

Siteimprove Analytics vs. Google Analytics

We're often asked how Siteimprove Analytics compares to free tools like Google Analytics. Here are the top reasons why our Analytics Suite is better suited for any web team.



User-Friendly Interface

A lot of companies set up a free Google Analytics account but rarely log in to look at the data, because the amount of information is overwhelming. While a team may have some knowledge of analytics and what to look for, they don't necessarily have time to dig through it all.

We've spent years fine-tuning Siteimprove Analytics to create the most user-friendly analytics program available today. Its intuitive interface gives your team the information they need, when they need it—no analytics expertise required.

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“ Siteimprove has the data more clearly displayed in comparison to other analytics tools, which makes my life easier. I don't have to drill down through a thousand different things just to find what I'm looking for. ”

– Andy Langmuir, Web Specialist at Windsor-Essex County Health Unit



Democratize Data With Ease

With so many people responsible for different sections of a website, customizing analytics information is important. With Siteimprove Analytics, you can easily filter data by the responsibilities of each contributor, team, or department and set up scheduled reporting to keep everyone accountable for their area of the website.



Own Your Own Data

With Siteimprove Analytics, your data is your property. We don't use or share your information with anyone. Google Analytics owns your data whether you use the free or paid version, which is something to be aware of as privacy legislation increases around the world. For instance, the General Data Protection Regulation in Europe takes effect May 2018 and is the strictest data privacy law to date, expanding the definition of personal data and expectations surrounding consent. The United States and Canada have a variety of privacy laws that may see more uniformity in the future, and Australia already has stringent legislation in place.



Track Events From Day One

Want to know what documents your visitors are clicking on? Or the external sites they're heading to? We'll help you set this up so it's easy to get the answers. Google Analytics has advanced event tracking, but every event needs to be set up manually, which can be time-consuming, complicated, and expensive if you hire a consultant.

When you implement Siteimprove Analytics, some events are tracked for you right away. And with minimal set-up time thanks to in-tool tutorials and hands-on help from the Siteimprove Support team, you'll gain even more insight by tracking events like clicks to videos, expandable menus, and more.



Visualize Visitor Behavior

Siteimprove Behavior Maps helps you visualize every action visitors take on your website. The Heat Map aggregates all click coordinates on a given page and the Scroll Map shows you just how far visitors are getting. Plus, with the Click Map and Segmentation Map, you gain a better understanding of what different visitor groups are doing and where they're going. Google Analytics does not offer behavior maps in the free or paid version—still leaving you with piles of numbers to piece together.



Align Data and Digital Strategy

Both Google and Siteimprove Analytics let you set objectives for your website. Siteimprove Key Metrics takes you beyond surface-level data like page views and site visits so you can identify and track actions tied directly to your overall strategy. Whether it's newsletter subscribers, vCard downloads, or appointment confirmations, you can tie a monetary value to every action a visitor takes, giving you concrete data to show stakeholders. While you can do the same in Google Analytics, you're limited to 20 goals. With Siteimprove, you have the chance to set up to 100 Key Metrics.

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“ The website exists for our users, and we have to know whether they respond to the work we do online. That is impossible to know without an analytics tool. The insight provided by Siteimprove Analytics facilitates dialogue across teams, which helps us move forward and continuously deliver a better service. ”

– Søren Top-Nørgaard, Project Manager at Hørsholm Municipality



See All Your Data—Not Just Some of It

In instances of high traffic, Google Analytics selects a subset of data from your traffic and reports only on the trends available in that sample set. With Siteimprove Analytics, your data is not sampled, but is the exact data logged by the analytics script. Sampling is typically faster, but it's not as accurate. Plus, in the event your team discovers a KPI you should have been measuring all along, you can view retroactive data immediately in Siteimprove Analytics—something that is much more complicated to set up in Google Analytics.



Need Support? No Problem

Have you ever tried to wade through the Google Analytics Help Center? It can be a serious challenge to get where you need to go.

With Siteimprove Analytics, you automatically get access to a comprehensive Help Center, User Community, and in-tool tutorials. You also have opportunities to receive one-on-one support and training for your entire team, ensuring everyone can maximize their time in the Analytics Suite.

Get A
Free Demo

go.siteimprove.com/demo

Act With Digital Certainty

Siteimprove transforms the way organizations manage and deliver their digital presence. With the Siteimprove Intelligence Platform, you gain complete visibility and deep insights into what matters, empowering you and your team to outperform the status quo with certainty every day.

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