

HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

A PROJECT REPORT

Submitted by

SREENITHESH S G	: 29A1B1B58AA48D5B4B24DCB27418D16E
JEYAKANTH S	: 85211FE219E7F05BE1F4235DD202FFF8
KAPIL KANNAN P	: F665F90CBCF4B4284BD4A27327DFE89D
LIVINS L	: 389DD21CD2E8FC48F024E5DB7C8FC684
VIGNESH SUNDAR B	: 94CCAE1AA88307A81D04FEC9AAD58044

Submitted to

Digital Marketing – Smartbridge Engineering

UNIVERSITY VOC COLLEGE OF ENGINEERING

THOOTHUKUDI-628 008



ANNA UNIVERSITY: CHENNAI 600 025

OCTOBER 2023

CONTENTS

1. INTRODUCTION

1.1 Project Overview

1.2 Project Objectives

2. WHAT IS DIGITAL MARKETING

2.1 Why Digital Marketing Is Important

2.2 Type Of Digital Marketing

3. WHAT IS GOOGLE ANALYTICS

4. PROCEDURES TO ADD GOOGLE ANALYTICS TO A WEBSITE

5. OBTAINED OUTPUT

6. CONCLUSION

HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

BRAND NAME	PET PLAZA
CATEGORY	PET SHOP
EMAIL ID	Petplaza002@gmail.com
WEBSITE LINK	http://petplaza002.blogspot.com
GOOGLE ANALYTICS MEASUREMENT ID	G-BFQRCHZJCS
GOOGLE ANALYTICS TRACKING CODE	<pre><!-- Google tag (gtag.js) --> <script async='true' src='https://www.googletagmanager.com/gtag/js?id=tvG- BFQRCHZJCS'></script> <script> window.dataLayer = window.dataLayer []; function gtag(){dataLayer.push(arguments);} gtag('js', new Date()); gtag('config', 'G-BFQRCHZJCS'); </script></pre>
PROJECT GITHUB LINK	https://github.com/livins990/Digital_marketing.git
PROJECT DEMO LINK	

1. Introduction

In this project, we will explore the fundamental steps of integrating Google Analytics into your website, empowering you with essential insights into visitor behavior and content performance. By following our detailed guide, you will learn the precise techniques to embed Google Analytics tracking code, enabling data collection that is crucial for making informed decisions, enhancing user experiences, and achieving your website goals. Join us in this transformative journey to harness the full potential of Google Analytics and unlock the secrets hidden within your website's data.

1.1 Project Overview

In the digital landscape, understanding user behavior on your website is paramount for success. Google Analytics stands as a cornerstone in the realm of web analytics, offering invaluable insights into visitor interactions, content engagement, and overall website performance. This project centers around the implementation of Google Analytics, providing a comprehensive guide for integrating this powerful tool into your website. By the end of this project, you will be adept at harnessing the capabilities of Google Analytics, enabling data-driven decision-making and enhancing your online presence.

1.2 Project Objectives

- **Knowledge Transfer:** Acquire a deep understanding of the importance of web analytics and how Google Analytics can be utilized to gather meaningful data.
- **Data Interpretation:** Grasp the art of deciphering analytical data, transforming raw numbers into actionable insights.
- **Optimization Strategies:** Explore methods to enhance your website based on the analytics data, improving user experience and engagement.
- **Ethical Considerations:** Understand the ethical implications of data collection, ensuring compliance with privacy regulations and user consent.

Target Audience:

This project is designed for website owners, developers, digital marketers, and anyone keen on understanding and leveraging web analytics. Whether you're managing a personal blog, an e-commerce platform, or a corporate website, this project caters to individuals and businesses aiming to harness the full potential of Google Analytics for informed decision-making.

Project Scope:

- Introduction to Web Analytics and Its Significance
- Setting Up a Google Analytics Account
- Generating and Embedding Tracking Code
- Exploring Google Analytics Dashboard and Reports
- Interpreting Data for Business Growth

- Implementing Optimization Strategies Based on Analytics Insights

2. What Is Digital Marketing

In today's hyper-connected world, where billions of people are online every day, digital marketing has become the cornerstone of successful business strategies. This one-page overview delves into the key components of digital marketing, its significance, and why it's crucial for businesses aiming to thrive in the digital age.

Digital marketing is a dynamic strategy that leverages the internet's vast potential to connect businesses with their target audience. It encompasses a suite of online techniques and tools designed to drive brand awareness, engage customers, and boost conversions. Key components include search engine optimization (SEO), content marketing, social media strategies, email campaigns, pay-per-click advertising, and analytics-driven insights.

Key Benefits:

- **Global Reach:** Digital marketing breaks geographical boundaries, enabling businesses to engage a worldwide audience.
- **Targeted Engagement:** Precision in targeting demographics, interests, and behaviors ensures messages reach the right audience segments.
- **Cost-Efficiency:** Often delivering a higher return on investment (ROI) compared to traditional methods, digital marketing is accessible for businesses of all sizes.
- **Real-Time Interaction:** Instant customer engagement and responsiveness allow businesses to adapt quickly to market trends and user feedback.

In essence, digital marketing empowers businesses to build meaningful connections, foster brand loyalty, and achieve growth by navigating the digital landscape strategically.

2.1 Why Digital Marketing Is Important

Any type of marketing can help your business thrive. However, digital marketing has become increasingly important because of how accessible digital channels are. In fact, there were 5 billion internet users globally in April 2022 alone.

From social media to text messages, there are many ways to use digital marketing tactics in order to communicate with your target audience. Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing technique for small businesses.

Through social media, email marketing, search engine optimization, and other digital channels, businesses can engage with their customers on a personal level, build brand awareness, and foster customer loyalty. Moreover, digital marketing provides valuable data and insights, enabling businesses to make informed decisions and refine their strategies, ensuring they stay competitive and relevant in the fast-paced digital world. Embracing digital marketing is not just an option but a necessity for businesses aiming to thrive and succeed in the modern marketplace.

2.2 Type Of Digital Marketing

Digital marketing encompasses a wide range of strategies and channels aimed at promoting products, services, or brands using digital technologies. Some key types of digital marketing include search engine optimization (SEO), which focuses on optimizing websites to rank higher in search engine results pages, increasing visibility and organic traffic. Pay-per-click (PPC) advertising involves placing ads on search engines and other platforms, where advertisers pay a fee each time their ad is clicked, driving immediate targeted traffic to their websites.

Social media marketing utilizes social media platforms such as Facebook, Instagram, and Twitter to engage with audiences, create brand awareness, and drive website traffic. Email marketing involves sending targeted messages directly to a recipient's inbox, allowing businesses to nurture relationships with customers and promote products or services. Content marketing focuses on creating valuable, relevant content to attract and engage a specific audience, establishing the brand as an authority in the industry. Additionally, there are influencer marketing, affiliate marketing, and mobile marketing, among others, each serving unique purposes and catering to different segments of the digital audience. Integrating these diverse digital marketing techniques strategically helps businesses reach their target audience effectively and achieve their marketing goals.

