

Grow with Google

Make Better Business Decisions with Analytics

Use Google Analytics to gain valuable insights that help you to make more strategic business decisions.

[Learn which search terms](#) and sources drive the most traffic
[See demographic information](#) for your most profitable customers
[Understand what content](#) your audience is most interested in
[Evaluate which channels](#) drive the most conversions

Analytics aligns with the stages of your business's relationships with customers. You ask questions and use those answers to move customers through these stages.

Reach

*Who is your audience?
How do you reach them?*

Reach customers with methods like advertising, organic search, social media and offline promotions.

Use **Audience** and **Acquisition** reports to better understand who your audience is and where they come from.

Engage

Can your customers find answers?

When customers arrive on your website, you need to engage them and help them to find the answers they need.

Use **Behavior Flow** reports to visualize the path users travel one page or Event to the next, and discover what keeps them engaged.

Convert

Do leads become customers?

Help visitors complete important actions across your website.

Use **Conversion** reports to see how all your channels work together towards the completion of an important business activity, like a purchase or lead.

Sustain

Are people turning into loyal customers?

Ultimately, you want to sustain long-term relationships, and get customers to return.

Use **New vs Returning** audience reports to observe how many of your customers come back after a first visit.

You've set up Google Analytics. What should you do next?



[Set up Goals](#) to measure how well your site or app fulfills your target objectives.

[Use Events](#) to gain insight into the specifics of user interactions on your website.

As you become more advanced in Google Analytics, you may want to utilize [Google Tag Manager](#) to collect event data. Tag Manager is a free tag management system (TMS) that allows you to quickly and easily update measurement codes and related code fragments, collectively known as tags, on your website.

[Use Dimensions](#) to view your data with more granularity by viewing a primary and second dimension on a current report.

[Create segments](#) to better understand the activities of a specific audience.

Additional Resources

Become an expert in Google Analytics with the one-stop training center for Google professional tools and solutions, [Google Skillshop](#).

Learn by experimenting with data from the Google Merchandise Store, using the Google Analytics [Demo Account](#).



For additional resources check out google.com/grow and grow.google/remotework

Quick Links & Tips Reference Guide

Google Analytics:

Get Started with [Google Analytics](#)

Click Start for Free

Sign into your Google Account

Click Set up for free then follow prompts

Find your Tracking ID or Code - if you already have a Google Analytics account before Oct. 2020:

From your new account, click Admin (lower right)

Select a property from the property menu

Under property, click tracking info, then tracking code

Google Analytics 4: [Set up](#)

YouTube Videos:

Google Analytics: [YouTube Channel](#)

Google Analytics 4: [Walkthrough of the Google Analytics 4 User Interface](#)

[Connecting a Google Analytics 4 Property to an existing UA Property](#)

[Setting up the Google Analytics 4 Property with gtag.js](#)

Google Analytics Help Center

- [Find your way around Analytics](#)
- [How to set up Google Analytics 4 via Google Tag Manager](#)

Training on Google Professional Tools: [Skillshop](#)

[Google Primer](#): Free short marketing lessons. App that needs to be downloaded

Additional Webinars: [rfpenfil.com](#)