



**VIVEKANANDA COLLEGE OF TECHNOLOGY FOR WOMEN**

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***DEPARTMENT OF COMPUTER AND  
ENGINEERING***

NAAN MUDHALVAN PROJECT REPORT

PROJECT TITLE : HOW TO ADD GOOGLE  
ANALYTICS TO A WEBSITE

**SUBMITTED BY**

BHUVANESHWARI.M (613020104011)

KAVIPRIYA.N (613020104034)

MADHUMATHI.S (613020104042)

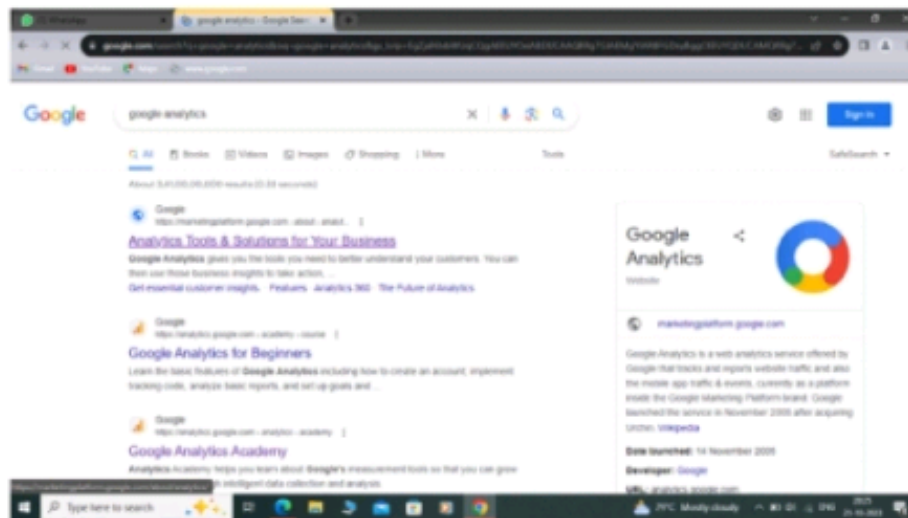
MONISHA.K (613020104046)

# NAAN MUDHALVAN : DIGITAL MARKETING

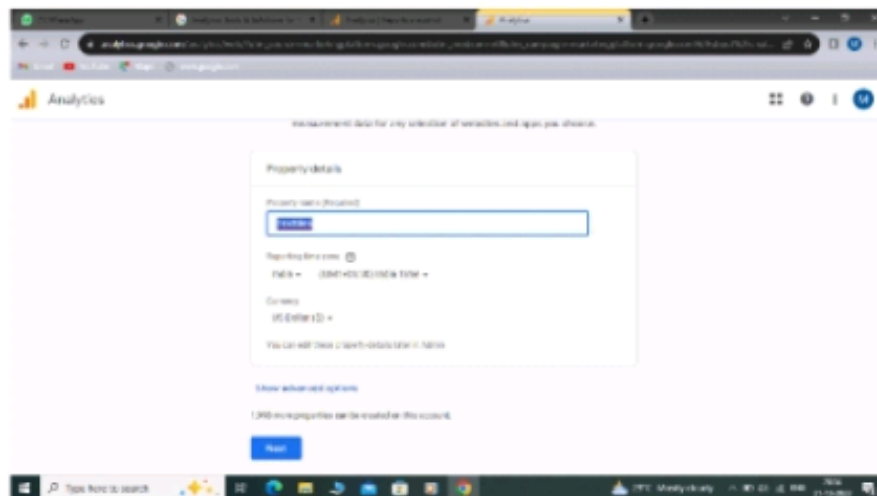
## PROJECT TITLE : HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

### CREATING A GOOGLE ANALYTICS ACCOUNT FOR YOUR WEBSITE

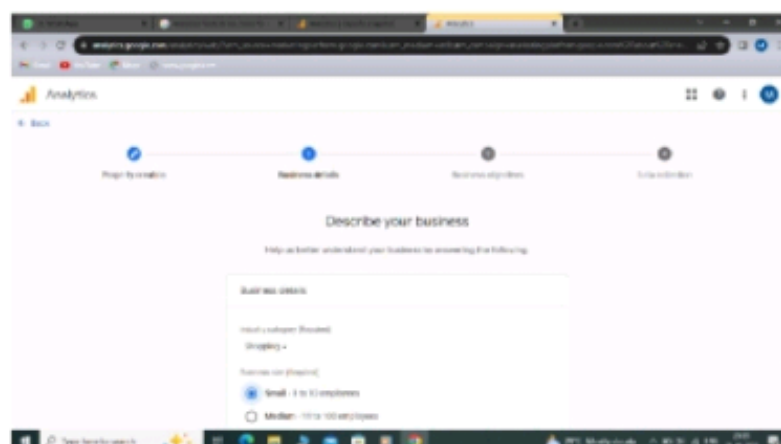
STEP 1: GOTO THE GOOGLE AND SEARCH THE GOOGLE ANALYTICS.COM

