming from, whether it's through search engines, social media, or other websites. This information can guide your marketing strategy.

6. **User Experience Analysis:** You can track user behavior on your site, including where they drop off or exit. This can help you identify and fix issues in the user experience.

7.   Mobile Optimization: With the increasing use of mobile devices, Google Analytics can show you how many visitors come from mobile, emphasizing the need for mobile optimization.

8.   Real-Time Data: You can see what's happening on your site in real-time, which is particularly useful during marketing campaigns or special events.

1.2 Purpose

1.   Website : Ensure that you have a website for Biryani Villa. You'll need access to the website's source code.

2.   Google Account : You'll need a Google account. If you don't have one, you can create it at accounts.google.com.

3.   Google Analytics Account : Create a Google Analytics account by visiting the Google Analytics website (analytics.google.com) andsigning in with your Google account.

4.   Property :In Google Analytics, set up a property for your Biryani Villa website. Provide the necessary information like the website URL and time zone.

5.   Tracking Code : Google Analytics will generate a tracking code. You'll need to add this tracking code to every page on your

website that you want to track. It's usually added in the <head>section of your HTML code.

6. **Access to Website Code :** You need access to your website's source code to add the tracking code. If you're not the developer, you may need to work with your web developer to do this.

7. **Permissions :** Make sure you have the necessary permissions and access to the Google Analytics account, or that you havecollaborated with someone who does.

8. **Goals and Conversions :** Determine what actions on your website you want to track as goals or conversions. This might include form submissions, purchases, or other user interactions.

9. **Filters and Views**: Set up filters and views in Google Analyticsto organize and segment your data as needed.

10. **Testing :** After adding the tracking code, it's essential to test if it's working correctly. You can do this using Google Analytics' realtime reports.

11. **Data Analysis :** Once your tracking is set up, you can start using Google Analytics to monitor user behavior, track conversions,and gain insights into your website's performance.

2. BRAINSTORMING AND IDEATION PHASE

2.1 Problem Statement and Understanding

Adding a Google Analytics account to a website, such as "Biryani Villa," is crucial for tracking and analyzing website performance. Google Analytics provides valuable insights into visitor behavior, traffic sources, and more. To achieve this, you first need to create a Google Analytics account and obtain a tracking code. Once obtained, this code should be added to the website's HTML, typically within the <head> section of each page. The tracking code allows Google Analytics to collect data about user interactions on the site. With this setup, Biryani Villa can monitor key metrics like page views, user demographics, and popular content, enabling data-driven decisions to enhance the online experience and achieve their business goals.

2.2 Empathy Map Canvas

To add Google Analytics to a website for a business like "Biryani Villas," you might create an empathy map for the website administratoror developer.
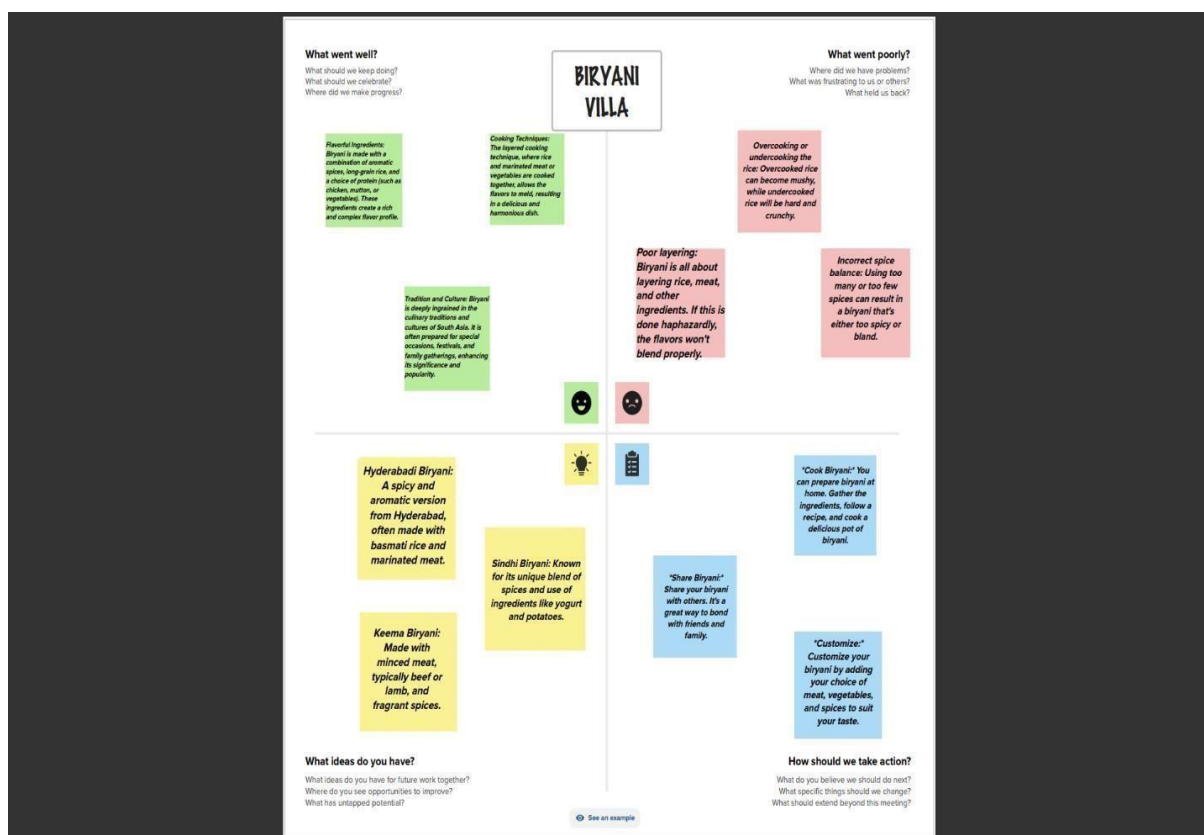
2.3 Brainstorming and Ideation Phase

To add Google Analytics to Biryani Villa's website, start by creating a Google Analytics account and obtaining the tracking code. Next, integrate this code into the website's HTML by pasting it just before the closing </head> tag on all relevant pages. Define specific goals and events to track, such as page views, click-through rates, and conversion goals related to online orders or reservations. Use UTM parameters to track the effectiveness of marketing campaigns. Regularly review the analytics data to gain insights into user behavior, popular content, and areas for improvement. Continuously refine the tracking setup to optimize the website's performance and enhance the us9er experience.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

"Interactive Dining Experience"
Offer live cooking stations where customers can watch their biryani being prepared.

"Biryani Loyalty Program".
Reward repeat customers with a loyalty program that offers discounts or free meals.

