

@mjkabir Notes



<https://shownotes.app/show/63cbi>

## Google Analytics Alternatives

Google Analytics is illegal in some European countries, including Austria, France, Italy, Denmark, Finland, Norway, and Sweden. Sweden has even issued the first significant fine of €1 million for using Google Analytics. In the search for Google Analytics alternatives, I have found some solutions that work, and I am sharing them here.

Reasons to Choose Alternatives Over Google Analytics:

- **Owned by Google:** Largest ad-tech company, leading to privacy concerns.
- **Bloated Script:** Affects site speed and performance.
- **Overkill:** Too complex for most site owners' needs.
- **Privacy Liability:** Complicated compliance with GDPR, CCPA, etc.
- **Cookie Consent:** Requires user consent to store cookies.
- **Inaccurate Data:** Blocked by many plugins and browsers.
- **Extensive Privacy Policy:** Demands a detailed privacy policy.
- **Referral Spam:** Data can be skewed by spam.
- **Proprietary Product:** Trust issues with Google's data handling.
- **User Experience:** Necessitates annoying consent prompts.



AI REVIEW PASSED.



## Pirsch.io - a german alternative to GA

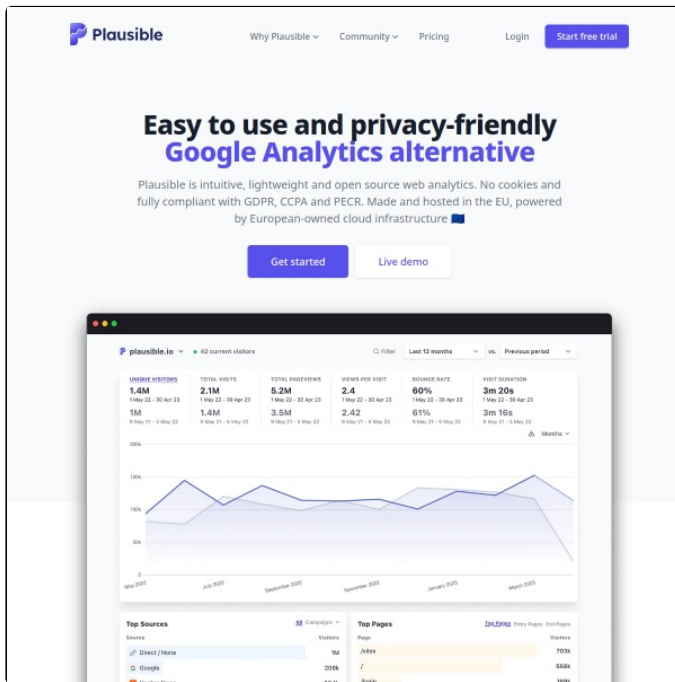
Pirsch.io is an innovative web analytics platform that provides privacy-focused, lightweight, and straightforward tracking solutions for websites and applications. Originating from Germany, Pirsch.io allows users to gain insights into their web traffic without compromising on data privacy. The platform stands out for its ease of integration, minimal impact on website performance, and commitment to user data protection, aligning with stringent European data privacy regulations.

I am using it for some of my project sites.

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**Website:**

<https://pirsch.io/>



## Plausible.io – open source solution from Estonia

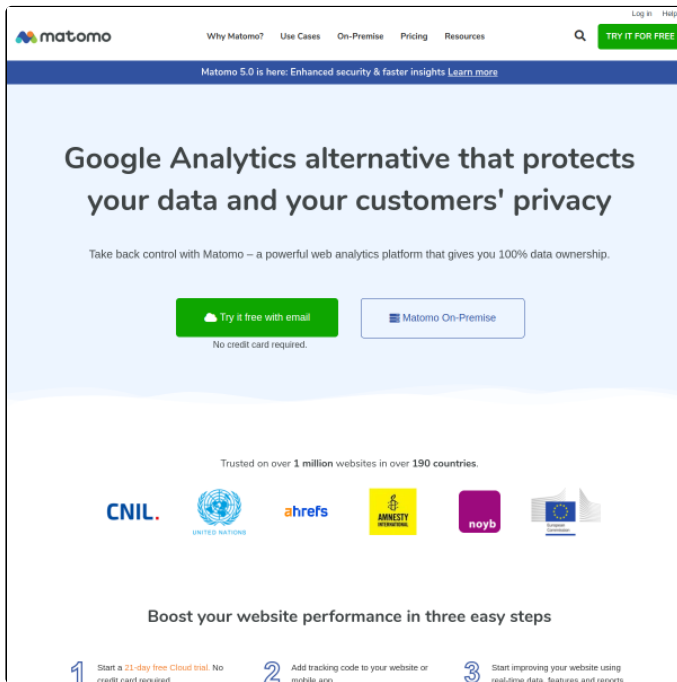
Plausible.io is a privacy-focused web analytics platform that provides simple, lightweight, and effective tracking solutions for websites and applications. Originating from Estonia, Plausible.io is designed to offer insightful analytics without compromising user privacy. The platform is known for its ease of use, quick integration, and adherence to strict data protection standards, making it a popular choice for individuals and businesses seeking to comply with European privacy regulations while gaining valuable insights into their web traffic.

If you do want to use the self-hosted version, be aware that updates are released for the open-source version only twice a year, whereas the paid SaaS solution is updated every week.

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**Website:**

<https://plausible.io>



## Matomo - an open source GA alternative from New Zealand

Matomo.org is a robust, open-source web analytics platform that provides comprehensive insights while prioritizing user privacy and data ownership. Originating from New Zealand, Matomo empowers users with complete control over their data, ensuring compliance with privacy regulations such as GDPR. Known for its extensive features and flexibility, Matomo offers an effective alternative to traditional analytics solutions, allowing businesses to make data-driven decisions without sacrificing privacy.

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**Website:**

<https://matomo.org/>