

Google Analytics Review

Pricing, pros, cons and practical fit

Website and app analytics for businesses that need traffic, acquisition, engagement, and conversion reporting.

QUICK FACTS

At a glance

Starting price	Free
Free plan	Yes
Free trial	No
Difficulty	Medium
Last verified	Sep 2026
Best for	Ecommerce, Marketing Team, Small Business, Solopreneur,

KEY TAKEAWAYS

Strength and limitation

KEY STRENGTH

Deep integration with Google products and broad analytics capabilities at no software cost.

MAIN LIMITATION

The interface and event-based data model can feel complex for beginners.

WISETECHLIST VERDICT

Should you use Google Analytics?

Google Analytics is a practical default for businesses that need robust website measurement without paying for analytics software. It is especially useful when you already use Google Ads, Search Console, or other Google marketing products, though the setup and reporting model can take time to learn.

USE CASES

What can you use Google Analytics for?

- Website traffic analysis
- Acquisition reporting

- Conversion tracking
- Ecommerce analytics
- Campaign measurement

PROS AND CONS

What to like and what to consider

WHAT WE LIKE

- Free to use
- Strong acquisition and conversion reporting
- Integrates with Google Ads and other Google products
- Supports websites and apps
- Large ecosystem and documentation

WHAT TO CONSIDER

- Can be difficult for beginners
- Requires careful event and conversion setup
- Privacy configuration needs attention
- Reports can feel more complex than lightweight alternatives

PRACTICAL FIT

How Google Analytics fits a small business workflow

WHAT IT IS

Google Analytics is a web and app analytics platform for measuring traffic, acquisition, user behavior, events, conversions, and audience performance across digital properties.

WHERE IT FITS

Google Analytics fits businesses that need a free, widely supported analytics foundation for understanding where visitors come from and what they do after arriving. It is especially useful when teams already use Google Ads, Search Console, Tag Manager, or other Google marketing products.

WHEN IT MAY NOT FIT

Google Analytics may not be the right fit if your priority is a very simple dashboard, privacy-first analytics with minimal configuration, or session-level visual behavior tools such as heatmaps and recordings. Its event model and reporting can feel complex for small teams.

DECISION GUIDE

Who should choose it?

GOOD FIT

Choose Google Analytics if you need comprehensive web analytics, conversion tracking, and strong integration with the Google marketing ecosystem.

SKIP IF

Skip it if you want an extremely simple privacy-focused dashboard with minimal configuration and no need for advanced marketing attribution.

Continue your research

Read the live review for updated pricing, links and alternatives.

<https://wisetechlist.com/tools/google-analytics/>