Fáilte Ireland
National Tourism Development Authority

MONITORING YOUR WEBSITE WITH GOOGLE ANALYTICS

How to use Google Analytics to track activity on your website and help get the most out of your website

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Introduction

This guide is an overview of Google Analytics which can be used to monitor details of traffic to your website so you can make relevant improvements.

Skill Level

The majority of the topics in this guide are suitable for anyone who has basic PC knowledge. Towards the end of the guide there are a few more advanced topics that are more suitable for intermediate users.

Terminology

You will come across the following terminology in this guide which you need to be familiar with:

Term	Explanation
CPC/PPC	This is cost per click (sometimes also referenced as pay per click). When an advertiser places an advertisement they pay a fee every time the advertisement is clicked.
CPM	This stands for cost per impression. The advertiser pays for every 1,000 times the advertisement is displayed. It does not have to be clicked.
Bounce Rate	When somebody comes to a web page on your site and leaves without going to any other page this is considered a bounce. A bounce rate indicates the percentage of people that do this. You track this because you want to figure out if your website wasn't interesting enough for people to have a good look around.
Google Adwords	Google Adwords is a way of advertising your products/services online. In Google Analytics you can track your Google online advertising.
Landing Page	A landing page is a page on your website that an internet user "lands on" or goes to. It's very important because you really want this page to give them the relevant information they are looking for. For example, ….

Video Tutorials

Indicates a video tutorial. Click on the icon to watch the video. These videos demonstrate how to carry out a particular task. In order to watch the video tutorials in this guide, you will need to have Adobe Flash Player v9.0.28 or above installed on your computer.

Note: *When you go to watch the video, a check is done to make sure you have the correct software installed. If you do not have the correct version installed you will be provided with a prompt to download and install the correct version.*

What is Google Analytics?

Google Analytics is a free tool provided by Google to allow you to monitor how effective your website is. Through a report you can monitor how people are finding your website and what they are doing when they arrive. This report can either be viewed online or can be emailed to you at regular intervals.

If you had a shop you'd like to know how many people are coming into your shop, where they are spending time in your shop, what they are buying or not buying in the shop and if they come back again. Treat your website like an online shop and then you'll start looking at it from a different perspective. Google Analytics is so powerful and is really an essential tool for your website. The reports are easy to understand once you understand the basic terms.

This guide takes you through how Google Analytics works. We start from the basics and work right up to the more advanced topics. Your first step is to set up an account and get Google Analytics set up on your website and then you can go through the basics. Once you are comfortable with the basics it is worth progressing onto the more advanced features.

Your Questions Answered

What is the point of using Google Analytics?

It's so important to know how your website is performing. Without using a tool such as Google Analytics you have no idea how people use your website. You might be getting no leads or sales so you know without looking at Google Analytics that it is not performing, however, you might be getting lots of leads and sales but by looking at Google Analytics you can see how you improve this even more.

What do I do look for on Google Analytics?

This document will go through what are the important things to watch out for on Google Analytics. For example, if people are coming to your website and leaving straight away without booking, signing up to a newsletter and/or spending some time looking at other pages on your website you know there's something wrong.

How much is it for Google Analytics?

It's FREE.

How difficult is it to setup?

Opening an account is very easy. After you open the account you are given some code that needs to be copied to your web pages. If you are not familiar with updating your web pages you may need to get your web developer to copy the code.

What format do the reports come in and how often can I get them?

When you login to your Google Analytics account you can see graphical reports for the previous day, month, year or any specified month. If you don't want to login all the time you can set it up so that you get automatic e-mails. We would recommend receiving automatic e-mails because it reminds you every day how well your site is performing.

Are there alternatives to Google Analytics?

Yes there are, however, Google Analytics is an excellent tool and is very widely used on a global basis. If you want further analytics or an alternative check out Statcounter (www.statcounter.com). This is an Irish company with a great international reputation for their analytics tool which is free depending on usage.

So What Next?

Google Analytics is a very beneficial tool to monitor the performance of your business online. With this or an equivalent tool it's very difficult to know how well your website is actually performing. Install it, get to know the basics, get a daily/weekly report and take it from there.

Setting up Google Analytics

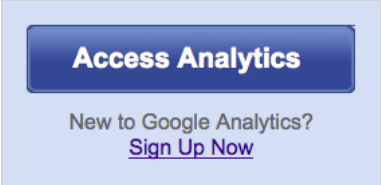
VIDEO: Setting Up Google Analytics

This video takes you step by step through the process of creating an account on Google Analytics and then setting it up so it tracks all activity on your website.

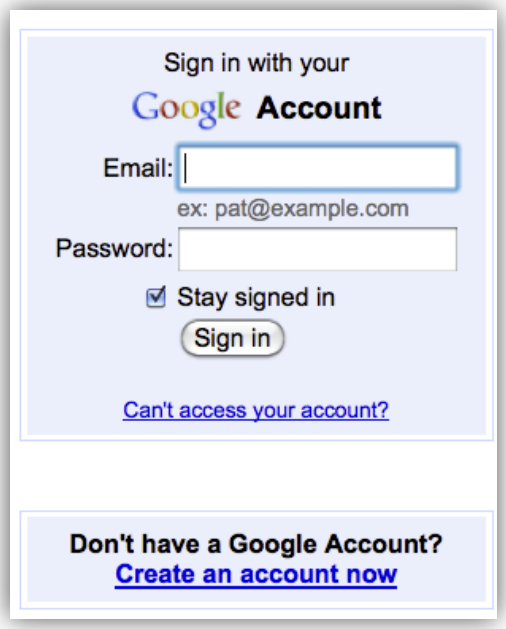
When you are ready, click the PLAY icon to start the video.

Step 1 — Setup a Google Account

You may already have a Google account (e.g. if you have a Gmail e-mail address), if so you can skip this step. To create a Google Account go to www.google.com/analytics and click on the option to sign up now.



This will bring you to another screen which allows you sign in with your existing account details or create a new account. If you don't have an account click the option **Create an account now**, as shown below.



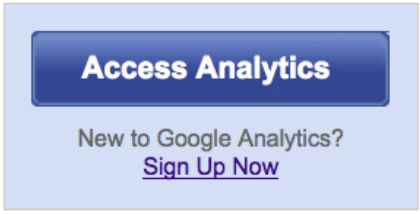
When you go to create an account you will be asked to enter your e-mail address and suggest a password.

Google will then send you a verification e-mail to the address you specified and after you click on this link in your email your account will be active.

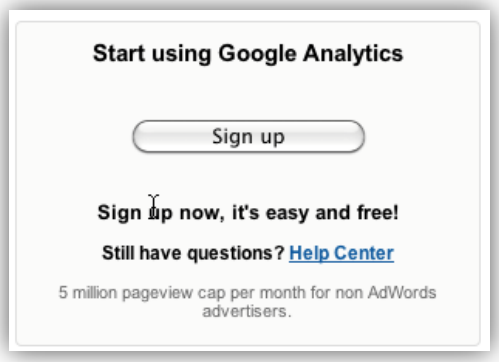
You can now proceed to the next step.

Step 2 — Sign Up for Google Analytics

Go to www.google.com/analytics and click on the big blue button Access Analytics on the right hand side of the page.

