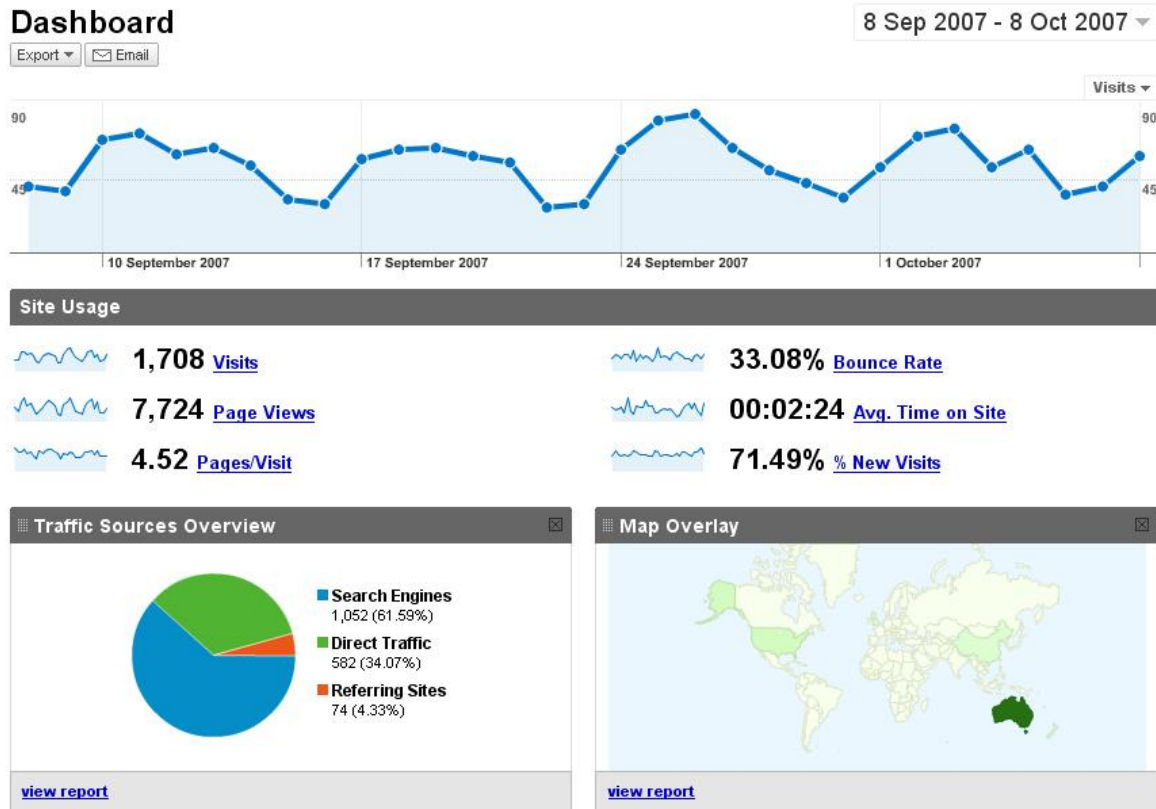


What is Google Analytics ?

Analytics is Google's free website activity data collection and analysis software which provides comprehensive reporting from a sales and marketing perspective:



Providing information ranging from simple traffic measurement through to sophisticated predefined sales goal assessment, Google Analytics is a powerful analysis tool to monitor and improve the sales performance of your website.

Analytics also includes data from related **Google AdWords** campaigns to provide a cohesive analysis across pay per click lead generation to resultant activities within the website.

Succinct Ideas provides a range of services to allow you to take advantage of Google Analytics to monitor and improve the sales effectiveness of your business website including:

- Commission Google Analytics;
- Analysis and reporting services
- Skills transfer

More information on Google Analytics is also available from our website and www.google.com/analytics/

Unleash the internet sales potential in your business

