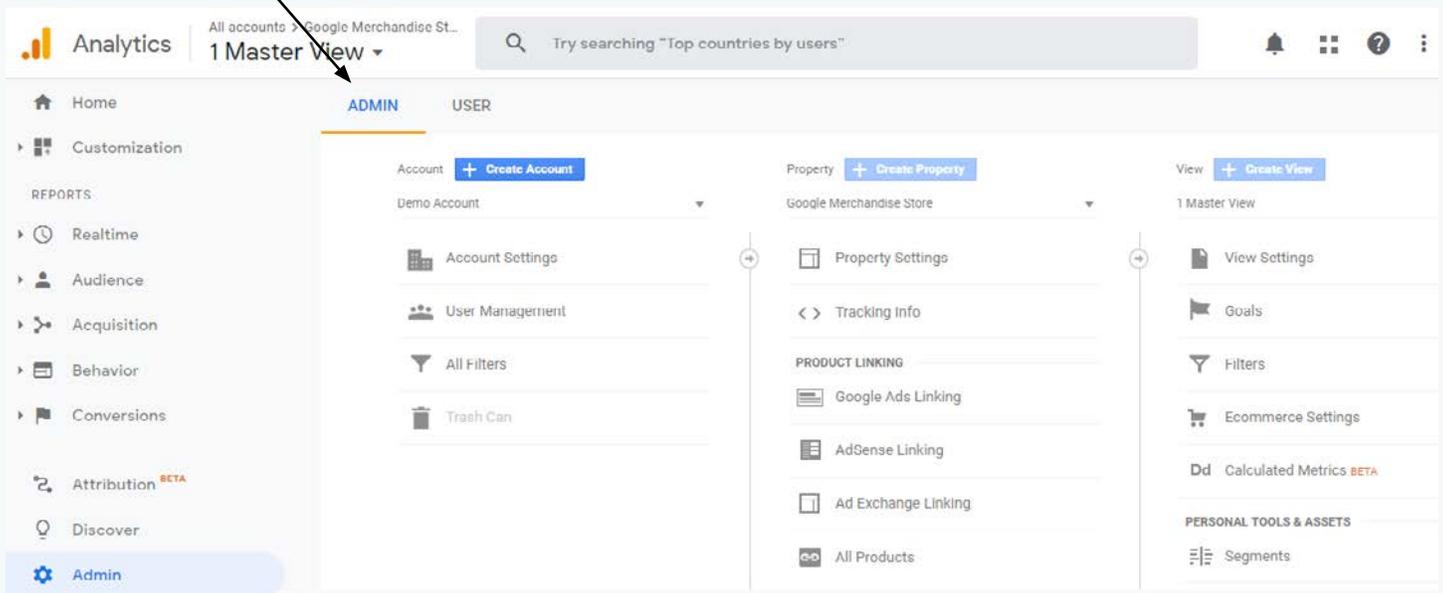
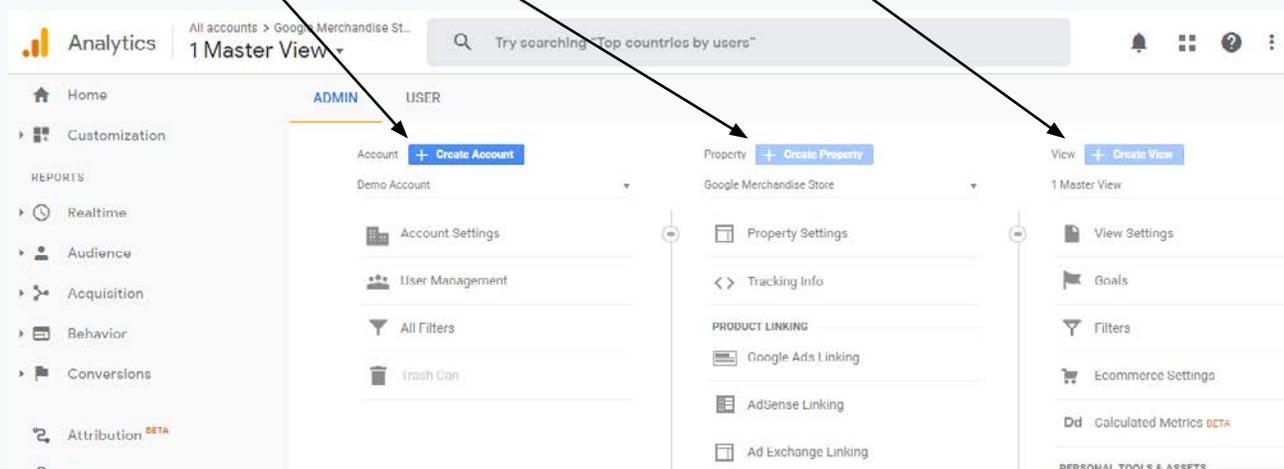