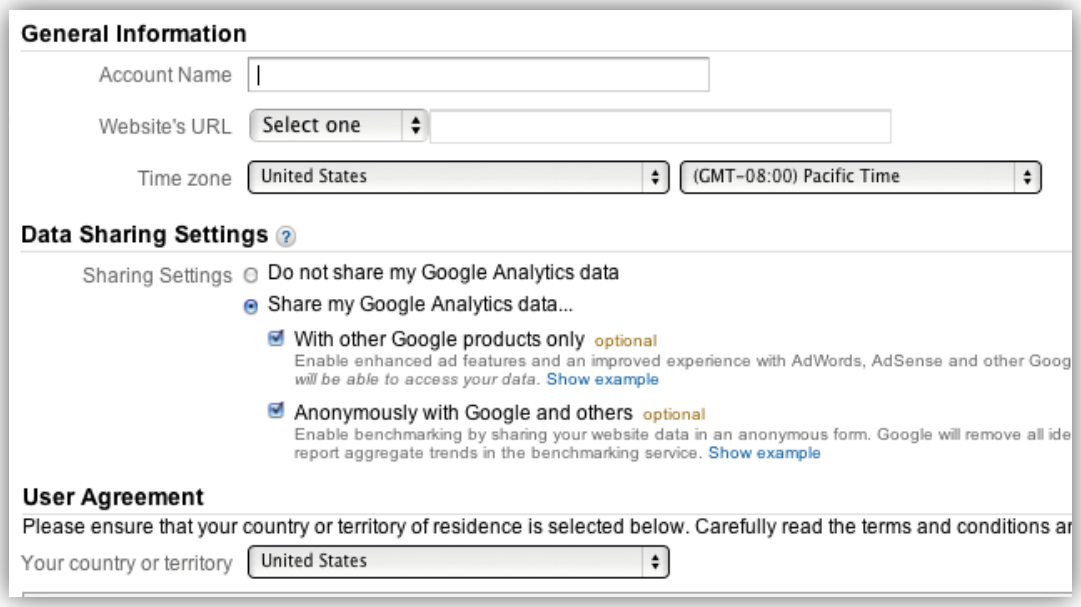


Click on the Sign Up button, as shown



Step 3 – Enter your Website Details

On this screen enter an account name for this account, your website address and time zone. Also indicate if you are happy to share this information, accept the user agreement and create the account.



The next screen will ask you to agree to terms of service, accept this and select Create a New Account.

Step 4 — Copy the Code on to your Web Pages

Google will now display a piece of code that you have to copy onto every page of your website that you want to monitor (ideally all pages). The code will look something like the following:

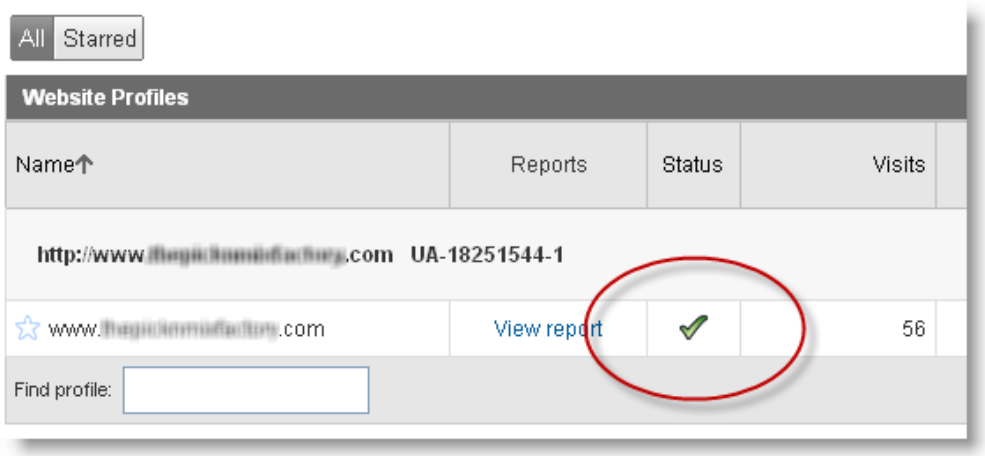
```
<script type="text/javascript">
      var _gaq = _gaq || [];
      _gaq.push(['_setAccount', 'UA-18693939-1']);
      _gaq.push(['_trackPageview']);
      (function() {
      var ga = document.createElement('script'); ga.type =
      'text/javascript'; ga.async = true;
          ga.src = ('https:' == document.location.protocol ?
      'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
          var s = document.getElementsByTagName('script')[0];
      s.parenNode.insertBefore(ga, s);
        })();
</script>
```

For this stage you will need to talk with your web developer. The code needs to be placed anywhere before the </body> tag at the bottom of each HTML file.

Step 5 — Check that Google Analytics is Working

Once the code has been copied correctly on to the web pages on your website, Google Analytics will start tracking activity on your website and sending the data to your Google Analytics account.

To ensure that everything is working ok, go back to www.google.ie/analytics and login to your account. You are brought to your Dashboard where you can see the website you have just configured Google Analytics to monitor. If everything is working ok, the status column should have a green tick as shown.

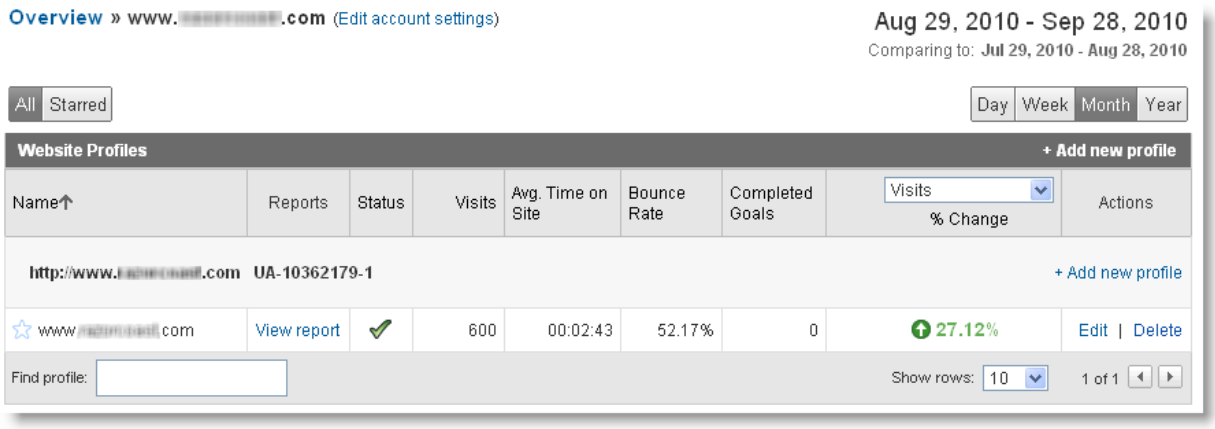


Now you are ready to start using Google Analytics.

Note: *It takes about 24 hours from when you insert the code on your web pages for Google Analytics to have reports ready for you to review.*

Viewing a Summary of Activity on your Website

When you have enabled the code and you have had some traffic on your website then the next day you can login and view traffic details on your website. When you login you will see a summary screen similar to the following:



Note: *If you are monitoring more than one website via Google Analytics then you will be brought to a list of your websites first. Once you select a website from this list you will be brought to the screen shown above.*

In the top right of this screen you will see day, week, month, year. From this you can select if you want to view traffic for a particular time period. If you select day you will see details of traffic from the previous day. Underneath this the table shows you the analytics/statistics for the chosen time period.

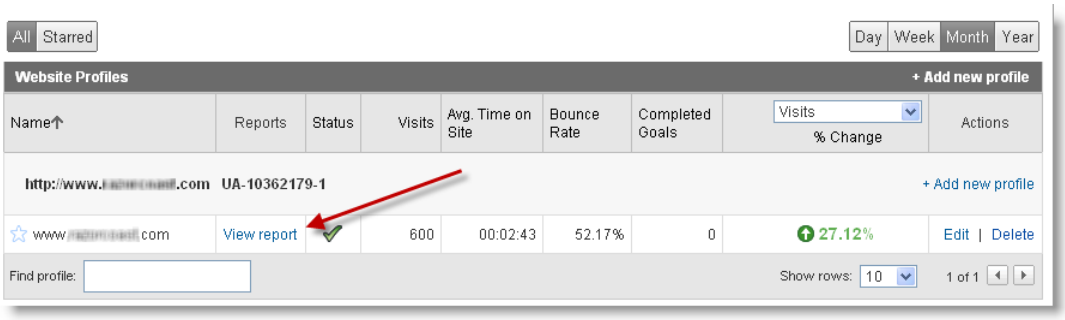
The following table explains each of the column headings:

Option	Description
Name	This is the address (or URL) of the website you are monitoring.
Reports	If you click on 'View report' this shows you a detailed analysis of that website's activity rather than a summary. For more information, see "Viewing More Detailed Reports" on page 12.
Status	Indicates whether Google Analytics is tracking your website correctly. A green tick indicates that the code is correctly installed on your website and that Google Analytics is receiving data.

