**1. Account Setup:**

* Create a Google Analytics account at [analytics.google.com](https://analytics.google.com/).
* Set up a new property for Sweet Delights Bakery’s website.
* Install the tracking code on all pages of the website.

**2. Goal Tracking:**

* **Goal 1:** Track completed orders (Thank You page views).
* **Goal 2:** Track newsletter sign-ups or contact form submissions.
* Go to **Admin → Goals → New Goal** and set up custom goals to monitor conversions.

**3. Traffic Sources Tracking:**

* Analyze traffic from different channels:
  + **Organic Search:** Visitors from Google searches.
  + **Paid Ads:** Traffic from Google Ads campaigns.
  + **Social Media:** Visitors from platforms like Instagram, Facebook, etc.
  + **Direct:** People who type the website URL directly.

**4. Key Metrics to Monitor:**

* Number of website visitors
* Bounce rate
* Average session duration
* Conversion rate (orders/sign-ups)

