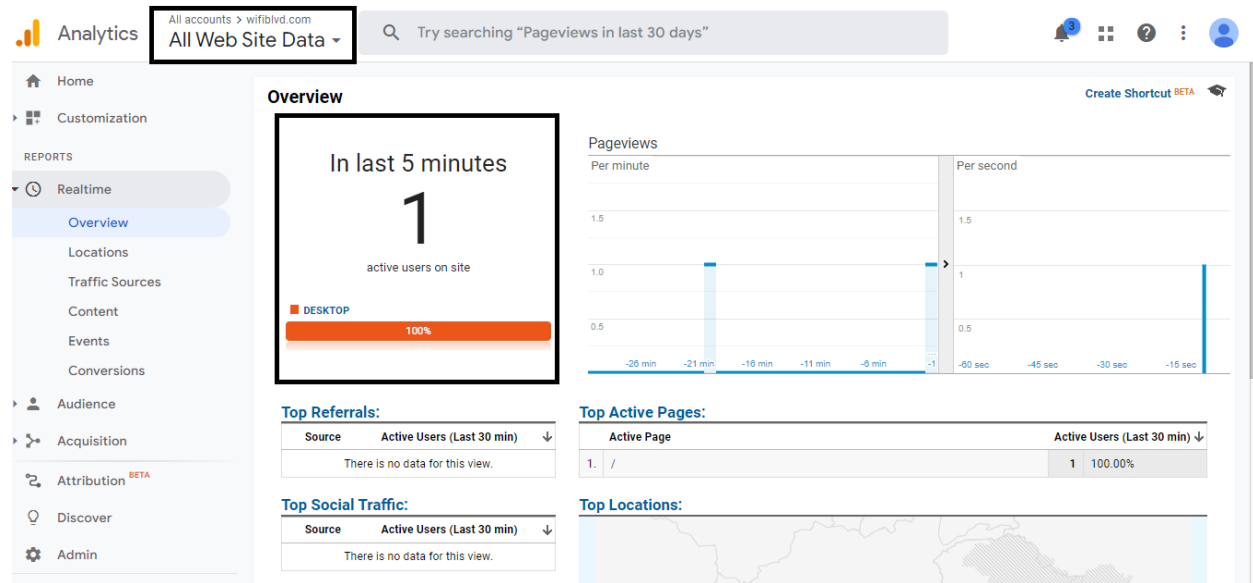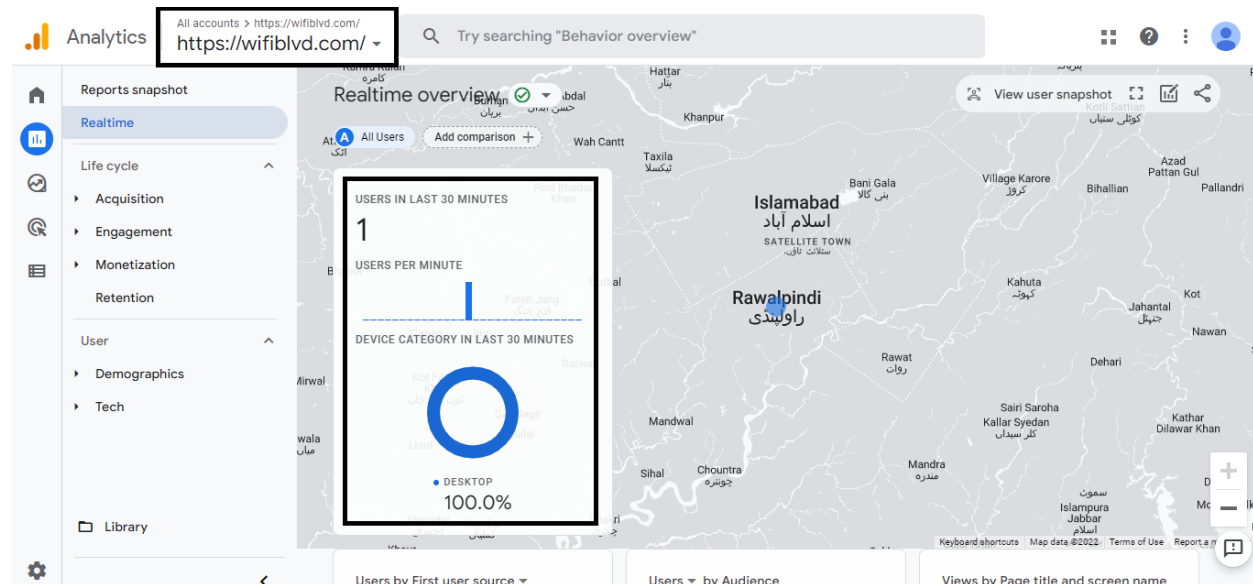# Work Report for WIFIBLVD.COM