Certainly, here are brief explanations of different types of digital marketing, each described individually:

- 1. Search Engine Optimization (SEO):** SEO involves optimizing a website's content, structure, and backlinks to improve its visibility on search engines like Google. The goal is to rank higher in organic (non-paid) search results, driving more relevant traffic to the site.
- 2. Pay-Per-Click (PPC) Advertising:** PPC advertising allows businesses to display ads on search engine result pages and other platforms. Advertisers pay a fee each time their ad is clicked, directing users to their website. This method ensures immediate visibility and targeted traffic.
- 3. Social Media Marketing:** Social media marketing utilizes platforms like Facebook, Instagram, Twitter, and LinkedIn to engage with audiences. Businesses create content, run ads, and interact with users, building brand awareness, driving website traffic, and fostering relationships with customers.
- 4. Email Marketing:** Email marketing involves sending targeted messages and promotional content directly to individuals' email inboxes. It is a cost-effective way to nurture leads, retain customers, and promote products or services.
- 5. Content Marketing:** Content marketing focuses on creating valuable, informative, and engaging content, such as blogs, videos, and infographics. By providing relevant information, businesses attract and engage a specific target audience, establishing trust and credibility.
- 6. Influencer Marketing:** Influencer marketing involves collaborating with influencers, individuals with a significant online following, to promote products or services. Influencers endorse products to their audience, leveraging their credibility and trust to boost brand awareness and sales.
- 7. Affiliate Marketing:** In affiliate marketing, businesses reward affiliates (partners) for driving traffic or sales through the affiliate's marketing efforts. Affiliates earn a commission for each sale or click generated through their referral links.

8. Mobile Marketing: Mobile marketing focuses on reaching audiences on smartphones and other mobile devices. This can include mobile apps, SMS marketing, and mobile-optimized websites, ensuring businesses connect with users on the devices they use most frequently.

Each type of digital marketing serves specific purposes, and businesses often use a combination of these strategies to create a comprehensive and effective online marketing campaign.

3. What Is Google Analytics

Google Analytics is a free web analytics service provided by Google that allows website owners and marketers to track and analyze various aspects of their website's performance and visitor behavior. It provides valuable insights into how users interact with a website, which can be used to optimize the site, improve user experience, and make data-driven decisions for online marketing efforts.

Key features of Google Analytics include:

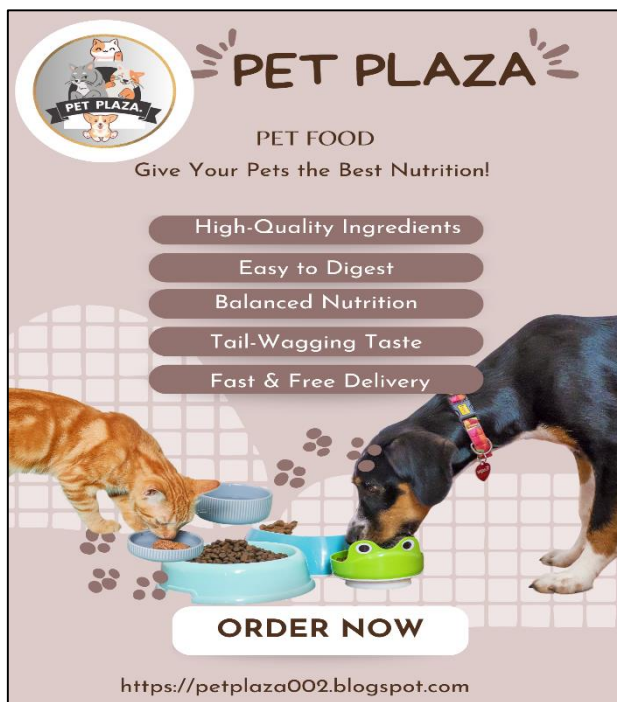
1. **Website Traffic Analysis:** Google Analytics provides data on the number of visitors, their geographic location, devices used, and the sources of traffic (such as organic search, paid search, social media, referrals, and direct traffic).
2. **User Behavior Tracking:** You can track how users navigate your website, including the pages they visit, the time they spend on each page, and the actions they take (e.g., form submissions, downloads, purchases).
3. **Conversion Tracking:** It allows you to set up and track specific goals and conversions on your website, such as tracking e-commerce transactions, sign-ups, or other desired actions.
4. **Audience Insights:** You can learn about the demographics, interests, and behaviors of your website's visitors, helping you tailor your content and marketing efforts to better target your audience.
5. **Real-Time Reporting:** Google Analytics provides real-time data on what is happening on your website at any given moment.
6. **Custom Reports:** Users can create custom reports and dashboards to track specific metrics or KPIs that are most relevant to their business goals.
7. **E-commerce Tracking:** For online stores, Google Analytics offers advanced e-commerce tracking, allowing you to analyze sales, revenue, and product performance.
8. **Event Tracking:** You can track specific user interactions, such as clicks on buttons, video views, and downloads, to understand how users engage with your site.

Google Analytics is a powerful tool for understanding how your website is performing and how visitors are engaging with your content. It is widely used by businesses and website owners to make data-informed decisions and improve their online presence and marketing strategies.