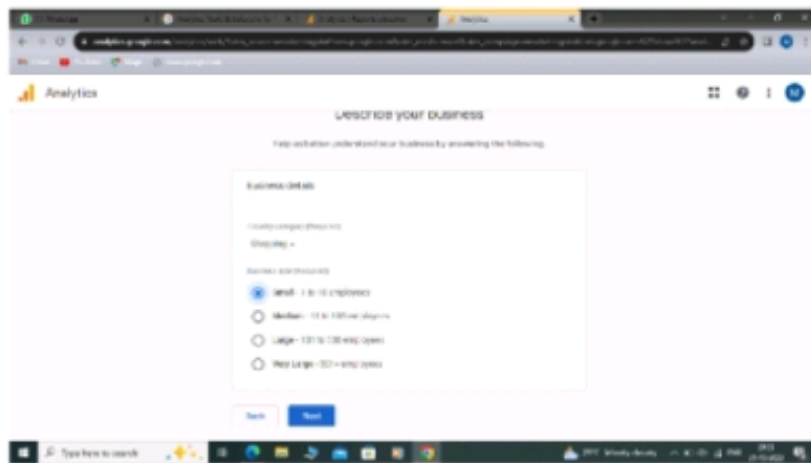


STEP 2 : GO TO START MEASURING AND FILL THE PROPERTY DETAILS.

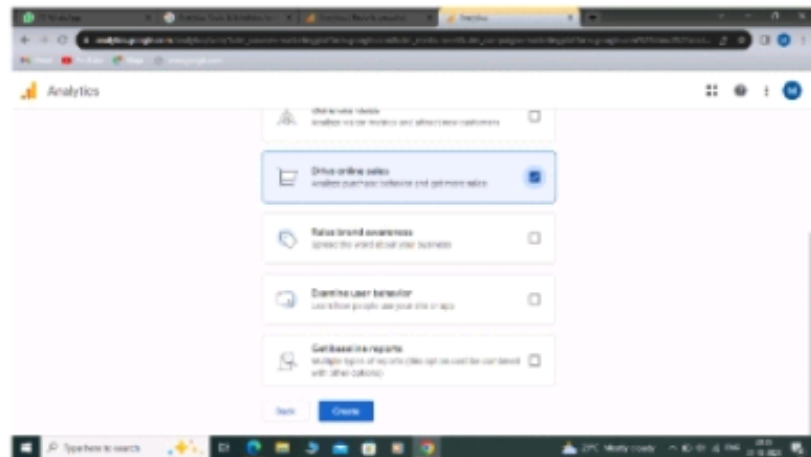


STEP 3 : CLICK THE NEXT BUTTON AND THEN FILL THE BUSINESS DETAILS.

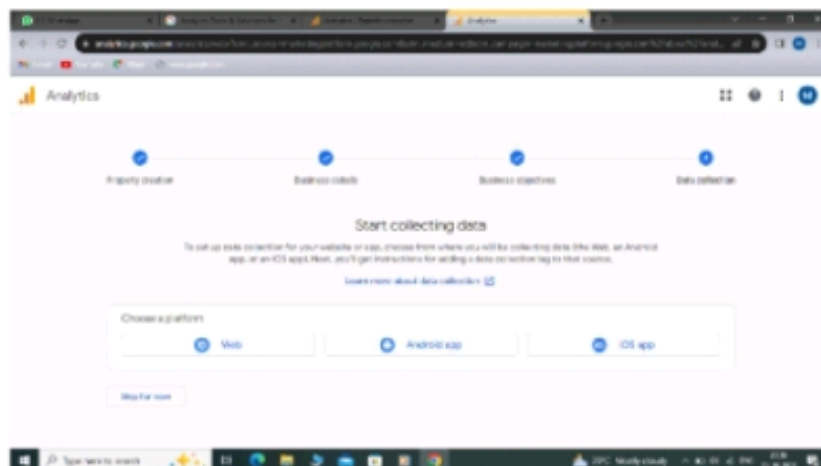




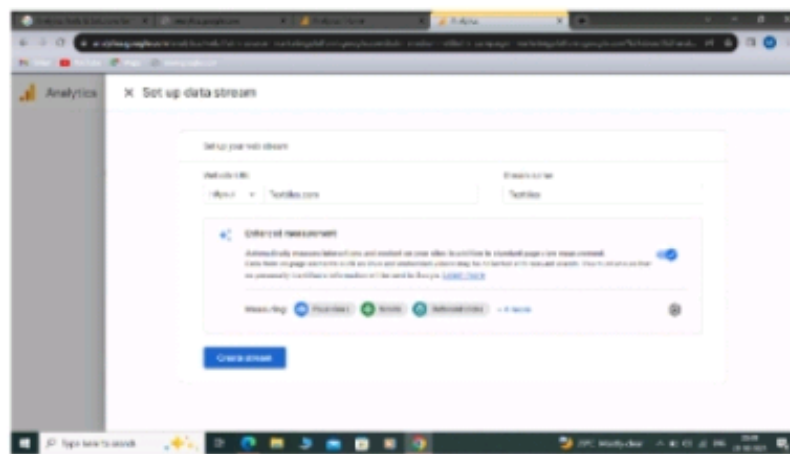
STEP 4: CLICK THE NEXT BUTTON AND THEN GO TO THE BUSINESS OBJECTIVES, SELECT ANY CATEGORY.



