NAAN MUDHALVAN PROJECT

DIGITAL MARKETING

PROJECT NAME:

HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

TEAM MEMBERS:

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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:

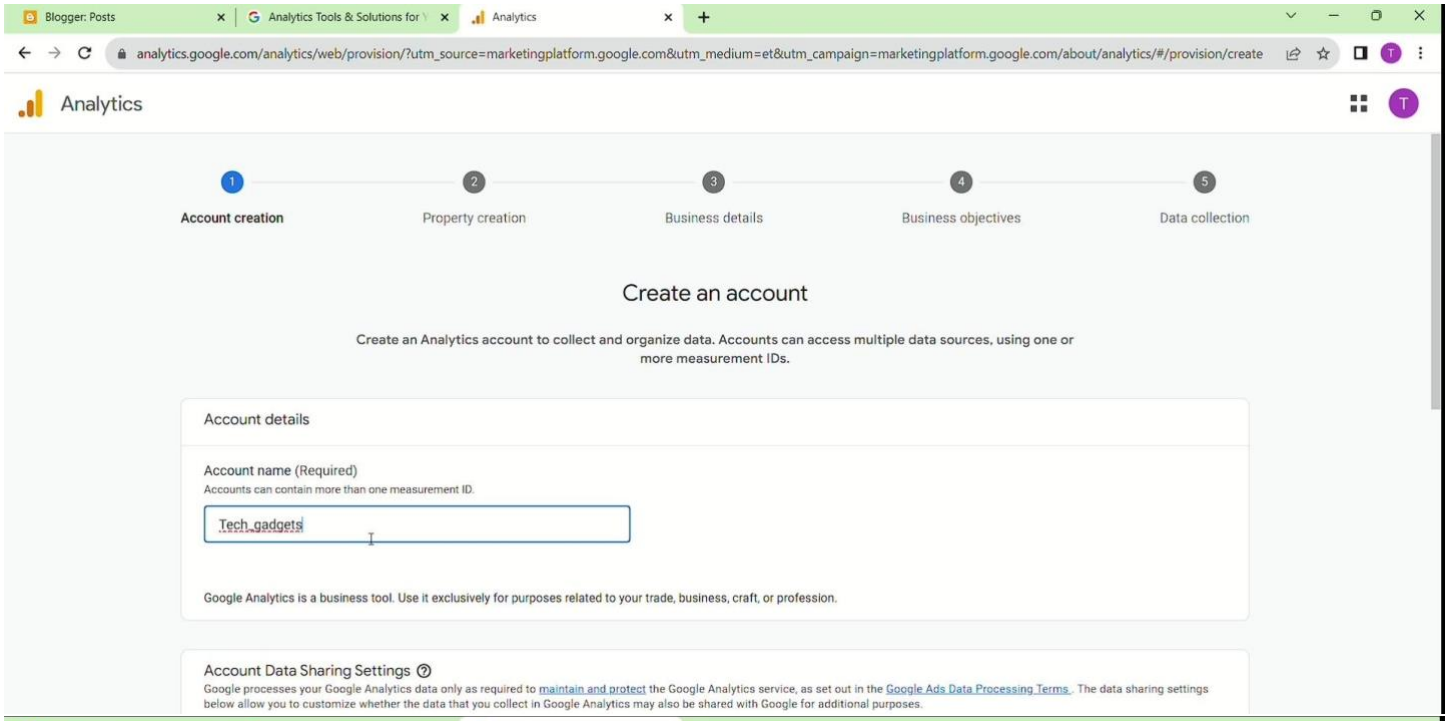
http://techgadgets418.blogspot.com **Google**

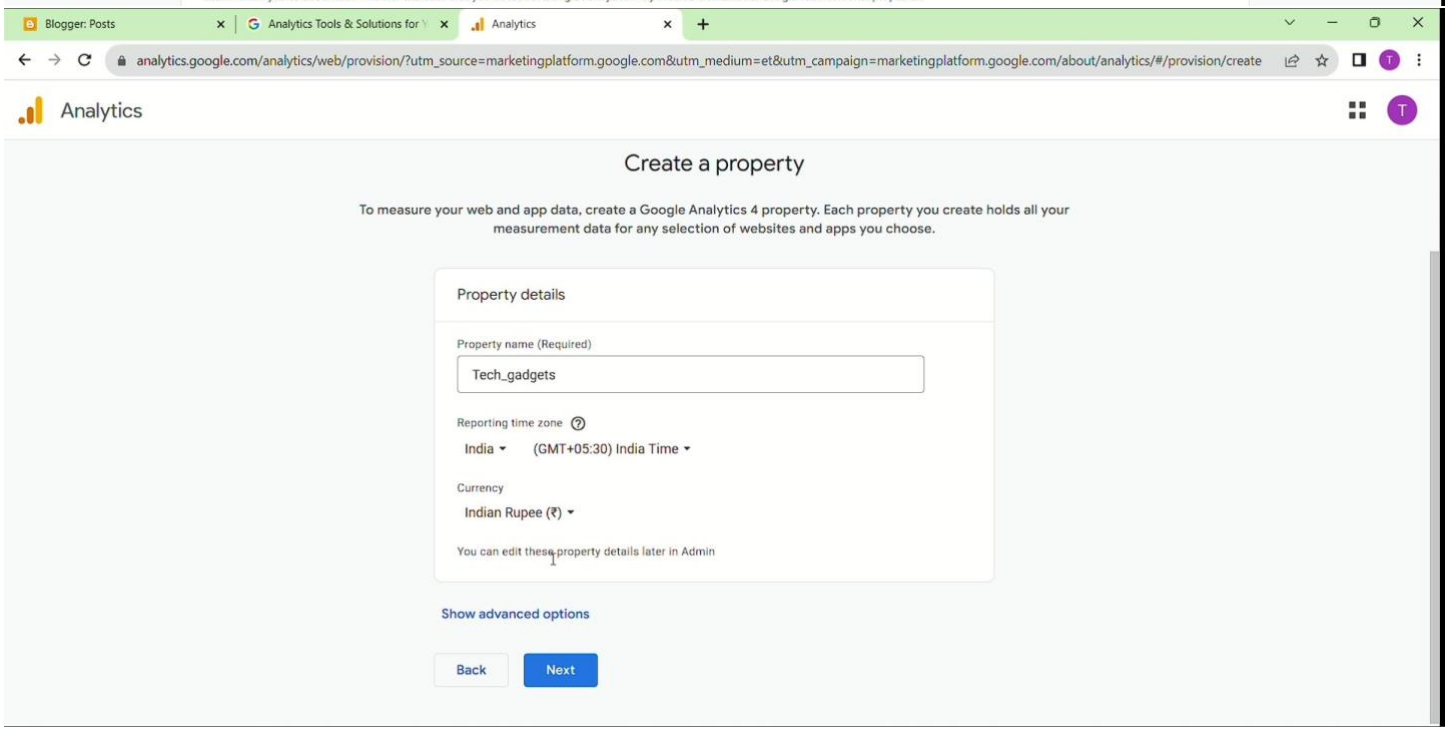
Analytics Tracking Code :

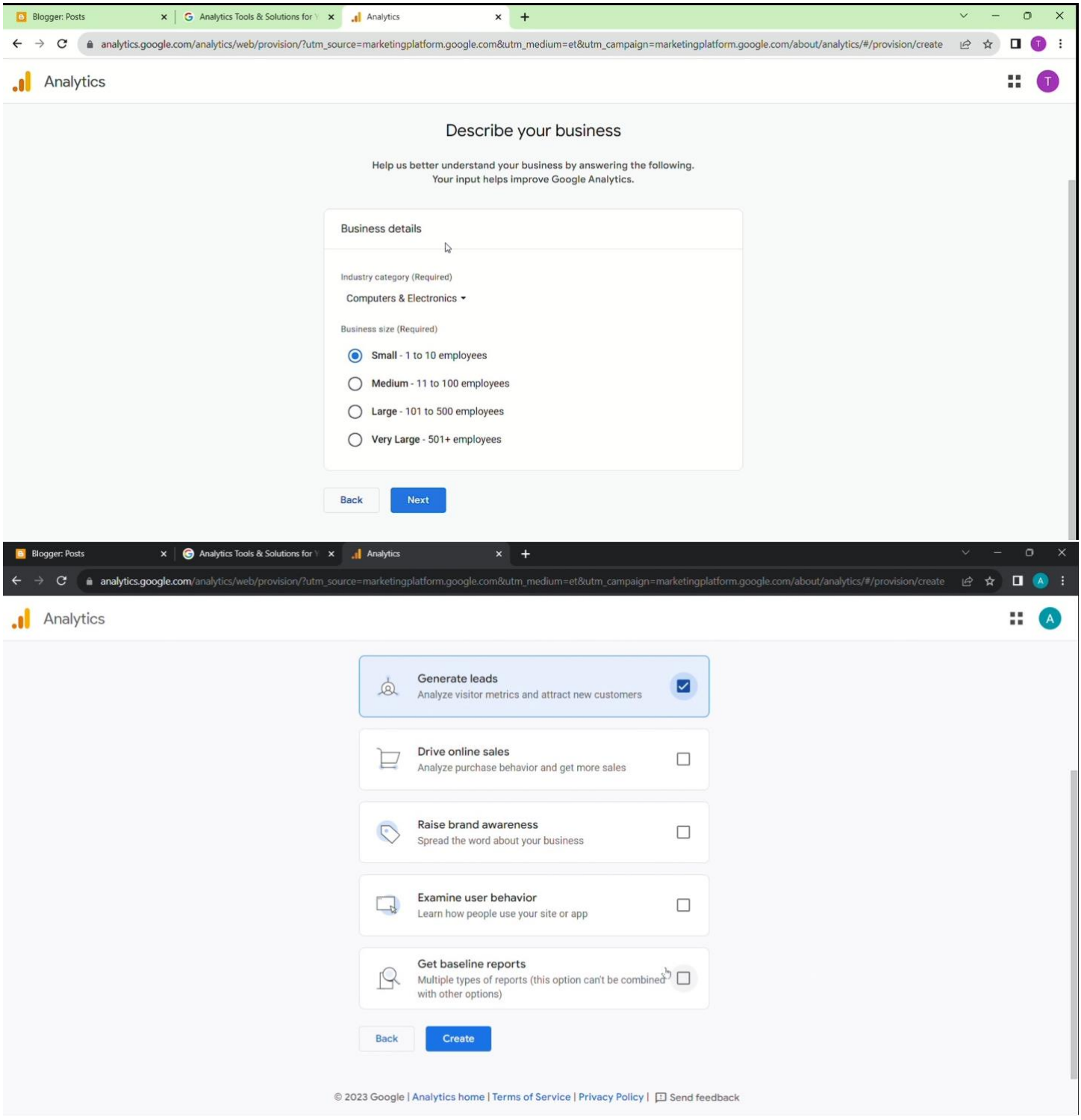
```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-
BD9B32EX0K"></script>
<script>
window.dataLayer =
window.dataLayer || [];
function
gtag(){dataLayer.push(ar
