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ERODE: 638 316



Electrical and Electronics Engineering

NAAN MUDHALVAN

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PROJECT DOMAIN: DIGITAL MARKETING

PROJECT TITLE: HOW TO ADD GOOGLE ANALYTICS TO A WEBSITE

BRAND NAME: FOOD CASTLE (BIRYANI VILLA)

CATEGORY: DIGITAL MARKETING

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BONAFIDE CERTIFICATE

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ABSTRACT

This comprehensive guide provides step-by-step instructions on integrating Google Analytics into the website of Food Castle(Biryani Villa), a fictional restaurant business. It covers essential concepts, such as setting up a Google Analytics account, generating a tracking code, and implementing it on the website. By following this tutorial, Food Castle(Biryani Villa) can gain valuable insights into their online performance, customer behavior, and website traffic, ultimately enhancing their digital marketing strategy and customer experience. Google Analytics will now start collecting data about your website's traffic, allowing you to analyze visitor behavior, track conversion.

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GitHub & Project Video Demo Link

1.INTRODUCTION

1.1 Project Overview

- 1. Website Traffic Analysis:** It provides insights into how many people are visiting the Food Castle(Biryani Villa) website, where they come from,and which pages they visit. This helps in understanding customer behavior and preferences.
- 2. Audience Demographics:** Google Analytics can tell you about the age, gender, location, and interests of your website visitors. This data is valuable for tailoring marketing efforts to specific customer segments.
- 3. Conversion Tracking:** It allows you to track conversions, such as online orders or reservations, helping you understand how effective your website is in driving sales.
- 4. Content Performance:** You can see which content on your website is the most popular and engaging, helping you make informed decisions about what to showcase prominently.
- 5. Referral Sources:** It tells you where your website traffic is coming from, whether it's through search engines, social media, or other websites. This information can guide your marketing strategy.
- 6. User Experience Analysis:** You can track user behavior on your site, including where they drop off or exit. This can help you identify and fix issues in the user experience.

7. Mobile Optimization: With the increasing use of mobile devices, Google Analytics can show you how many visitors come from mobile, emphasizing the need for mobile optimization.

8. Real-Time Data: You can see what's happening on your site in real-time, which is particularly useful during marketing campaigns or special events.

1.2 Purpose

1. Website : Ensure that you have a website for Food Castle (Biriyani Villa). You'll need access to the website's source code.

2. Google Account : You'll need a Google account. If you don't have one, you can create it at accounts.google.com.

3. Google Analytics Account : Create a Google Analytics account by visiting the Google Analytics website (analytics.google.com) and signing in with your Google account.

4. Property : In Google Analytics, set up a property for your Food Castle (Biriyani Villa) website. Provide the necessary information like the website URL and time zone.

5. Tracking Code : Google Analytics will generate a tracking code. You'll need to add this tracking code to every page on your

website that you want to track. It's usually added in the <head> section of your HTML code.

6. Access to Website Code : You need access to your website's source code to add the tracking code. If you're not the developer, you may need to work with your web developer to do this.

7. Permissions : Make sure you have the necessary permissions and access to the Google Analytics account, or that you have collaborated with someone who does.

8. Goals and Conversions : Determine what actions on your website you want to track as goals or conversions. This might include form submissions, purchases, or other user interactions.

9. Filters and Views: Set up filters and views in Google Analytics to organize and segment your data as needed.

10. Testing : After adding the tracking code, it's essential to test if it's working correctly. You can do this using Google Analytics' realtime reports.

11. Data Analysis : Once your tracking is set up, you can start using Google Analytics to monitor user behavior, track conversions, and gain insights into your website's performance.

2. BRAINSTORMING AND IDEATION PHASE

2.1 Problem Statement and Understanding

1

Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.
⌚ 5 minutes

PROBLEM

PROBLEMS FACED IN EATING BIRYANI

"Exploring the Quality Disparities and Safety Concerns in Biryani Preparation and Consumption: A Comprehensive Examination of Factors Impacting the Taste, Hygiene, and Authenticity of Biryani Across Different Regional Variations."

2.2 Empathy Map Canvas

To add Google Analytics to a website for a business like "Food Castle (BiryaniVilla)," you might create an empathy map for the website administrator or developer.



2.3 Brainstorming and Ideation Phase

3

Brainstorm
Write down any ideas that come to mind that address your problem statement.

10 minutes

Saran prasath v

"Dum Biryani"
A slow-cooked biryani, where the flavors are sealed in with a dough seal (dum) during the cooking process.

Alith G

"Hyderabadi Biryani"
Known for its unique cooking style, this biryani often includes marinated meat, basmati rice, and a blend of spices.

Arivazhagan K

"Classic Chicken Biryani"
A timeless favorite, made with succulent chicken pieces and aromatic spices.

Gokul G

"Mutton Biryani"
A rich and hearty biryani with tender pieces of mutton or lamb.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

"Interactive Dining Experience"

Offer live cooking stations where customers can watch their biryani being prepared.

"Biryani Loyalty Program"

Reward repeat customers with a loyalty program that offers discounts or free meals.

"Biryani Food Trucks"

Consider launching food trucks to bring biryani to different locations and events.

"Biryani Challenges"

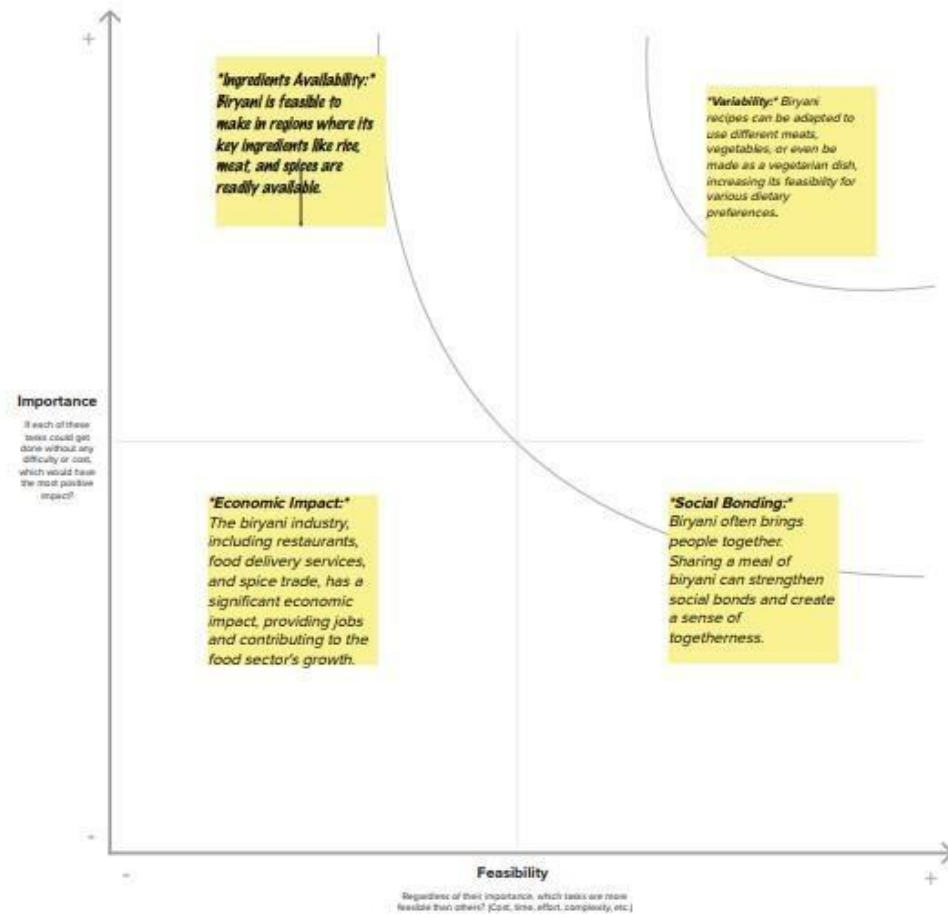
Create eating challenges for those who can handle spicy food, such as "Spiciest Biryani Challenge."

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes



3. PROJECT FLOW AND ANALYSIS

3.1 Functional requirements

Requirement Type	Description
Tracking Code	Integrate Google Analytics tracking code on all pages of the Food Castle(Biryani Villa) website to collect data on user interactions.
Pageviews	Track the number of pageviews for each page, including the homepage, menu, contact, and order pages.
Events Tracking	Implement event tracking for user actions, such as clicks on 'Order Now' buttons and form submissions.
E-commerce Tracking	Enable e-commerce tracking to monitor online orders and revenue generated by the website.
Goals and Conversions	Set up goals and conversion tracking, such as successful order completions and contact form submissions

3.2 Non-Functional requirements

Requirement Type	Description
Performance	Ensure that Google Analytics does not significantly impact the website's loading speed.
Data Accuracy	Verify that data collected by Google Analytics is accurate and reflects real user interactions
Privacy Compliance	Comply with data privacy regulations, such as GDPR, by anonymizing IP addresses and providing a clear privacy policy
User Permissions	Restrict access to Google Analytics data to authorized personnel only and implement user access control.
Data Retention	Data retention policies in accordance with business needs and legal requirements.
Custom Reports	Create custom reports and dashboards to analyze data specific to FoodCastle business objectives.
Training and Support	Provide training to staff responsible for analyzing Google Analytics data and ensure ongoing support for any issues

4. PROJECT DESIGN

4.1 User-Centric Navigation Design

- 1. Define Goals and Objectives:** Understand what you want to track with Google Analytics. Identify key user actions or events that are important for your biryani restaurant, such as viewing the menu, making reservations, or contacting you.
- 2. Create a User Flow:** Map out the typical user journey on your website. Determine the most common paths users take, from landing on the homepage to completing specific actions, like placing an order.
- 3. Identify Key Pages:** Find the pages where it makes the most sense to integrate Google Analytics. Typically, you'll want to track data on all pages, but prioritize key entry points and conversion pages (e.g., menu, contact, order).
- 4. Implement Tracking Code:** Once you have a clear understanding of your user flow and key pages, integrate Google Analytics tracking code into your website. This code should be placed in the HTML of each relevant page, typically in the <head> section.
- 5. Set Up Goals:** Define specific goals in Google Analytics that align with user actions on your site. This could be tracking form submissions, clicks on specific buttons, or other interactions that signal user engagement.
- 6. Segment Your Data:** Use Google Analytics to segment your data based on user behavior, demographics, and other relevant factors. This

will help you gain insights into how different user groups interact with your website.

