

NAAN MUDHAVAN

PROJECT DOCUMENT

COURSE TITLE : DIGITAL MARKETING

COLLEGE CODE : 1105

COLLEGE NAME : GOJAN SCHOOL OF BUSINESS AND TECHNOLOGY

PROJECT TITLE : HOW TO GENERATE TRAFFIC FOR YOUR WEBSITE

PROJECT TEAM ID : [NM2023TMID05705](#)

TEAM LEADER

NM ID : 3EA7F27A8CDE539BED94358A43EF721C

NAME : SANTHOSH BS

TEAM MEMBER 1

NM ID : 6A40DF85765D349AEA0455C8A9633108

NAME : THAMEEM ANSARY A

TEAM MEMBER 2

NM ID : 2AAA15E496FB0CEAC69482B198D82433

NAME : ARUN P

TEAM MEMBER 3

NM ID : 5EB4BE7D9BD4C21A5BB44D6691FEEB63

NAME : KAMALESH J

BRAND NAME : DIGITAL MARKETING ON SANDY'S WAY

BRAND MAIL-ID : projectnmnaanmudhalvan@gmail.com

PASSWORD : bssandy2003

SOCIAL MEDIA LINK : https://www.instagram.com/digital._marketing_way/

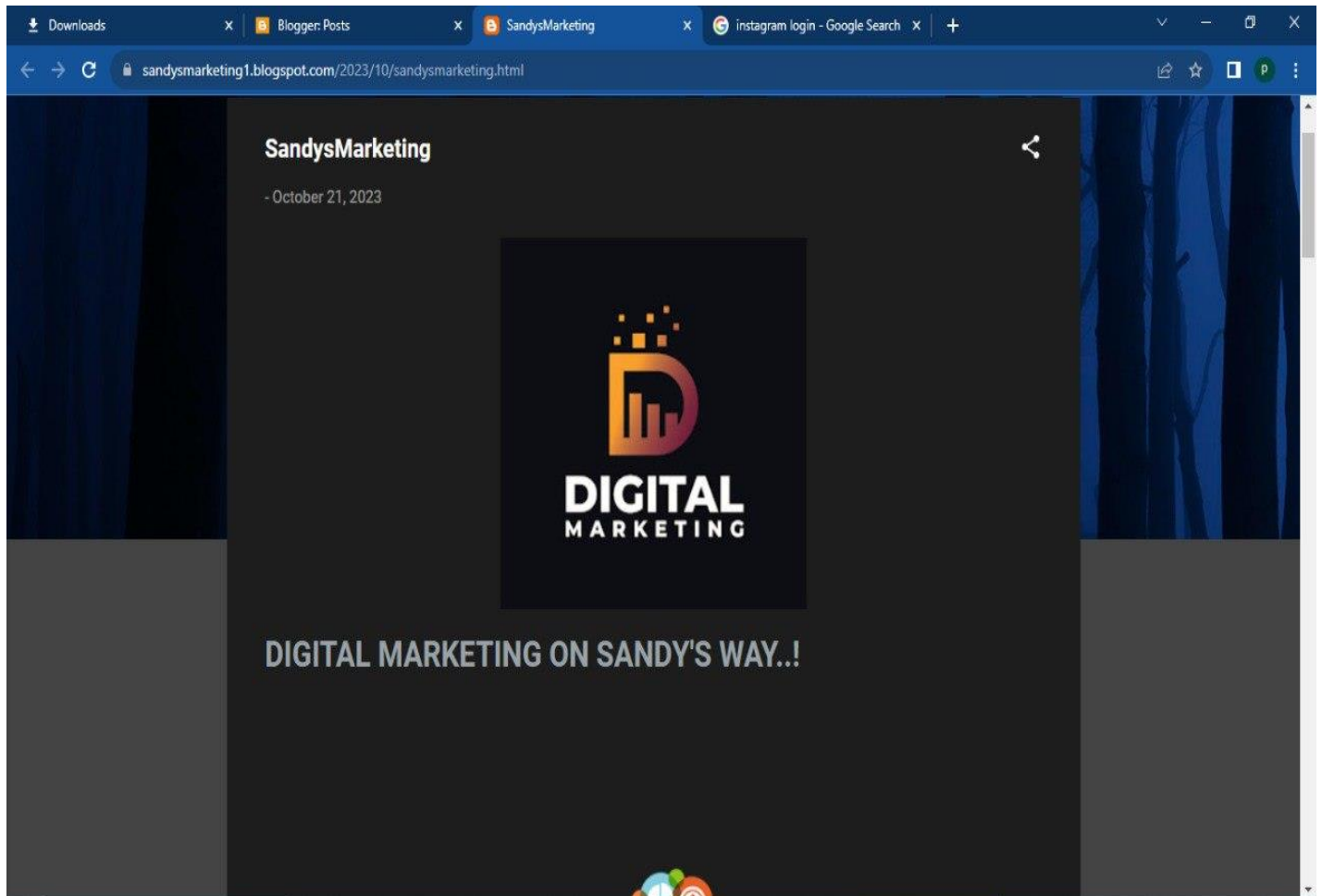
DRIVE LINK :
https://drive.google.com/file/d/17gCfo8YXEK7rqM29Lccz3C4D_epW8rQB/view?usp=drivesdk

