HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

PROJECT REPORT

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PROJECT REPORT

INTRODUCTION

OVERVIEW

Google Analytics is a powerful web analytics tool that provides valuable insights into website traffic and user behavior. When integrated into a website, it enables website owners to track metrics like the number of visitors, their geographical locations, the pages they visit, and the time they spend on the site. Google Analytics also helps monitor the effectiveness of marketing campaigns, allowing for data-driven decisions. It's a versatile platform that provides detailed reports, including bounce rates, conversion tracking, and e-commerce data, making it an essential tool for optimizing websites and achieving business goals. By adding Google Analytics to a website, you gain a deeper understanding of your online audience and can refine your digital strategies for improved performance and user engagement.
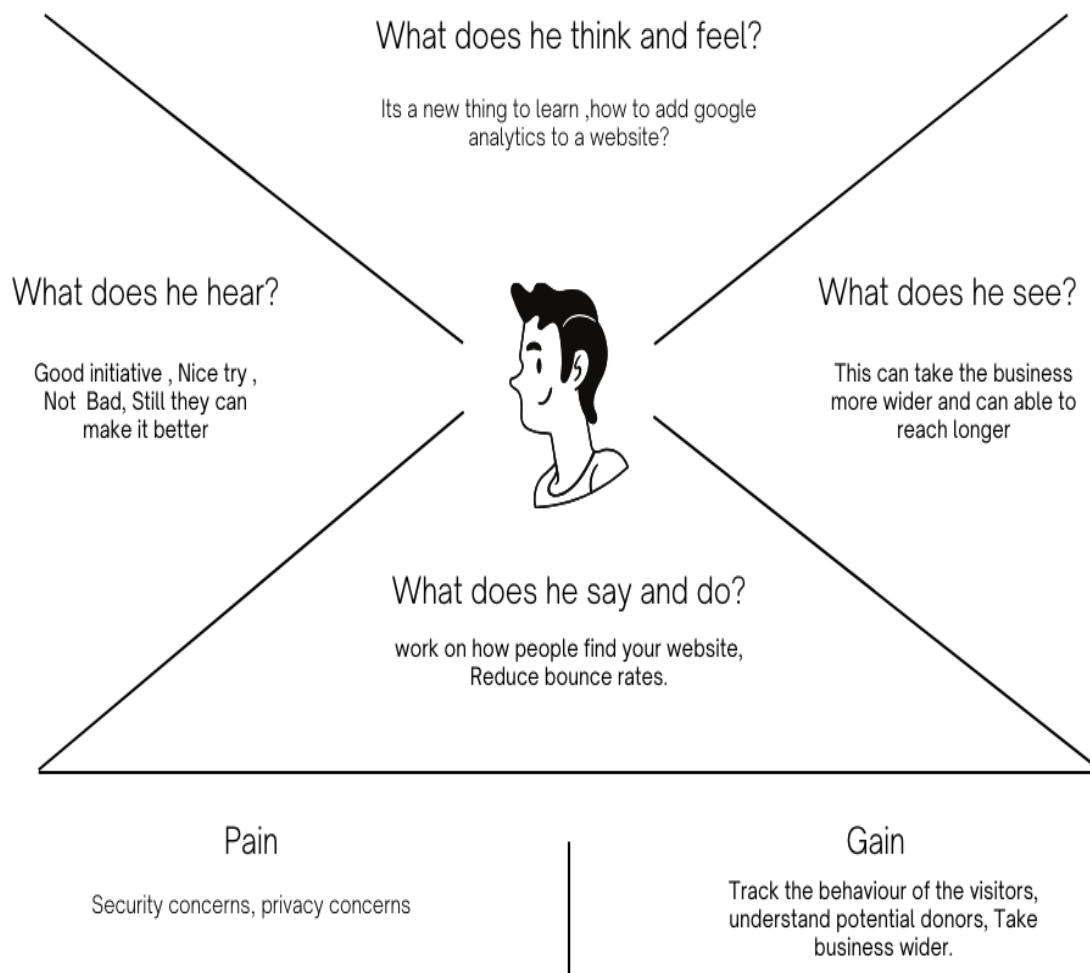
PURPOSE

Its core purpose is to furnish website owners with an insightful window into their online domain. By tracking and analyzing metrics such as visitor numbers, sources of traffic, and user behavior, it empowers users to make data-informed decisions. This invaluable tool enables in-depth scrutiny of pages, conversion rates, and the performance of marketing endeavors. It excels in audience segmentation, aiding tailored content strategies, and provides e-commerce insights for online businesses. Through real-time monitoring, Google Analytics ensures up-to-the-minute awareness of website performance. Consequently, it serves as the linchpin for data-driven decision-making, enabling website owners to enhance user experiences, refine content, and work toward achieving their specific business objectives.

PROBLEM DEFINITION & DESIGN THINKING

<u>EMPATHY MAP</u>

Empathy Map

What does he think and feel?

Its a new thing to learn ,how to add google analytics to a website?

What does he hear?

Good initiative , Nice try , Not Bad, Still they can make it better

What does he see?

