

NAAN MUDHALVAN PROJECT
DIGITAL MARKETING

PROJECT NAME:

HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

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HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE:

Google Analytics: Google Analytics is a powerful web analytics tool that enables website owners to track and analyze user behavior on their sites. It provides valuable insights into visitor demographics, source of traffic, popular content, and conversion rates. With this data, you can make data-driven decisions to optimize website's performance, improve user experience, and achieve online goals.

Google Account details:

Mail Id: write your mail id here

Password: Write your password here

Website address:

<http://techgadgets418.blogspot.com> **Google**

Analytics Tracking Code :

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-
BD9B32EX0K"></script>
<script>
window.dataLayer =
window.dataLayer || [];
function
gtag(){dataLayer.push(ar
guments);} gtag('js', new
Date());

gtag('config', 'G-BD9B32EX0K');
</script>
```

Google Analytics Account Setup:

The screenshot shows the 'Create an account' step of the Google Analytics setup process. At the top, a progress bar indicates five steps: 1. Account creation (active), 2. Property creation, 3. Business details, 4. Business objectives, and 5. Data collection. The main heading is 'Create an account', followed by the instruction: 'Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.' The 'Account details' section includes a required 'Account name' field with the value 'Tech_gadgets' and a note that accounts can contain more than one measurement ID. Below this is a checkbox for 'Google Analytics is a business tool' which is checked. The 'Account Data Sharing Settings' section contains a link to the Google Ads Data Processing Terms and a note about data sharing.

Analytics

1 Account creation 2 Property creation 3 Business details 4 Business objectives 5 Data collection

Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID.

Tech_gadgets

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

Account Data Sharing Settings ⓘ
Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

The screenshot shows the 'Create a property' step of the Google Analytics setup process. The progress bar now shows step 2, 'Property creation', as active. The main heading is 'Create a property', followed by the instruction: 'To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.' The 'Property details' section includes a required 'Property name' field with the value 'Tech_gadgets', a 'Reporting time zone' dropdown set to 'India (GMT+05:30) India Time', and a 'Currency' dropdown set to 'Indian Rupee (₹)'. A note at the bottom of the section states 'You can edit these property details later in Admin'. Below the form is a link to 'Show advanced options' and two buttons: 'Back' and 'Next'.

Analytics

Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name (Required)

Tech_gadgets

Reporting time zone ⓘ
India (GMT+05:30) India Time

