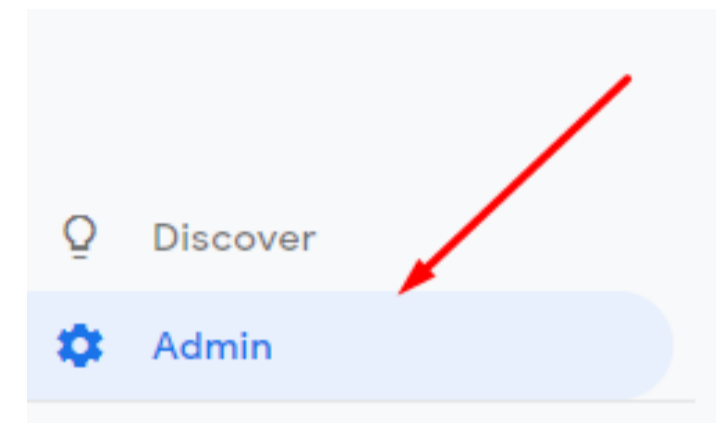


# Quick Start Guide

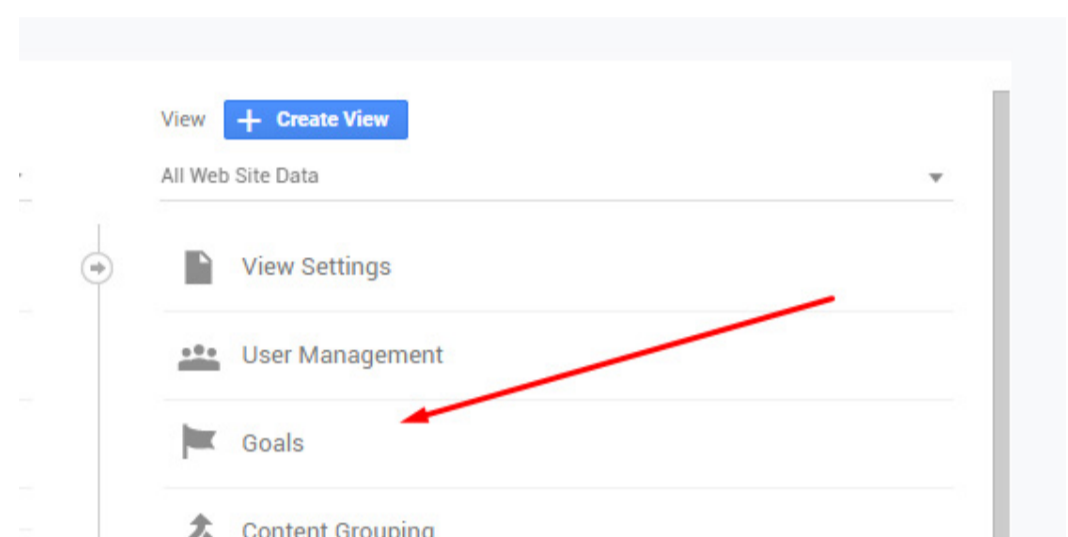
Create a goal in Google Analytics for  
a Business Website or a Shopify store

# How to Create a Goal for a Business Website

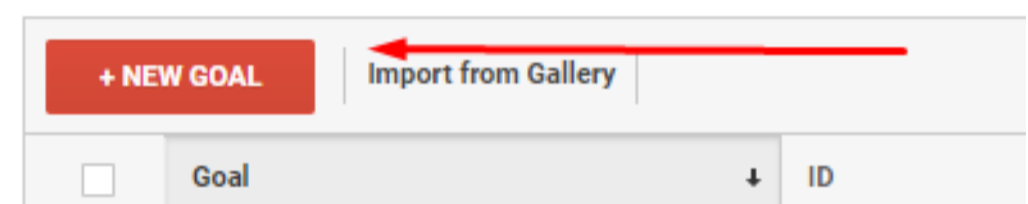
1. In Google Analytics, go to the Admin page.



