HOW TO ADD HOOGLE ANLYTICS TO A WEBSITE

A PROJECT REPORT

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in partial fulfilment of the requirements for the course

DIGITAL MARKETING

Conducted by SmartBridgeEngineering

Under Naan Mudhalvan Scheme

DEPARTMENT OF
ELECTRONICS AND COMMUNICATION ENGINEERING

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BONAFIDE CERTIFICATE

Certified that this project report titled

How To Add Google Analytics to A Website

is the bonafide work of

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In partial fulfilment of the requirements for the course in Digital Marketing conducted by SmartBridgeEngineering under Naan Mudhalvan scheme is a bonafide record of the work carried out under my guidance and supervision at Anna university regional campus-Tirunelveli

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How to Add Google Analytics to A Website

How to Add Google Analytics to A Website

1.INTRODUCTION

1.1 Purpose

The purpose of embedding Google Analytics to a website is to **gain valuable insights into user behavior, track website performance, and measure marketing campaign effectiveness**. These insights can then be used to **make data-driven decisions to improve the website, user experience, and overall business objectives**.

1.2 Goals

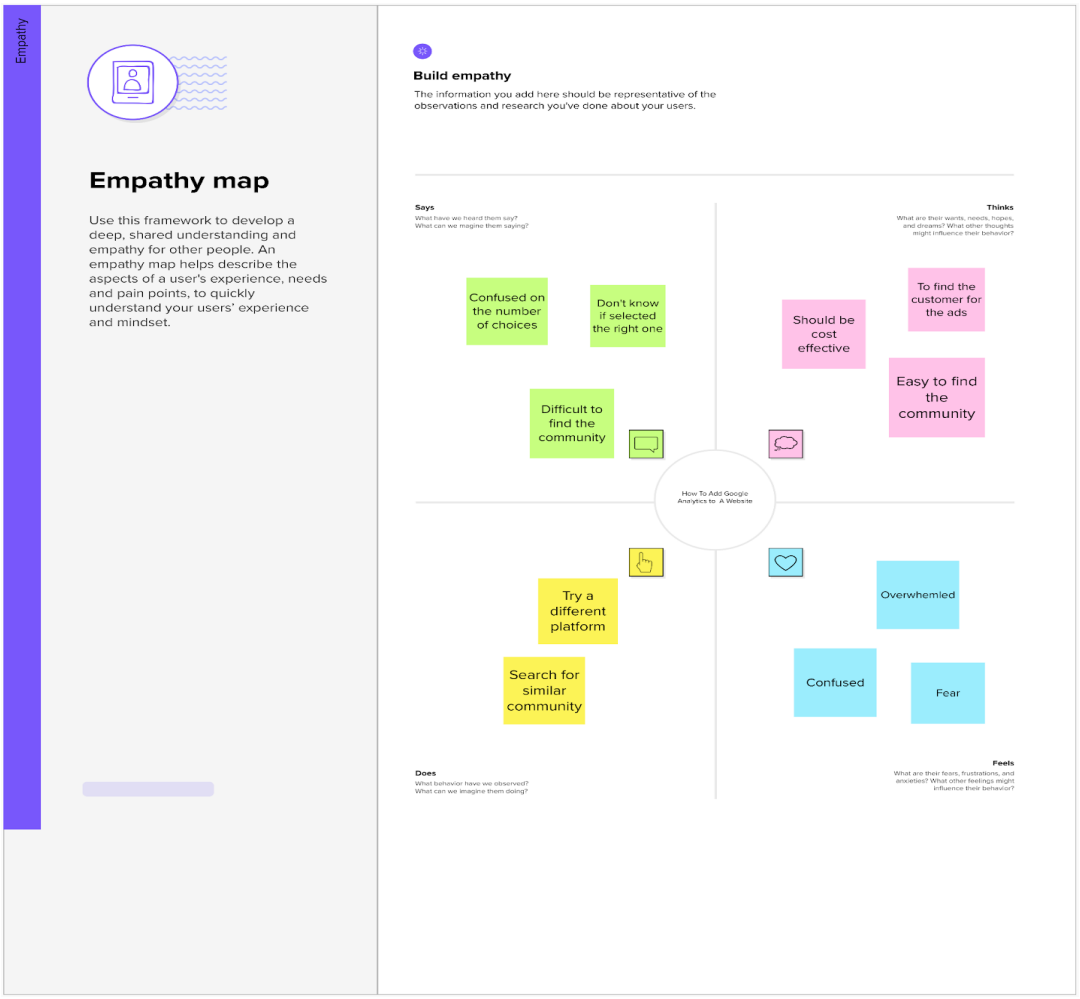
- **Track website traffic and user behavior:** This includes measuring the number of visitors, their sources, and their actions on the website.
- **Understand user demographics and interests:** This information can be used to tailor content, marketing strategies, and product offerings to better resonate with the target audience.
- **Identify popular content and pages:** This helps to optimize the content strategy and focus on high-performing pages.
- **Monitor marketing campaign performance:** This allows businesses to determine which campaigns are generating the most leads and sales.
- **Set and track goals:** This helps to measure the success of the website in achieving its objectives.
- **Identify conversion funnels and drop-off points:** This helps to optimize the user journey and improve conversion rates.
- **Gain competitive intelligence:** This allows businesses to compare their website's performance to industry standards and direct competitors.