Creating Goals in Google Analytics

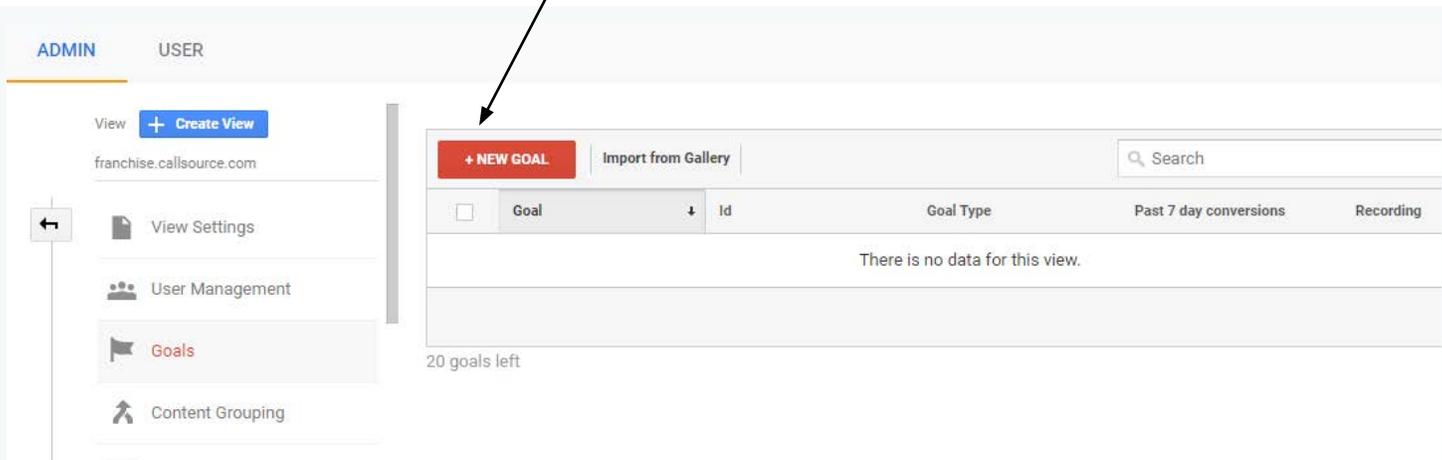
Log into your Google Analytics account.
Click on **Admin** at the top of the page.



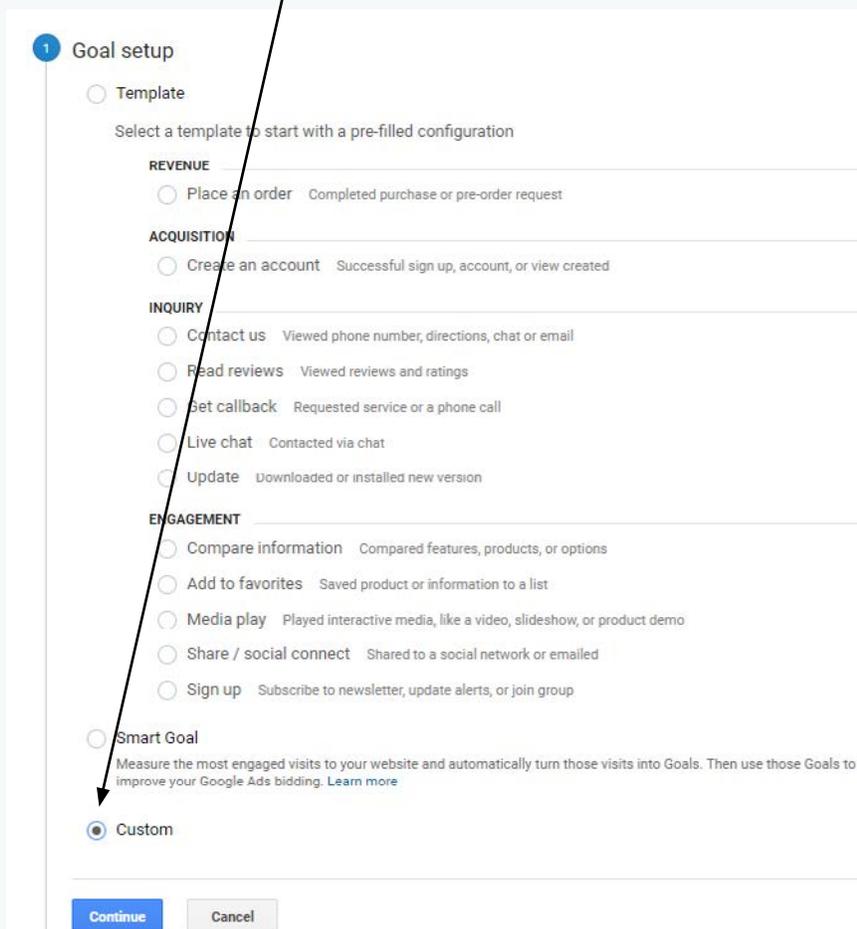
Choose the **Account**, **Property**, and then click **Goals**.