guments);}  gtag('js', new
Date());

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

Google Analytics Account Setup:






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
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
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)
Back
Create
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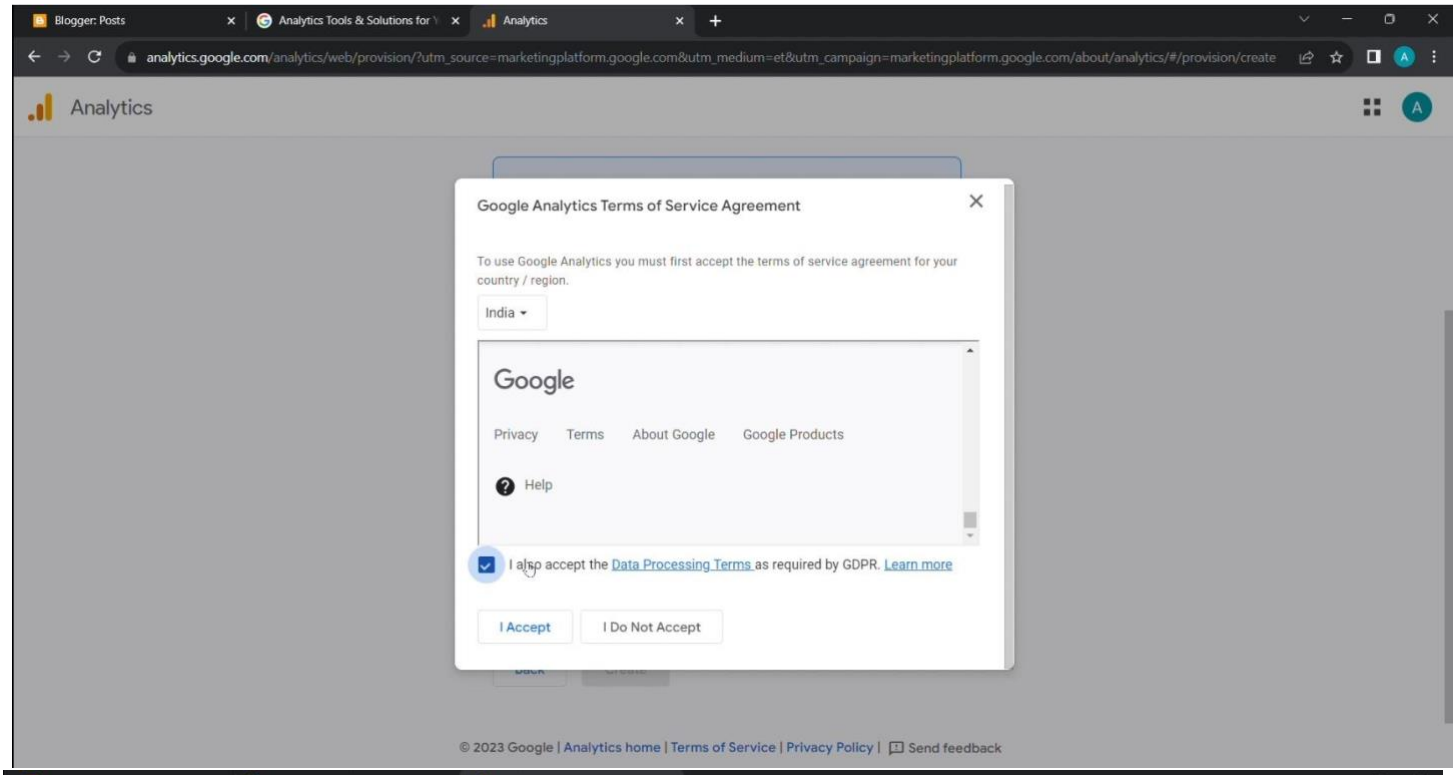
Blogger: Posts
Analytics Tools & Solutions for
Analytics
analytics.google.com/analytics/web/provision/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com/about/analytics/#/provision/create
Analytics