"Biryani Food Trucks":
Consider launching food trucks to bring biryani to different locations and events.
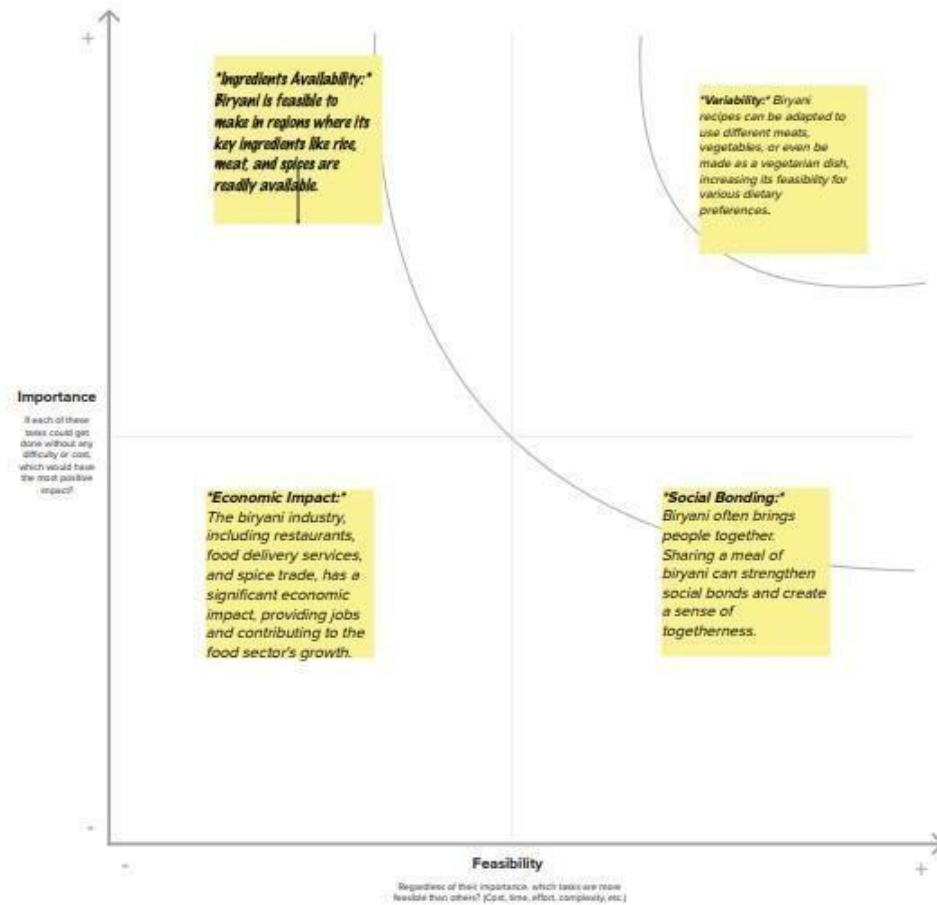
"Biryani Challenges":
Create eating challenges for those who can handle spicy food, such as "Spiciest Biryani Challenge."

④

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

"Ingredients Availability:" Biryani is feasible to make in regions where its key ingredients like rice, meat, and spices are readily available.

"Variability:" Biryani recipes can be adapted to use different meats, vegetables, or even be made as a vegetarian dish, increasing its feasibility for various dietary preferences.

"Economic Impact:" The biryani industry, including restaurants, food delivery services, and spice trade, has a significant economic impact, providing jobs and contributing to the food sector's growth.

"Social Bonding:" Biryani often brings people together. Sharing a meal of biryani can strengthen social bonds and create a sense of togetherness.

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

2.4 PROPOSED SOLUTIONS

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	o The problem we aim to solve is the absence of a reliable website analytics solution that provides valuable data and actionable insights for website owners.
2.	Idea / Solution description	o Our proposed solution is to integrate Google Analytics into websites, enabling website owners to gather and analyze data about their users' interactions. Google Analytics is a powerful, free tool that provides in-depth insights into website traffic, user demographics, user behavior, and more
3.	Novelty / Uniqueness	o Our solution stands out due to its focus on simplicity, accessibility, and personalized support.
4.	Social Impact / Customer Satisfaction	o Adding Google Analytics to websites can have a profound social impact. o It helps businesses, non-profits, and individuals better understand their online audience, leading to improved user experiences, more targeted content, and enhanced digital

		engagement.
		o This, in turn, can drive greater customer satisfaction and loyalty, ultimately leading to more successful online ventures.
5.	Business Model (Revenue Model)	o Our revenue model is based on a combination of subscription-based and consulting services: • Basic Subscription • Consulting Services • Referral Partnerships
6.	Scalability of the Solution	o Our solution is highly scalable as it primarily relies on digital tools and resources. It can accommodate an increasing number of websites without significant infrastructure changes. o By automating certain aspects and offering self-service options for basic users, we can efficiently scale our operations to cater to a growing customer base. o This project proposal outlines our plan to address the problem of website owners lacking access to comprehensive web analytics. o By integrating Google Analytics and offering personalized support, we aim to improve customer satisfaction and provide valuable insights for more informed decision-making.

		This solution is not only unique in its approach but also has the potential for significant social impact and revenue generation.

3. PROJECT FLOW AND ANALYSIS

3.1 Functional requirements

Requirement Type	Description
Tracking Code	Integrate Google Analytics tracking code on all pages of the Biryani Villa website to collect data on user interactions.
Pageviews	Track the number of pageviews for each page, including the homepage, menu, contact, and order pages.
Events Tracking	Implement event tracking for user actions, such as clicks on 'Order Now' buttons and form submissions.
E-commerce Tracking	Enable e-commerce tracking to monitor online orders and revenue generated by the website.
Goals and Conversions	Set up goals and conversion tracking, such as successful order completions and contact form submissions

3.2 Non-Functional requirements

Requirement Type	Description
Performance	Ensure that Google Analytics does not significantly impact the website's loading speed.
Data Accuracy	Verify that data collected by Google Analytics is accurate and reflects real user interactions
Privacy Compliance	Comply with data privacy regulations, such as GDPR, by anonymizing IP addresses and providing a clear privacy policy
User Permissions	Restrict access to Google Analytics data to authorized personnel only and implement user access control.
Data Retention	Data retention policies in accordance with business needs and legal requirements.
Custom Reports	Create custom reports and dashboards to analyze data specific to Biryani Villa's business objectives.
Training and Support	Provide training to staff responsible for analyzing Google Analytics data and ensure ongoing support for any issues

4.PROJECT DESIGN PHASES

4.1 Data Flow Diagrams:

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.
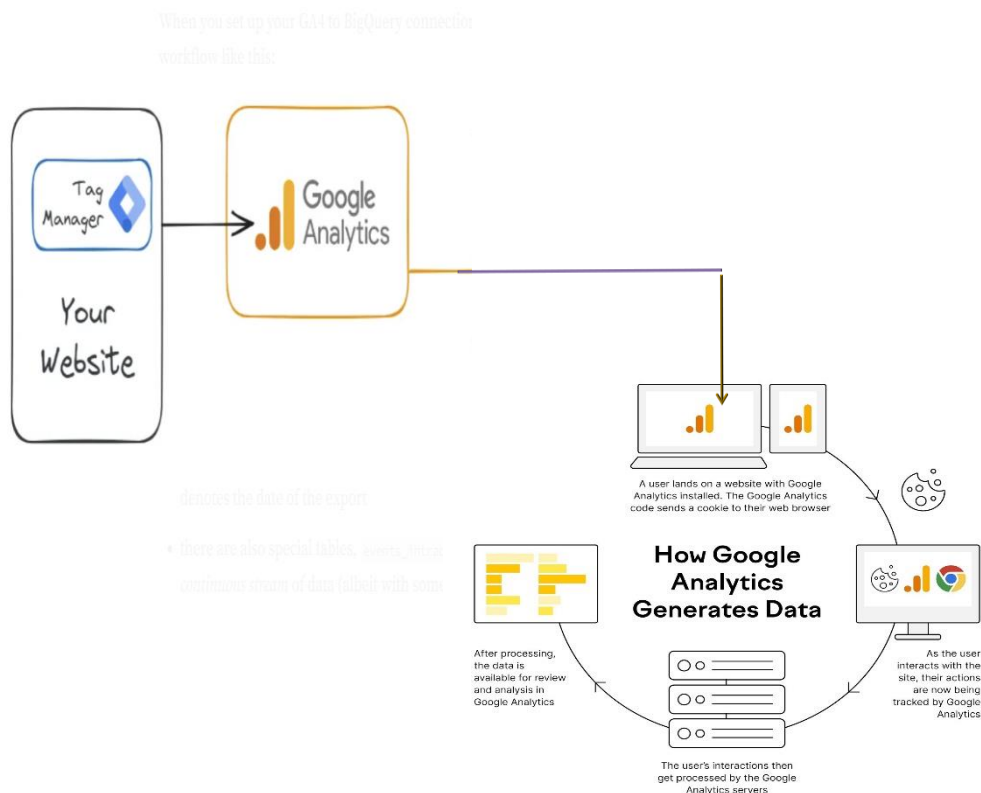
4.2. Solution And Technical Architecture:

4.2.1 Solution Architecture:

Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions. Its goals are to:

- Find the best tech solution to solve existing business problems.

- Describe the structure, characteristics, behavior, and other aspects of the software to project stakeholders.

- Define features, development phases, and solution requirements.

- Provide specifications according to which the solution is defined, managed, and delivered.

