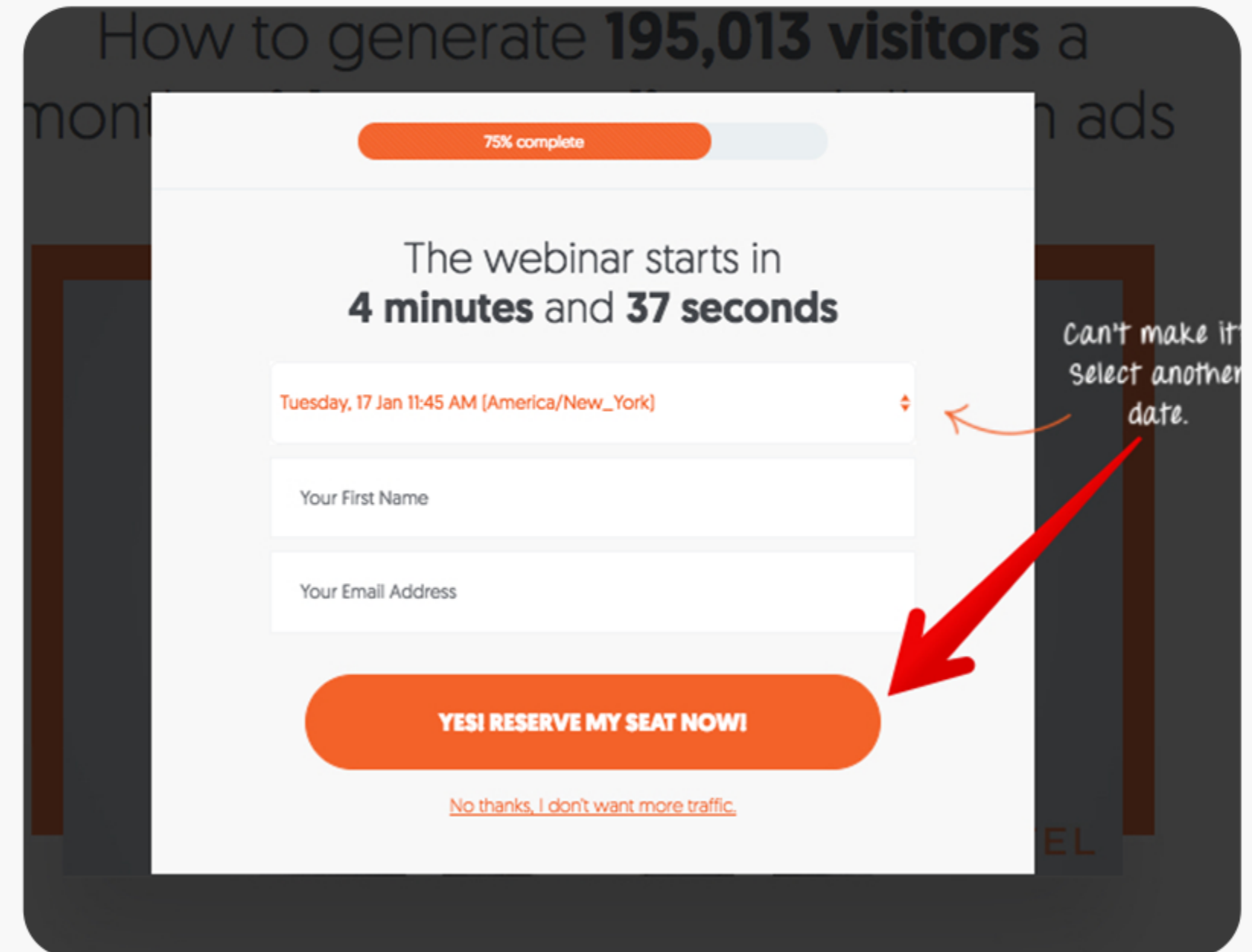


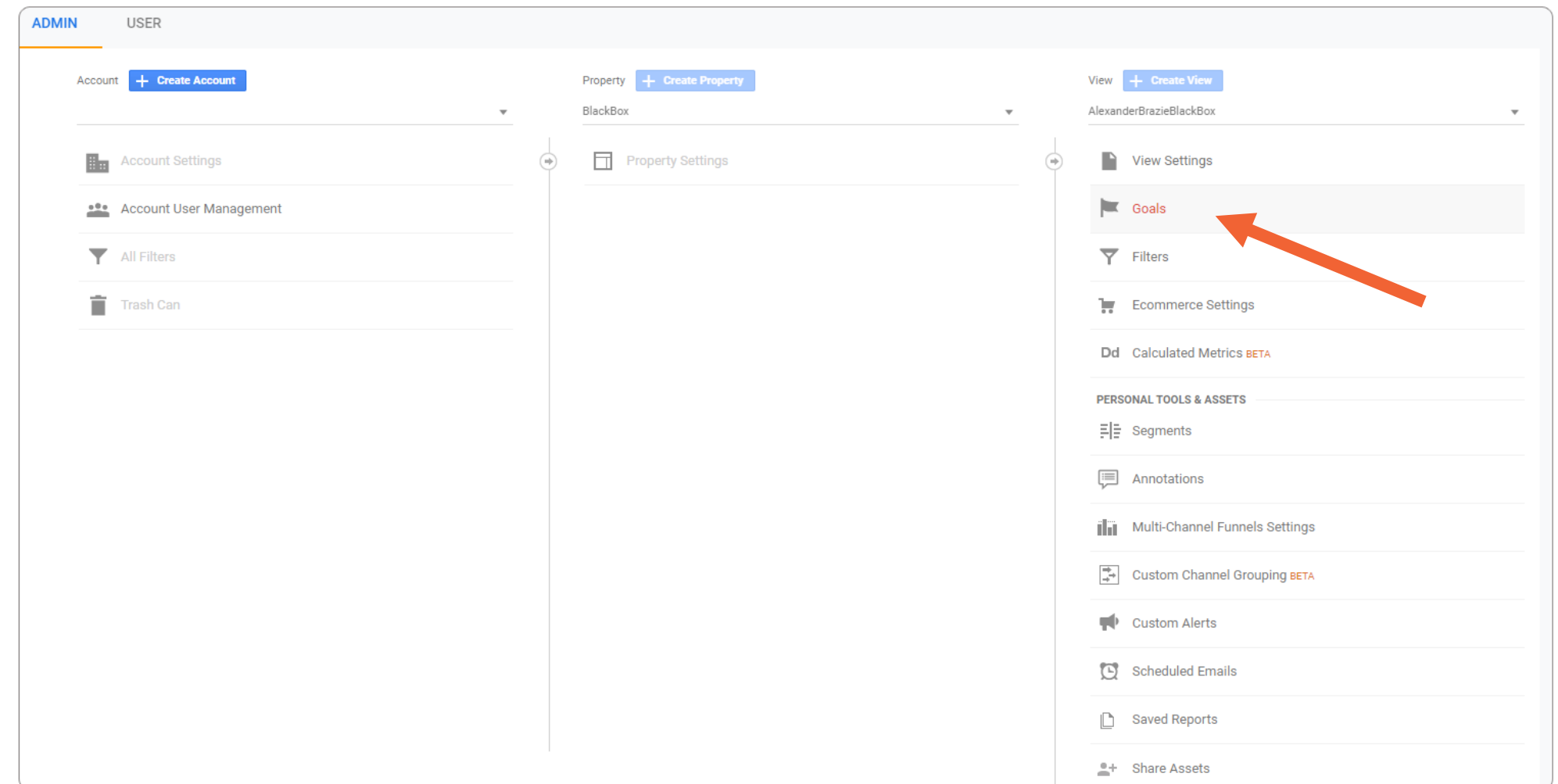