Google Analytics Terms of Service Agreement
To use Google Analytics you must first accept the terms of service agreement for your country / region.
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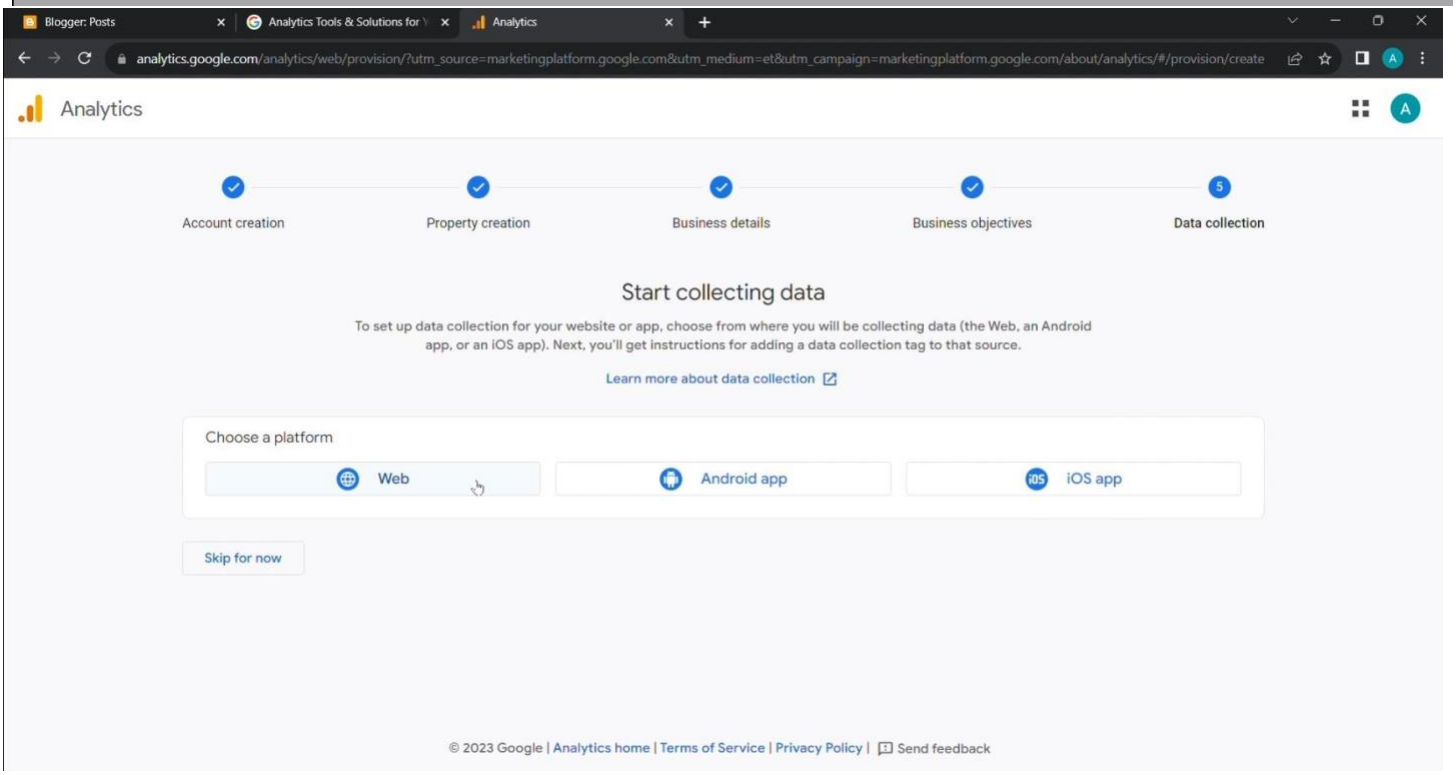
Blogger: Posts
Analytics Tools & Solutions for
Analytics
analytics.google.com/analytics/web/provision/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com/about/analytics/#/provision/create
Analytics
Account creation
Property creation
Business details
Business objectives
5
Data collection
Start collecting data
To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.