7. Monitor and Analyze: Regularly monitor your Google Analytics data to gain insights into user behavior. Look for patterns, trends, and areas for improvement in your user-centric navigation design.

8. Optimize the User Experience: Use the insights from Google Analytics to make data-driven decisions for optimizing your website's navigation and content. This might involve A/B testing, improving page load times, or making navigation more intuitive.

9. Test and Iterate: Continuously test and iterate your website's design and content to enhance the user experience. Google Analytics will provide valuable data to support these improvements.

4.2 Branding Integration and Customization

1. Sign up for Google Analytics: If you don't already have a Google Analytics account, go to the Google Analytics website and sign up for an account.

2. Create a Property for Food Castle (Biryani Villa): After signing in, create a new property for Food Castle (Biryani Villa), and choose "Website" as the platform.

3. Get the Tracking Code: Once you've created a property, Google Analytics will provide you with a tracking code. This is a snippet of JavaScript code that you'll need to add to your website's pages.

4. Add the Tracking Code to Your Website: Place the tracking code just before the closing `</head>` tag on every page of your website. This code will collect data and send it to your Google Analytics account.

5. Set Up Goals (Optional): Define specific goals and events you want to track on your website, such as form submissions or click-through rates. This will help you measure the effectiveness of your site.

6. Customize Analytics for Food Castle (Biryani Villa): In your Google Analytics account, you can customize your tracking settings, view reports, and setup alerts to monitor website performance. Make sure you tailor the tracking to capture data relevant to Food Castle (Biryani Villa).

7. Testing: Verify that the tracking code is correctly installed by visiting your website and checking the real-time reports in Google Analytics.

8. Monitor and Analyze Data: Over time, use Google Analytics to monitor traffic, user behavior, and other metrics on your website. Use the insights to make data-driven decisions and improve your website's performance.

Analytics

1 Account creation 2 Property creation 3 Business details 4 Business objectives 5 Data collection

Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID.

Food Castle

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

Account Data Sharing Settings [help_outline](#)
Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

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Analytics

1 Account creation 2 Property creation 3 Business details 4 Business objectives 5 Data collection

Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name (Required)

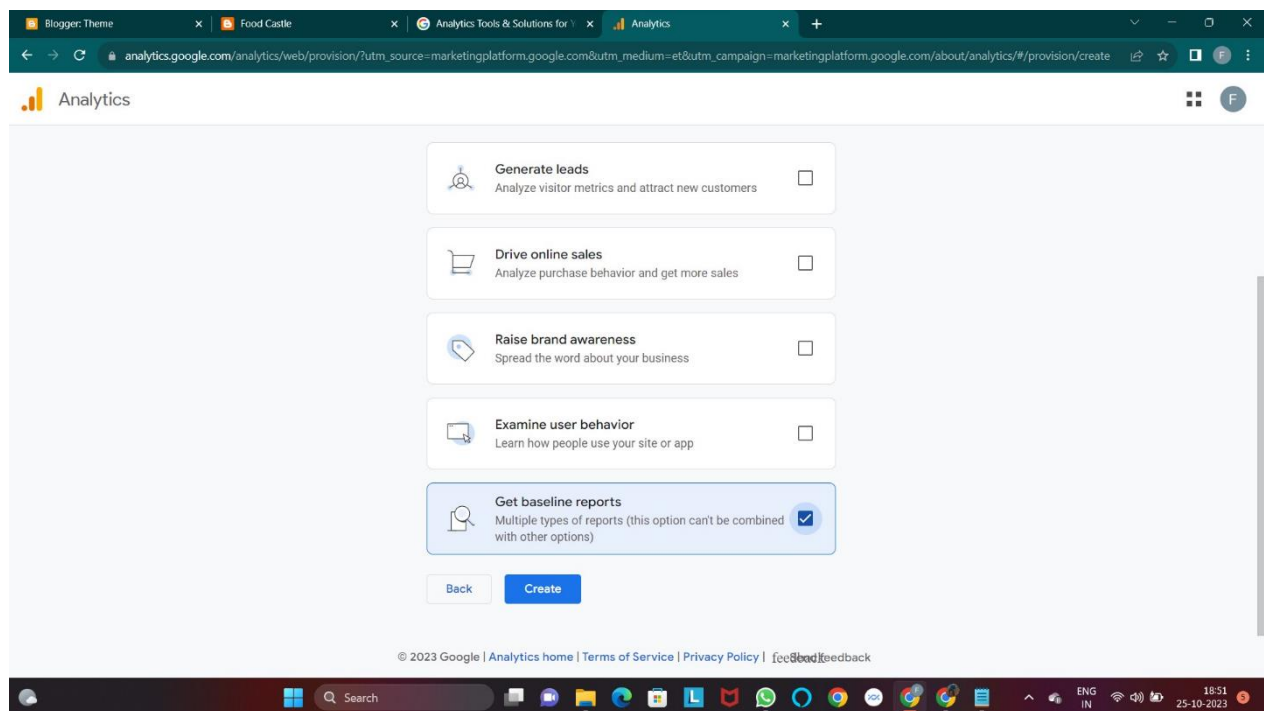
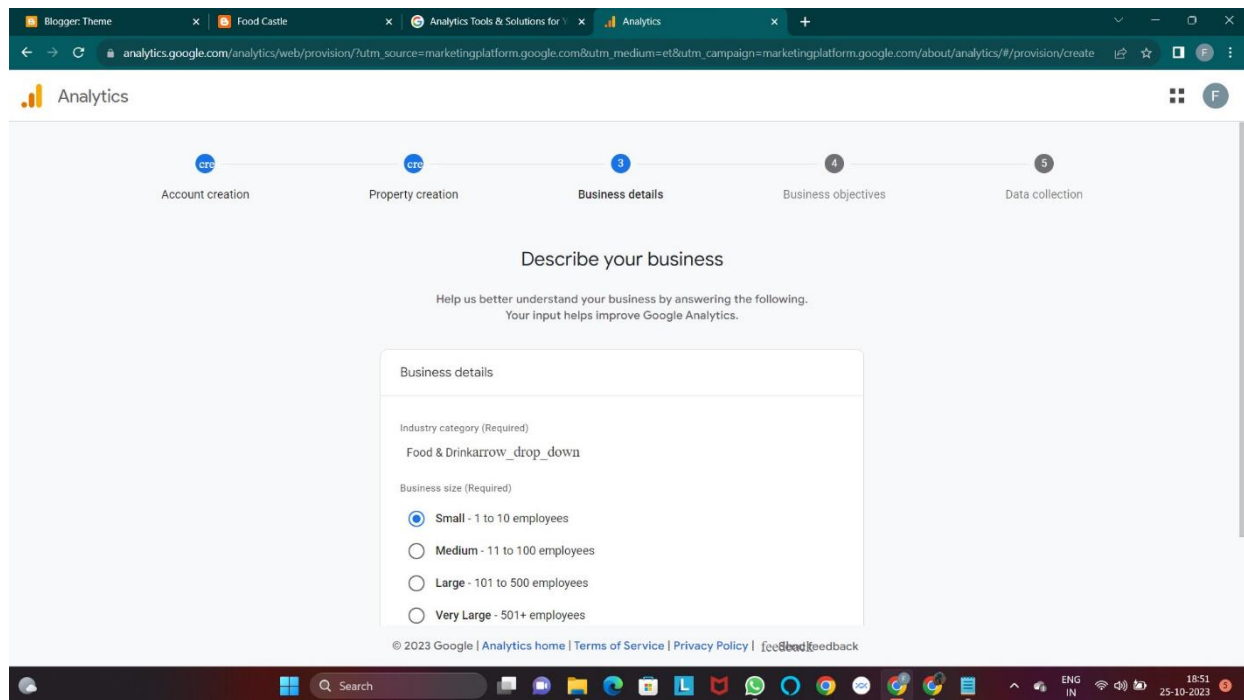
Food Castle

