

## Google Analytics Goal Types

Goals in Google Analytics allow you to track specific visitor interactions on your website. For example, you can track things like form submissions, button clicks, account creations, and eBook downloads.

Then, once a visitor performs the specific action you've defined as a goal, Google Analytics records that as a conversion.

MonsterInsights is the best WordPress Analytics plugin. [Get it for free!](#)

But the thing is, unless you tell Google Analytics to track this information, you'll never be able to see this data.

That's where creating goals in Google Analytics is helpful.

Every interaction you track on your website can be broken down into one of 4 Google Analytics goal types:

1. Destination
2. Duration
3. Pages/Visit
4. Events

And now, let's take a look at some Google Analytics goals examples that you might want to use for your own website.

### Destination Goals

Destination goals track when a visitor arrives on a specific page while on your website. This goal type is perfect for tracking how many people land on your thank you pages, order confirmation pages, and add to cart pages.

To create a destination goal, click on the Admin tab in your Google Analytics account. From there, click on the Goals section under the View column and click on + New Goal.

Select Template and name your goal.

Next, click on Destination under Type and click Continue.

VIEW

All Web Site Data

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

E-commerce Settings

Calculated Metrics BETA

Goal set-up Edit

Template:

2 Goal description

Name

Destination Goal Example

Goal slot ID

Goal ID 3 / Goal Set 1

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 t Goals to improve your AdWords bidding. [Learn more](#)

When it comes to the URL match types Equal to, Begins with, and Regular expressions, make sure to choose the one that best fits your needs.

If this is one specific URL that you want to track, choose Equals to.

However, if you have [created campaign URLs with UTM codes](#) to track specific campaign performances on the page you want to track, select Begins with so that no matter what comes after the URL, if someone lands on that specific web page, Google Analytics will record it as a conversion.

Lastly, if you are an advanced analytics user, and you want to define the URL yourself, or match multiple URLs with varying subdomains or UTM parameters, choose Regular expressions.

Next, define the URL that you want to track. Only enter what comes after the domain. For example, if you want to track how many people land on your thank you page, and the URL for that looks like this [www.example.com/thank-you/](http://www.example.com/thank-you/), only enter `/thank-you/`.

**Goal set-up** Edit

Template:

**Goal description** Edit

Name: *Destination Goal Example*  
Goal type: *Destination*

**3 Goal details**

**Destination**

Equal to  ☐ 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**

Next, toggle on the Value option if you want to assign a certain monetary value to the conversion. This is helpful if you are [tracking eCommerce transactions](#).

Also, if you expect site visitors to follow a certain path after landing on your goal URL, toggle on the Google Analytics goal funnel and define that path. This is good for times you're looking to guide visitors through a series of web pages to complete a conversion, such as finalize a purchase.

Lastly, if you are curious to know how often your goal would have converted based on the past 7 days of Google Analytics data, click on Verify Goal.

When you finish, click on Save and Done.

And that's it! You now have a destination goal set up in Google Analytics.

## Duration Goals

This type of Google Analytics goal is simple. With it, you can track how long site visitors stay on your website before leaving. This is good for tracking user engagement on your site.

Follow the same steps for creating a goal as mentioned above, though, this time, when you get to the part where you need to pick a goal type, select Duration.

✓ Goal set-up Edit

Template:

2 Goal description

Name

Duration Goal Example

Goal slot ID

Goal ID 4 / Goal Set 1 ▾

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.

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Continue Cancel

When you click on Continue you will be able to define the length of time you want track. For this example, we want to measure how many people stay on our website for more than 5 minutes.

✓ Goal set-up Edit

Template:

✓ Goal description Edit

Name: *Duration Goal Example*

Goal type: *Duration*

3 Goal details

Duration greater than ▾

hours 0 ▴ ▾

minutes 5 ▴ ▾

Seconds 0 ▴ ▾

Value optional

OFF Assign a monetary value to the conversion.