Once on the Goals page, click **New Goal**.



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



Enter a **Goal Name**, then select **Event**. Click **Continue**.

Goal setup Edit
Custom

Goal description Edit

Name
My Goal Name

Goal slot ID
Goal Id 9 / 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 Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

Continue Cancel

In **Category Equals to**, type **Phone**.

Goal setup Edit
Custom

Goal description Edit
Name: My Goal Name
Goal type: Event

Goal details

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](#)

Category	Equals to	Phone
Action	Equals to	Action
Label	Equals to	Label
Value	Greater than	Value

Use the Event value as the Goal Value for the conversion

YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

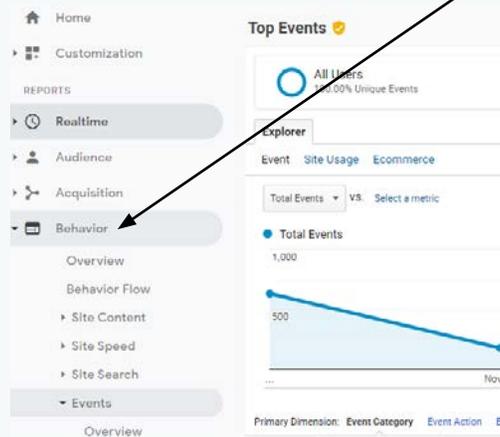
Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

Save Cancel

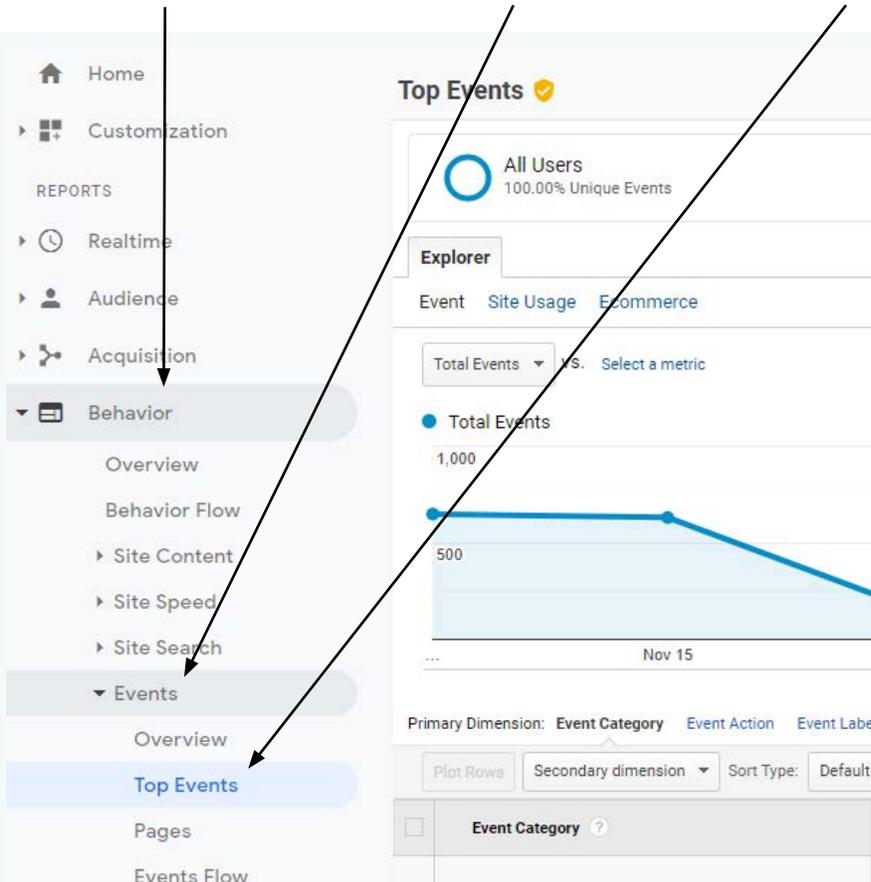
Click **Save** to finish setting up goal.

