

Project Development Phase

PROJECT – HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

CODE LAYOUT, READABILITY, REUSABILITY

When integrating Google Analytics into a website, it's essential to ensure that your code adheres to best practices in terms of layout, readability, and reusability. This not only makes your implementation more maintainable but also helps in troubleshooting and understanding how Google Analytics functions on your site. Below are some guidelines to consider:

Code Layout:

Organize Tracking Code: Keep the Google Analytics tracking code organized. Place it in a separate section, such as the <head> section of your HTML code, to ensure it's easily identifiable.

Comments: Use comments in your code to explain the purpose of the tracking code and any specific customizations or goals you've set up. This helps other developers (or your future self) understand the code.

Consistency: Maintain a consistent code layout throughout your website. Use the same placement for the tracking code on all pages to ensure data consistency.

Formatting: Follow a consistent code formatting style, such as proper indentation and spacing. This makes your code more readable and easier to troubleshoot.

Readability:

Descriptive Variables: When tracking events or goals, use descriptive variable names that convey the nature of the event. For example, use "submitContactForm" instead of vague names like "event1" or "goal2."

Meaningful Event Labels: For event tracking, provide meaningful event labels and category names. This makes it clear what each event represents in Google Analytics reports.

Custom Dimensions and Metrics: If you're using custom dimensions and metrics, ensure that their names and values are easily understandable. This enhances the interpretability of your data.

Segregation of Data: Separate the tracking code for different views or domains by creating separate property or view configurations in Google Analytics. This prevents data from getting mixed up.

Reusability:

Templates and Includes: If you're using a content management system or a framework, consider using templates or includes to include the Google Analytics tracking code on all pages. This promotes code reusability and consistency.

Tag Management Systems: Utilize tag management systems like Google Tag Manager for more advanced tracking. This centralizes tracking code

and allows for easier updates and additions without altering your website's code.

Data Layer: For advanced tracking and custom events, use a data layer in conjunction with a tag management system. This approach provides a structured way to pass data to Google Analytics, making it more reusable and manageable.

Reusable Event Handlers: If you have multiple similar interactions to track (e.g., clicks on various buttons), create reusable JavaScript functions or event handlers to manage the tracking code, promoting efficient code reuse.

By implementing these code layout, readability, and reusability best practices, you ensure that your Google Analytics integration is well-organized, easy to maintain, and provides clear and interpretable data, ultimately supporting better decision-making based on the insights gained from the analytics.