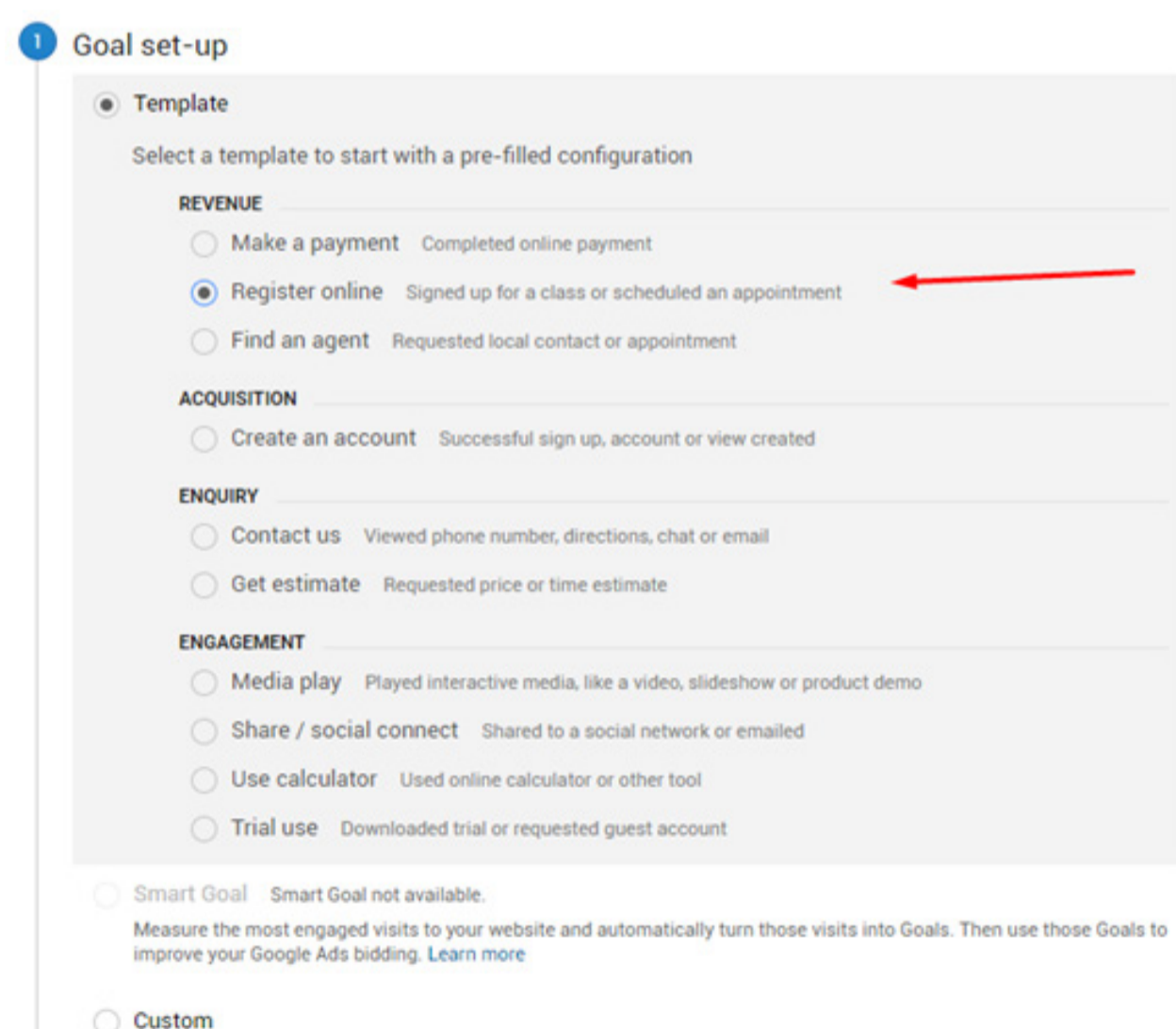
2. Click “Goals.”



3. Press “New Goal”



4. Choose the “Register Online” template.



5. Retitle your goal (if appropriate), and press continue.

template: register online

2 Goal description

Name  
Register online

Goal slot ID  
Goal ID 8 / Goal Set 2

Type

- Destination e.g. thanks.html
- Duration e.g. 5 minutes or more
- Pages/Screens per session e.g. 3 pages
- Event e.g. 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](#)

Continue Cancel

3 Goal details

6. Go to your website, fill out and submit your contact form, then copy-paste the resulting URL into the destination field.

3 Goal details

Destination

Equal to App screen name or web page URL  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 that you expect traffic to take towards the destination. Use it to analyse 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.