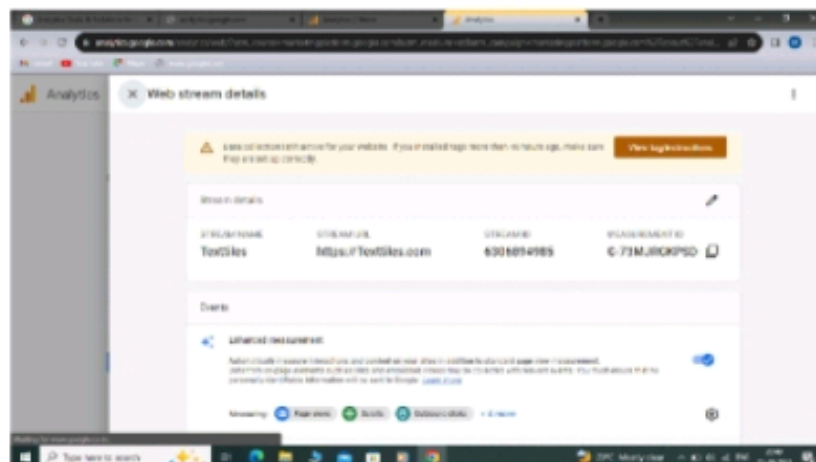
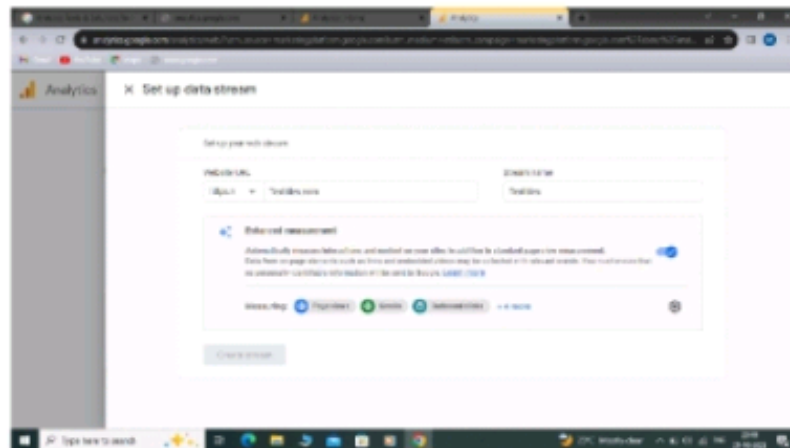
STEP 5 : CLICK THE CREATE BUTTON AND THEN GOTO THE DATA COLLECTION. AND CHOOSE THE WEB PLATFORM.



STEP 6: GOTO THE SETUP DATA STREAM AND FILL THE WEBSITE URL, STREAM NAME.

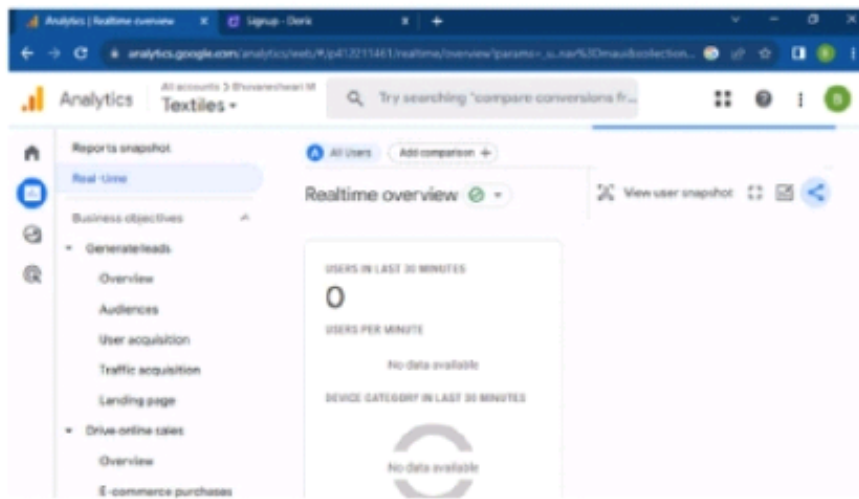


STEP 7: CLICK THE SET THE DATA STREAM.

