



**TECHNOWIN IT INFRA PVT LTD**

Delivering Experiences

# Google Analytics & SEO Guide



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- TechnoWin IT Infra Pvt Ltd is a forward-thinking **software development and IT solutions** company **committed to empowering businesses** through cutting-edge **digital innovation**.
- We specialize in **crafting custom technology solutions** that align with the unique goals of our clients, helping them **scale, streamline, and succeed in an ever-evolving digital landscape**.
- **From innovative app development to robust IT infrastructure management, we deliver high-quality, user-centric technology backed by strategic thinking and industry expertise.**
- Our solutions are designed **not just to function—but to perform, inspire, and grow with your business.**

# What Sets Us Apart ?



- A passionate team of **developers, designers, and IT experts** .
- Strong focus on **user experience and functionality** .
- Proven track record **across industries and platforms** .
- Agile development process with **transparent communication** .
- End-to-end support—from concept to **deployment and beyond** .

# Our Services Include



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**Web Development**



**App Development**



**Cloud Computing**



**Value Added Services**



**Office digitalization**



**DMS & Workflow**



## Google Analytics

- Google Analytics is a free web analytics tool by Google that helps you track and analyze how visitors interact with your website.
- It provides insights into user behavior, traffic sources, page performance, and conversion tracking—enabling you to make informed decisions to improve your site's effectiveness.

## SEO

- SEO stands for Search Engine Optimization, it's the process of optimizing your website to improve its visibility on search engines like Google.
- By using the right keywords, quality content, and technical best practices, SEO helps increase organic (non-paid) traffic and ensures your site ranks higher in search results.

# Benefits of Google Analytics



Google Analytics is a powerful web analytics tool developed by Google that helps you understand how users interact with your website. It tracks visitor behavior, such as:

- Where they come from (traffic sources)
- Which pages they view
- How long they stay
- What actions they take (like clicks, form submissions, purchases)

These insights help you:

- Measure marketing campaign performance
- Improve website content and user experience
- Track conversions and user journeys
- Make data-driven business decisions

Google Analytics is now primarily based on Google Analytics 4 (GA4), the latest version, which uses event-based tracking and is designed for modern web and app data collection.



## *Step 1 : Create a Google Analytics Account*

1. Go to [analytics.google.com](https://analytics.google.com)
2. Sign in with your Google account.
3. Click “Start Measuring”.
4. Fill in the Account Name and configure your account settings.
5. Click Next.

## *Step 2: Create a GA4 Property*

1. Enter a Property Name (e.g., Your Website Name).
2. Set your reporting time zone and currency.
3. Click Next, select your industry category and business size.
4. Click Create and accept the terms.

## *Step 3: Set Up a Data Stream*

1. Choose your platform: Web, iOS app, or Android app.
  2. (For a website, select Web.)
  3. Enter your website URL and a stream name.
  4. Click Create Stream.
- You will now see a Measurement ID (e.g., G-XXXXXXXX)*

## *Step 4: Add the Tracking Code to Your Website*

### *Option A: Add it Manually*

1. Copy the Global Site Tag (gtag.js) code shown in the stream details.
2. Paste it inside the <head> tag of every page of your website.

### *Option B: Use Google Tag Manager (Recommended for Advanced Users)*

1. Go to [Google Tag Manager](https://tagmanager.google.com)
2. Set up a new account and container for your website.
3. Add the GTM container code to your website.
4. In GTM, create a new tag for Google Analytics: GA4 Configuration.
5. Enter your Measurement ID and trigger it on All Pages.
6. Submit and publish the container.



```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-XXXXXXX"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'G-XXXXXXX');
</script>
```

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  gtag('js', new Date());
  gtag('config', 'G-XXXXXXX');
</script>
```

## Step 5: Verify Tracking

- *Go back to Google Analytics → Admin → Data Streams → Your Web Stream*
- *Open your website in a new tab.*
- *In Google Analytics, click “Realtime” on the left menu to see if your visit is being tracked.*

## Step 6: Set Up Conversions (Optional but Important)

1. *Go to Admin > Events in Google Analytics.*
2. *Mark key events (like form submissions, purchases) as Conversions.*
3. *You can also create custom events using Google Tag Manager or directly in GA4.*



Search Engine Optimization (SEO) is the process of improving your website so it ranks higher in organic (non-paid) search results on search engines like Google. Good SEO means more visibility, more visitors, and more opportunities to convert those visitors into customers.

- **Increases Organic Traffic (free clicks)**
- **Improves Search Engine Rankings**
- **Enhances User Experience**
- **Builds Credibility & Trust**
- **Drives Long-Term Results**

## Types of SEO

### ✓ 1. On-Page SEO

Optimizing content and elements directly on your website:

- Title tags & meta descriptions
- Headers (H1, H2, H3...)
- Image alt texts
- Internal linking
- Keyword-rich, high-quality content

### ✓ 2. Off-Page SEO

Building credibility and authority outside your website:

- Backlinks (links from other websites)
- Social media signals
- Online reviews and mentions

### ✓ 3. Technical SEO

Improving the backend structure of your website:

- Mobile responsiveness
- Website speed
- Secure connection (HTTPS)
- XML sitemap and robots.txt file
- Proper URL structure and redirects



## Step 1: Use Google Search Console

1. Go to Google Search Console
2. Add and verify your website.
3. Explore key SEO data:
  - Search Performance: Clicks, impressions, CTR, and keyword rankings
  - Coverage: Indexed pages and errors
  - Mobile Usability: Mobile-friendly issues
  - Page Experience: Core Web Vitals and HTTPS

## Monitor & Improve

- Track keyword rankings and organic traffic regularly.
- Use Google Analytics to measure time on site, bounce rates, and conversions.
- Continuously optimize content and fix technical issues.

## Step 2: Use SEO Audit Tools

Here are some free and paid tools to check SEO:

Tool	Features
Google Search Console	Keyword performance, indexing, mobile usability
Ahrefs Webmaster Tools	Backlinks, keyword analysis, SEO issues
Ubersuggest	Keyword rankings, traffic data, site audits
SEMrush	In-depth competitor analysis, site audits (free + paid)
Screaming Frog	Technical SEO audit, broken links, crawl reports
Yoast SEO (for WordPress)	Real-time on-page SEO feedback

# How to Check Your SEO Performance



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SEO Type	Focus Area	Key Elements	Goal / Purpose
On-Page SEO	Elements on your website	<ul style="list-style-type: none"><li>- Keyword optimization</li><li>- Title tags &amp; meta descriptions</li><li>- Headings (H1, H2, etc.)</li><li>- Image alt text</li><li>- Internal linking</li><li>- Quality content</li></ul>	Improve content relevance and user engagement
Technical SEO	Website structure & backend	<ul style="list-style-type: none"><li>- Mobile responsiveness</li><li>- Site speed optimization</li><li>- Secure HTTPS</li><li>- XML sitemap</li><li>- Robots.txt</li><li>- Crawlability and indexability</li></ul>	Ensure search engines can effectively crawl and index the site
Off-Page SEO	External signals beyond your website	<ul style="list-style-type: none"><li>- Backlinks from other sites</li><li>- Social media sharing</li><li>- Online reputation</li><li>- Business directory listings</li><li>- Influencer mentions</li></ul>	Boost website authority, credibility, and organic visibility

# THANKYOU



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