Save Cancel

Cancel

7. Press “Verify this Goal” to ensure it’s tracking properly.

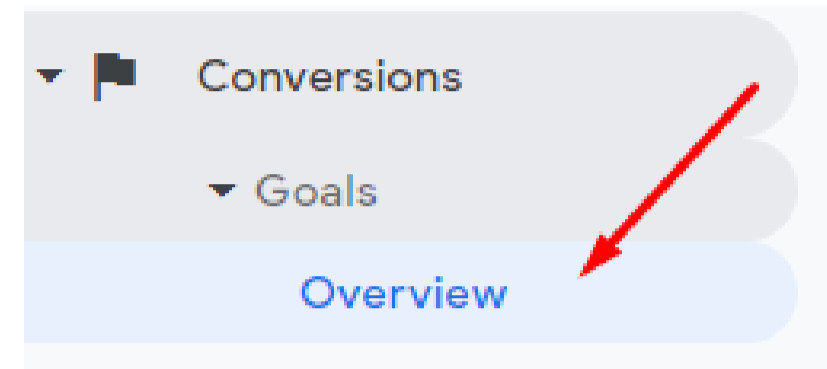
Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

8. Visit Conversions > Goals > Overview

9. Choose your goal from the dropdown menu.

10. Your goal details will now be visible on the overview.

8. Visit Conversions > Goals > Overview



9. Choose your goal from the dropdown menu.

A screenshot of a dropdown menu titled 'Goal 1: Contact us'. The menu lists several goals with their corresponding values:

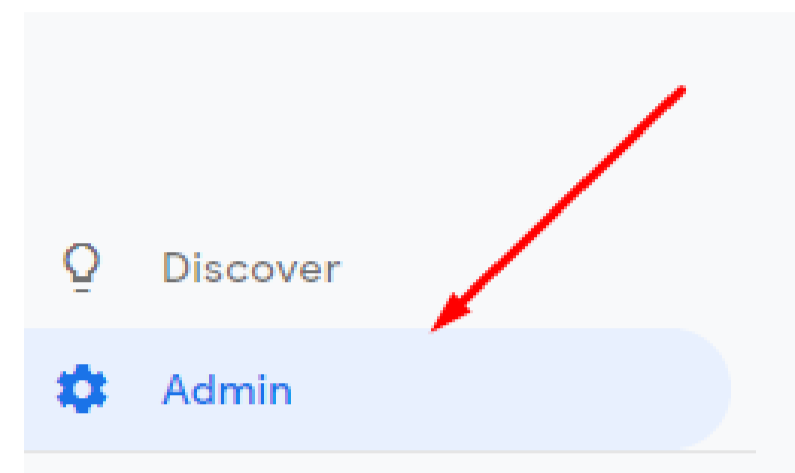
Goal Name	Value
<a href="#">All Goals</a>	718
<b>Goal 1: Contact us</b>	<b>183</b>
<a href="#">Goal 2: Visit Knowledge Centre</a>	410
<a href="#">Goal 3: Phone number link clicks (NZ)</a>	28
<a href="#">Goal 4: Phone number link clicks (AU)</a>	22
<a href="#">Goal 5: Email address link clicks (NZ)</a>	29
<a href="#">Goal 6: Email Address Link Clicks (AU)</a>	16
<a href="#">Goal 7: Social Media link clicks</a>	30