4. Procedures To Add Google Analytics To A Website

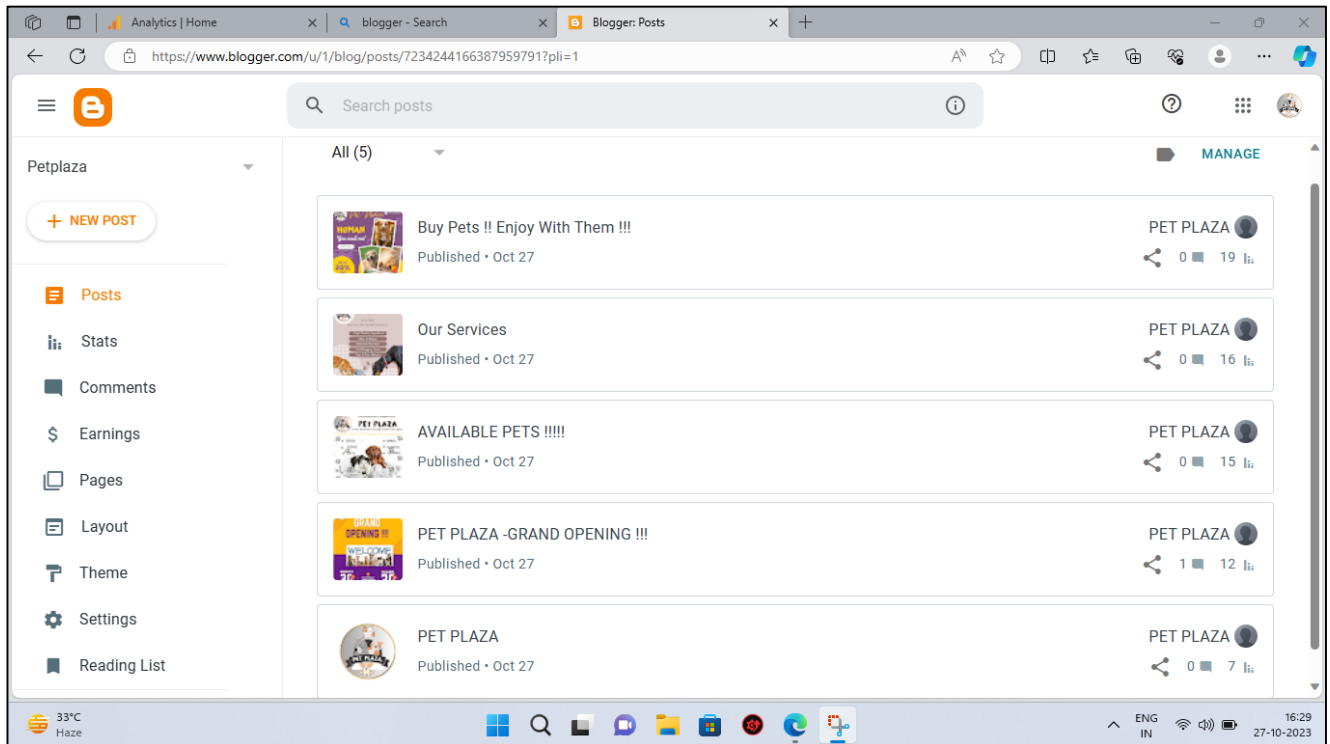
1. Create a Brand Logo and Posters:

Go to the Canva and create a brand name and a logo for that brand. Create posters for that brand using Canva.



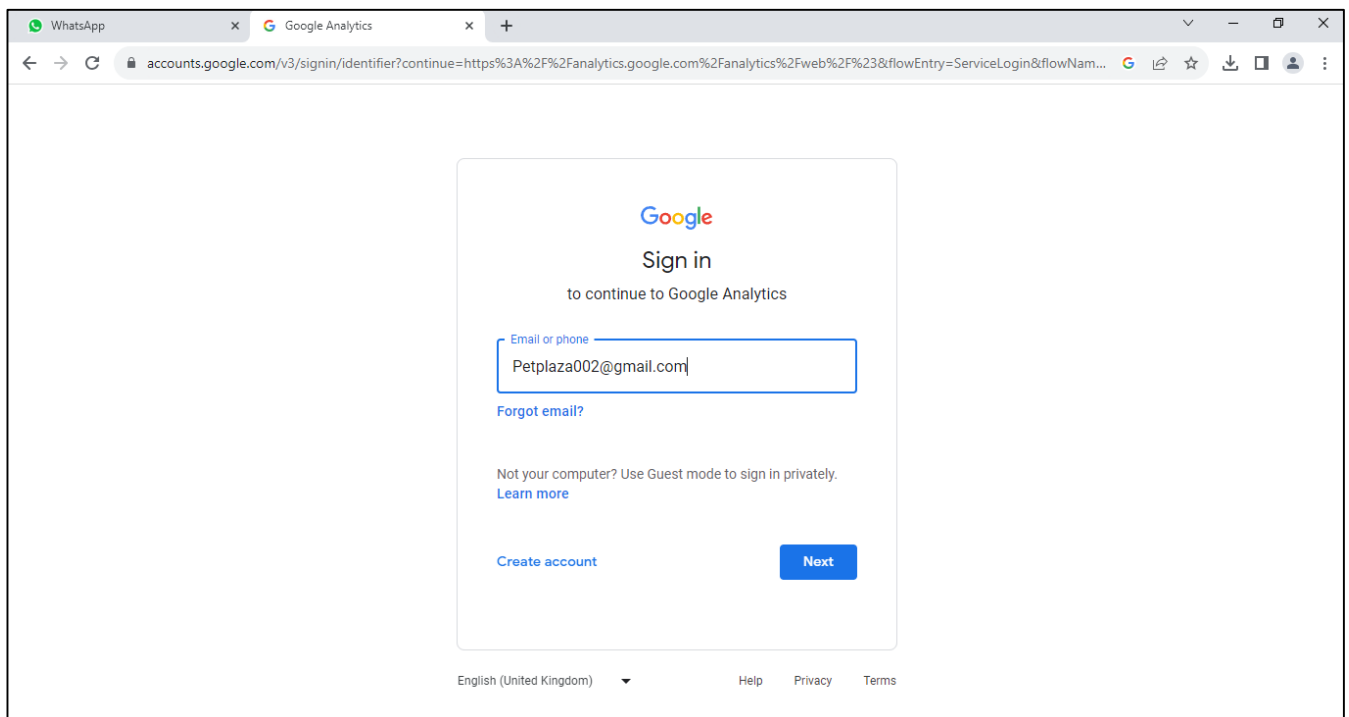
2. Create a Website for a Brand:

Go to Blogspot or Wordpress or Wix to create a blog or website for the brand and customize the theme design as you wish.