Viewing Calls in Universal Analytics

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



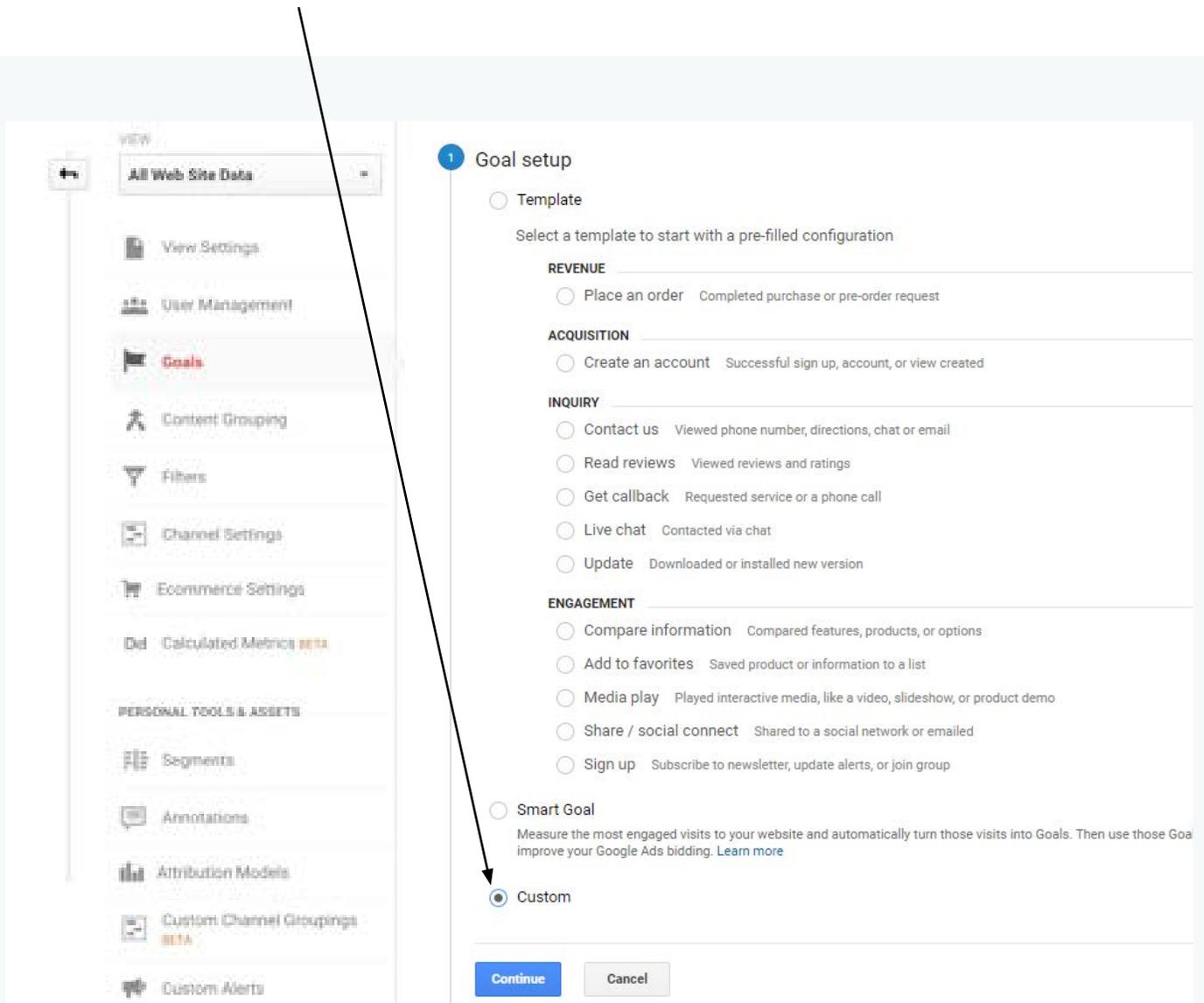
In the left menu, click **Behavior**. Then select **Events**, and click **Top Events**.