2. Ideation Phase

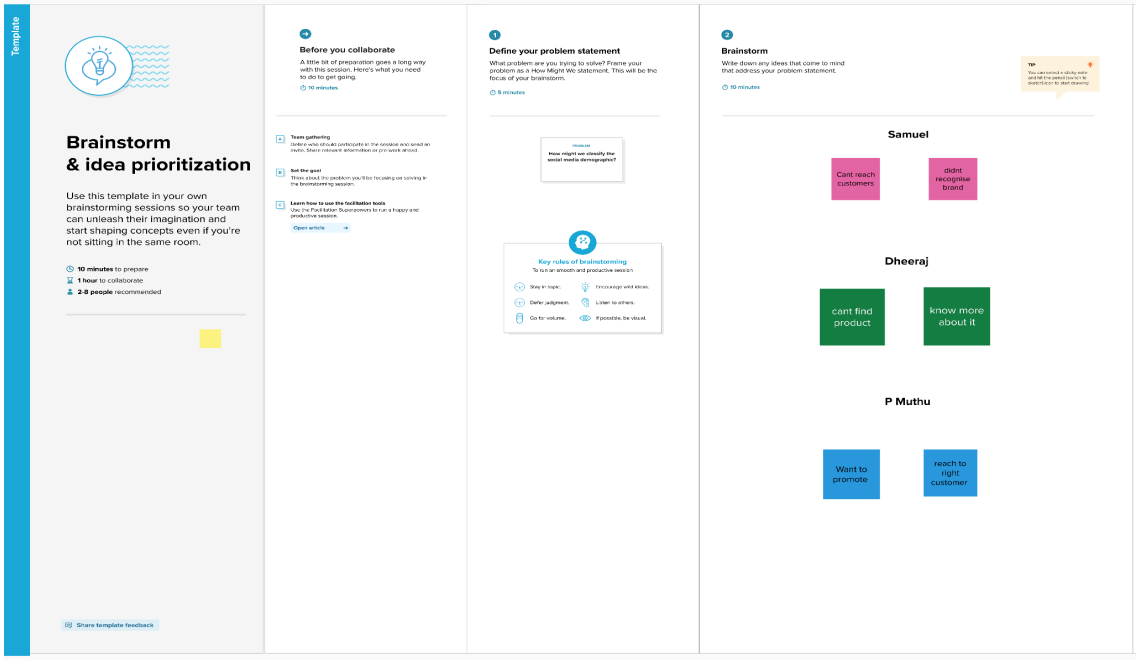
2.1 Problem Statement

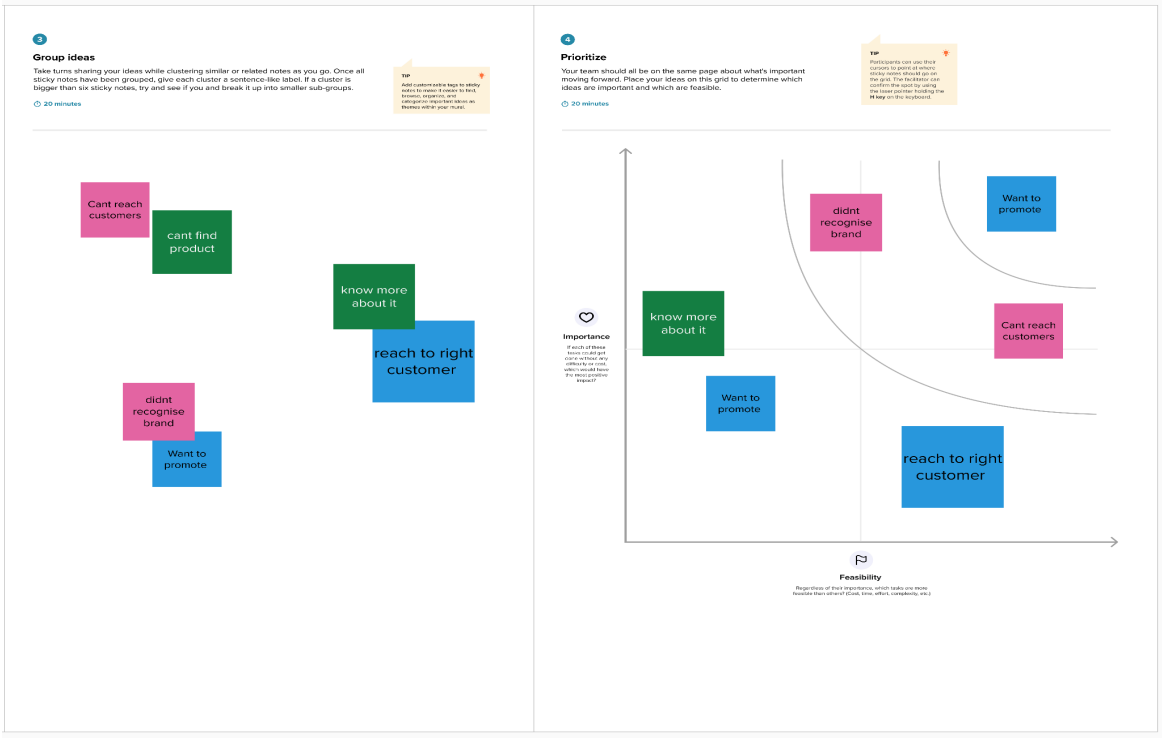
Problem Statement	I am a	I am trying to	But	Because	Which makes me feel
PS -1	Creator	Improve customer reach	Don’t know customer intentions	Don’t know customer demographic	frustrated
PS -2	Customer	Find Relevant product	Can’t find products	Not optimised search	Angry

