

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](https://g.co/analytics)

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

Set up a property in your Analytics account

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## 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).

**Please note:** If you create a new Google Analytics account or a new property within an existing account today, you will see the newest version of a property, called Google Analytics 4. Properties created before October 14, 2020, use the previous version called Universal Analytics (UA).

## Analytics Reports Help You Understand Customers

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

**Engage:** What content does your audience engage with?

**Convert:** Do visitors become customers?

**Sustain:** Do customers return?



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

## Additional Resources

### Help Center

[support.google.com](https://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.

### Skillshop

[g.co/skillshop](https://g.co/skillshop)

These free e-learning courses can help you master Google tools. The [Analytics Academy](#) course includes in-depth information about Universal Analytics in the [Google Analytics Individual Qualification](#) lessons. You can learn about the newest version, Google Analytics 4, in the lesson titled [Discover the Next Generation of Google Analytics](#).

### Grow OnAir

[g.co/GrowOnAir](https://g.co/GrowOnAir)

Sharpen your knowledge with on-demand classes from Grow with Google OnAir. With classes in Google Ads and Analytics, you'll learn marketing skills that can help grow your business.

Check out [grow.google/smallbusinesses](https://grow.google/smallbusinesses) for additional resources.