10. Your goal details will now be visible on the overview.

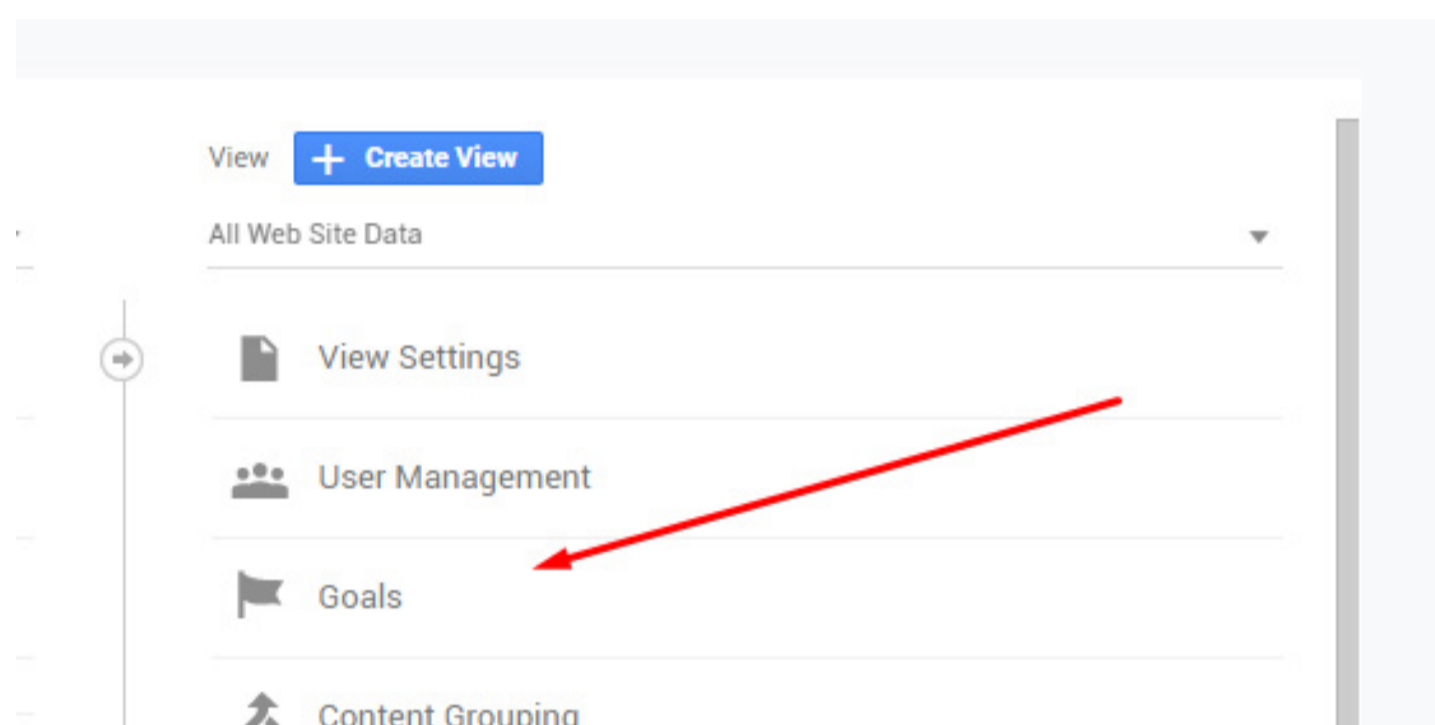


# How to Create a Goal for an eCommerce Website

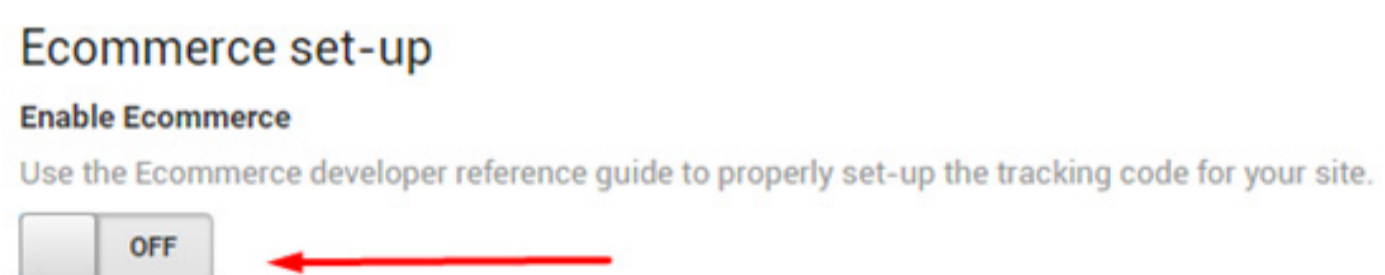
1. Go to the Admin page.