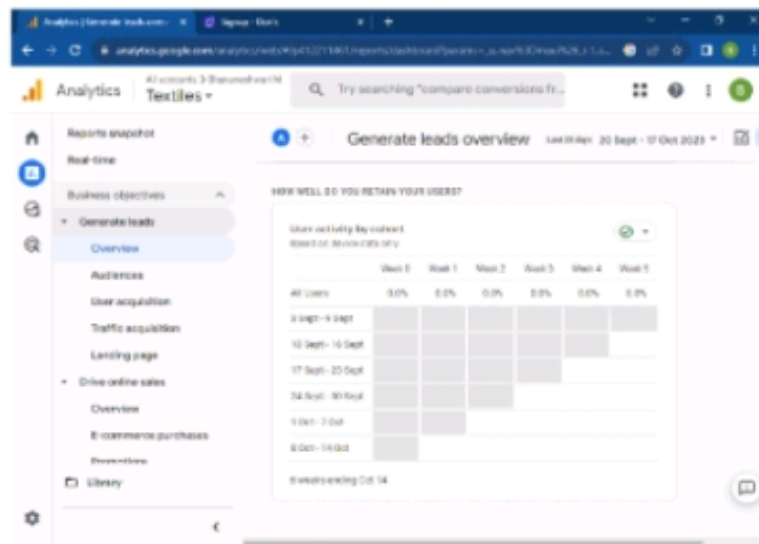


ANALYSE FOR THE WEBSITE USING GOOGLE ANALYTICS

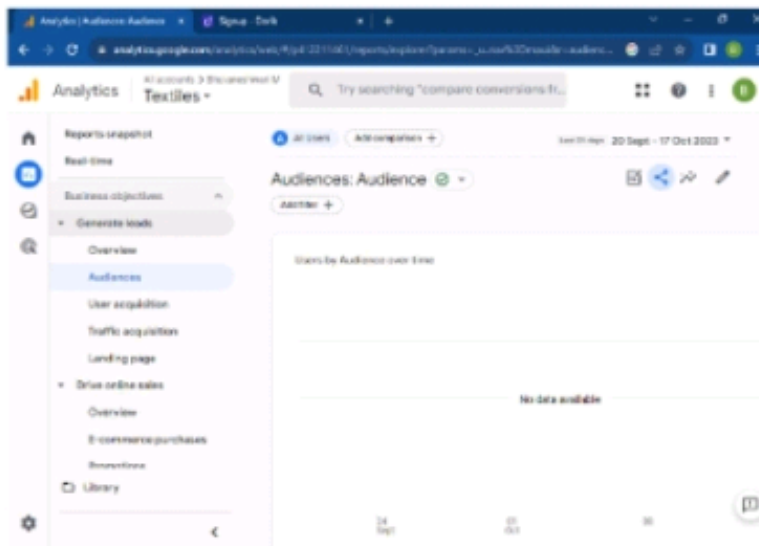
STEP 1 : GOTO THE REPORT SNAPSHOT AND CLICK THE REAL TIME PAGE.



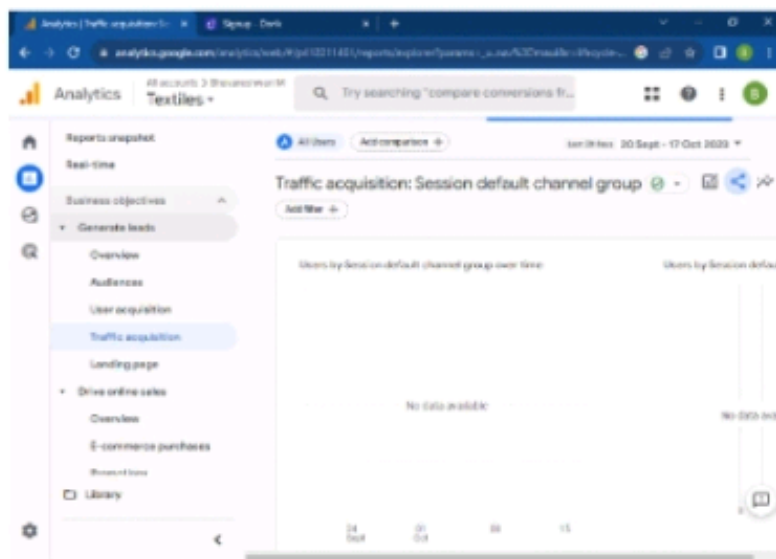
STEP 2 : CLICK THE BUSINESS OBJECTIVES AND THEN GO TO GENERAL LEADS CATEGORY. CLICK THE OVERVIEW PAGE.