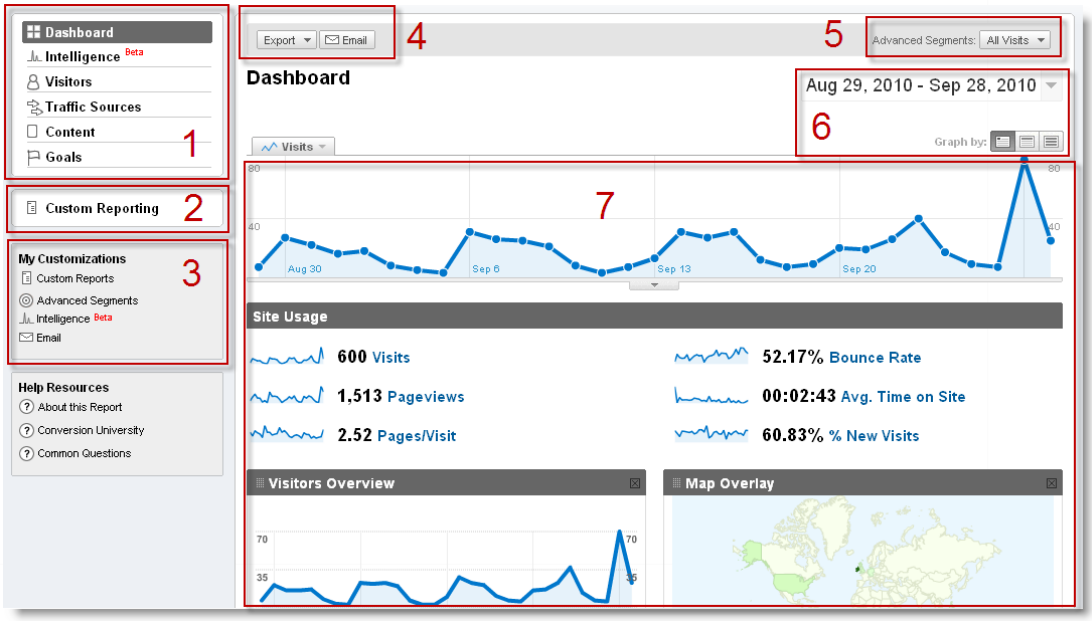
Option	Description
Visits	This is the number of visitors to your site in the chosen time period.
Avg Time on site	This is the average time your visitors spent browsing your website.
Bounce Rate	This shows the percentage of visitors that arrived to a page on your website and left without going to any other page.
Completed Goals	You can set up goals within analytics and track these goals. For example, if you consider a goal as getting a booking on your site you can start tracking how many people actually booked online and then you can start comparing this against the number of visitors to the site. For more information, see "Setting up Goals" on page 26.
% Change	By default this shows if your traffic has increased or decreased since the previous reporting period. So if you are looking at traffic from yesterday it will show you if this is more or less than the previous day. In the column header you will also see a drop down box which allows you to change what this percentage reports on. Your options are: Visits – as explained above. Average time on site – are visitors, on average, spending more or less time on your website. Bounce rate – are more or less visitors just coming to the site and leaving straight away. Completed Goals – you can track if you are achieving your goals, for example, getting customers to sign up to a newsletter. This tracks if your conversion is improving.
Actions	This allows you to edit or delete the profile for your website. Above these options you also have an option to create a new profile for another website. If you add a new profile when you login the next time you will see both the website in this list.

Viewing More Detailed Reports

The previous table is really just a summary of activity on your website but if you want a more detailed report click on the **View report** option as shown.



This will bring you to the main Analytics reporting screen which lets you see more detailed graphs and reports on your website. The screen is broken down into many sections as shown:



1. **Standard Reports** — this menu gives you access to a variety of reports covering all aspects of your website, from detailed analysis of the visitors that have come to your website to the most accessed content on your site. The default reporting view is known as the "Dashboard" as this gives you an overall summary of the statistics and analytics for your website. For more details on your Dashboard see "Understanding the Default Dashboard" on page 14, and for more information on the standard reports available see "Viewing Standard Reports" on page 18.

2. **Custom Reporting** — the wide range of standard reports provided by Google should meet all your needs, however, if you have specific reporting requirements you have the option to create your own custom reports. This is quite an advanced feature and therefore is not covered in this guide.

3. **My Customisations** — this section allows you to access any customisations you have created within Google Analytics, such as, custom reports, alerts, and so on.

4. **Export/E-mail** — you can export your report to different formats, for example a PDF document. You can also get the report e-mailed to you straight away or set up a schedule for automatically e-mailing you the reports (e.g. daily). For more details, see "Scheduling Emails" on page 23.

5. **Advanced Segments** — this allows you to configure what data you are displaying in your reports. For example, you may only want to display graphs for new visitors. As part of advanced segments you can set up additional reporting if you want to track specific important sites for example, you might have a segment for Twitter so you can filter your reports to just show twitter traffic.

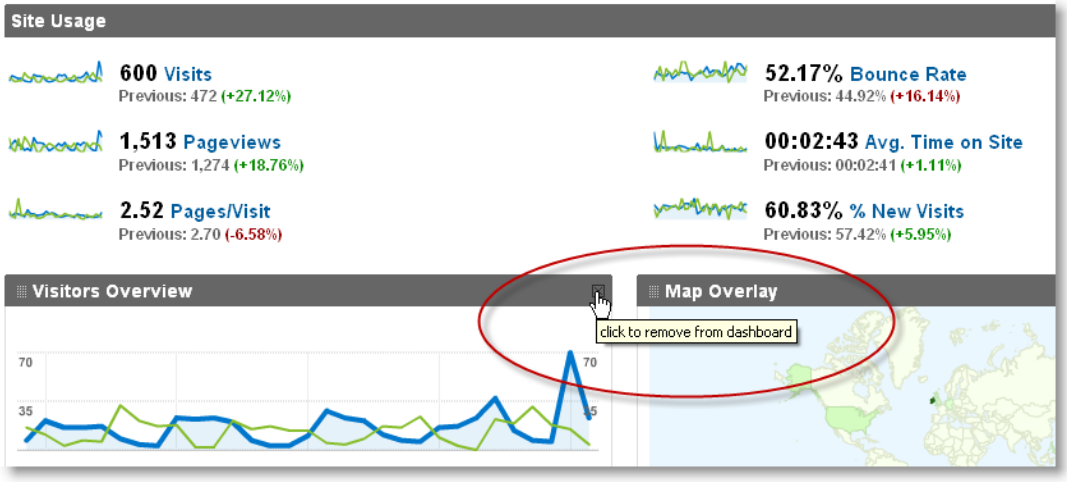
6. **Time Period** — this indicates what time period the graphs and reports show details on. The buttons beneath the To and From dates let you toggle easily between a day, week and month view. Alternatively you can be more exact with your dates by clicking the arrow to the right of the dates and selecting the exact dates from the calendar. You can also choose to compare the most up to date data with a past date range to see how much your website activity has improved.

7. **Graphs & Reports** – this is the main section of the dashboard that shows you the graphs and reports for the currently selected menu option on the left. While most other areas of the screen remain the same this is the section that changes the most.

Understanding the Default Dashboard

When you first view the report for your website, the Dashboard is the default screen that is displayed showing you an overall summary of the statistics and analytics for your website.

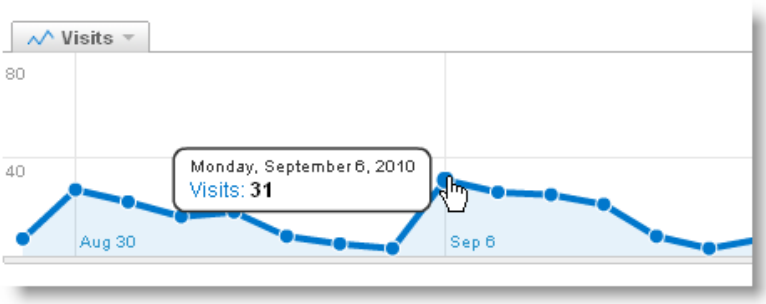
The Dashboard is the only screen that can be customised to display the information you want. For example, if you want to remove any of the information you will see an 'x' in the top right hand corner of any of the boxes, as shown.



