

Overview

Have a website but not sure who is visiting? Website analytics using Google Analytics shows information about visitors to a website including how many, where from and what are they doing.

Description

Google Analytics is a free service from Google that tracks many things that occur on a website. They record all this information in a database that can be accessed in several views. However, there is so much data that it is hard to make sense of it all. The Google Analytics project helps to make sense of all the data.

The Google Analytics project will create a Google Analytics account and add it to a website. It will also create Google Analytics Goals to show when certain desired actions are completed on a website. Additionally, the project will create a related account using Google Search Console which will provide additional information about a website. A weekly report of website analytics values will be provided to see what people are doing on a website.

Benefits

- Gain insights into website visitors
- Learn what is and isn't working on your website
- See custom reports of important website values

Scope of Work and Costs

- \$250 (one-time)
 - Create Google Analytics account
 - Add Google Analytics to website
 - Create Google Analytics Goals
 - Create Google Search Console account
- \$250 - monthly charges
 - Weekly reports of results