PROJECT : How To Generate Traffic For Your Website

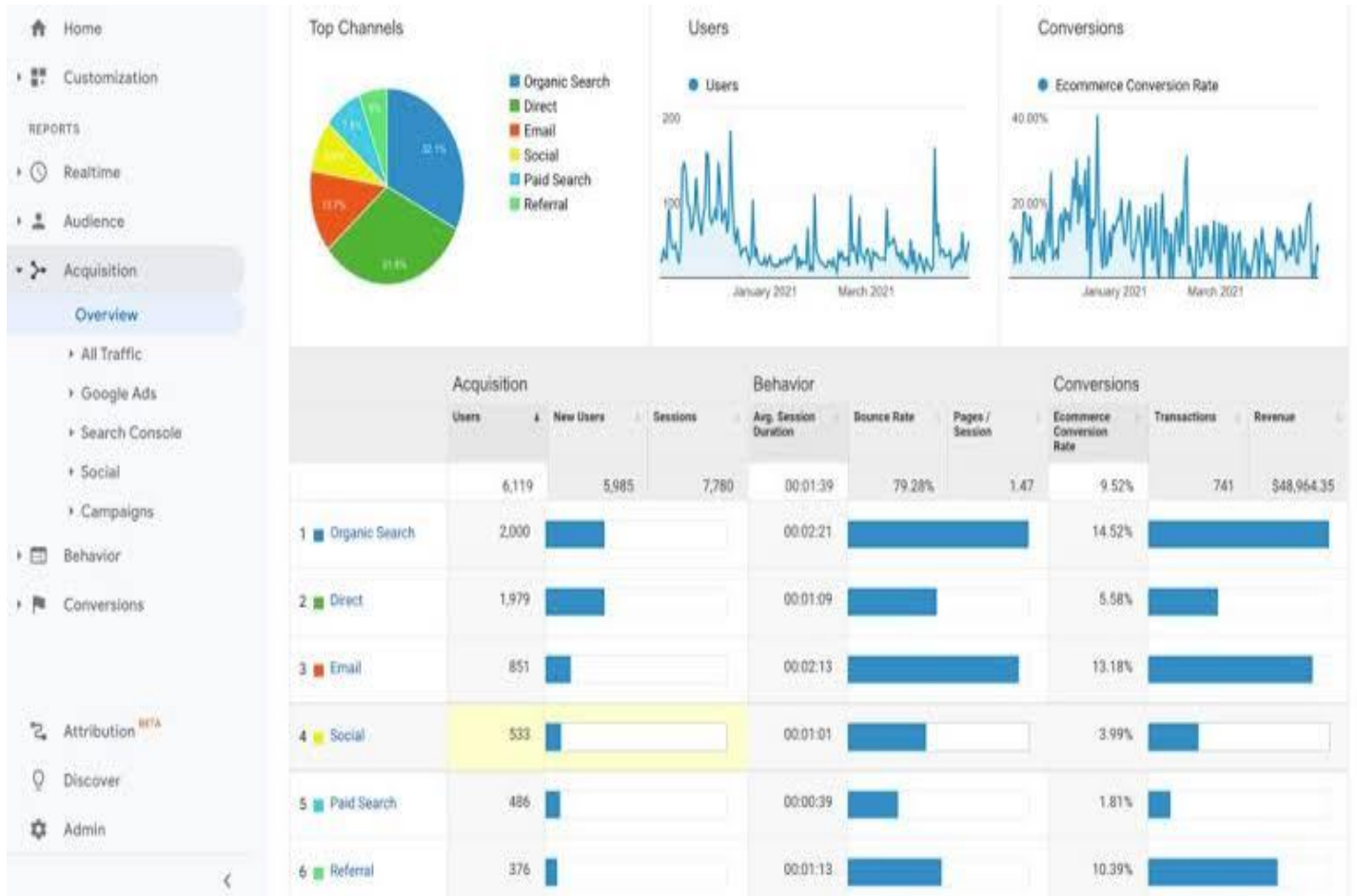
Website Link :

<https://sandysmarketing1.blogspot.com/2023/10/sandysmarketing.html>

How do I view traffic sources in Google Analytics 4? To view traffic sources in Google Analytics 4, log in to your GA4 account and navigate to the Acquisition reports. From there, you can access the Traffic acquisition report, which is similar to the Source/Medium report in Universal Analytics.