Learn more about data collection
Choose a platform
Web
Android app
iOS app
Skip for now
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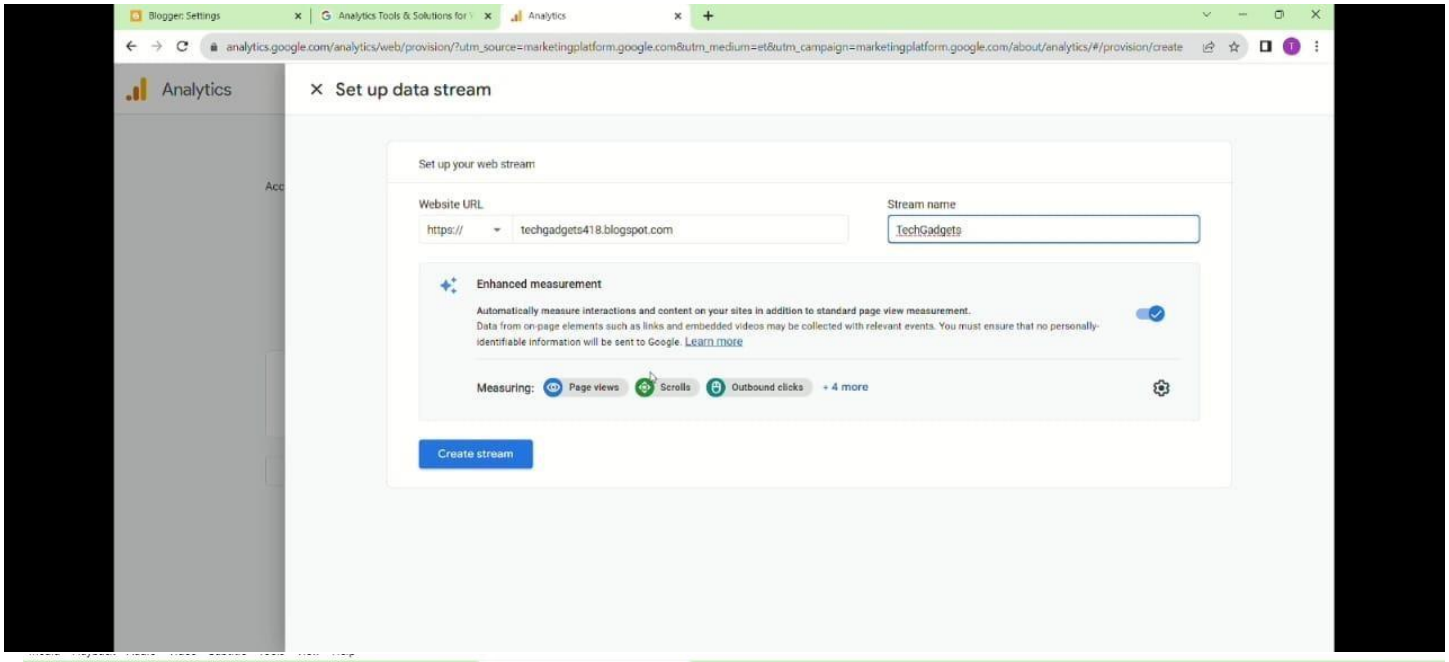
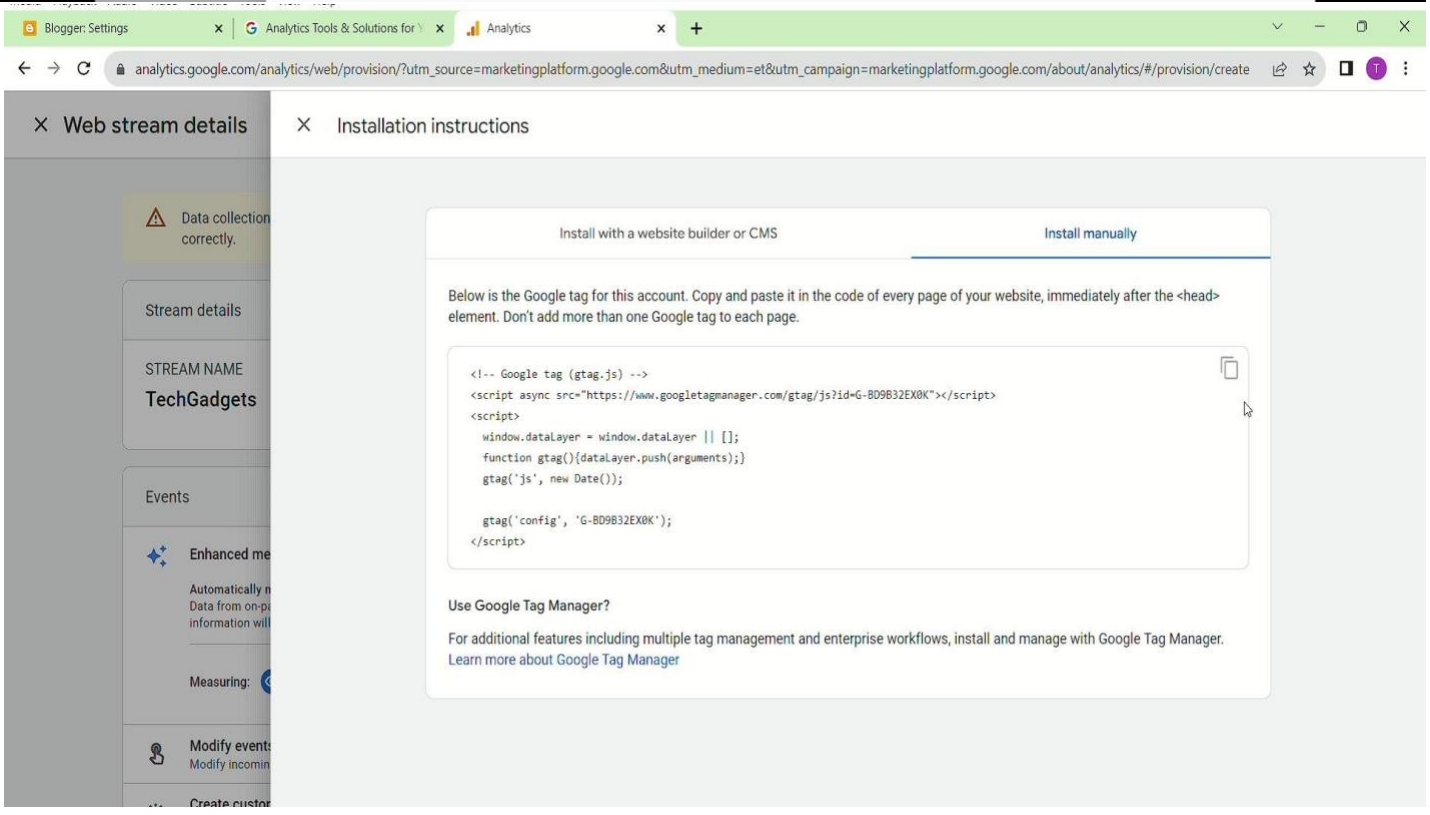
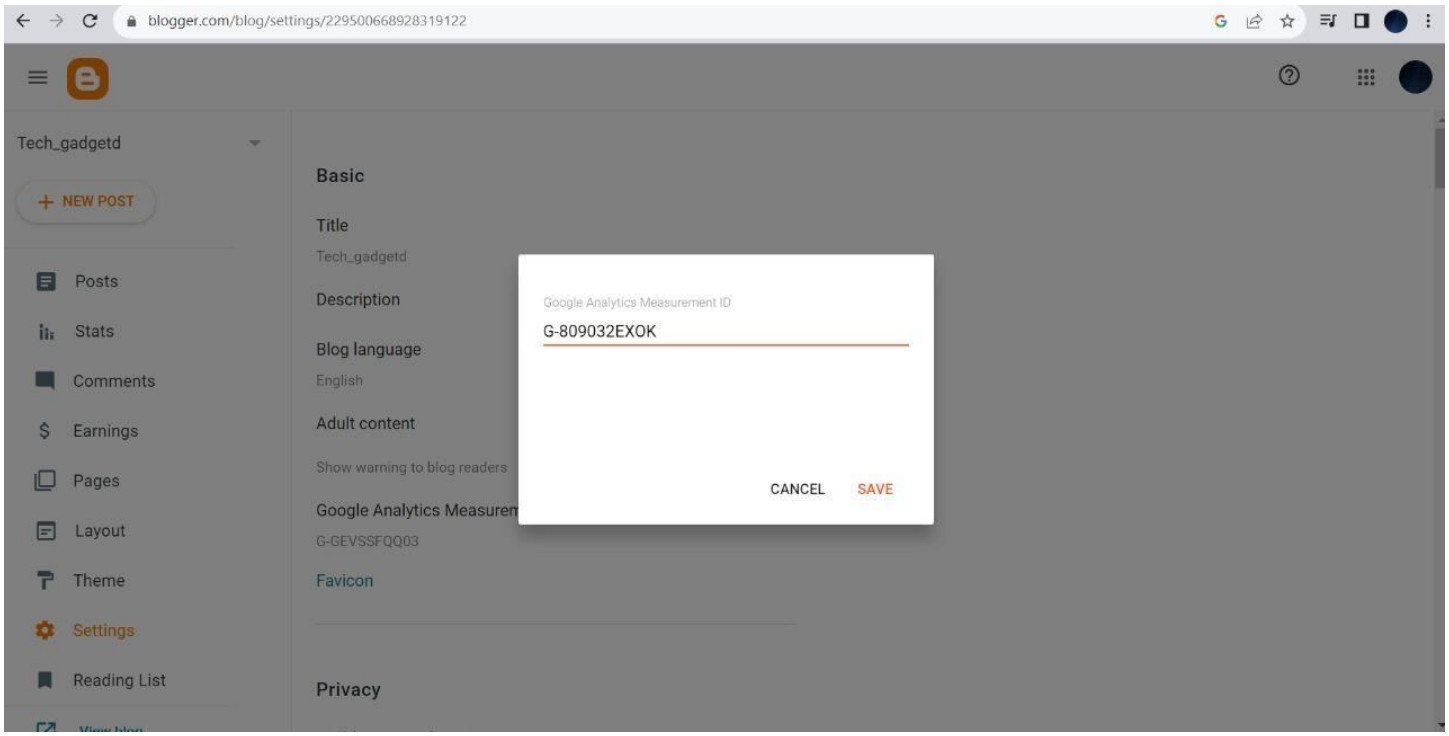
How to link the google analytics to website:

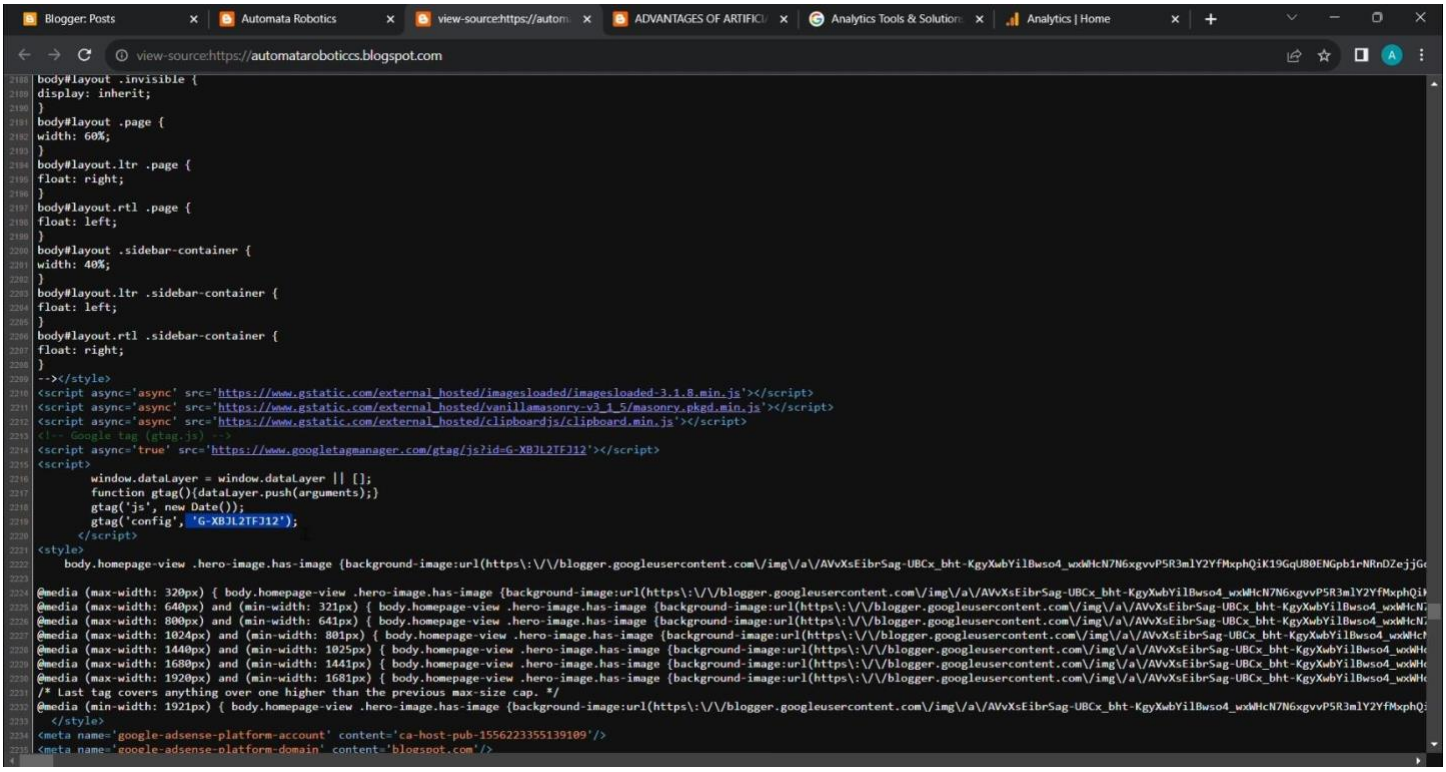




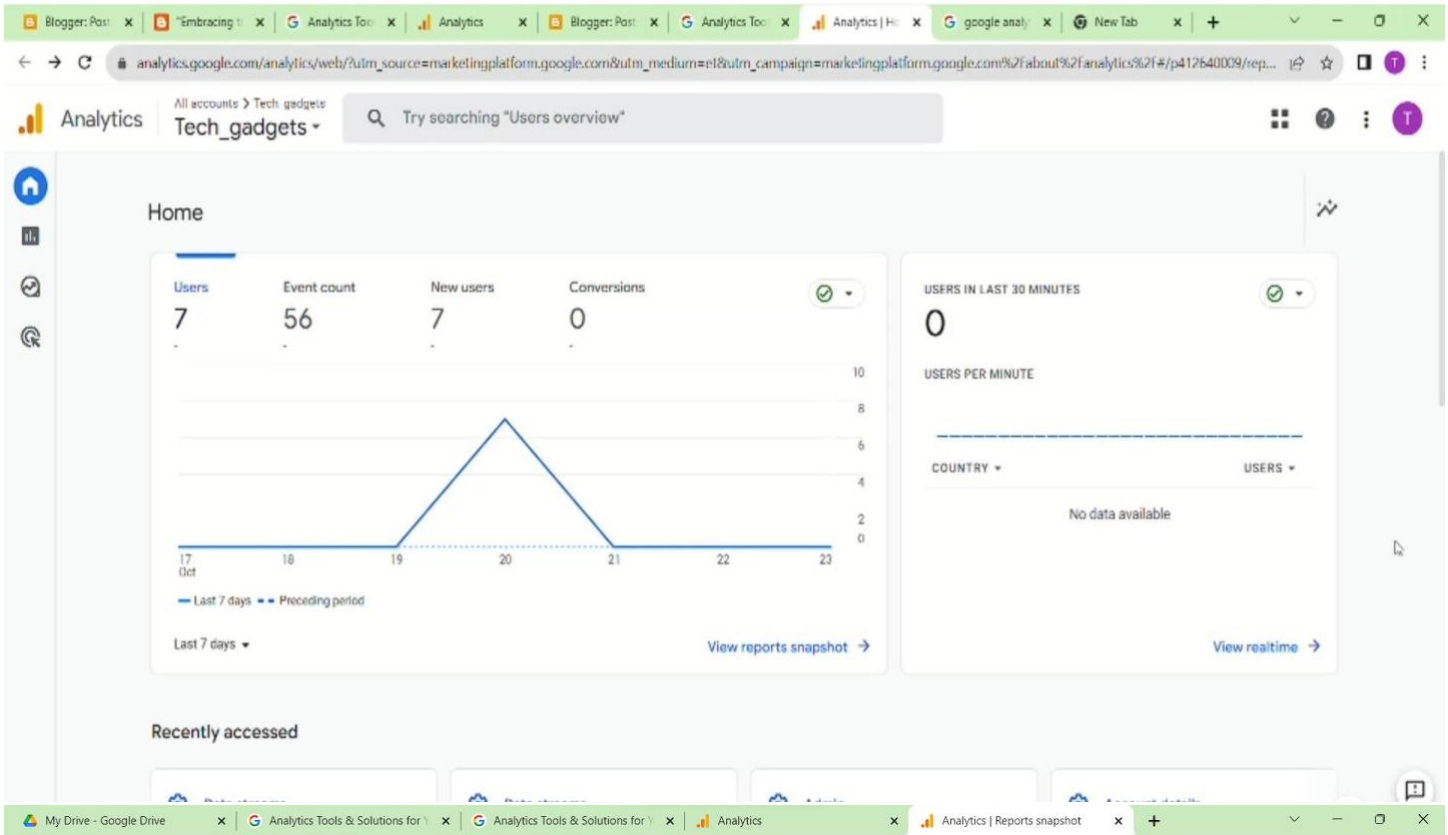
- **Adding the google measurement id to the website .**

