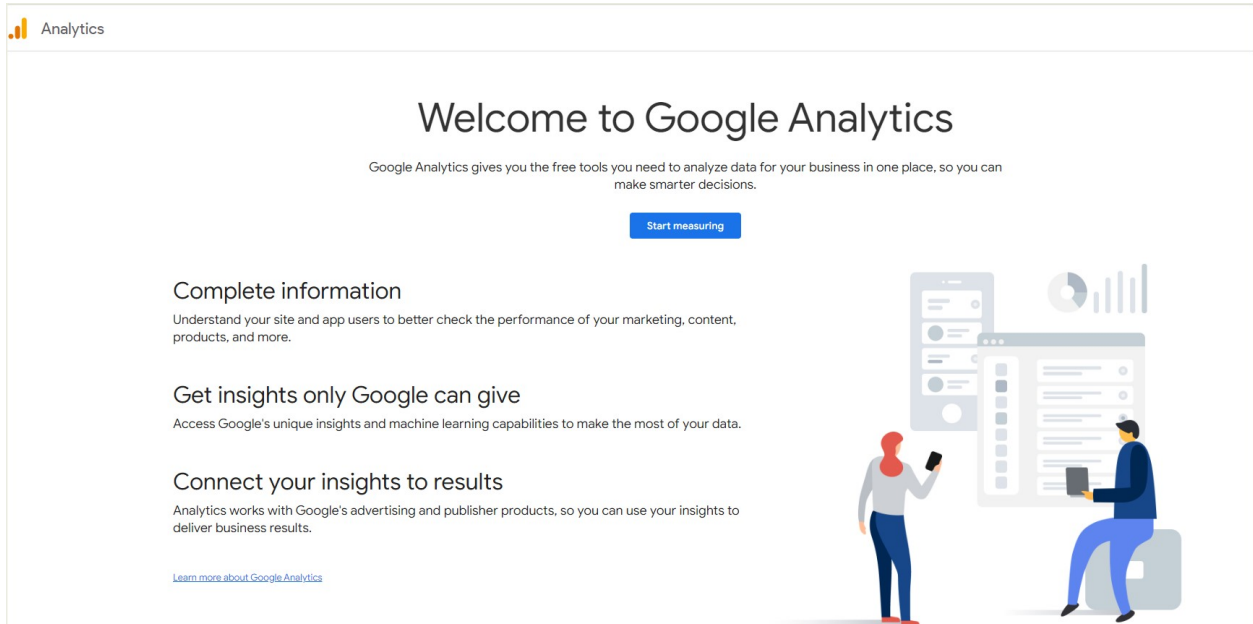


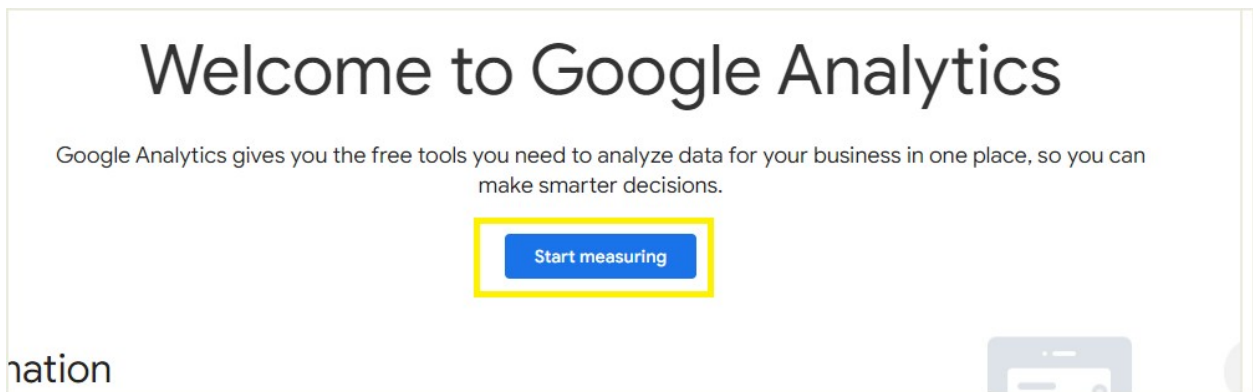
To implement Google Analytics on website, please follow below steps:

1. Sign In to your Google account and visit at <https://analytics.google.com/>

You will be welcomed to Google Analytics page.



2. Click on 'Start Measuring'.



3. Enter Account name (like Organization name or anything else) and click on 'Next' button.

One account can have more than one tracking ID. You can track more than one website with an account.

Account details

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

S3WaaS

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

Account Data Sharing Settings ⓘ
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 when additional purposes.

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

☐ Google products & services
If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for [Enhanced Demographics](#). Google products explicitly linked to your property. Visit the product linking section in each property to view or change your settings. [Show Example](#)

☒ Modeling contributions & business insights
Enable features like predictions, modeled data, and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (in and de-identified before being used to generate business insights. [Show Example](#)

☒ Technical support
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

☒ Account specialists
Give Google sales access to your Google Analytics data and account so that they can help you make the most of your Google Analytics account including to help you to improve your configuration recommendations across Google Analytics and other Google products.

