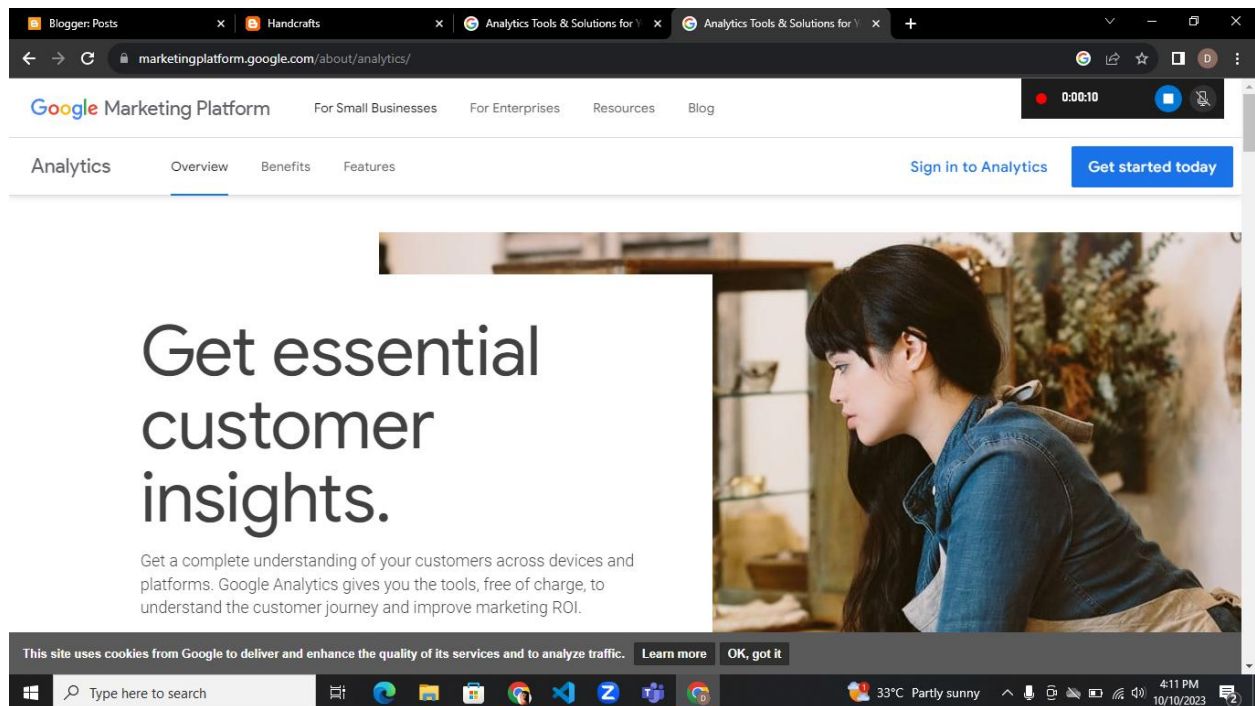


ADD GOOGLE ANALYTICS TO A WEBSITE

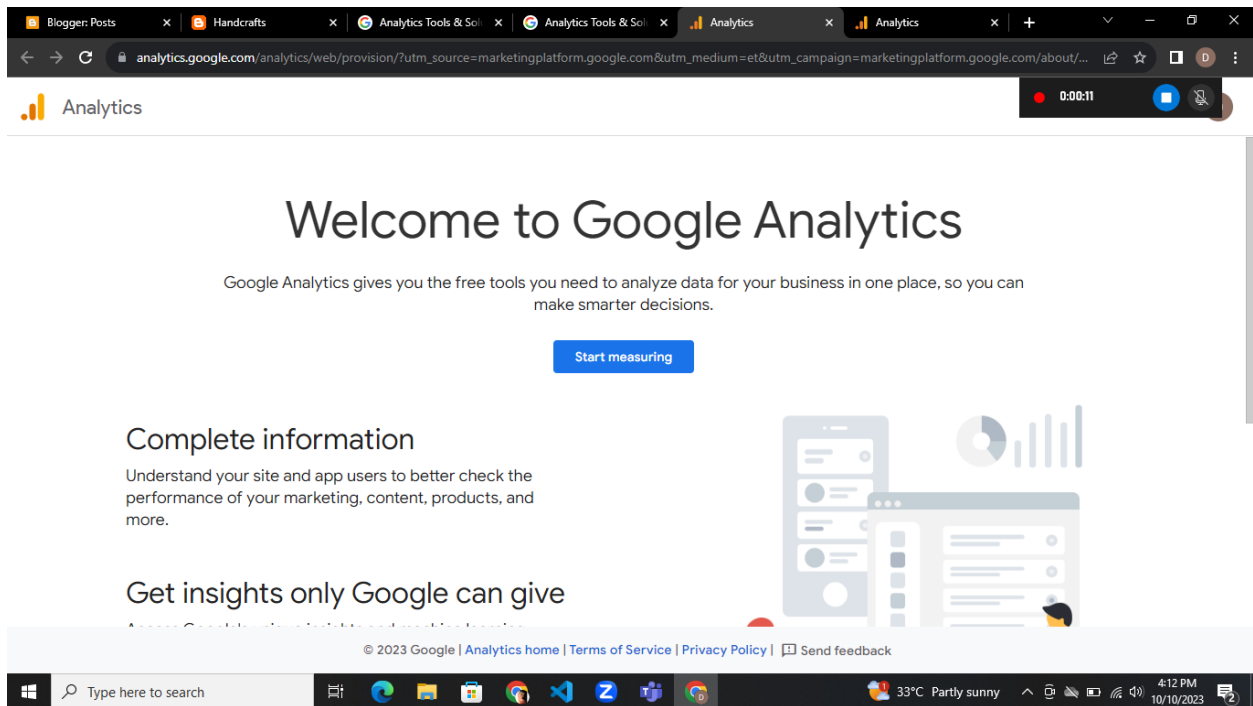
Project Description:

We will enhance our website project by integrating Google Analytics, a powerful web analytics tool, to gain valuable insights into user behavior and website traffic. By implementing Google Analytics, we will be able to track key metrics such as page views, user engagement, and conversion rates, allowing us to make data-driven decisions and optimize the user experience. This addition will provide us with a comprehensive understanding of our website's performance and help us refine our digital strategy to achieve our goals more effectively.

Step 1: Go To Analytics.Google.Com

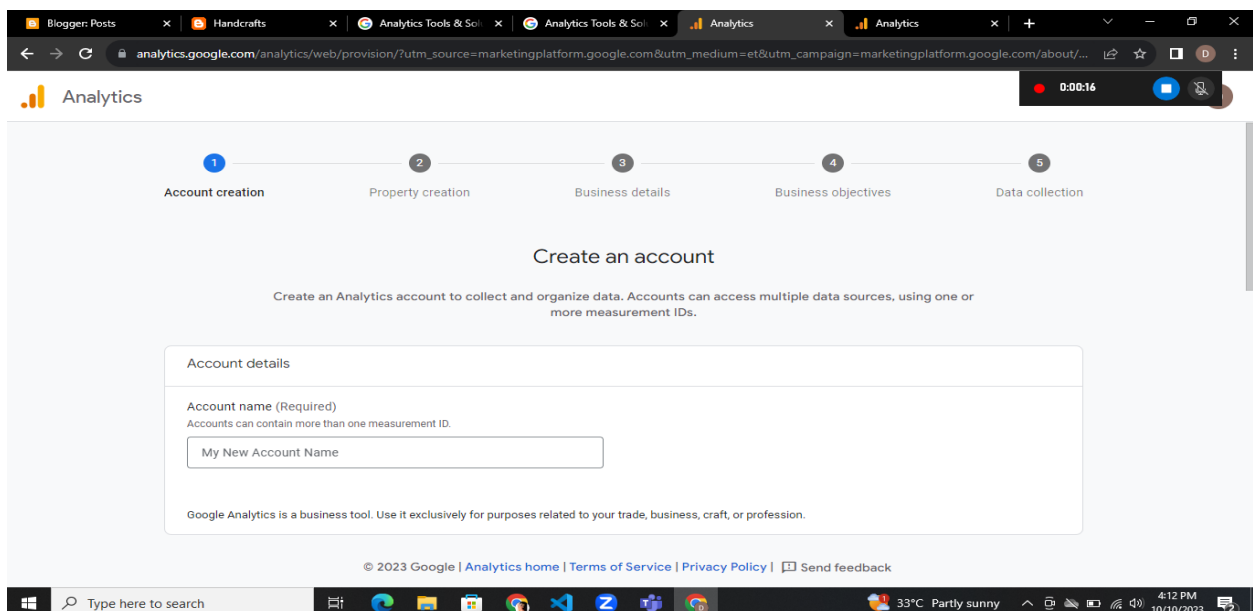


First go to analytics.google.com. and measuring button.