1. Google Analytics Setup (Both Universal and GA4)
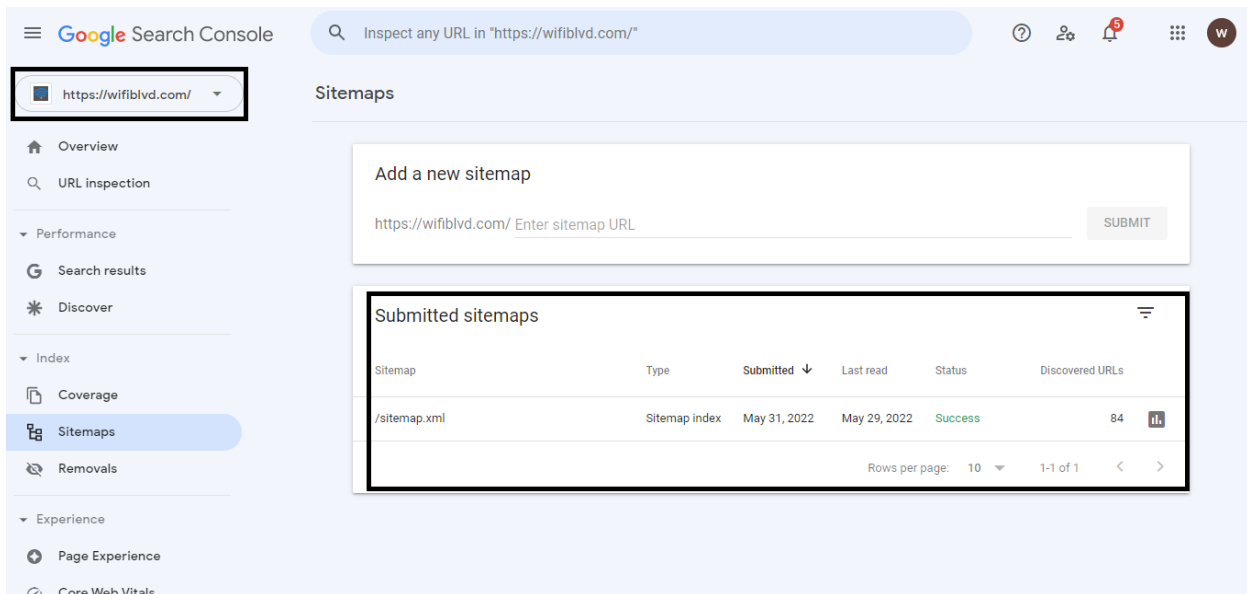
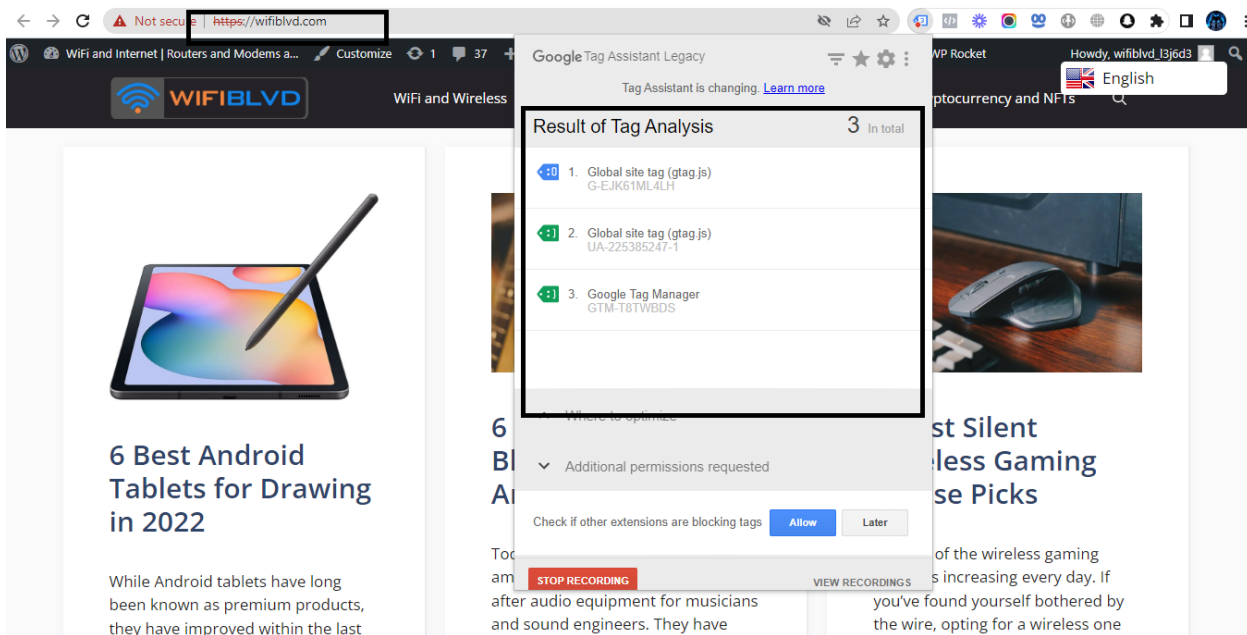**Universal:**