SAMPLE CODE

```
<!DOCTYPE html>
<html lang="en-GB" style="--inner1Vh: 6.57px; --sbw: 17px;">
  <head>
    <base href="//jsrmunchmaven/">
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <title>JSR MUNCH MAVEN</title>
    <meta name="description" content>
    <link rel="icon" href="26387fa...png" type="image/png" sizes="16x16">
    <link rel="icon" href="2d0b56e...png" type="image/png" sizes="32x32">
    <link rel="apple-touch-icon" href="725b756...png" sizes="180x180">
    <meta property="og:type" content="website">
    <meta property="og:url" content="https://jsrmunchmaven.my.canva.site/jsrmunchmaven">
    <meta property="og:title" content="JSR MUNCH MAVEN">
    <meta property="og:image" content="https://jsrmunchmaven.my.canva.site/jsrmunchmaven/b27615d3d8ab29e2445ea4099caee832.png">
    <meta property="og:image:type" content="image/png">
    <meta property="og:image:width" content="1200">
    <meta property="og:image:height" content="630">
    <meta name="twitter:card" content="summary_large_image">
    <style>⌘⌘⌘</style>
    <noscript>⌘⌘⌘</noscript>
    <script nonce=⌘⌘⌘</script>
    <script nonce=window.C_CAPTCHA_IMPLEMENTATION = 'RECAPTCHA'; </script>
    <script nonce=window.C_CAPTCHA_KEY = '6Ldk59waAAAAAMPqkICbJjfMiv2LCGtTpa6Nn6z0'; </script>
  </head>
  <body>
    <div id="root">
      <section id="page-1" style="position:relative;overflow:hidden;display:grid;align-items:center;grid-template-columns:auto 100rem auto;z-index:0;">
        <div id="o00NDFrT27MqvrBd" style="grid-area:1 / 1 / 2 / 4;display:grid;position:absolute;min-height:100%;min-width:100%;">
          <div id="jMmId2FM8MKoCLKz" style="z-index:0;">
            <div id="V1RHBD8N1rcRUEF" style="box-sizing:border-box;width:100%;height:100%;transform:rotate(0deg);">
              <div id="kYhuNPbv7JoTg7BY" style="width:100%;height:100%;opacity:1.0;">⌘⌘⌘</div>
            </div>
          </div>
        </div>
      </section>
    </div>
  </body>
</html>
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</div>
▼<div id="IDcTLWh1m4oRjWj8" style="display:grid;position:relative;grid-area:1 / 2 / 2 / 3;">
  ▼<div id="SDC7AApg3HNL14jw">
    ▼<div id="jvEETUpz3tcw48ef" style="display:grid;position:relative;">
      ▼<div id="ezStt3RqMtm3wX6K" style="z-index:6;">
        ▼<div id="xrncYpMeOABHJKID" style="box-sizing:border-box;width:100%;height:100%;transform:rotate(0deg);">
          ▼<div id="x0xLIqblaguiQPwR" style="opacity:1.0;display:flex;box-sizing:border-box;flex-direction:column;justify-content:flex-start;width:100%;height:100%;">
            ▼<p id="MYi147P17XKuawMD" style="color:#000000;font-family:YAFdJinc8wg-0;line-height:1.19792291em;text-align:center;">
              <span id="D19dwVeeLJtsq9s5" style="color:#000000;font-weight:900;">JSR MUNCH MAVEN</span>
            </p>
          </div>
        </div>
      </div>
    </div>
    ▼<div id="Egl2Gjma4MDKMtqV" style="z-index:7;">
      ▼<div id="1LnU9wJ1kqU1xU5z" style="box-sizing:border-box;width:100%;height:100%;transform:rotate(0deg);">
        ▼<div id="wKhJTtmChite4OJH" style="opacity:1.0;display:flex;box-sizing:border-box;flex-direction:column;justify-content:flex-start;width:100%;height:100%;">
          ▼<p id="Bht1DQWffXf5OR1g" style="color:#000000;font-family:YALBs-mIj2o-0;line-height:1.08750272em;text-align:center;">
            <img alt="Friends Eating Burgers and Fries" data-bbox="125 335 201 355" />
          </p>
        </div>
      </div>
    </div>
  </div>
▼<div id="TFbn54s8FRxwKtD7">
  ▼<div id="zR7YeYnrc7iE5CB1" style="display:grid;position:relative;">
    ▼<div id="XJY2U2lrf9FalJc" style="z-index:1;">
      ▼<div id="oqbE0vlenuxTl061" style="box-sizing:border-box;width:100%;height:100%;transform:rotate(0deg);">
        ▼<div id="Js8YrH4bqenldavK" style="width:100%;height:100%;opacity:1.0;">
          ▼<div id="MwWbip80FbdinkLA" style="transform:scale(1, 1);width:100%;height:100%;overflow:hidden;position:relative;">
            ▼<div id="LyHUh6H0CeHsrWUi" style="width: calc(140.23180346% * max(1, var(--scale-fill, 1))); height: calc(223.91360791% / min(1, var(--scale-fill, 1)));>
              
            </div>
          </div>
        </div>
