# What is Google Analytics?



"**Google Analytics** (GA) is a free service offered by Google that generates detailed statistics about the visitors to a website. Its main highlight is that the product is aimed at marketers/website owners as opposed to webmasters and technologists from which the industry of web analytics originally grew. It is the most widely used website statistics service, currently in use at around 57% of the 10,000 most popular websites" - This is how Wikipedia explains it.

Basically it tells a website owner what is working and what is not working on their website.

## Why use a Google Analytics Consultant?

There is a bit of a knack in setting it up correctly and like most things it easier to start moving with a new application when shown by someone else. This is what we will do for you:

- configure and set up Google Analytics for your website
- trouble shoot any issues that may arise with data collection
- providing detailed recommendations on improving your site using data gathered by Google Analytics
- custom build reports
- provide training

There are a lot of benefits from using Google Analytics:

- its free!
- its as good as any of the paid analytics packages
- its easy to use when up and running
- it works with any website - from one page to a lot of pages
- if you are using Adwords , it integrates easily
- and it continuously improves your search engine optimisation based on the data collected

Our **Google Analytics Consultancy Se rvice** comes FREE with any of our 5 Page basic website packages

,
8 page CMS website packages
or any website we build. We also offer this service should you already have a website. See our
fees
page.

We will do all of the above and more. If you have or are getting a website - then you need to know what is working and what is not working for you. This will do it for you.