1.To start, go to Insights » Reports » Overview. Here you can see a traffic overview report and the overall performance of your website.

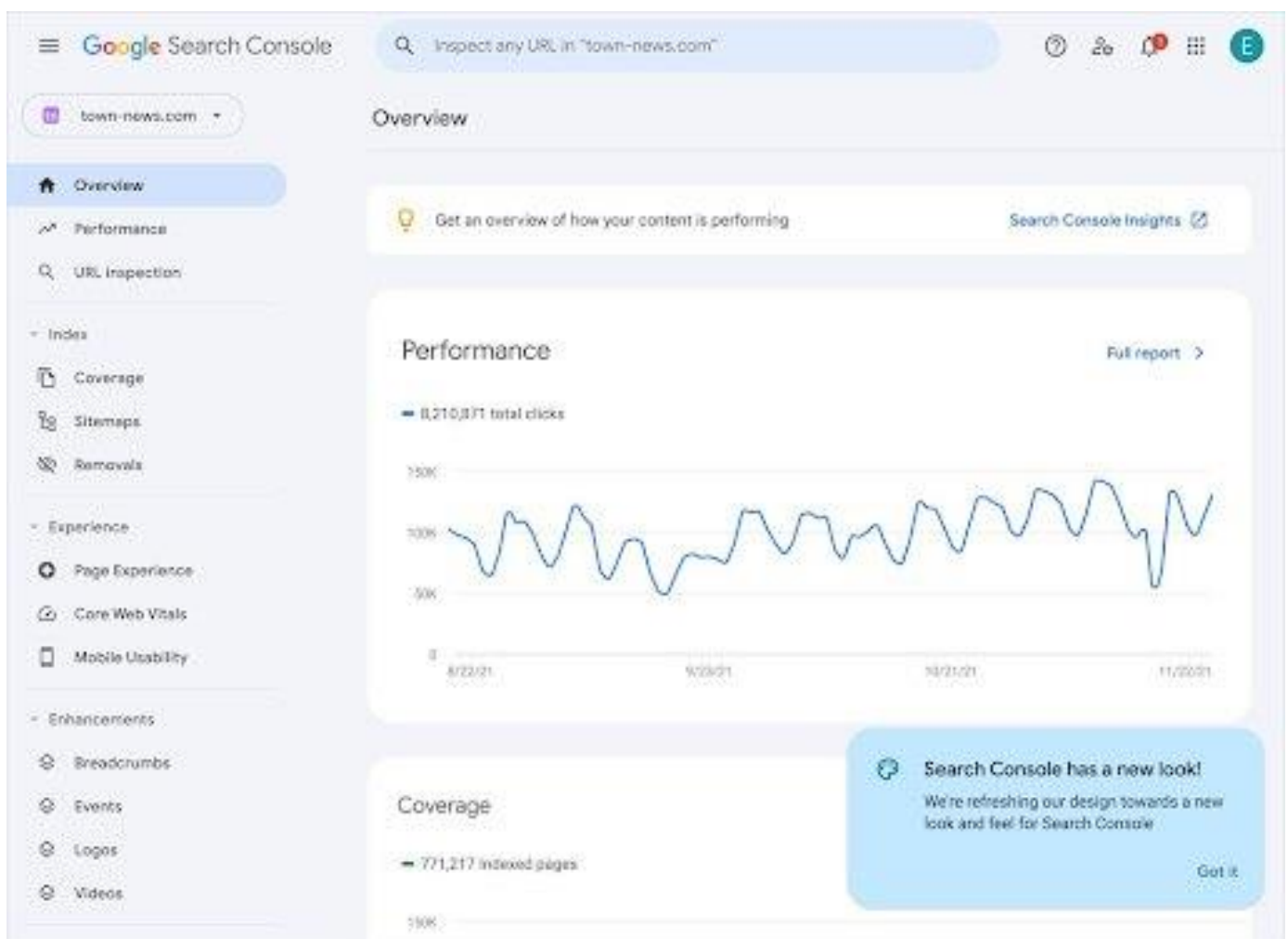


2. The website appears in Google search results? Do you want to analyze your Search Engine Optimization (SEO) rankings and other analytics data?

