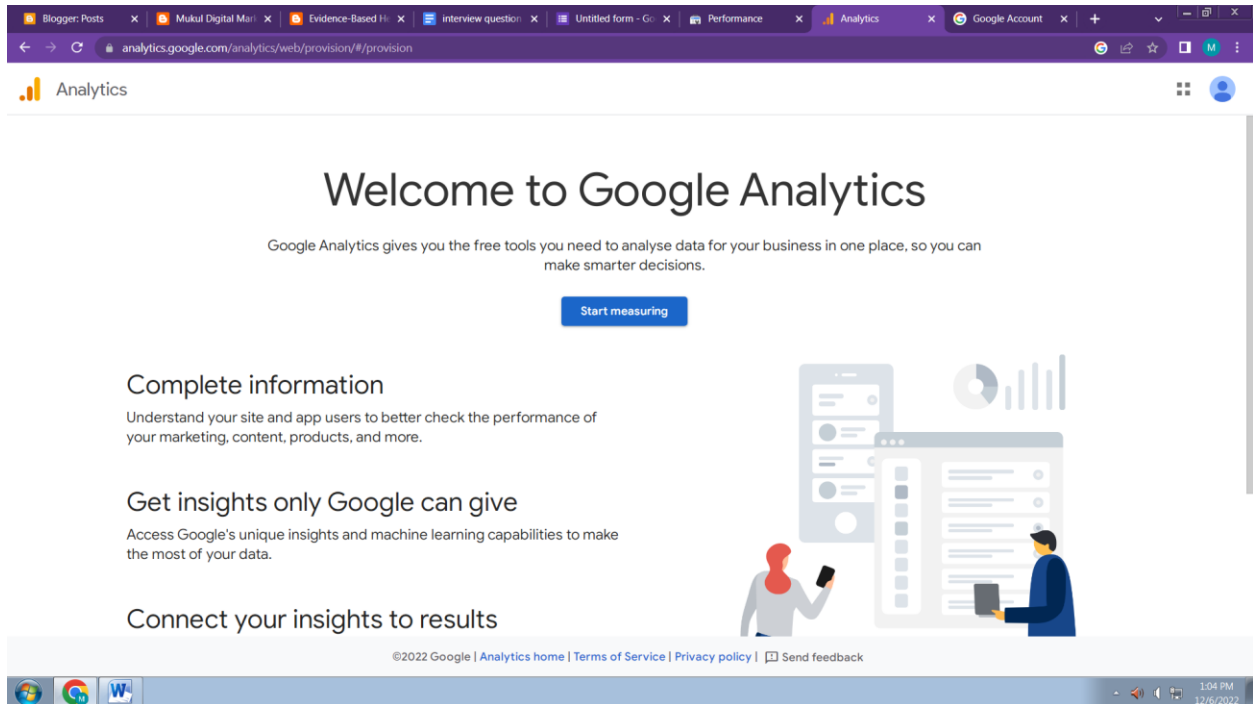


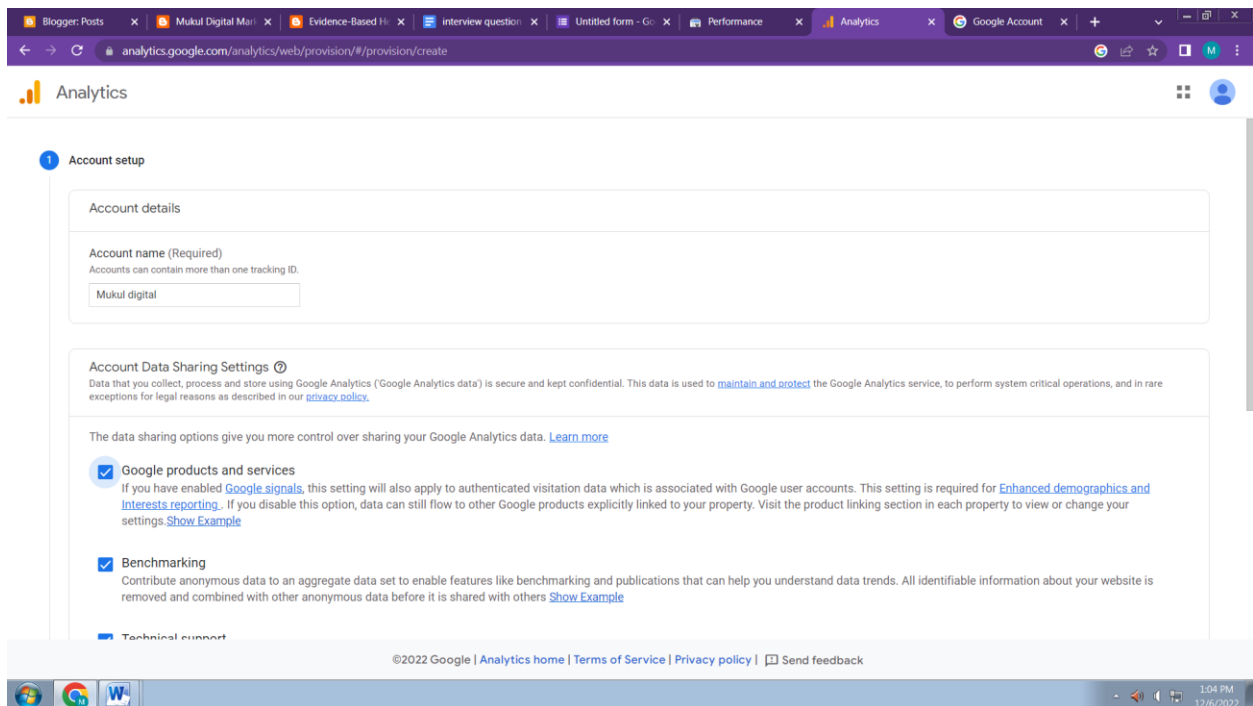
Google analytics setup step by step :-

First of all go to analytics.google.com



The screenshot shows the Google Analytics homepage in a browser. The browser's address bar displays "analytics.google.com/analytics/web/provision/#/provision". The page features a large heading "Welcome to Google Analytics" and a subheading "Google Analytics gives you the free tools you need to analyse data for your business in one place, so you can make smarter decisions." Below this is a blue "Start measuring" button. The page is divided into three sections: "Complete information" (understanding site and app users), "Get insights only Google can give" (accessing Google's unique insights and machine learning), and "Connect your insights to results". An illustration of two people interacting with data visualizations is on the right. The footer includes "©2022 Google | Analytics home | Terms of Service | Privacy policy | Send feedback".

2- enter your account name and click on next.



The screenshot shows the "Account setup" page in the Google Analytics browser. The browser's address bar displays "analytics.google.com/analytics/web/provision/#/provision/create". The page is titled "1 Account setup" and contains two main sections: "Account details" and "Account Data Sharing Settings". In the "Account details" section, the "Account name (Required)" field is filled with "Mukul digital". The "Account Data Sharing Settings" section includes a "Google products and services" checkbox (checked) and a "Benchmarking" checkbox (checked). The footer includes "©2022 Google | Analytics home | Terms of Service | Privacy policy | Send feedback".

3- enter your property name and choose reporting time zone, currency and click on next.

Property details

A property represents a business's web and/or app data. An account can contain one or more properties. [Learn more](#)
[Navigate to your Firebase account](#) if you want to create a new property for an existing Firebase project.

Create a Google Analytics 4 property to measure your web and/or app data.

Property name

Reporting time zone
India (GMT+05:30) India Time

Currency
Indian Rupee (₹)

You can edit these property details later in Admin

[Show advanced options](#)

1 About your business

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4:- Choose your industry category, business size, tick all that apply option as shown below. And click on Next.

Business information

Help us tailor your experience by answering the following.

