

Google Analytics at a Glance Setting Up Goal Tracking

Start Here

Log into Google Analytics. Locate the profile that you want to add the goal to.

Click on the Edit Link

Conversion Goals and Funnel

Select up to 4 conversion goals for this profile, and define the funnel pages leading up to each goal.

Goal Name	URL	Active Goal	Settings
G1 (Goal not configured)		Off	Edit
G2 (Goal not configured)		Off	Edit
G3 (Goal not configured)		Off	Edit
G4 (Goal not configured)		Off	Edit

Goal Settings: G1

Enter Goal Information

Active Goal: On Off

Match Type:

Goal URL:
(e.g. http://www.mysite.com/thankyou.html)
 When the user navigates to this page, they have reached the conversion goal (Checkout C

Goal name:
Goal name will appear in Conversion reports.

Case sensitive Goal value:

Define Funnel (optional)

A funnel is a series of pages leading up to the Goal URL. For example, you might define the checkout steps if completed purchase as a funnel. In this example, the funnel generally would not include individual product pa consist only of those final pages that are common to all transactions.

The Defined Funnel Navigation report will show you how effectively you retain visitors throughout the conversi

Receiving AdSense data

	URL (e.g. "/step1.html")	Name	
Step 1	<input type="text" value="/whitepaper/index.php"/>	<input type="text" value="Start Page"/>	<input checked="" type="checkbox"/> Required step
Step 2	<input type="text" value="/whitepaper/register.php"/>	<input type="text" value="Registration Page"/>	
Step 3	<input type="text"/>	<input type="text"/>	

Save Changes **Cancel**

Match Type:

Exact Match.

Use this option where the URL is entered in exactly as it appears in the browser and it doesn't ever change. E.g. /whitepaper/download.php will only match this exactly. It will not match /whitepaper/download.php?userid=abc

Head Match.

Use this option where the URL can vary. E.g. /whitepaper/download.php?userid=abc or /whitepaper/download.php?userid=cba. It will also match anything else that starts with this pattern.

Regular Expression.

This is the most flexible and most complex of the matching patterns. It allows for very specific matching.

E.g. (/whitepaper_1|/whitepaper_2)/download.php will match both /whitepaper_1/download.php and /whitepaper_2/download.php.

Goal URL:

The final page URL to track when the visitor completes the goal.

Goal Name:

This name will be displayed in the reports

Case Sensitive:

Treats the URL as being exactly the same as entered letter for letter. E.g. /Whitepaper/ will be treated differently to /whitepaper/. This is generally not needed.

Goal Value:

How much is this goal worth to your company? Entering an amount here will add it to the revenue generated on the website

Required Step:

If this box is checked the Funnel Visualization reports will only show those visitors who visited the page specified in Step 1. Use this option if you have different branches to your funnel and need to measure them independently.

Step 1...:

The URLs of the various steps that the visitor must take to complete this task. You can specify up to 10 steps that lead up to the conversion.

Note: Do NOT include the URL of the final goal page as a step. This is done automatically by Google Analytics.

For assistance with setting up goals, contact Panalysis on
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