The screenshot shows the Google Analytics homepage in a web browser. The browser's address bar displays the URL analytics.google.com/analytics/web/provision/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com/about/.... The page features the Google Analytics logo and the heading "Welcome to Google Analytics". Below this, a subheading states: "Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions." A prominent blue button labeled "Start measuring" is centered on the page. To the left, the text "Complete information" is followed by a paragraph: "Understand your site and app users to better check the performance of your marketing, content, products, and more." Below this, the text "Get insights only Google can give" is displayed. On the right side, there is an illustration of a laptop and a bar chart. At the bottom of the page, a footer contains the copyright notice "© 2023 Google" and links to "Analytics home", "Terms of Service", "Privacy Policy", and a "Send feedback" button. The Windows taskbar at the bottom shows the search bar, several application icons, the system clock, and the date "10/10/2023".

Step 2: Account Setup



The screenshot displays the Google Analytics account setup page. The browser's address bar shows the same URL as the previous screenshot. The page features a progress bar at the top with five steps: "1 Account creation", "2 Property creation", "3 Business details", "4 Business objectives", and "5 Data collection". The "Account creation" step is currently selected. Below the progress bar, the heading "Create an account" is centered, followed by the text: "Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs." A form titled "Account details" is presented, containing the following elements: a label "Account name (Required)" with a note "Accounts can contain more than one measurement ID.", a text input field with the placeholder text "My New Account Name", and a disclaimer at the bottom: "Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession." The footer of the page is identical to the one in the previous screenshot, showing the copyright notice and various links. The Windows taskbar at the bottom displays the same system information, including the date "10/10/2023".

Step 3: Fill In the Account Name

The screenshot shows the Google Analytics 'Create a property' interface. At the top, a progress bar indicates five steps: 1. Account creation, 2. Property creation (current step), 3. Business details, 4. Business objectives, and 5. Data collection. The main heading is 'Create a property', followed by a subtext: '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' form contains the following fields:

- Property name (Required):** A text input field containing 'Handcraft Items'.
- Reporting time zone:** A dropdown menu showing 'United States' and '(GMT-07:00) Los Angeles Time'.
- Currency:** A dropdown menu.

At the bottom of the form, there is a copyright notice: '© 2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)'.

Step 4: Select the Account Data Sharing options and click Next

The screenshot shows the Google Analytics 'Data sharing' step. It features three checked checkboxes with descriptions:

- ☒ **Modeling contributions & business insights**
Enable features like predictions, modeled data, and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (including information about the property from which it is shared) is aggregated and de-identified before being used to generate business insights. [Show Example](#)
- ☒ **Technical support**
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- ☒ **Account specialists**
Give Google sales access to your Google Analytics data and account so that they can help you make the most of your Google Analytics account including to help you to improve your configuration and analysis and to provide you with insights, optimization tips and recommendations across Google Analytics and other Google products.

Below these options is a link: [Learn how Google Analytics safeguards your data](#).

At the bottom, a text line states: 'By using Google Analytics you agree to the [Google Analytics Terms of Service](#).'

A blue 'Next' button is located at the bottom left, and a '2:54' timer is at the bottom right.

Step 5: Property Setup Screen

You will now see the property setup screen that lets you choose the reporting time zone, currency, and name. Fill in the information and click Next.

The screenshot shows the Google Analytics 'Create a property' screen. At the top, a progress bar indicates five steps: 1. Account creation (completed), 2. Property creation (current step), 3. Business details, 4. Business objectives, and 5. Data collection. The main heading is 'Create a property', followed by a subtext: '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' form contains the following fields:

- Property name (Required):** A text input field containing 'Handcraft items'.
- Reporting time zone:** A dropdown menu showing 'United States' and '(GMT-07:00) Los Angeles Time'.
- Currency:** A dropdown menu (empty).

At the bottom of the form, there is a copyright notice: '© 2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)'.

Step6: BusinessDetails

Next, you will see a Business details form that asks you to select your industry category, business size, and intent to use Google Analytics.

The screenshot shows the Google Analytics 'Describe your business' screen. At the top, a progress bar indicates five steps: 1. Account creation, 2. Property creation, 3. Business details (current step), 4. Business objectives, and 5. Data collection. The main heading is 'Describe your business', followed by a subtext: 'Help us better understand your business by answering the following. Your input helps improve Google Analytics.'

