

Project Design Phase-2

PROJECT – HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

Requirement Analysis:

Functional Requirements:

Define the primary goals of implementing Google Analytics, such as tracking website traffic, monitoring user behavior, and measuring conversions.

Specify the types of events or interactions to be tracked, like page views, clicks, form submissions, downloads, and e-commerce transactions.

Determine the key performance indicators (KPIs) that align with your business objectives, such as bounce rate, conversion rate, and session duration.

Identify any custom dimensions or metrics that need to be tracked, tailored to your website's unique needs.

Operational Requirements:

Specify the user roles and responsibilities within your organization for Google Analytics, including administrators, analysts, and marketers.

Define data privacy and compliance requirements, ensuring adherence to relevant regulations such as GDPR or CCPA.

Document the frequency of data reporting and analysis, including real-time monitoring, daily reports, or periodic performance reviews.

Describe any custom reports or dashboards required to visualize specific metrics or data segments.

Technical Requirements:

Determine the website platform or content management system (e.g., WordPress, Drupal) on which Google Analytics will be implemented.

Identify the versions of Google Analytics (standard or Google Analytics 360) and any related services (e.g., Google Tag Manager) to be utilized.

Detail the steps for installing the Google Analytics tracking code, including placement on website pages.

Specify any data export or integration requirements, such as API access for custom data retrieval.

Address mobile app integration if applicable, ensuring consistent tracking across various platforms.

Flow Charts:

Tracking Code Implementation Flow:

Create a flowchart illustrating how the Google Analytics tracking code is embedded in the HTML of website pages.

Show the process of data collection, including the tracking of events, page views, and user interactions.

Visualize the data transmission flow from the website to Google Analytics servers.

Data Analysis Flow:

Develop a flowchart showing how data is processed and analyzed within Google Analytics servers.

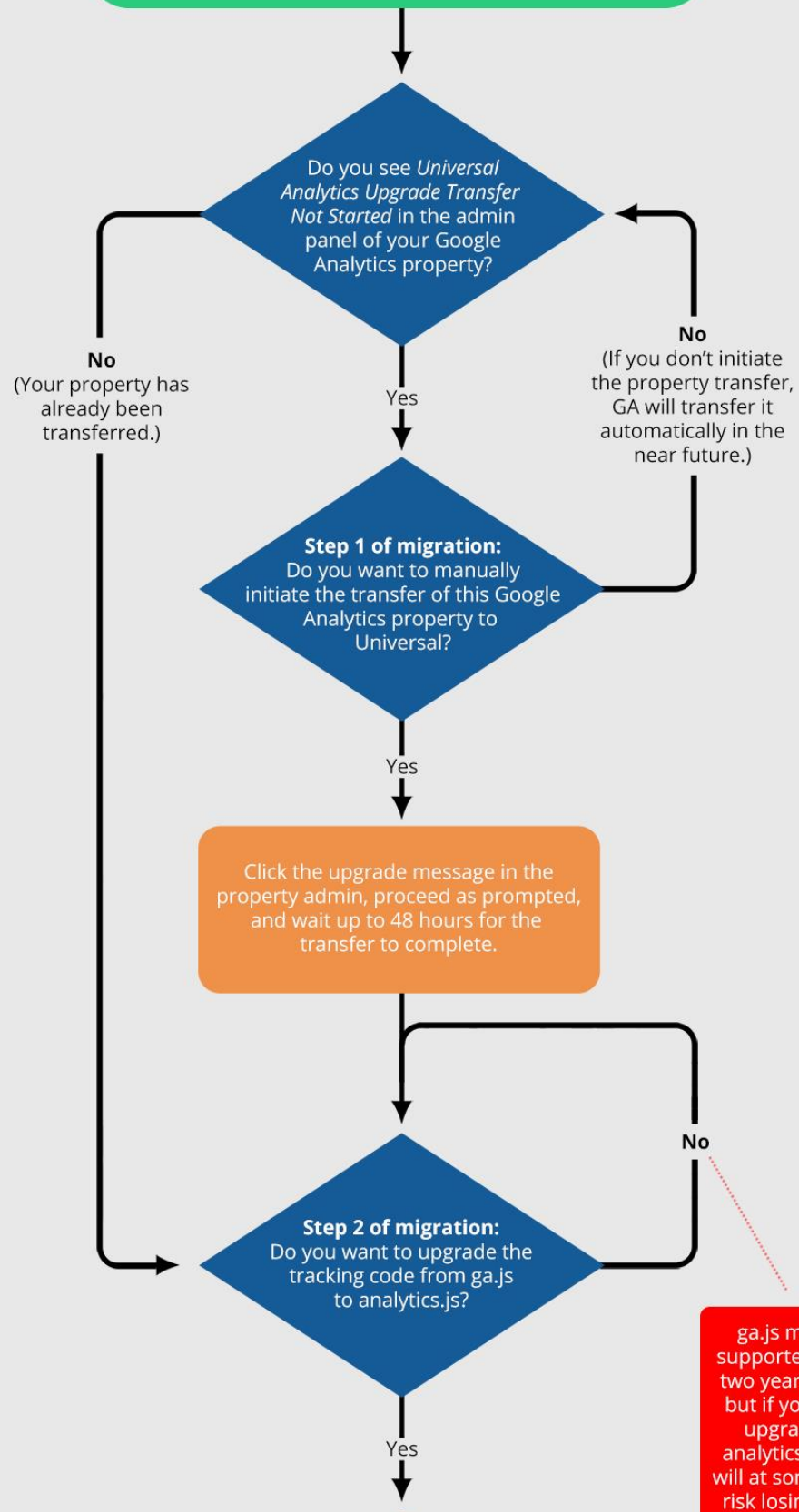
Highlight the steps involved in generating insights, such as identifying user sessions, filtering out bot traffic, and segmenting data.