      </div>
    </div>
  </div>

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</div>
  <div id="KnQTP8Rs56TbDSiX" style="z-index:4;">
    <div id="BG9QyOu0UdVR5A" style="box-sizing:border-box;width:100%;height:100%;transform:rotate(0deg);">
      <div id="NmUjpZmgzeQ3nzT0" style="opacity:1.0;display:flex;box-sizing:border-box;flex-direction:column;justify-content:flex-start;width:100%;height:100%;">
      </div>
    </div>
  </div>
</div>
</section>
<section id="page-3" style="position:relative;overflow:hidden;display:grid;align-items:center;grid-template-columns:auto 100rem auto;z-index:0;margin-top:-1px;">
  <div id="ZuXTUuUkHIEBjFHEH" style="grid-area:1 / 1 / 2 / 4;display:grid;position:absolute;min-height:100%;min-width:100%;">
    <div id="alrBQjFgplW0AihN" style="z-index:0;">
      <div id="Qx29uq3sZiy8jMN3" style="box-sizing:border-box;width:100%;height:100%;transform:rotate(0deg);">
        <div id="H7cWl1b3gJEH49IS" style="width:100%;height:100%;opacity:1.0;">
          <div id="qIRyFrv17T1DVxFn" style="background-color:#ffffff;opacity:1.0;transform:scale(1, 1);width:100%;height:100%;overflow:hidden;position:relative;">
          </div>
        </div>
      </div>
    </div>
  </div>
  <div id="e8TLnfig4UYZxUp" style="display:grid;position:relative;grid-area:1 / 2 / 2 / 3;">
    <div id="yvjvnfCq19kFd0ah">
      <div id="DC2YUkF5G8Lxlcu" style="display:grid;position:relative;">
        <div id="V51PcXZG8A1TDw" style="z-index:12;">
        </div>
        <div id="ZjdUNM1RhwAFZC7T" style="z-index:13;">
        </div>
      </div>
    </div>
  </div>
  <div id="Q9y5CGWSfnkIPvx3">
    <div id="sxAXxK1LUDHMUXuH" style="display:grid;position:relative;">
      <div id="FwVz5nnpTErCrg" style="z-index:1;">
      </div>
      <div id="XmntNHvp3uiUdZPB" style="display:grid;position:relative;">
        <div id="HdFXrAW6lregzJYa" style="display:grid;position:relative;grid-area:2 / 2 / 3 / 3;">
          <div id="n39EQFq34p6fi7L1" style="z-index:3;">
            <div id="qbXQUpVP0Ru1ht" style="box-sizing:border-box;width:100%;height:100%;transform:rotate(0deg);">
            </div>
          </div>
          <div id="jXoYX0NcyC1bSxh" style="z-index:4;">
            <div id="yuoJFa10jUW90S3s" style="box-sizing:border-box;width:100%;height:100%;transform:rotate(0deg);">
              <div id="MARyG9YCyLnwKFbj" style="opacity:1.0;display:flex;box-sizing:border-box;flex-direction:column;justify-content:flex-start;width:100%;height:100%;">
              </div>
            </div>
          </div>
        </div>
      </div>
    </div>
  </div>
  <div id="epieQOCjHRkruffK" style="display:grid;position:relative;">
    <div id="l1pcdQkHwn34psN" style="z-index:16;">
      <div id="DjPeB1PHpdvteThx" style="box-sizing:border-box;width:100%;height:100%;transform:rotate(0deg);">
        <div id="zoh3Ao3Lqy14Ke6u" style="opacity:1.0;display:flex;box-sizing:border-box;flex-direction:column;justify-content:flex-start;width:100%;height:100%;">
          <div id="QeejyokdyteqZee" style="color:#000000;font-family:YAFdJlh8wg-0;line-height:1.16666667em;">
            <span id="ASpK8FNrPoV061it" style="color:#000000;font-weight:900;">Fresh, Seasonal Ingredients</span>
          </div>
        </div>
      </div>
    </div>
  </div>
  <div id="s779vjffZfnv5nn0" style="z-index:15;">
    <div id="mF3YyB5apAoSIDgc" style="box-sizing:border-box;width:100%;height:100%;transform:rotate(0deg);">
      <div id="5FF0bZHSyVHKBF2" style="opacity:1.0;display:flex;box-sizing:border-box;flex-direction:column;justify-content:flex-start;width:100%;height:100%;">
        <div id="UE98pTEBRKJmZUwlm" style="color:#000000;font-family:YALBs-mJ2o-0;line-height:1.17856932em;">
          <span id="h46HsQrQpXDLQCd3" style="color:#000000;">Our menu follows the seasons, featuring the best local produce available</span>
        </div>
      </div>
    </div>
  </div>
  <div id="CjB0ZI3DagJrB4w9" style="display:grid;position:relative;">
    <div id="Y0nsQavuAlir6ky8" style="display:grid;position:relative;grid-area:2 / 2 / 3 / 3;">
      <div id="1808heMgjiurJK4" style="z-index:6;">
    </div>
  </div>

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