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## Teleseminar Dial-In Details

- Date:** Wednesday, November 12, 2008
- Time:** 12:00 Noon (Pacific) / 3:00 PM (Eastern)
- Dial In:** 1-419-400-0203
- Passcode:** 657950#
- Topic:** **The Wizard Weekly – Google Analytics and Your WordPress Blog – The Rest of the Story**
- Duration:** 30 minutes
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## Tips To Get The Most Out Of This Call

1. Print this Action Guide
2. Use these tips to develop your blog.
3. Take action NOW –

Quote of the Call: “Statistics may be defined as "a body of methods for making wise decisions in the face of uncertainty." ~W.A. Wallis

## Today you will learn and discover:

- What are Google Analytics Goals?
- What will they do for ME?
- How do I set them up?
- How do I read them

## Where we've been

- What is Google Analytics
- Why is it important
- How do I get an account
- How do I install it
- Where do I go from here?

Get this information at <http://www.TheWizardWeekly.com>

**What are Google Analytics Goals?**

**What will they do for ME?**

## How do I set them up?

<http://www.google.com/support/googleanalytics/bin/answer.py?answer=55532&ctx=sibling>

### How do I set up goals?

A goal is a website page which a visitor reaches once they have made a purchase or completed another desired action, such as a registration or download. Before Google Analytics can calculate goal conversion metrics, you must define one or more goals. A goal is defined with the following information:

- **URL for the goal page:** Specify a page that can only be reached by achieving a goal. In the case of a registration goal, for example, the goal page might be the Thank You page. If your goal page can be reached by visitors who have not completed the goal, your conversion rates will be inflated.
- **The name of the goal:** Specify a name that you will recognize when viewing reports. Examples of names you might use include "email sign-up" and "article ABC download".
- **The defined funnel:** You may specify up to ten pages in a defined *funnel*. A funnel represents the path that you expect visitors to take on their way to converting to the goal. Defining these pages allows you to see how frequently visitors abandon goals, and where they go. For an e-commerce goal, these pages might be the first page of your checkout process, then the shipping address info page, and finally the credit card information page.
- **The value of the goal:** Google Analytics uses an assigned goal value to calculate ROI, Average Score, and other metrics. A good way to value a goal is to evaluate how often the visitors who reach the goal become customers. If, for example, your sales team can close 10% of people who request to be contacted, and your average transaction is \$500, you might assign \$50 (i.e. 10% of \$500) to your "Contact Me" goal. In contrast, if only 1% of mailing list signups result in a sale, you might only assign \$5 to your "email sign-up" goal.

To set up your goals, **Enter Goal Information:**

1. Log in to your Google Analytics account and click **Analytics Settings**.
2. Find the profile for which you will be creating goals, and click **Edit**.
3. Select one of the 4 goal slots available for that profile and click **Edit**.
4. Enter the **Goal URL**. Reaching this page marks a successful conversion. For example, a registration confirmation page, a checkout complete page, or a thank you page.
5. Enter the **Goal name** as it should appear in your Google Analytics account.
6. Turn the goal **On** or **Off**. This selection decides whether Google Analytics should track this conversion goal at this time. Generally, you will want to set the **Active Goal** selection to **On**.

Then, **Define a funnel** by following these steps:

1. Enter the **URL** of the first page of your conversion funnel. This page should be a page that is common to all users working their way towards your Goal. For example, if you are tracking user flow through your checkout pages, do not include a product page as a step in your funnel.
2. Enter a **Name** for this step.
3. If this step is a **Required step** in the conversion process, select the checkbox to the right of the step. If this checkbox is selected, users reaching your goal page without travelling through this funnel page will **not** be counted as conversions. [Learn more](#) about the **Required Step** option in a funnel.
4. Continue entering goal steps until your funnel has been completely defined. You may enter up to 10 steps, or as few as a single step.

