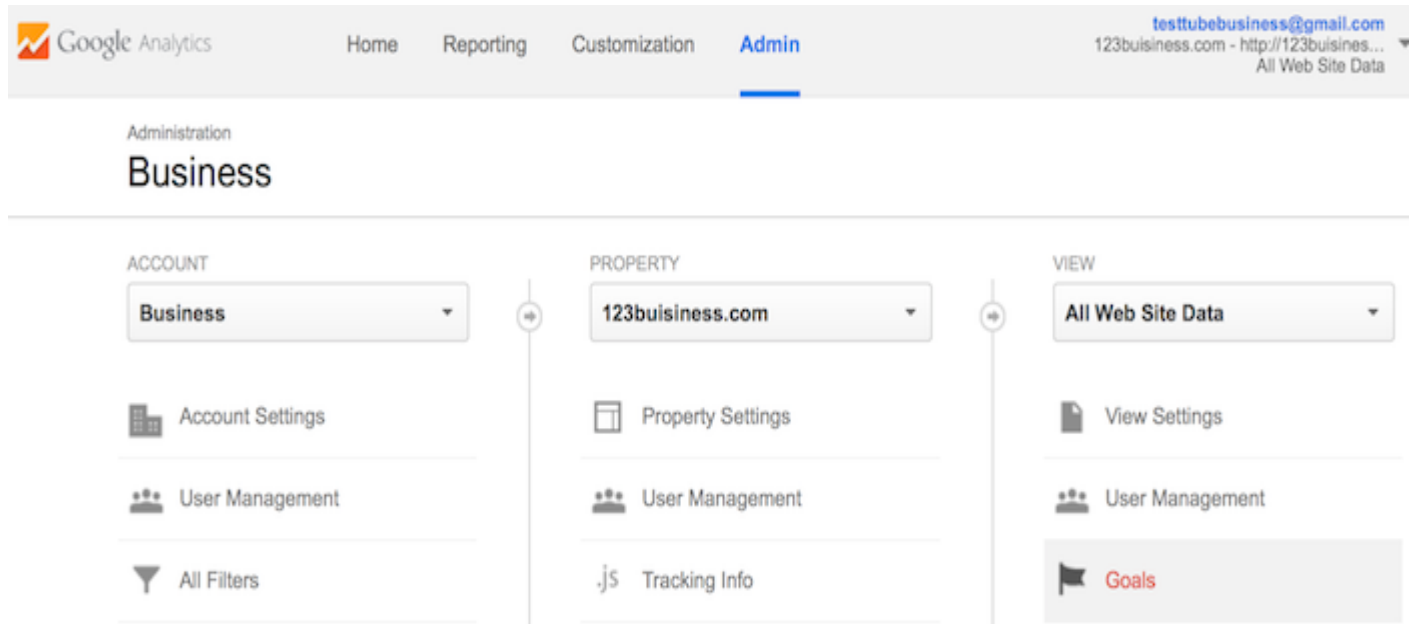


Lesson no. 5 – Setup Goals

Set up goals

After you install your tracking code on your website, you will want to configure a small (but very useful) setting in your website's profile on Google Analytics. This is your Goals setting. You can find it by clicking on the Admin link at the top of your Google Analytics and then clicking on Goals under your website's View column.



The screenshot shows the Google Analytics Admin interface. At the top, there is a navigation bar with 'Home', 'Reporting', 'Customization', and 'Admin' (highlighted). The user is logged in as 'testtubebusiness@gmail.com' with the property '123business.com - http://123business.com' and view 'All Web Site Data'. Below the navigation bar, the 'Administration' section is titled 'Business'. The interface is divided into three columns: ACCOUNT, PROPERTY, and VIEW. The ACCOUNT column shows 'Business' selected, with options for Account Settings, User Management, and All Filters. The PROPERTY column shows '123business.com' selected, with options for Property Settings, User Management, and Tracking Info. The VIEW column shows 'All Web Site Data' selected, with options for View Settings, User Management, and Goals (highlighted in red).

Goals will tell Google Analytics when something important has happened on your website. For example, if you have a website where you generate leads through a contact form, you will want to find (or create) a thank you page that visitors end upon once they have submitted their contact information. Or, if you have a website where you sell products, you will want to find (or create) a final thank you or confirmation page for visitors to land upon once they have completed a purchase.

That URL will likely look something like this.

