

Why Use Google Analytics?

In this Video, we are going to take a look at...

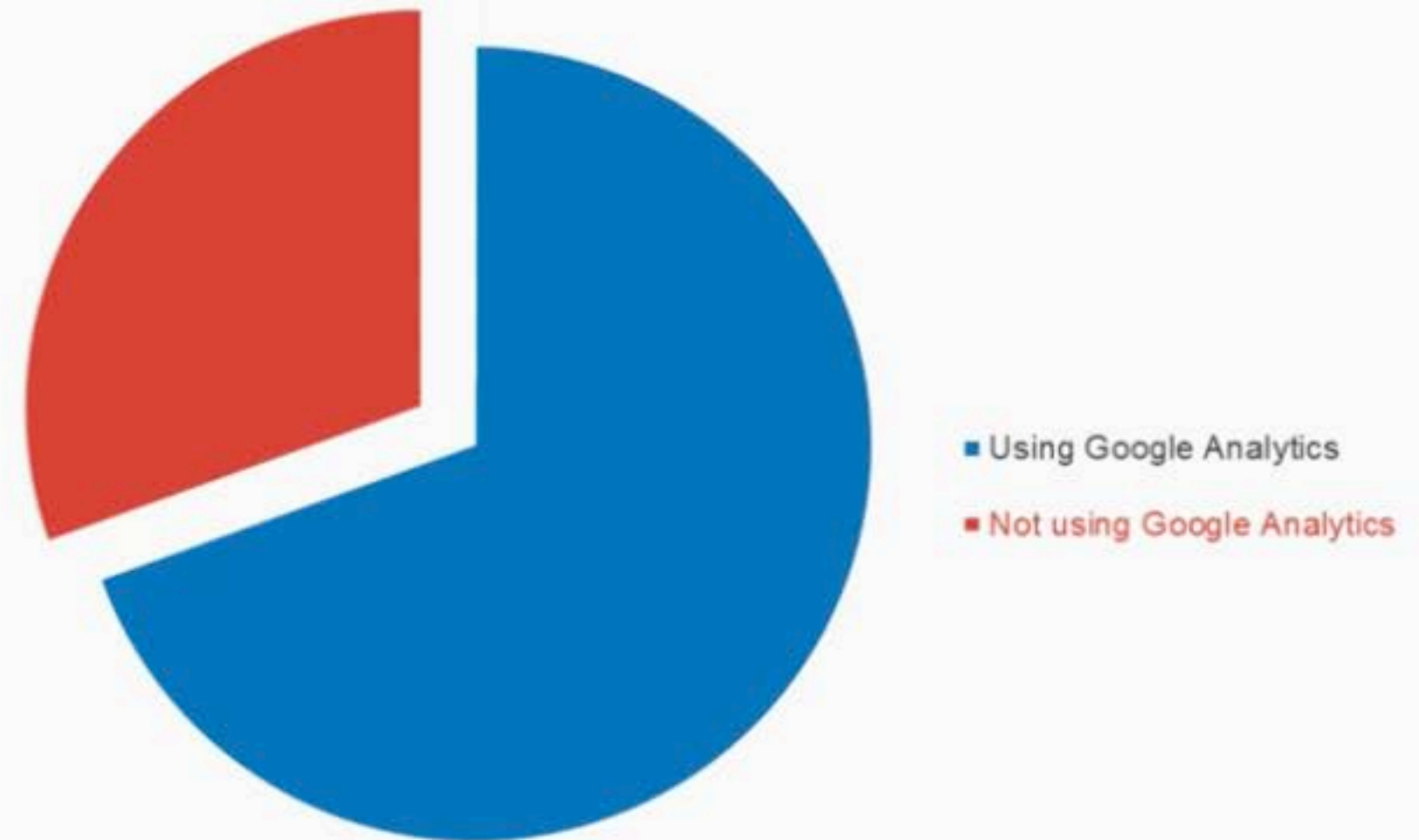
- What advantages Google Analytics has over other options
- Why Google Analytics is (probably) the most-suited for your needs
- Why Google Analytics is one of the most effective ways to add web analytics functionality to your website

Why Google Analytics?

One of the Most Effective Ways to Add Web Analytics Tools to Your Website

Google Analytics is popular

According to the internet research company BuiltWith Inc., 69.5 percent of Top 10,000 sites (based on traffic) are using Google Analytics.



One of the Most Effective Ways to Add Web Analytics Tools to Your Website

Google Analytics is free (for most of us)

The free-to-use tier of service for Google Analytics provides all the functionality you need as an individual or as a small to medium sized business.



Google Analytics