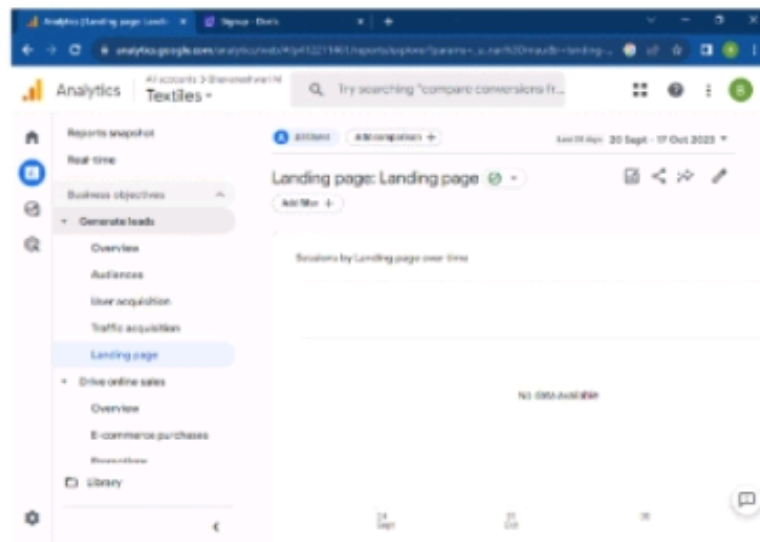
STEP 3 : CLICK THE AUDIENCES PAGE.



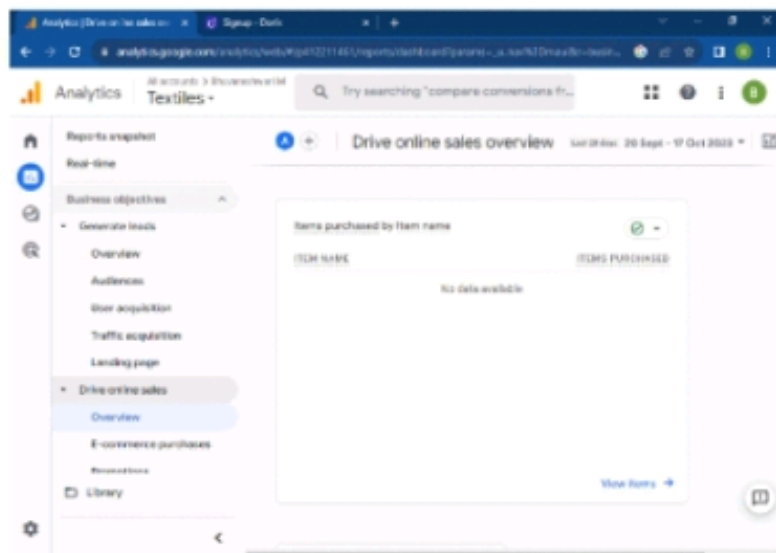
STEP 4 : CLICK THE TRAFFIC ACQUISITION PAGE.



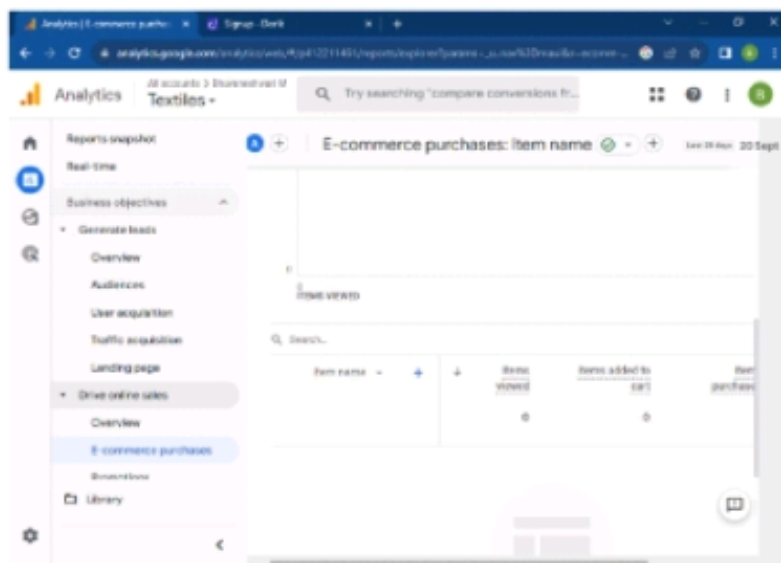
STEP 5 : CLICK THE LANDING PAGE.