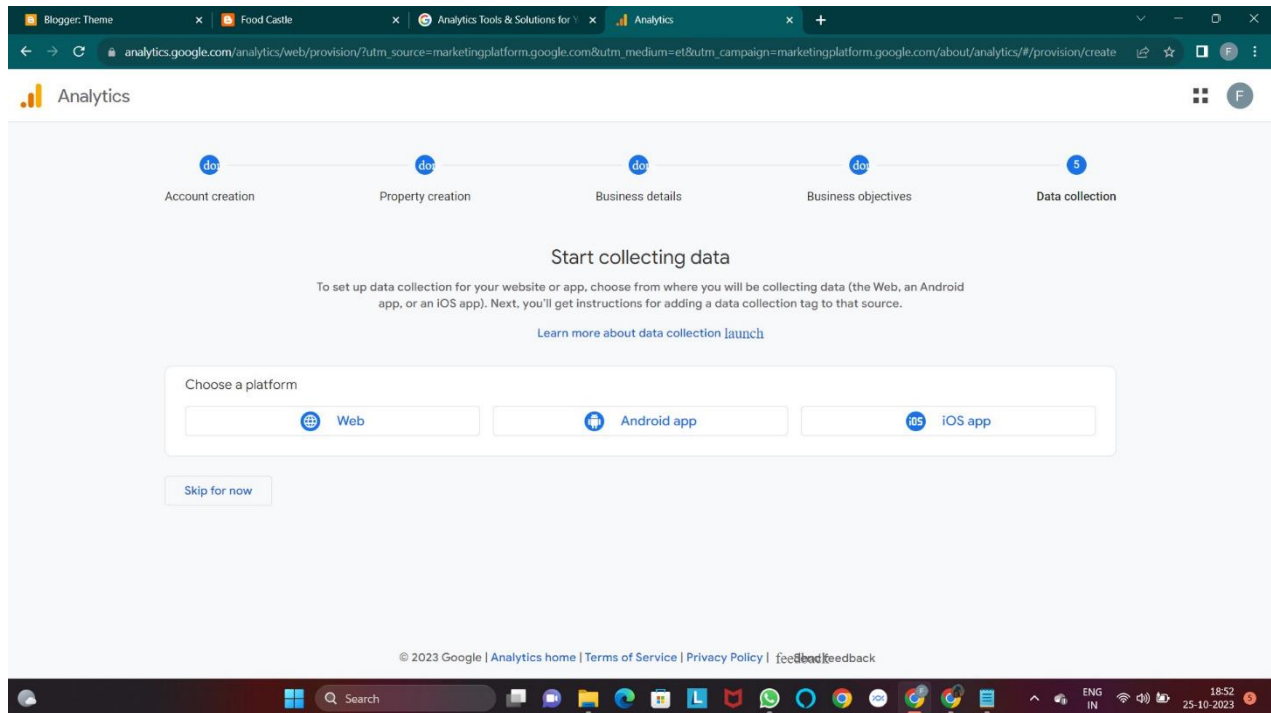
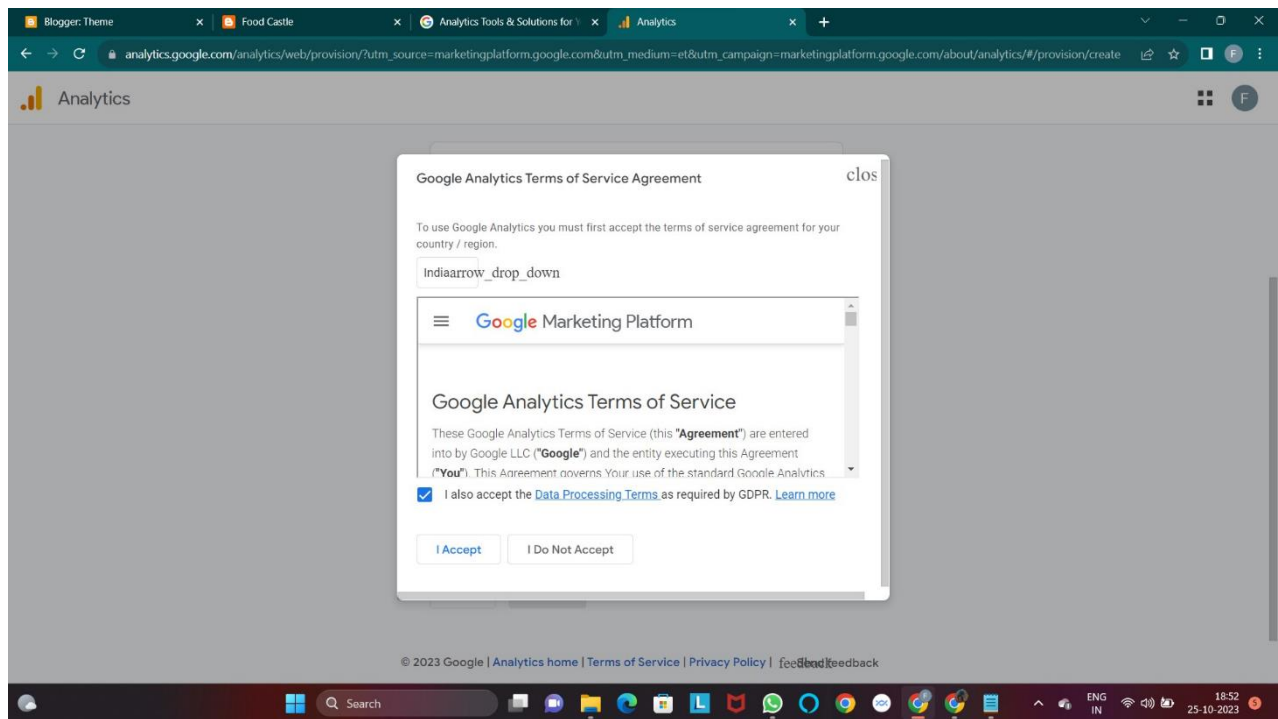
Reporting time zone [help_outline](#)
India [arrow_drop_down](#) India Time [arrow_drop_down](#)

Currency
Indian Rupee (₹) [arrow_drop_down](#)

You can edit these property details later in Admin

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4.3 Responsive Design and Cross-Platform Compatibility

1. Responsive Design: Use a mobile-first approach, designing your website for mobile devices first and then scaling up for larger screens. Utilize CSS media queries to adapt the layout and design based on the screen size. Test your design on various devices and browsers to ensure it looks and works well everywhere.

2. Cross-Platform Compatibility: Make sure your website is built using responsive web design techniques, as mentioned above. Test your website on different browsers (e.g., Chrome, Firefox, Safari, Edge) to ensure it works consistently. Consider using browser compatibility libraries or polyfills for older browsers if necessary.

3. Adding Google Analytics: Sign in to your Google Analytics account or create one if you don't have it. Create a new property for your website and get the tracking code. Add the tracking code to every page of your website just before the closing `</head>` tag. This code should be the same on all pages. Test to ensure that Google Analytics is tracking data correctly. You can use Google Tag Assistant or Google Analytics' real-time reporting for this.

4. Further Optimization: Set up goals and events in Google Analytics to track specific user interactions and conversions. Utilize UTM parameters to track campaigns and traffic sources. Regularly review Google Analytics data to analyze user behavior and improve your website's performance.

5. DIGITAL MARKETING STRATEGY

5.1 Rationale for chosen digital channels and platforms

1. Website :

- **Rationale:** A well-optimized website is essential for any business. Food Castle (Biryani Villa) can use its website as a central online hub for information, menus, and promotions.
- **How to Add Google Analytics:** Integrate the Google Analytics tracking code into the website's HTML. This will allow you to track website traffic, user behavior, and more.

2. Social Media:

- **Rationale:** Utilize platforms like Facebook, Instagram, and Twitter to engage with customers, share updates, and run targeted ads.
- **How to Add Google Analytics :** Use UTM parameters in social media ad campaigns to track campaign-specific data in Google Analytics.

3. Email Marketing:

- **Rationale:** Email marketing is effective for customer retention and promoting specials.
- **How to Add Google Analytics:** Use UTM parameters in email links to monitor traffic generated from email campaigns.

4. Google My Business:

- **Rationale:** Ensure that the business appears in local searches and on Google Maps.
- **How to Add Google Analytics:** Google My Business doesn't directly support Google Analytics integration. However, you can track visits and clicks in your Google My Business dashboard.

5. Third-party Food Delivery Platforms:

- **Rationale:** If Food castle (Biryani Villa) is listed on delivery apps like Uber Eats or Grubhub, use their built-in analytics.
- **How to Add Google Analytics:** These platforms have their analytics, but you can use UTM parameters in links to track traffic from these sources to your website.

6. Online Advertising:

- **Rationale:** Run Google Ads or other online advertising to reach a wider audience.
- **How to Add Google Analytics:** Connect your Google Ads account to Google Analytics for in-depth tracking of ad performance.

5.2 Key messaging and branding decisions

1. **Define Objectives:** Clearly outline your goals for using Google Analytics. Are you tracking website traffic, user behavior, or conversion rates? This will help shape your messaging.
2. **Messaging:** Develop a clear and concise message to convey to your audience about the inclusion of Google Analytics. You might want to emphasize how it will improve their experience or the services you offer.
3. **Branding Integration:** Ensure that the message aligns with your restaurant's brand identity. Use consistent colors, fonts, and imagery that resonate with your brand.
4. **User Benefits:** Highlight the benefits to users. Explain how it will enhance their experience, such as improving menu recommendations, providing real-time updates, or tailoring promotions.
5. **Transparency:** Be transparent about data collection and usage. Assure users that their data is used responsibly and for enhancing their experience.
6. **Education:** If necessary, provide educational resources on your website or app about how Google Analytics works and how it benefits users.
7. **Consent:** Depending on privacy regulations, ensure that you have mechanisms for users to provide informed consent for data collection.
8. **Testing:** Before implementation, test the user experience to make sure it is seamless and doesn't disrupt the user journey.
9. **Feedback Loop:** Establish a feedback mechanism for users to report any issues or concerns related to Google Analytics.

