

# GOOGLE ANALYTICS: WHY YOU NEED TO CREATE GOALS & HOW TO DO IT



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Generate leads that convert

Want to get more out of your Google Analytics? Find out how to create goals to see if your website users are visiting the pages you **want** them to and if they're taking the actions you **need** them to.

## 1 WHY GOALS?

Goals track the stats you need them to track - do you know which stats lead to conversions on your website?



## 2 GOAL TYPES

- Specific link
- Duration/Time spent
- No of pages visited per session
- Event triggered

## 3 SMART GOALS

Are you advertising with AdWords? And if so, are you using Smart Goals to track your conversions?



## 4 CREATE A GOAL

Are you using a template to create your goal or building a custom goal?

## 5 SELECTING GOAL TYPE

Have you decided what type of goal you want to set?

## 6 DESTINATION GOAL

Have you entered the URL for your destination goal and selected the destination type?



## 7 GOALS MONETARY VALUE

Have you determined and entered a monetary value for your new goal?

## 8 REPORTING

Are you checking to see how your goals are doing and if your visitors are converting? Are you taking any actions after seeing these results?

