

Google Marketing Manual

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Google

Google Marketing Platform is a suite of tools designed for businesses to have smarter marketing measurement and better results. It is a paid tool and it includes advertising and analytics tools by Google such as Analytics 360, Search Ads 360, Display and Video 360, Tag manager 360, optimize 360 and more.

The Complete Google Marketing Tools List Every Business ...

The more you use Google Analytics, the easier it is to focus your time on the data that has the biggest impact on your site.
3. Google Search Console. Similar in many ways to Google Analytics, the time you spend with this free tool is never a waste. There's so much to learn from the Google Search Console.

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