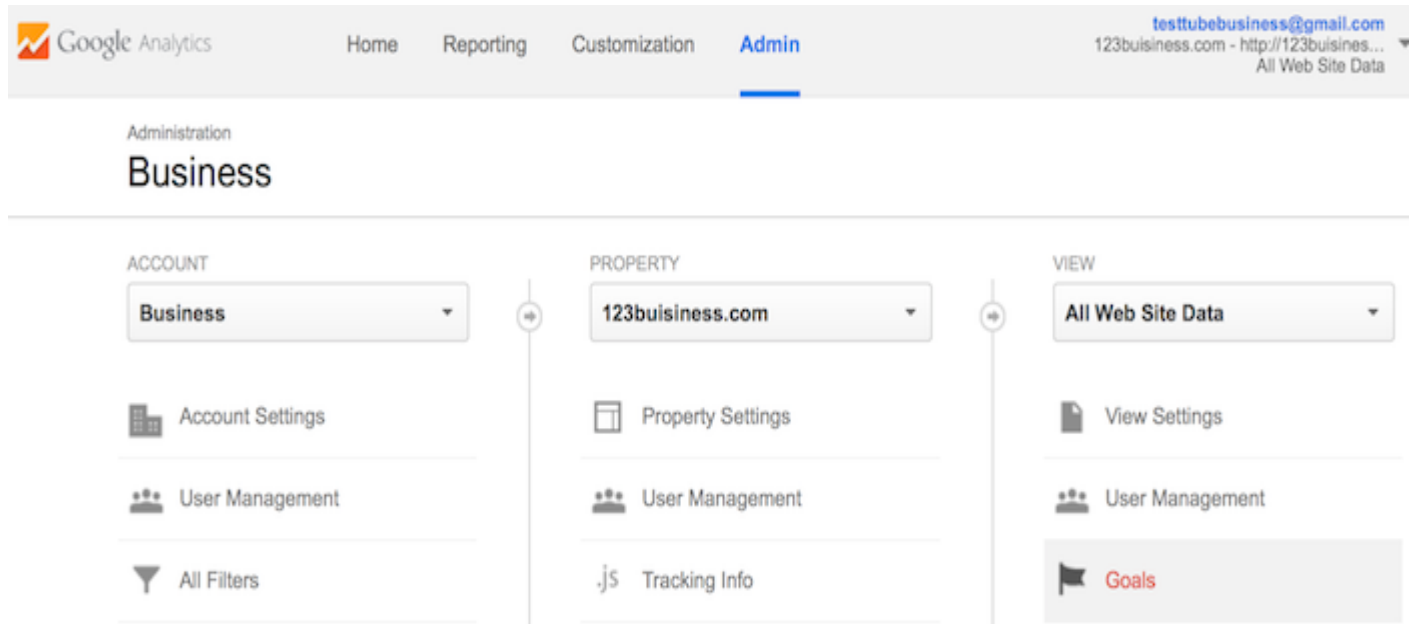## Lesson no. 5 – Setup Goals

### 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.



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/

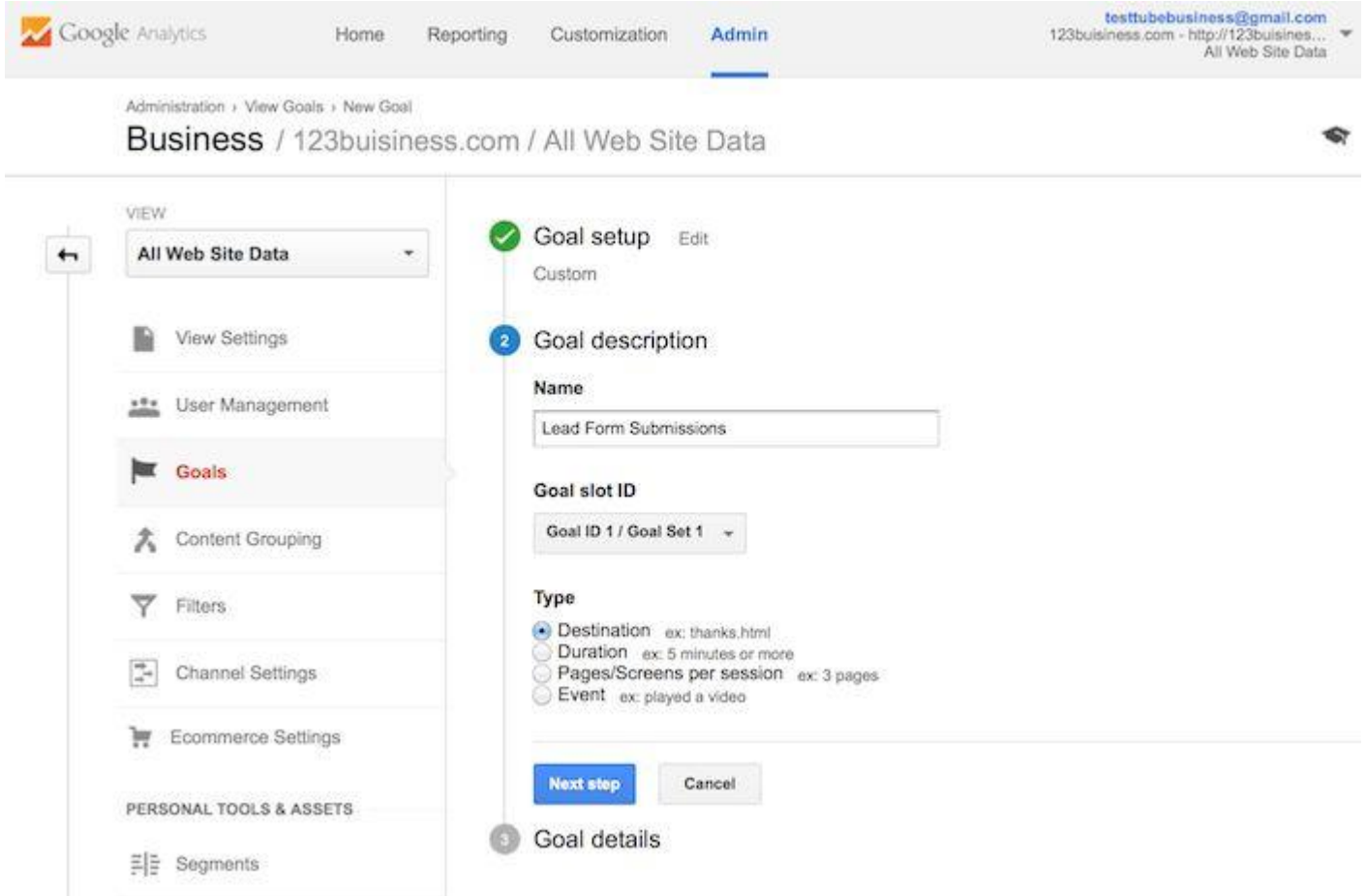http://123business.com/thank-you.html