6.IMPLEMENTATION PLAN

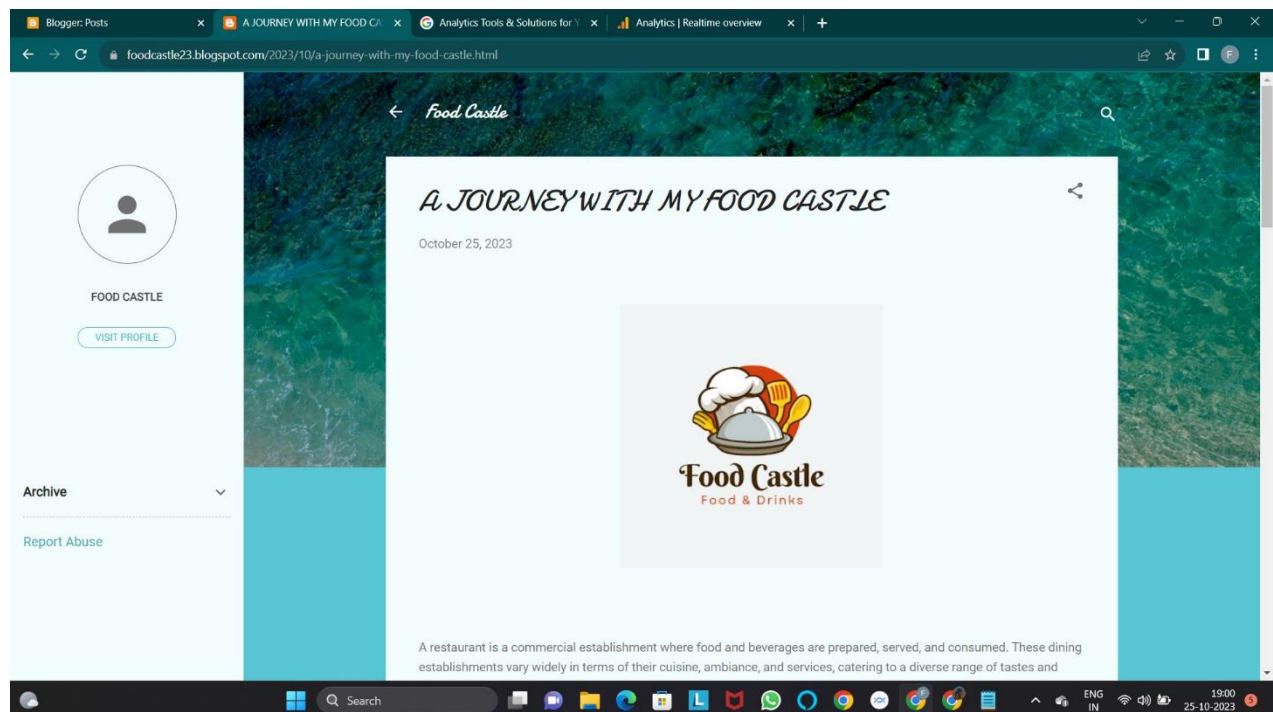
6.1 Content marketing:

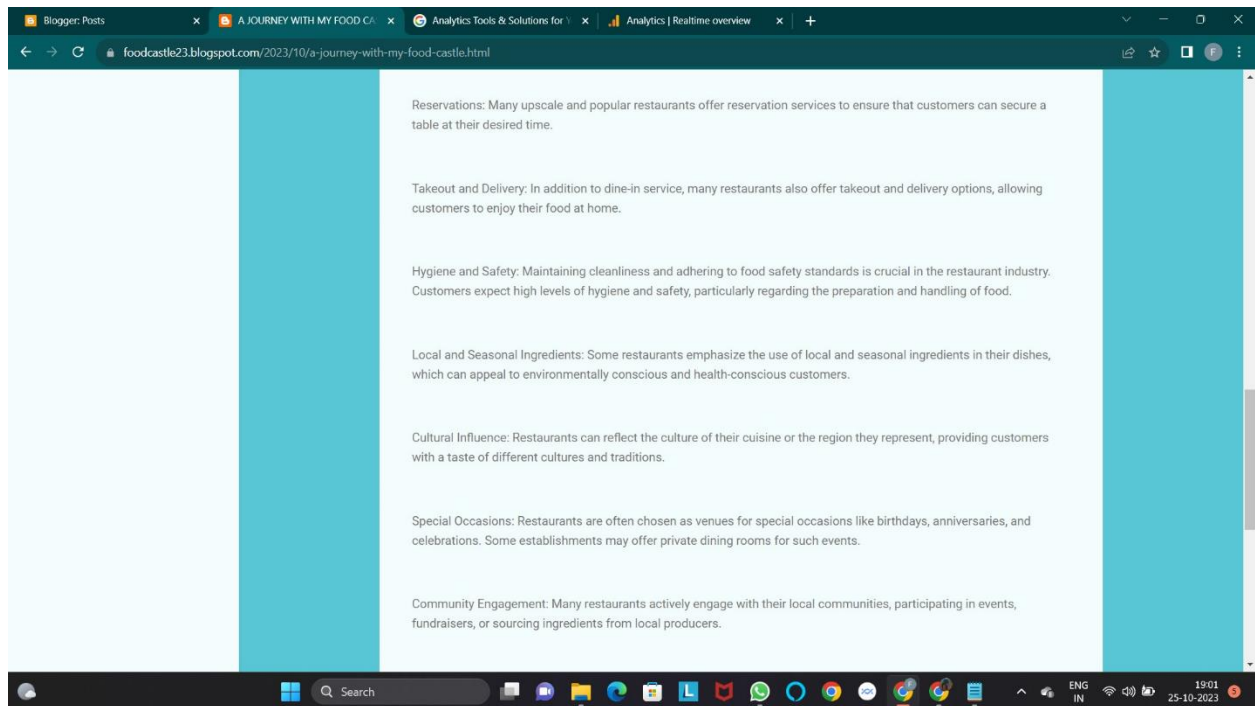
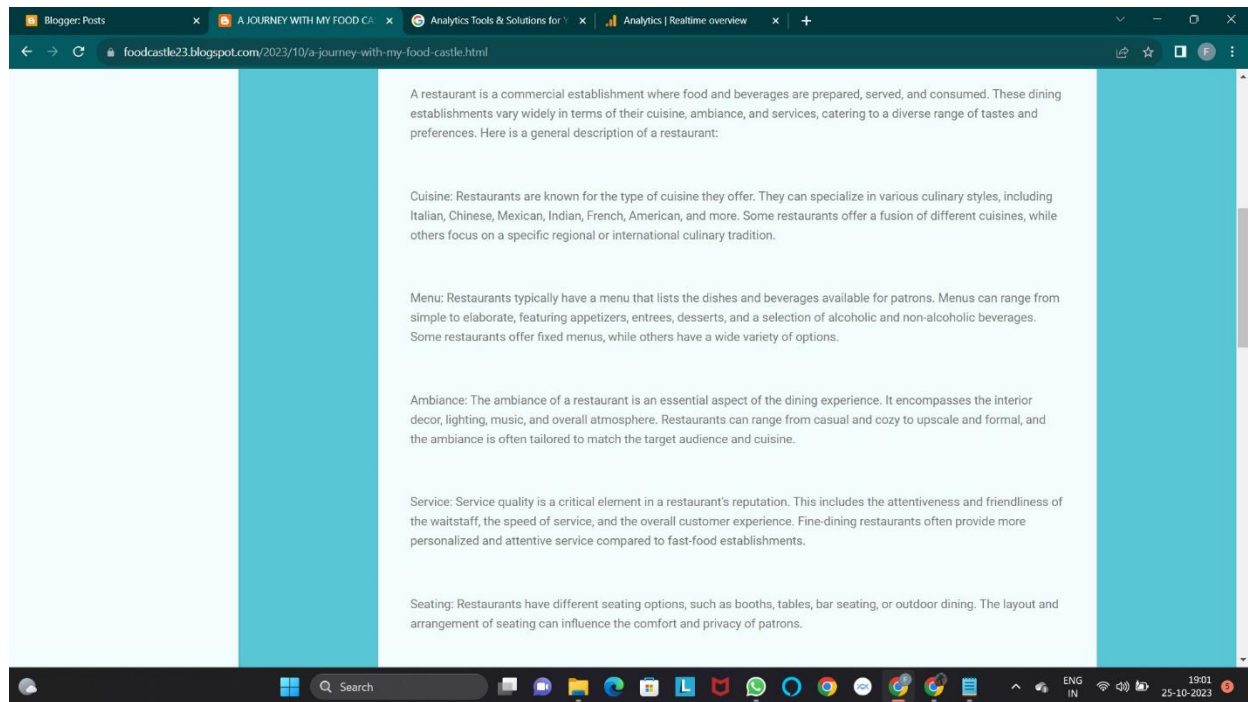
6.1.1. Blogger-about our brand Food Castle (biryani villa)