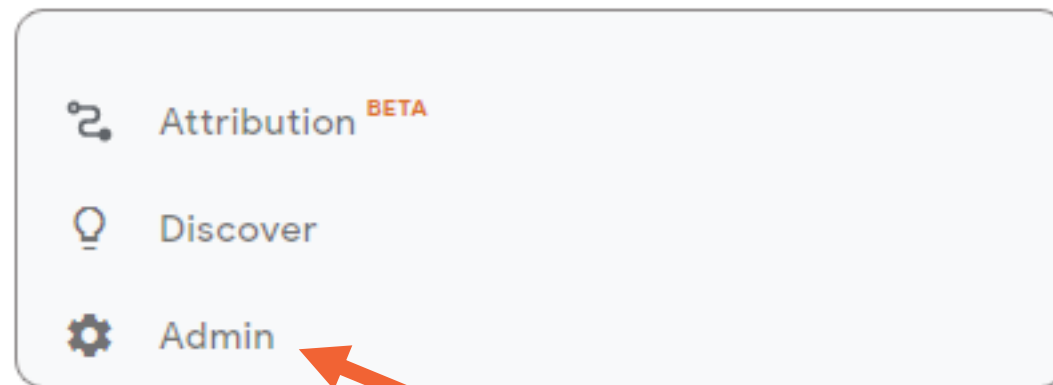
# GA: Create Goals