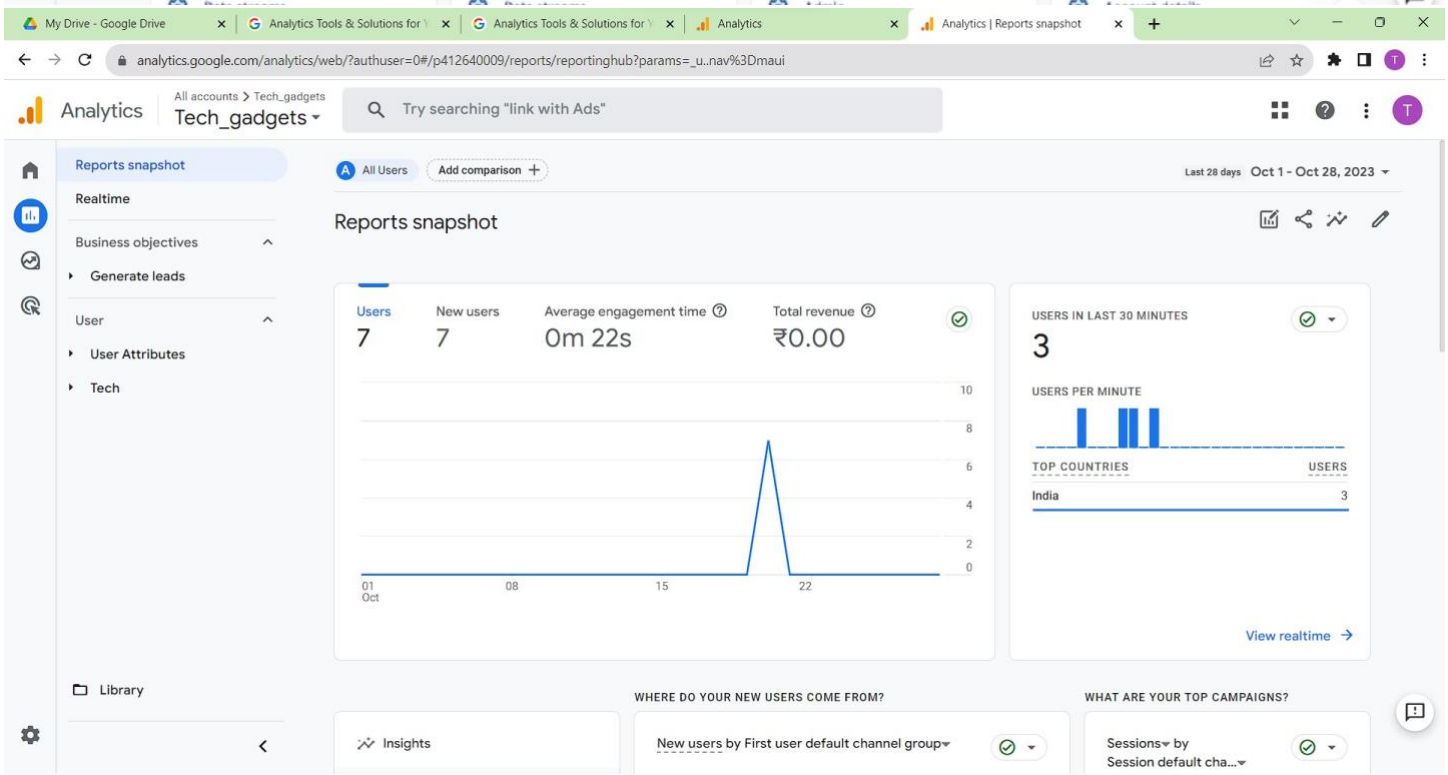


- **The google measurement id is placed in the html page of the website .**

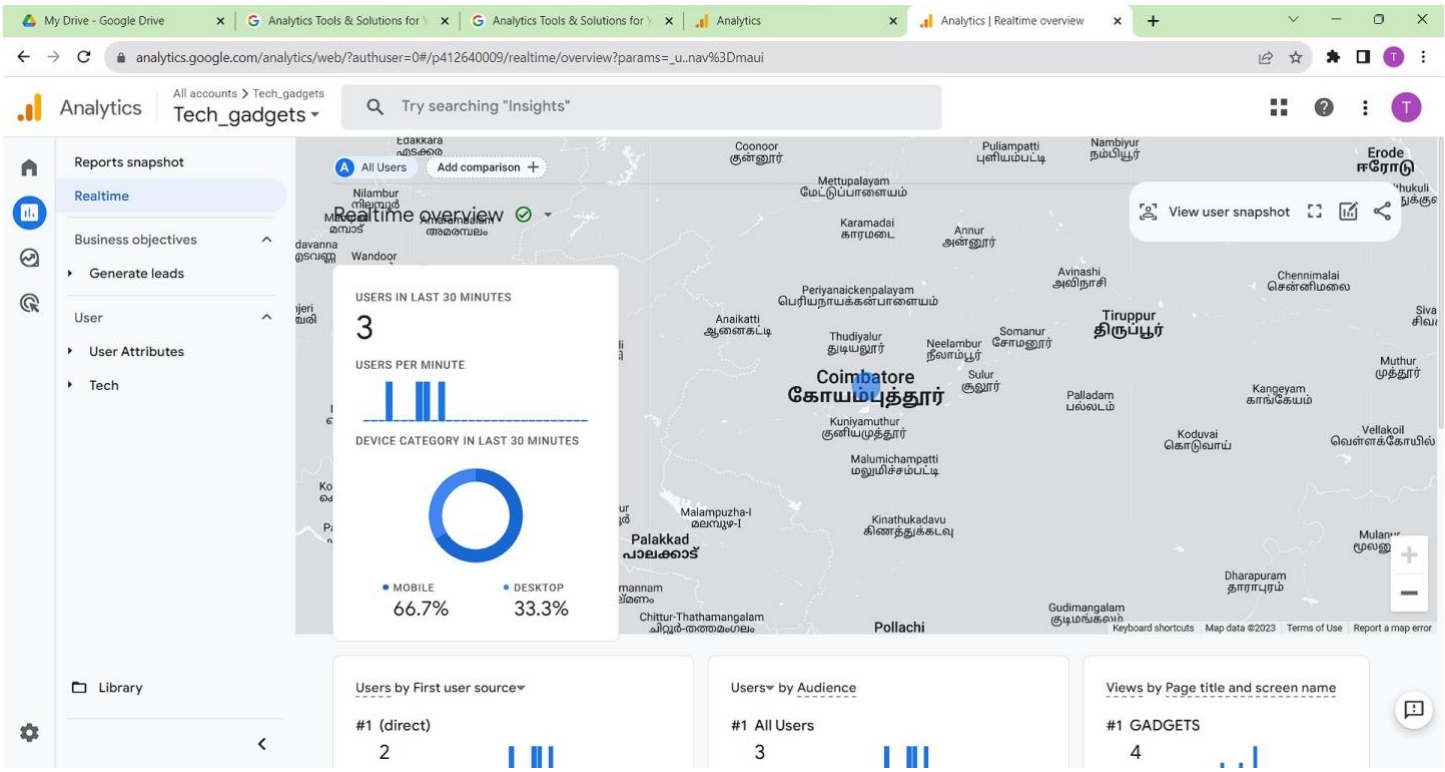