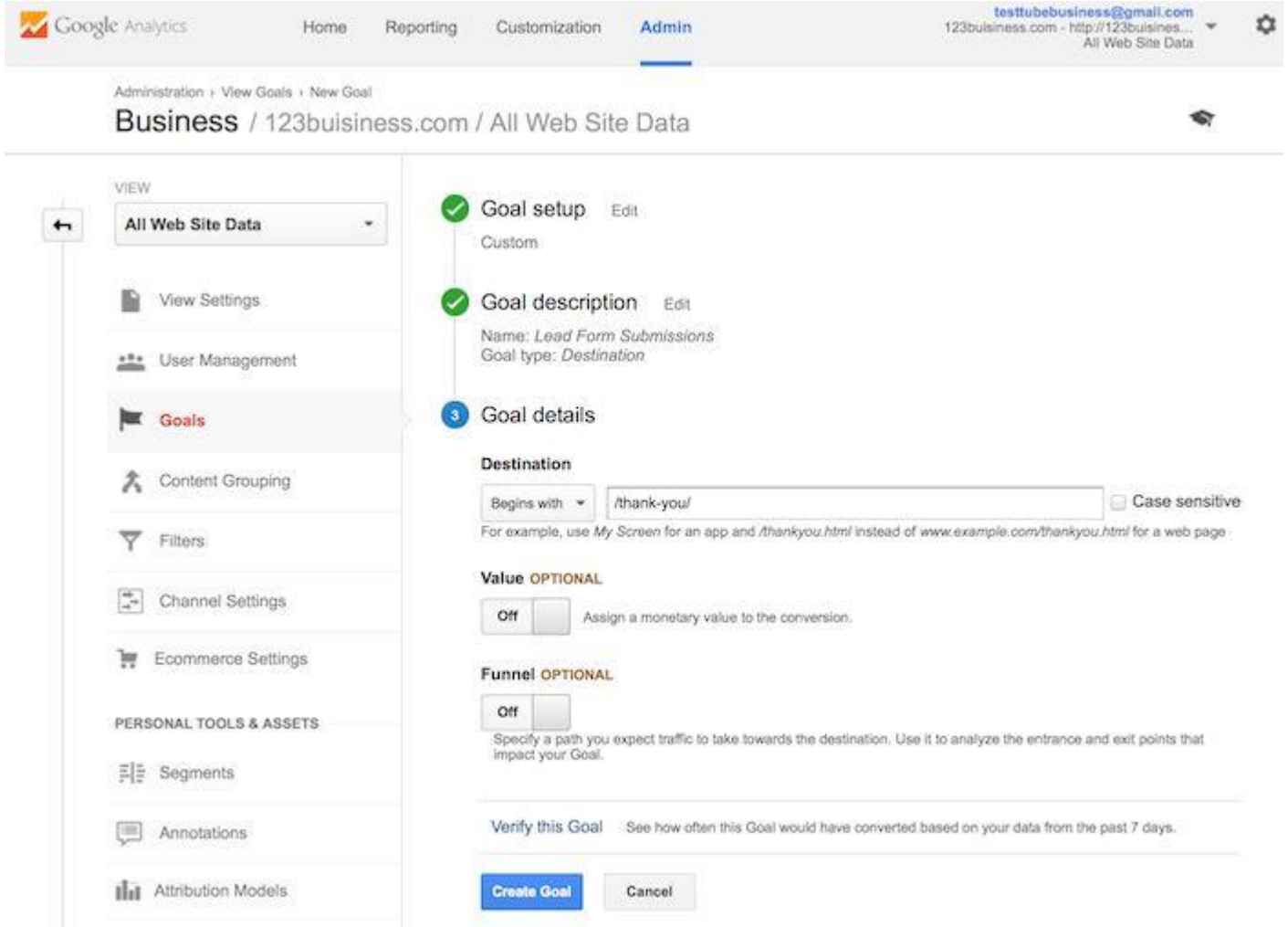In Google Analytics, you will click on the New Goal button.

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.

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".

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.