Industry category
Business & Industrial

Business size

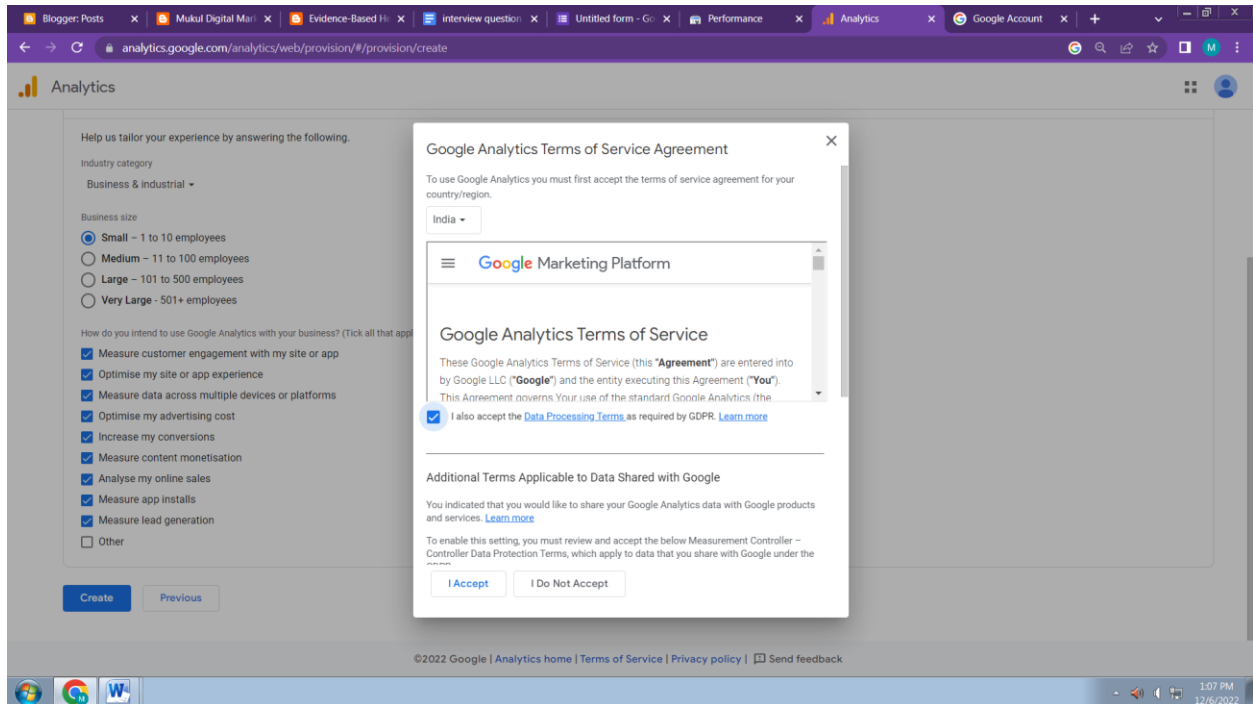
Small - 1 to 10 employees
 Medium - 11 to 100 employees
 Large - 101 to 500 employees
 Very Large - 501+ employees

How do you intend to use Google Analytics with your business? (Tick all that apply)