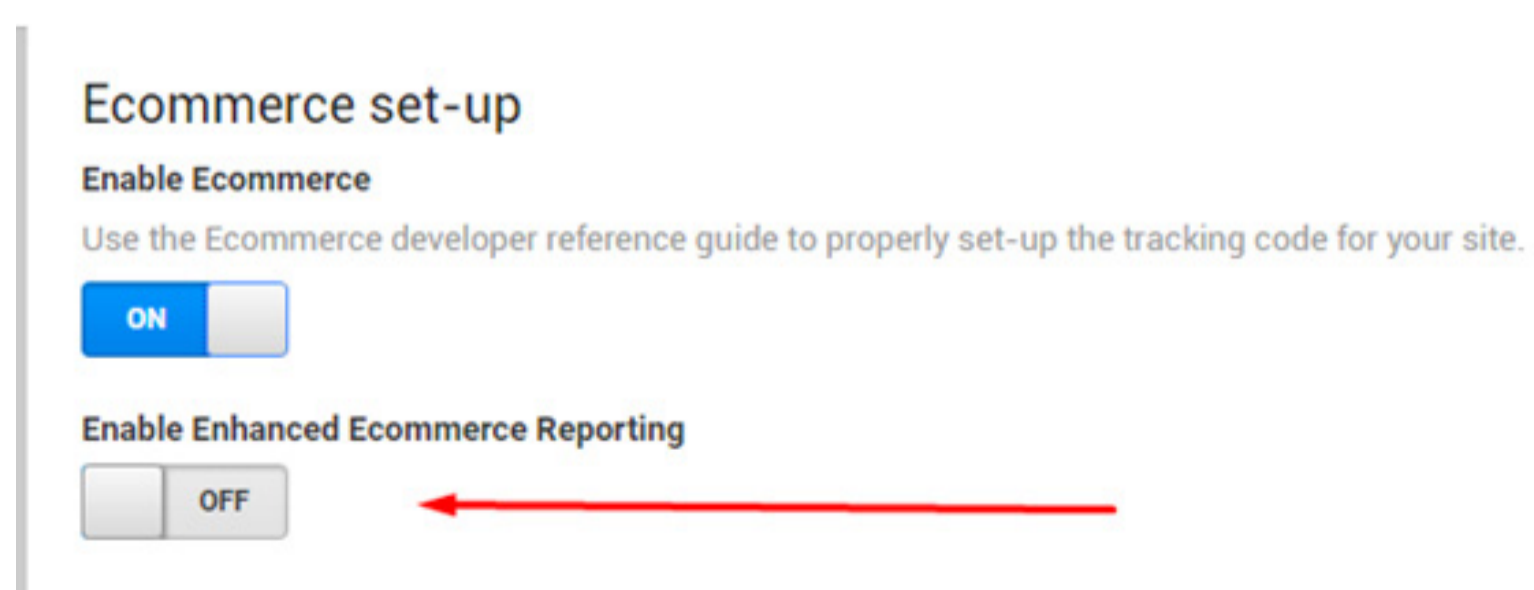
2. Click "E-commerce settings."



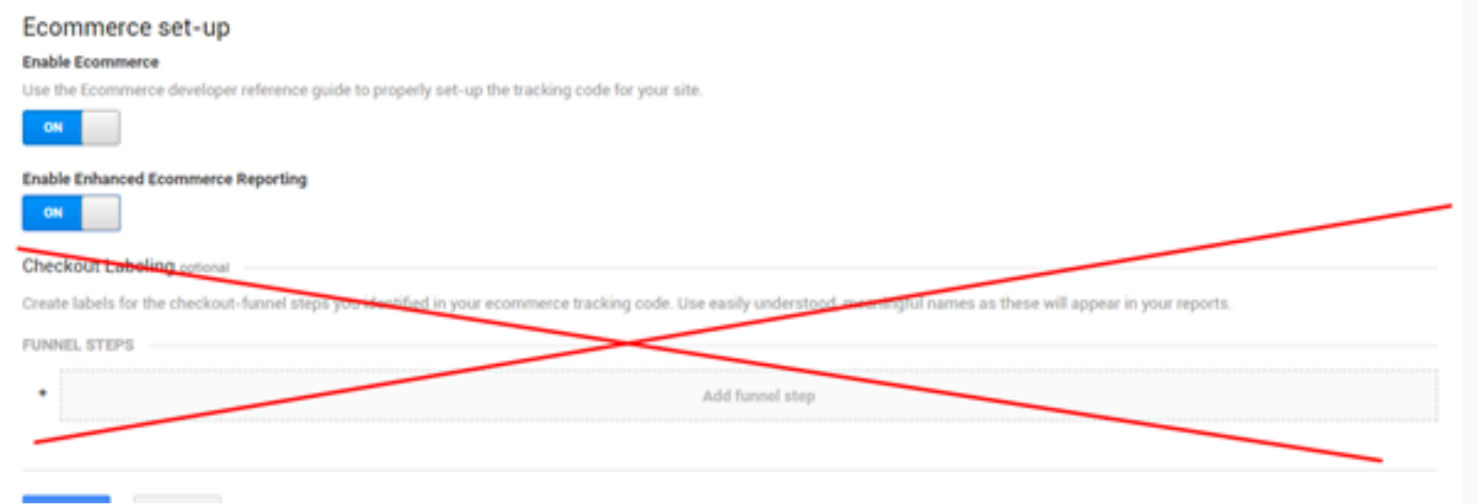
3. On the resulting page, flip the "Enable E-commerce" switch



