Conversions

About Goals

Next: Set up and edit …

Watch a video

Goals are a versatile way to measure how well your site or app fulfills your target objectives. You can set up individual Goals to track discrete actions, like transactions with a minimum purchase amount or the amount of time spent on a screen.

Each time a user completes a Goal, a *conversion* is logged in your Google Analytics account. You can also give a Goal a monetary value, so you can see how much that conversion is worth to your business. You can analyze the Goal completion rates, or conversion rates in the Goal Reports. Goals conversions also appear in other reports, including the *Visitor Report*, *Traffic Reports*, *Site Search Reports*, and the *Events Reports*.

To set up Goals, walk through the set up flow in your Google Analytics account. Refer to set up and edit Goals for help with the controls.

Next: Set up and edit …

Apr 12, 2013

For sites and apps using Universal Analytics, some information about data collection might be different. Find out more about Universal Analytics.

©2013 Google