Solution Architecture Diagram:
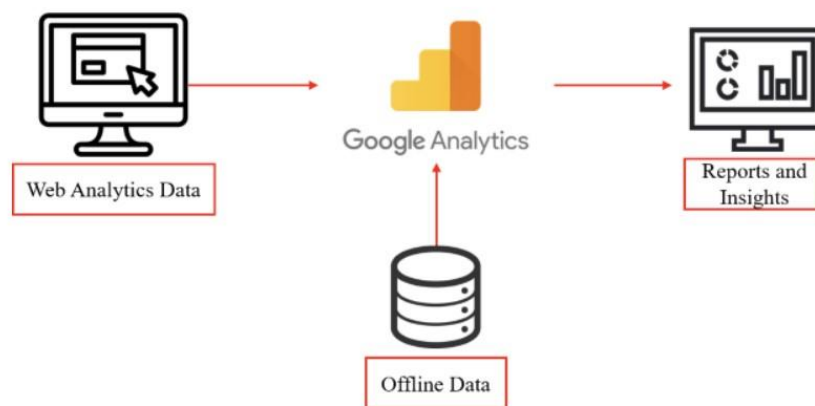
4.3.Technical Architecture:

The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2

Table-1: Components & Technologies:

Component/Technology	Description
Google Analytics	Web analytics service provided by Google for tracking and reporting website traffic and user behavior.
Tracking Code	A piece of JavaScript provided by Google Analytics that is embedded in web pages to collect data about user interactions and send it to the Google Analytics servers.
Google Analytics Account	An account created on the Google Analytics platform that allows users to manage and configure tracking for their websites.
Event Tracking	A feature that allows tracking user interactions, such as clicks, downloads, video views, and form submissions. Requires additional JavaScript coding.
E-commerce Tracking	Enables tracking of online sales and transaction data, including revenue, products sold, and purchase behavior. It requires additional setup and integration

	with an e-commerce platform.
Maintenance and Updates	Ongoing management of the Google Analytics tracking code to stay current with changes and updates from Google.
Notification and Alerts	Configuring notifications and alerts within Google Analytics to be informed of unusual website activity or performance issues.
Integration with Other Tools	The ability to integrate Google Analytics with other tools such as Google Tag Manager, CRM systems, or marketing automation platforms.
Backup and Data Retention Policies	Procedures for data backup and retention to ensure data is preserved and accessible as needed.

Table-2: Application Characteristics:

Characteristic	Description
Purpose	To track and analyze user behavior and website performance for data-driven decision-making and optimization.

Compatibility	Compatible with various web development technologies and content management systems (CMS).
User Interface	Primarily managed through the Google Analytics web interface and reports.
Data Collection	Gathers data on user interactions, pageviews, referrals, and more, transmitting it to Google Analytics servers.
Data Privacy Compliance	Includes options for GDPR and CCPA compliance, such as IP anonymization and consent management.
Testing and Quality Assurance	Requires testing to ensure the accuracy of data collection and tracking.
Data Analysis and Reporting	Enables the analysis of collected data to gain insights and inform decisions.

4.3 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.	1. Verify that the Google Analytics tracking code is added to all pages of the website. 2. Confirm that tracking data is being collected and displayed on the Google Analytics dashboard.	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	1. Define specific goals such as sign-ups, purchases, or form submissions. 2. Configure goal tracking in Google Analytics.	High	Yogesh

		our marketing campaigns.	3. Verify that goal completions are accurately recorded.		
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.	1. Ensure that Google Analytics is configured to track pageviews and user interactions with content. 2. Confirm that content-specific data is available in Google Analytics reports.	Medium	Arun mozhi varman
Developer	Cross-Domain Tracking	As a developer, I need to implement cross-domain tracking in Google	1. Implement cross-domain tracking code on the relevant	High	Manikandan

		Analytics to monitor user journeys across multiple subdomains or domains.	pages. 2. Confirm that users' activities are tracked seamlessly across different domains or subdomains.		
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

5.PROJECT DESIGN

5.1.User-Centric Navigation Design

1.   Define Goals and Objectives: Understand what you want to track with Google Analytics. Identify key user actions or events that are important for your biryani restaurant, such as viewing the menu, makingreservations, or contacting you.

2.   Create a User Flow: Map out the typical user journey on your website. Determine the most common paths users take, from landing on the homepage to completing specific actions, like placing an order.

3.   Identify Key Pages: Find the pages where it makes the most sense to integrate Google Analytics. Typically, you'll want to track data on all pages, but prioritize key entry points and conversion pages (e.g., menu, contact, order).

4.   Implement Tracking Code: Once you have a clear understanding of your user flow and key pages, integrate Google Analytics tracking code into your website. This code should be placed in the HTML of each relevant page, typically in the <head> section.

5.   Set Up Goals: Define specific goals in Google Analytics that align with user actions on your site. This could be tracking form submissions, clicks on specific buttons, or other interactions that signal user engagement.

6.   Segment Your Data: Use Google Analytics to segment your data based on user behavior, demographics, and other relevant factors. This

will help you gain insights into how different user groups interact with your website.

7. Monitor and Analyze: Regularly monitor your Google Analytics data to gain insights into user behavior. Look for patterns, trends, and areas for improvement in your user-centric navigation design.

8. Optimize the User Experience: Use the insights from Google Analytics to make data-driven decisions for optimizing your website's navigation and content. This might involve A/B testing, improving page load times, or making navigation more intuitive.

9. Test and Iterate: Continuously test and iterate your website's design and content to enhance the user experience. Google Analytics willprovide valuable data to support these improvements.

5.2.Branding Integration and Customization

1. Sign up for Google Analytics: If you don't already have a Google Analytics account, go to the Google Analytics website and sign up for anaccount.

2. Create a Property for Biryani Villa: After signing in, create a new property for Biryani Villa, and choose "Website" as the platform.

3. Get the Tracking Code: Once you've created a property, Google Analytics will provide you with a tracking code. This is a snippet of JavaScript code that you'll need to add to your website's pages.

4. Add the Tracking Code to Your Website: Place the tracking code just before the closing </head> tag on every page of your website. This code will collect data and send it to your Google Analytics account.

5.   Set Up Goals (Optional): Define specific goals and events you want to track on your website, such as form submissions or click-through rates. This will help you measure the effectiveness of your site.

6.   Customize Analytics for Biryani Villa: In your Google Analytics account, you can customize your tracking settings, view reports, and set up alerts to monitor website performance. Make sure you tailor the tracking to capture data relevant to Biryani Villa.

7.   Testing: Verify that the tracking code is correctly installed by visiting your website and checking the real-time reports in Google Analytics.

8.   Monitor and Analyze Data: Over time, use Google Analytics to monitor traffic, user behavior, and other metrics on your website. Use the insights to make data-driven decisions and improve your website's performance.

5.3 Integration plugins and Widgets

Adding a Google Analytics account to a website, such as "Biryani Villa," is crucial for tracking and analyzing website performance. Google Analytics provides valuable insights into visitor behavior, traffic sources, and more. To achieve this, you first need to create a Google Analytics account and obtain a tracking code. Once obtained, this code should be added to the website's HTML, typically within the <head> section of each page. The tracking code allows Google Analytics to collect data about user interactions on the site. With this setup, Biryani Villa can monitor key metrics like page views, user demographics, and popular content, enabling data-driven decisions to enhance the online experience and achieve their business goal.
Integrate Google Analytics with Your Website or App:
   The integration process depends on the platform you're using. Here are some common methods:
   Website Integration: - If you're using a content management system (CMS) like WordPress, you can use a plugin like "Google Analytics for WordPress" to simplify the integration. For custom websites, insert the Google Analytics tracking code into the HTML of your web pages just before the closing </head> tag. You can find the tracking code in your Google Analytics account.
 Mobile App Integration: - For mobile apps, you'll need to integrate the Google Analytics SDK (Software Development Kit) into your app's code. Follow the documentation provided by Google for your specific platform (Android or iOS).

5.4 Responsive Design and Cross-Platform Compatibility

1.   **Responsive Design:** Use a mobile-first approach, designing your website for mobile devices first and then scaling up for larger screens.Utilize CSS media queries to adapt the layout and design based on the screen size.Test your design on various devices and browsers to ensure it looks and works well everywhere.