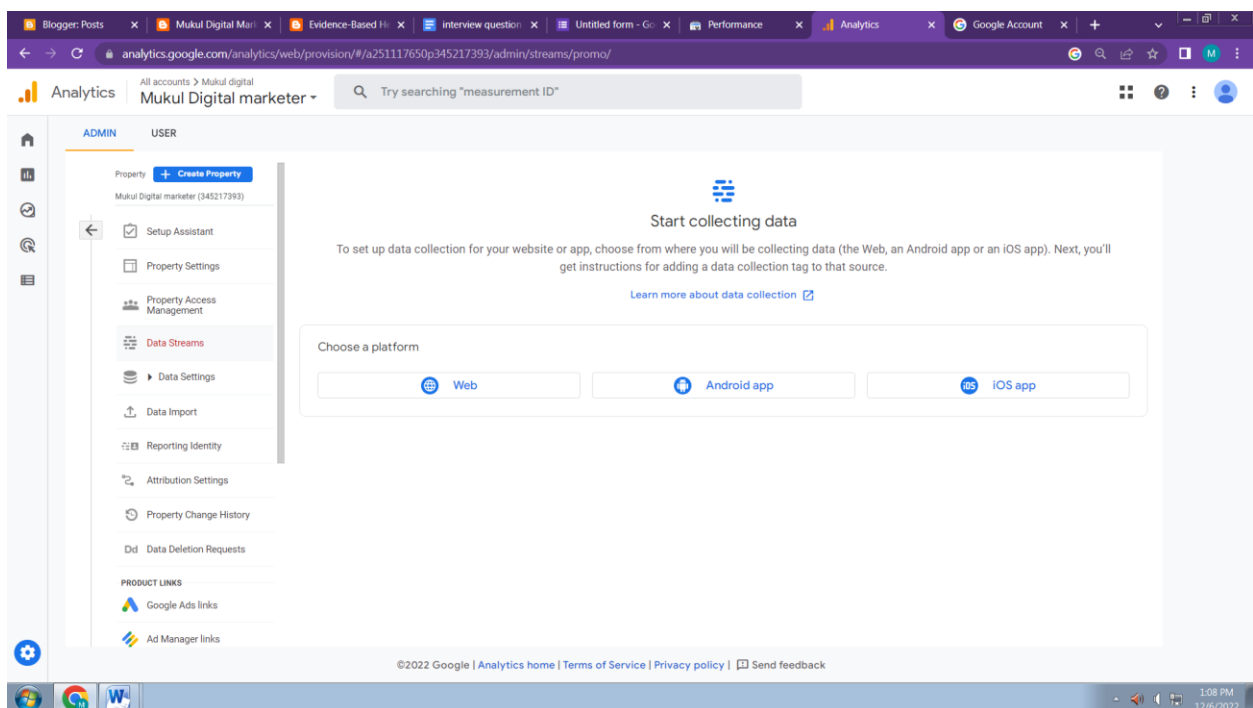
Measure customer engagement with my site or app
 Optimise my site or app experience
 Measure data across multiple devices or platforms
 Optimise my advertising cost
 Increase my conversions
 Measure content monetisation
 Analyse my online sales
 Measure app installs
 Measure lead generation
 Other

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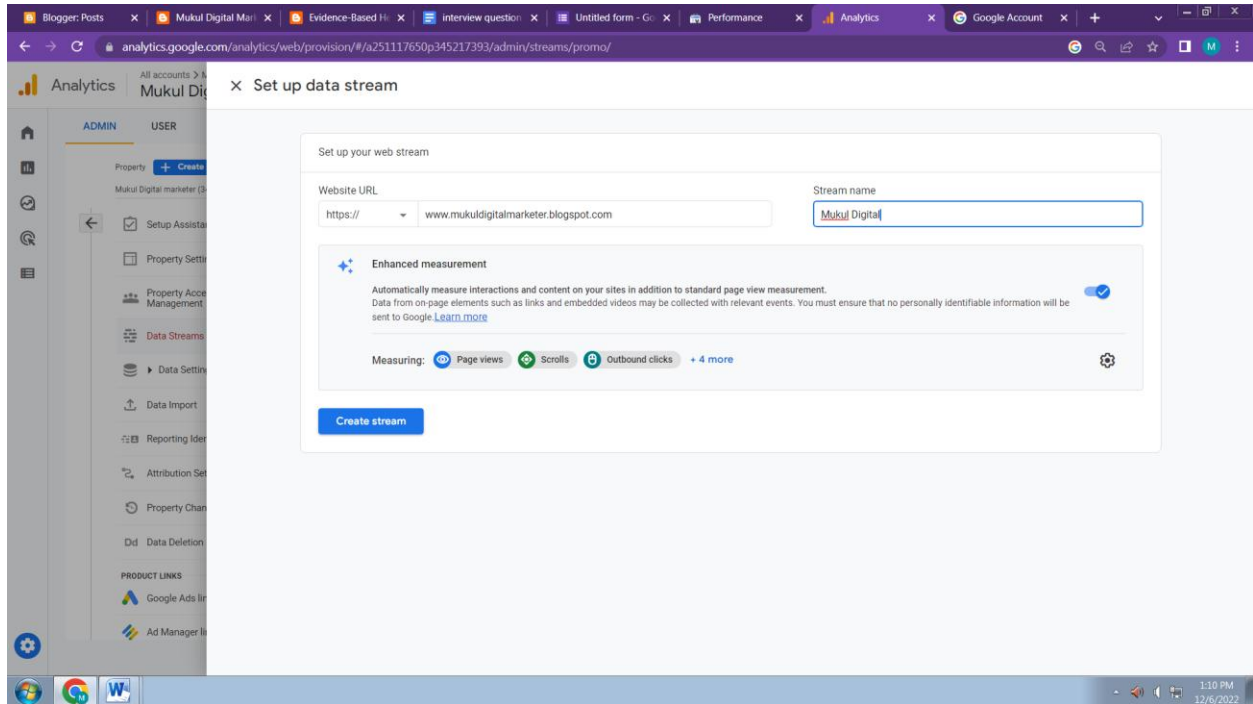
5:- click on I accept and click on next