This can take the business more wider and can able to reach longer

What does he say and do?

work on how people find your website, Reduce bounce rates.

Pain

Security concerns, privacy concerns

Gain

Track the behaviour of the visitors, understand potential donors, Take business wider.

BRAINSTORMING

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STEPS FOR ADDING GOOGLE ANALYTICS TO A WEBSITE

1. GO TO ANALYTICS.GOOGLE.COM
2. ACCOUNT SETUP
3. PROPERTY SETUP SCREEN
4. BUSINESS DETAILS
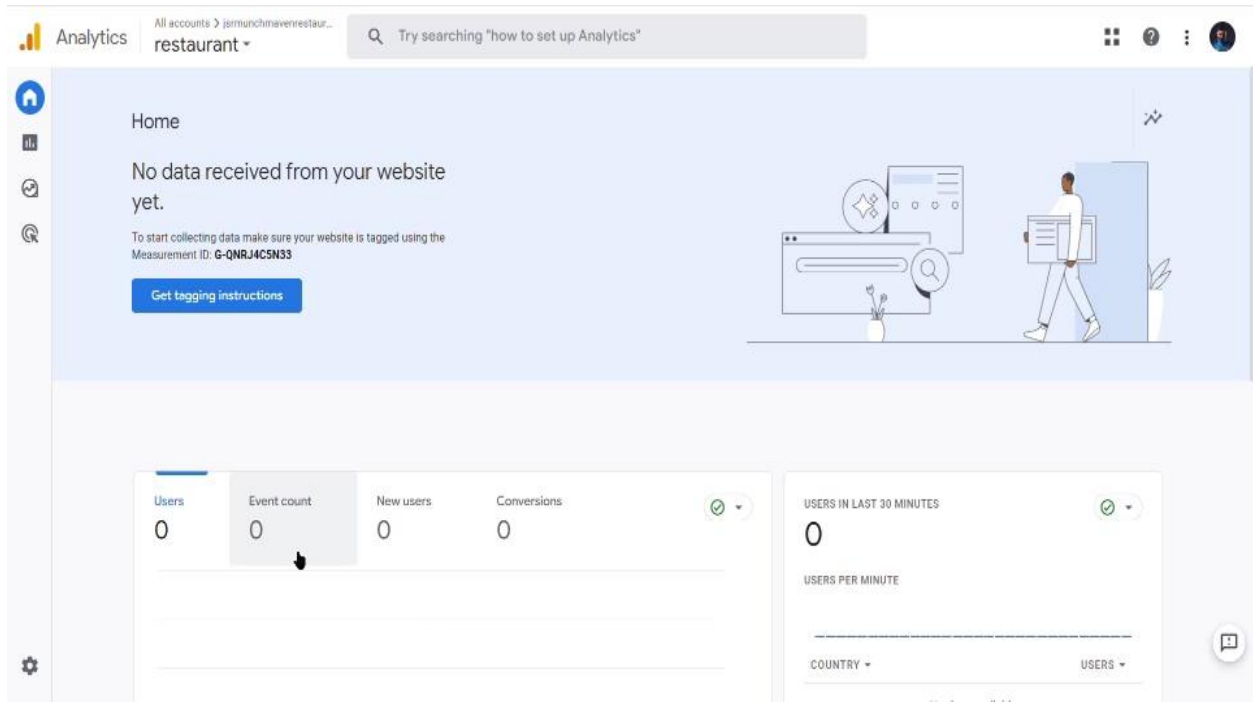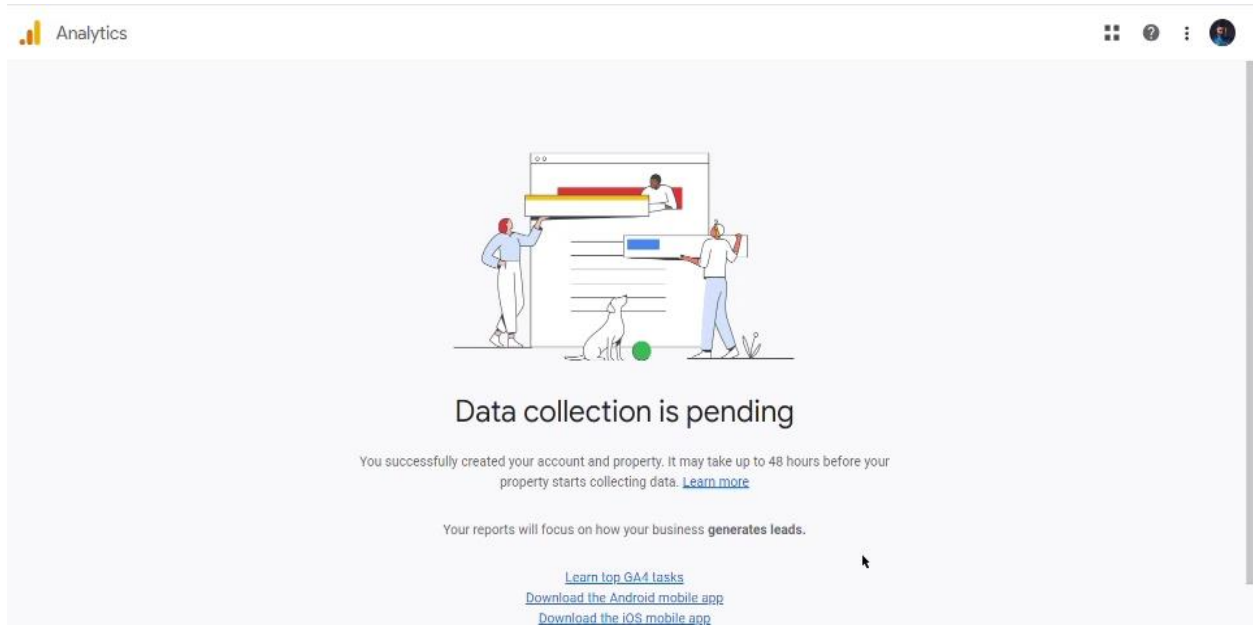5. ADD YOUR WEBSITE URL
6. TAG INSTRUCTION BUTTON