Use goals to measure how often users complete specific actions.



For example, one of the goals that I have on my website is for people to click the orange button — “Yes! Reserve my seat now!”

# GA: Create Goals



Use goals to measure how often users complete specific action

# GA: Create Goals

ADMIN USER

View [+ Create View](#)

Get Us Results

[View Settings](#)

[View User Management](#)

**Goals**

[Content Grouping](#)

[Filters](#)

[Channel Settings](#)

[Ecommerce Settings](#)

[Calculated Metrics BETA](#)

[+ NEW GOAL](#) [Import from Gallery](#)

<input type="checkbox"/>	Goal	Id	Goal Type	Past 7 day conversions	Recording
<input type="checkbox"/>	<a href="#">Duration of Visits</a>	Goal ID 1 / Goal Set 1	Duration	0	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<a href="#">order page click</a>	Goal ID 2 / Goal Set 1	Destination	0	<input checked="" type="checkbox"/>

18 goals left

### 1 Goal setup

**Template**

Select a template to start with a pre-filled configuration

**REVENUE**

- Reservations Signed up for a tour, rental or reservation
- Make a payment Completed online payment
- Make an appointment Scheduled a visit or meeting
- Become a partner Requested or submitted partner, affiliate, or dealer information

**ACQUISITION**

- Create an account Successful sign up, account, or view created

**INQUIRY**

- View more Viewed product or service details
- Contact us Viewed phone number, directions, chat or email
- Get estimate Requested price or time estimate
- See available Checked inventory or schedule
- Find a location Viewed location or dealer information

**ENGAGEMENT**

- Media play Played interactive media, like a video, slideshow, or product demo

**Smart Goal** Smart Goal not available.  
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

**Custom**

[Continue](#) [Cancel](#)

2 Goal description

3 Goal details

# GA: Create Goals

✓ Goal setup [Edit](#)  
Template: *Reservations*

2 Goal description

Name

Goal slot ID

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video
- Smart Goal Smart Goal not available.  
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

3 Goal details

3 Goal details

Destination

Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

OFF Assign a monetary value to the conversion.

Funnel optional

OFF

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.