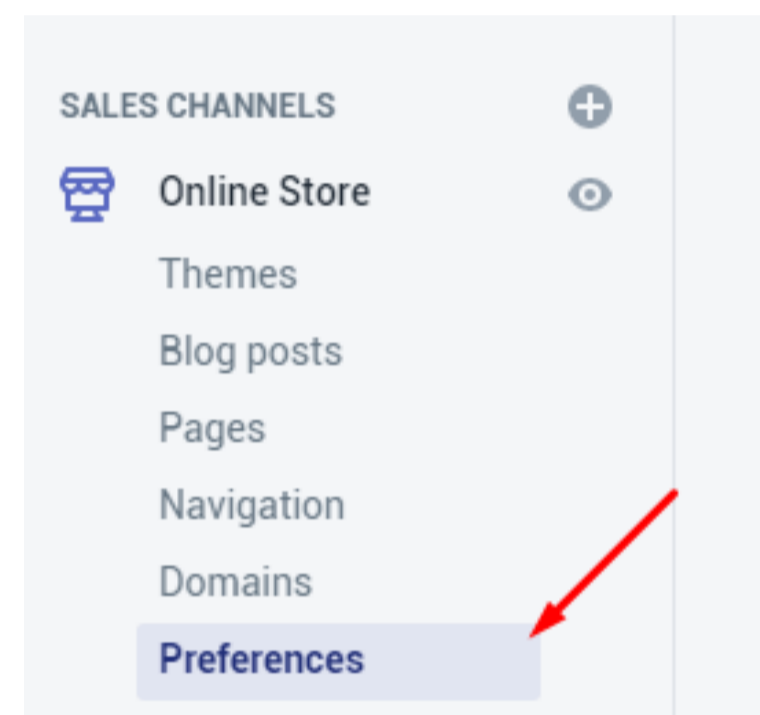
4. This will make another switch appear; "Enable E-Commerce Reporting." Flip that switch, too.



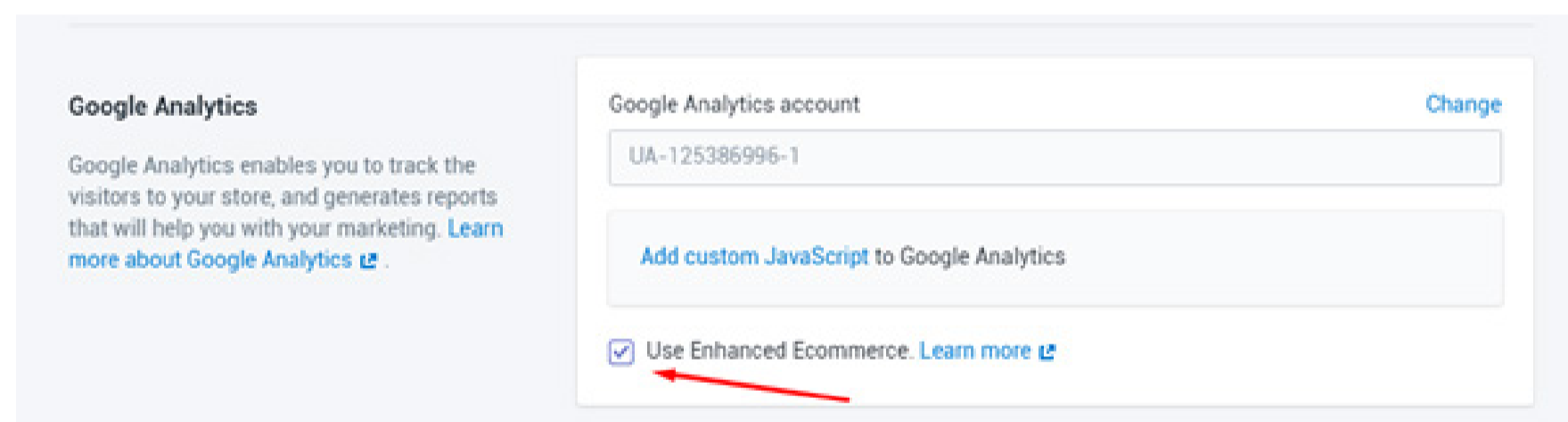
5. Ignore the “Checkout labelling” step-- Shopify doesn’t support this functionality.