Currency
Indian Rupee (₹)

You can edit these property details later in Admin

[Show advanced options](#)

Back Next

Blogger: Posts

Analytics Tools & Solutions for

Analytics

analytics.google.com/analytics/web/provision/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com/about/analytics/#/provision/create

Analytics

Describe your business

Help us better understand your business by answering the following.
Your input helps improve Google Analytics.

Business details

Industry category (Required)
Computers & Electronics

Business size (Required)
☒ Small - 1 to 10 employees
☐ Medium - 11 to 100 employees
☐ Large - 101 to 500 employees
☐ Very Large - 501+ employees

BackNext

Blogger: Posts

Analytics Tools & Solutions for

Analytics

analytics.google.com/analytics/web/provision/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com/about/analytics/#/provision/create

Analytics

Generate leads
Analyze visitor metrics and attract new customers ☒

Drive online sales
Analyze purchase behavior and get more sales ☐

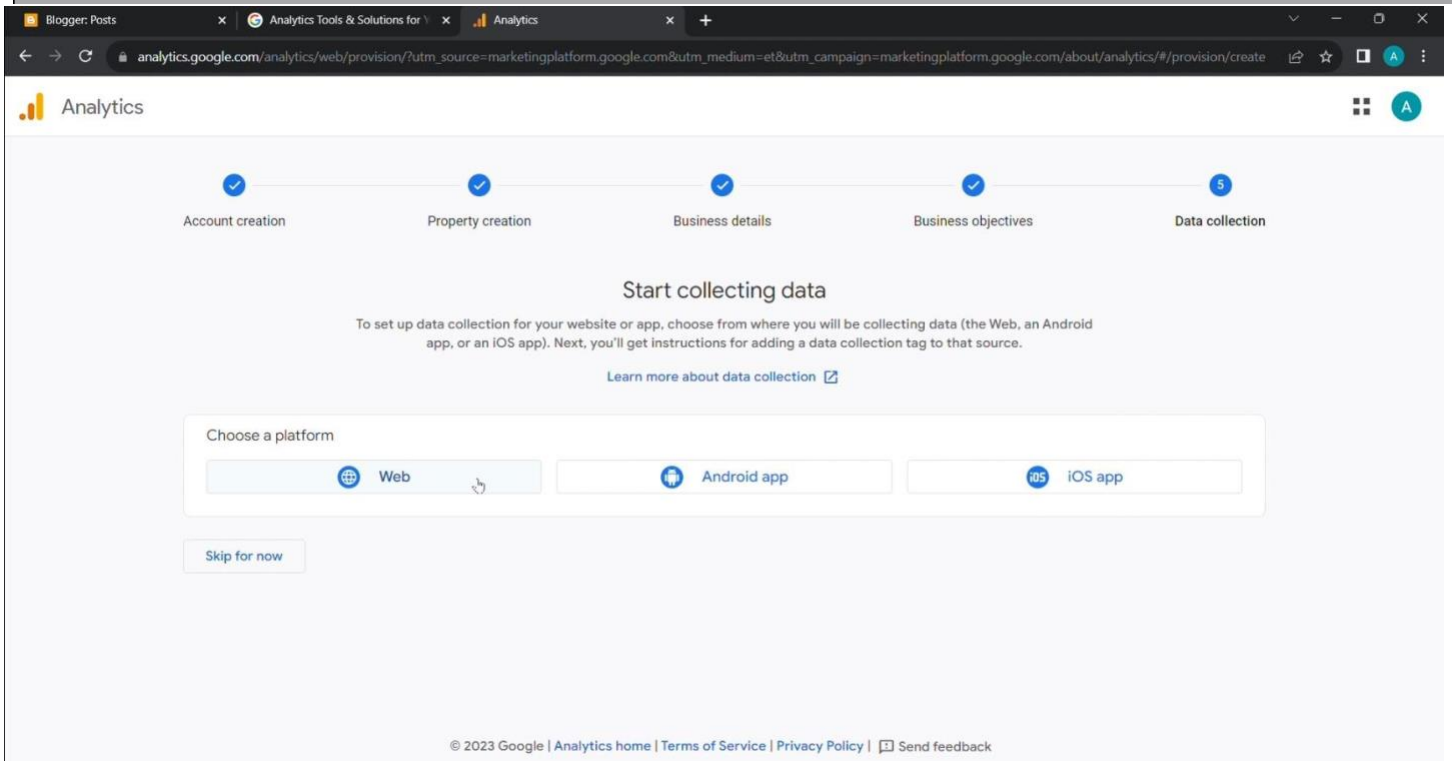
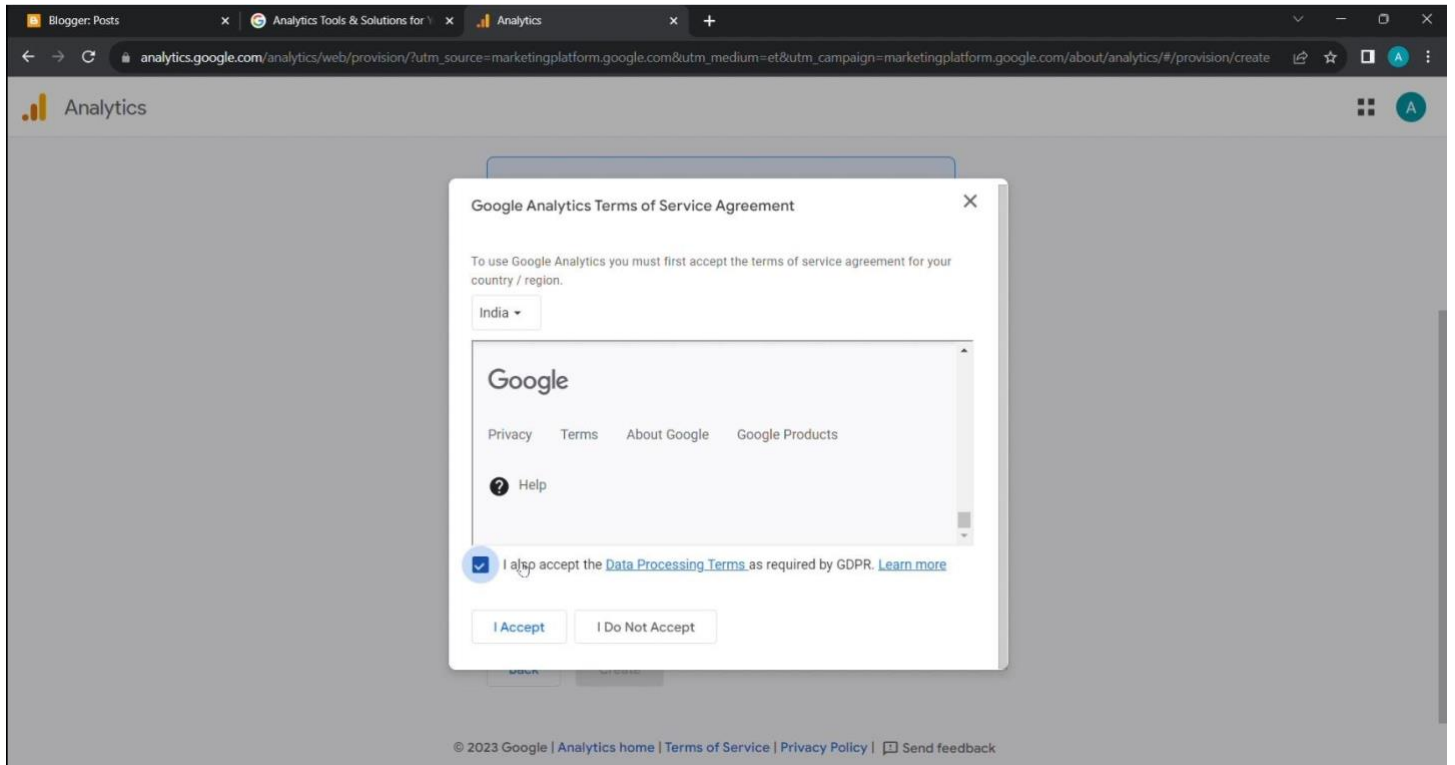
Raise brand awareness
Spread the word about your business ☐

Examine user behavior
Learn how people use your site or app ☐

Get baseline reports
Multiple types of reports (this option can't be combined with other options) ☐

BackCreate

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How to link the google analytics to website:

This screenshot shows the 'Set up data stream' page in Google Analytics. The 'Website URL' is set to 'https://techgadgets418.blogspot.com' and the 'Stream name' is 'TechGadgets'. The 'Enhanced measurement' toggle is turned on. Under the 'Measuring' section, 'Page views', 'Scrolls', and 'Outbound clicks' are selected. A 'Create stream' button is at the bottom.

Set up your web stream

Website URL: Stream name:

Enhanced measurement
Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)

Measuring: ☒ Page views ☒ Scrolls ☒ Outbound clicks + 4 more

[Create stream](#)

This screenshot shows the 'Web stream details' and 'Installation instructions' page. The 'Stream details' sidebar shows the stream name 'TechGadgets'. The 'Installation instructions' section shows the 'Install manually' tab selected, displaying the Google tag code to be pasted into the website's code.

Web stream details **Installation instructions**

Data collection correctly.

Stream details

STREAM NAME
TechGadgets

Events

Enhanced measurement
Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally identifiable information will be sent to Google. [Learn more](#)

Measuring: ☒ Page views ☒ Scrolls ☒ Outbound clicks + 4 more

Modify events
Modify incoming events

Create custom events

Install with a website builder or CMS **Install manually**

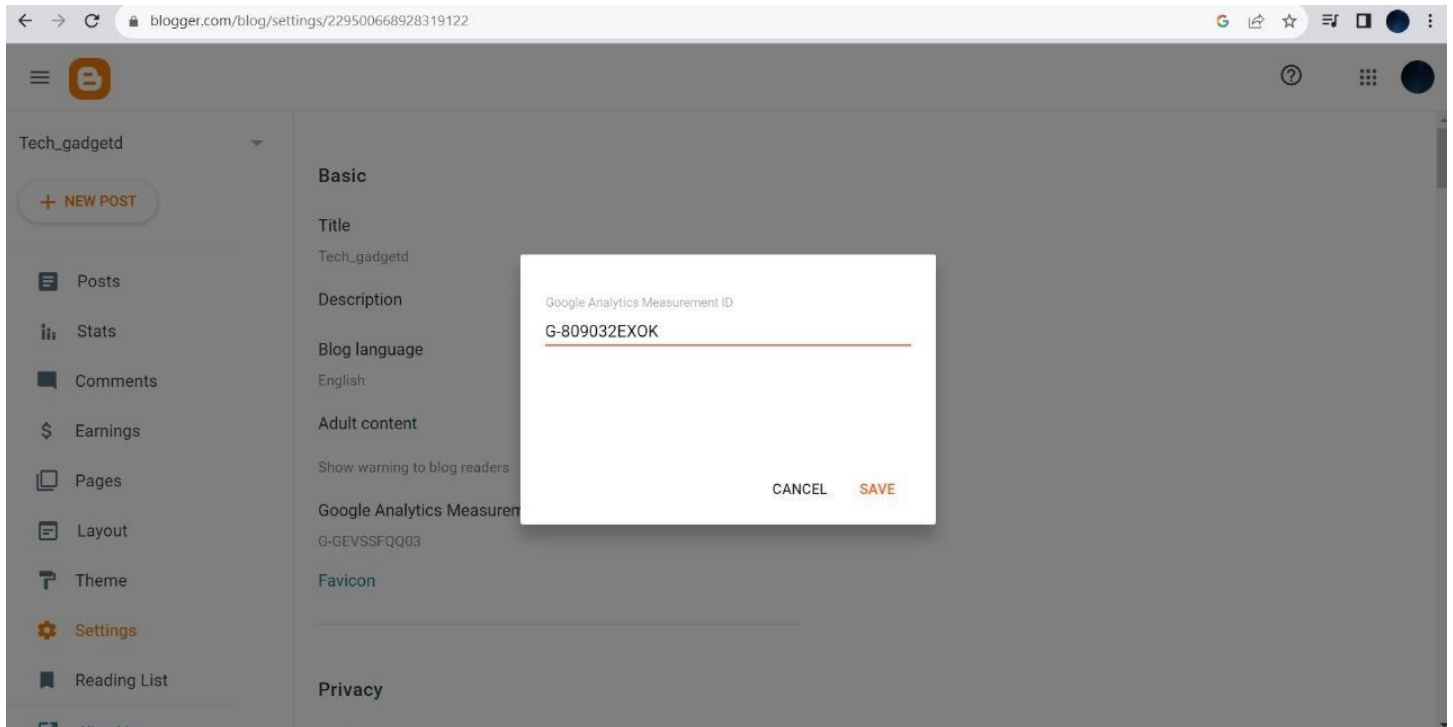
Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-8D9B32EX0K"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

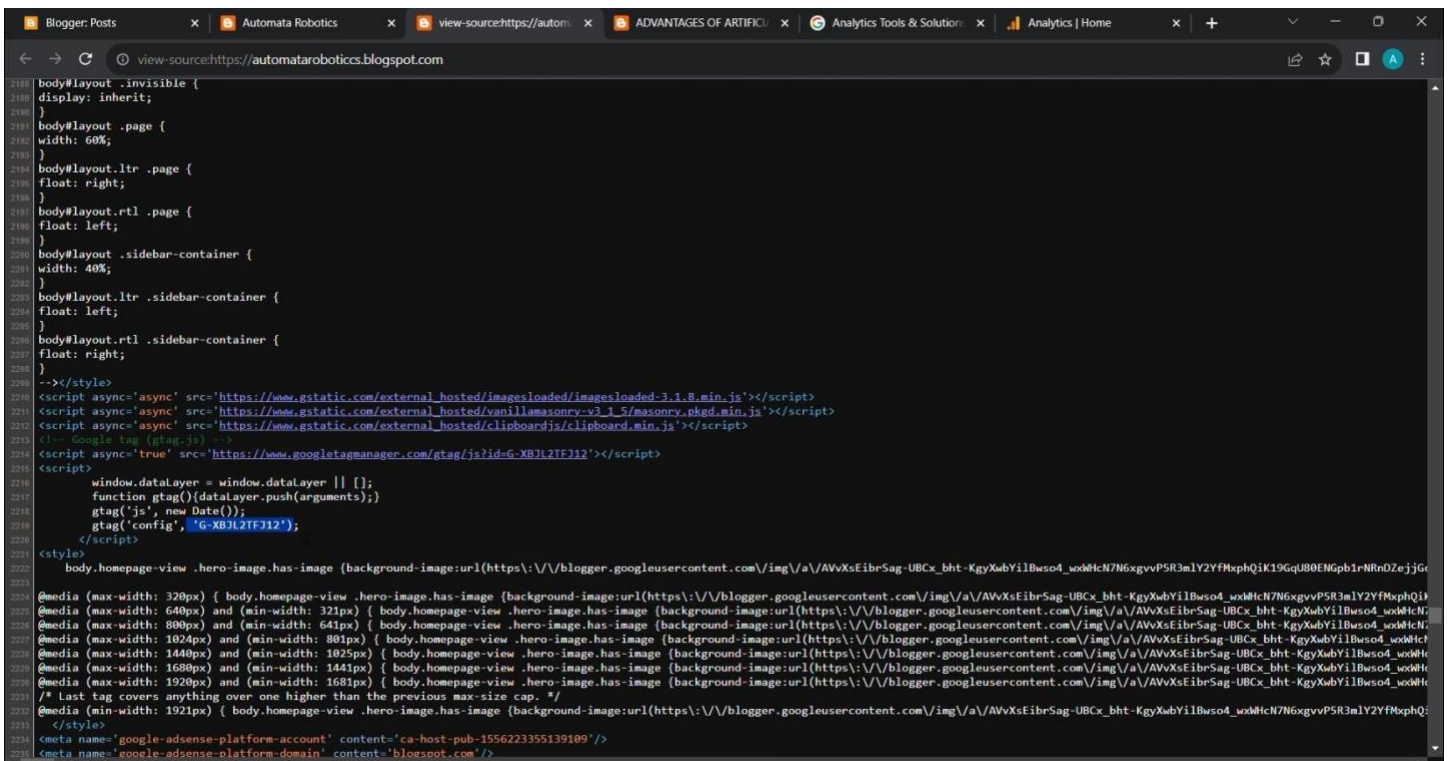
  gtag('config', 'G-8D9B32EX0K');
</script>
```