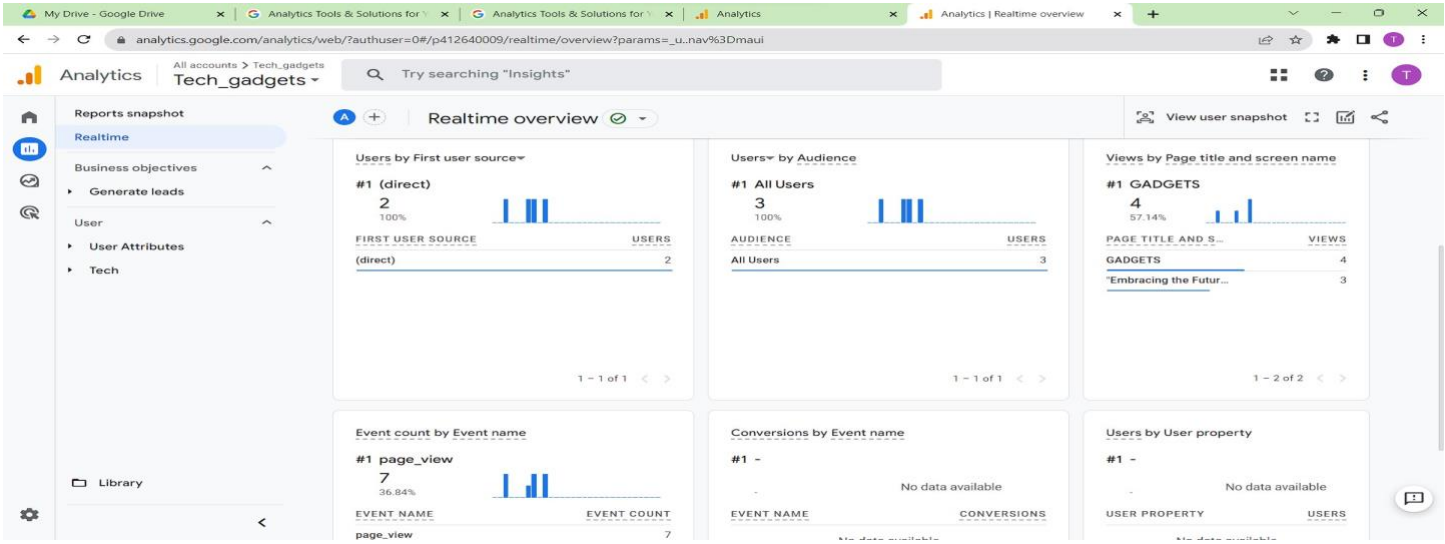


- **The data collection is successfully started .**





- **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 .**