

Blog Five – Assessment Three

Internet Design Principles

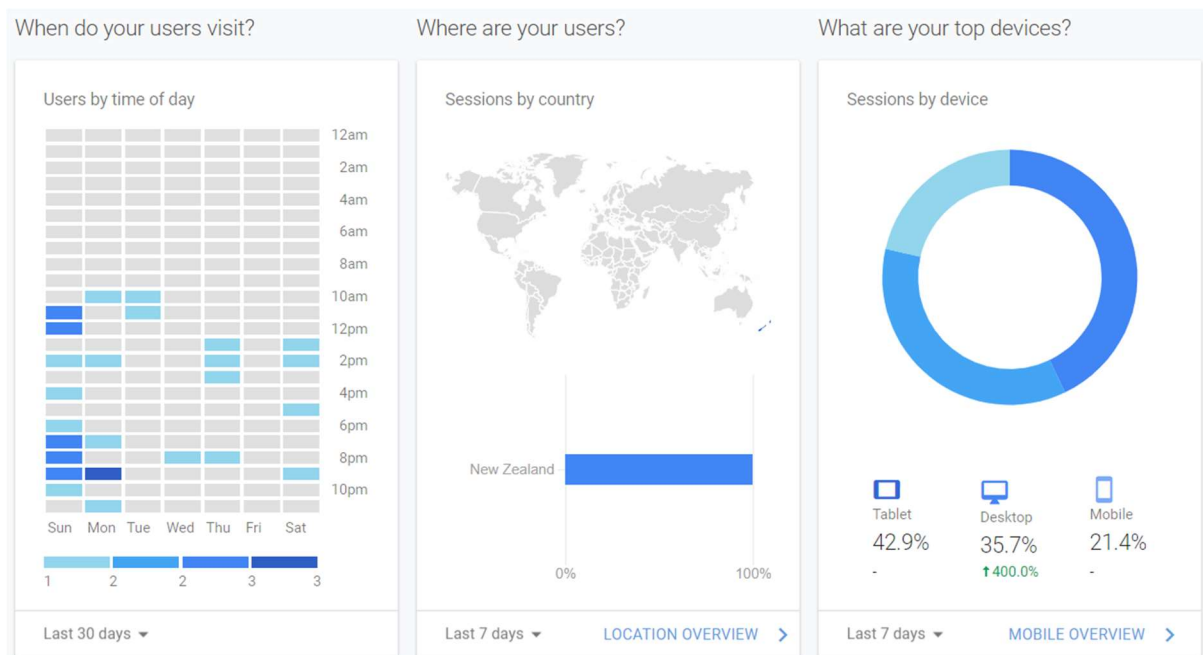
Search Engine Optimisation

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-148588261-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag() { dataLayer.push(arguments); }
  gtag('js', new Date());
  gtag('config', 'UA-148588261-1');
</script>
```

Added google analytics script to the webpage to track data on users and trends.



Traffic over the last seven days.



An overview of usage analytics show pages are only viewed in New Zealand currently. The site is visited mainly over weekends and accessed by a variety of devices.

What pages do your users visit?

Page	Page Views	Page Value
/about.html	57	\$0.00
/gallery.html	56	\$0.00
/blog.html	49	\$0.00
/contact.html	43	\$0.00
/index.html	42	\$0.00
/	20	\$0.00

Last 7 days ▾ [PAGES REPORT](#) >

Traffic data shows users favour the about and gallery pages of the website.

Customisations

As discussed in the previous blog I have used custom JavaScript to implement gallery and blog posts. This gives additional functionality to each page and laying of content to give the user a rich content experience.