Use Google Tag Manager?
For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager. [Learn more about Google Tag Manager](#)

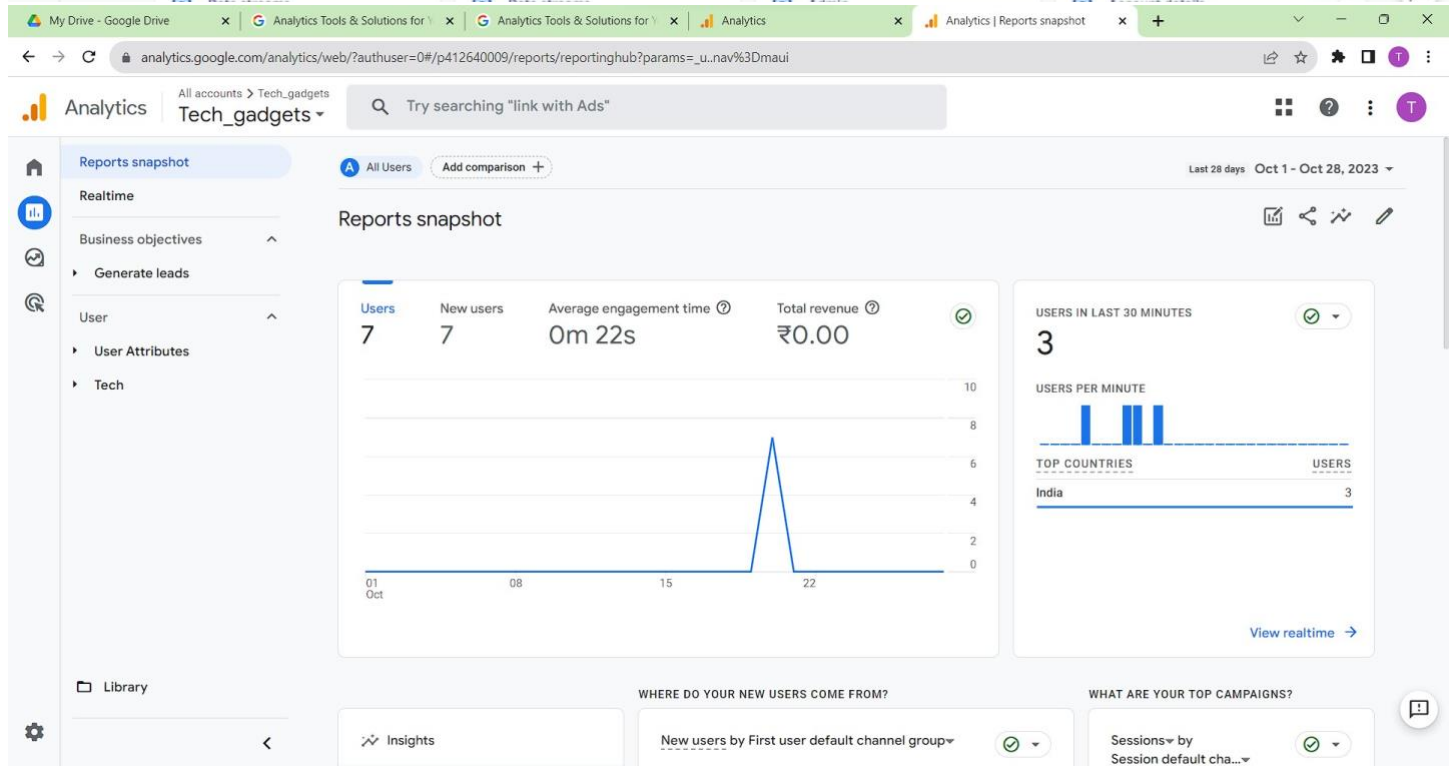
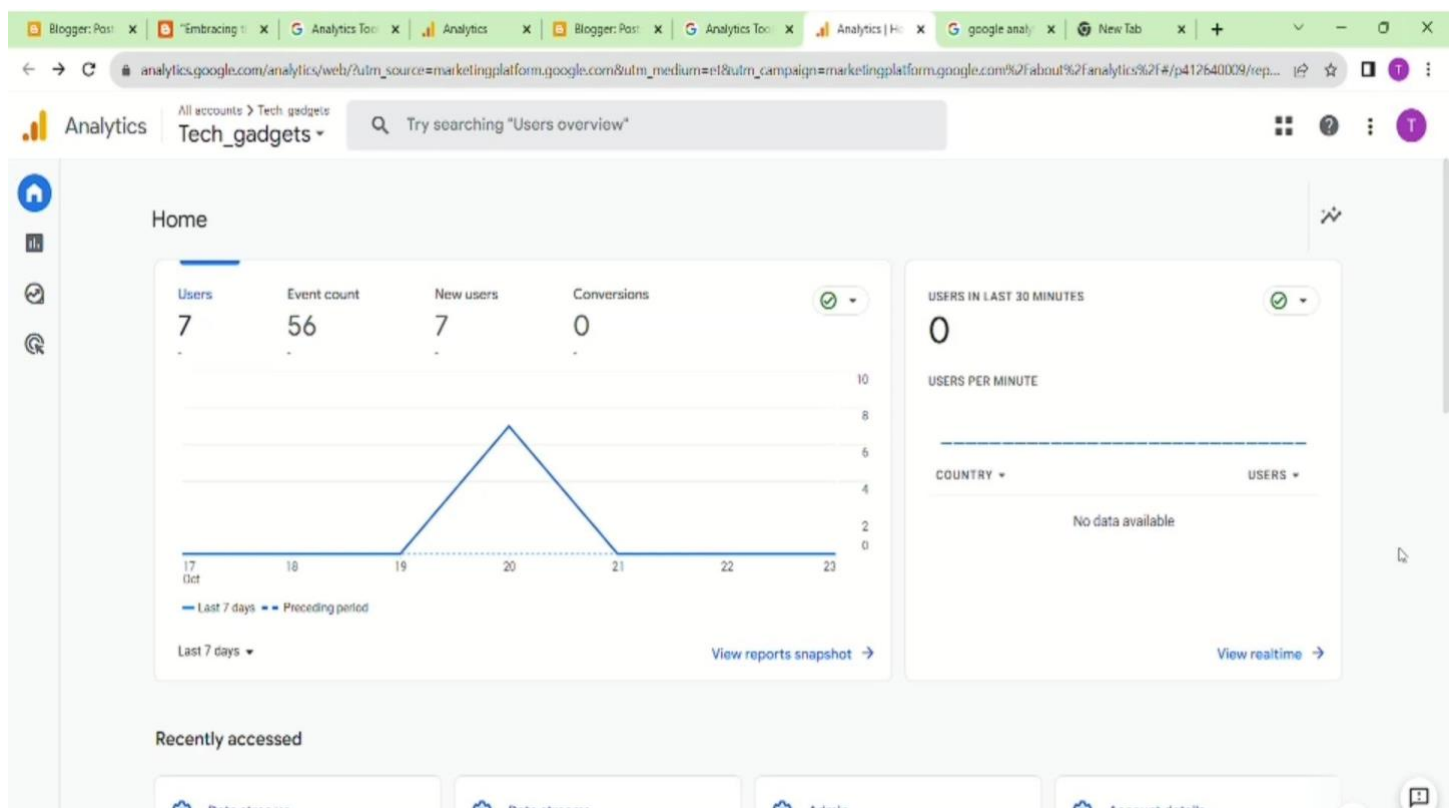
- Adding the google measurement id to the website .