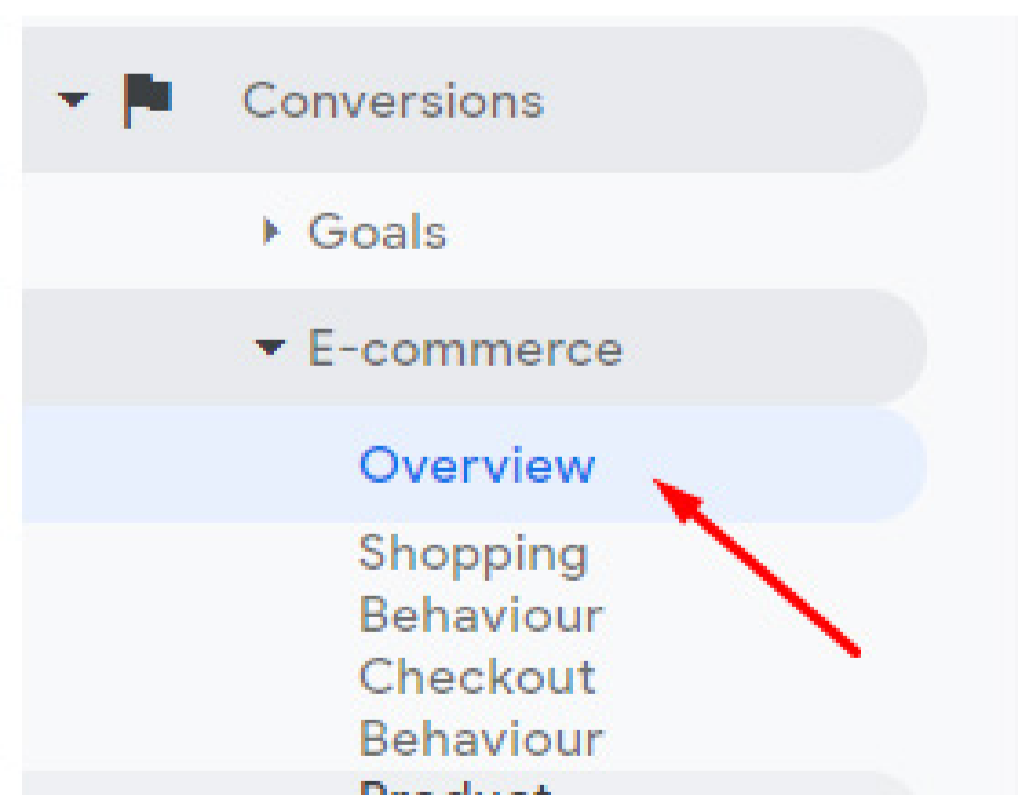
6. In Shopify, go to Online Store > Preferences