Learn how Google Analytics [safeguards your data](#).

By using Google Analytics you agree to the [Google Analytics Terms of Service](#).

Next

4. Now set property.

- Enter a property name: set a unique property name (like Official Department Site)
- Enter your time zone:
- Enter the currency that you use.
- Click the "Next" button.

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)

Official S3WaaS Site

Reporting time zone [?](#)

India ▼ (GMT+05:30) India Time ▼

Currency

Indian Rupee (₹) ▼

You can edit these property details later in Admin

[Show advanced options](#)

[Back](#)

[Next](#)

5. Describe your business and click on 'Next' button:

- a) Industry Category
- b) Business size

Describe your business

Help us better understand your business by answering the following.
Your input helps improve Google Analytics.

Business details

Industry category (Required)

Computers & Electronics ▼

Business size (Required)

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

Back

Next

6. Choose your business objectives and click on 'Create' button:

Choose your business objectives

For reports that are personalized to your business, select the topics most important to you.

-  **Generate leads**
Analyze visitor metrics and attract new customers ☒
-  **Drive online sales**
Analyze purchase behavior and get more sales ☒
-  **Raise brand awareness**
Spread the word about your business ☒
-  **Examine user behavior**
Learn how people use your site or app ☒
-  **Get baseline reports**
Multiple types of reports (this option can't be combined with other options) ☐

[Back](#) [Create](#)

A pop up will appeared, select Country as “India” and accept Terms and Conditions:

Google Analytics Terms of Service Agreement ×

To use Google Analytics you must first accept the terms of service agreement for your country / region.

India ▼



Google Analytics Terms of Service

These Google Analytics Terms of Service (this **"Agreement"**) are entered into by Google LLC (**"Google"**) and the entity executing this Agreement (**"You"**). This Agreement governs Your use of the standard Google Analytics (the **"Service"**).

☒ I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

[I Accept](#) [I Do Not Accept](#)

7. Once Account and Property is set, you will be prompted to choose ‘Platform’. Select ‘Web’ here:

Analytics

Account creation ✓ Property creation ✓ Business details ✓ Business objectives ✓ Data collection 0

Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

[Learn more about data collection](#)

Choose a platform

☐ Web
 ☐ Android app
 ☐ iOS app

[Skip for now](#)

8. Enter your website URL, name and click on 'Create Stream'.

Set up your web stream

Website URL Stream name

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: ☒ Page views ☒ Scrolls ☒ Outbound clicks + 4 more

[Create stream](#)

9. You can control Measuring parameters by clicking on 'Setting' button. It is recommended to enable all selections:

Set up your web stream

Website URL Stream name

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: ☒ Page views ☒ Scrolls ☒ Outbound clicks + 4 more

[Create stream](#)



Set up data stream

Set up your web stream

Website URL: Stream name:

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: ☒ Page views ☒ Scrolls ☒ Outbound clicks + 4 more

[Create stream](#)

Enhanced measurement

Page views
Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings. [Show advanced settings](#)

Scrolls
Capture scroll events each time a visitor gets to the bottom of a page.

Outbound clicks
Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.

Site search
Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings. [Show advanced settings](#)

Form interactions
Capture a form interaction event each time a visitor interacts with a form on your website.

Video engagement
Capture video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically fired for YouTube videos embedded on your site with `jsapi` enabled.

File downloads
Capture a file download event each time a link is clicked with a common document, compressed file, application, video, or audio extension.

Analytics

Account creation

All iOS

S3WaaS <https://s3waas>

[Next](#)

Web stream details

Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly. [View tag instructions](#)

Stream details								
<table border="1"> <thead> <tr> <th>Stream Name</th> <th>Stream URL</th> <th>Stream ID</th> <th>Measurement ID</th> </tr> </thead> <tbody> <tr> <td>S3WaaS</td> <td>https://s3waas.gov.in</td> <td>6046776140</td> <td>G-ECG1LE642N</td> </tr> </tbody> </table>	Stream Name	Stream URL	Stream ID	Measurement ID	S3WaaS	https://s3waas.gov.in	6046776140	G-ECG1LE642N
Stream Name	Stream URL	Stream ID	Measurement ID					
S3WaaS	https://s3waas.gov.in	6046776140	G-ECG1LE642N					

Events

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: ☒ Page views ☒ Scrolls ☒ Outbound clicks + 4 more

Note: You can also refer You Tube videos to implement Google Analytics on Website.

10. Once Tracking/ Measurement ID is implemented, you are required to do following activities in your S3WaaS websites.

- Login to your S3WaaS website
- Go to your website backend
- Go to Google Options under Settings
- Tick the Checkbox 'Analytics Enable/ Disable'
- Enter created ID in field 'Analytics Tracking ID'
- Click on 'Save Changes'.

Who's Who

Appearance

Plugins

Users

Tools

WPBakery Page Builder

Settings

Reading

Media

Permalinks

Privacy

Google Options

Locations

Modal Popup

Upload setting

Securimage-WP

SCPOrder

Google Options

Google Options

Analytics Enable / Disable ☐

Analytics Tracking ID *

Put your google analytics tracking ID here. Get it from [here](#)

Site Verification Code

Put your google verification content here.

[Save Changes](#)