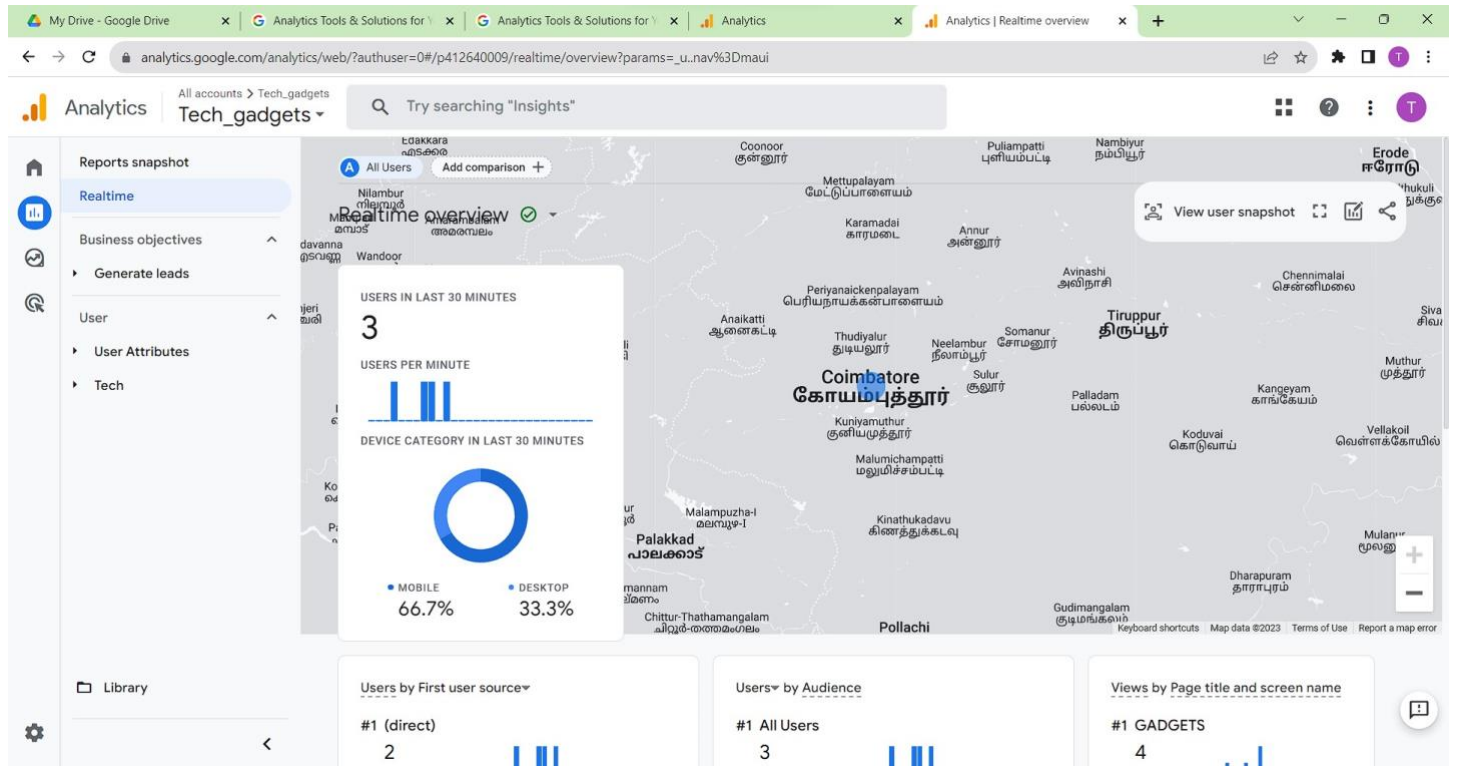
- The google measurement id is placed in the html page of the website .



- The data collection is successfully started .



- This page gives several information about the website's usage .



- It gives the details like the page engagement, page views, location of the users and so on .