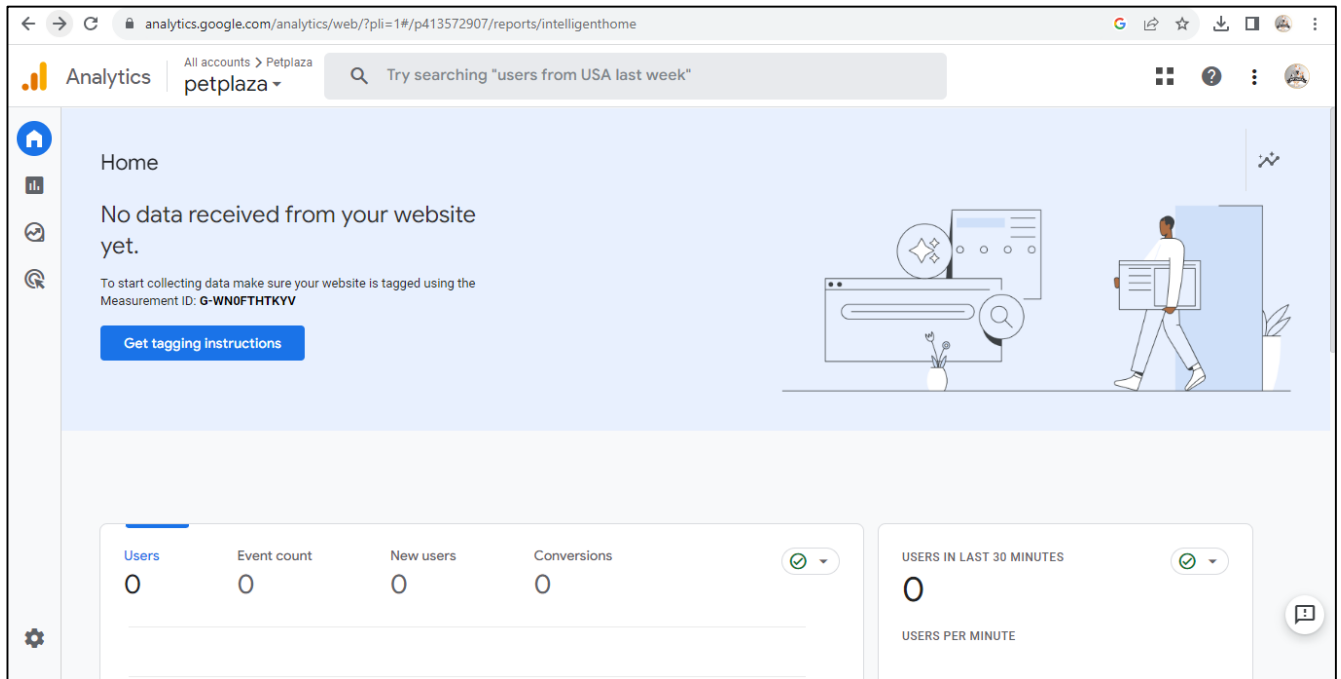
3. Sign Up for Google Analytics:

Go to the Google Analytics website (<https://analytics.google.com/>) and sign in with your Google account. If you don't have an account, you will need to create one.



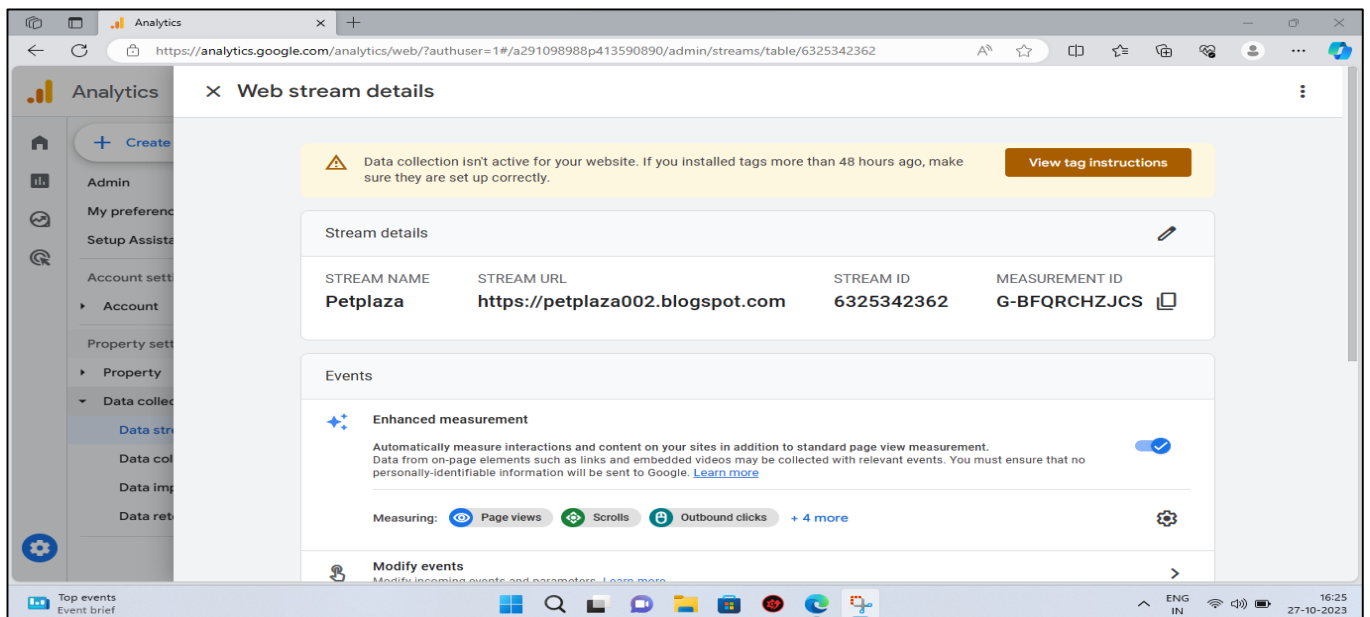
4. Create a New Google Analytics Property:

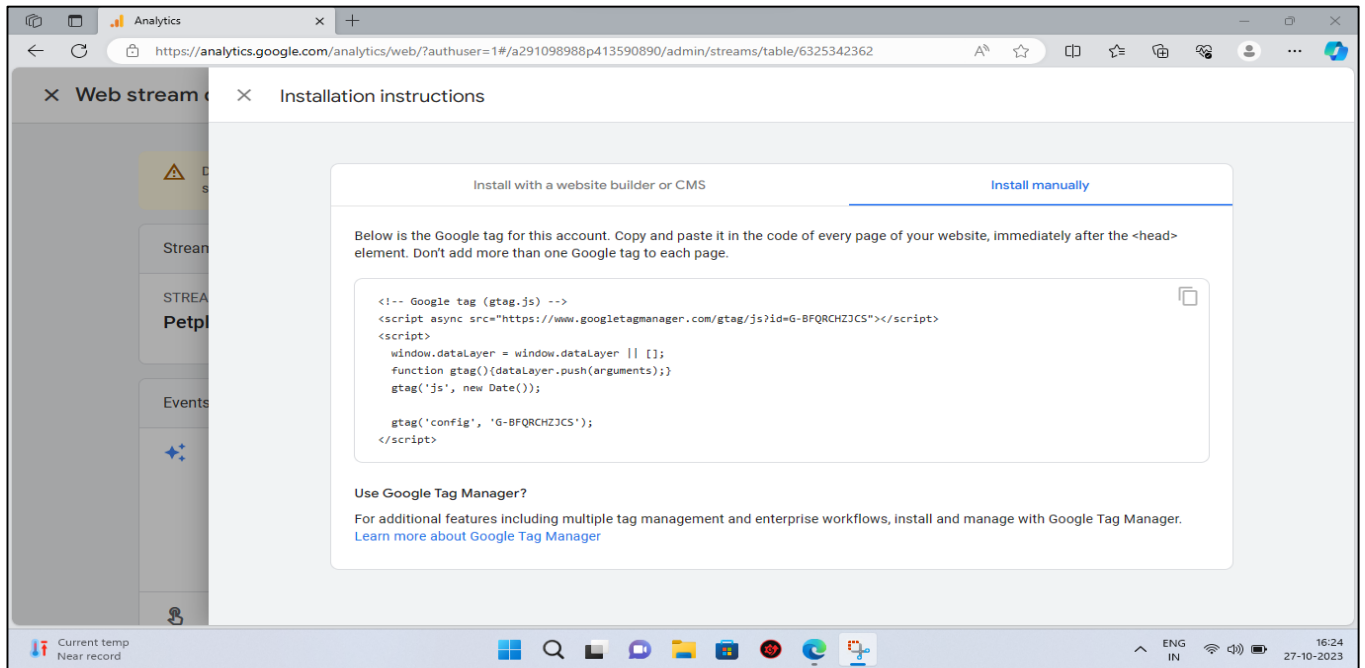
Click on "Start for free" and fill out the necessary information about your website, including the website name, URL, industry category, and time zone.