2.   **Cross-Platform Compatibility:** Make sure your website is built using responsive web design techniques, as mentioned above.Test your website on different browsers (e.g., Chrome, Firefox, Safari, Edge) to ensure it works consistently. Consider using browser compatibility libraries or polyfills for older browsers if necessary.

3. **Adding Google Analytics:**Sign in to your Google Analytics account or create one if you don't have it.Create a new property for your website and get the tracking code. Add the tracking code to every page of your website just before the closing </head> tag. This code should be the same on all pages.Test to ensure that Google Analytics is tracking data correctly. You can use Google Tag Assistant or Google Analytics' real-timereporting for this.

4.**Further Optimization:**Set up goals and events in GoogleAnalytics to track specific user interactions and conversions. Utilize UTM parameters to track campaigns and traffic sources.Regularly review Google Analytics data to analyze user behavior and improve your website's performance.

6.DIGITAL MARKETING STRATEGY

6.1.Rationale for chosen digital channels and platforms

1. Website :

- **Rationale:** A well-optimized website is essential for any business. Biryani Villa can use its website as a central online hub for information, menus, and promotions.

- **How to Add Google Analytics:** Integrate the Google Analytics tracking code into the website's HTML. This will allow you to track website traffic, user behavior, and more.

2. Social Media:

- **Rationale:** Utilize platforms like Facebook, Instagram, and Twitter to engage with customers, share updates, and run targeted ads.

- **How to Add Google Analytics** : Use UTM parameters in social media ad campaigns to track campaign-specific data in Google Analytics.

3. Email Marketing:

- **Rationale**: Email marketing is effective for customer retention and promoting specials.

- **How to Add Google Analytics:** Use UTM parameters in email links to monitor traffic generated from email campaigns.

4. Google My Business:

- **Rationale:** Ensure that the business appears in local searches and on Google Maps.

- **How to Add Google Analytics:** Google My Business doesn't directly support Google Analytics integration. However, you can track visits and clicks in your Google My Business dashboard**.**

5. Third-party Food Delivery Platforms:

- **Rationale**: If Biryani Villa is listed on delivery apps like Uber Eats or Grubhub, use their built-in analytics.

- **How to Add Google Analytics:** These platforms have their analytics, but you can use UTM parameters in links to track traffic from these sources to your website.

6. Online Advertising:

- **Rationale**: Run Google Ads or other online advertising to reach a wider audience.

- **How to Add Google Analytics:** Connect your Google Ads account to Google Analytics for in-depth tracking of ad performance**.**

6.2.Key messaging and branding decisions

1. **Define Objectives:** Clearly outline your goals for using Google Analytics. Are you tracking website traffic, user behavior, or conversion rates? This will help shape your messaging.

2. **Messaging**: Develop a clear and concise message to convey to your audience about the inclusion of Google Analytics. You might want to emphasize how it will improve their experience or the services you offer.

3. **Branding Integration**: Ensure that the message aligns with your restaurant's brand identity. Use consistent colors, fonts, and imagery that resonate with your brand.

4. **User Benefits**: Highlight the benefits to users. Explain how it will enhance their experience, such as improving menu recommendations, providing real-time updates, or tailoring promotions**.**

5. **Transparency**: Be transparent about data collection and usage. Assure users that their data is used responsibly and for enhancing their experience.

6. **Education**: If necessary, provide educational resources on your website or app about how Google Analytics works and how it benefits users.

7. **Consent:** Depending on privacy regulations, ensure that you have mechanisms for users to provide informed consent for data collection**.**

8. **Testing:** Before implementation, test the user experience to make sure it is seamless and doesn't disrupt the user journey.

9. **Feedback Loop:** Establish a feedback mechanism for users to report any issues or concerns related to Google Analytics.

7.IMPLEMENTATION PLAN

7.1.Content marketing:

7.1.1.Blogger-about our brand biryani villa

Website:https://biryaniivillas.blogspot.com/2023/10/biriyani-bliss-culinary-journey-through.html

Explain the importance of website analytics for a restaurant like Biryani Villa.

Screenshot:

BIRYANI VILLAS

1. Biriyani: A Historical Odyssey

- Trace the origins of biriyani back to its roots in Persia and its subsequent journey to South Asia.

- Explore the evolution of biriyani through various historical periods and its incorporation of local ingredients and cooking styles.

2. Regional Diversity: Unveiling the Varieties of Biriyani

- Discover the diverse regional variations of biriyani, from the aromatic Awadhi biriyani to the spicy Hyderabadi biriyani, the flavorful Kolkata biriyani, and beyond.

- Delve into the unique ingredients and techniques that distinguish each regional biriyani, showcasing the cultural influences and culinary traditions of the respective regions.

Biriyani Bliss: EMAIL NEWSLETTER

BIRYANI VILLAS

3. The Art of Layering: Cooking Techniques Demystified

- Uncover the secrets of achieving the perfect biriyani, where every grain of rice is infused with flavor.

- Explore the two main techniques of cooking biriyani: the Kacchi (raw) biriyani and Pakki (cooked) biriyani, along with step-by-step instructions for both methods.

4. A Symphony of Flavors: Key Ingredients in Biriyani

– Dive into the essential components that contribute to biriyani's irresistible taste – fragrant basmati rice, tender marinated meat (or vegetables), aromatic spices, saffron, and ghee.

– Understand the significance of each ingredient and how they come together to create a harmonious flavor profile.

5. Beyond Meat: Vegetarian and Vegan Biriyani Delights

– Celebrate the vegetarian and vegan versions of biriyani, highlighting innovative substitutes for meat and dairy.

– Explore the use of vegetables, tofu, jackfruit, and legumes in biriyani preparation, proving that the dish's essence can be enjoyed by all dietary preferences.

6. Sidekicks and Accompaniments: Raitas, Salans, and More

– Elevate your biriyani experience with a range of side dishes, including cooling raitas, spicy salans, and refreshing salads.

– Provide recipes for complementary accompaniments that enhance the overall meal.

← **BIRYANI VILLAS**   🔍 *Search this blog*

7. Global Fusion: Biriyani's Influence Beyond Borders

  – Take a culinary tour of how biriyani has inspired fusion dishes around the world, from Middle Eastern Maqluba to Caribbean Pelau.

  – Showcase how different cultures have incorporated biriyani's principles into their own cuisines.

8. Biriyani for Celebrations: Feeding a Crowd with Flavor

  – Learn the art of scaling up biriyani preparation for large gatherings, weddings, and special occasions.

  – Get tips on planning, preparation, and presentation to ensure a memorable biriyani feast.

Conclusion:

Biriyani, a dish that encapsulates the essence of tradition, innovation, and the love of good food, is a timeless masterpiece that continues to captivate hearts globally. Whether you're savoring a classic version or embracing a modern twist, biriyani's ability to bring people together and create moments of sheer culinary delight remains unparalleled. So, embark on your own biriyani journey, and may your pot be forever fragrant and your grains always perfectly cooked.