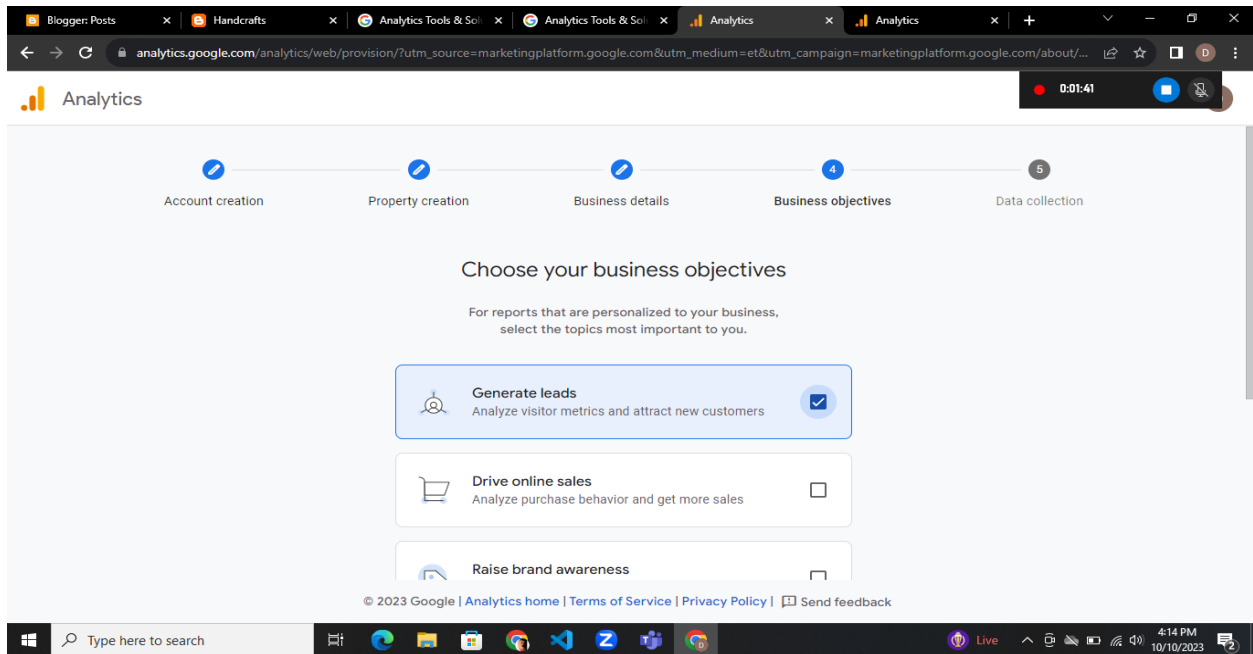
The 'Business details' form contains the following fields:

- Industry category (Required):** A dropdown menu showing 'Hobbies & Leisure'.
- Business size (Required):** Three radio button options:
 - ☐ Small - 1 to 10 employees
 - ☒ Medium - 11 to 100 employees
 - ☐ Large - 101 to 500 employees

At the bottom of the form, there is a copyright notice: '© 2023 Google | [Analytics home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send feedback](#)'.

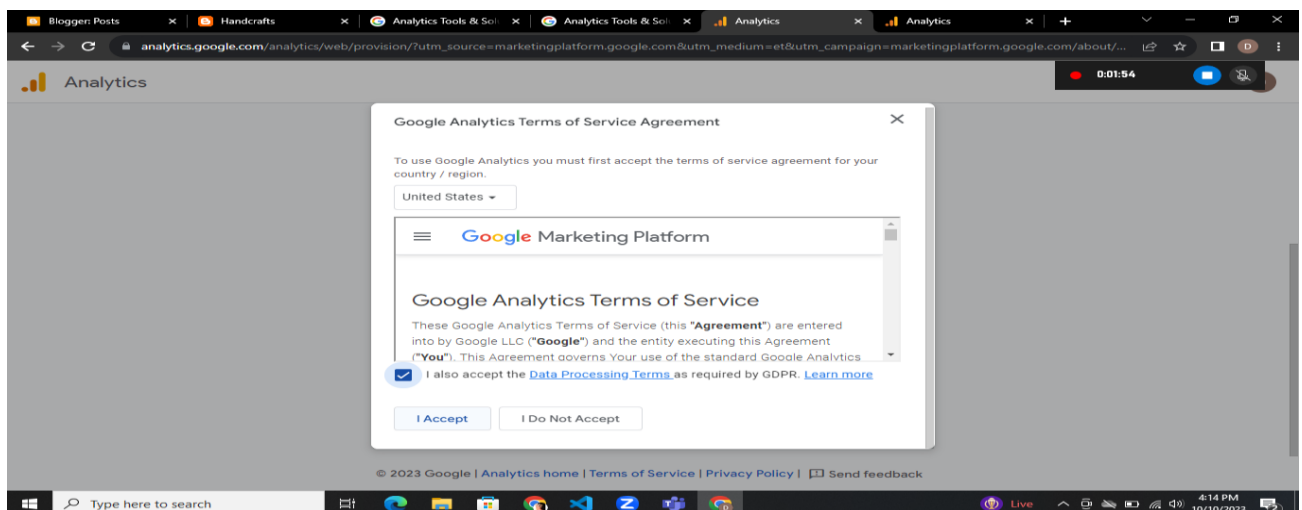
Step 7: Select Your Business Objective and Click Create

Now select your business objective and click Create.

