

NAAN MUDHALVAN

PROJECT

DIGITAL MARKETING

PROJECT NAME:

HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

TEAM MEMBERS:

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HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE:

Google Analytics:

Google Analytics is a powerful web analytics tool that enables website owners to track and analyze user behavior on their sites. It provides valuable insights into visitor demographics, source of traffic, popular content, and conversion rates. With this data, you can make data-driven decisions to optimize website's performance, improve user experience, and achieve online goals.

Google Account details:

Mail Id: write your mail id here

Password: Write your password here

Website address: <http://techgadgets418.blogspot.com>

Google Analytics Tracking Code :

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-BD9B32EX0K"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-BD9B32EX0K');
</script>
```

Google Analytics Account Setup:

Analytics

1 Account creation 2 Property creation 3 Business details 4 Business objectives 5 Data collection

Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID.



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Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

Account Data Sharing Settings ⓘ
Google processes your Google Analytics data only as required to maintain and protect the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

Blogger: PostsAnalytics Tools & Solutions for Analytics

analytics.google.com/analytics/web/provision/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com/about/analytics/#/provision/create



Create a property

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.

Property details

Property name (Required)

Reporting time zone ⓘ
India (GMT+05:30) India Time

Currency
Indian Rupee (₹)

You can edit these property details later in Admin



Show advanced options

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Next

