

# Google Analytics & SEO



As majority of businesses shift online, the competition has increased the importance of SEO. Google Analytics is an important tool used at the initial steps of implementing an efficient SEO strategy.

## What is Google Analytics?

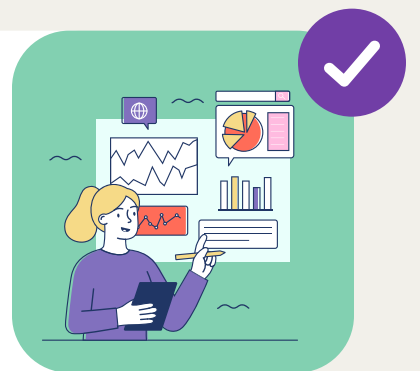
A tool for tracking, analyzing and reporting online data, focusing on data gathered through the Google search engine. It helps track and monitor activity such as user visits, sessions, conversions, traffic sources and more.

## Importance of Google Analytics in SEO

A clear understanding of analytics helps formulate an efficient SEO strategy that addresses the required flaws.

### Here are some ways to use Google Analytics for SEO:

- Identify drops & increase in traffic
- Sync Google search console
- Set up SEO goals
- Set up 404 error alerts



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