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

Save Cancel

Try to pick a duration of time that some people will reach while visiting your website, but not all. If you choose a duration that everyone on your site is likely to hit, such as 1 minute, you will not be able to tell where or [how you can make improvements to your site](#). The same is true if you set the threshold too high and only a few reach it.

You can assign a monetary value here as well, and verify the goal if you like. Here's an idea of what verifying the goal looks like:

**3 Goal details**

**Duration** greater than ▾

hours 0 minutes 5 Seconds 0

**Value** optional

OFF Assign a monetary value to the conversion.

This Goal would have a 4.81% conversion rate based on your data from the past 7 days.  
[Re-verify](#)

Save Cancel

When ready, click Save and Done and you're all set.

## Pages/Visit Goals

Pages/visit is another easy goal to set up in Google Analytics. Rather than track how much time site visitors spend on your website, this Google Analytics goal tracks the number of pages each site visitor sees before leaving.

Again, this is great for measuring site engagement, as well as pinpointing sections of your website that may need improvements.

First, select the Pages/screens per session goal type and click Continue.

✓ Goal set-up Edit

Template:

2 Goal description

Name

Pages/Visit Goal Example

Goal slot ID

Goal ID 5 / Goal Set 1 ▾

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.

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Continue Cancel

Next, set the number of pages per visit you want to track. In this example, we'll choose 3.

✓ Goal set-up Edit

Template:

✓ Goal description Edit

Name: Pages/Visit Goal Example

Goal type: Pages/Screens per session

3 Goal details

Pages/Screens per session greater than ▾ 3

Value optional

☐ OFF Assign a monetary value to the conversion.

This Goal would have a 2.88% conversion rate based on your data from the past 7 days. [Re-verify](#)

Save Cancel

Again, assign a monetary value if you want, and verify the goal to see what kind of conversion rate you can expect in the future.

Click Save and Done.



## Event Goals

Events are helpful for tracking site visitor interactions on your website that Google Analytics does not normally record.

For example, you cannot track the following interactions in Google Analytics by default:

- Online form conversions
- Clicks on outbound links
- Email address clicks or [click to call phone numbers](#)
- Downloads of material such as PDFs
- Time spent watching a video

However, by setting up a Google Analytics event, you can begin tracking these types of interactions.

That said, if you use the [MonsterInsights Forms Addon](#), there is no reason to deal with form conversions as events or goals. That's because [MonsterInsights tracks form conversions](#) for you. All you have to do is install and activate the addon, no settings or configuration required.

The same is true for tracking downloadable material such as PDFs, which are [easily tracked with the help of MonsterInsights](#).

That said, if you do want to create an event goal in Google Analytics, here's how.

Select the Event goal type and click Continue.

**Goal set-up** Edit

Template:

**2 Goal description**

**Name**

Event Goal Example

**Goal slot ID**

Goal ID 6 / 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.

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**Continue** **Cancel**


Next, enter the details of your goal. When using MonsterInsights to track form conversions, the Category and Action will always be labeled as form and conversion respectively. Only

the Labelfield will change when tracking the conversions of different forms on your site.

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	Equal to ▾	form
Action	Equal to ▾	conversion
Label	Equal to ▾	Label
Value	greater than ▾	Value



To determine the Event Label, visit the page on your website that has the form you want to track on it. Right click the form itself and select Inspect Element.

luctus et ultrices posuere cubilia Curae; Suspendisse quis elementum urna. Nunc faucibus vitae dui ac dapibus. Proin posuere arcu sed erat gravida semper.


**Name \***

First Last

**Email \***

**Comment or Message \***

**Submit**



Undo

Cut

Copy

Paste

Delete

Select All

Inspect Element (Q)

Take a Screenshot

LastPass >

You can now see the form ID. MonsterInsights uses the form ID as the Event Label in your Google Analytics account.