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analytics.google.com/analytics/web/provision/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com/about/analytics/#/provision/create



Describe your business

Help us better understand your business by answering the following.
Your input helps improve Google Analytics.

Business details

Industry category (Required)
Computers & Electronics

Business size (Required)
☒ Small - 1 to 10 employees
☐ Medium - 11 to 100 employees
☐ Large - 101 to 500 employees
☐ Very Large - 501+ employees


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Next


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analytics.google.com/analytics/web/provision/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com/about/analytics/#/provision/create


Analytics

**Generate leads**
Analyze visitor metrics and attract new customers ☒

**Drive online sales**
Analyze purchase behavior and get more sales ☐

**Raise brand awareness**
Spread the word about your business ☐

**Examine user behavior**
Learn how people use your site or app ☐

**Get baseline reports**
Multiple types of reports (this option can't be combined with other options) ☐

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analytics.google.com/analytics/web/provision/?utm_source=marketingplatform.google.com&utm_medium=et&utm_campaign=marketingplatform.google.com/about/analytics/#/provision/create

Analytics

Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your country / region.

India

Google

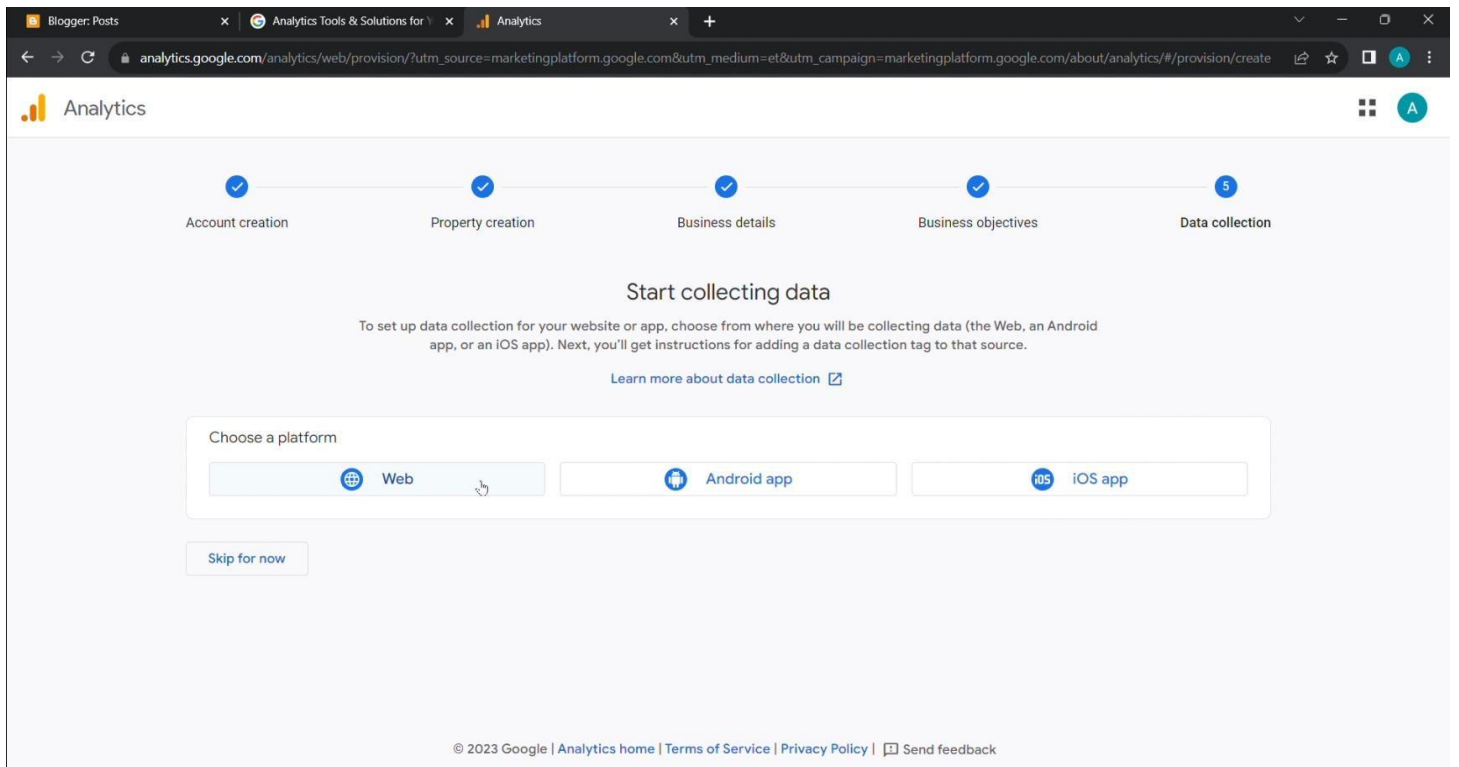
[Privacy](#) [Terms](#) [About Google](#) [Google Products](#)

[? Help](#)

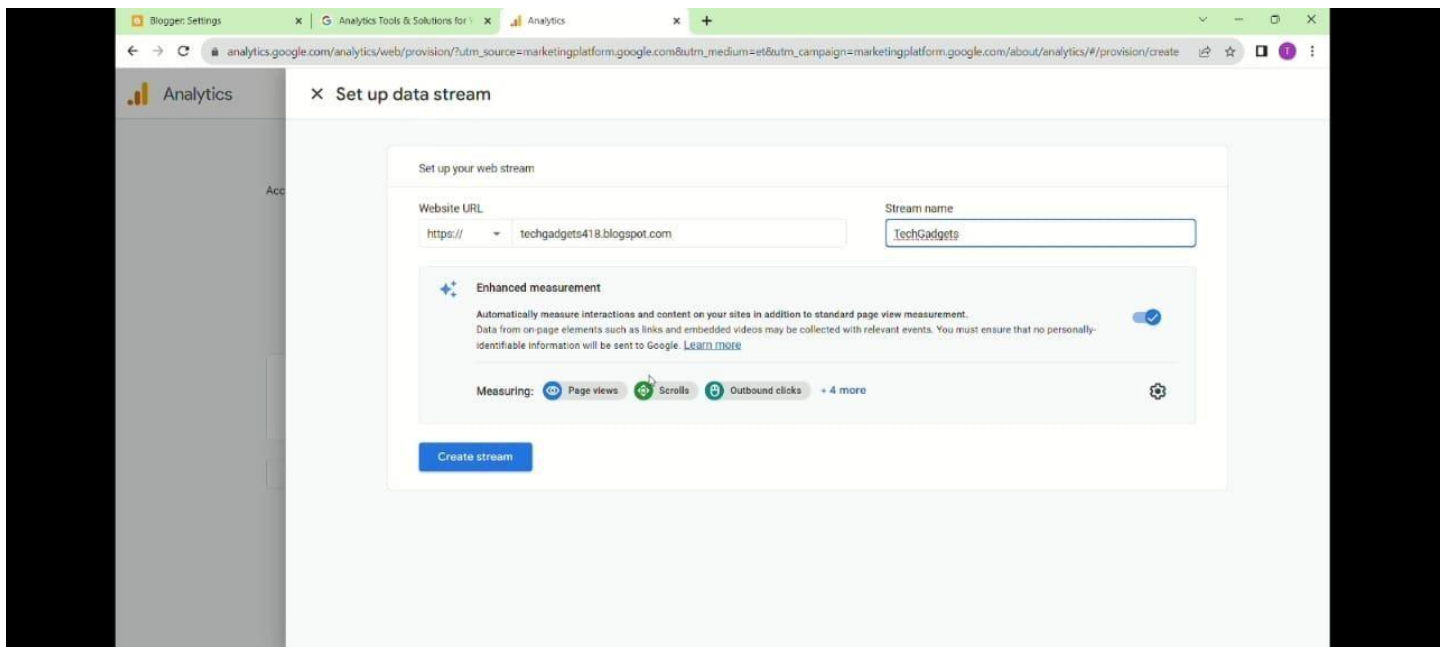
☒ I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

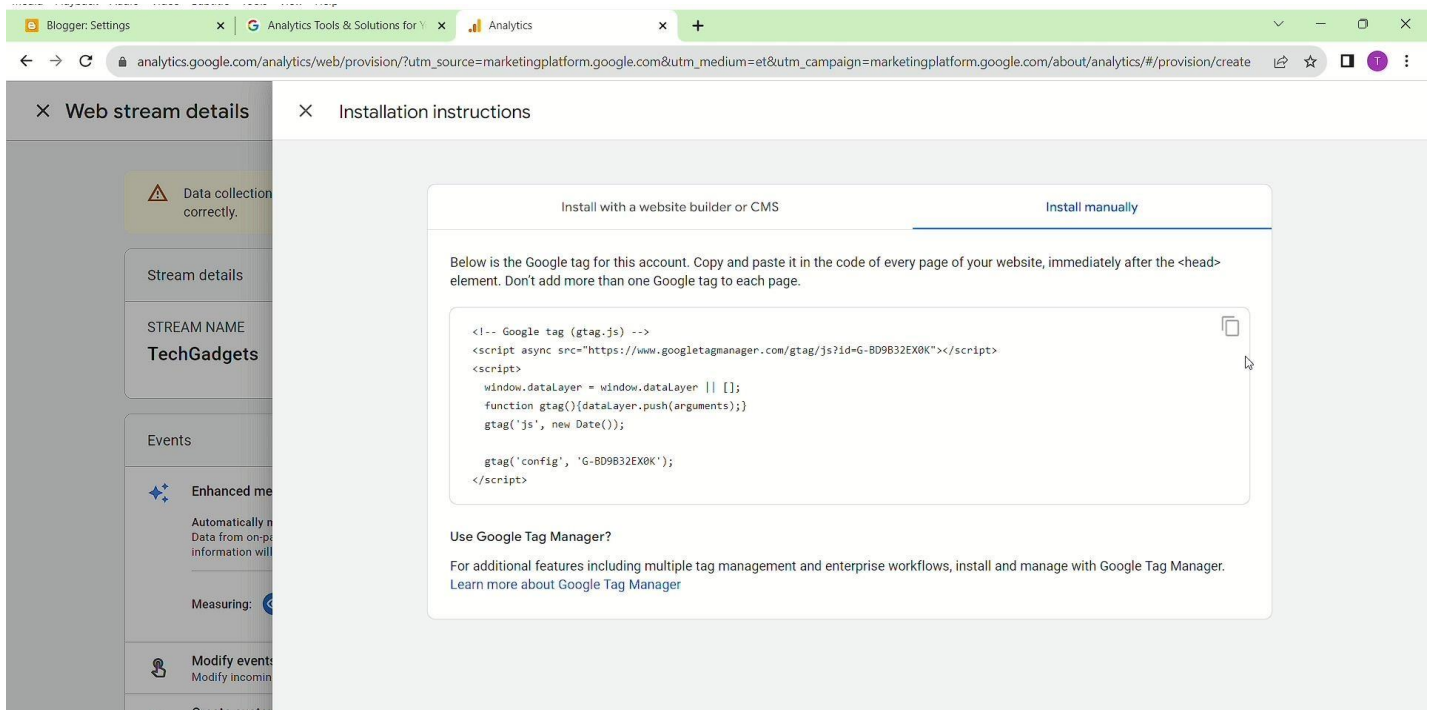
[I Accept](#) [I Do Not Accept](#)

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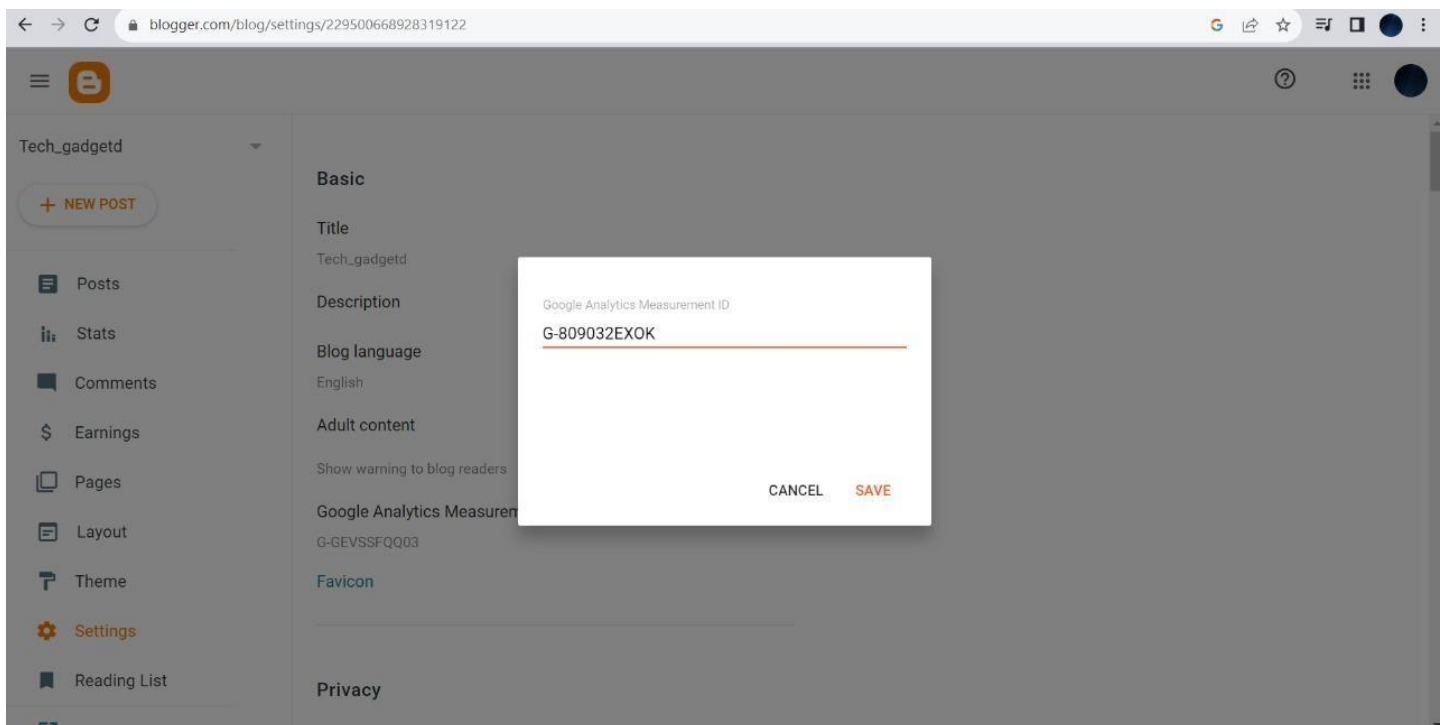


How to link the google analytics to website:





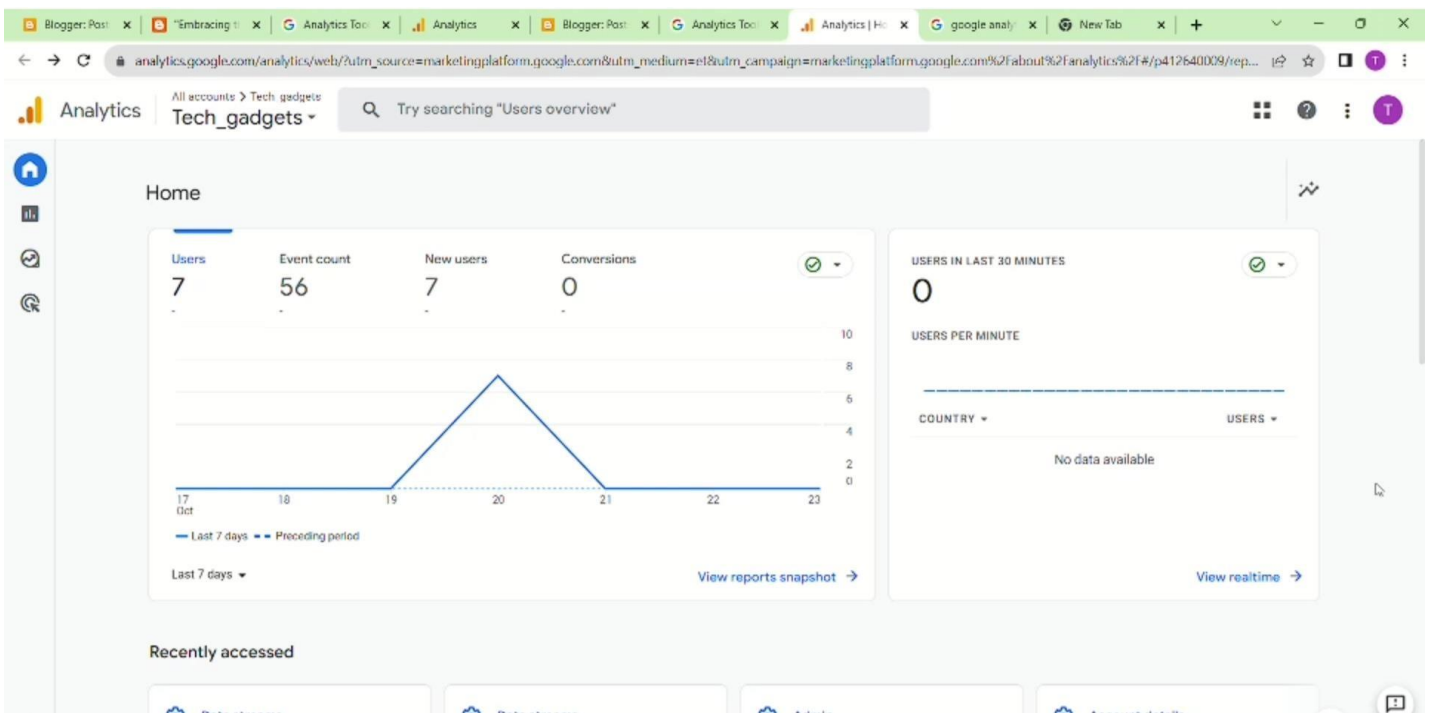
- Adding the google measurement id to the website .