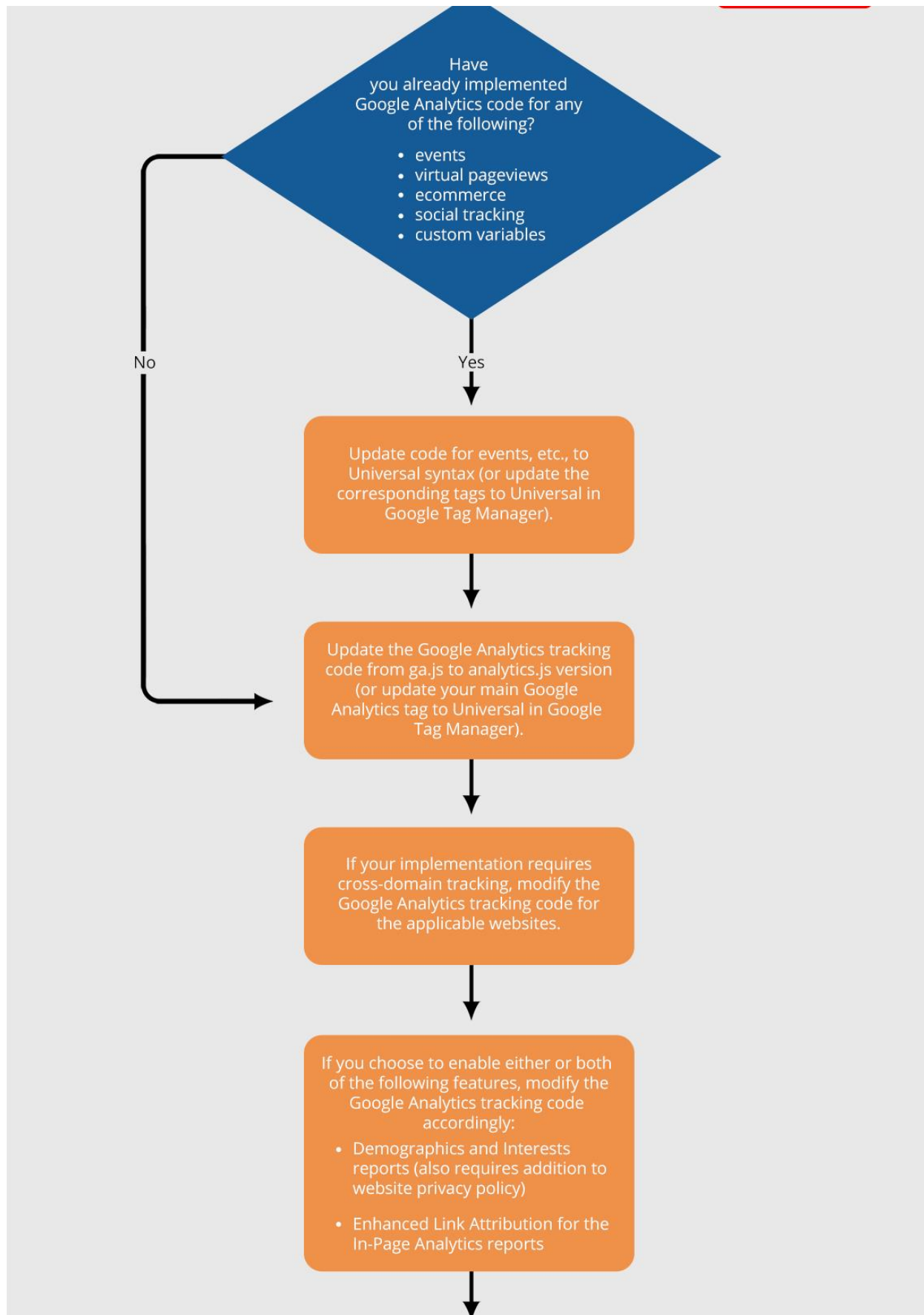
Reporting Flow:

Design a flowchart that outlines the reporting process in Google Analytics.

Include the creation of custom reports, dashboards, and visualization tools to display key metrics and insights.

Begin Your Google Analytics Universal upgrade assessment





If you've previously made any of the following customizations to the tracking code, configure the corresponding settings directly within the property admin:

- Organic search sources
- Session and campaign timeout
- Referral exclusions
- Search term exclusions

Google Analytics Universal upgrade completed

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