<

7.1.2.Guest posts

- Share insights on the significance of history of biryani and mention Biryani Villa's case.
- Create it by using canva
- Then Download and upload it in our blog by using infographics and emailnewsletter

InfographicLink:https://biryaniivillas.blogspot.com/2023/10/biriyanibliss-infographics.html

SCREENSHOT:

EmailNewsletterLink:

https://biryaniivillas.blogspot.com/2023/10/biriyani-bliss-emailnewsletter.html

Screenshots:
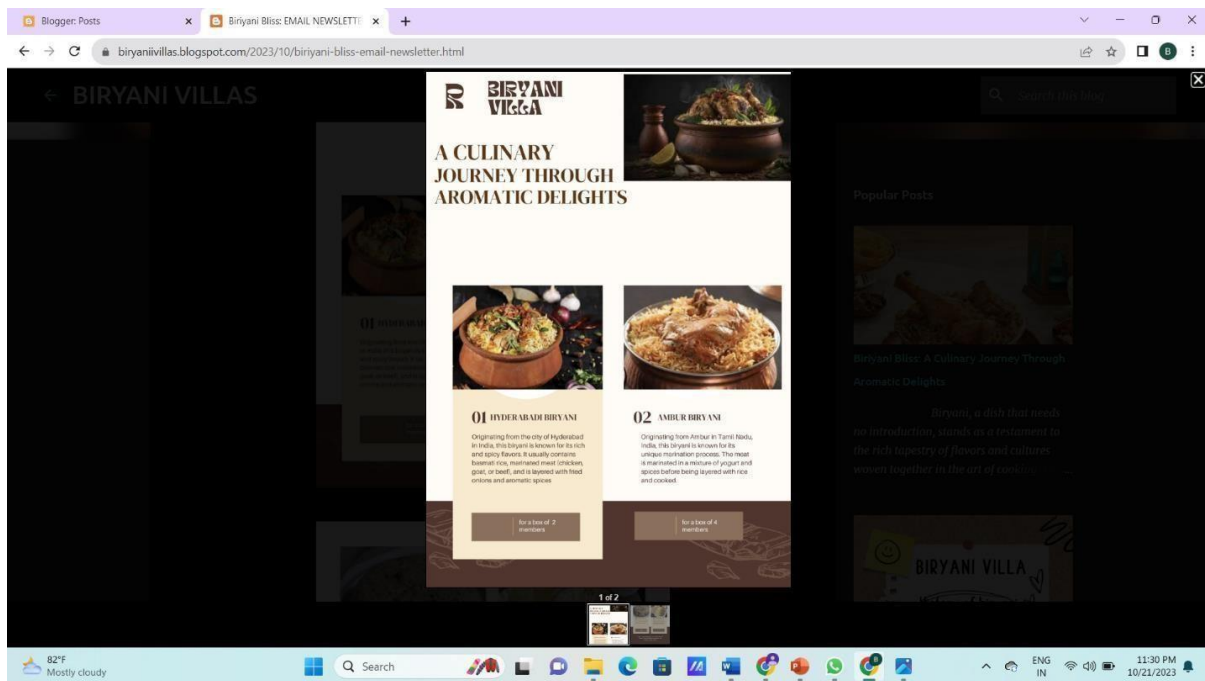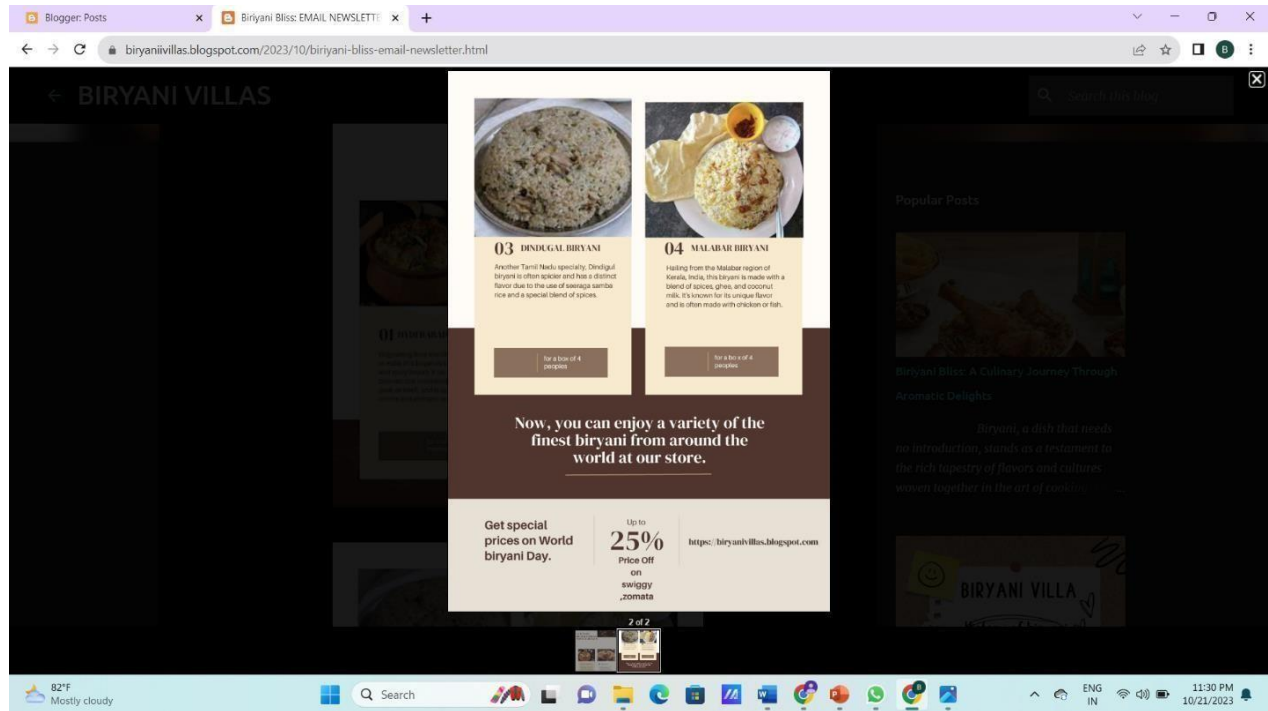
6.1.2. Educational Content

1. "Web Analytics 101: A Crash Course for Biryani Villa's Team"

 - Create an easy-to-follow guide or video tutorial on basic web analytics concepts.

2. "Unlocking the Power of Google Analytics: Advanced Tips for Biryani Villa"

 - Offer advanced analytics tips specific to the restaurant industry.

7.2.Social media strategy:

7.2.1-Platform selection

Facebook:

Use Facebook for community building and engagement. Create posts that encourage discussions, share customer reviews, and organize events like contests or Q&A sessions related to biryani.