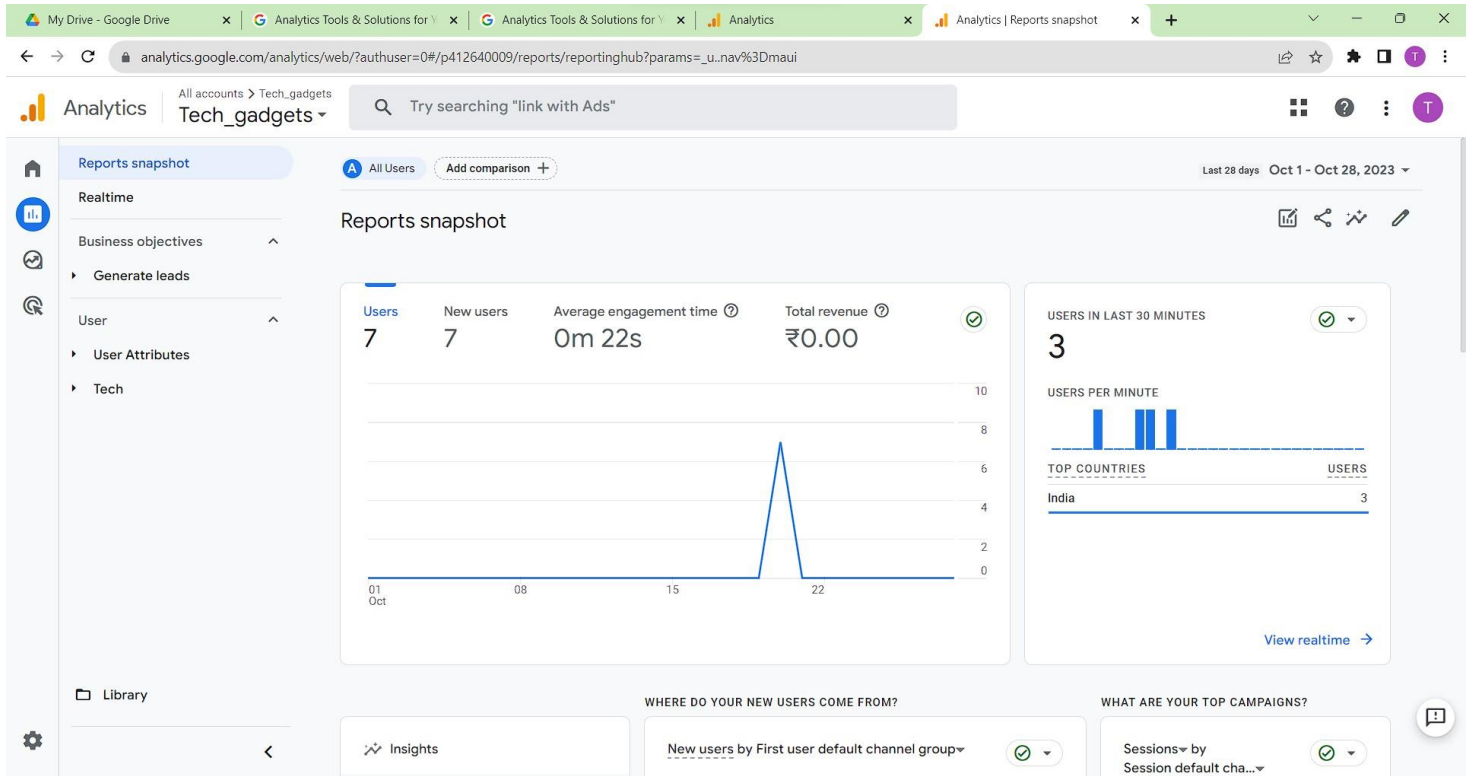


- The google measurement id is placed in the html page of the website .

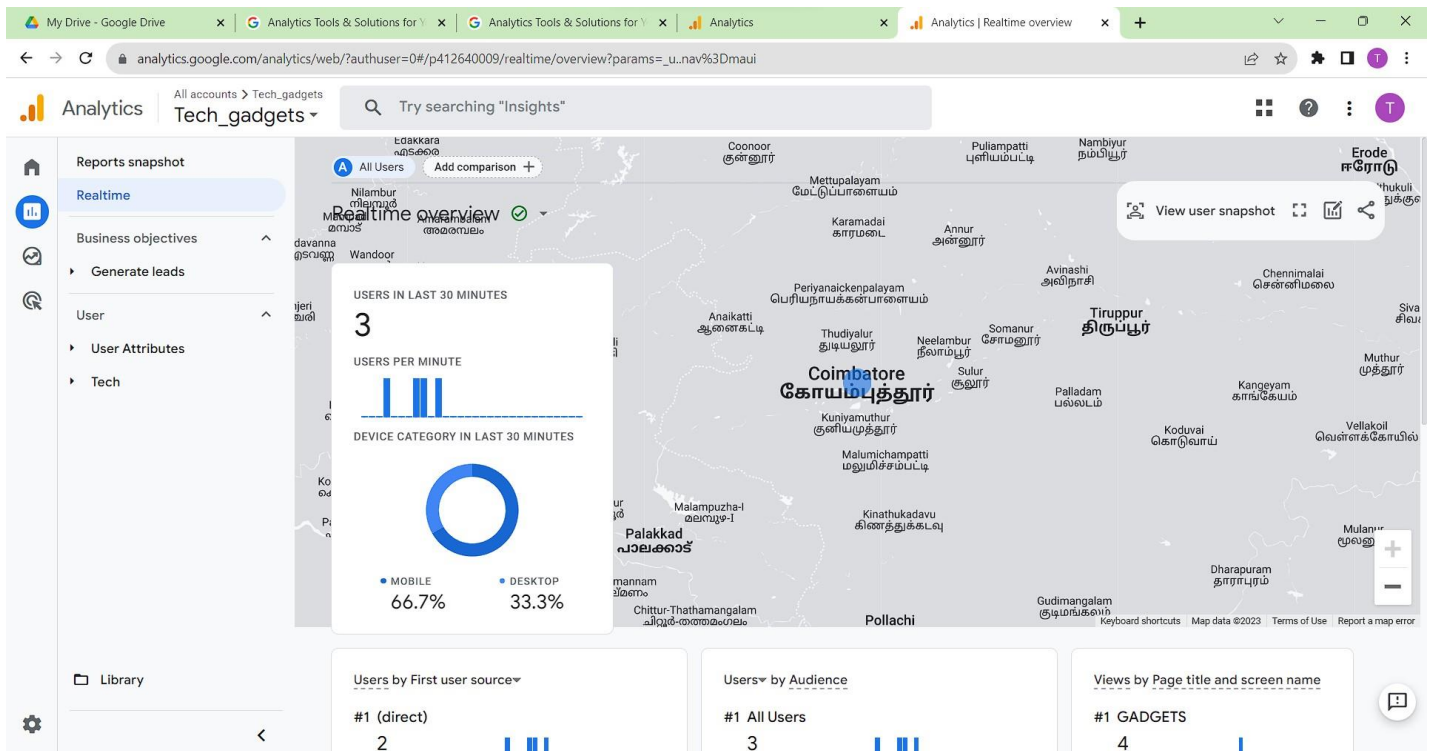
```
Blogger: Posts x Automata Robotics x view-source:https://autom... x ADVANTAGES OF ARTIFICI... x Analytics Tools & Solution... x Analytics | Home x +
view-source:https://automatarobotics.blogspot.com
2180 body#layout .invisible {
2181 display: inherit;
2182 }
2183 body#layout .page {
2184 width: 60%;
2185 }
2186 body#layout.ltr .page {
2187 float: right;
2188 }
2189 body#layout.rtl .page {
2190 float: left;
2191 }
2192 body#layout .sidebar-container {
2193 width: 40%;
2194 }
2195 body#layout.ltr .sidebar-container {
2196 float: left;
2197 }
2198 body#layout.rtl .sidebar-container {
2199 float: right;
2200 }
2201 -->/</style>
2202 <script async='async' src='https://www.gstatic.com/external_hosted/imagesloaded/imagesloaded-3.1.8.min.js'></script>
2203 <script async='async' src='https://www.gstatic.com/external_hosted/vanillamasonry-v3.1.5/masonry.pkgd.min.js'></script>
