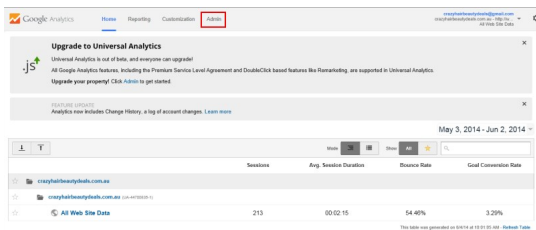


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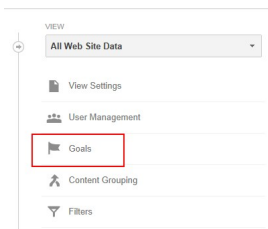
Written by Administrator

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' page in Google Analytics. At the top left, there is a '+ NEW GOAL' button. Below it is a table listing existing goals. The table has columns for 'Goal', 'Id', 'Past 7 day conversions', 'Recording', and 'share'. There are five rows of goal data.

Goal	Id	Past 7 day conversions	Recording	share
Account View	Goal ID 5 / Goal Set 1	3	<input checked="" type="checkbox"/>	share
Place an order - completed order received!	Goal ID 4 / Goal Set 1	0	<input type="checkbox"/>	share
Place an order - completed order - received	Goal ID 3 / Goal Set 1	0	<input checked="" type="checkbox"/>	share
Place an order-Funnel Checkout	Goal ID 2 / Goal Set 1	2	<input checked="" type="checkbox"/>	share
Place an order-start Checkout	Goal ID 1 / Goal Set 1	0	<input type="checkbox"/>	share

- 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

- Template
 - REVIEW
 - Place an order
 - Completed purchase or pre-order request
 - Make an appointment
 - ACQUISITION
 - Create an account
 - INQUIRY
 - Refer a friend
 - View more
 - Contact us
 - Find a location
 - See details
 - ENGAGEMENT
 - Media play
 - Share / social connect
 - Newsletter sign up
- 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

Type

- Destination
- Duration
- Pages/Screens per session
- Event

Next step Cancel

Goal Details are the most important.

Goal description Edit

Name: Contact us

Goal type: Destination

Goal details

Destination

Equals to

Value OPTIONAL

Funnel OPTIONAL

Verify this Goal

Create Goal Cancel

- 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

Begins with

Regular expression

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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](#) .