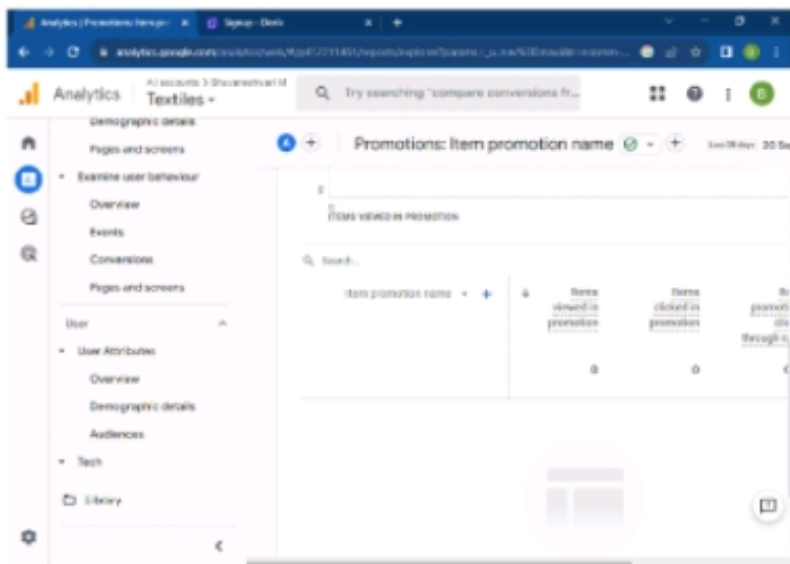
STEP 6 : GO TO DRIVE ONLINE SALES CATEGORY. CLICK THE OVERVIEW PAGE.



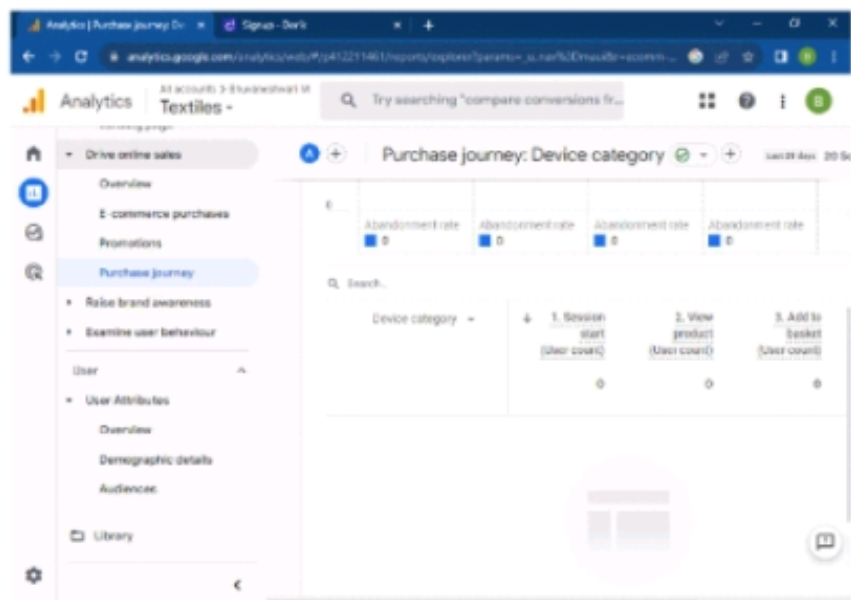
STEP 7 : CLICK THE E-COMMERCE PURCHASES PAGE.



STEP 8 : CLICK THE PROMOTION PAGE.

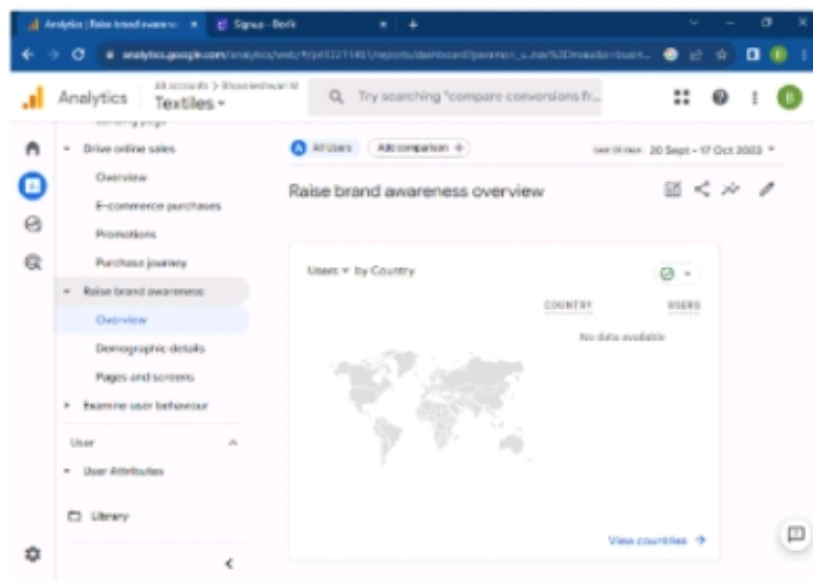


STEP 9 : CLICK THE PURCHASE JOURNEY PAGE.