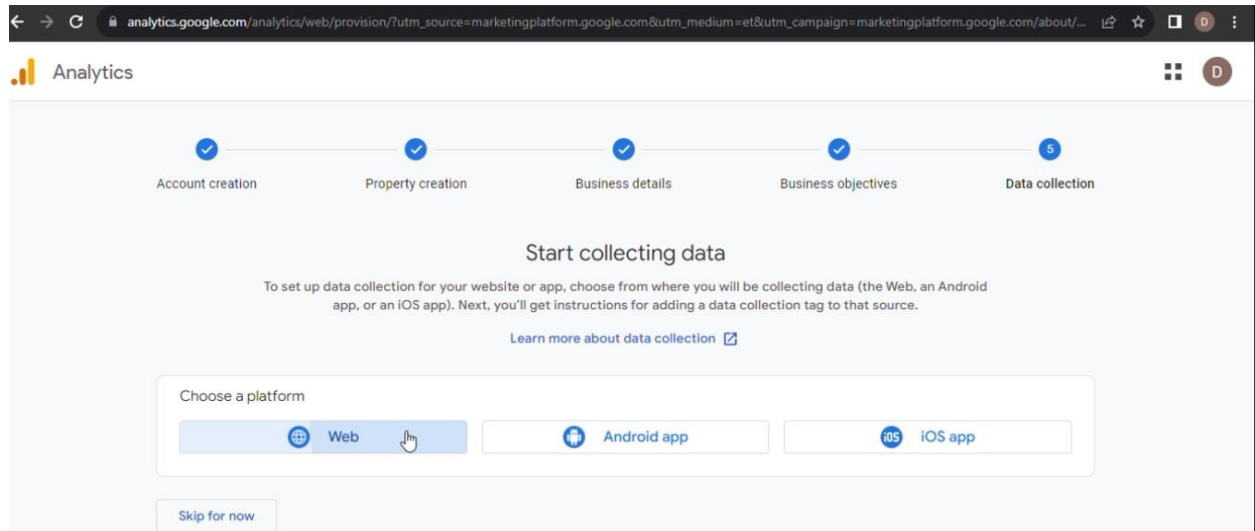


Step 8: Terms and Services Popup

Once you click the Create button, the Google Analytics Terms of Service Agreement popup will appear, prompting you to accept their terms and conditions.