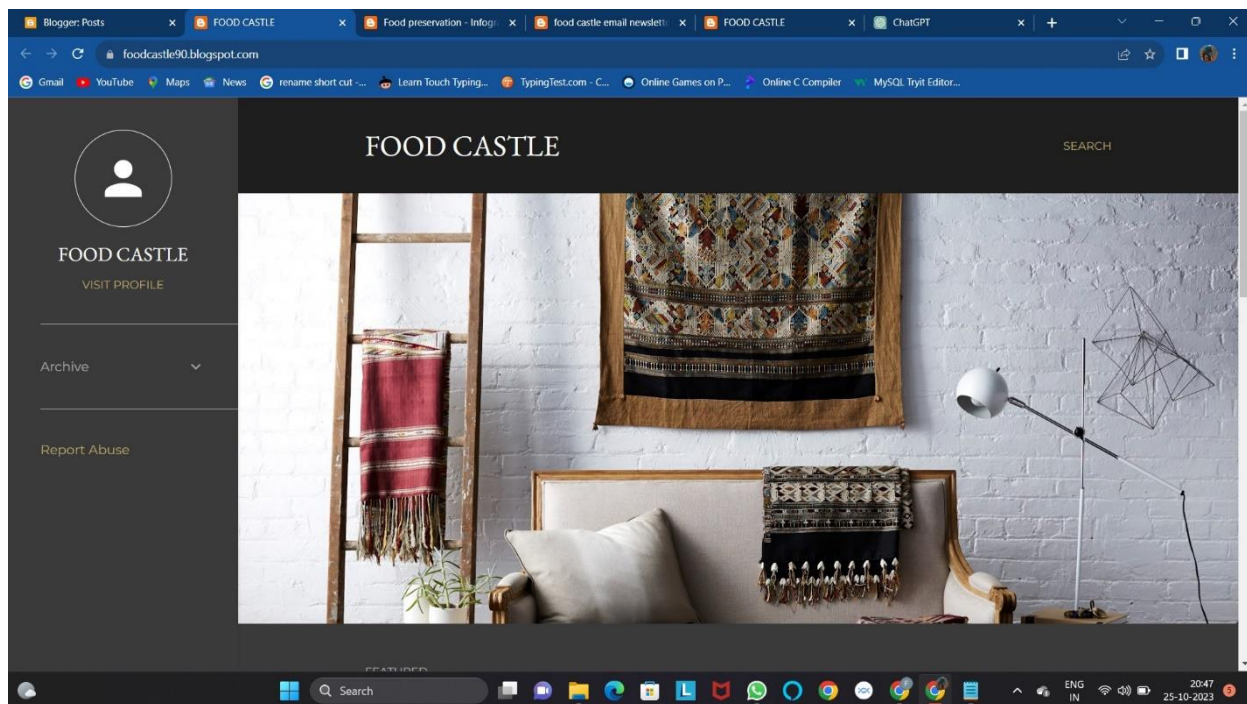
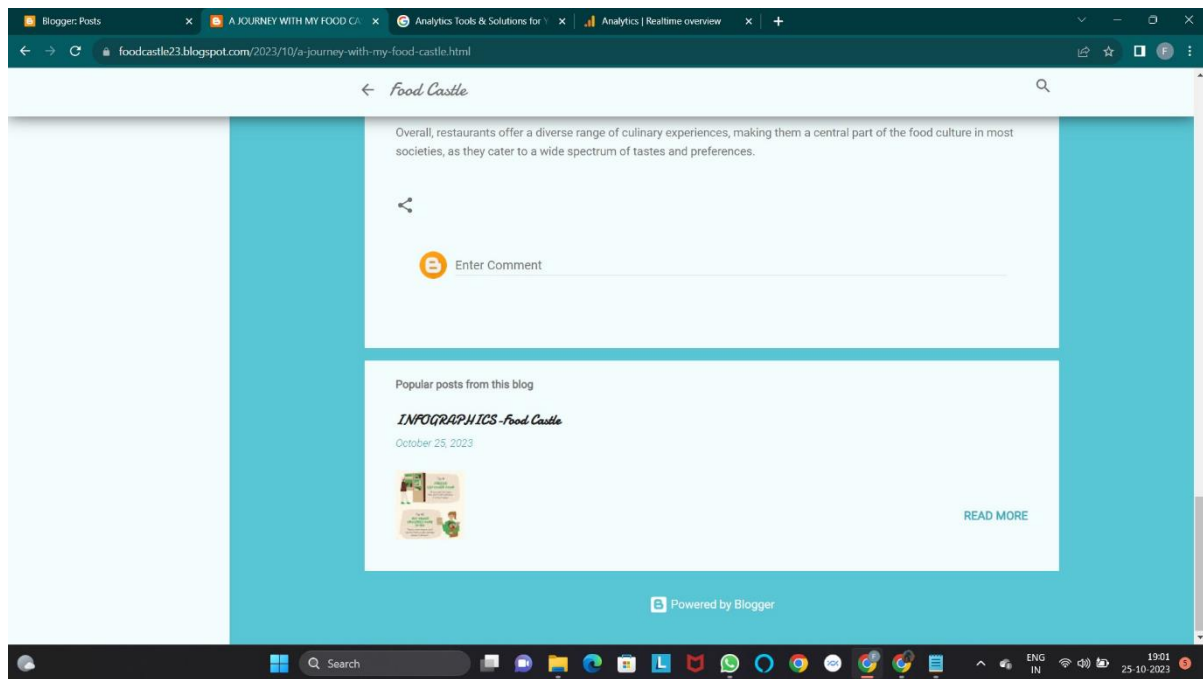
Website: <https://foodcastle90.blogspot.com/>

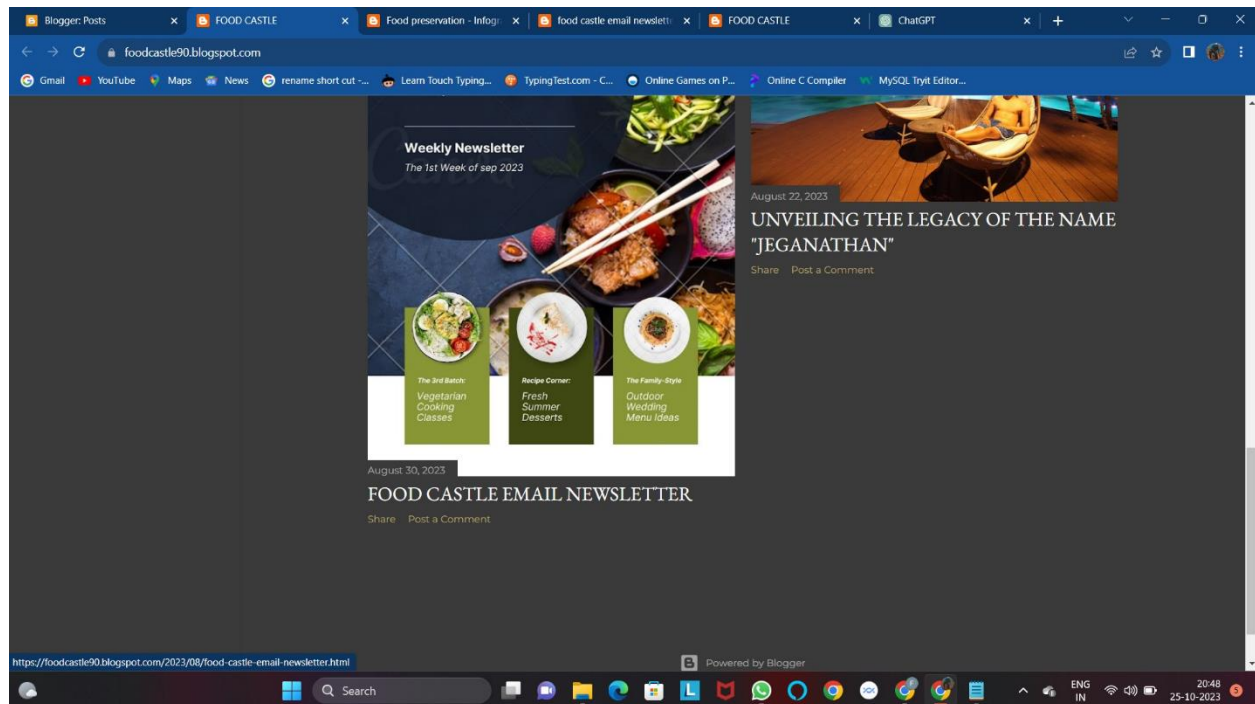
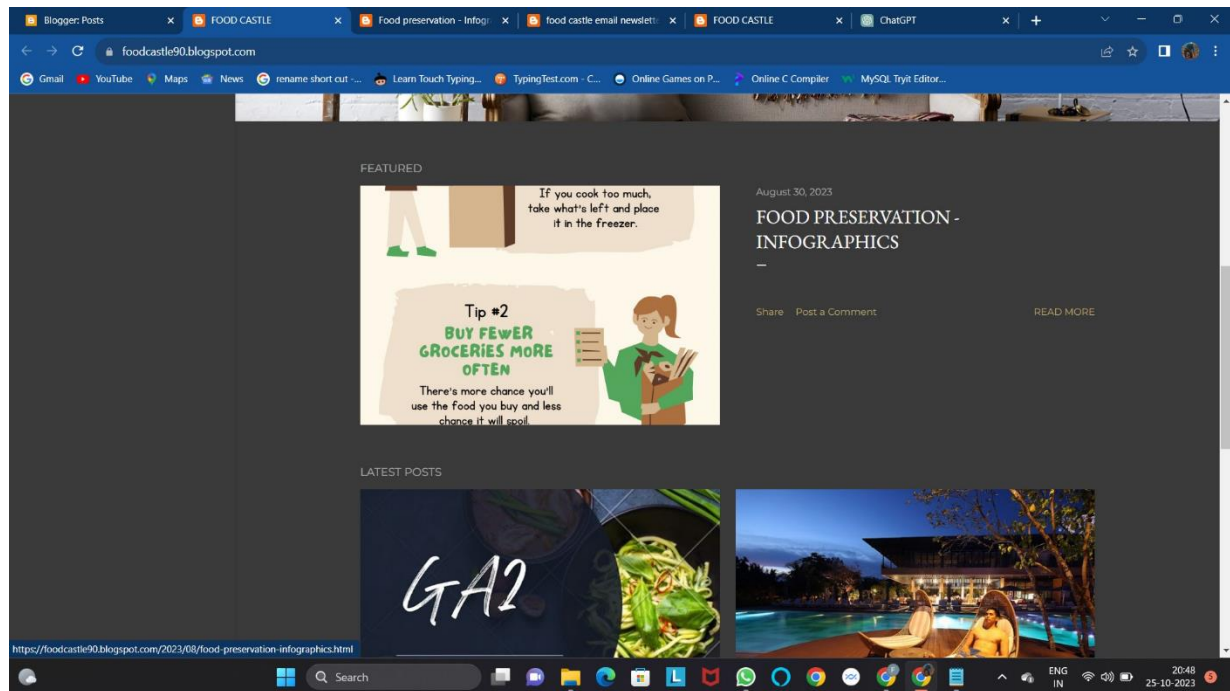
Explain the importance of website analytics for a restaurant like Biryani Villa.