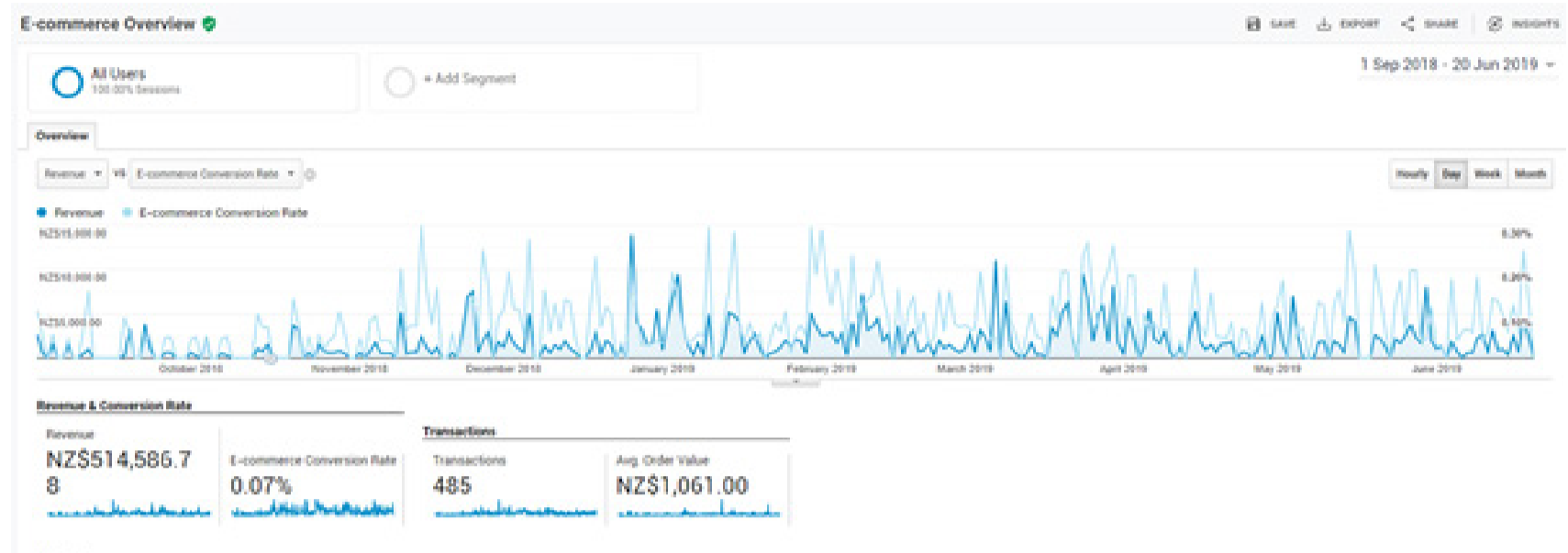
7. Go to the Google Analytics section and check the “Use Enhanced Ecommerce” box. Now, Google Analytics will be able to pull the actual value of your conversions from your Ecommerce store!



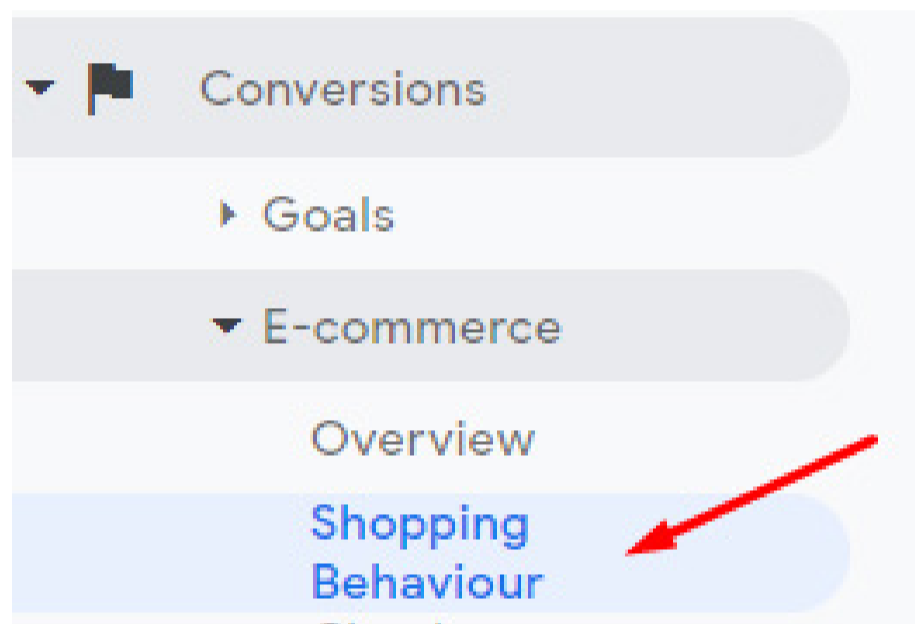
8. In Google Analytics, go to Conversions > E-commerce > Overview



9. This uses the transaction data from your Shopify store to show you information about E-commerce macro-conversions.



10. There is a built-in bar graph that automatically shows you how customers shop on your website.



11. The shopping behaviour graph is like the funnel visualization, showing you key conversion points. For instance, in this we can see that the most significant drop-off comes from trying to get Add-to-Basket users to go to checkout, and trying to get any user to visit a product page.

