Conversions

Set up and edit Goals

Next: Goal …

Find the setup flow

Goals are set at the profile level. To find a profile, click **Admin**, the account name, the property name, and then the profile name. Click **Goals**, then **Create a Goal**.

Follow the step-by-step flow in your account to set up a Goal. As you complete each step, click **Next step** to save and move on. Click **Save Goal** to finish. To quit the process without saving, click **Cancel**.

Choosing a template or a custom Goal

Choose a **Template** to see set up suggestions. These templates are designed to help you set actionable Goals that meet standard business objectives. You can edit any template field before saving a Goal.

Choose **custom** to complete the setup process without any suggestions.

The Goal categories (*Revenue*, *Acquisition*, *Inquiry*, *Engagement*) are the larger business objectives that motivate the Goal templates. Use them as an organization tool to help you think about the purpose of your Goals. Try to create at least one Goal for each category to get a better understanding of how visitors interact with your content. These categories don't affect any data or your reports.

> ***Don't see any templates?*** This is a new feature currently available to a limited number of accounts. Templates are based on the Industry Category selected in your property. Templates will be available to all accounts in the coming months.

Goal type

There are four Goal types, each used for a different kind of action you can measure as a Goal. If you use a template, the best fit will for be suggested as the Goal type. If you set up a custom Goal, select the type that best fits the action you need to track. There are additional considerations for Destination and Event Goals.

Destination Goals

Specify the match type as *Equals to*, *Begins with*, or *Regular expression*. Learn more about how to use regular expressions.

When setting up a Funnel, use a page name or an app screen name string as the Funnel step, like in the *Destination* field.

Event Goals

You must first set up at least one Event to use this kind of Goal. Learn more about Event tracking and the Event components.

The Goal Value for an Event Goal require special consideration during set up. Consult the section on Goal Value (below) for details.

Goal Value

Assign the monetary amount for a Goal Value during the setup process. For more information and an example, read Goal Value. There are special considerations when setting up Event Goal or a Goal that involves Ecommerce tracking.

Event Goals

You can set the Goal Value for an Event type Goal in one of two ways:

- **Use the Event value as the Goal Value.** This will be whatever is defined in your Event tracking code as the value. Depending on your setup, this might not be a monetary amount. If you haven't defined an Event value, the Goal Value will be empty. Change the Goal Value option to YES in the setup for this configuration.
- **Use a Goal Value.** This works like setting a Value for other types of Goals. Keep the Goal Value option to NO in the setup for this configuration, and manually set the value.

Using Goals with Ecommerce tracking

If you're tracking an actual transaction or purchase, leave the Goal Value blank in your set up. The Value will be pulled in from your Ecommerce tracking code.

Verify

When you finish the last step, click **Verify** to test your Goal setup. *This test is based on data in your account, and not actual conversion data. It is not a projection of how well your Goal will perform.*

Edit

As you walk through the process, click **Edit** to revise a previous step before creating a new Goal. To edit an existing Goal, click the Goal name and follow the step-by-step flow again.

Recording status

As soon as you create a Goal, it starts recording data. You can pause a Goal by changing the Recording status to **OFF**. No data is recorded for a Goal when turned off, but you can resume recording anytime by turning it back **ON**. You can't retrive data during the time a Goal is **OFF**.

Limits

Goals are limited to 20 per profile. To track more than 20 Goals, create an additional profile for that account property, or edit an existing Goal you don't need anymore.

You must set up Goals in your Google Analytics account before data appears in your Goal reports and any other report that provide data on Goals and Goal Conversions.

Goals can't be deleted, but you can turn a Goal off. No data is recorded when a Goal is off.

Next: Goal …

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

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