While the Dashboard can be customised the following sections provide a breakdown of all the key areas that are displayed within the default dashboard prior to any customisation.

Visits

Over the period specified this shows a graphical representation of the number of visitors to your site. For every point graphed on this chart if you move your mouse over that area you will see a popup which will display the date and the actual number of visitors on that day.



This is very useful to monitor the trends.

Site Usage

This contains a summary of usage statistics for your website but it also shows the trending graph. If you look at the image to the left hand site of the number this shows the trend of visits over the selected time period so it's very handy to see summary trends and pick out any issues.

The statistics displayed are as follows:

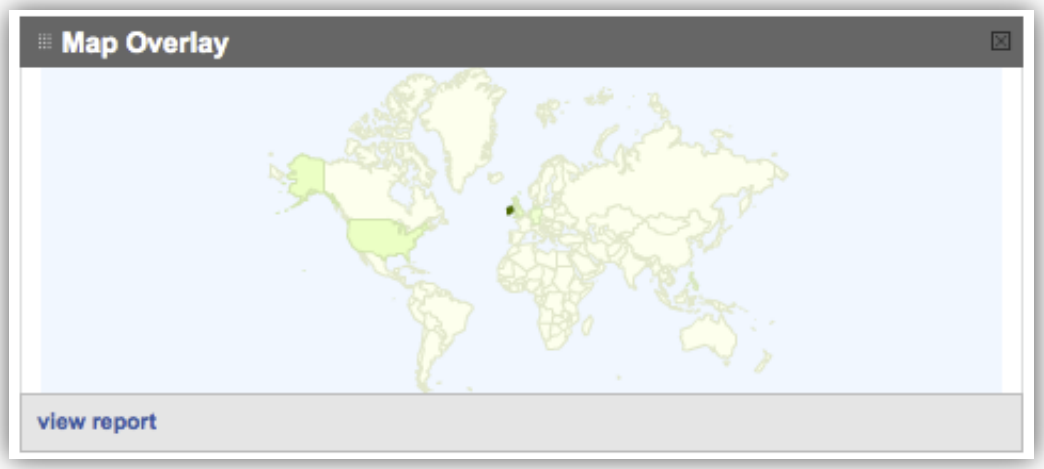
- Visits – The number of visitors over the period specified. These are not unique visitors so some of these visits could include people that came back a couple of times.
- Page views – For these visitors in total how many pages on your website were viewed.
- Pages/Visit – On average how many pages per visit did each user look at. You want this to be relatively high because if your site is interesting enough your visitors will want to check out many pages.
- Bounce Rate – This is the percentage of people that arrive on a page on your website and leave without going to another page. If this is a good bit over 50% then you know that your website is probably not performing (there are some exceptions to this).
- Avg Time on Site – The average time in minutes and seconds that visitors spend on your site.
- % New Visits – What percentage of visitors to your site and new visitors that haven't been there before. When you have Google analytics installed and a user visits your site Google will put a little file (called a cookie) on the visitor's machine. If this person visits your site again Google will be able to detect if they were there before by the presence of this file. Creating these types of files (Cookies) is very normal for a lot of sites you visit.

Visitors Overview

This graph is very similar to the Visits graph. The only real difference is the 'view report' option on the bottom left. If you click on this you can see more detailed information.

Map Overlay

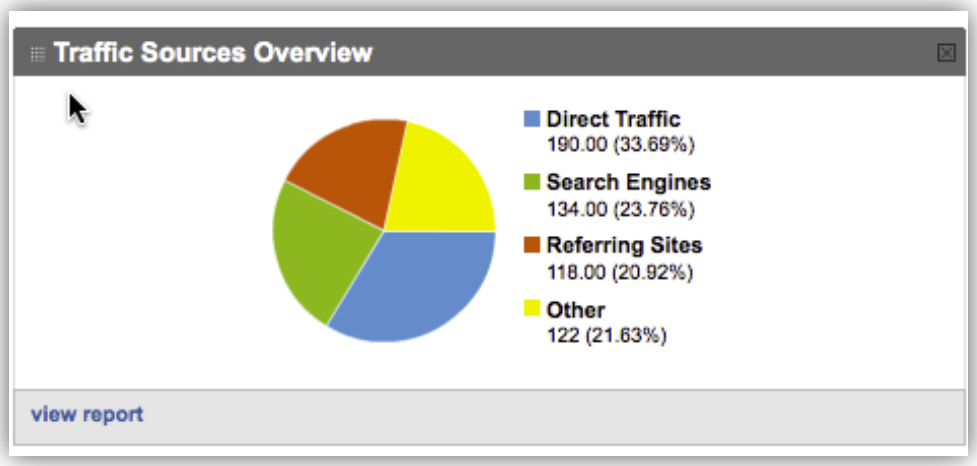
The map overlay section shows where in the world your traffic is coming from. Google is able to detect which country visitors are browsing your site from. This can be very useful to determine where you can maybe target your marketing efforts.



There is also an option to view a more detailed report for this with the View report option in the bottom left hand corner.

Traffic Sources

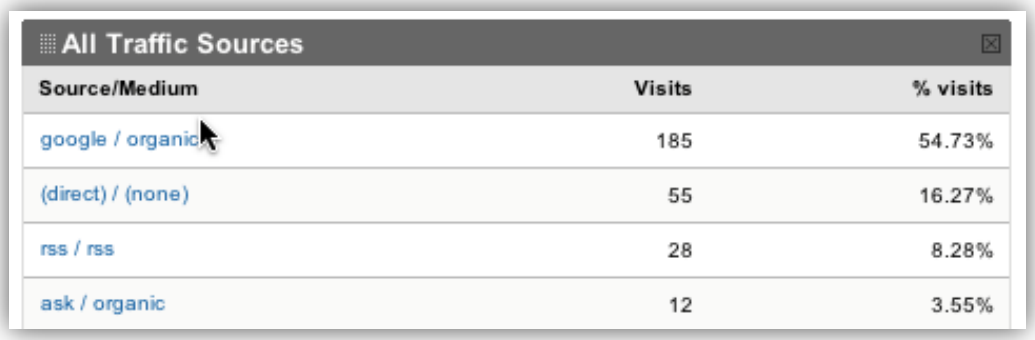
The traffic sources graph shows where your traffic is coming from. It can be very interesting to see how people are finding you. For example are they coming through search engines or are they coming via referring sites.



- Direct Traffic – When somebody types in your web address in their browser and goes straight to your website this is direct traffic. They knew your website and didn't need any assistance to find you.
- Search Engines – This is if they found you through a search on a search engine such as Google.
- Referring sites – This is where they found a link to your site from another website. So for example, they were reading a blog and your website was mentioned and this was a link. If the person clicks on the link and is brought to your website Google Analytics can track this.
- Other – When Google is unable to determine the source of the traffic it is listed as other.

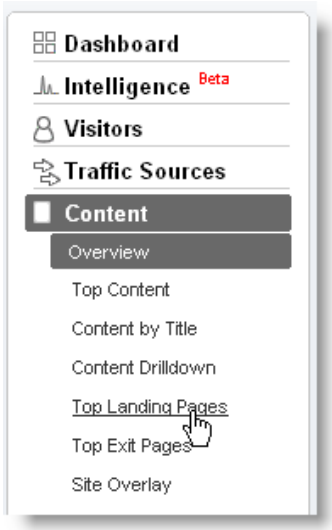
All Traffic Sources

This shows a further breakdown of where the traffic is coming from.



Source/Medium	Visits	% visits
google / organic	185	54.73%
(direct) / (none)	55	16.27%
rss / rss	28	8.28%
ask / organic	12	3.55%

Viewing Standard Reports



While the Dashboard provides a great overview of all the activity on your website, you can also drill down and look at more detailed reports on certain aspects of your website activity.

All the standard reports that are available can be selected from the left menu as shown.

When you select a specific report category a submenu of reports may also be displayed to enable you to drill down even further.

The following sections provide some details on the type of information that is displayed in each report section.

