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| Date | 05 November 2023 |
| Team ID | 575EFF56F9FAC06B00447B8562D8A2B |
| Project Name | How To Add Google Analytics To a Website |



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| 1. | Problem Statement (Problem to be solved) | Our website lacks the capability to track user behavior, measure performance, and make informed decisions. We need to integrate Google Analytics to address this gap and harness essential data for optimization and success. |
| 2. | Idea / Solution description | \*Create an Account\*: Sign up for a Google Analytics account if we don't have one.Generate \*Tracking Code:\* Set up a new property for our website and generate a unique tracking code.Code Integration:\* Add the tracking code to every page of our website.\*Define Goals:\* Configure goals (e.g., form submissions) for tracking.\*Regular Monitoring:\* Continuously monitor and analyze website data for insights and optimization. |
| 3. | Novelty / Uniqueness | Integrating Google Analytics uniquely offers the power to transform data into actionable insights for personalized user experiences, real-time adjustments, and predictive analytics to stay ahead in a dynamic online landscape. |
| 4. | Social Impact / Customer  Satisfaction | Adding Google Analytics to a website enhances customer satisfaction by improving user experience, content relevance, and privacy compliance, ultimately fostering trust and loyalty.. |
| 5. | Business Model (Revenue Model) | Offer a tiered subscription model for Google Analytics services, where website owners pay for advanced features, consulting, and data integration services. This model generates revenue through ongoing subscriptions and value-added services, helping businesses make data-driven decisions and optimize their websites. |

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| 6. | Scalability of the Solution | \*Easy Implementation:\* Integrating Google Analytics is a straightforward process and can be applied to websites of all sizes, from small personal blogs to large e-commerce platforms. \*Universal Tool:\* Google Analytics is a universal tool that can accommodate increased website traffic and data volume as the website scales, without requiring major adjustments. \*Customization:\* It can be customized to track specific goals, events, and metrics that are relevant to the website's growth, ensuring it remains adaptable to changing needs.\*Cross-Platform:\* Google Analytics can be implemented across various platforms and devices, making it suitable for websites on different technologies and operating systems \*Multi-Site Tracking:\* It allows tracking multiple |