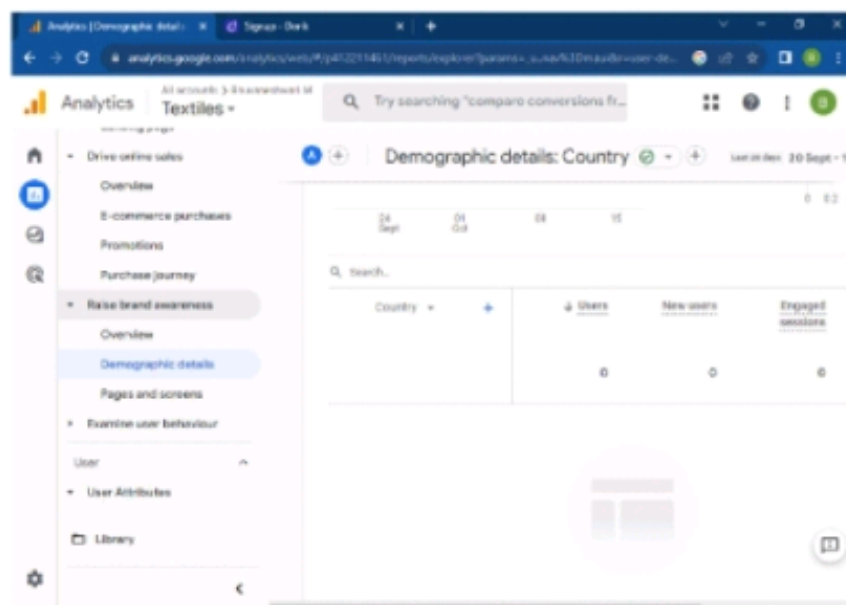


STEP 10 : GOTO THE RAISE BRAND AWARENESS CATEGORY. CLICK THE OVERVIEW PAGE.

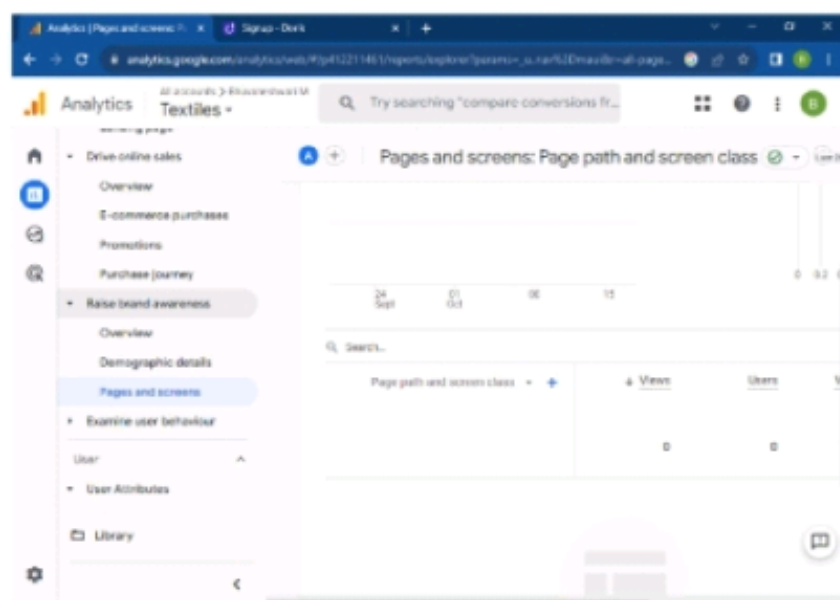




STEP 11 : CLICK THE DEMOGRAPHIC DETAILS PAGE.

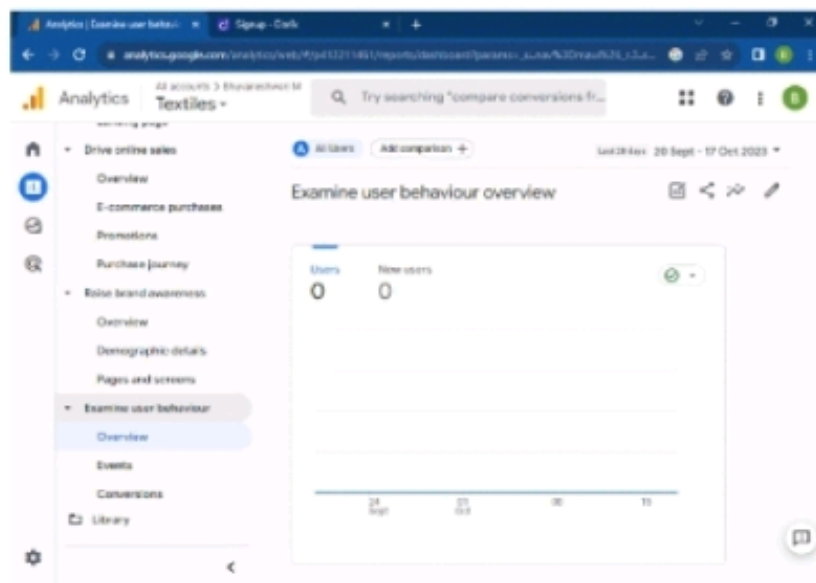


STEP 12 : CLICK THE PAGES AND SCREENS PAGE.