Screenshot:









6.1.2. Guest posts

- Share insights on the significance of history of biryani and mention Biryani Villa's case.
- Create it by using canva
- Then Download and upload it in our blog by using infographics and emailnewsletter

InfographicLink: <https://foodcastle90.blogspot.com/2023/08/food-preservation-infographics.html>

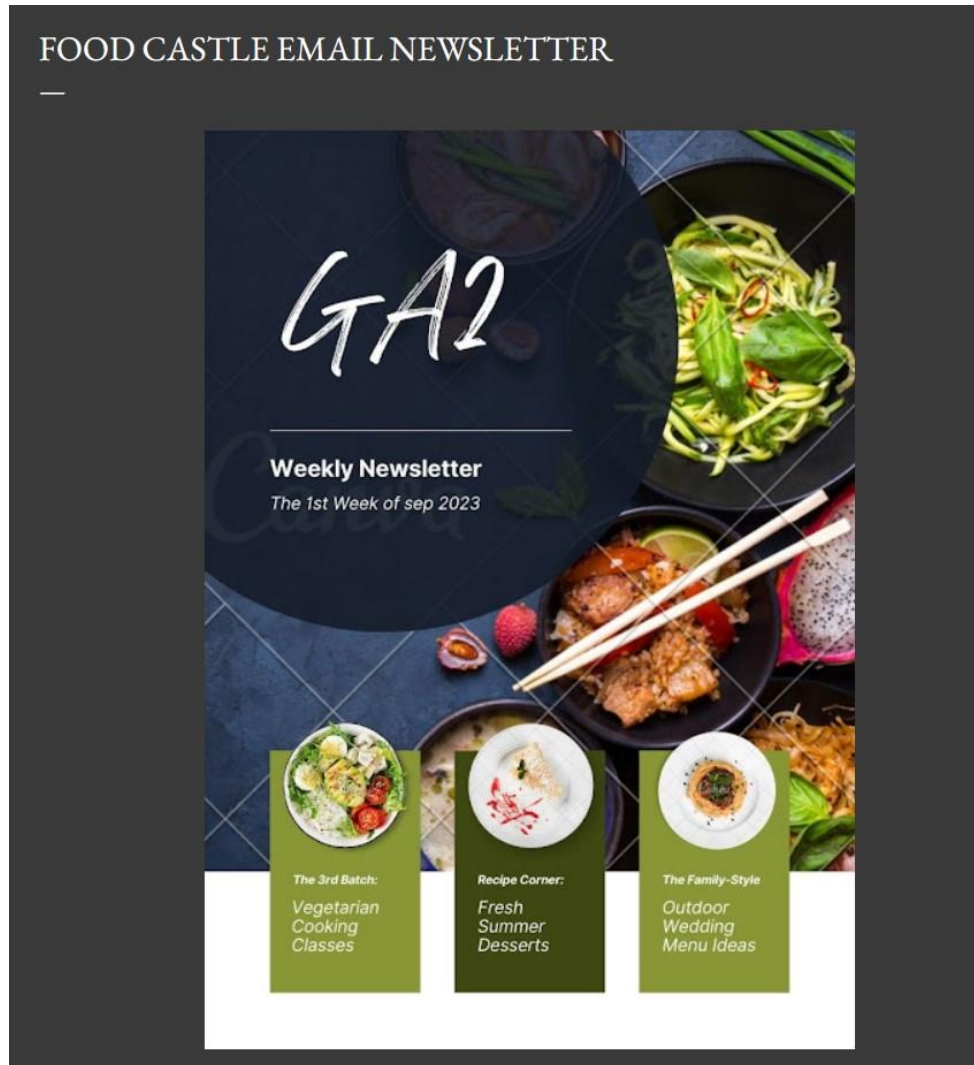
SCREENSHOT:

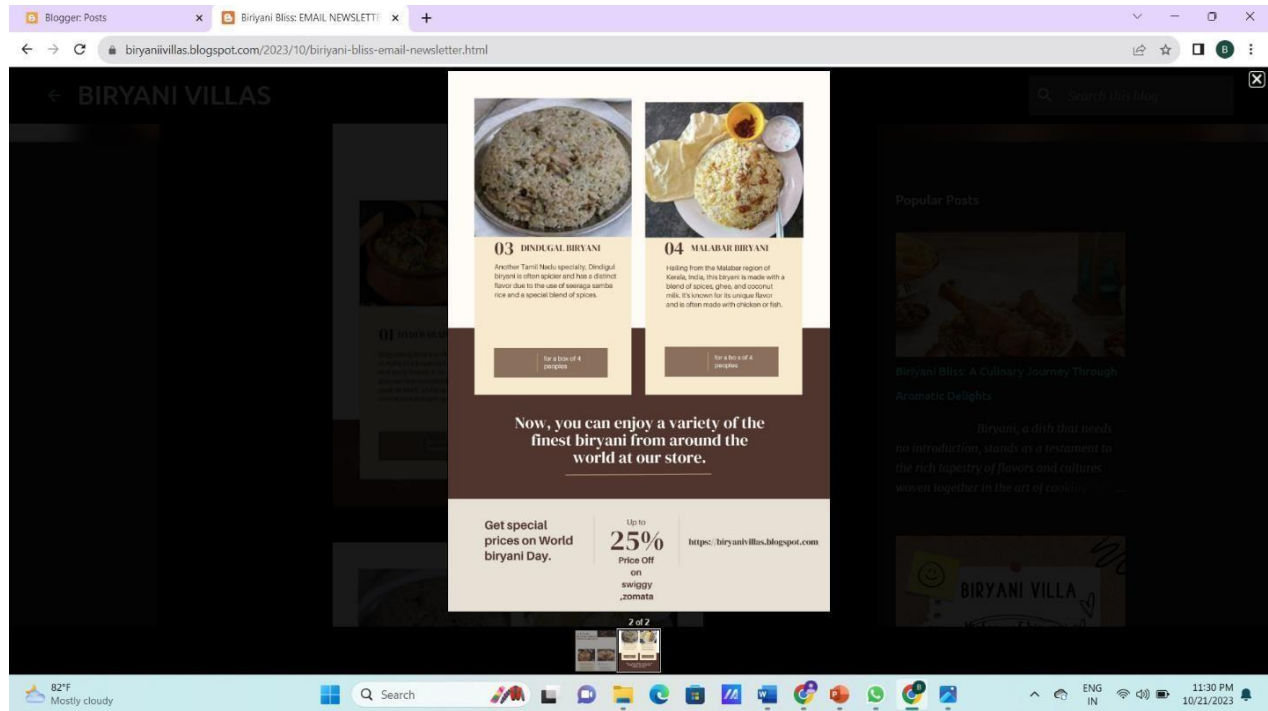


EmailNewsletterLink:

<https://foodcastle90.blogspot.com/2023/08/food-castle-email-newsletter.html>

Screenshots:





6.1.3.Educational Content

1. "Web Analytics 101: A Crash Course for Food Castle (Biryani Villa's) Team"

- Create an easy-to-follow guide or video tutorial on basic web analytics concepts.

2. "Unlocking the Power of Google Analytics: Advanced Tips for Food Castle BiryaniVilla"

- Offer advanced analytics tips specific to the restaurant industry.

6.2 Social media strategy:

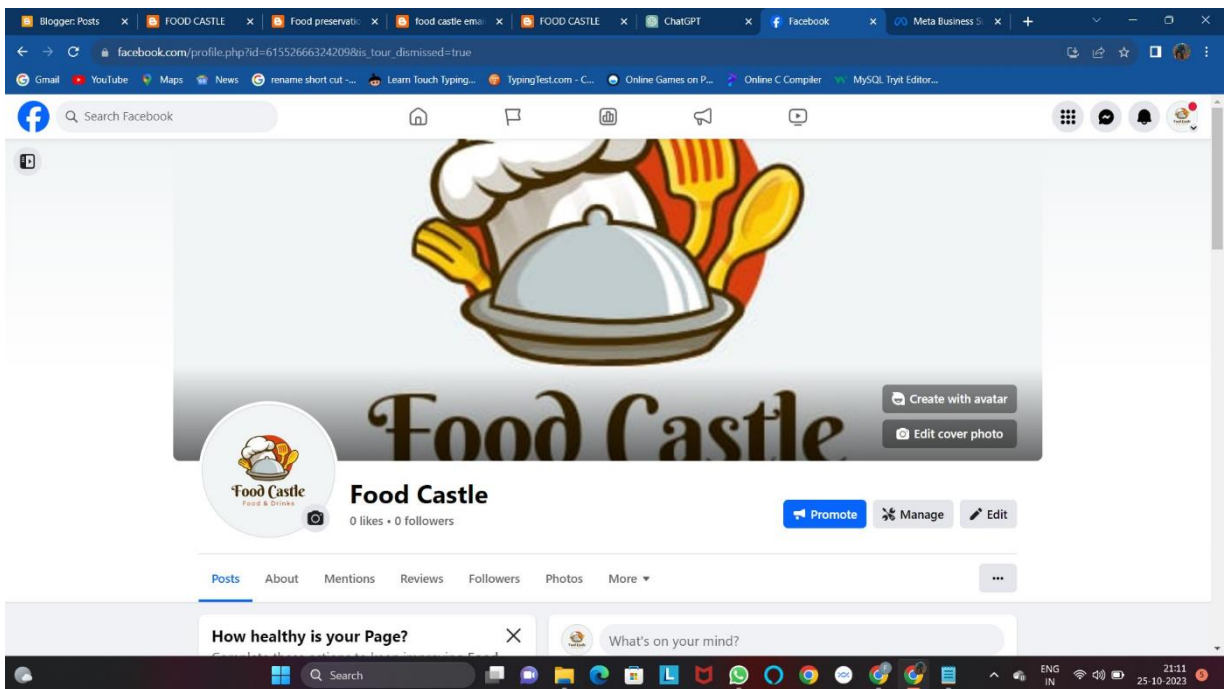
6.2.1-Platform selection

Facebook:

Use Facebook for community building and engagement. Create posts that encourage discussions, share customer reviews, and organize events like contests or Q&A sessions related to biryani.