Finally, configure **Additional settings** by following the steps below:

1. If the URLs entered above are **Case sensitive**, select the checkbox.
2. Select the appropriate goal **Match Type**. ([Learn more](#) about Match Types and how to choose the appropriate goal Match Type for your goal.)
3. Enter a **Goal value**. This is the value used in Google Analytics' ROI calculations.
4. Click **Save Changes** to create this Goal and funnel, or **Cancel** to exit without saving.

**Goal Settings: G1**

**Enter Goal Information**

Active Goal:  On  Off

Match Type <sup>?</sup>:

Goal URL <sup>?</sup>:   
 (e.g. For the goal page "http://www.mysite.com/thankyou.html" enter "/thankyou.html")  
 To help you verify that your goal URL is set up correctly, please see the tips [here](#).

Goal name:   
 Goal name will appear in Conversion reports.

Case sensitive   
 URLs entered above must exactly match the capitalization of visited URLs.

Goal value

**Define Funnel (optional)**

A funnel is a series of pages leading up to the Goal URL. For example, the funnel may include steps in your checkout process that lead to the thank you page (goal).



Please note that the funnels and 'Required step' that you've defined here only apply to the Funnel Visualization Report.

**Note:** URL should not contain the domain (e.g. For a step page "http://www.mysite.com/step1.html" enter "/step1.html")

	URL (e.g. "/step1.html")	Name	<input type="checkbox"/> Required step <sup>?</sup>
Step 1	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Step 2	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Step 3	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Step 4	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Step 5	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Step 6	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Step 7	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Step 8	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Step 9	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Step 10	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Goal (see above)	<input type="text"/>	<input type="text"/>	

Common Questions

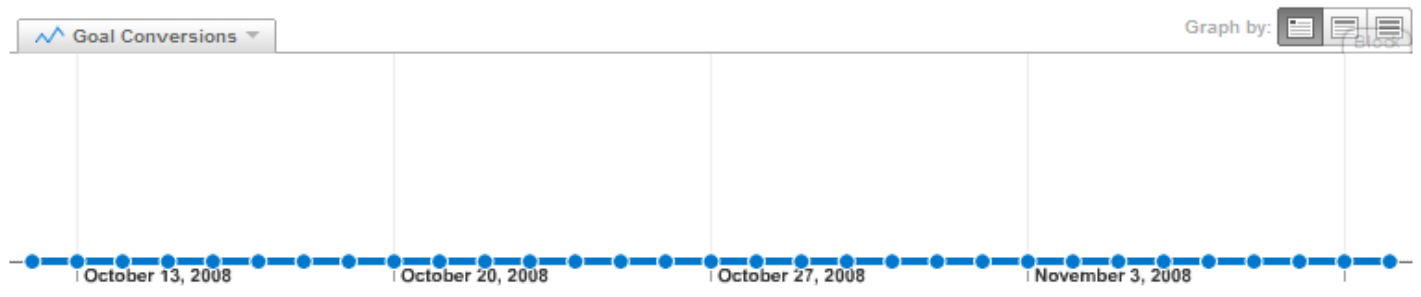
- [How do I set up goals?](#)
- [What is a funnel?](#)
- [How do I set up funnels and goals for my dynamically generated pages?](#)
- [How do URL re-write filters affect my goal and funnel?](#)
- [Why aren't my goals being tracked?](#)

# How do I read them

- Goals
- Overview
- Total Conversions
- Conversion Rate
- Goal Verification
- Reverse Goal Path
- Goal Value
- Goal Abandoned Funnels
- Funnel Visualization