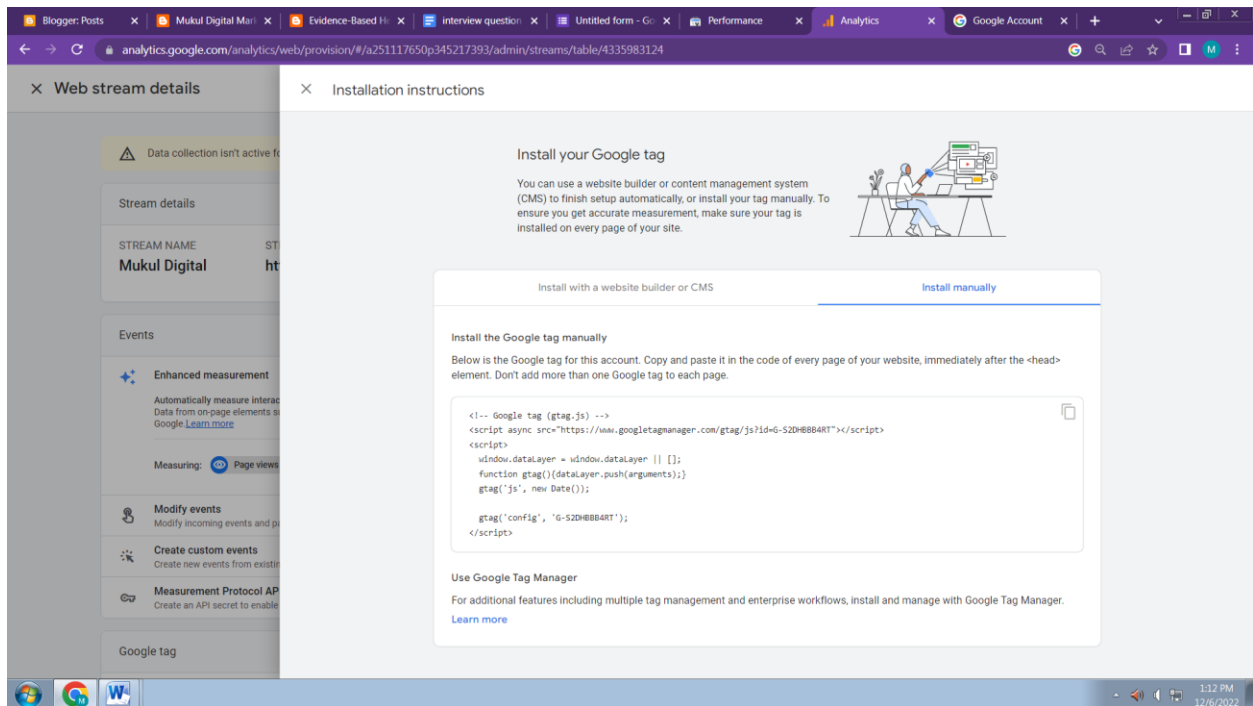
6 :- then you will see choose a platform option here you will click on web .