# GA: Create Goals

<input type="checkbox"/>	Goal	Id	Goal Type	Past 7 day conversions	Recording
<input type="checkbox"/>	<a href="#">Duration of Visits</a>	Goal ID 1 / Goal Set 1	Duration	0	<input checked="" type="checkbox"/> ON
<input type="checkbox"/>	order page click	Goal ID 2 / Goal Set 1	Destination	0	<input checked="" type="checkbox"/> ON

18 goals left

# Track Internal **Search Queries**

- Attribution **BETA**
- Discover
- Admin

ADMIN USER

Account [+ Create Account](#)

- Account Settings
- Account User Management
- All Filters
- Trash Can

Property [+ Create Property](#)

BlackBox

- Property Settings

View [+ Create View](#)

AlexanderBrazieBlackBox

- View Settings
- Goals**
- Filters
- Ecommerce Settings
- Calculated Metrics **BETA**
- PERSONAL TOOLS & ASSETS**
- Segments
- Annotations
- Multi-Channel Funnels Settings
- Custom Channel Grouping **BETA**
- Custom Alerts
- Scheduled Emails
- Saved Reports
- Share Assets

# Track Internal **Search Queries**

**View Name**

**Website's URL**

**Time zone country or territory**

**Default page** optional

**Exclude URL Query Parameters** optional

**Currency displayed as** optional

**Bot Filtering**  
 Exclude all hits from known bots and spiders

**Site Search Settings**

**Site search Tracking** optional  
 OFF

**Site Search Settings**

**Site search Tracking** optional  
 ON

**Query parameter**  
Use commas to separate up to 5 parameters (case insensitive)

Strip query parameters out of URL optional

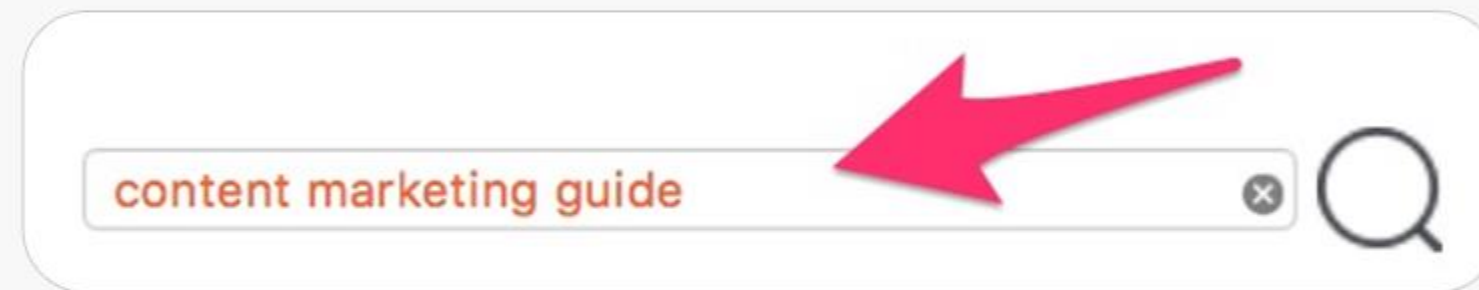
**Site search categories** optional  
 ON

