GOOGLE ANALYTICS vs MATOMO

Google provides extensive documentation for Google Analytics, including setup guides, API references, troubleshooting guides, and community forums. The documentation is comprehensive and regularly updated.	Matomo also offers detailed documentation covering installation, configuration, tracking, and reporting. The documentation is well-organized and supplemented with user guides, FAQs, and developer resources.
Google Analytics is a cloud-based service hosted entirely by Google. Users integrate the tracking code into their websites or apps, and the data is sent to Google's servers for processing and analysis.	Matomo can be self-hosted on your own servers or cloud infrastructure, providing users with full control over their data. Alternatively, Matomo also offers a hosted version called Matomo Cloud for those who prefer not to manage the infrastructure themselves.
Integration with Google Analytics typically involves adding JavaScript tracking code to web pages or using SDKs for mobile apps. There are no specific language dependencies, but familiarity with JavaScript may be required for customization.	Matomo is primarily written in PHP and JavaScript. It requires a web server (such as Apache or Nginx) with PHP support and a database (such as MySQL, MariaDB, or PostgreSQL). Dependencies include PHP extensions for database connectivity and optional plugins for additional functionality.
Google Analytics is widely used by large enterprises, small businesses, and individual website owners worldwide. It's a standard tool for website and app analytics, with millions of websites using it to track visitor behavior and performance metrics.	Matomo is also used by various organizations, including large enterprises, government agencies, and non-profit organizations. It's chosen by users who prioritize data privacy and ownership, as Matomo allows self-hosting and full control over data.
Integrating Google Analytics into a website or app is relatively straightforward. Google provides step-by-step guides for adding the tracking code, and there are plugins/extensions available for popular CMS platforms (such as WordPress) and frameworks (such as React).	Inclusion of Matomo requires more setup effort, especially if self-hosting. However, Matomo offers plugins/extensions for various platforms and frameworks, simplifying integration. Additionally, Matomo's JavaScript tracking code is similar to Google Analytics, making it familiar for those already using GA.