7:- now enter your website url and stream name as shown below & click on create stream.



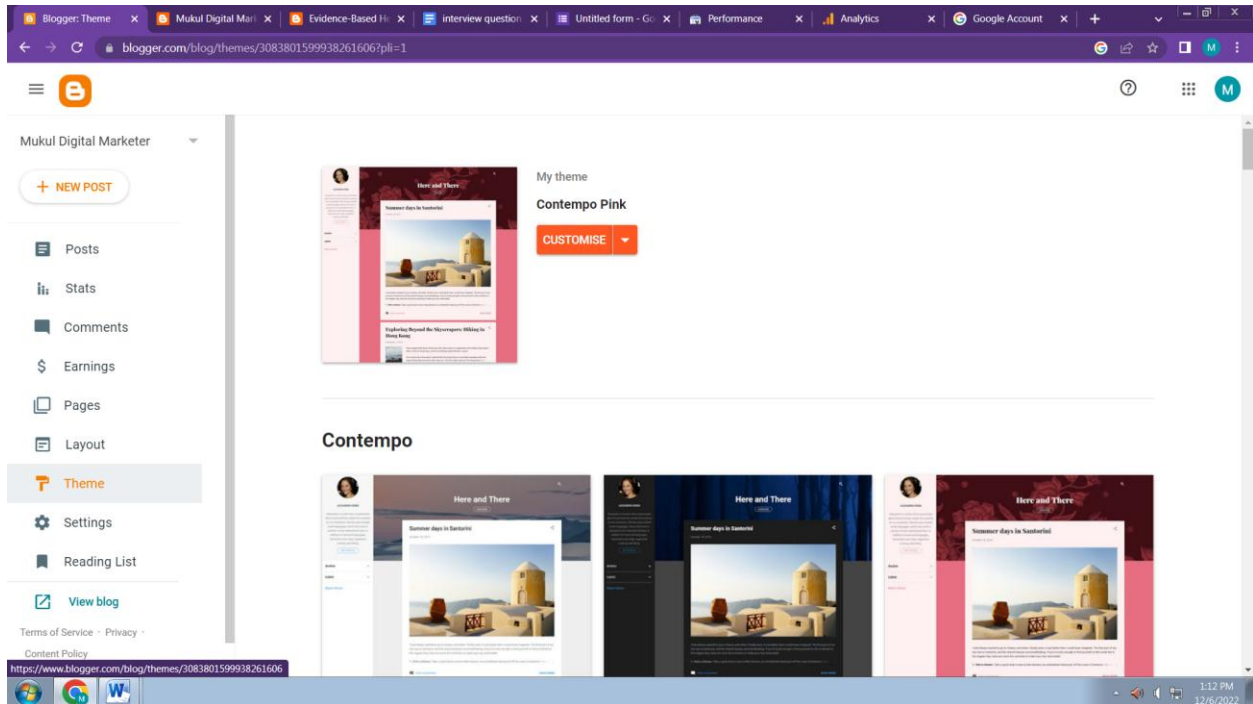
8- after it click on install manually as shown below and copy your Google tag code shown below.



