

Grow with Google

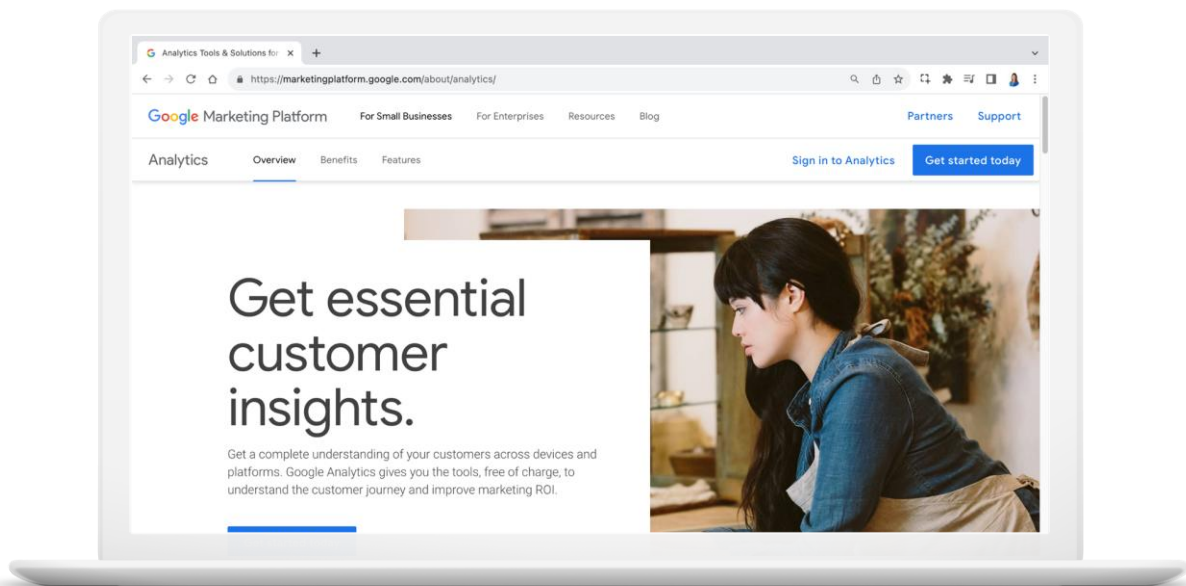
Make Better Business Decisions With Analytics

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



Set Up Google Analytics

- Visit g.co/analytics
- Click **Get started today**



How Google Analytics Is Organized

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

Property: a container for your reports based on data collected from your apps and websites.
An account can contain up to 2,000 properties.



Mapping a SMART Goal

A SMART goal follows a set of criteria to ensure the goal is specific, measurable, attainable, relevant, and time-bound. 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-Bound	How long will this take? What is the deadline?	

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.

System Builder Prompt

Beginner Prompt for GA4 Analytics Advisor

Type this exact sentence into your Analytics Advisor search bar, just swapping out the words

Compare my [traffic / purchases] from [this month] to [last month] and tell me exactly what caused the biggest change.