5. Get Your Tracking Code:

After creating a new property, Google Analytics will provide you with a unique tracking code snippet. This JavaScript code needs to be added to all the pages of your website that you want to track.

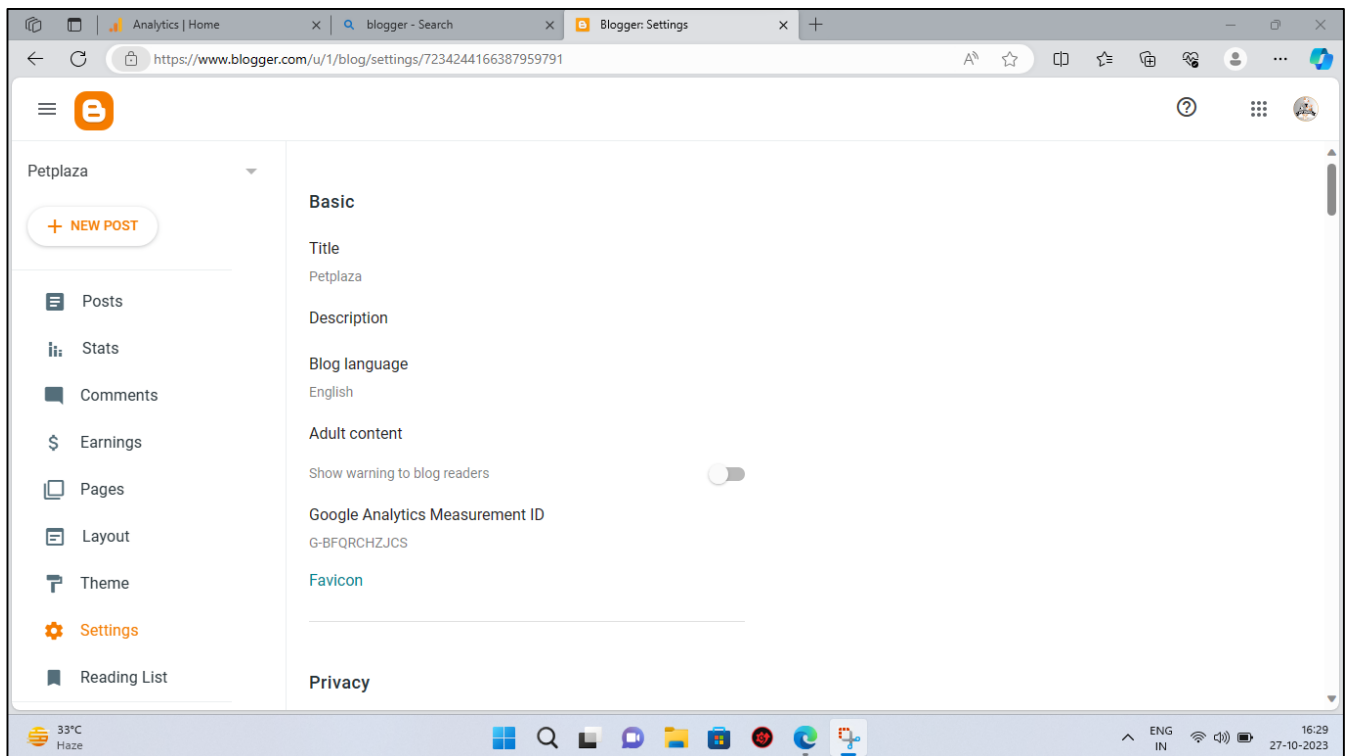




6. Add the Tracking Code to Your Website:

Copy the provided tracking code.

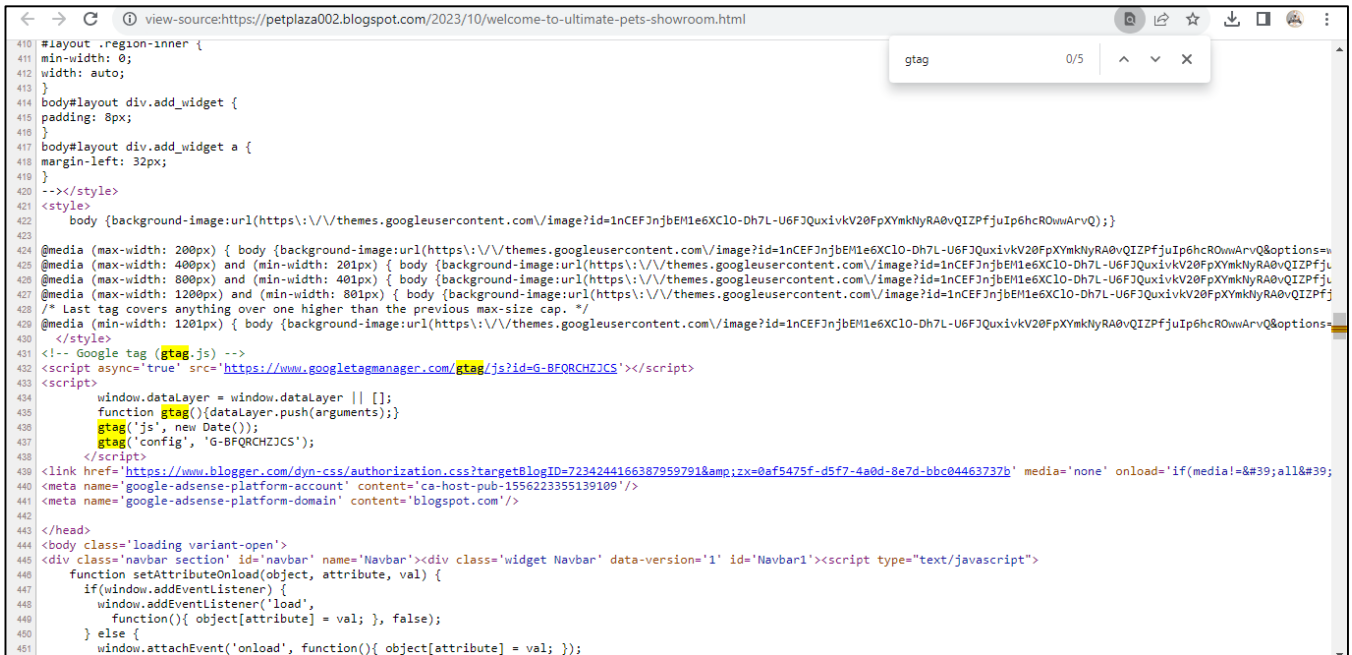
Paste the tracking code into the HTML of your website, just before the closing `</head>` tag. This can usually be done through your website's content management system (CMS) or by editing the website's template files directly.



