

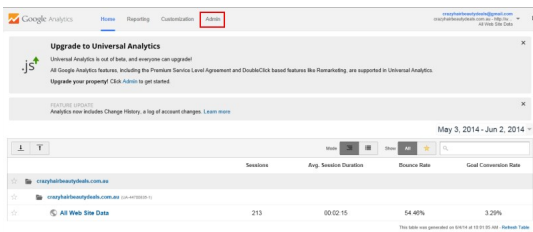
# My Easy PC we are here to help you... - Google Analytics goal set up

Written by Administrator

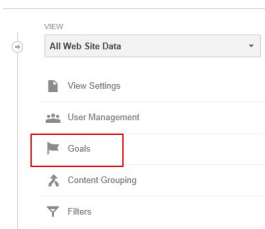
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You can set up Analytics Goals to monitor how your users interact with your website. This is especially valuable for online businesses with shopping carts or eCommerce sites.

- Login to you Google Analytics account
- Click on Admin from the top menu



- Under View menu click Goals



- Under Goals you should be able to see all the current goal set up
- To create a new click on the +NEW GOAL button

A screenshot of the 'GOALS' management page in Google Analytics. At the top left, there is a '+ NEW GOAL' button. Below it is a table with columns: 'Goal', 'Id', 'Past 7 day conversions', and 'Recording'. The table lists several goals with their respective IDs, conversion counts, and recording status (ON/OFF).

| Goal  | Id                     | Past 7 day conversions | Recording |
|---|------------------------|------------------------|-----------|
| Account View                                | Goal ID 5 / Goal Set 1 | 3                      | ON        |
| Place an order - completed order received!  | Goal ID 4 / Goal Set 1 | 0                      | OFF       |
| Place an order - completed order - received | Goal ID 3 / Goal Set 1 | 0                      | ON        |
| Place an order-Funnel Checkout              | Goal ID 2 / Goal Set 1 | 2                      | ON        |
| Place an order-start Checkout               | Goal ID 1 / Goal Set 1 | 0                      | OFF       |

- Select the most appropriate goal. e.g. for an shopping cart site select Place an order, for a simple website select Contact us or Custom.

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**Goal setup**

Select a template to start with a pre-filled configuration

**REVIEW**

- Place an order Completed purchase or pre-order request
- Make an appointment Scheduled a visit or meeting

**ACQUISITION**

- Create an account Download sign up, account, or view enabled

**INQUIRY**

- Refer a friend Enabled box
- View more Viewed product or service details
- Contact us Viewed phone number, direction, chat or email
- Find a location Viewed location or store information
- See deals Viewed current sales or promotions

**ENGAGEMENT**

- Media play Played interactive media, like a video, slideshow, or product demo
- Share / social connect Shared to a social network or email
- Newsletter sign up Signed up for newsletter or mailing

Custom

- Enter a Goal description this is the name of your goal. Type use Destination

**Goal setup** Edit  
Template: Contact us

**Goal description**

Name  
Contact us Goal ID 6 / Goal Set 2

Type

- Destination ec: thanks.html
- Duration ec: 5 minutes or more
- Pages/Screens per session ec: 3 pages
- Event ec: played a video

**Goal details**

Goal Details are the most important.

**Goal description** Edit  
Name: Contact us  
Goal type: Destination

**Goal details**

**Destination**

Equals to   Case sensitive  
For example, use My Screen for an app and /thanks.html instead of www.example.com/thanks.html for a web page.

**Value OPTIONAL**

OR  Assign a monetary value to the conversion.

**Funnel OPTIONAL**

OR   
Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

**Verify this Goal** See how often this Goal would have converted based on your data from the past 7 days.

- In the Destination dropdown you can select several options. If know the target URL is fixed or static then Select Equals to enter that URL.

**Destination**

Equals to  in app and /thanks.html instead of www.example.com/

- Equals to
- Begins with
- Regular expression ry value to the conversion.

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e.g.

Destination

Equals to

For example, use My Screen for an app and /thankyou.html instead of www.e

- If the target URL is dynamic such as when a payment is made or a thank you page is display that dynamically updates the URL for each instance then Select Regular expression or Begins with enter that URL only up to the static end.

e.g.

Destination

Begins with

For example, use My Screen for an app and /thankyou.html instead of www.e

- You can set up a Funnel which is optional. The funnel will tell you how your users arrive at the destination URL. Example for a shopping cart you funnel may be view cart or cart.

e.g.

Funnel OPTIONAL

On

Use an app screen name string or a web page URL for each step. For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.

| Step | Name     | Screen/Page | Required?                    |
|------|----------|-------------|------------------------------|
| 1    | Checkout | /checkout/  | <input type="checkbox"/> Yes |

[+ Add another Step](#)

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- Click Verify this goal to see if you goal set up works.

For more info click [here](#) .