

My First website on google analytics

My first paragraph on web analytics.

**What is Google Analytics?**

Google Analytics is a web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes.

The service is part of the Google Marketing Platform and is available for free to anyone with a Google account.

Google Analytics is used to track website performance and collect visitor insights. It can help organizations determine top sources of user traffic, gauge the success of their marketing activities and campaigns, track goal completions (such as purchases, adding products to carts), discover patterns and trends in user engagement and obtain other visitor information such as demographics.

Small and medium-sized retail websites often use Google Analytics to obtain and analyze various customer behavior analytics, which can be used to improve marketing campaigns, drive website traffic and better retain visitors.

**How does Google Analytics work?**

Google Analytics acquires user data from each website visitor through the use of page tags.

A JavaScript page tag is inserted into the code of each page. This tag runs in the web browser of each visitor, collecting data and sending it to one of Google's data collection servers.

Google Analytics can then generate customizable reports to track and visualize data such as the number of users, bounce rates, average session durations, sessions by channel, page views, goal completions and more.  [This is a link](https://analytics.google.com/analytics/web/provision/#/provision)