**Category parameter**

Strip category parameters out of URL optional

Set Search Tracking to **ON**

# Track Internal **Search Queries**



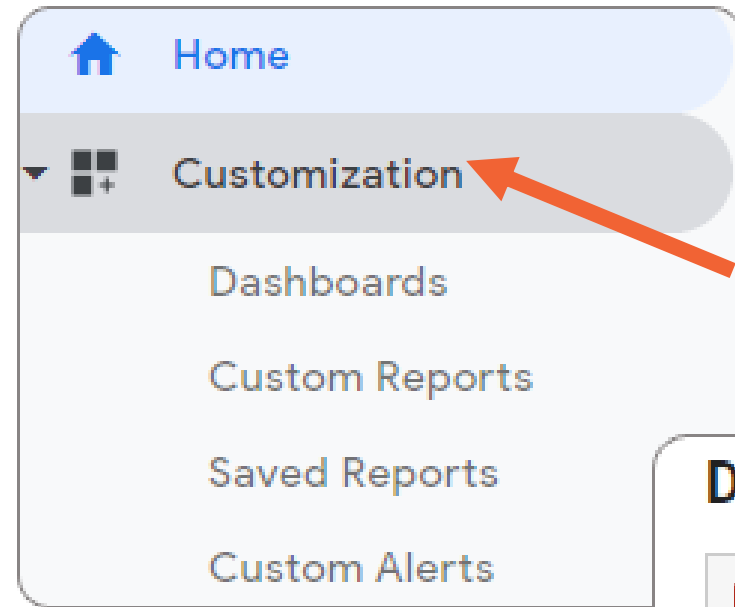


