

NAAN MUDHAVAN

PROJECT DOCUMENT

COURSE TITLE : DIGITAL MARKETING

COLLEGE CODE : 1105

COLLEGE NAME : GOJAN SCHOOL OF BUSINESS AND TECHNOLOGY

PROJECT TITLE : [Mastering Hardware and Software Fusion](#)

PROJECT TEAM ID : [NM2023TMID05709](#)

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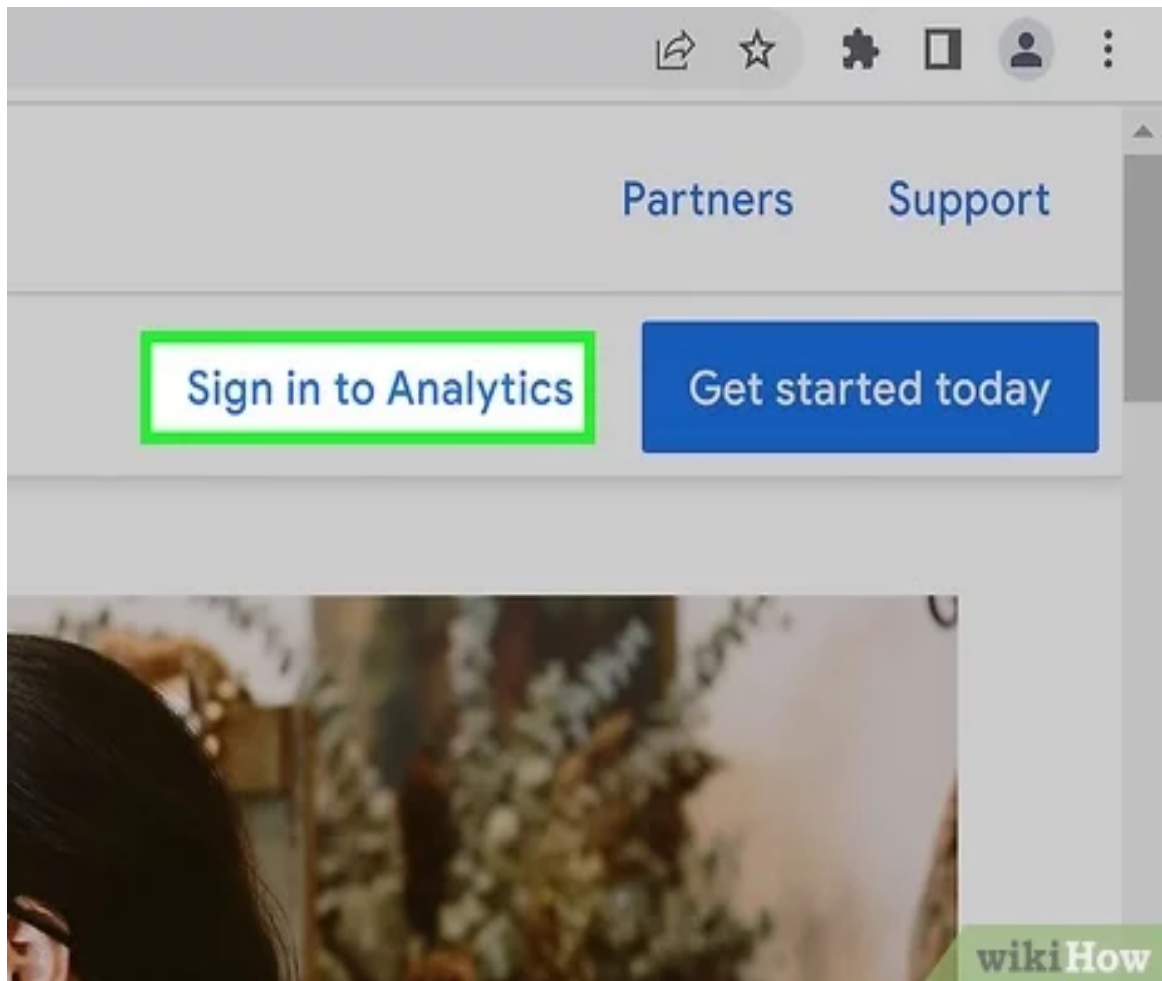
<https://www.facebook.com/profile.php?id=61550260930913&mibextid=ZbWKwL>

DRIVE LINK :

https://drive.google.com/file/d/1rWFo4OhoGxQygi_gKF8N2QNf3AKMdH3c/view?usp=drivesdk

How to add Google Analytics to a website

1. Setting Up Google Analytics Account



Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

Start measuring

Information

and app users to better check the performance of content, products, and more.

Insights only Google can give

unique insights and machine learning capabilities to make data-driven decisions.