Accomplish this by linking Google Search Console with your Google Analytics account. Google Search Console offers a lot more in-depth information compared to Google Analytics.

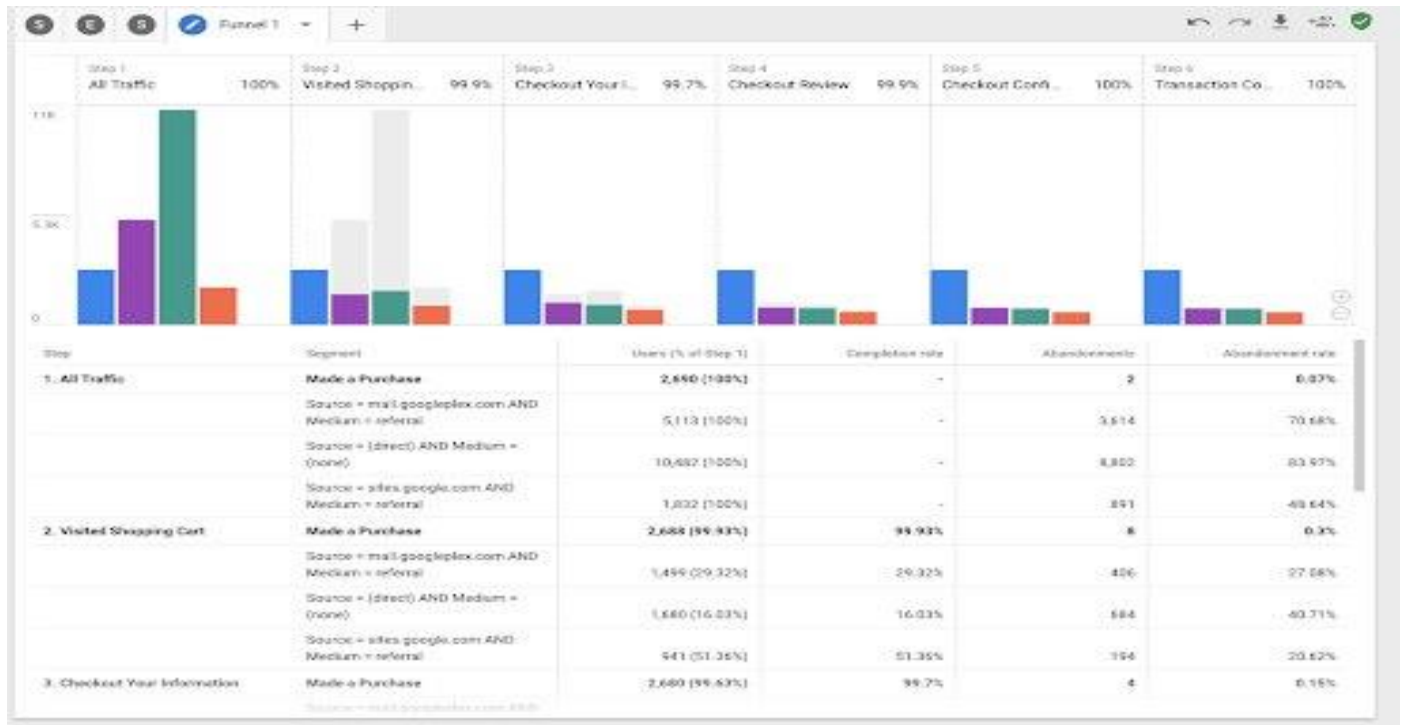
The picture can't be displayed.

3. Use your custom SEO dashboard to get key insights into the use of keywords by your users, which keywords are helping your website rank higher, which are yielding the most clicks to your website, and much more. Consult with a Google Analytics specialist on Upwork to choose the right third-party SEO dashboard to elevate your website stats



For any successful venture, knowing your audience is half the battle. Google Analytics is a good way to identify and understand what your target audience wants. It helps you identify where most of your customers are navigating and where they are exiting. You can identify your customer's goals, see how much

they're spending, learn their expectations, and improve their experience. Try to answer the following questions with your Google Analytics reports.



A user's journey on your site begins before they get to your website. Your funnel should guide them in a manner that they convert.

Ultimately, the aim is to get some amount of traffic that converts or takes action on your website. Try to pinpoint aspects of your user journey that need work.

You can track users' journeys using the Behavior Flow report that visualizes their path on your website.

It aims to convert users through the following steps.