# Create Your **Own Dashboard**

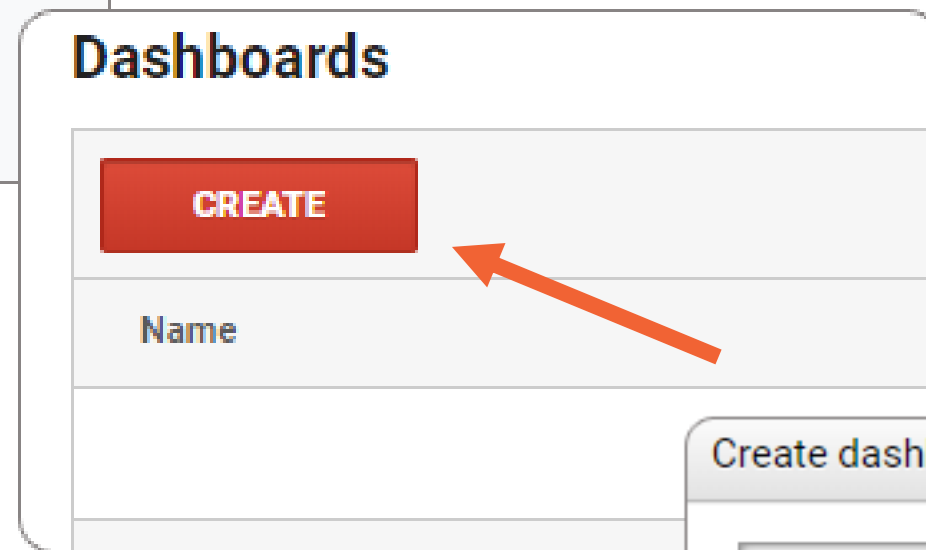


# Create Your Own Dashboard

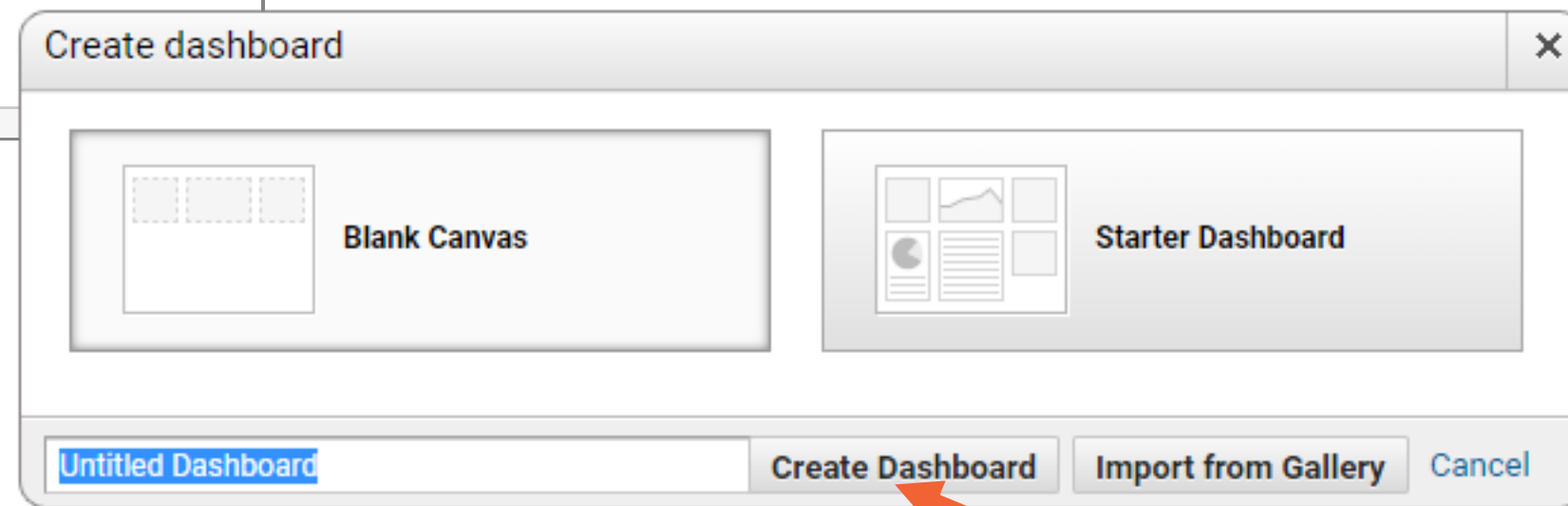
1.