## Goals Overview

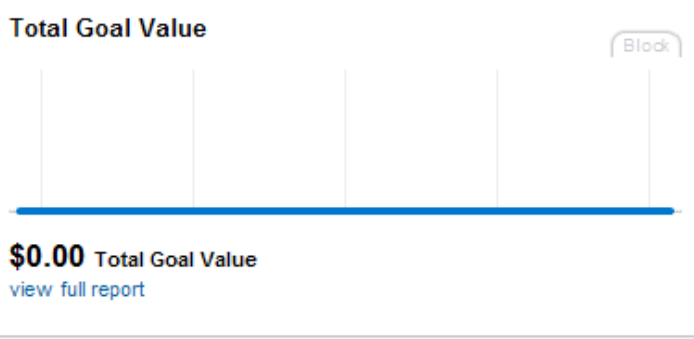
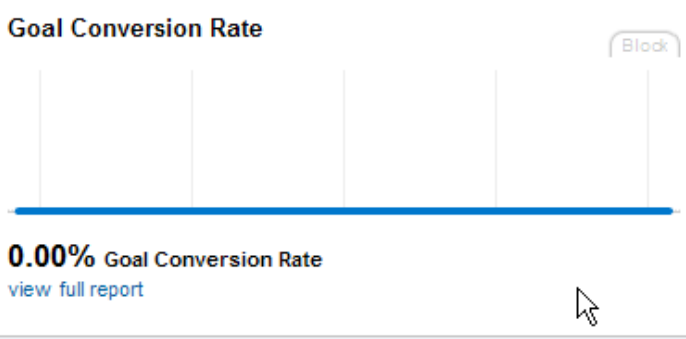
Oct 12, 2008 - Nov 11, 2008 Block



**Visitors completed 0 goal conversions**

**0 conversions, Goal 1: academy**

## Goal Performance





- Dashboard
- Visitors
- Traffic Sources
- Content
- Goals**
  - Overview
  - Total Conversions**
  - Conversion Rate
  - Goal Verification
  - Reverse Goal Path
  - Goal Value
  - Goal Abandoned Funnels
  - Funnel Visualization

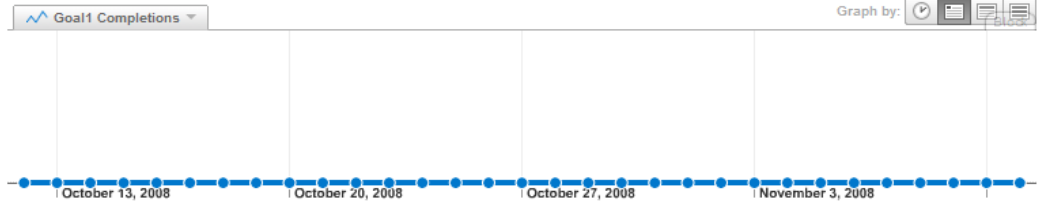
Custom Reporting <sup>Beta</sup>

- Settings**
- Advanced Segments <sup>Beta</sup>
  - Email

- Help Resources**
- About this Report
  - Conversion University
  - Common Questions

Export | Email | Add to Dashboard Beta Advanced Segments: All Visits

Overview » **Total Conversions** Oct 12, 2008 - Nov 11, 2008



**0 conversions of "academy"**

Select Goal: Goal 1: academy

Sunday, October 12, 2008	0
Monday, October 13, 2008	0
Tuesday, October 14, 2008	0
Wednesday, October 15, 2008	0
Thursday, October 16, 2008	0
Friday, October 17, 2008	0
Saturday, October 18, 2008	0
Sunday, October 19, 2008	0
Monday, October 20, 2008	0
Tuesday, October 21, 2008	0
Wednesday, October 22, 2008	0
Thursday, October 23, 2008	0
Friday, October 24, 2008	0
Saturday, October 25, 2008	0
Sunday, October 26, 2008	0
Monday, October 27, 2008	0
Tuesday, October 28, 2008	0
Wednesday, October 29, 2008	0
Thursday, October 30, 2008	0
Friday, October 31, 2008	0
Saturday, November 1, 2008	0
Sunday, November 2, 2008	0
Monday, November 3, 2008	0
Tuesday, November 4, 2008	0
Wednesday, November 5, 2008	0
Thursday, November 6, 2008	0
Friday, November 7, 2008	0
Saturday, November 8, 2008	0

## academy

0 visitors finished | 0.00% funnel conversion rate

