

Optimise your website with Realm Platform and Google

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So you have your website up and running, and it is providing your viewers with useful information about your company, product or brand. You spent time making sure the design of the website appeals to customers and encourages users to browse the site whilst getting that all-important message across. The end product does all you require

and therefore you are certain it will be a success.

Wouldn't it be really great though if you could find out exactly how well your website is performing and just how much business is being generated through it? What if you could obtain information that shows you how to better your website each month?

Well, luckily that's the sole purpose of [Google Analytics](#)!

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[Google Analytics](#) is open source software that easily integrates into your site and is 100% free. It uses specific coding to track your website and provides vital feedback and information about your site including visitor profiles, conversions and key words. It helps you understand who your visitors are, where they are coming from and what they are looking at.

[Realm Digital](#) appreciates the immense value found in [Google Analytics](#) and therefore [Realm Platform](#) has been designed to instantly integrate with this tool to efficiently track and examine every page on your site. This means that one does not have to venture out of the Platform system to check your Analytics account, thereby allowing one to easily perform all online actions in one simple place.

If you are currently using [Realm Platform](#) you can add [Google Analytics](#) support in the "Statistics" module.

The [newsletter](#) module in [Realm Platform](#) also integrates seamlessly with [Google Analytics](#). Each newsletter is automatically added as a campaign in your Google Analytics account, allowing you to track and manage the effectiveness of your [newsletter campaign](#) with your other campaigns such [Pay Per Click \(PPC\)](#) all in one place.

If you are currently not using Google Analytics [click here](#) to start analysing or email [Digital.co.za](#) for more information.

To find out more about how [Realm Platform](#) integrates with Analytic Tools, [click here](#).

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