

# Google Analytics Overview

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- Google Analytics allows a website owner to track and analyze traffic to its website.
- When someone visits a website, their location and computer settings are transmitted to the website.
- Google Analytics can analyze users' interests and browsing patterns.
- Google Analytics can also compare one website's traffic to the average traffic of other organizations in the same industry.

# Google Analytics (cont.)

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- Google Analytics can measure the effectiveness of marketing campaigns.
- Marketing campaigns can be run using Google Ads or advertisements external to Google.

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# The End