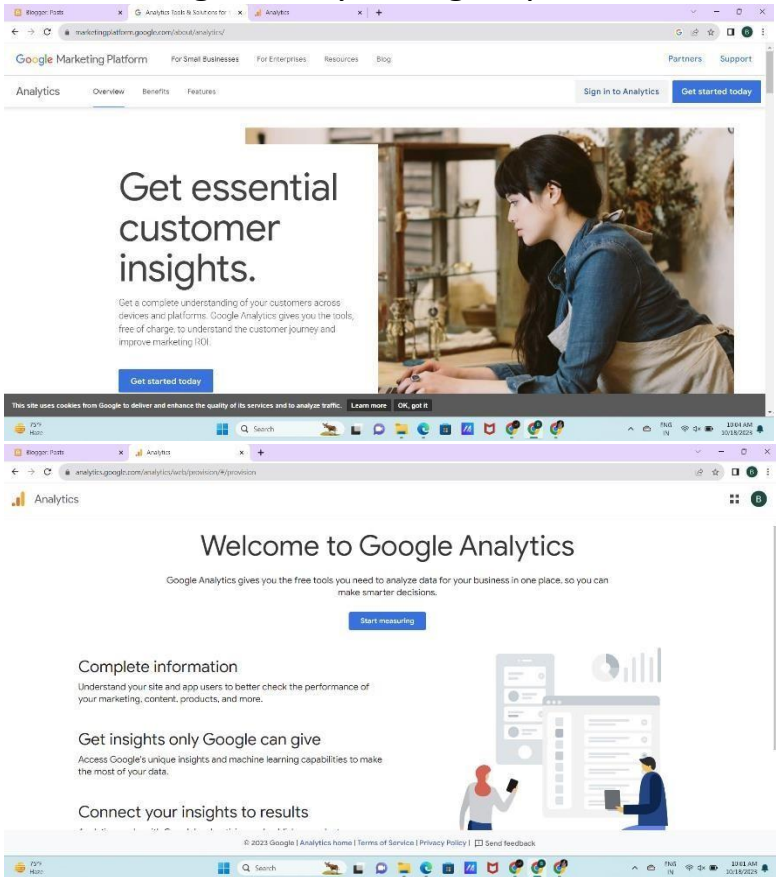
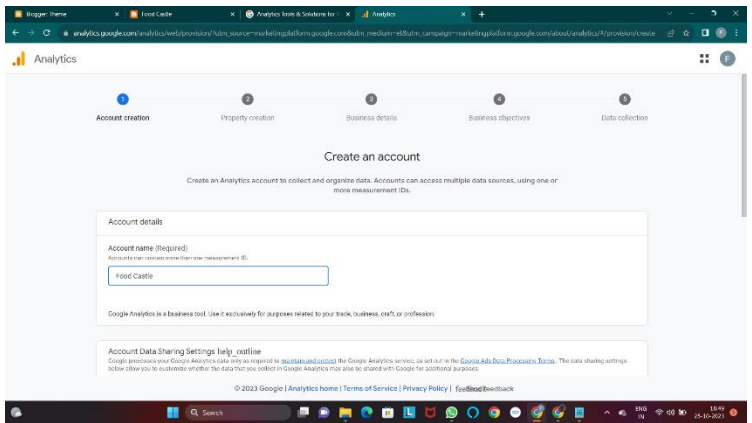
Link: https://www.facebook.com/profile.php?id=61552666324209&is_tour_dismissed=true

Screenshots:

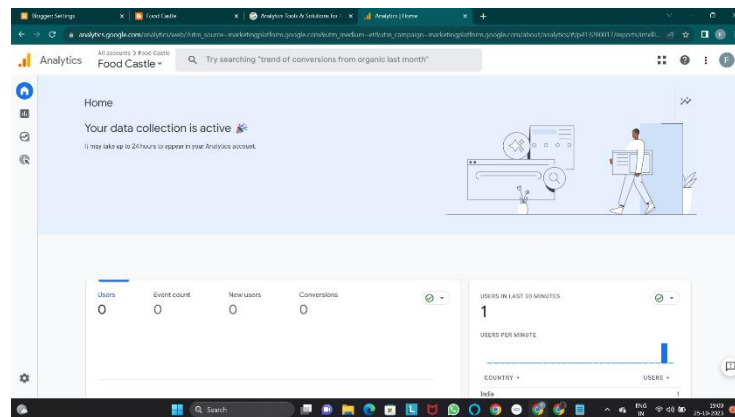
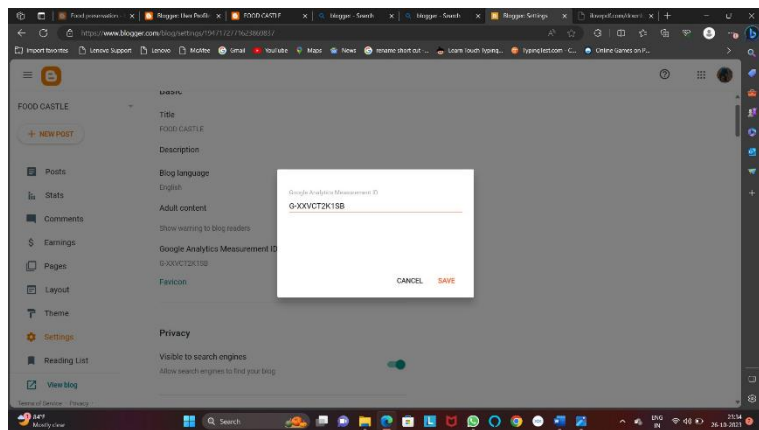
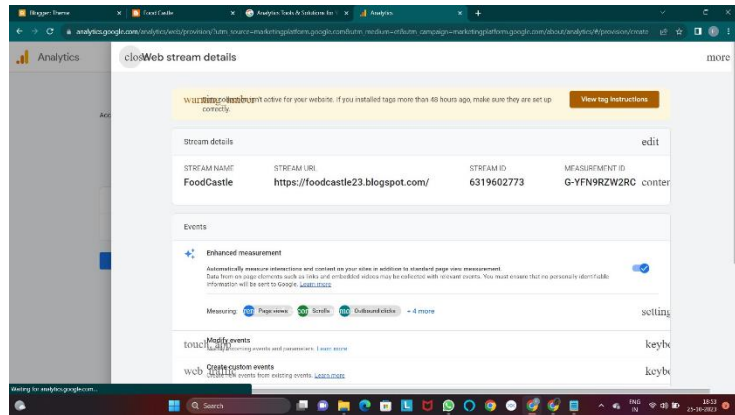


2. **Analyze and Adjust** : Use the data from Google Analytics to analyze which social media platforms are driving the most traffic and conversions. Adjust your content strategy accordingly. For example, if Instagram is generating more engagement but Facebook is driving more website traffic and conversions, allocate more resources to the platform that performs better for your business goals.
3. **Content Strategy** : Tailor your content to each platform's strengths. On Instagram, focus on visually stunning photos of your biryani. On Facebook, post content that encourages discussions, shares, and interactions.
4. **Consistency** : Be consistent in your posting schedule and content quality across both platforms.
5. **Engagement** : Actively engage with your audience on both platforms. Respond to comments and messages promptly and encourage user-generated content by running campaigns or contests.