GA4:

2. Google Search Console Setup with Sitemap Submission

3. Google Tag Manager Setup:

4. Linked Google Analytics with Search Console:

This is done to make sure that both tools are sharing data in between each other

Instructions Regarding Google Analytics & Search Console

How to see all the incoming traffic?

Simply by going to Google Analytics, on the left side under Acquisition>All Traffic>Channels and also you can check the source medium by Going into **Source/Medium Tab:**

There you will see the traffic with different channels coming to your site, you can also change the Dates within this tab to see on which respective date, What were your stats…

How to See all your website's Keywords with Positions?

Just under the Acquisition, there is a Search Console tab and under that there's a tab for Queries, which will show all the Keywords which have been recognized for our site, it's a huge list of Keywords along with their positions.

Overview of Google Search Console:
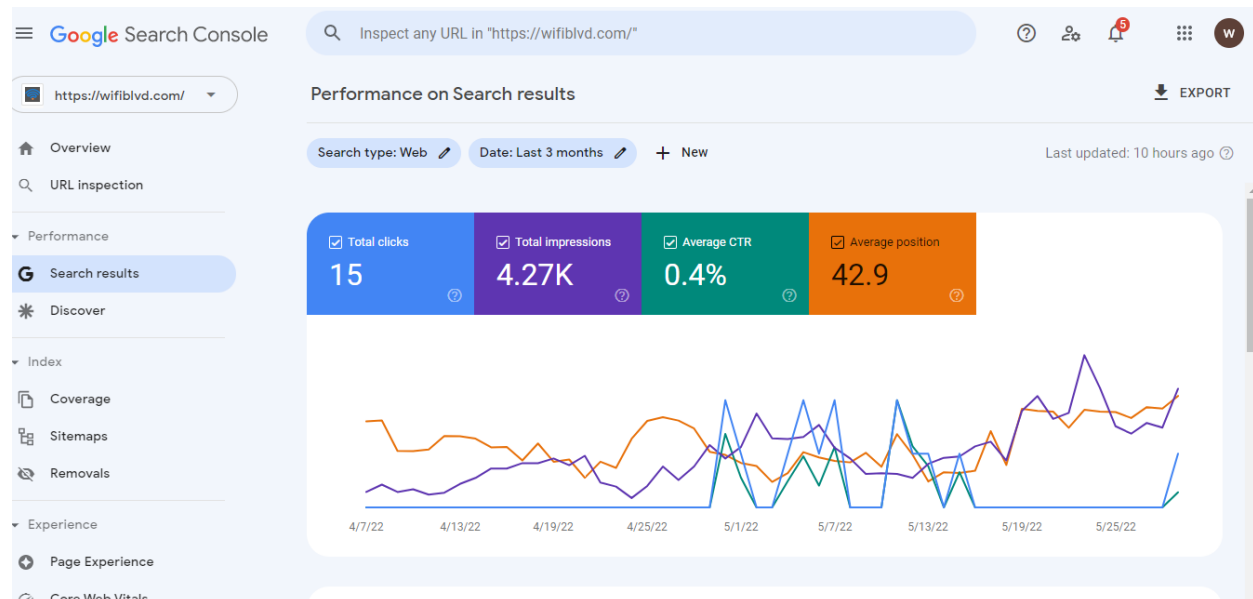
Google Search Console is used to see our daily traffic stats coming from Google, and a plus point in Search Console is that it will immediately send a notification to fix that part