Getting Webform Submissions into Google Analytics

Navigate to the New Goal page, as shown on page 1 & 2.

In Goal setup, select **Custom**.



Click continue.

Under Goal description, name the goal. For the goal type, select **Event**.

Administration > View Goals
Example / Example Site / All Web Site Data

VIEW
All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

✓ Goal setup Edit
Custom

2 Goal description Edit

Name
My Goal Name

Goal slot ID
Goal Id 9 / Goal Slot 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 autom improve your Google Ads bidding. [Learn more](#)

Continue Cancel

Then click continue.

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

Administration > View Goals
Example / Example Site / All Web Site Data

VIEW
All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

- Segments
- Annotations

✓ Goal setup Edit
Custom

✓ Goal description Edit
Name: My Goal Name
Goal type: Event

3 Goal details Edit

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](#)

Category	Equals to	LeadForm
Action	Equals to	Action
Label	Equals to	Label
Value	Greater than	Value

Use the Event value as the Goal Value for the conversion
 YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

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

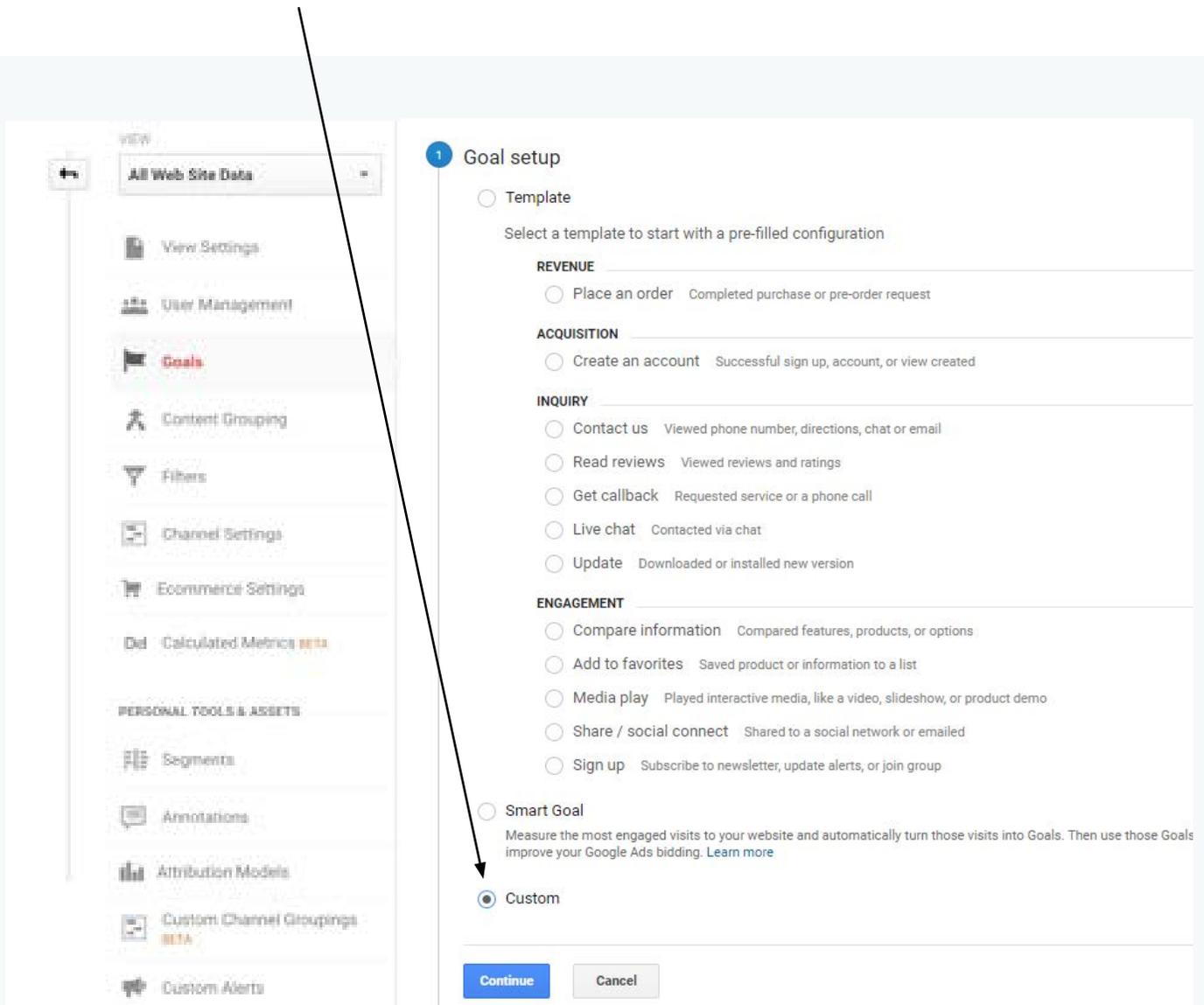
Save Cancel

Click **Save** to finish.

Getting Chats into Google Analytics

Navigate to the New Goal page, as shown on page 1 & 2.

In Goal setup, select **Custom**.



Click continue.

Name the goal, then select **Event**.

Goal setup [Edit](#)
Custom

2 Goal description [Edit](#)

Name
ChatEvent

Goal slot ID
Goal ID # / 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 Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

[Continue](#) [Cancel](#)

Click **Continue** to go to the next step.

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

Goal setup [Edit](#)
Custom

Goal description [Edit](#)
Name: My Goal Name
Goal type: Event

3 Goal details

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](#)

Category	Equals to ▾	ChatEvent