2.



3.



# Create Your Own Dashboard

Add a Widget ×

**Widget title:**  
New Widget

**Standard:**

2.1 METRIC	TIMELINE	GEOMAP	TABLE	PIE	BAR
---------------	----------	--------	-------	-----	-----

**Real-time:**

2.1 COUNTER	TIMELINE	GEOMAP	TABLE
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**Show the following metric:**  
Add a metric

**Filter this data:**  
Add a filter

**Link to Report or URL:**

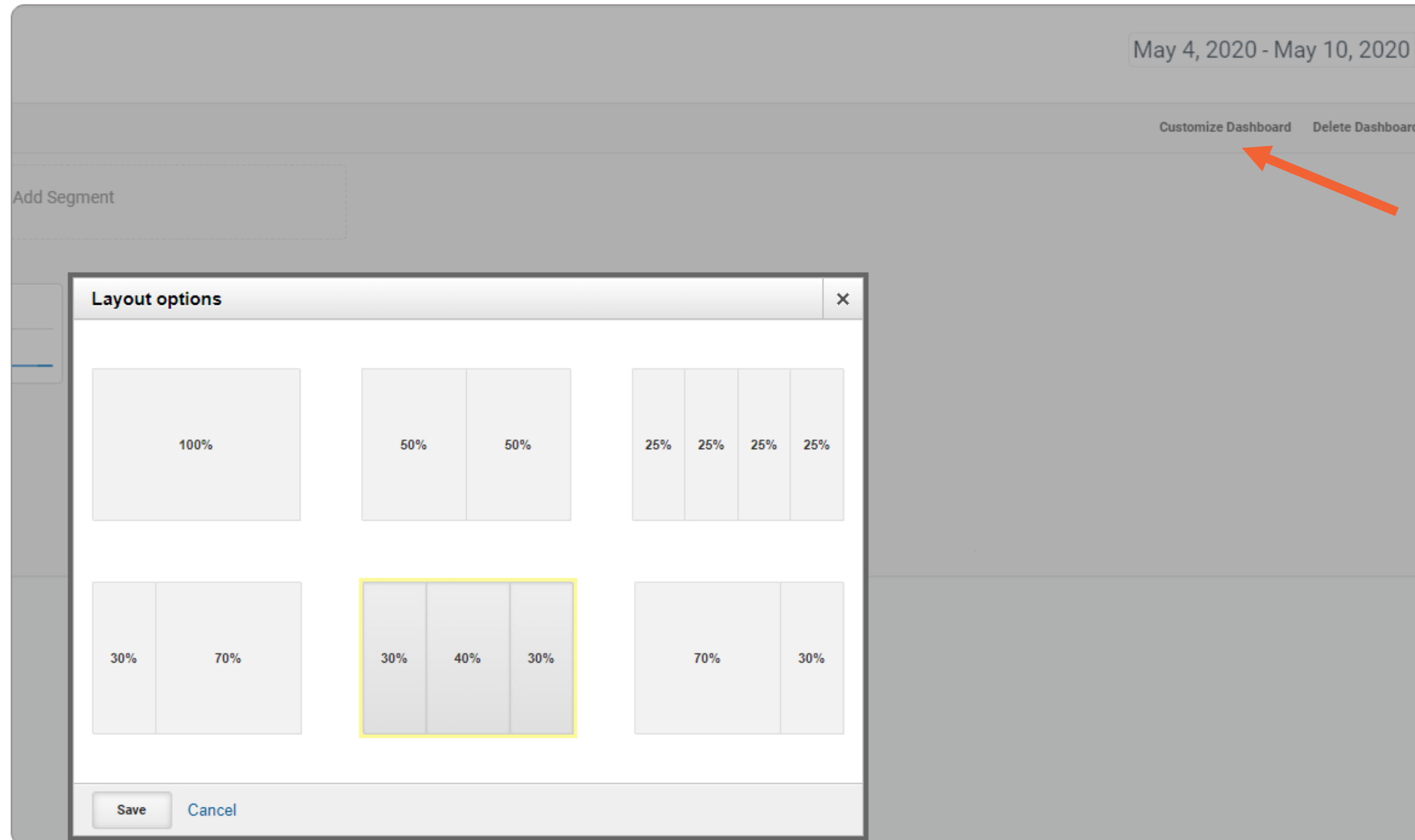
Clone widget

- Search

  - % Exit ?
  - % New Sessions ?
  - % Search Exits ?
  - % Search Refinements ?
  - % Sessions with Search ?
  - Abandoned Funnels ?
  - Actions Per Social Session ?
  - Adv Clicks ?

