CallSource[®]

Creating Goals in Google Analytics

Log into your Google Analytics account. Click on **Admin** at the top of the page.

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ŧ	Home	ADMIN USER				
	Customization	Account + Create Account		Property + Greate Property	Vier	+ Greate View
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°2,	Attribution BETA			Ad Exchange Linking		Galculated Metrics BETA
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Choose the Account, Property, and then click Goals.



e on the Goals pa	ge, click New (Goal.			
MIN USER					
View + Create View	+ NEW GOAL	Import from Gallery		Q. Search	
View Settings	Goal	+ Id	Goal Type	Past 7 day conversions	Recording
	-		There is no data for this vie	ew.	
User Management					
Goals	20 goals left				
Content Grouping					
	e on the Goals pa	e on the Goals page, click New (e on the Goals page, click New Goal.	e on the Goals page, click New Goal.	e on the Goals page, click New Goal.

Select **Custom**, and then click **Continue**.

	Translate
	Template
	Select a template to start with a pre-filled configuration
	REVENUE
	Place an order Completed purchase or pre-order request
	ACQUISITION
	Create an account Successful sign up, account, or view created
	Contact us Viewed phone number, directions, chat or email
	Read reviews Viewed reviews and ratings
	Set callback Requested service or a phone call
	Live chat Contacted via chat
	Undate. Developed or installed permission
	Opdate bownloaded of inisialied new version
	ENGAGEMENT
	Compare information Compared features, products, or options
	Add to favorites Saved product or information to a list
	O Media play Played interactive media, like a video, slideshow, or product demo
	Share / social connect Shared to a social network or emailed
	Sign up Subscribe to newsletter, update alerts, or join group
0	Smart Goal Macrus the most appared visits to your website and automatically two these visits into Coale. They use these Coale
	improve your Google Ads bidding. Learn more
۲	Custom

Enter a Goal Name,	then select Event . Click Continue .	
	Goal setup Edit Custom Goal description Name My Goal Name Goal stot ID Goal id 9 / coal Set 2 + Type Destination Pages/Screens per session Pages/Screens per session Smart Goal 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	

In Category Equals to, type Phone.



Click Save to finish setting up goal.

Viewing Calls in Universal Analytics

Login to your Google Analytics account. In the left Reports menu, click Behavior.



In the left menu, click **Behavior.** Then select **Events**, and click **Top Events**.



Getting Webform Submissions into Google Analytics





Under goal details, set Category to Equals to, and type LeadForm.

**	All Web Cite Date	Pustam				
	An med one bata	custom				
	View Settings	Goal de Name My Goal type	escription Ed v Goal Name • Fvent	t		
	user Management	Goal de	tails			
	Event conditions. A conversion will be counted if all of the conditions you set are true when an Event is trigg must have at least one Event set up to creat this type of Goal. Lear more					
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	Dd Calculated Metrics INTA	YES				
	PERSONAL TOOLS & ASSETS	lf you don't Value.	have a value defined	n the condition above that matches !	your Event tracking code, nothing will appear as t	
	員員 Segments	Verify this	Goal See how of	ten this Goal would have converted b	based on your data from the past 7 days.	
			-			

Click Save to finish.⁻

Getting Chats into Google Analytics



Name the goal, the	en select Event .		
\sim			
	Goal setup Custom Edit Custom Goal description Name ChatEvent Goal slot D Goal ld / Goal Set 2 • 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 Measure the most engaged visits to your website and automatically turn those visits into improve your Google Ada bidding. Lear more	Goals. Then use those Goals to	
	Continue Cancel	Continue to go to f	the next step.

Under goal details, set **Category** to **Equals to**, then type **ChatEvent**.

Leave this set to yes, then click **Save** to finish setting up this goal.

Getting Texts into Google Analytics





Under Category Equals to, type Texting.

	All Web Site Data	Custom							
••	View Settings	Goal de	scription E	dit					
	111 User Management	Goal type	Event						
	Costs	Event conditions Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. Learn more							
	A Content Grouping								
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	Dd Calculated Metrics BETA	Use the E	vent value as the	Goal Value for the co	onversion				
	YES								
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	C Annotations	Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.							
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Be sure this is set to Yes, then click Save to finish setting up this goal.

Getting Phone Call Appointments into Google Analytics





Under Category Equals to, type PhoneSalesAppt

🕗 Goal de	escription Ed	it		
Name: <i>M</i> Goal type	y Goal Name Event			
3 Goal de	etails			
Event con	nditions			
Set one or i must have	more conditions. A co at least one Event set	nversion will be counted if all up to create this type of Goal	of the conditions you set Learn more	are true when an Event is triggered. Y
Set one or i must have	more conditions. A co at least one Event set	nversion will be counted if all up to create this type of Goal PhoneSalesAppt	of the conditions you set Learn more	are true when an Event is triggered. Y
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Set one or n must have Category Action Label	more conditions. A co at least one Event set Equals to ▼ Equals to ▼ Equals to ▼	PhoneSalesAppt Action Label	of the conditions you set Learn more	are true when an Event is triggered. Y

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Be sure this is set to Yes, then click Save to finish setting up the goal.

Creating Goals with Custom Event Categories



Name your goal.			
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	Goal setun Edit		
× .	Custom		
	Goal description		
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	Name		
	My Goal Name		
	Goal slot ID		
	Goal Id 9 / Goal Set 2 👻		
	Туре		
	O Destination ex: thanks.html		
	O Duration ex: 5 minutes or more		
	Pages/Screens per session ex: 3 pages		
	Event ex: played a video		
	C Smart Gool		
	improve your Google Ads bidding. Learn more	tomatically turn those visits into Goals. Then use those Goals to	
	Continue Cancel	Select Event. 1	then click Continue .
		,	

This is where you enter your custom Event Condition Category. You must notify AutoID on what you entered here, and what the event type is for the goal. Our event types and their default EC Categories are on the next page.

Default Google Analytics Goal Values

Goal Type	Default Event Condition Category
All Phone Calls	Phone
Sales Line Call	PhoneSales
Service Line Call	PhoneService
Parts Line Call	PhoneParts
Chats	ChatEvent
Text Messages	Texting
Webform Submission	LeadForm
Sales Appointment	PhoneSalesAppt