7. Verify the Tracking Code Installation:

Once you've added the tracking code, go back to Google Analytics and click "Next" to complete the setup process.

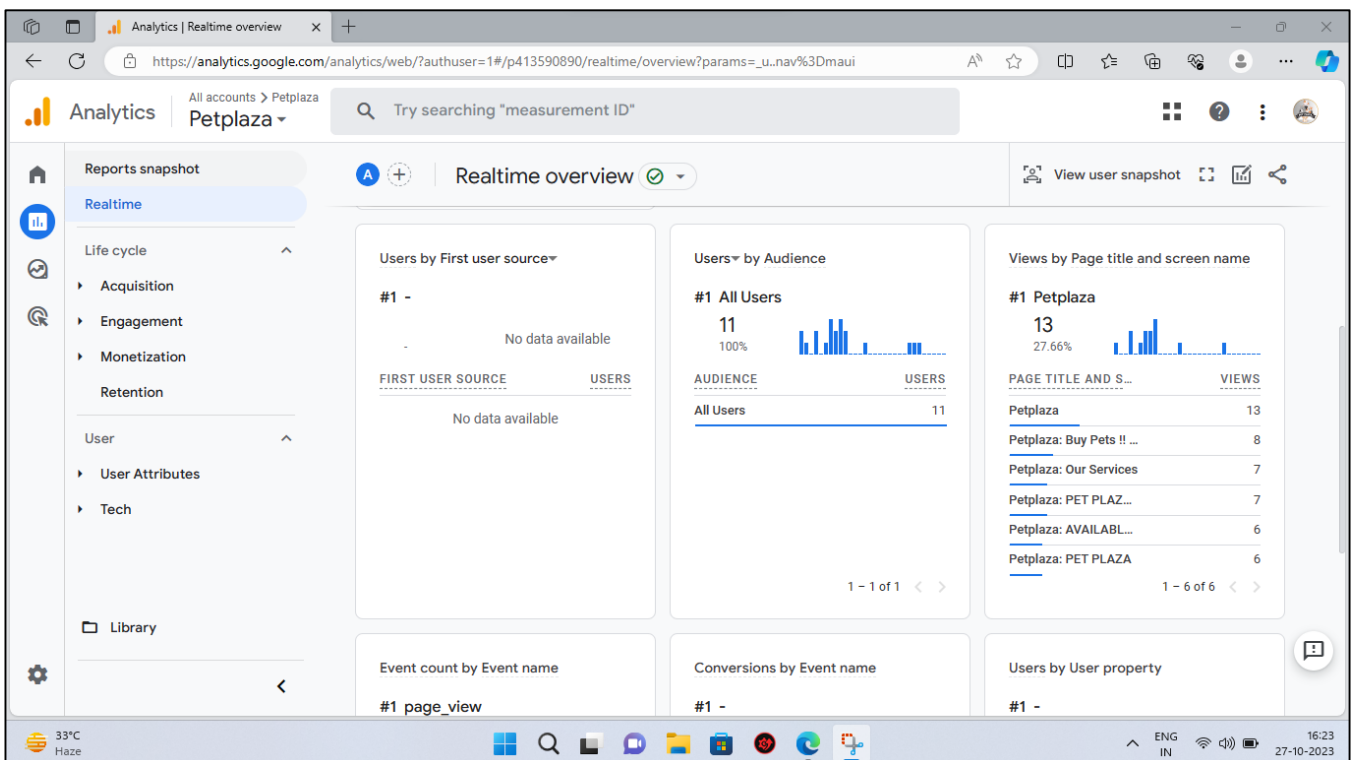
After a few hours (or up to 24 hours), Google Analytics will start tracking data from your website. You can check the status in your Google Analytics account to ensure it's receiving data correctly.



