

— ThoughtShift presents —

A Guide to Setting Up Goals in Google Analytics



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1. Why set up Goals?

Setting up goals in Google Analytics is a relatively simple way to track your website performance.

Once your goals are set up in Google Analytics this will have a huge benefit for your website as it can tell you exactly how many online conversions your site has had across any period of time you choose. Whether your objectives are to increase enquiry forms, e-commerce sales or site engagement, goal tracking enables you to know exactly how many conversions you've had so you can compare data month on month or year on year.

Once you know the number of conversions your site is generating, you can further drill into the Google Analytics data to understand which combinations of traffic sources, content and calls to action sent your site the most leads and sales each month. Understanding your best and worst performing marketing channels gives you the insight to know exactly where to allocate more or less marketing resources to continuously improve your results.

2. How to set up Goals

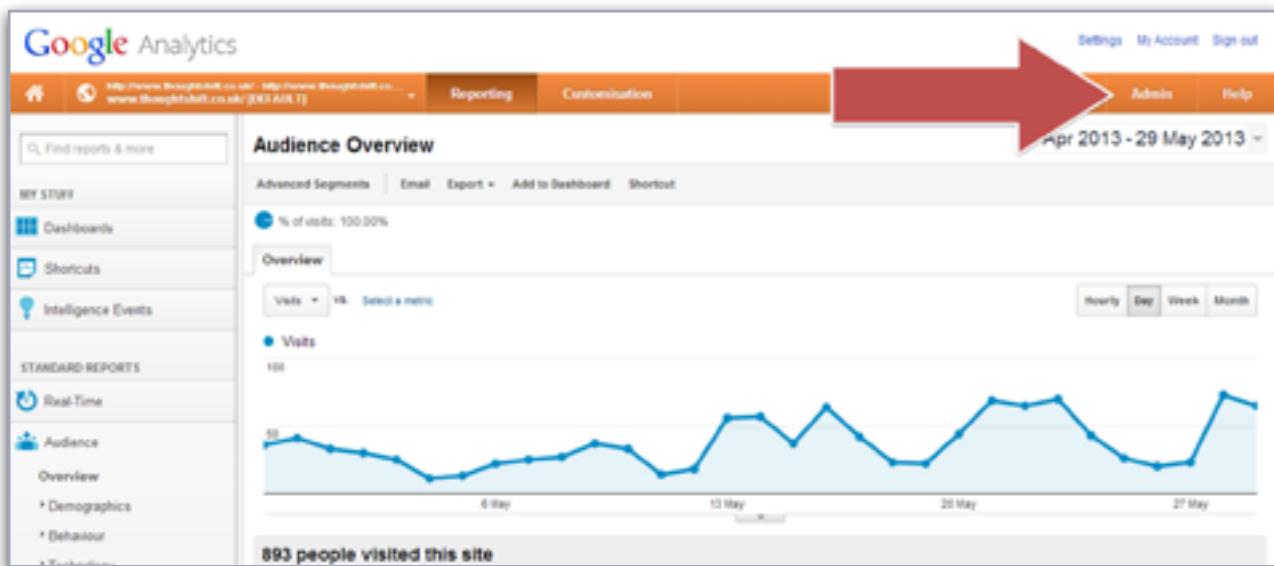


Figure 1

Step 1: Audience Overview

Once you have opened your analytics account your screen should look like Figure 1. Here you can see an overview of the traffic your website has received in the last month. You will come back to this screen later on when you want to analyse your performance.

Step 2: Admin

To start setting up your goals click the admin button in the top right corner, depicted above by the arrow.

Step 3: Selecting Your Website

Then you should be directed to a screen where the 'profile' tab is already open. Under here there should be one or more website URLs depending on how many websites you have registered to your analytics account.

Step 4: Finding Goals

Click on the URL of the website you wish to set up goals for. After clicking on your website name, your screen should look as it does in Figure 2.

Step 5: Goals

As indicated by the arrow in Figure 2 click on the 'goals' tab.

Step 6: Creating Goals

Once you've done this, click the blue 'Goal +' link as shown in Figure 3. Click this to begin creating your goal.

Step 7: Naming Your Goal

After you have created a goal, the menu shown in Figure 4 will appear and ask you to name your goal and choose your goal type.

Step 8: Active or Inactive Goal

Below where you can name your goal you have the option of labelling your goal as 'active' or 'inactive'. The 'inactive' option can be used if you are creating a goal for future use.

Step 9: What Goal is Right For You?

It is important when naming your goal to very simply state what it is, for example, 'contact form completion'. Once you've named your goal you will have to decide which type of goal is best for you.