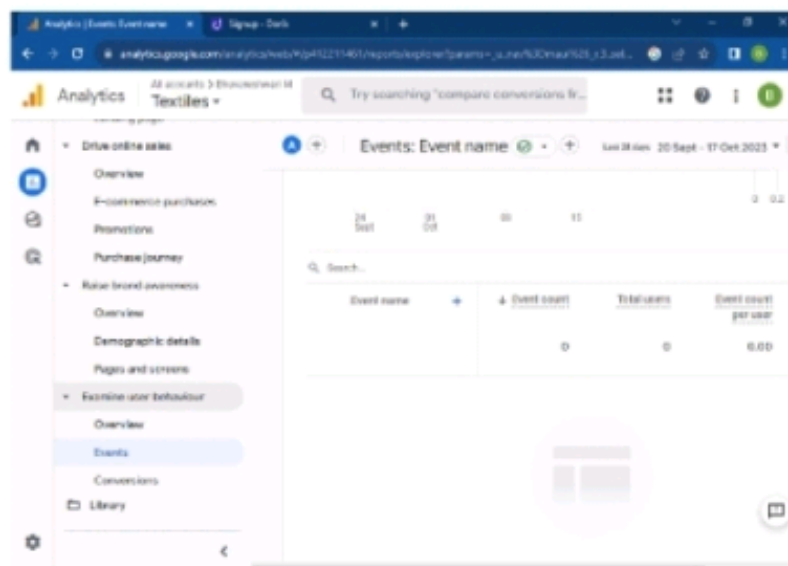


STEP 13 : SELECT THE EXAMINE USER BEHAVIOUR CATEGORY. CLICK THE OVERVIEW PAGE.

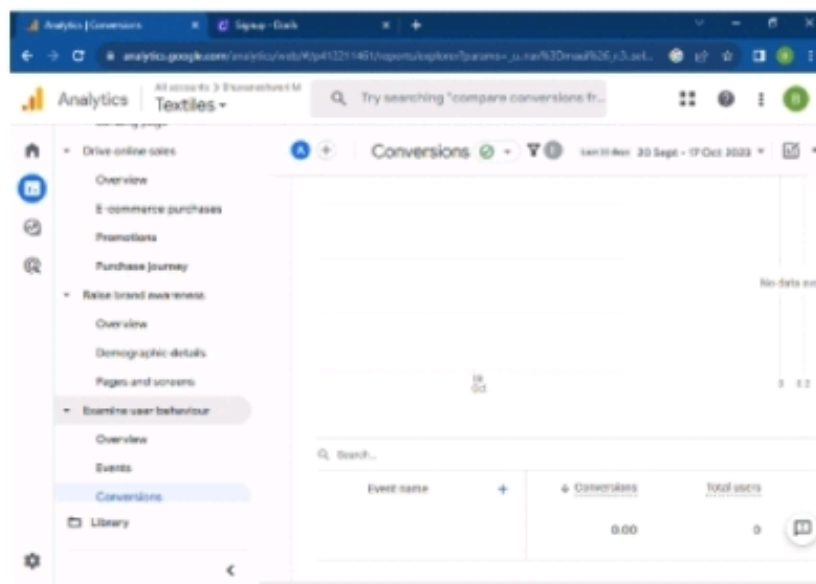




STEP 14 : CLICK THE EVENTS PAGE.

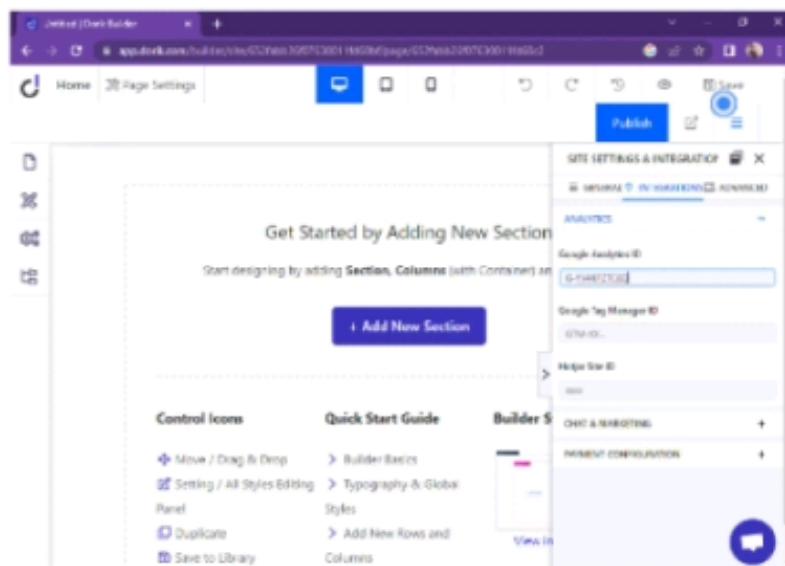


STEP 15 : CLICK THE CONVERSIONS PAGE.



STEP 16 : SELECT THE LIBRARY.





STEP 4 : AGAIN CHECK THE DETAILS. AND THEN SELECT THE PUBLISH BUTTON.