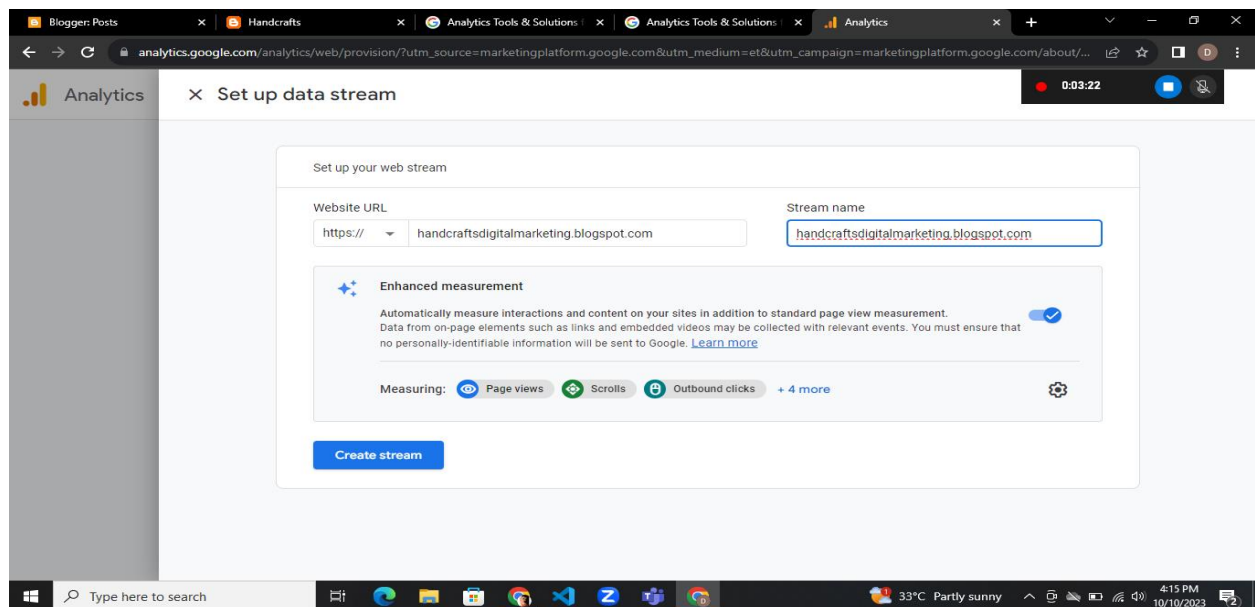


Step 9: Choose Your Preferred Platform to Collect the Data



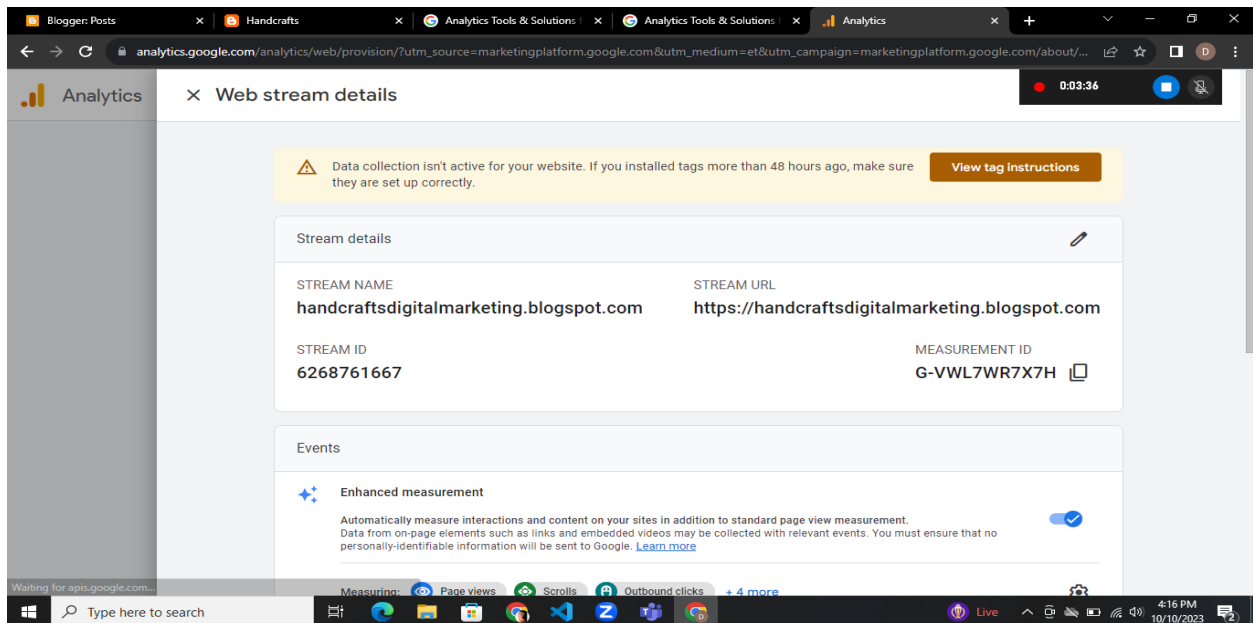
Step 10: Add Your Website URL

Set up the data stream by adding your Website URL and Stream name, then click The Create Stream button