Link: https://www.facebook.com/biryanivillachennai

Screenshots:
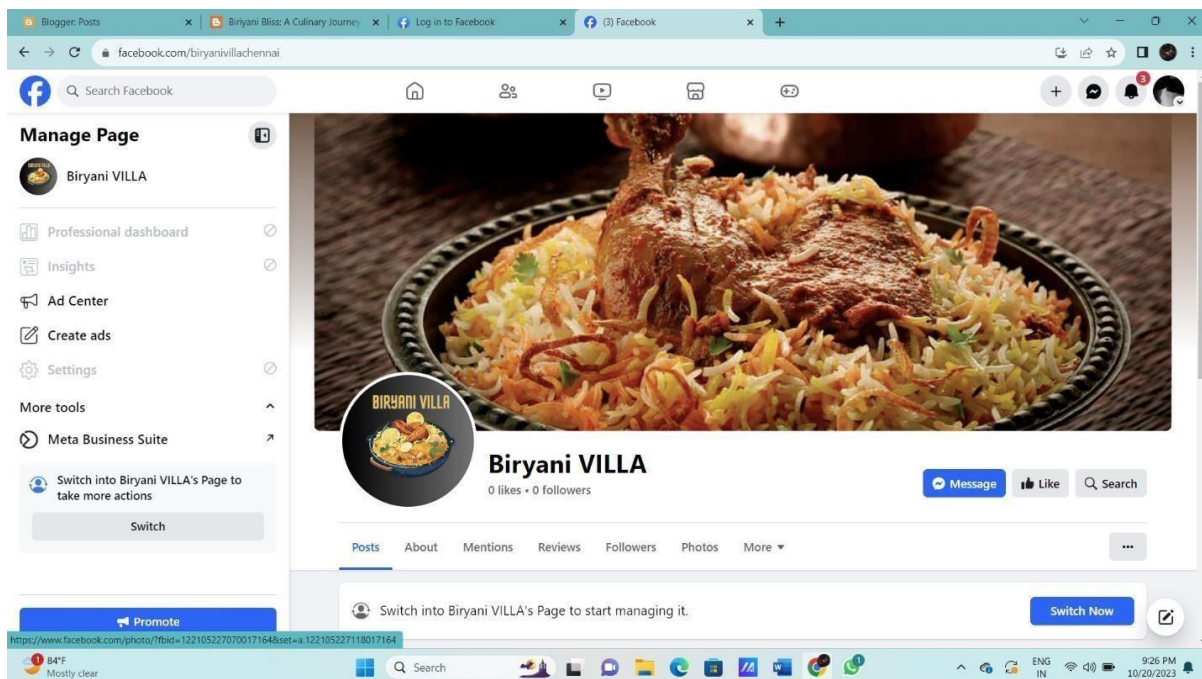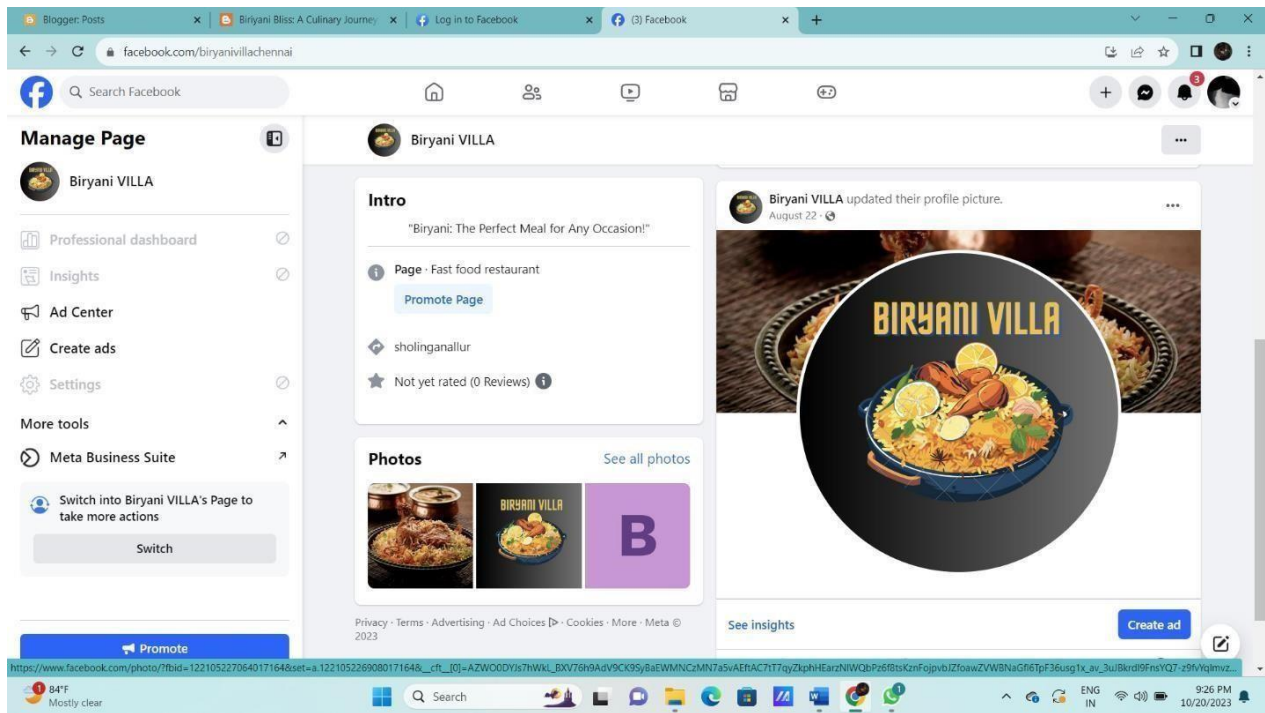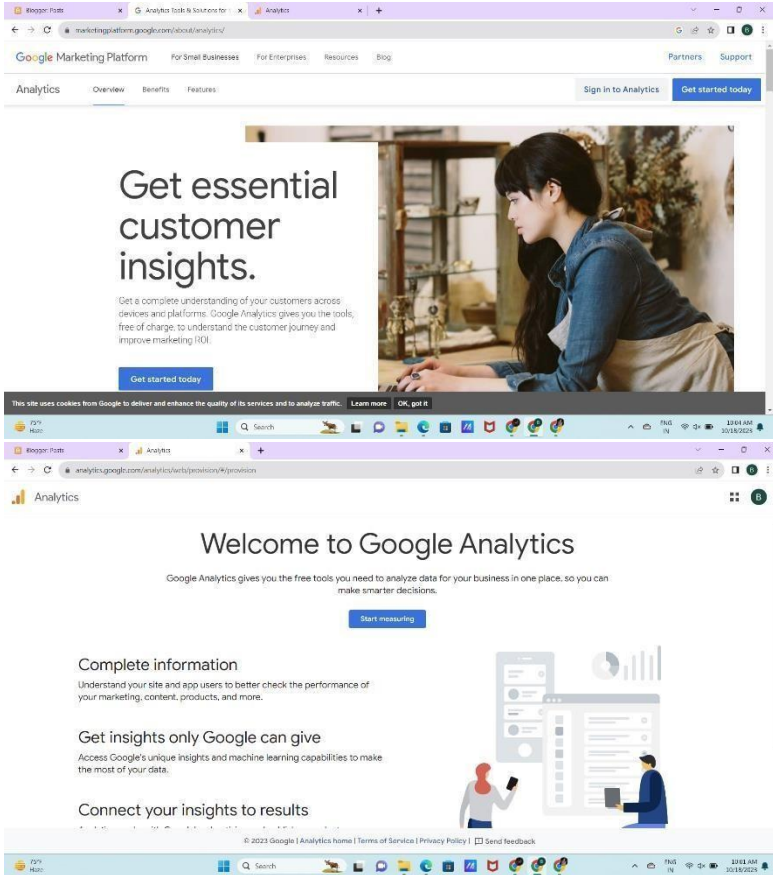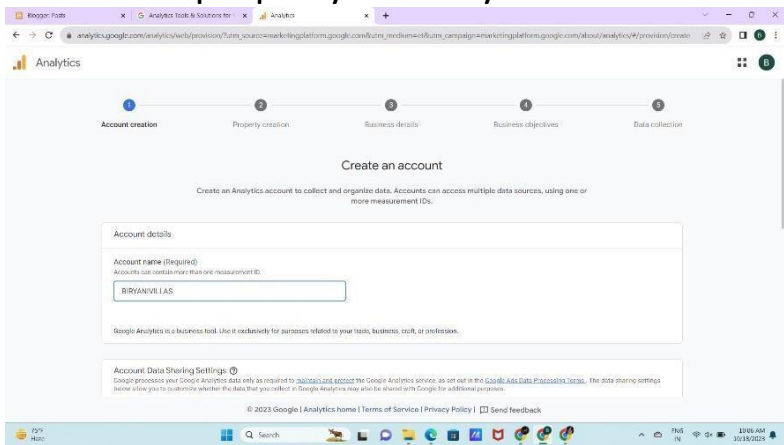
2. **Analyze and Adjust :** Use the data from Google Analytics to analyze which social media platforms are driving the most traffic and conversions.Adjust your content strategy accordingly. For example, if Instagram is generating more engagement but Facebook is driving more website traffic and conversions, allocate more resources to the platform that performs better for your business goals.
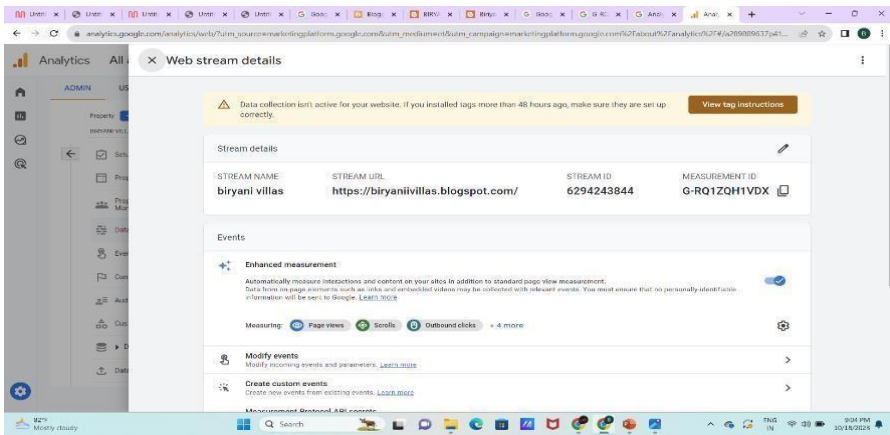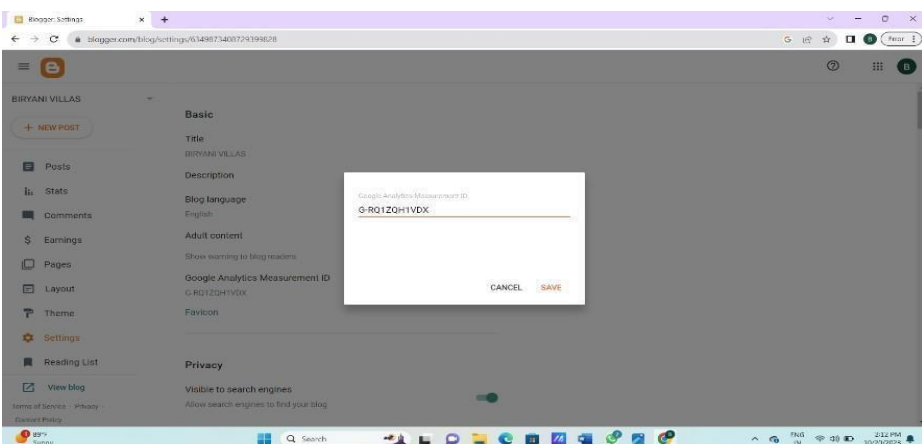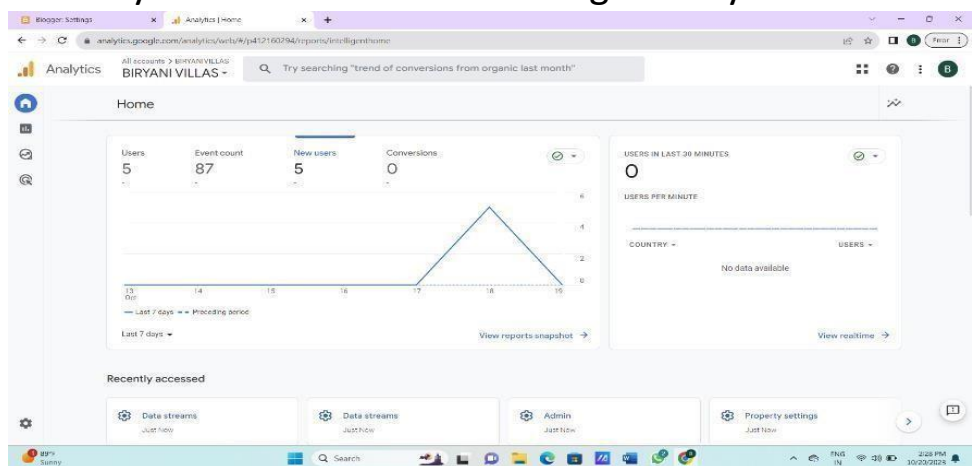
3. **Content Strategy :** Tailor your content to each platform's strengths. On Instagram, focus on visually stunning photos of your biryani. On Facebook, post content that encourages discussions, shares, and interactions.