Action	Equals to ▾	Action
Label	Equals to ▾	Label
Value	Greater than ▾	Value

Use the Event value as the Goal Value for the conversion

YES NO

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Verify this Goal [See how often this Goal would have converted based on your data from the past 7 days.](#)

[Save](#) [Cancel](#)

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

Getting Texts into Google Analytics

Navigate to the New Goal page, as shown on page 1 & 2.

In Goal setup, select **Custom**.

VIEW

All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Attribution Models
- Custom Channel Groupings BETA
- Custom Alerts

1 Goal setup

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

INQUIRY

Contact us Viewed phone number, directions, chat or email

Read reviews Viewed reviews and ratings

Get callback Requested service or a phone call

Live chat Contacted via chat

Update Downloaded or installed new version

ENGAGEMENT

Compare information Compared features, products, or options

Add to favorites Saved product or information to a list

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

Smart Goal

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals improve your Google Ads bidding. [Learn more](#)

Custom

[Continue](#) [Cancel](#)

Click continue.

Name the goal, then select **Event**.

View **+ Create View**

All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

- Segments

Goal setup Edit
Custom

2 Goal description Edit

Name
Texting

Goal slot ID
Goal Id 9 / 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 Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

Continue Cancel

Then click **Continue**.

Under **Category** Equals to, type **Texting**.

View **+ Create View**

All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Attribution Models

Goal setup Edit
Custom

Goal description Edit
Name: My Goal Name
Goal type: Event

3 Goal details Edit

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](#)

Category	Equals to	Texting
Action	Equals to	Action
Label	Equals to	Label
Value	Greater than	Value