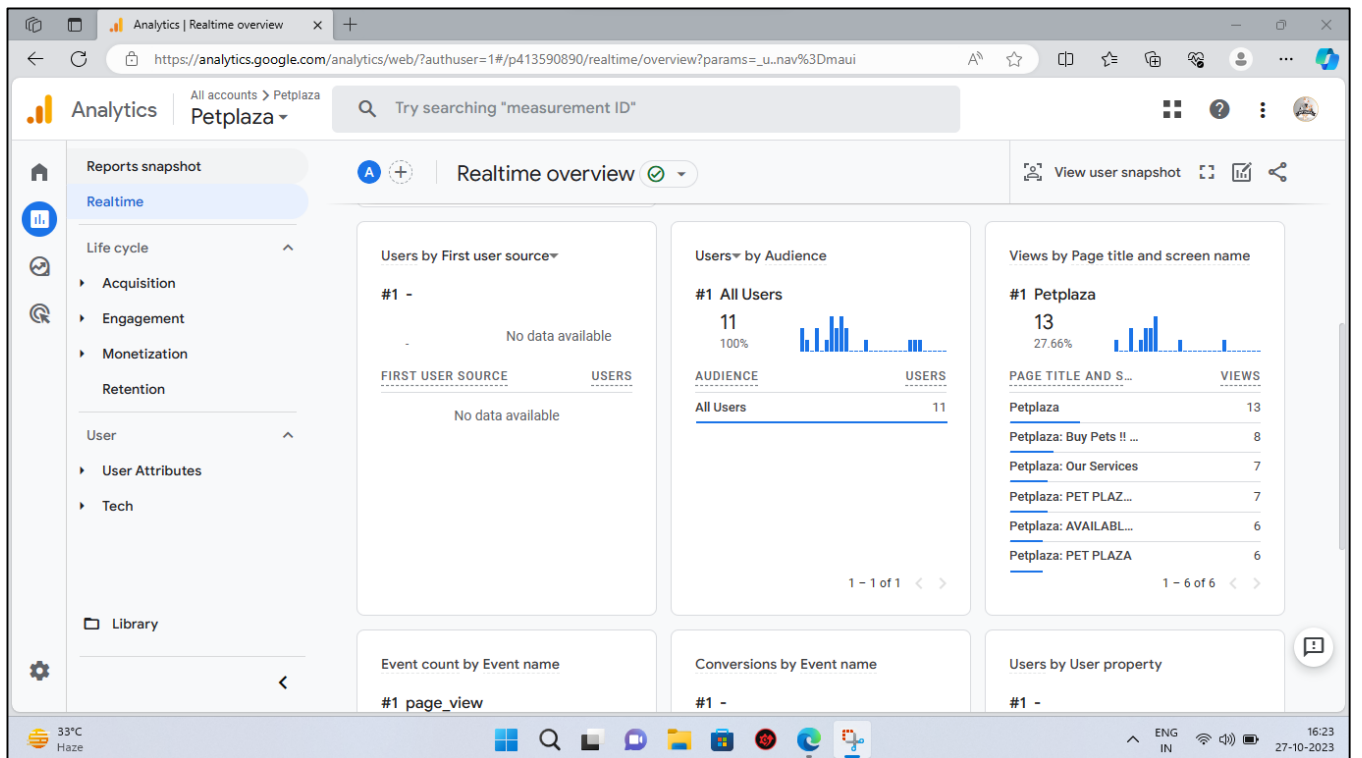
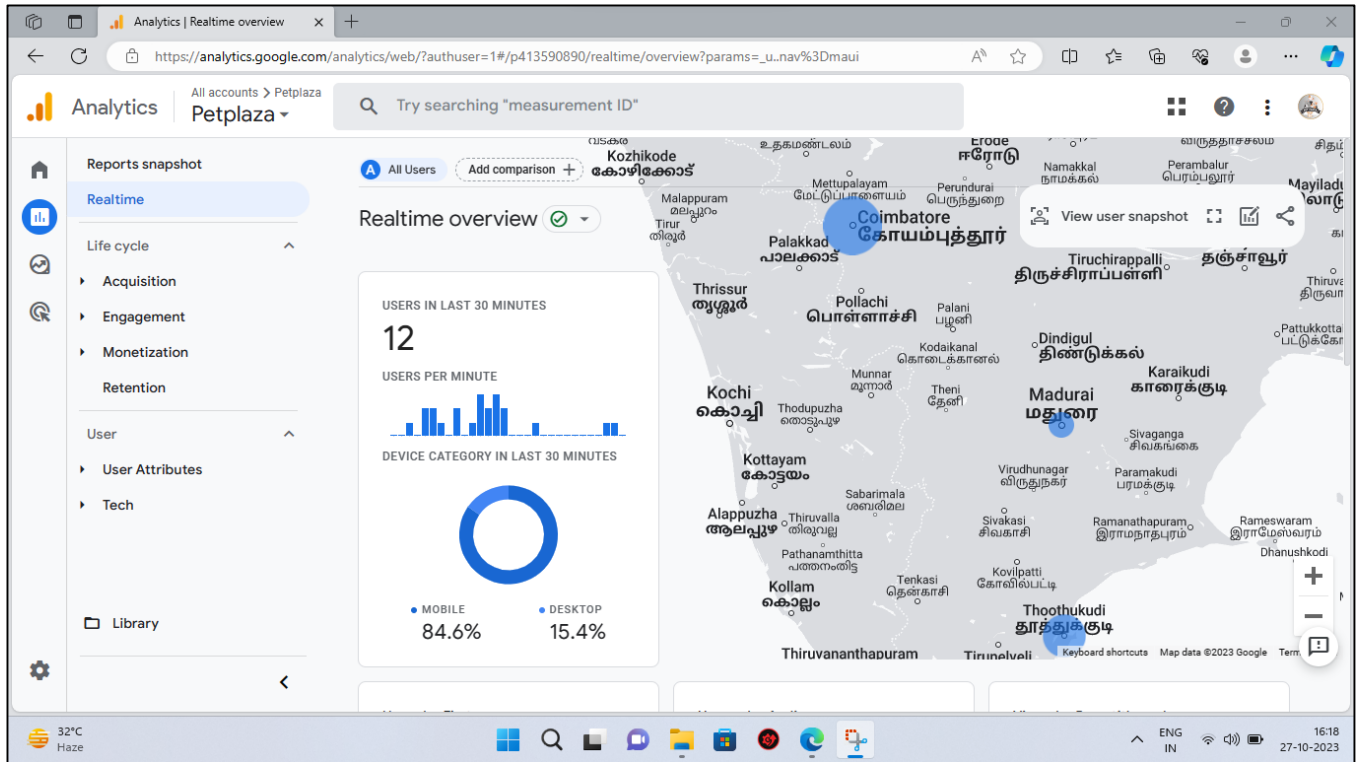
```
410 <!-->
411 min-width: 0;
412 width: auto;
413 }
414 body#layout div.add_widget {
415 padding: 8px;
416 }
417 body#layout div.add_widget a {
418 margin-left: 32px;
419 }
420 --></style>
421 <style>
422 body {background-image:url(https://themes.googleusercontent.com/image?id=1nCEF3njbEM1e6XC10-Dh7L-U6F3QuxivkV20FpXYmkNyRA0vQIZPFjuIp6hcR0wwArvQ);}
423
424 @media (max-width: 200px) { body {background-image:url(https://themes.googleusercontent.com/image?id=1nCEF3njbEM1e6XC10-Dh7L-U6F3QuxivkV20FpXYmkNyRA0vQIZPFjuIp6hcR0wwArvQ&options=
425 @media (max-width: 400px) and (min-width: 201px) { body {background-image:url(https://themes.googleusercontent.com/image?id=1nCEF3njbEM1e6XC10-Dh7L-U6F3QuxivkV20FpXYmkNyRA0vQIZPFju
426 @media (max-width: 800px) and (min-width: 401px) { body {background-image:url(https://themes.googleusercontent.com/image?id=1nCEF3njbEM1e6XC10-Dh7L-U6F3QuxivkV20FpXYmkNyRA0vQIZPFju
427 @media (max-width: 1200px) and (min-width: 801px) { body {background-image:url(https://themes.googleusercontent.com/image?id=1nCEF3njbEM1e6XC10-Dh7L-U6F3QuxivkV20FpXYmkNyRA0vQIZPFju
428 /* Last tag covers anything over one higher than the previous max-size cap. */
429 @media (min-width: 1201px) { body {background-image:url(https://themes.googleusercontent.com/image?id=1nCEF3njbEM1e6XC10-Dh7L-U6F3QuxivkV20FpXYmkNyRA0vQIZPFjuIp6hcR0wwArvQ&options=
430 }
431 </style>
432 <!-- Google tag (gtag.js) -->
433 <script async src="https://www.googletagmanager.com/gtag/js?id=G-BFQRCHZJCS"></script>
434 <script>
435 window.dataLayer = window.dataLayer || [];
436 function gtag(){dataLayer.push(arguments);}
437 gtag('js', new Date());
438 gtag('config', 'G-BFQRCHZJCS');
439 </script>
440 <link href="https://www.blogger.com/dyn-css/authorization.css?targetBlogID=723424416387959791&zx=0af5475f-d5f7-4a0d-8e7d-bbc04463737b" media="none" onload="if(media!="#39;all#39;
441 <meta name="google-adsense-platform-account" content="ca-host-pub-1556223355139109"/>
442 <meta name="google-adsense-platform-domain" content="blogspot.com"/>
443 </head>
444 <body class="loading variant-open">
445 <div class="navbar section" id="navbar" name="Navbar"><div class="widget Navbar" data-version="1" id="Navbar1"><script type="text/javascript">
446 function setAttributeOnLoad(object, attribute, val) {
447 if(window.addEventListener) {
448 window.addEventListener('load',
449 function(){ object[attribute] = val; }, false);
450 } else {
451 window.attachEvent('onload', function(){ object[attribute] = val; });
452 }
```