4. **Consistency :**Be consistent in your posting schedule and content quality across both platforms.

5. **Engagement :**Actively engage with your audience on both platforms. Respond to comments and messages promptly and encourage usergenerated content by running campaigns or contests.

8. RESULT AND ANALYSIS

S.NO	PARAMETERS	SCREENSHOT/DESCRIPTION
1	Sign up	Go to Google Analytics, sign up, and create an account.
2	Create Property	Add a new property for "Biryani Villas" website.

3	Get Tracking Code	Get the tracking code from the property settings.
4	Add Tracking Code	Insert the tracking code into your blogger
5	Set up goals	Define goals, like tracking conversions or page views
6	View analytics	Access your website's data in Google Analytics dashboard.

7	View reports	Access detailed reports on user behavior and website performance.
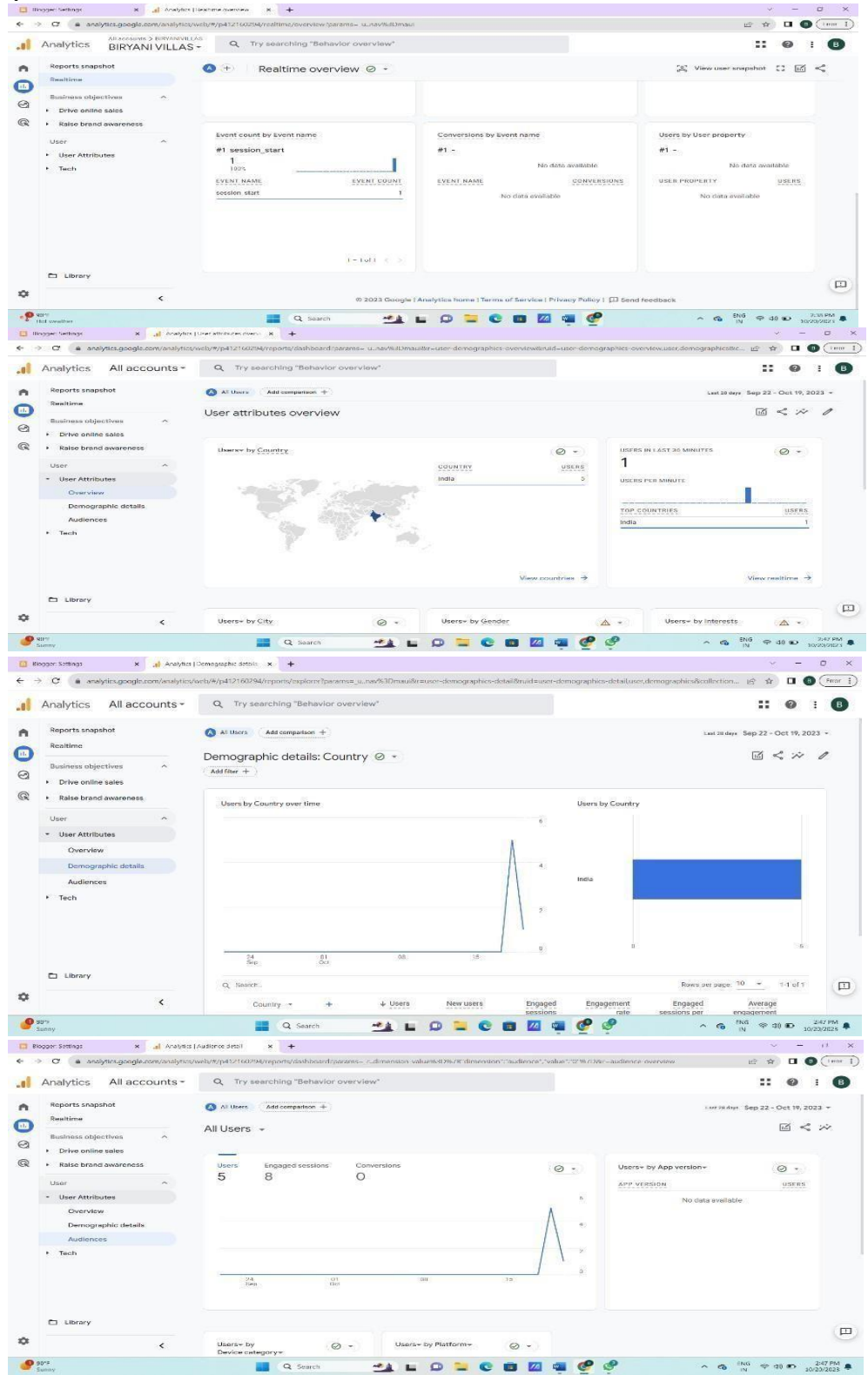
9. RECOMMENDATION FOR THE FUTURE

1.   **Advanced Data Analysis:** As the website and business grow, you can delve deeper into data analysis. Use advanced segments, custom reports, and attribution modeling to understand customer journeys and identify which marketing channels and content are most effective.

2.   **E-commerce Tracking:** If "Biryani Villa" offers online ordering or ecommerce services, set up e-commerce tracking to measure sales and revenue. This can help in optimizing the online ordering process.

3.   **Integration with CRM Systems:** Connect Google Analytics with Customer Relationship Management (CRM) systems to track customer behavior beyond the website, such as post-visit interactions, emails, and customer lifetime value.