Use the Event value as the Goal Value for the conversion

YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

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

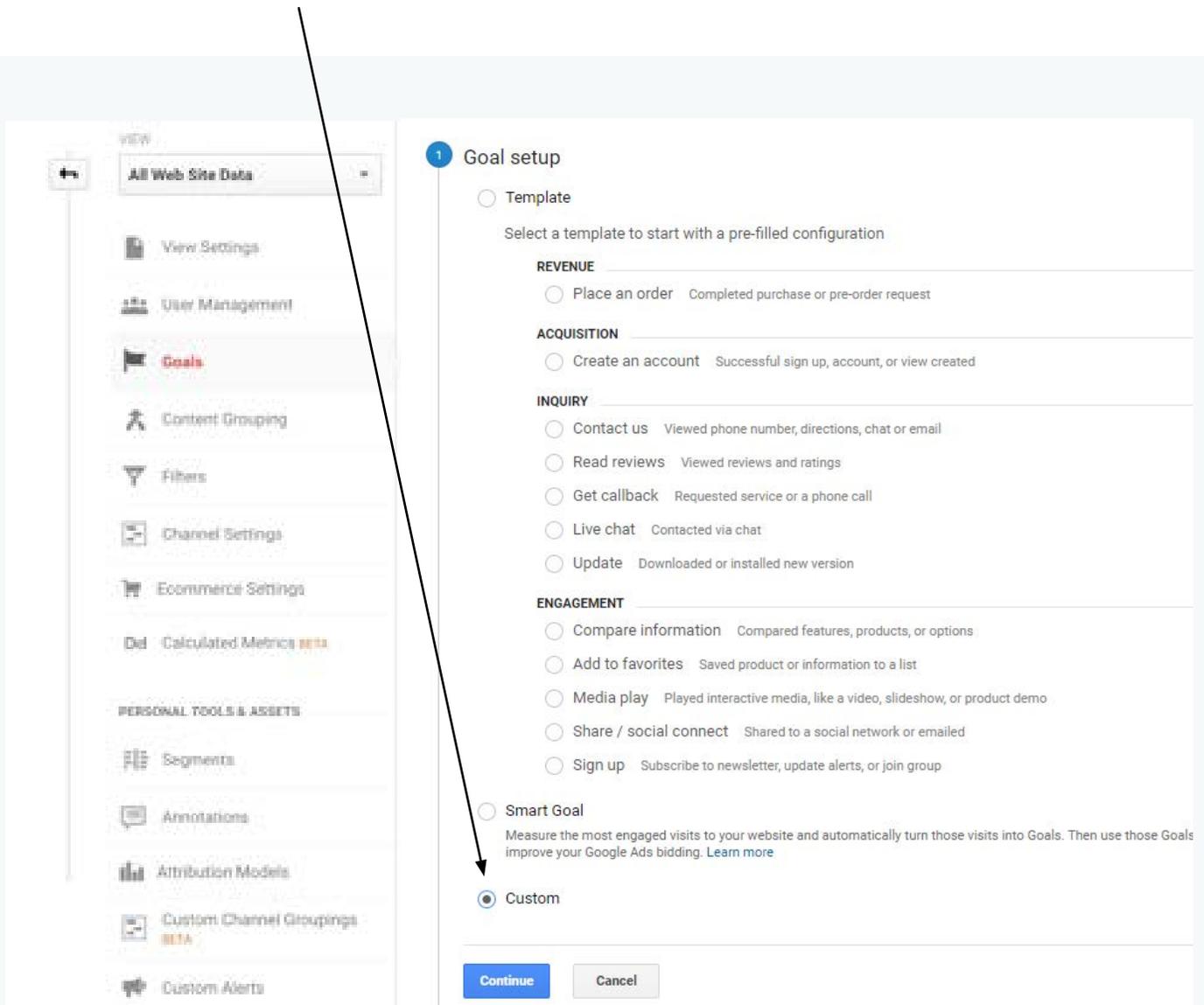
Save Cancel

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

Getting Phone Call Appointments into Google Analytics

Navigate to the New Goal page, as shown on page 1 & 2.

In Goal setup, select **Custom**.



Click continue.

Name the goal, then select **Event**.

View [+ Create View](#)

All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

- Segments

Goal setup Edit
Custom

Goal description Edit

Name
Phone Call Appointment

Goal slot ID
Goal ID 2 / Goal Set 1

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 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](#)

Then click Continue.

Under **Category Equals to**, type **PhoneSalesAppt**

Goal setup Edit
Custom

Goal description Edit
Name: My Goal Name
Goal type: Event

3 Goal details

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](#)

Category	Equals to	PhoneSalesAppt
Action	Equals to	Action
Label	Equals to	Label
Value	Greater than	Value

Use the Event value as the Goal Value for the conversion

YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal

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

Creating Goals with Custom Event Categories

Navigate to the New Goal page, as shown on page 1 & 2.

In Goal setup, select **Custom**.

