

GOOGLE ANALYTICS

WHAT IT IS

Google Analytics is a free service that helps you measure, analyze and understand activity on your website (or app). It includes a range of tools to track and visualize different data sets such as website traffic, the average length of time spent on a specific webpage and the number of times a resource is downloaded. In this At a Glance, we share ways that Google Analytics can support your work and highlight some resources to help you get started!

HOW IT WORKS

When a website owner sets up Google Analytics, they add a small piece of JavaScript measurement code to each page of the site. Every time a user visits a web page, the tracking code collects pseudonymous information about how that user interacted with the page. This information is then packaged and processed into reports they eventually see aggregated and organized into different categories and criteria.

WHAT YOU CAN DO WITH GOOGLE ANALYTICS

- ▶ **Unpack your user demographics:** See where your website visitors are coming from, how long they're staying and what they're interested in. You can also see what device types people are using to view your website, aiding your efforts to optimize how you're delivering content.
- ▶ **Compare your website performance across time:** Options to adjust the date range on several data sets help you see how pages and your website are performing across days, months or years.
- ▶ **View the impact of your direct, organic and paid outreach efforts:** Real-time reports highlight the channels your new users took to find you, providing important insights you can quickly act on.
- ▶ **Quickly measure and evaluate campaign objectives:** Whether you're looking to have people sign up for a newsletter or register as volunteers, you can assign important actions for your organization as key events and then use that data to improve or adjust your campaign.
- ▶ **Plus!** Google Analytics can be integrated into other Google products like [Google Ads](#) and Search Console, providing richer data to help inform your marketing approach and strategy.

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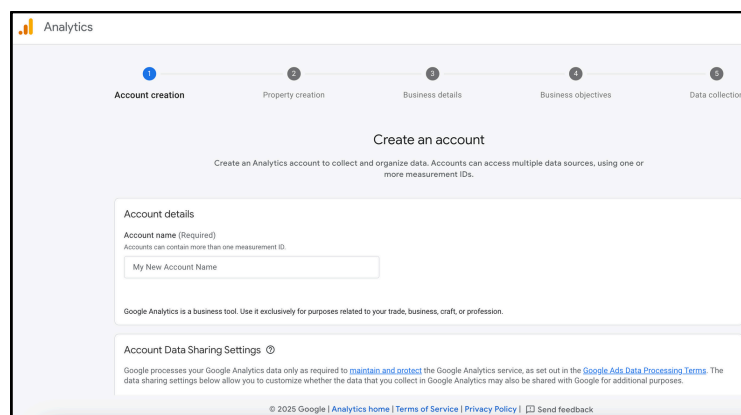
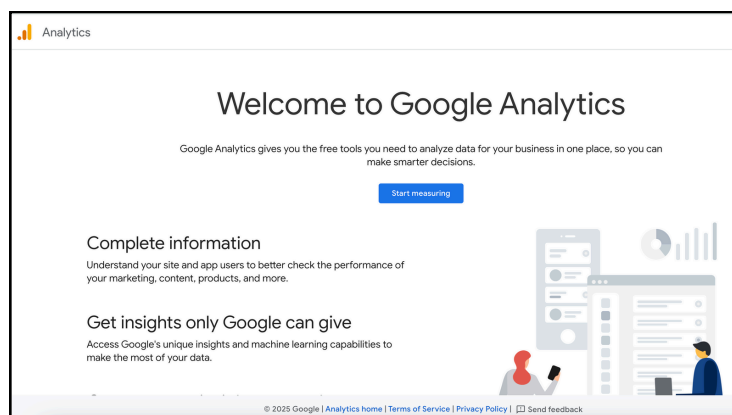
GET STARTED WITH GOOGLE ANALYTICS IN FOUR STEPS

Step 1: Create an [Analytics account](#)

Step 2: Create a new Google Analytics 4 property (*in other words, designate which site/app you'd like to track data for*)

Step 3: Add a data stream

Step 4: Set up data collection



LOTS OF RESOURCES EXIST TO HELP YOU CONFIGURE, OPTIMIZE AND LEARN MORE ABOUT GOOGLE ANALYTICS!



Here are a few to add to your bookmarks:

- [Analytics for beginners and small businesses \(Detailed guide\)](#)
- [Get started with Google Analytics \(Video\)](#)
- [Introduction to Google Analytics](#)
- [Set up Analytics for a website and/or app](#)
- [Connect Google Ads to Google Analytics](#)
- [Google Analytics Help Centre](#)
- [How Google Analytics works](#)