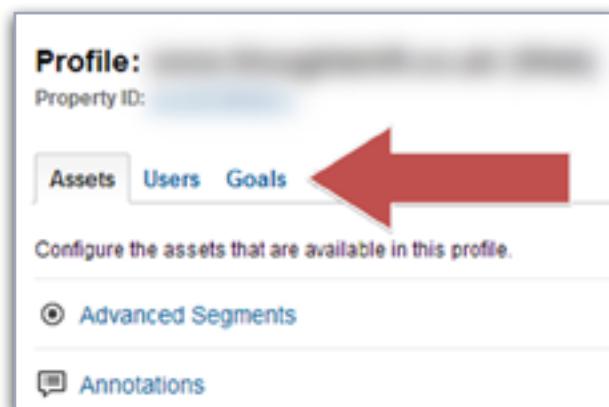


Figure 2

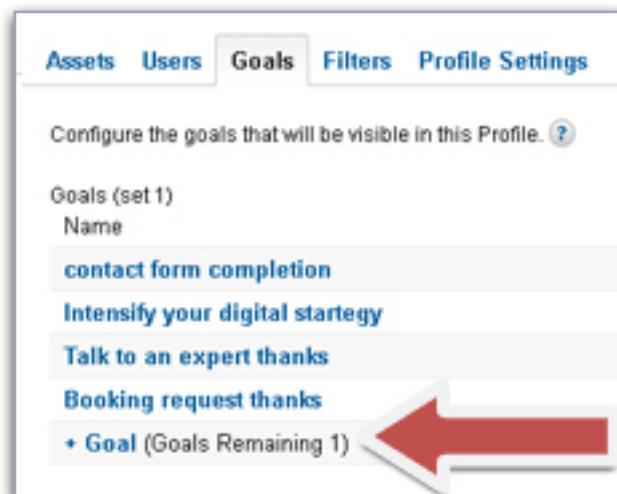


Figure 3

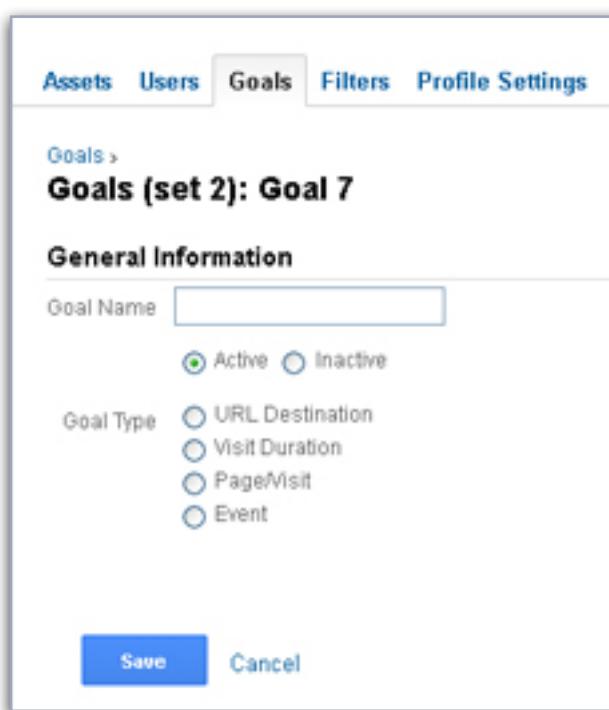


Figure 4

3. Destination Goals

3.1 About Destination Goals

A destination goal is a particular page on your website. This is a particularly effective goal to use if you have a dedicated “Thank you” page with a unique URL. This may be the page someone is directed to after they have filled out a contact form or made a purchase.

If you have more than one way visitors can convert on your site then make a different thank you page with a unique URL for each type of conversion so that you can track each independently.

3.2 Setting up a Destination Goal

The screenshot shows a 'Goal Details' configuration dialog box. It has two main sections: 'Goal Details' and 'Goal Funnel'. In the 'Goal Details' section, there is a 'Goal URL' input field containing a placeholder URL, a 'Match Type' dropdown set to 'Exact Match', a 'Case-sensitive' checkbox, and a 'Goal Value' input field. In the 'Goal Funnel' section, there is a 'Use funnel' checkbox and a note about funnel URLs. At the bottom are 'Save' and 'Cancel' buttons.

Goal Details

Goal URL: e.g. For the goal page <http://www.mysite.com/thankyou.html> enter /thankyou.html. To help you verify that your goal URL is set up correctly.

Match Type:

Case-sensitive:
URLs entered above must exactly match the capitalisation of visited URLs.

Goal Value: optional

Goal Funnel

A funnel is a series of pages leading up to the goal destination. For example, the funnel may include steps in your checkout process that lead to the final thank you page.

Use funnel:
Please note that the funnels that you've defined here only apply to the Funnel Visualisation Report. Note: URL should not contain the trailing slash. For example, if your goal URL is <http://www.mysite.com/thankyou.html> enter /thankyou.html.