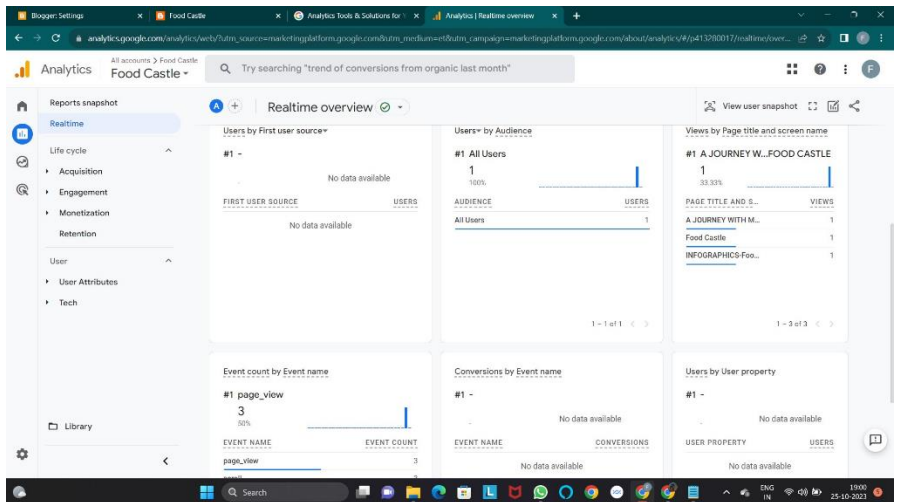
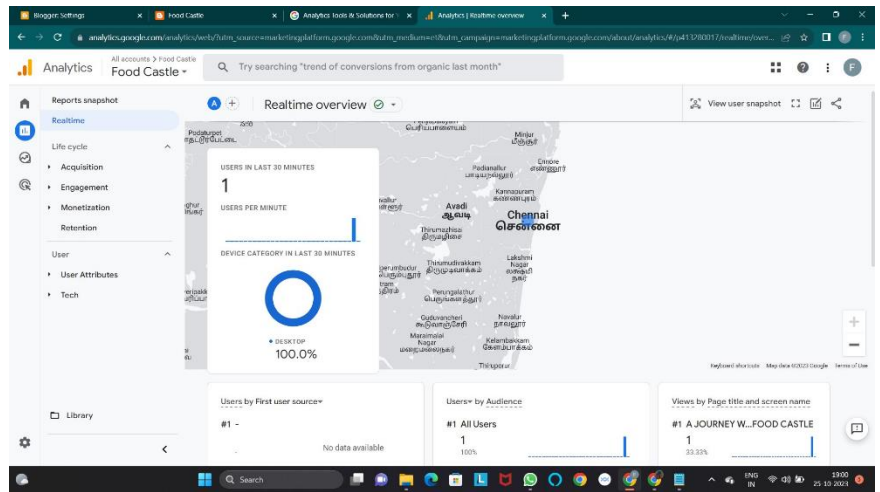
7. RESULT AND ANALYSIS

S.NO	PARAMETERS	SCREENSHOT/DESCRIPTION
1	Sign up	<p>Go to Google Analytics, ign up, and create an account.</p> 
2	Create Property	<p>Add a new property for "Food castle (Biryani Villas)" website.</p> 

3	Get Tracking Code	Get the tracking code from the property settings.
4	Add Tracking Code	Insert the tracking code into your blogger
5	Set up goals	Define goals, like tracking conversions or page views
6	View analytics	Access your website's data in Google Analytics dashboard.



7. View reports Access detailed reports on user behavior and website performance.



8. RECOMMENDATION FOR THE FUTURE

- 1. Advanced Data Analysis:** As the website and business grow, you can delve deeper into data analysis. Use advanced segments, custom reports, and attribution modeling to understand customer journeys and identify which marketing channels and content are most effective.
- 2. E-commerce Tracking:** If "Food Castle (Biryani Villa)" offers online ordering or ecommerce services, set up e-commerce tracking to measure sales and revenue. This can help in optimizing the online ordering process.
- 3. Integration with CRM Systems:** Connect Google Analytics with Customer Relationship Management (CRM) systems to track customer behavior beyond the website, such as post-visit interactions, emails, and customer lifetime value.
- 4. Mobile Analytics:** As mobile usage continues to rise, ensure your analytics setup includes mobile tracking. Analyze mobile-specific data to optimize the mobile user experience.
- 5. User Behavior Analytics:** Implement user behavior analytics tools like heatmaps, session recordings, and A/B testing to gain more detailed insights into how users interact with the website.
- 6. Predictive Analytics:** Start using predictive analytics to forecast future trends and user behavior. This can help in making proactive decisions based on data-driven insights.
- 7. AI and Machine Learning:** Leverage AI and machine learning algorithms for predictive analysis, personalized content recommendations, and anomaly detection. Google Analytics 4 (GA4) already incorporates machine learning for insights.

- 8. Data Privacy Compliance:** Stay updated with evolving data privacy regulations like GDPR and CCPA, ensuring that your analytics setup is compliant.
- 9. Conversion Rate Optimization (CRO):** Invest in CRO techniques to continually improve the website's performance, including A/B testing, split URL testing, and multivariate testing.
- 10. Reporting Automation:** Implement automated reporting tools to generate and deliver customized reports to stakeholders regularly.
- 11. Voice and IoT Integration:** If "Food Castle (Biryani Villa)" expands to voiceactivated devices or IoT platforms, adapt your analytics strategy to track and analyze user interactions on these emerging channels.
- 12. Local SEO and Map Tracking:** As a restaurant, local SEO and map tracking are crucial. Utilize Google Analytics for local insights and combine it with Google My Business data.

The future scope of Google Analytics for "Food Castle (Biryani Villa)" is extensive, and it involves staying updated with the latest trends, technologies, and customer behaviors to make informed decisions that drive business growth and better user experiences.

9. PROJECT SCOPE AND OBJECTIVES

Project Scope:

1. **Installation:** Install Google Analytics tracking code on the website to collect user data.
2. **Data Collection:** Set up tracking for various website events like page views, button clicks, and form submissions.
3. **Goal Tracking:** Define and track specific goals, such as tracking conversions like online orders or contact form submissions.
4. **E-commerce Tracking:** Implement e-commerce tracking if applicable for Food Castle (Biryani Villa) online orders.
5. **Custom Reporting:** Create custom reports and dashboards to monitor key performance indicators (KPIs).
6. **Cross-Device Tracking:** Ensure tracking across various devices for a complete view of user behavior.

Objectives:

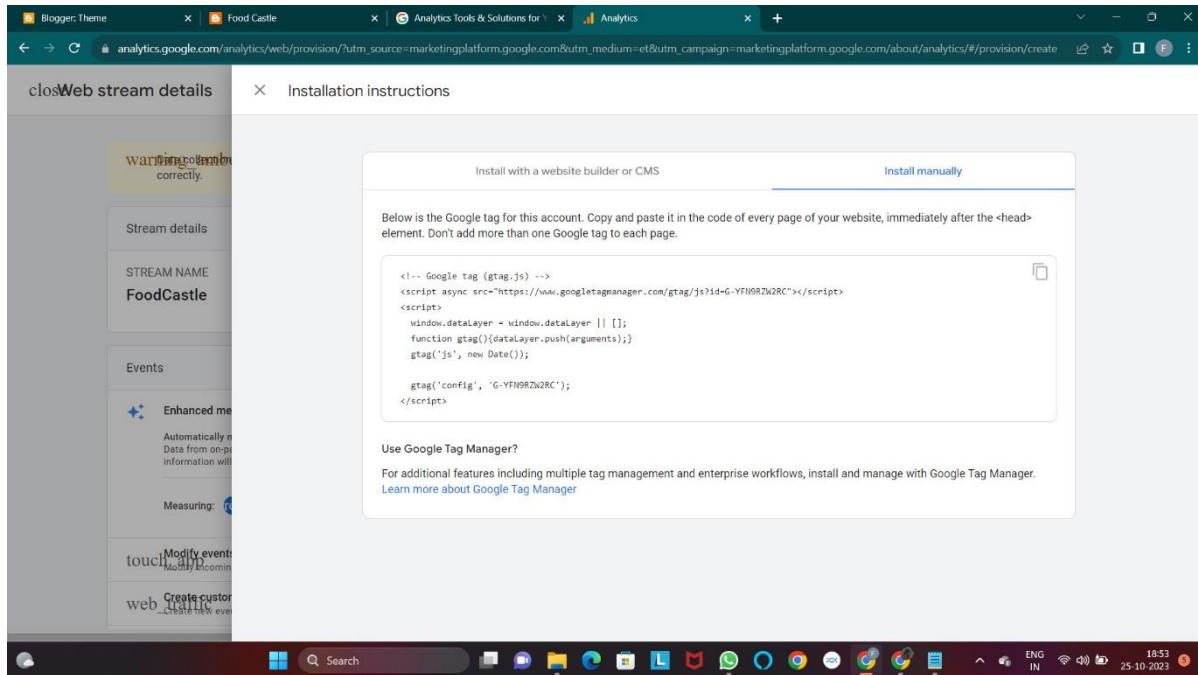
1. **Understand User Behavior:** Analyze user interactions with the website to gain insights into user behavior and preferences.
2. **Conversion Rate Improvement:** Identify areas of the website where improvements can be made to increase the conversion rate, such as placing orders or making inquiries.
3. **Traffic Sources:** Determine which channels drive the most traffic to the website, including organic search, paid ads, and social media.
4. **User Demographics:** Gather data on user demographics to tailor marketing efforts to the target audience.
5. **Page Performance:** Monitor the performance of specific webpages to ensure they load quickly and are user-friendly.
6. **Marketing Effectiveness:** Evaluate the effectiveness of marketing campaigns and advertising spend by tracking conversions.
7. **Mobile Optimization:** Ensure the website is optimized for mobile devices based on user behavior data.

10. CONCLUSION

In conclusion - Create a Google Analytics account if you don't have one already. Create a Property: In your Google Analytics account, create a new property for "Food Castle (Biryani Villa)." Get Tracking Code: Google Analytics will provide you with a tracking code snippet. This code should be added to every page of your website. Insert the Tracking Code: Insert the tracking code just before the closing `</head>` tag on each page of your website. Test the Setup: Make sure the tracking code is correctly installed by visiting your website and checking Google Analytics for real-time data. Set Up Goals and Events (optional): Define goals and events within Google Analytics to track specific user interactions, such as form submissions or reservations. Regularly Review Data: After the setup is complete, monitor your Google Analytics account regularly to gain insights into user behavior and website performance. Customize Reports: Customize reports to track specific metrics relevant to your restaurant business, like traffic sources, conversion rates, or user demographics.

11. APPENDIX

Header.php



GitHub & Project Video Demo Link

Video Link:<https://youtube.com/watch?v=z2Fbn4cnvxY&feature=shared>

GithubLink:<https://github.com/THILAGAN-07/DIGITAL-MARKETING--HOW-TO-ADD-GOOGLE-ANALYTICS-TO-A-WEBSITE>