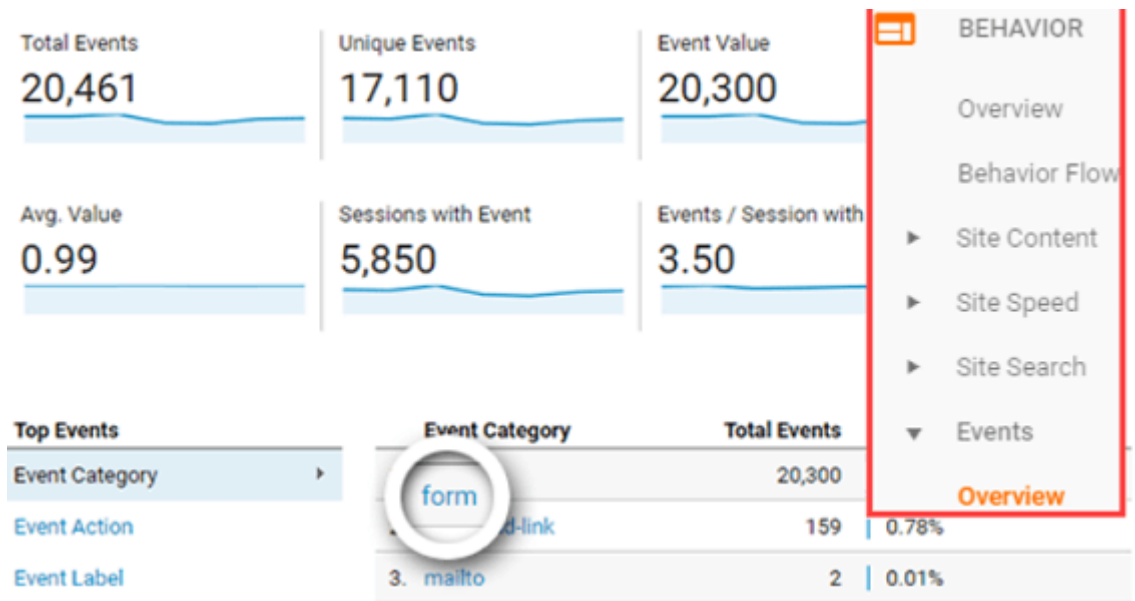
Elements Console Sources Network Performance Memory Application Security A

```

::before
<div class="widget-wrap">
  <div class="enews">
    <h4 class="widget-title widgettitle">Get the Newsletter</h4>
    <p>Bonus content, exclusive interviews, free book giveaways & more.</p>
    <form id="subscribeenews-ext-4" action="http://amazingwomeninhistory.us2.list-
subscribe/post?u=b6e68a6b4725ab8905b3a2ff5&id=38412c17c5" method="post" target=
"if ( subbox1.value == 'Your first name') { subbox1.value = ''; } if ( subbox2.
Name') { subbox2.value = ''; }" name="enews-ext-4" _lpchecked="1"> == $0
    <label for="subbox1" class="screenread">Your first name</label>
    <input type="text" id="subbox1" class="enews-subbox" value placeholder="Your

```

To verify this, go to your Google Analytics account and navigate to Behavior » Events » Overview and click form.



Next, choose Event Label as your primary dimension and check to see if your form ID is in the list.

Primary Dimension: Event Action Event Label Other

Plot Rows Secondary dimension Sort Type Default

Event Label ?	Total Events ?	Unique Events ?
	20,300 % of Total: 99.21% (20,461)	16,962 % of Total: 99.14% (17,110)
1. subscribeenews-ext-4	7,209 (35.51%)	5,835 (34.40%)
2. subscribeenews-ext-2	6,979 (34.38%)	5,724 (33.75%)
3. subscribeenews-ext-3	6,090 (30.00%)	5,383 (31.74%)

If it is, you know you are right and can now enter that into the Label field.

✓

Goal set-up

Edit

Template:

✓

Goal description

Edit

Name: *Event Goal Example*

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

Equal to ▾

form

Action

Equal to ▾

conversion

Label


Equal to ▾

subscribeenews-ext-4

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 and Done. And that's all you have to do. Your event is now set up as a goal in Google Analytics.

So, there you have it. The 4 types of goals in Google Analytics that are critical to helping your business grow.