1 Goal setup

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

INQUIRY

Contact us Viewed phone number, directions, chat or email

Read reviews Viewed reviews and ratings

Get callback Requested service or a phone call

Live chat Contacted via chat

Update Downloaded or installed new version

ENGAGEMENT

Compare information Compared features, products, or options

Add to favorites Saved product or information to a list

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

Smart Goal

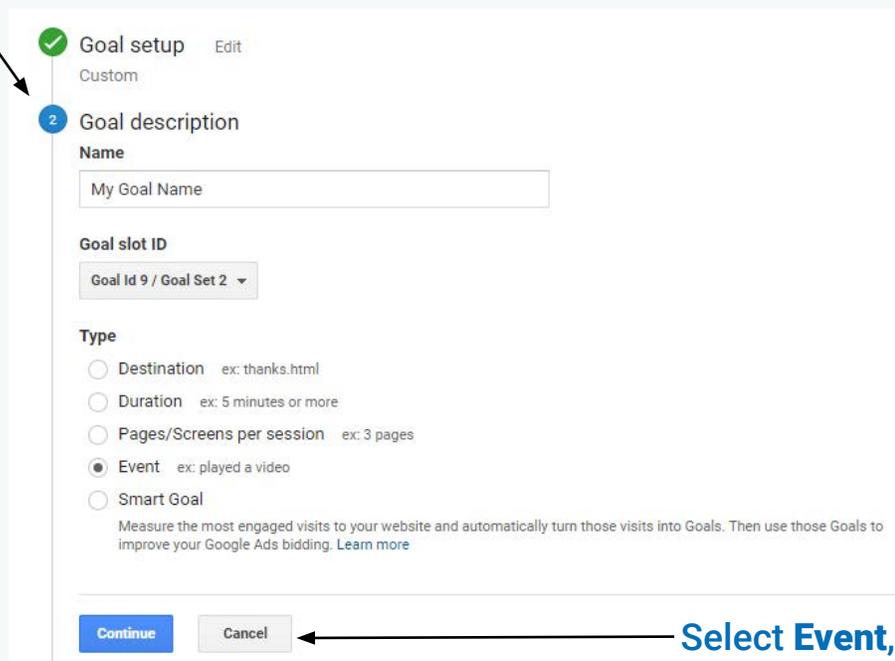
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals improve your Google Ads bidding. [Learn more](#)

Custom

[Continue](#) [Cancel](#)

Click continue.

Name your goal.



✓ Goal setup Edit
Custom

2 Goal description Edit

Name
My Goal Name

Goal slot ID
Goal Id 9 / Goal Set 2

Type

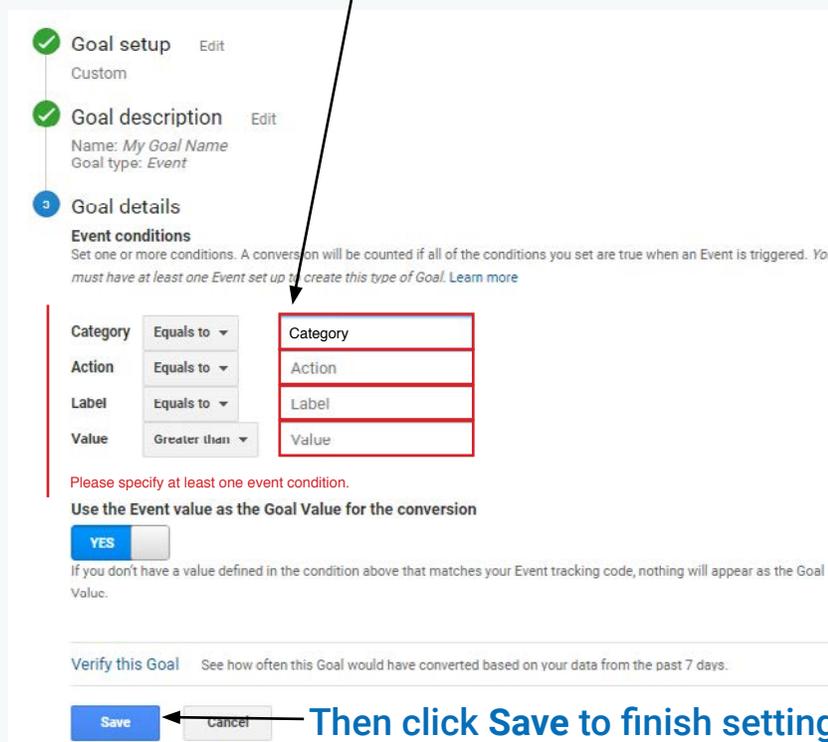
- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video
- Smart Goal

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

Continue Cancel

Select Event, 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.



✓ Goal setup Edit
Custom

✓ Goal description Edit
Name: My Goal Name
Goal type: Event

3 Goal details Edit

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](#)

Category	Equals to	Category
Action	Equals to	Action
Label	Equals to	Label
Value	Greater than	Value

Please specify at least one event condition.

Use the Event value as the Goal Value for the conversion

YES

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

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

Save Cancel

Then click Save to finish setting up the goal.

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