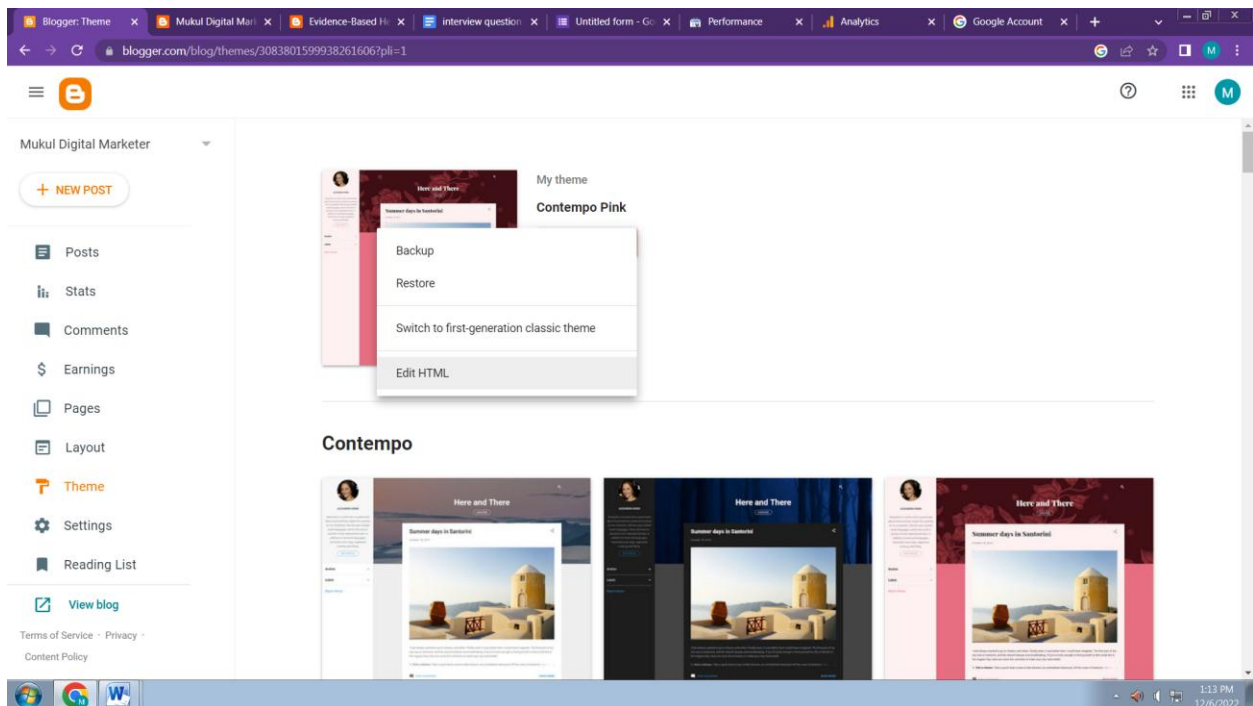
9:-

Copy Google tag code and paste inside your <head> </head> section of each page of your website. :-

For example in blogger.com you go to theme and then click on dropdown icon and then








10:- then click on edit html



11:- after it you will see <head> tag just after it as shown below.



-  **Reports snapshot**
-  Real-time
-  Life cycle ^
-  Acquisition
 - Acquisition overview
 - User acquisition
 - Traffic acquisition
-  Engagement
 - Engagement overview
 - Events
 - Conversions
 - Pages and screens
- Monetisation
 - Retention
-
- User ^
- Demographics
 - Demographics overview

Analytics | Mukul Digital marketer

Reports snapshot

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Acquisition

Acquisition overview

User acquisition

Traffic acquisition

Engagement

Engagement overview

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Pages and screens

Monetisation

Retention

User

Demographics

Demographics overview

Library

Reports snapshot

All Users

New users: 0

Average engagement time: 0m 00s

Total revenue: ₹0.00

USERS IN LAST 30 MINUTES

USERS PER MINUTE

TOP COUNTRIES

USERS

No data available

Insights

Your Insights will appear here soon.

In the meantime, you can create new custom insights to monitor your most important metrics [Learn more](#)

Create

View real time

View all insights

WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel group

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session default channel group

SESSION DEFAULT CHANNEL GROUP

SESSIONS

No data available

1:16 PM 12/6/2022