4.   **Mobile Analytics:** As mobile usage continues to rise, ensure your analytics setup includes mobile tracking. Analyze mobile-specific data to optimize the mobile user experience.

5.   **User Behavior Analytics**: Implement user behavior analytics tools like heatmaps, session recordings, and A/B testing to gain more detailed insights into how users interact with the website.

6.   **Predictive Analytics:** Start using predictive analytics to forecast future trends and user behavior. This can help in making proactive decisions based on data-driven insights.

7.   **AI and Machine Learning:** Leverage AI and machine learning algorithms for predictive analysis, personalized content recommendations, and anomaly detection. Google Analytics 4 (GA4) already incorporates machine learning for insights.

8. **Data Privacy Compliance:** Stay updated with evolving data privacy regulations like GDPR and CCPA, ensuring that your analytics setup is compliant.

9. **Conversion Rate Optimization (CRO):** Invest in CRO techniques to continually improve the website's performance, including A/B testing, split URL testing, and multivariate testing.

10. **Reporting Automation:** Implement automated reporting tools to generate and deliver customized reports to stakeholders regularly.

11. **Voice and IoT Integration:** If "Biryani Villa" expands to voiceactivated devices or IoT platforms, adapt your analytics strategy to track and analyze user interactions on these emerging channels.

12. **Local SEO and Map Tracking:** As a restaurant, local SEO and map tracking are crucial. Utilize Google Analytics for local insights and combine it with Google My Business data.

The future scope of Google Analytics for "Biryani Villa" is extensive, and it involves staying updated with the latest trends, technologies, and customer behaviors to make informed decisions that drive business growth and better user experiences.

10. PROJECT SCOPE AND OBJECTIVES

Project Scope:

1.   Installation: Install Google Analytics tracking code on the website to collect user data.

2.   Data Collection: Set up tracking for various website events like page views, button clicks, and form submissions.

3.   Goal Tracking: Define and track specific goals, such as tracking conversions like online orders or contact form submissions.

4.   E-commerce Tracking: Implement e-commerce tracking if applicable for Biryani Villa's online orders.

5.   Custom Reporting: Create custom reports and dashboards to monitor key performance indicators (KPIs).

6.   Cross-Device Tracking: Ensure tracking across various devices for a complete view of user behavior.
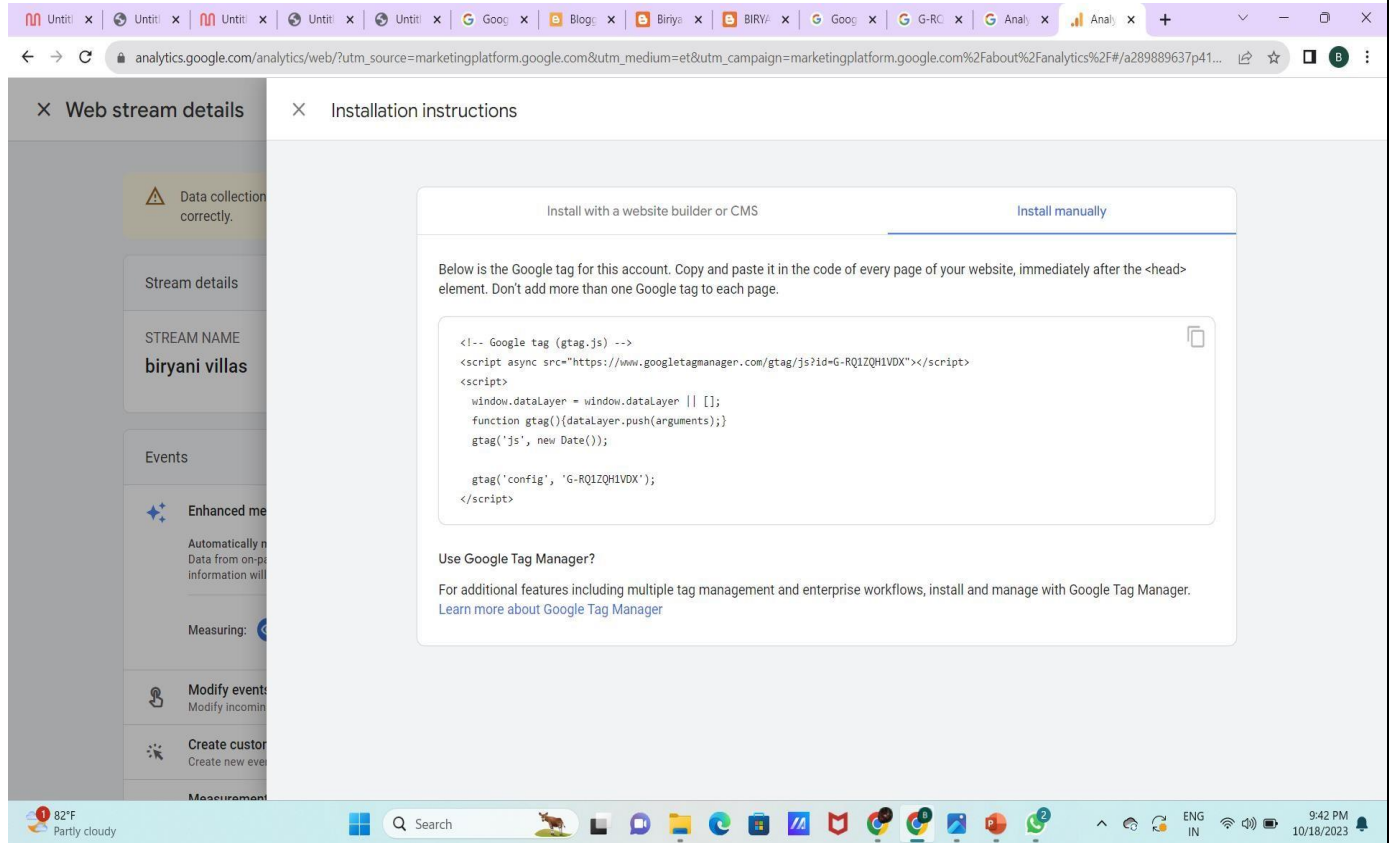
Objectives:

1.   Understand User Behavior: Analyze user interactions with the website to gain insights into user behavior and preferences.

2.   Conversion Rate Improvement: Identify areas of the website where improvements can be made to increase the conversion rate, such as placing orders or making inquiries.

3.   Traffic Sources: Determine which channels drive the most traffic to the website, including organic search, paid ads, and social media.

4.   User Demographics: Gather data on user demographics to tailor marketing efforts to the target audience.

5.   Page Performance: Monitor the performance of specific webpages to ensure they load quickly and are user-friendly.

6.   Marketing Effectiveness: Evaluate the effectiveness of marketing campaigns and advertising spend by tracking conversions.

7.   Mobile Optimization: Ensure the website is optimized for mobile devices based on user behavior data.

11.CONCLUSION

In conclusion - Create a Google Analytics account if you don't have one already. Create a Property: In your Google Analytics account, create a new property for "Biryani Villa." Get Tracking Code: Google Analytics will provide you with a tracking code snippet. This code should be added to every page of your website.Insert the Tracking Code: Insert the tracking code just before the closing </head> tag on each page of your website. Test the Setup: Make sure the tracking code is correctly installed by visiting your website and checking Google Analytics for real-time data.Set Up Goals and Events (optional): Define goals and events within Google Analytics to track specific user interactions, such as form submissions or reservations.Regularly Review Data: After the setup is complete, monitor your Google Analytics account regularly to gain insights into user behavior and website performance.Customize Reports: Customize reports to track specific metrics relevant to your restaurant business, like traffic sources, conversion rates, or user demographics.

12.APPENDIX

HEADER.PHP

GitHub & Project Video Demo Link

Video

Link:https://drive.google.com/file/d/1TpbRnHJFRRmEsgIp9CSQpnWyg8R7ekWx/view?usp=drivesdk

GithubLink:https://github.com/THILAGAN-07/DIGITAL-MARKETING--HOW-TO-ADD-GOOGLE-ANALYTICS-TO-A-WEBSITE