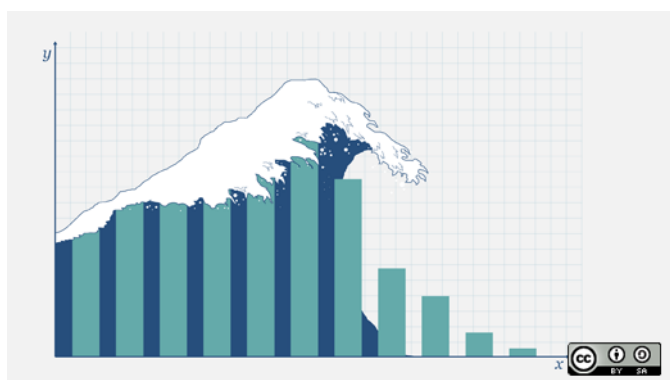


5 benefits of switching from Google Analytics to Plausible

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Google Analytics (GA) has been the industry standard web analytics tool for about as long as there have been analytics tools. Nearly every brief that my WordPress agency receives specifies that GA must be installed. And there is rarely any debate around whether it's the best tool for the job.

My team at Wholegrain Digital has had concerns about GA in terms of privacy, General Data Protection Regulation (GDPR) compliance, performance, user experience, not to mention Google as a global advertising, and search monopoly. However, we continued using GA for 99% of our projects because we didn't feel that there was a strong enough alternative.

Well, that has changed. We've made a decision that GA will no longer be our default analytics tool. Instead, our default analytics tool will be Plausible.

In this article, I'll outline why we consider Plausible a better choice as a default analytics solution, the compromises to be aware of, and how it will impact our clients.

[2]

Also: [Frontity is an Open-source React Framework for better WordPress Headless Experience](#) [3]

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