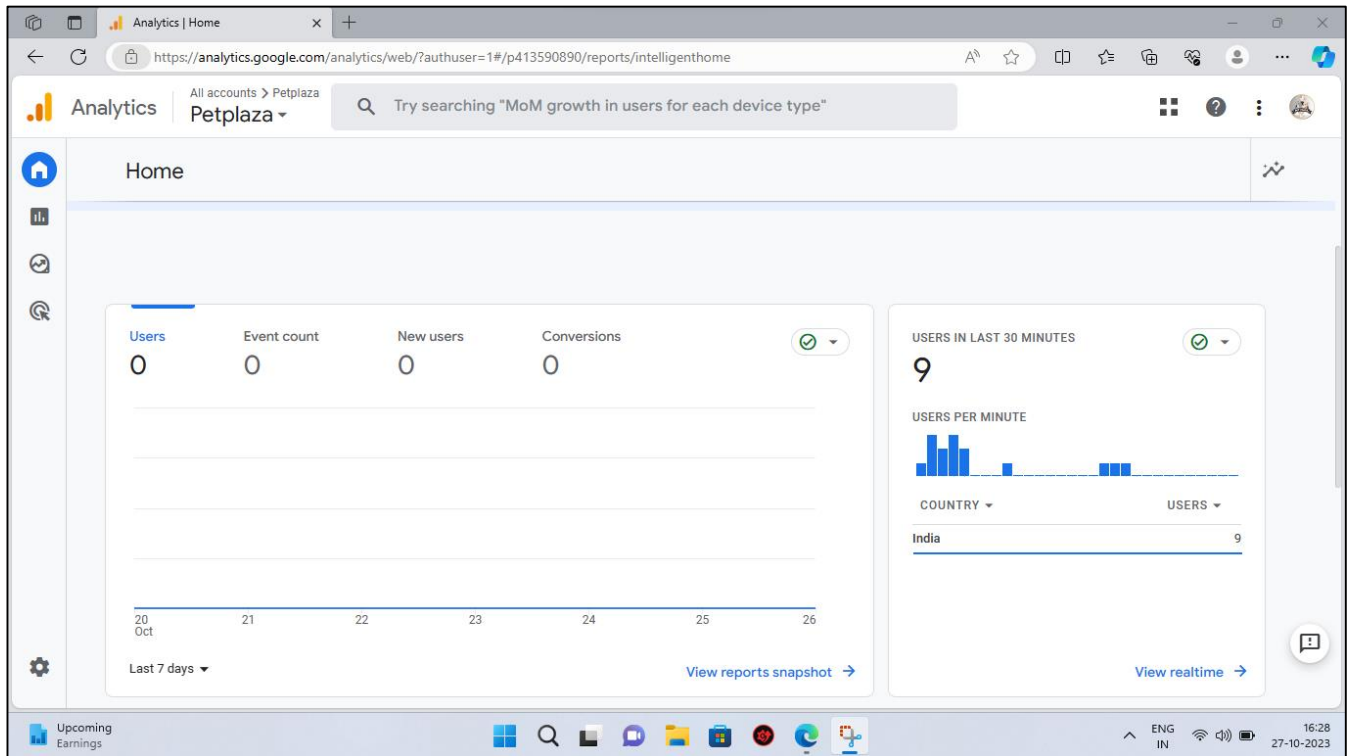
8. Explore Reports and Gain Insights:

Once Google Analytics is set up and tracking data, explore the various reports and features within the Google Analytics dashboard. Analyze visitor behavior, traffic sources, and other metrics to gain insights into how users are interacting with your website.



5. Obtained Output





USERS IN LAST 30 MINUTES

9

USERS PER MINUTE



COUNTRY

India

USERS

9

View realtime

Analytics All accounts > Petplaza

Try searching "MoM growth in users for each device type"

Pages and screens: Page title and screen class

Custom Oct 27 - Oct 28, 2023

Search...

Rows per page: 10 1 of 9

	Page title and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions
		104 100% of total	20 100% of total	5.20 Avg 0%	0m 56s Avg 0%	319 100% of total	
1	Petplaza	44	19	2.32	0m 28s	155	
2	Petplaza: Buy Pets !! Enjoy With Them !!!	15	11	1.36	0m 25s	43	
3	Petplaza: Our Services	13	11	1.18	0m 05s	31	
4	Petplaza: PET PLAZA	11	6	1.83	0m 24s	32	
5	Petplaza: AVAILABLE PETS !!!!!	9	8	1.13	0m 03s	25	
6	Petplaza: PET PLAZA - GRAND OPENING !!!	9	6	1.50	0m 06s	21	
7	PET PLAZA	2	1	2.00	0m 28s	8	
8	Petplaza: October 2023	1	1	1.00	0m 05s	3	
9	Petplaza: கிடைக்கும் செல்லப்பிராணிகள் !!!!!	0	1	0.00	0m 04s	1	

	City	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
		20 100% of total	20 100% of total	13 100% of total	48.15% Avg 0%	0.65 Avg 0%	0m 56s Avg 0%
1	Coimbatore	9	9	6	66.67%	0.67	0m 27s
2	Thoothukudi	8	8	5	45.45%	0.63	1m 46s
3	Chennai	2	2	2	66.67%	1.00	0m 08s
4	Madurai	2	1	0	0%	0.00	0m 05s

6. Conclusion

In conclusion, successfully integrating Google Analytics into a website is not just a technical requirement but a strategic necessity for any online venture. This project guides you through the essential steps – from setting up an account to embedding the tracking code – enabling you to harness the power of data-driven decision-making. By understanding your audience's behavior, traffic sources, and interactions with your content, you gain invaluable insights that fuel your digital marketing efforts. This knowledge empowers you to optimize your website, enhance user experience, and tailor your marketing strategies effectively. As you delve into the world of web analytics, remember that the continuous analysis of Google Analytics data is key to staying competitive in the dynamic online landscape. This project equips you with the foundational skills to unlock the full potential of your website, ensuring its growth and relevance in the digital domain.