2.2 Empathy Map



2.3 Brain Stroming



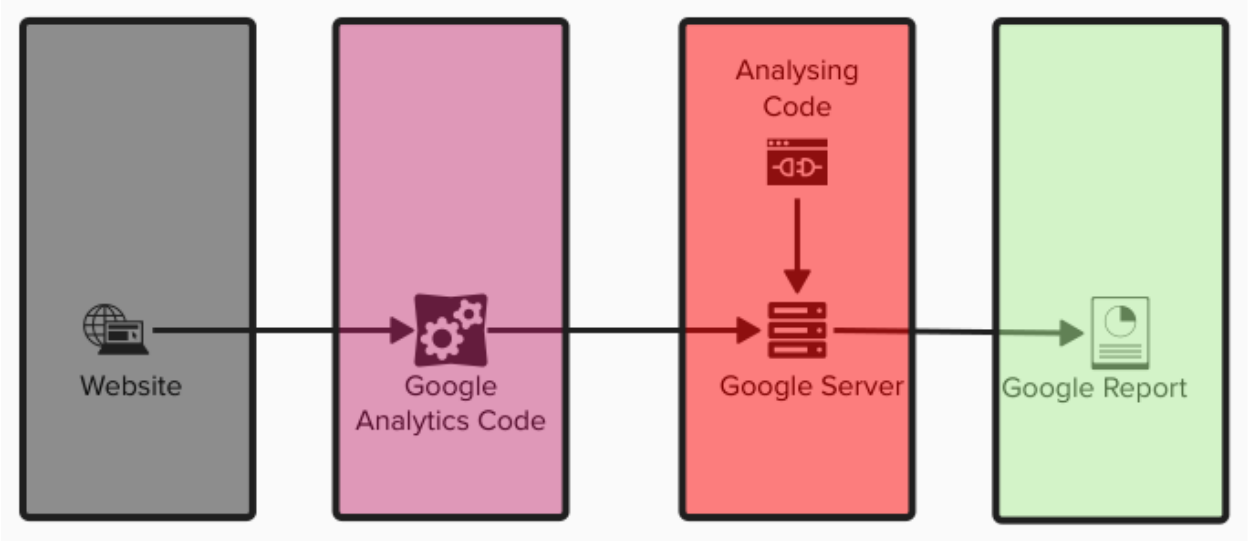


3. Project Design Phase Part 1

3.1 Proposed Solution

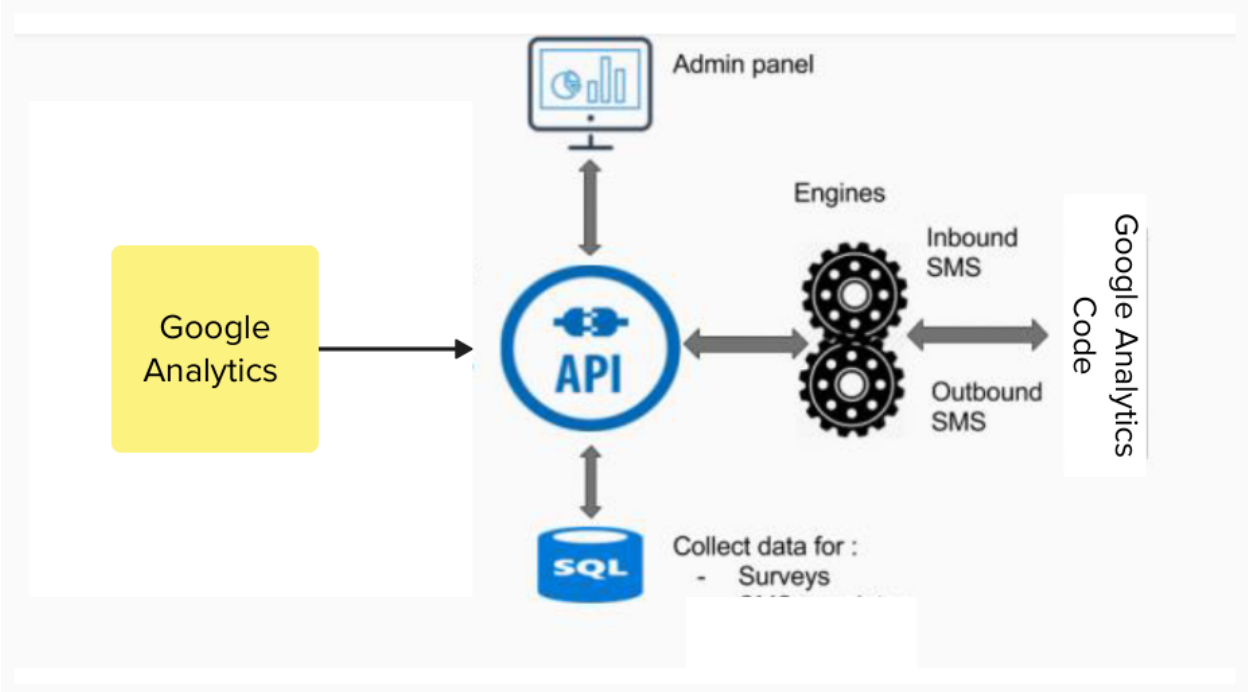
S.No	Parameter	Description
1	Problem Statement	Many businesses and individuals do not have the resources or expertise to properly embed Google Analytics into their websites. This can lead to inaccurate or incomplete data, which can make it difficult to make informed decisions about their online presence.
2	Idea Description	This project will develop a solution that makes it easy for anyone to embed Google Analytics into their website, regardless of their technical expertise. The solution will be a simple, easy-to-use tool that can be integrated with popular website builders and CMS platforms.
3	Uniqueness	It will be the first tool to offer a comprehensive solution for embedding Google Analytics, including support for all major website builders and CMS platforms. It will be easy to use, even for users with no technical expertise.It will be affordable and accessible to businesses and individuals of all sizes
4	Social Impact	This project will have a positive social impact by making it easier for businesses and individuals to track and analyze their website traffic. This information can be used to improve their websites, attract more visitors, and generate more leads and sales.
5	Business Model	The proposed solution will be monetized through a subscription-based pricing model. Users will be charged a monthly or annual fee to access the tool.
6	Stability of Solution	The proposed solution will be built on a scalable and reliable platform. It will also be regularly updated to ensure that it is compatible with the latest versions of website builders and CMS platforms.

