Grow with Google

Make Better Business Decisions With Analytics

Get a deeper understanding of your customers. Google Analytics gives you the tools you need to analyze data and make better business decisions.

To Set Up Google Analytics

Visit g.co/analytics

To create an account, click **Start for free**

Set up a property in your Analytics account

How Analytics Is Organized

Account: your gateway to Analytics and the container for your Analytics properties.

Property: a container for your reports based on data collected from your apps and websites. An account can contain up to 100 properties. There are two kinds of properties: Google Analytics 4 and Universal Analytics (UA).

Data stream: a flow of data from a customer touchpoint—like your website or app—to Google Analytics. Each property can have up to 50 data streams.

Make the Switch to Google Analytics 4

New accounts and properties use **Google Analytics 4**. Properties created before October 14, 2020 use an older version, called Universal Analytics. If you use Universal Analytics, it's time to switch because starting on July 1, 2023, new data will flow into Google Analytics 4 properties only. You'll be able to view older reports for at least six months, but they will not update.
Learn more at g.co/grow/switch

Mapping a SMART Goal

A SMART goal follows a set of criteria to ensure the goal is specific, measurable, attainable, relevant, and time-sensitive. Use the table below to map out your SMART goal.

	Ask Yourself:	Write Your Answer:
Specific	What do I want to accomplish? Why? What are the requirements?	
Measurable	How will I measure progress? What is success?	
Attainable	What are the steps I need to take? Do I have the necessary resources?	
Relevant	Is this a worthwhile goal? Is this the right time?	
Time-Sensitive	How long will this take? What is the deadline?	

Additional Resources

Help Center
support.google.com

There are separate support articles for Google Analytics 4 and Universal Analytics; be sure to read the articles that apply to the version you set up for your app or website.

Demo Account
g.co/grow/demoaccount

The Google Analytics demo account is a fully functional account that anyone can access. Use the demo account to look at real business data and experiment with Google Analytics features.

YouTube Channel
YouTube.com/GrowWithGoogle

Subscribe to the Grow with Google YouTube Channel for expert tips to grow your skills, career, or business.

Google Career Certificates
grow.google/certificates

Prepare for a new career in six months or less with professional training designed by Google. Learn at your own pace and get a certificate to help you stand out to employers.

For additional resources check out google.com/grow