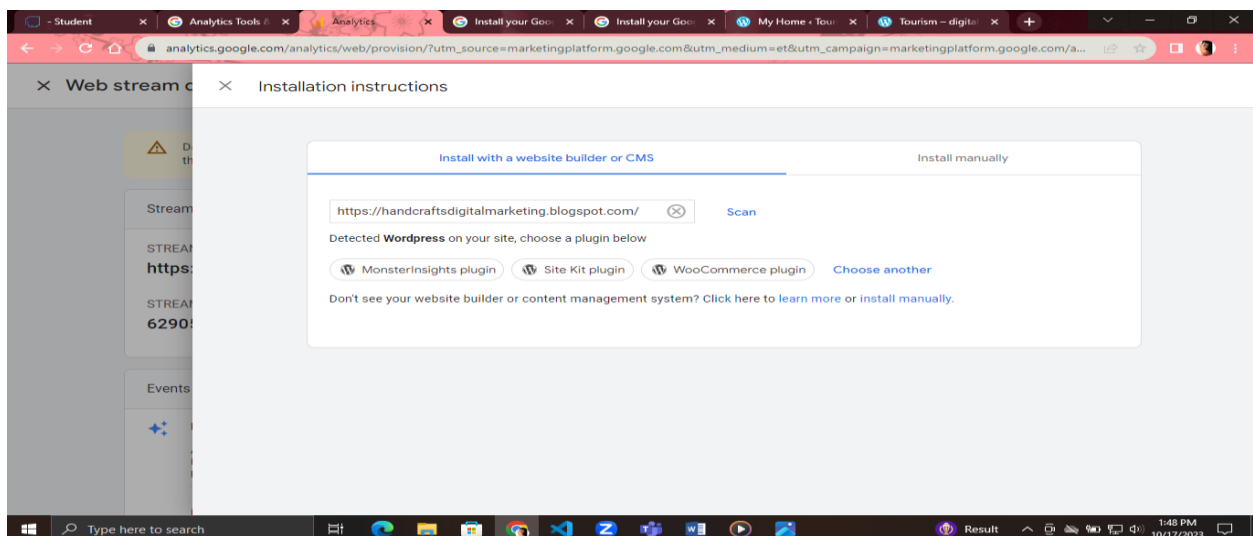
Step 11: Web Stream Details Screen

You'll see the Web Stream Details screen, showing that the web stream is created, but the data collection isn't integrated and active, indicating you to install Google Tag on your WordPress site.



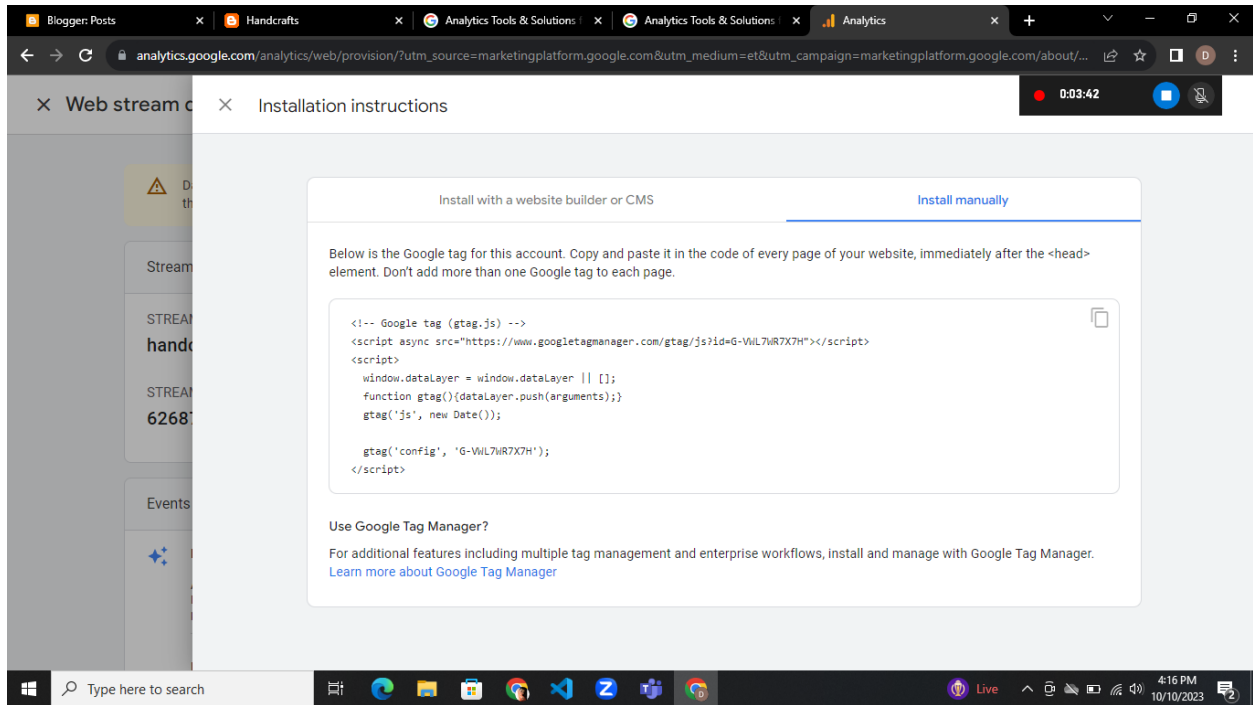
Step 12: Tag Instructions Button

Click the View Tag Instructions button, and you'll see two ways to add the tag:

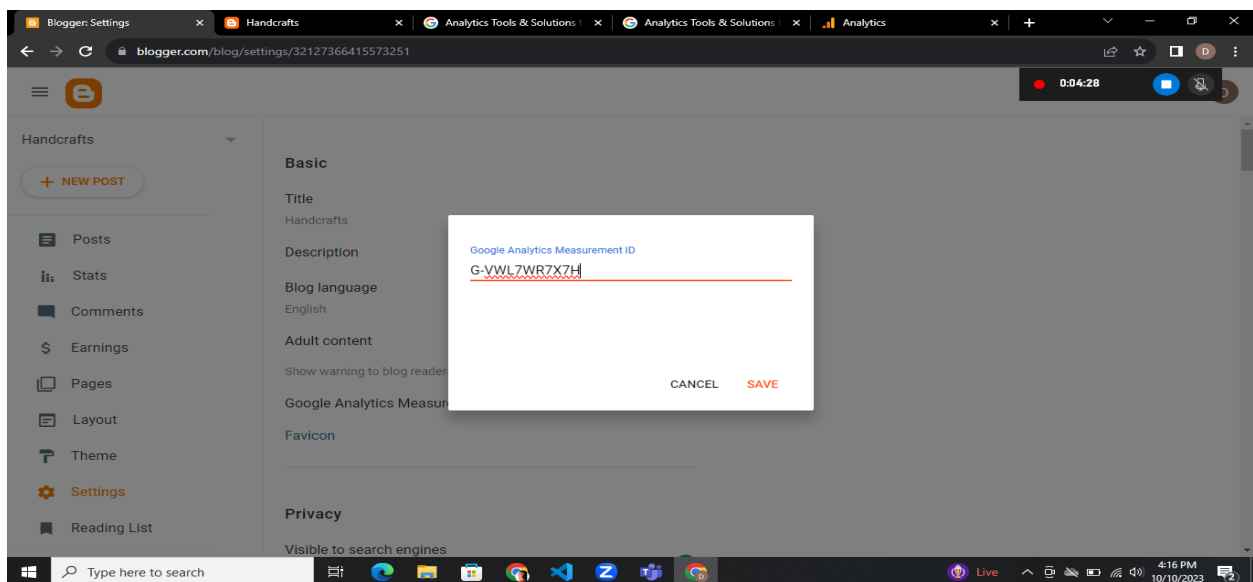


Step 13: Add Google Tag Code to Header.Php

You can add Google Analytics to WordPress by simply copying/pasting the Tracking Code to your website code (in the “header.php” file)



Step 14: Procedure



Measurement ID in Google Analytics

The screenshot shows the Google Analytics Home page for a property named 'Handcraft items'. The page indicates that no data has been received from the website yet. A message states: 'No data received from your website yet. To start collecting data make sure your website is tagged using the Measurement ID: G-VWL7WR7X7H'. A button labeled 'Get tagging instructions' is visible. The top navigation bar includes the Analytics logo, account name, and a search bar. The bottom of the page shows a Windows taskbar with various application icons and the system clock displaying 4:17 PM on 10/10/2023.

Analytics | All accounts > Handcrafts | Handcraft items

Try searching "add user"

Home

No data received from your website yet.

To start collecting data make sure your website is tagged using the Measurement ID: G-VWL7WR7X7H

Get tagging instructions

Users | Event count | New users | Conversions

0 | 0 | 0 | 0

USERS IN LAST 30 MINUTES

0

USERS PER MINUTE

Type here to search

Live

4:17 PM 10/10/2023

Detecting the traffic

This screenshot shows the Google Analytics Home page with traffic data. The top navigation bar is identical to the previous image. The main content area displays a table with four columns: 'Users', 'Event count', 'New users', and 'Conversions', all showing a value of 0. Below this table is a line chart showing data for the last 7 days, with the x-axis labeled from 03 Oct to 09. A 'View reports snapshot' link is at the bottom of the chart. To the right, there is a section for 'USERS IN LAST 30 MINUTES' showing 0 users, and a 'USERS PER MINUTE' section showing 'No data available'. A 'View realtime' link is at the bottom of this section. The Windows taskbar at the bottom shows the system clock as 4:18 PM on 10/10/2023, with a weather widget indicating 33°C and 'Partly sunny'.

Analytics | All accounts > Handcrafts | Handcraft items

Try searching "add user"

Home

Users | Event count | New users | Conversions

0 | 0 | 0 | 0

USERS IN LAST 30 MINUTES

0

USERS PER MINUTE

COUNTRY | USERS

No data available

03 Oct | 04 | 05 | 06 | 07 | 08 | 09

Last 7 days

View reports snapshot

View realtime

Type here to search

33°C Partly sunny

4:18 PM 10/10/2023

After 30 minutes change in the traffic