Buttons: Save, Cancel

Figure 5

Step 1: Selecting Your Goal Type

To set up a destination goal simply click URL destination once you've entered your goal name and then goal details and goal funneling options should appear below. Your screen should then look like it does in Figure 5

Step 2: Correctly Entering Your Destination

Enter the end of your URL into the box under destination. Do not enter the full URL but just the extension on the end as seen in Figure 6.

For example:

DO NOT ENTER <http://www.thoughtshift.co.uk/thanks/>

DO ENTER /thanks/



Figure 6

Step 3: Do You Want to Assign a Goal Value?

Below this you can assign a monetary value to this URL if the URL coincides with a purchase of a certain amount.

Step 4: Funnelling Options

You can also enter funnelling options here which is the path that you expect a customer to take to get to your destination URL.

Step 5: Save Your Goal

After you have completed these steps, simply click the blue 'save' button near the bottom of the page as shown in Figure 5 and your new goal should appear under the goals tab shown in Figure 2.

4. Duration Goals

4.1 About Duration Goals

Duration goals are simply a set amount of time that a visitor spends on your site. This is one way of tracking visitor engagement on your site. If you have videos on your website then the time of the video would be a measurement to set your duration goal at to understand if people are watching the video.

4.2 How to set up a Duration Goal

Step 1: Selecting Your Goal Type

To set up a duration goal, name your goal and select the duration button shown in Figure 4 then your duration options should appear below.

The screenshot shows a 'Goals (set 1): Goal 5' configuration window. Under 'General Information', the 'Goal Name' field is empty. The 'Active' radio button is selected. Under 'Goal Type', 'Visit Duration' is selected. In the 'Goal Details' section, 'Visits with' is set to 'Visit Duration', 'Condition' is 'Greater than', and there are empty fields for 'Hours' and 'Minutes'. A 'Goal Value optional' input field is also present. At the bottom are 'Save' and 'Cancel' buttons.

Figure 7

Step 2: Entering Duration Correctly

Your screen should then look like Figure 7 shown above. Enter the desired time into the hours, minutes and seconds fields.

Step 3: Do You Want to Assign a Goal Value?

Add a monetary value below that field if you wish.

Step 4: Save Your Goal

After you have completed these steps, simply click the blue 'save' button near the bottom of the page as shown in Figure 5 and your new goal should appear under the goals tab shown in Figure 2.

Once you understand goal tracking data, it can really help you to improve your website's conversions

5. Pages & Screen Goals

5.1 About Pages & Screen Goals

Pages or screens per visit is a goal to measure the average number of pages that a visitor views on your site. Tracking this as a goal is a good way of understanding the visitor engagement for your site, particularly good for comparing engagement before and after launching a new website design or section.

5.2 How to set up a Pages or Screens per Visit Goal

Step 1: Selecting Your Goal Type

To set up a pages or screens per visit goal, name your goal and select the pages/ screens per visit option shown in Figure 4 then your screens/ pages per visit options should appear below.

Goals (set 1): Goal 5

General Information

Goal Name

Active Inactive

Goal Type URL Destination
 Visit Duration
 Page/Visit
 Event

Goal Details

Visits with	Condition
Pages Visited	Greater than <input type="button" value="▼"/>
Goal Value optional	<input type="text"/>

Buttons

Figure 8

Step 2: Assigning a Number of Pages to Your Goal

Your screen will then look the same as Figure 8. Then simply enter the number of pages you wish to make a goal.

Step 3: Do You Want to Assign a Goal Value?

Add a monetary value below that field if you wish.

Step 4: Save Your Goal

After you have completed these steps, simply click the blue 'save' button near the bottom of the page as shown in Figure 5 and your new goal should appear under the goals tab shown in Figure 2.

6. Event Goals

6.1 About Event Goals

Event goals are clicks on a specific place. This can be anything from clicking to view an enlarged product image to clicking on a specific link. Event goals can be used for form submissions but do not work as well for this purpose as destination goals as people filling out forms incorrectly may click twice before the form is submitted but only one person has filled this form out. Therefore using an event goal to track form submissions is not as reliable as a dedicated URL.

6.2 How to Set Up an Event Goal

Setting up an event goal is much more complicated than setting up other types of goals and Google recommends that a qualified developer should complete the additional technical set up required for this goal.

About ThoughtShift

ThoughtShift is the award-winning digital marketing agency increasing eCommerce revenues for multi-channel brands including Oliver Bonas, RED5, Biscuiteers and Anna Scholz.

Specialising in the retail, furniture, fashion and travel sectors, ThoughtShift's Agile Digital Methodology™ identifies the most valuable online buyer segments to create new customer acquisition strategies integrating SEO, PPC and social media marketing.

Winners of the Chartered Institute of Marketing's Marketing Excellence Award 2015 for Marketing Performance Measurement, ThoughtShift's digital marketing campaigns increase brand visibility across Google, Facebook and Amazon to grow incremental online sales by millions of pounds each year.

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