

Analytics on Web Portfolio

We first need to get out tag to add the script in our Web’s header

```
<!DOCTYPE html>
<html lang="en" data-minimalscrollbar="yes" style>
  <head>
    <!-- Global site tag (gtag.js) - Google Analytics -->
    <script async src="https://www.googletagmanager.com/gtm.js?id=GTM-KR48PLX"></script>
    <script async src="https://www.googletagmanager.com/gtag/js?id=G-ZXQ16XRKHJ"></script>
    <script>
      window.dataLayer = window.dataLayer || [];
      function gtag(){dataLayer.push(arguments);}
      gtag('js', new Date());

      gtag('config', 'G-ZXQ16XRKHJ');
    </script>
    <!-- Google Tag Manager -->
    <script>
      (function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
        new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
        j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
        'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
        })(window,document,'script','dataLayer','GTM-KR48PLX');
    </script>
    <!-- End Google Tag Manager -->
  </head>
  <body>
    <!-- Your content goes here -->
  </body>
</html>
```

We should be able to see historical data and even download it in many formats
Its also possible to analyse your page acquisition, engagement and others