2204 <script async='async' src='https://www.gstatic.com/external_hosted/clipboardjs/clipboard.min.js'></script>
2205 <!-- Google tag (gtag.js) -->
2206 <script async='true' src='https://www.googletagmanager.com/gtag/js?id=G-XB3L2TF312'></script>
2207 <script>
2208 window.dataLayer = window.dataLayer || [];
2209 function gtag(){dataLayer.push(arguments);}
2210 gtag('js', new Date());
2211 gtag('config', 'G-XB3L2TF312');
2212 </script>
2213 </style>
2214 body.homepage-view .hero-image.has-image {background-image:url(https://blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wdMhN7N6xgvvP5R3mLY2YfMxphQ1K19GqUB8ENGpbIrNRnDZeJjGc
2215 @media (max-width: 320px) { body.homepage-view .hero-image.has-image {background-image:url(https://blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wdMhN7N6xgvvP5R3mLY2YfMxphQ1K19GqUB8ENGpbIrNRnDZeJjGc
2216 @media (max-width: 640px) and (min-width: 321px) { body.homepage-view .hero-image.has-image {background-image:url(https://blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wdMhN7N6xgvvP5R3mLY2YfMxphQ1K19GqUB8ENGpbIrNRnDZeJjGc
2217 @media (max-width: 800px) and (min-width: 641px) { body.homepage-view .hero-image.has-image {background-image:url(https://blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wdMhN7N6xgvvP5R3mLY2YfMxphQ1K19GqUB8ENGpbIrNRnDZeJjGc
2218 @media (max-width: 1024px) and (min-width: 801px) { body.homepage-view .hero-image.has-image {background-image:url(https://blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wdMhN7N6xgvvP5R3mLY2YfMxphQ1K19GqUB8ENGpbIrNRnDZeJjGc
2219 @media (max-width: 1440px) and (min-width: 1025px) { body.homepage-view .hero-image.has-image {background-image:url(https://blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wdMhN7N6xgvvP5R3mLY2YfMxphQ1K19GqUB8ENGpbIrNRnDZeJjGc
2220 @media (max-width: 1680px) and (min-width: 1441px) { body.homepage-view .hero-image.has-image {background-image:url(https://blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wdMhN7N6xgvvP5R3mLY2YfMxphQ1K19GqUB8ENGpbIrNRnDZeJjGc
2221 @media (max-width: 1920px) and (min-width: 1681px) { body.homepage-view .hero-image.has-image {background-image:url(https://blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wdMhN7N6xgvvP5R3mLY2YfMxphQ1K19GqUB8ENGpbIrNRnDZeJjGc
2222 /* Last tag covers anything over one higher than the previous max-size cap. */
2223 @media (min-width: 1921px) { body.homepage-view .hero-image.has-image {background-image:url(https://blogger.googleusercontent.com/img/a/AVvXsEibrSag-UBCx_bht-KgyXwbYilBwso4_wdMhN7N6xgvvP5R3mLY2YfMxphQ1K19GqUB8ENGpbIrNRnDZeJjGc
2224 </style>
2225 <meta name='google-adsense-platform-account' content='ca-host-pub-155622355139109' />
2226 <meta name='google-adsense-platform-domain' content='blogspot.com' />
```

- The data collection is successfully started .





- This page gives several information about the website's usage .



- It gives the details like the page engagement, page views, location of the users and so on .

