

Project Design Phase-II

Technology Stack (Architecture & Stack)

Date	01 November 2023
Team ID	NM2023TMID04516
Project Name	How to add google analytics to a website

Technical Architecture:

The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2

1: Steps & Technologies:

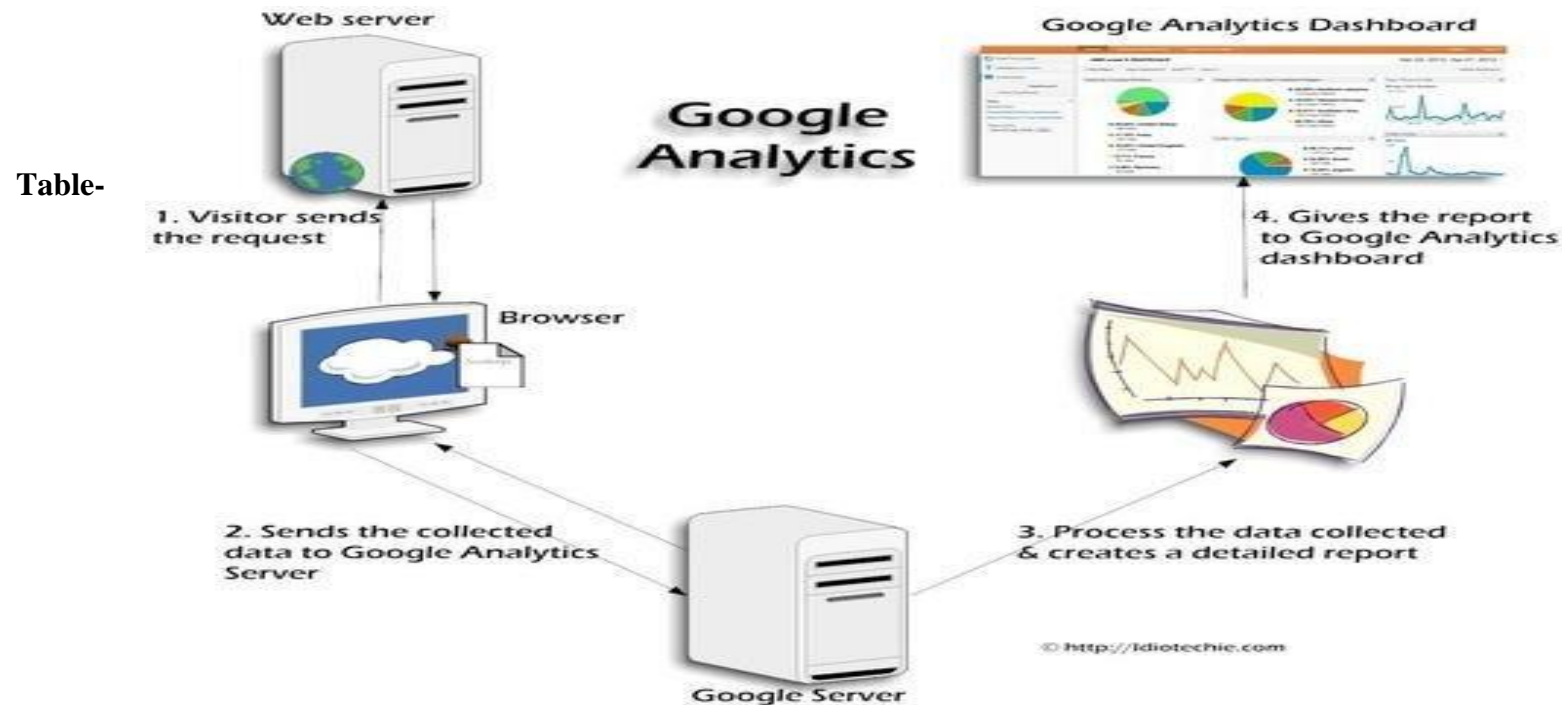


Table - 1: Steps & Technologies:

S. No	Steps	Description	Technology
1.	Sign Up for Google Analytics	Create a Google Analytics account and set up a new property for your website.	Web browser, Google Account
2.	Get Tracking ID	Retrieve the unique Tracking ID provided by Google Analytics for your website.	Google Analytics Dashboard
3.	Integrate Tracking Code	Copy and paste the Tracking ID or tracking code snippet into the HTML of your website. Place it just before the closing </head> tag on every page you want to track.	HTML, Text editor or Content Management System (CMS)
4.	Verify Installation	Confirm that the tracking code is correctly implemented by checking the Real-Time reports in Google Analytics.	Google Analytics Dashboard
5.	Set Up Goals and Conversions (Optional)	Define specific actions on your website (e.g., form submissions, purchases) as goals to track user interactions and conversions	Google Analytics Dashboard
6.	Configure Custom Events (Optional)	Implement custom events to track specific interactions on your website (e.g., video plays, button clicks).	JavaScript, Google Tag Manager (if applicable)
7.	Test and Monitor	Test different scenarios (e.g., completing forms, navigating pages) to ensure accurate tracking. Regularly review Google Analytics reports to monitor website performance.	Web browser, Google Analytics Dashboard

Table-2: Application Characteristics:

S. No	Characteristics	Description	Technology
1.	User Interface	The visual and interactive elements that users interact with to operate the application.	HTML, CSS, JavaScript, GU
2.	Functionality	The specific tasks and operations that the application is designed to perform.	Python, Java, C++, Ruby
3.	Compatibility	The ability of the application to run on different platforms, devices, and operating systems.	Cross-platform frameworks, Virtualization technologies
4.	Performance	The speed, responsiveness, and efficiency of the application in executing tasks and processing data.	Load balancers, Caching mechanisms, Performance monitoring tools
5.	Security	Measures implemented to protect data, prevent unauthorized access, and ensure user privacy	Encryption, Firewalls, Authentication protocols, Secure coding practices.