

## Blogger uses Google Analytics statistics

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Two years ago, Google acquired MeasureMap, a blog statistics tool, preparing for a plan to penetrate the potential personal blog market. MeasureMap provides bloggers with real-time graphs that display access information with audience data, according to these important data, bloggers can know what readers are interested in on their blogs and what they need.

Google announces the preparation to transfer MeasureMap registered users to Google Analytics via email in the past few days: "MeasureMap users will have a stronger access to new services on the Google Analytics platform and continue to use The interface is very friendly. " MeasureMap features will be combined with Google Analytics.

Currently, the combined testing phase will last longer to gather feedback from bloggers. Bloggers who are using Google Blogspot or Blogger service can refer here to put Google Analytics into their entries.

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