<http://123business.com/thank-you>

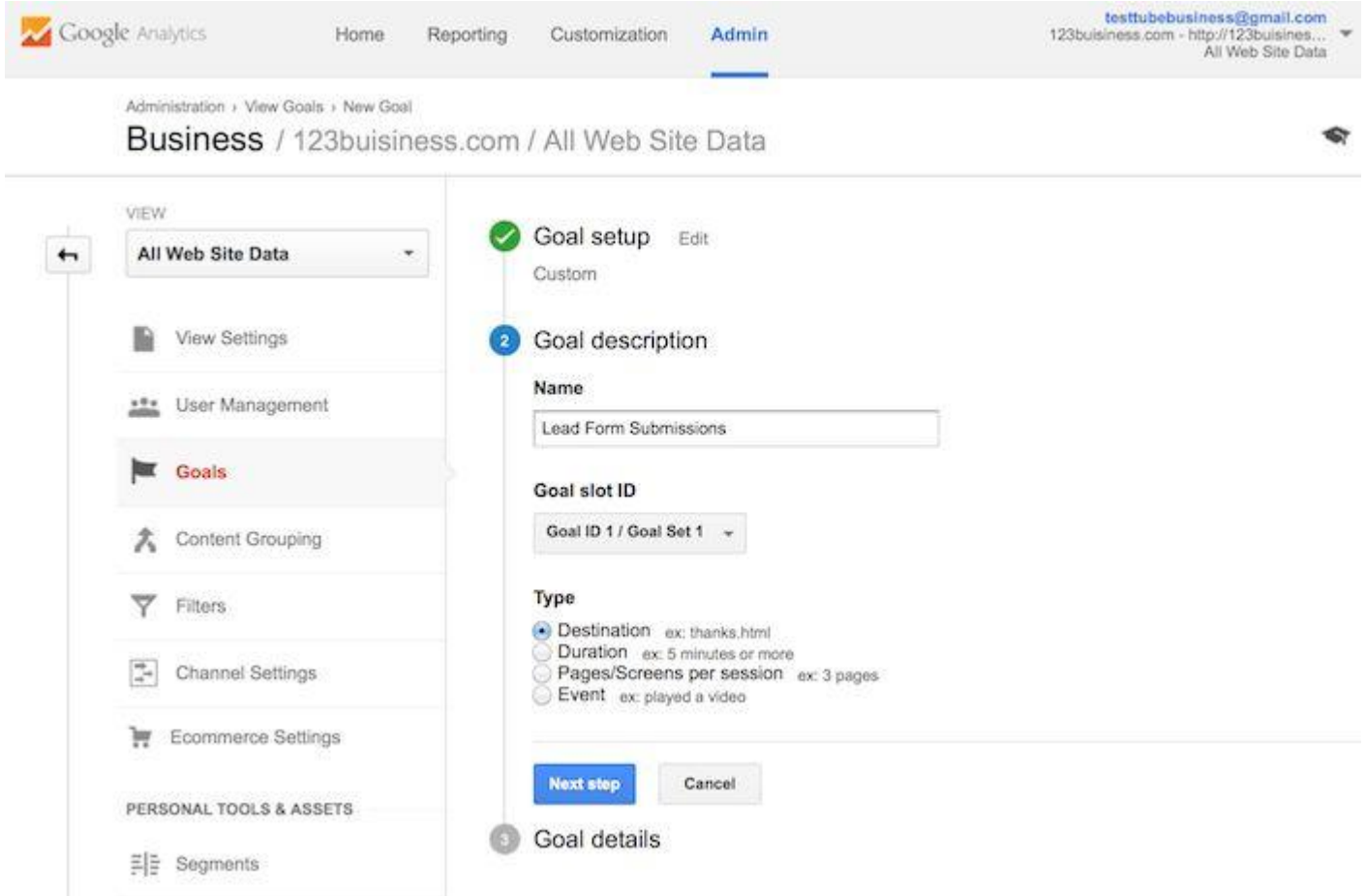
<http://123business.com/thank-you/>

<http://123business.com/thank-you.html>

In Google Analytics, you will click on the New Goal button.