3.2 Solution Architecture



4.Design Phase Part 2

4.1 Technical Architecture



4.2 Customer Journey Map

5. Project Development Phase

5.1 Functional Requirements

User Registration	• Users should be able to register for an account and manage their profile information. • Password recovery and security measures, like two-factor authentication, should be in place
Dual Tagging	• You need to implement dual tagging on your website. • Dual tagging means adding both the GA4 and UA tracking codes to your web pages. • This allows you to collect data in both properties and compare them.
Property Setting	• Setup the Property according to your needs with name and workforce and type of events
API and Third party integration	• You can also use the Analytics Embed API to create and embed a dashboard on a third-party website.
Analytics And Reporting	• Track performance (open rates, click-through rates, conversion rates, etc.).

	• Provide real-time analytics and visual reports.Offer insights on subscriber engagement and behavior
A/B Testing	• Perform A/B tests to optimize email content and subject lines. • Analyze and compare the performance of different email versions.

6.Execution Process

[Step by Step Execution Process]

7. Challenges Faced

- **Access and Permissions: You need access to the website's source code or content management system (CMS) to add the Google Analytics tracking code. This can be a challenge if you don't have the necessary permissions.**
- **Code Integration:Embedding the tracking code correctly in the HTML of your website can be challenging, especially if you're not familiar with web development. Any errors in the code can lead to tracking issues.**
- **Cross-Domain Tracking:If your website spans multiple domains or subdomains, ensuring accurate cross-domain tracking can be complex.**
- **Data Privacy and Compliance: Adhering to data privacy regulations like GDPR and CCPA can be challenging. You must obtain user consent for tracking and handle data in compliance with these regulations.**
- **Data Accuracy:Ensuring the data collected is accurate and free from spam traffic or bot visits can be an ongoing challenge.**
- **Testing and Debugging:It's crucial to thoroughly test and debug your tracking setup to ensure it's working as expected. Debugging can be challenging without the right tools and knowledge.**
- **Real-Time Data:Real-time data might not always be perfectly real-time due to various factors, so managing user expectations is essential.**

To address these challenges, it's often a good idea to work with a web developer or a professional who is experienced with Google Analytics to ensure proper setup and ongoing monitoring for accurate data collection. Additionally, staying updated on changes in data privacy regulations and Google Analytics features is crucial to maintaining compliance and optimizing your tracking setup.

8.Future Plans

- Define your website tracking objectives and access permissions.
- Create a Google Analytics account and integrate the tracking code into your site.
- Consider cross-domain tracking and data privacy compliance.
- Implement e-commerce and custom event tracking for deeper insights.
- Continuously test, analyze, and maintain your tracking setup for optimal results.

9.Results

Google Analytics results in valuable insights into your website's performance and user behavior. You can track conversions, traffic sources, audience demographics, and custom events for detailed analytics.
These insights empower data-driven decisions and help you refine your website, content, and marketing strategies.

10. Conclusion

In conclusion, embedding Google Analytics into your website is crucial for gathering valuable insights into user behavior and website performance. By defining objectives, ensuring data privacy compliance, and setting up tracking correctly, you can obtain accurate data. Ongoing monitoring, analysis, and adjustments are essential for making informed decisions and improving your website's effectiveness. With the right approach, Google Analytics can be a powerful tool for optimizing your online presence.