Display as alphabetical list

# Create Your Own Dashboard



**I recommend creating multiple alerts for:**

Traffic spikes or drops

Traffic plateaus

Drops or spikes in goal completions

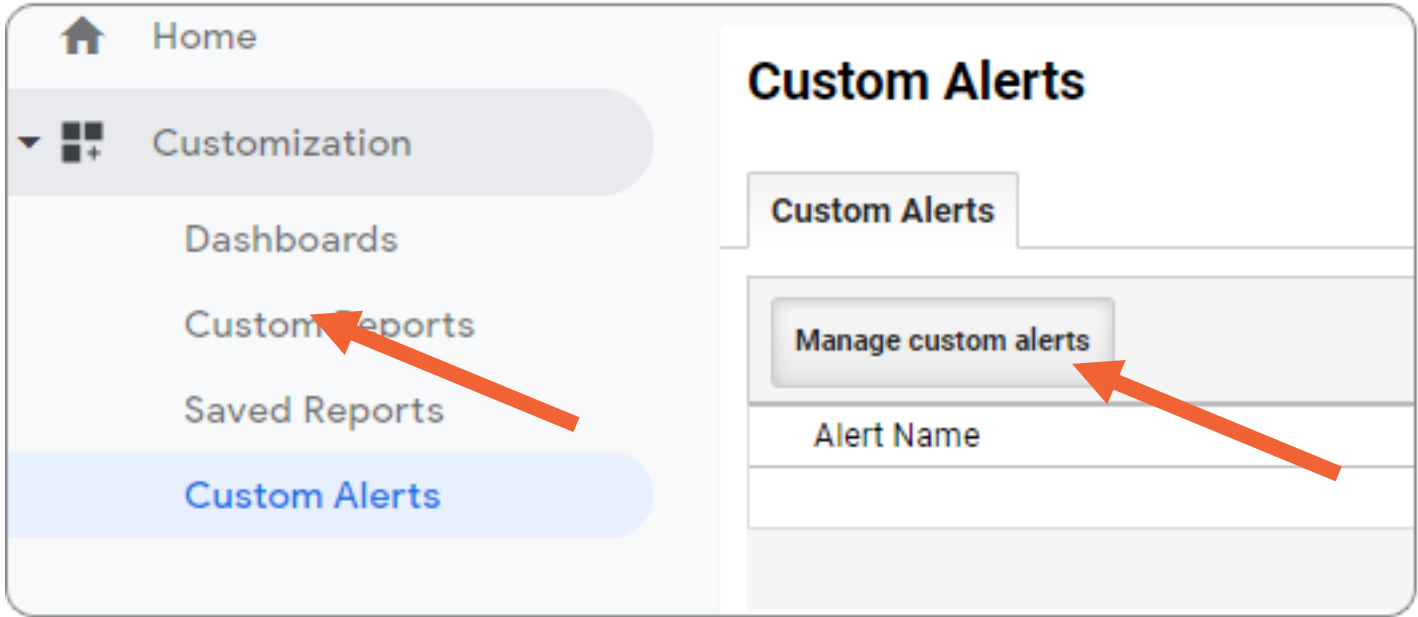
Revenue decreases

High bounce rates

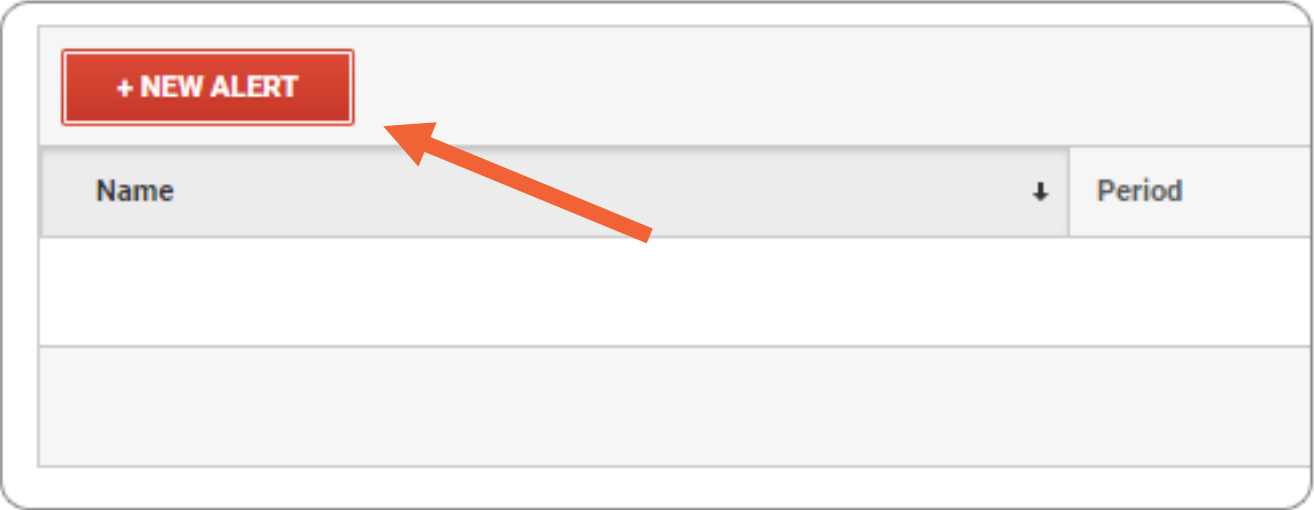


# Create Your Own Alerts

1.



2.



# Create Your Own Alerts

Alert name:

Apply to: **Get Us Results** and

Period:

Send me an email when this alert triggers.

**Alert Conditions**

This applies to

Alert me when	Condition	Value
<input type="text" value="Sessions"/>	<input type="text" value="Is less than"/>	<input type="text"/>