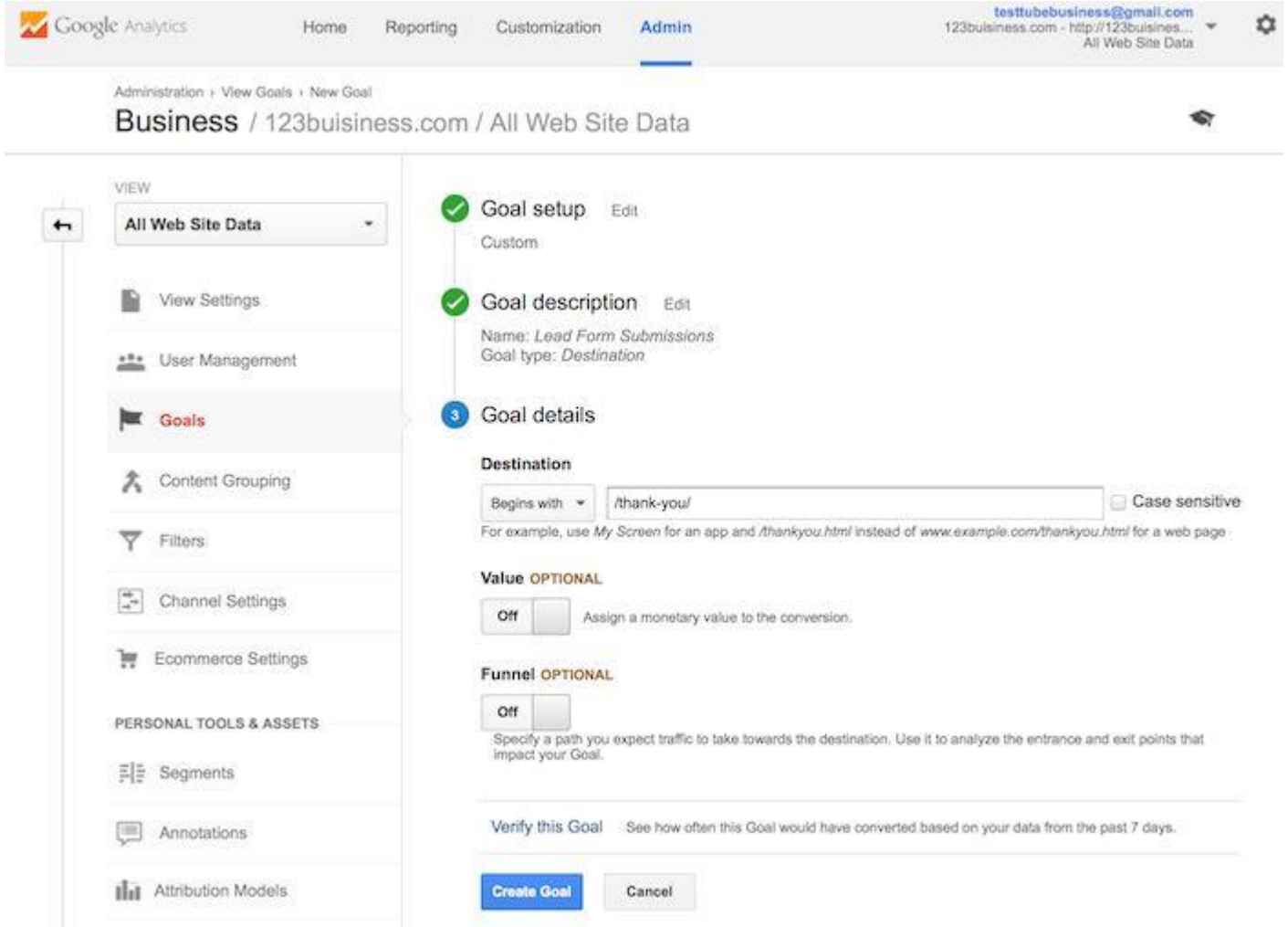
You will choose the Custom option (unless one of the other options are more applicable to your website) and click the Next Step button.

You will name your goal something you will remember, select Destination, and then click the Next Step button.



The screenshot shows the Google Analytics Admin interface for a property named 'Business' on the website '123business.com'. The breadcrumb trail is 'Administration > View Goals > New Goal'. The current view is 'All Web Site Data'. The left sidebar contains navigation options: View Settings, User Management, Goals (highlighted), Content Grouping, Filters, Channel Settings, Ecommerce Settings, and Segments. The main content area is titled 'Goal setup' and includes a 'Goal description' section. The 'Name' field contains 'Lead Form Submissions'. The 'Goal slot ID' is set to 'Goal ID 1 / Goal Set 1'. Under the 'Type' section, 'Destination' is selected with the example 'ex: thanks.html'. Other options include 'Duration' (ex: 5 minutes or more), 'Pages/Screens per session' (ex: 3 pages), and 'Event' (ex: played a video). 'Next step' and 'Cancel' buttons are visible at the bottom of the setup section.

You will enter your thank you or confirmation page's URL after the .com of your website in the Destination field and change the drop-down to "Begins with".



The screenshot shows the Google Analytics Admin interface for a property named 'Business' on the website '123business.com'. The user is in the 'Admin' section, specifically in the 'New Goal' setup process. The left sidebar shows navigation options like 'View Settings', 'User Management', 'Goals', 'Content Grouping', 'Filters', 'Channel Settings', 'Ecommerce Settings', 'Segments', 'Annotations', and 'Attribution Models'. The main content area shows the goal setup steps: 'Goal setup' (Custom), 'Goal description' (Name: Lead Form Submissions, Goal type: Destination), and 'Goal details'. In the 'Goal details' section, the 'Destination' is set to 'Begins with' and '/thank-you/'. There are checkboxes for 'Case sensitive', 'Value OPTIONAL' (currently 'Off'), and 'Funnel OPTIONAL' (currently 'Off'). A 'Verify this Goal' section is also present, and at the bottom, there are 'Create Goal' and 'Cancel' buttons.

You will then toggle the value and enter a specific dollar value for that conversion (if applicable) and click Create Goal to complete the setup.

If you have other similar goals / conversions you would like to track on your website, you can follow these steps again. You can create up to 20 goals on your website. Be sure that the ones you create are highly important to your business. These goals (for most businesses) include lead form submissions, email list sign ups, and purchase completions. Depending on your website and its purpose, your goals may vary.

Note that this is the simplest of all conversion tracking in Google Analytics. You can review the documentation in Google Analytics support to learn more about setting up goal tracking.