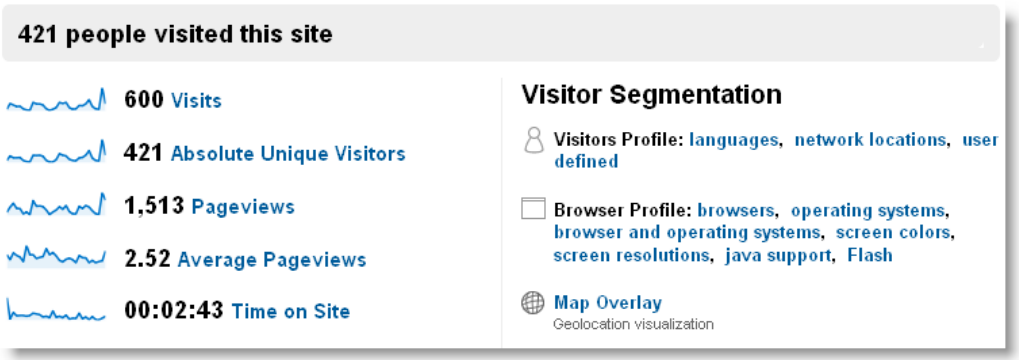
Intelligence Reports

The Intelligence section is a beta feature and allows you to set up some custom alerts to notify you of specific events. For example you could set up an alert so that if you are receiving less bookings to your website over the previous weeks then you might want to be warned of this so you can take action.

Visitor Reports

The visitors section provides you with very detailed analytics about the visitors to your website. For example you can view your statistics against companies in a similar industry to see how your traffic compares, or you can view the countries/languages of where your visitors come from, and so on.

By default an overview of the visitors report is displayed. The first part of this is a graph which displays the traffic as below.

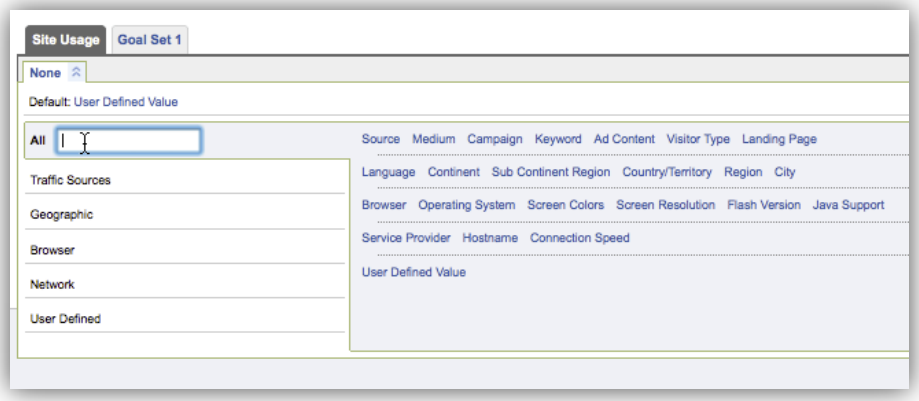


On the left hand side we have displayed statistics which we have explained earlier in this guide. On the right hand side we have a column called visitor segmentation; the following explains each area of this:

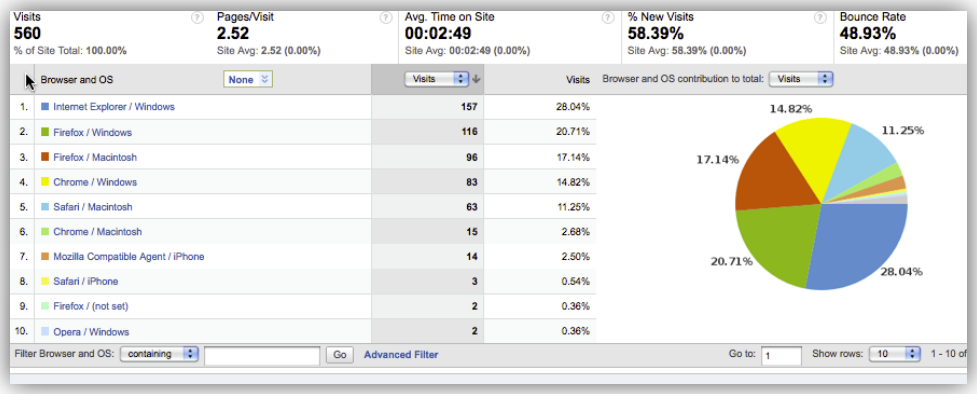
- Visitors Profile languages – If you click on this you will be displayed a chart indicating what languages your visitors are. For example if it shows en-us this means that the internet users configuration on their machine is set up to English/US. If foreign visitors are important to your business you will look at this report to see if any foreigners are coming to your site and leaving straight away because you site is not translated to other languages. This is s a clear sign that you have to put in changes.

- Visitor profile network locations – This shows who is the internet service provider your visitor is using.

- Visitor profile user defined – This allows you to set up your own customised report. So for example you could set up a report which shows Traffic Sources – Visitor type and this will display a chart showing who are new visitors and who are returning visitors.

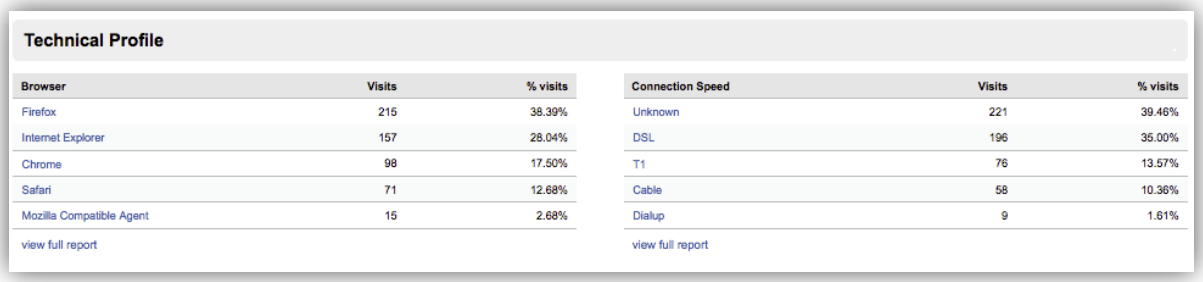


- Browser profile – This contains information about the profile of the visitor, for example, what their operating system is, browser, if they support Java etc. For example, the following shows the browser type:



- Map overlay – this gives a graphical representation of where your visitors are coming from around the world.

The final part of this screen shows you the technical profile which is a breakdown of your visitors by browser type and by connection speed. If for example, a high percentage of your visitors are dialup then you would have to make sure that the pages on your website are small in size.



Technical Profile

Browser	Visits	% visits
Firefox	215	38.39%
Internet Explorer	157	28.04%
Chrome	98	17.50%
Safari	71	12.68%
Mozilla Compatible Agent	15	2.68%

view full report

Connection Speed	Visits	% visits
Unknown	221	39.46%
DSL	196	35.00%
T1	76	13.57%
Cable	58	10.36%
Dialup	9	1.61%

view full report

Segmenting the Visitor Data

On the left hand side of the screen there are various menu options. Some of these are repeats of what is in the summary screen. Here's an explanation of each:

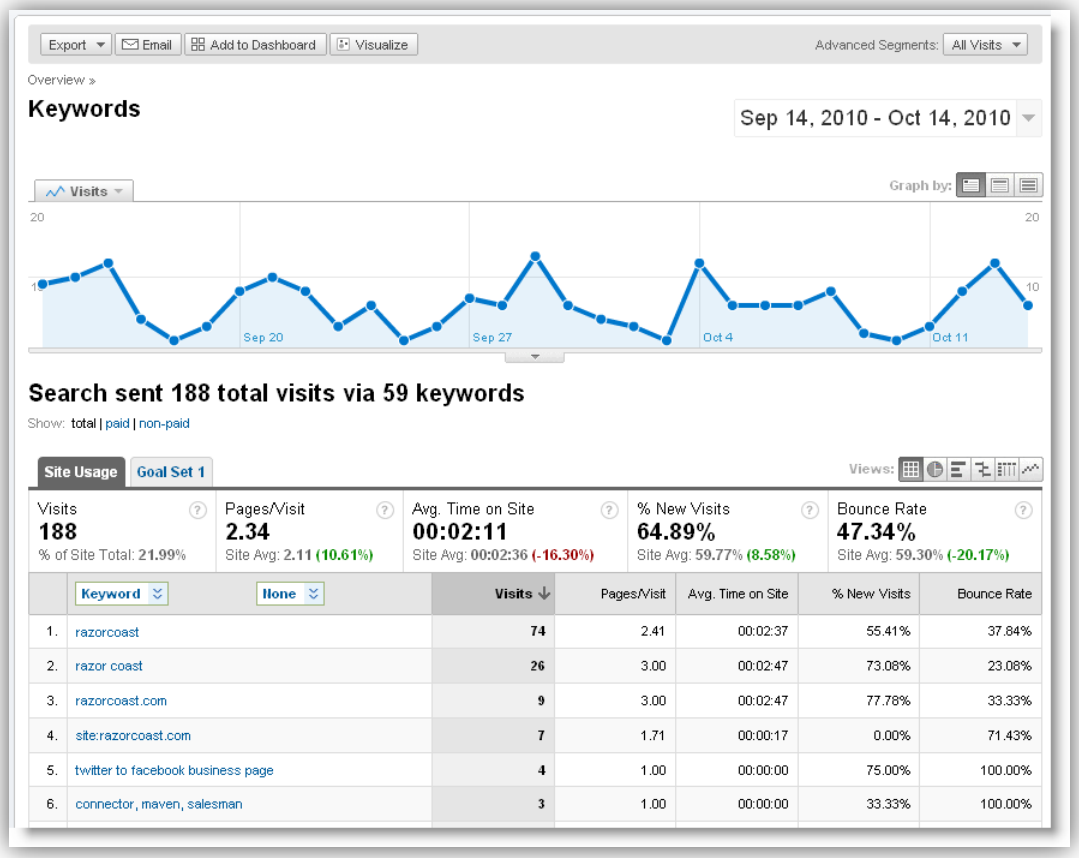
Segmentation	Description
Map Overlay	This shows you where in the world your visitors are coming from. If you have a very high percentage of people coming from a foreign country maybe you should be considering setting up your website in that language.
New vs Returning	It's useful to see if the same people are coming back to your site or if they are all new visitors. If they are returning to your site what are they returning for, are they interested in booking, do you provide useful updated information that they come back for?
Languages	A breakdown of the languages of your visitor (Google attempts to guess this based on the visitors machine configuration). Especially in the tourism industry you want to see where people are coming from.
Visitor trending	Various reports showing trends for visitors, for example, on a daily basis what days are you getting most traffic, what percentage are unique visitors, what's the trend for time on the site.
Visitor loyalty	Various reports showing how loyal your visitors are, are they returning more than once, how many pages are they visiting etc.
Browser capabilities	Various details of the browser people are using for your site, the screen resolution etc.
Network Properties	Reports on what internet service providers are your visitors coming from, what are their connection speeds and what hosts are accepting the traffic.
Mobile	Details of what mobile devices are being used to access your website and what are the mobile carriers.

Segmentation	Description
User defined	This gives you the ability to set up custom reports.
Custom variables	If you are not happy with the vast range of details you can track through Google analytics you can set up some custom variables for tracking additional components of your site.

Traffic Source Reports

Provides more detailed analytics on where the traffic to your website originates from, for example, what search engines are sending you traffic, are you getting traffic from other websites that have links to your site (e.g. Facebook). You can also see details on any Google advertising campaign you have running.

As with the Visitor reports you can also segment the data and view more detailed reports on a specific area via the left menu options. The most interesting of these is the Keywords report as this tells you what keywords were used in search engines to find your website.



This can help you identify some keywords that you may want to optimise your site for or some keywords you could use with your advertising campaigns.

Content Reports

The Content section provides some very interesting information on the content of your site, for example, what pages are most popular, what people are clicking on within pages on your website, and so on.

There are some great reports here showing a breakdown of the content, for example:

- Overview – these are a set of reports showing what your top content is your top landing pages etc. The site overlay section is useful to try out. This displays a visual of a page on your website and shows where users are clicking parts of the screen.
- Site Search – If you set up a google search on your website you can see details of what people are searching for on your site. A search on your website is very useful, if you know what people are looking for then you know what content to provide them!
- Event tracking – This allows you to track things on your website that may not be general to all websites. For example, on your website if you had the option to download a PDF you could set up an event that tracks this (as opposed to a goal) or if you had a map on your site and you want to track how visitors interacted with the map.

Goal Reports

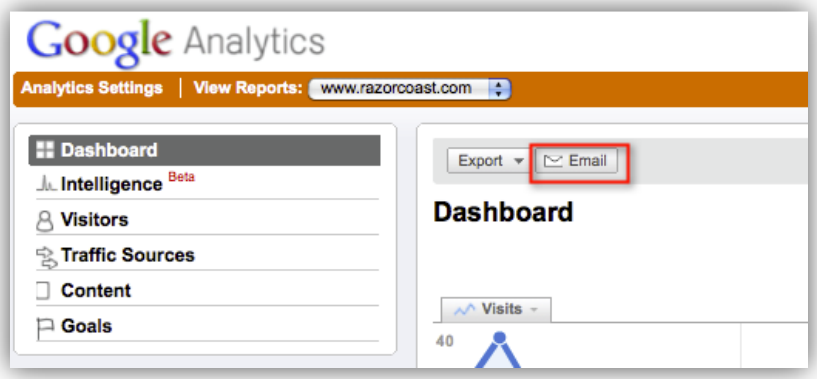
The Goal reports let you see how well you are achieving your goals. These reports only become active when you are created some goals for Google Analytics to track. For more information on creating goals, see "Setting up Goals" on page 26.

Some of the Goal reports include the following:

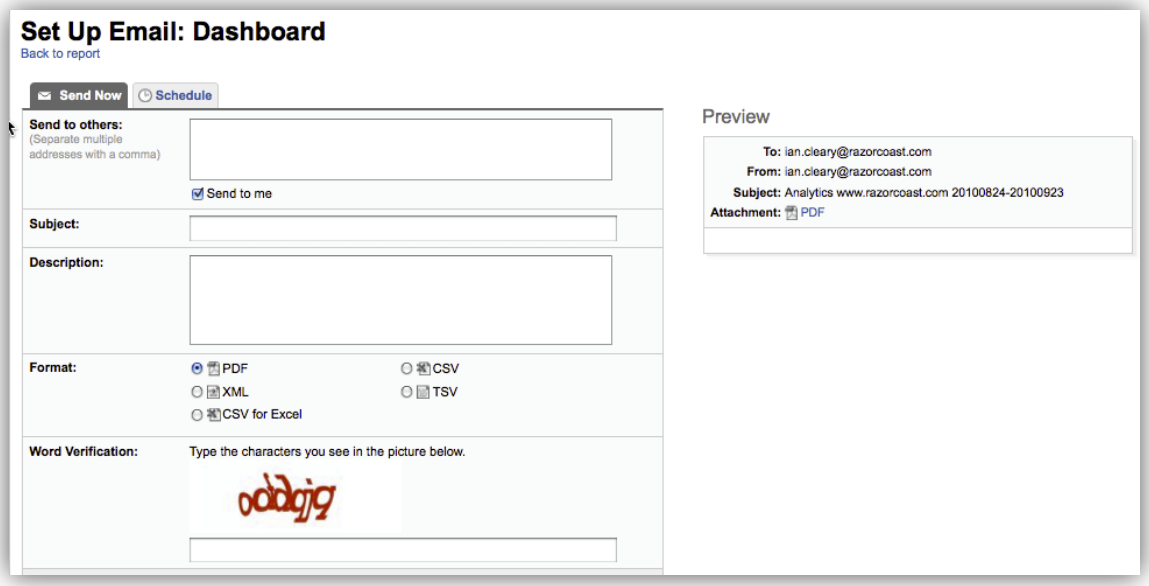
- Overview Report — this reports shows for each goal, the total number of times it was achieved (conversions) for the given date range, and if applicable the total value of achieving those goals.
- Conversion Rate — for the selected goal this report shows the percentage of times it was achieved (conversions) in relation to the number of visits to the website in the given date range. You can select other goals using the arrow next to the goal name. Underneath the graph, conversion rates are shown for each day. Click on View By Hourly to show average conversion rates based on the time of day.

Scheduling Emails

When you view your dashboard or any of the standard reports you will notice there is an email option at the top of the screen, as shown.