Turn your insights to results



☐ Large - 101 to 500 employees

☐ Very Large - 501+ employees

How do you intend to use Google Analytics with your business? (Check all that apply)

☒ Measure customer engagement with my site or app

☐ Optimize my site or app experience

☐ Measure data across multiple devices or platforms

☐ Optimize my advertising cost

☐ Increase my conversions

☐ Measure content monetization

☐ Analyze my online sales

☐ Measure app installs

☐ Measure lead generation

☐ Other

Create

Previous

wikiHow

- a. Go to <http://www.google.com/analytics> in a web browser. It's the Google Analytics website and will work in any popular web browser like Chrome or Firefox.
- b. Click Sign in to Google Analytics. If you're not logged in to Google, click Sign In, and then enter your Google username and password.
- c. If you don't have a Google account, go to google.com, click Sign In, and then click Create an Account.
- d. Click Start measuring. It's a button in the center of the page that will allow you to use Google Analytics.
- e. If you already have an Analytics account, scroll to the bottom of the page and click the gear icon. Under the Admin tab, click Create Property and

you'll be able to continue following these steps to create an Analytics link after skipping the next step step.[1]

- f. Create an account name (if you are creating an account). In the Account Name/Property Name field, type a name for the Google Analytics account.
- g. The account name can be the name of your Blogger weblog, your Google username, or any descriptive word or words you'd like to use.
- h. If you are creating a new property, you can skip this step.
- i. Click Next. It's at the bottom of the page and will let you continue to "Property Setup."
- j. If you are creating a new property instead of a new account, you can skip this step.
- k. Add the name of your Blogger blog. In the "Property name" field, type the name of your

Blogger blog.

- l. It doesn't have to match exactly, but if you have several Blogger blogs, it helps if you write the correct Blogger name for each Google Analytics account.
- m. Choose your time zone and currency. For Google Analytics to work, choose your region and time zone so your visits can be logged correctly. For example, it's Monday for you, but Tuesday for a visitor, but Google Analytics will report the visitor on Monday.
- n. Choose the correct currency so Google Analytics charges you appropriately for any paid visits or paid advertising.
- o. Click Next. It's at the bottom of the page and will let you continue to "About your business."

- p. Add information about your business. You'll want to select the appropriate drop-down under "Industry Category" as well as provide other accurate business information so Google Analytics can categorize your blog correctly.
- q. Click Create. A window will pop-up that you will need to read and agree to before you can continue.
- r. The first time you sign in to Google Analytics, you'll be prompted to change save your communication preferences. If you don't want Google Analytics to send you emails, uncheck all the boxes, and then click Save.

2. Adding the Tracking ID to a Blog



Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

[Learn more about data collection](#)

Choose a platform



Web



Android app



iOS app

wikiHow

Set up your web stream

Website URL

https... iron-farm-minecraft.blogspot.com/

Stream name

blogspot.com



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google.

[Learn more](#)



Measuring:



Page views



Scrolls



Outbound clicks

+ 4 more



Create stream

wikiHow

- a. Click Web to get the Google Analytics tracking ID.
Go to your Google Analytics dashboard and navigate to your newly created property.[2]
- b. This method will work if you Blogger after 2006. If you created your blog before that, you'll need to use this method instead.
- c. Enter your website's URL. In the "Website URL" field, enter your website without the "https://" since that's already provided in the drop-down to the left.
- d. Enter your Stream name. This is usually your website's name.
- e. Click Create stream. This button is at the bottom of the page and will become clickable once you fill out both the "website URL" and "stream name"

fields.

- f. Copy your measurement ID. Find the alphanumeric code under "Measurement ID", select it with your mouse, and then copy it.
- g. You can also write it down on a piece of paper.
- h. Go to Blogger and log in to your account. If you're automatically logged in, you won't need to log in again.
- i. Click Android 7 Settings. This gear icon next to "Settings" will be in the bar on the left side of the browser page. If you don't see a sidebar with Settings, then you're using the Classic template.
- j. Click Google Analytics Property ID. It's in the first grouping of the menu between Favicon and Adult Content.
- k. Paste or type your Google Analytics Property/Measurement ID. When pasting your ID,

make sure it's in the format UA-XXXXX-XX.

- I. Click Save. Now that you've saved your tracking ID, Google Analytics will begin tracking visits to your blog. After about 24 hours, you'll start seeing visitors on your Google Analytics dashboard.

3. Adding the Tracking ID to the Classic Blogger Template

- a. Click Web to get the Google Analytics tracking ID. Go to your Google Analytics dashboard and navigate to your newly created property.
- b. Use this method if you created your Blogger before 2006. Alternatively, you can convert your blog to a newer template and then use the latest instructions.
- c. Enter your website's URL. In the "Website URL" field, enter your website without the "https://" since that's

already provided in the drop-down to the left.

- d. Enter your Stream name. This is usually your website's name.
- e. Click Create stream. This button is at the bottom of the page and will become clickable once you fill out both the "website URL" and "stream name" fields.
- f. If you'd like to convert your blog to the new Blogger template instead of continuing with the Classic template, [click here](#).
- g. Click Global site tag. This will expand the menu to show a piece of code that you'll need to copy.
- h. Go to your Blogger dashboard and click Theme. Log in if prompted. You'll see the icon for Theme in the menu on the left side of the screen.
- i. Click Edit HTML. It's at the top of your page and will display your Blogger's code.
- j. Add the Google Analytics code to the template HTML code. In the template code box, scroll down until you find the `</body>` tag. Put the cursor on the line above

the `</body>` tag, and then paste the Google Analytics code.

- k. Save your changes. Click the floppy disk icon to save.[3]

Now that you've saved your tracking ID, Google Analytics will begin tracking visits to your blog. After about 24 hours, you'll start seeing visitors on your Google Analytics dashboard.

- l. Converting to the Newer Blogger Template