RESULT

Analytics   All accounts > jsrmunchmavenrestaur...   Q Try searching "how to set up Analytics"

restaurant ▾

Home

Oct

Last 7 days ▾   View reports snapshot →   View realtime →

Get started with Google Analytics 4

Continue setting up your property

A property holds all the measurement data for your website, mobile app, or both. Set up your property so that you can collect data, measure activity, and much more.

Go to Setup Assistant →

Try the Analytics demo account

Get to know Google Analytics 4 features by analyzing and experimenting with real business data.

The demo trial lets you explore GA4 using demo data, without affecting your own data. You can remove the demo account at any time.

Access the account ↗

Learn about Analytics

Get the most out of Google Analytics with this free course.

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Analytics   All accounts > jsrmunchmavenrestaur...   Q Try searching "how to set up Analytics"

restaurant ▾

Reports snapshot

Realtime

Business objectives   ∧

▸ Generate leads

User   ∧

▸ User Attributes

▸ Tech

Ⓐ All Users   Add comparison +   Last 28 days Sep 28 - Oct 25, 2023 ▾

Reports snapshot

Users	New users	Average engagement time ⓘ	Total revenue ⓘ		USERS IN LAST 30 MINUTES
0	0	0m 00s	$0.00	⊘	0

USERS PER MINUTE

TOP COUNTRIES   USERS

No data available

26
Oct

Last 28 days

View realtime →

📁 Library

WHERE DO YOUR NEW USERS COME FROM?   WHAT ARE YOUR TOP CAMPAIGNS?

〽 Insights   New users by First user default channel group▾   ⊘ ▾   Sessions▾ by   ⊘ ▾
Session default cha...▾

ADVANTAGES & DISADVANTAGES

ADVANTAGES

Data Insights: It provides valuable data on website traffic, user behavior, and demographics, helping you make informed decisions.

Performance Tracking: You can monitor page load times, bounce rates, and conversion rates to optimize your website's performance.

Content Analysis: Understand which pages and content are popular and adjust your strategy accordingly.

Conversion Tracking: Track goals and conversions to measure the success of marketing campaigns or user interactions.

User Demographics: Gain insights into the geographic location, age, and interests of your website's visitors.

DISADVANTAGES

Privacy Concerns: Collecting user data can raise privacy issues, especially in light of evolving regulations like GDPR and CCPA. You must be transparent about data collection and usage.

Data Accuracy: Data may not always be 100% accurate due to factors like ad blockers, cookie settings, and sample size limitations.

Data Overload: It's easy to become overwhelmed with the sheer volume of data available, leading to analysis paralysis.

Setup Complexity: The initial setup can be complex, and incorrect configurations may lead to inaccurate data.

APPLICATIONS

Here are some common applications:

Traffic Analysis: Understand where your website visitors are coming from, whether it's search engines, social media, referrals, or direct traffic.

Content Optimization: Analyze which pages are popular and which ones need improvement, helping you focus your content strategy.

User Behavior Analysis: Track how users navigate your site, which pages they visit, and where they drop off. This information can guide user experience improvements.

Conversion Tracking: Set up goals and track conversions, whether it's completing a purchase, filling out a contact form, or any other desired action.

E-commerce Tracking: If you run an online store, track product performance, sales, and revenue to optimize your offerings.

CONCLUSION

In conclusion, adding Google Analytics to a website is a valuable step for any business or organization. It empowers you with the ability to gather critical data, analyze user behavior, and make informed decisions to enhance your online presence. Whether it's tracking website traffic, optimizing content, monitoring user interactions, or evaluating the success of marketing campaigns, Google Analytics offers a wide range of tools and insights. However, it's essential to be mindful of privacy concerns, data accuracy, and the potential complexities of setup and customization. When used responsibly and in compliance with privacy regulations, Google Analytics can be a powerful ally in achieving your website's goals and continuously improving its performance.