This option allows you to get the selected report sent to you via email. When you select the Email option you are brought to a screen similar to the following.

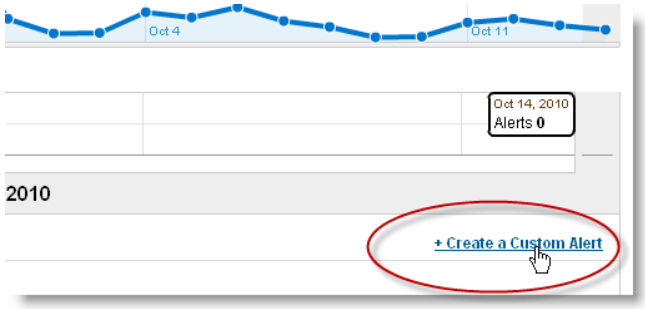


On this screen you can send off a report by e-mail immediately or schedule one.

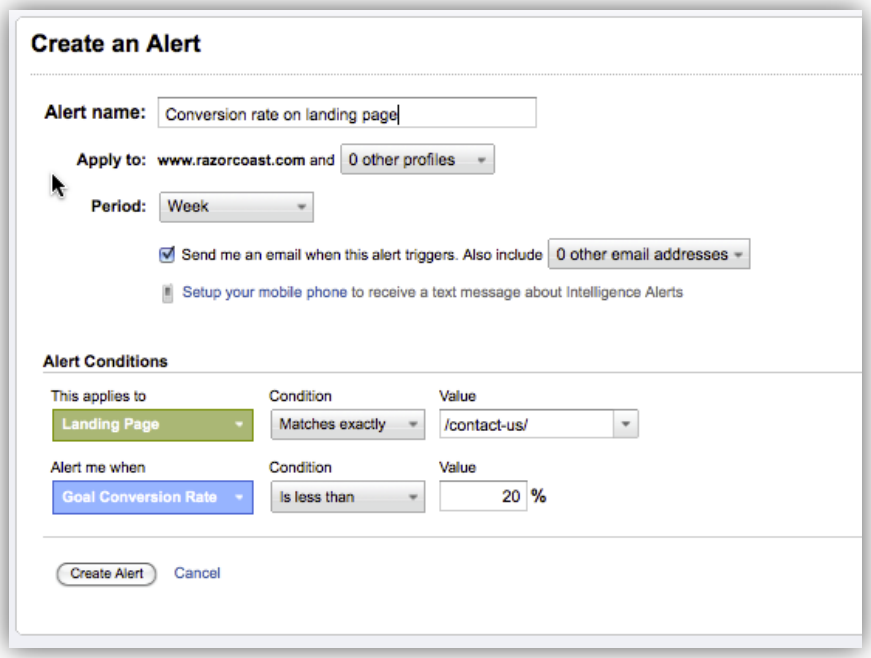
- Sending immediately – enter in the e-mail addresses of the people you want to send it to, the subject, description and decide the format you want it in. You then put in the word verification and click send. This will send a report with the details displayed in the dashboard.
- Schedule – this is s similar screen except this time you can set up whether you want the report with the latest statistics sent daily, weekly, monthly or quarterly. For example if you specify you want the information sent weekly then at the end of each week you will get a report showing statistics from the previous week. Daily or weekly scheduling of reports is a great idea because it really keeps you focussed on how well your website is performing.

Creating Alerts

This feature enables you to set alerts that will notify you when there are significant changes in your analytics data that may indicate when something good, or bad, happens. For example, you could have an alert that notifies you when the total visits decreases by more than 50.0% or the average time on site decreases by more than 50.0% and so on. This is a really useful way to keep an eye on your website activity on a regular basis without having to physically check your data every day.



To create an alert go to the **Intelligence** reports section and on the right under the graph click on the Create a Custom Alert link, as shown. The following screen is displayed:



You can select to receive your alert it on a daily basis or once a week or month. This alert is set up to e-mail you when only 20% of people that go to the contact-us page complete this page. The following breaks down each field on this page:

- Alert Name – This is to easily identify what the alert is about so be descriptive here.
- Apply to – You may have multiple websites you manage so specify which one is applies to.

- Period – Enter over what period this alert applies to. In this example, we have put 'week' so we will only get an alert if less than 20% complete the contact us page form.
- e-mail/mobile – You can set up the alert so you get notified by e-mail. The mobile phone option is only available in the US. By default the report will be emailed to the email address specified in your Google Analytics account. However, you can have it sent to other email addresses if you want.
- Alert conditions – This is where you build up under what circumstances the alert happens. In this case we set it up such that we are only interested in the contact us page. When somebody arrives at this we want the goal conversion over a weekly basis to be at least 20%. For this alert to work you will need to have set up a Goal for this page. For more details on setting up goals, see "Setting up Goals" on page 26.

Setting up Goals

You can set up goals on your website and then track the goals achieved against visitors to the site and much more. Goals help you measure how well your website helps you achieve particular business objectives. For example, if one of your objectives is to get more leads by getting visitors to fill out an enquiry form, you could setup a goal to see how many visitors to your site actually do this.

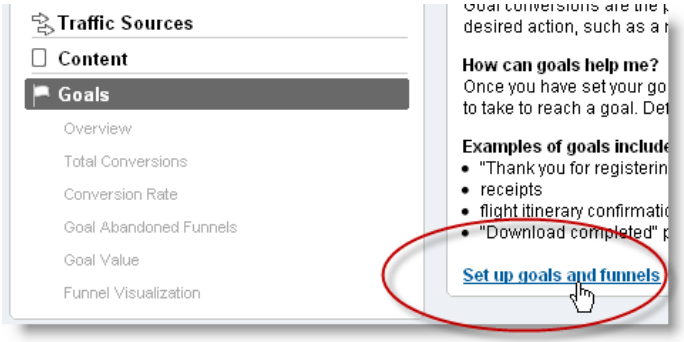
The way to measure this is to create a thank you page that visitors will only see once they have successfully submitted the enquiry form and then track the number of visitors that reach this page. Once you have set your goals, you will then be able to see your conversion rates and from this calculate the monetary value of these conversions.

VIDEO: Setting Up Goals

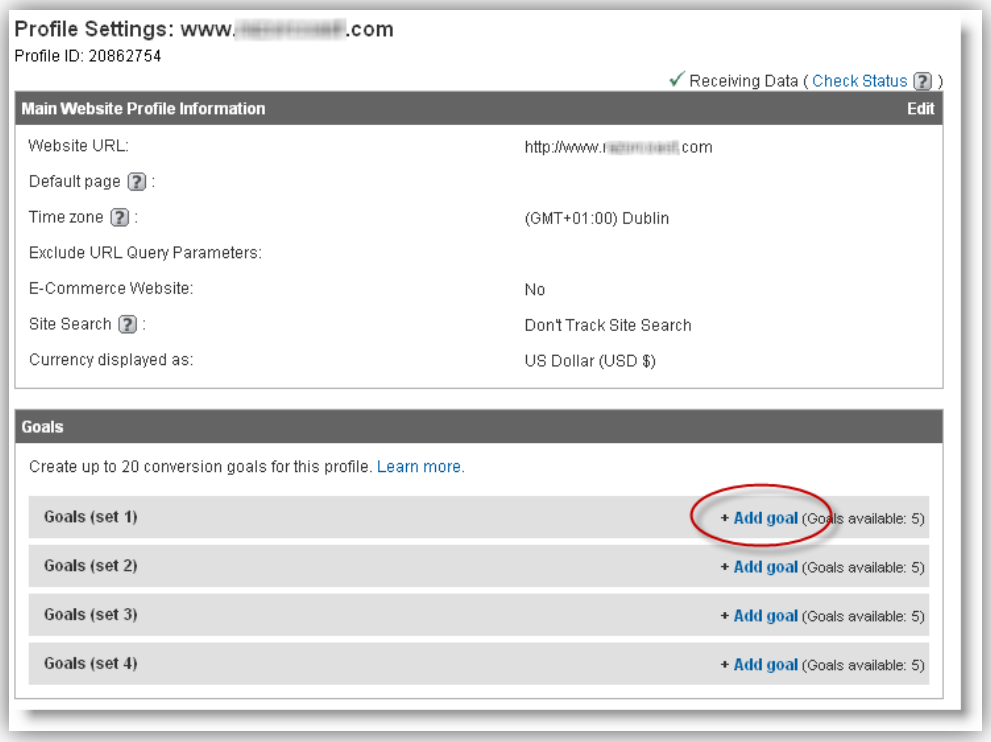
This video takes you through setting up a goal in Google Analytics and then monitoring the progress of this goal via the standard Goal reports.

When you are ready, click the PLAY icon to start the video.

To create a goal for something like this, click on the **Goals** menu option on the left and select the **Set up goals and funnels** link as shown.

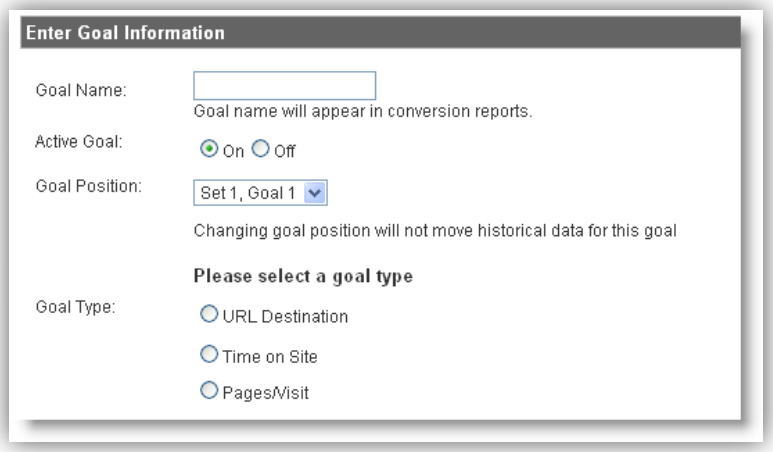


Alternatively, you can go to your website's summary report and click on the **Edit** option under the Actions column. The following screen is displayed:



Make sure all the details in the top part of the screen are correct. For example, in this screen it shows that the currency will be displayed in US dollars. You may want to change this to Euro.

Now select the **Add goal** option as shown on the previous screen.



In this screen you configure the following:

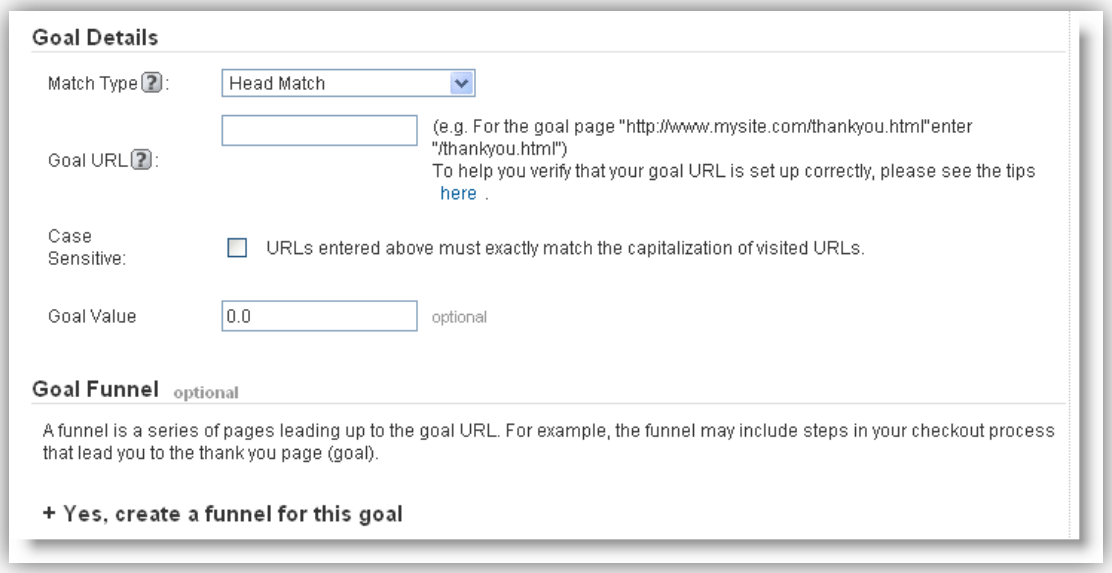
- Goal name — enter a name to identify the goal in your analytics reports.
- Active goal — if you want tracking on this goal you need to set this to on.
- Goal Position — this is where the goal will be displayed in the list of all goals you set up.
- Goal type — the goal type is how you monitor if the goal has been achieved. See the section that follows for more details.

Goal Types

There are 3 types of goal to choose from.

URL Destination

If you have a web page that is only visible when you complete the goal this could be the means of tracking if the goal has been achieved. For example, if your goal is to get a potential customer to fill out an enquiry form. After the enquiry form is filled out you display a 'Thank you' page. Your goal has been achieved and is tracked because the person got to the thank you page and the only way of getting to this is by filling out the enquiry form. When you select URL Destination the following extra fields will be displayed:

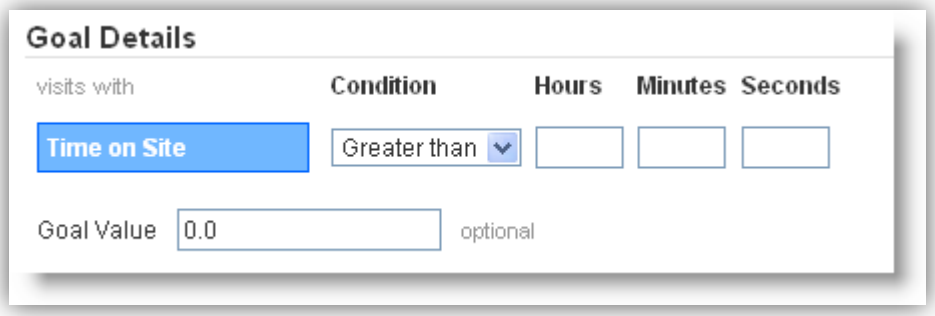


Field	Description
Match type	There are 3 match types called Exact Match, Head match and Regular Expression Match. The easiest way of explaining this is through an example: Exact Match – When somebody fills out a thank you form and is brought to the thank you page the goal is only achieved if the web address of that page matches exactly what you type in as the destination web address. So if you type in http://www.example.com/thankyou.html then this has to be the exact address that is displayed. Head match – For this type of match there can be extra characters at the end of the web address that Google will ignore for matching. So if you set up a destination address as http://www.example.com/checkout.cgi?page=1 and the address ends up as http://www.example.com/checkout.cgi?page=1id=952424888 Google will still match it. Regular expression match – This is where there is more flexibility and wildcard matching. So for example, checkout.cgi\?page=1 would match http://www.example.com/checkout.cgi?page=1 but would also match http://example2.com/checkout.cgi\?page=1

Field	Description
Goal URL	If the goal web address is http://www.example.com/thankyou.html then put in /thankyou.html here.
Case sensitive	Indicate if the goal web address matching should be case sensitive or not.
Goal Value	You can assign a monetary value to the goal. For example if you achieve a sale and this sale is worth €50 then you might assign a value of €50 to achieving the goal.
Goal funnel	A goal funnel is a series of steps you define to reach the goal. For example, if you have a shopping cart with multiple pages as part of the checkout your goal could be get to the thank you page at the end, however, you might still want to track who dropped out and what page they dropped out at along the way. Google provides a goal funnel visualisation graph which shows details of people dropping out along the way.

Time on Site

To make sure your site is interesting and engaging you could set up a goal for the length of time somebody spends on the site. If they spend the appropriate time then your goal has been achieved for that user. If you select time on site you will be presented with these extra fields:



Pages/Visit

You track how many pages a user visited and when they achieve the number you specify then your goal has been achieved. When you select this option the following extra fields are displayed:

Enter in the details of the number of pages potential customers need to visit before your goal is achieved. Assign a monetary value to this. For example, if you get 10 enquiries and you get one sale out of each enquiry, how much is the enquiry worth to you?

Goal Results

Once you have setup your goals you can then view the progress of these goals via the standard set of Goal reports.

Click on the Goals menu option on the left and then choose from one of the more detailed reports.

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