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**SOP- Creating Goals in Google Analytics- Systems Vault**

**PREREQUISITES**

[Master: SOP- Metrics - Systems Vault](https://docs.google.com/document/u/0/d/1R2L8bjwos9LwUZcVbuGmYS2mSQWj5vWXTGoV-vsrO14/edit)

Google Analytics - sarah@sarahnoked.com

[Master: URLS (master links)- Systems Vault](https://docs.google.com/spreadsheets/u/0/d/1mlQjpjNMlD4NJVtNFufaUVEE326vNw4TkKrwULAD43U/edit)

[Master: Guidelines- Naming Conventions- Systems Vault](https://docs.google.com/document/u/0/d/1IsYwJoykfoADN6hC3jGEgms5vz92vpVEAHWlxIMMJW8/edit)

[Master: Metric & KPI Planning & Tracking- Systems Vault](https://docs.google.com/spreadsheets/d/1OTXpFNDUCOTQ1BeItyQ49McrzLW6TKo5H906EhZC2Dc/edit?usp=sharing)

**PURPOSE**To set up goals to accurately track the conversion rates of our website pages

**POLICY**

Goals are set up in Google Analytics to effectively track visitors and conversions.

Google Analytics are set up on the sarahnoked.com and ontraport pages.

Google Analytics only allows a maximum of 20 goals. We want to set new Goals from the Goals that are turned off.

In creating Goal Descriptions, make sure to follow the naming convention specified in [SN Master: Naming Conventions](https://docs.google.com/document/d/1eohRM4z1H94cabVIIYS54gsjgTszILQMm7TCFAsz7eE/edit).

When adding a link in Goal Details, make sure to take note of these:

* If the destination link is a page from our website, make sure to only include the slug part of the url (example: /ssc)
* If the destination link is an Ontraport link, make sure to put in the whole Ontraport link.

**PARTY**

Online Business Manager

**PROPERTY**

Online Business Manager

**PROCESS**

Part 1: Sign in to [Google Analytics](https://analytics.google.com/analytics/web/) - [sarah@sarahnoked.com](mailto:sarah@sarahnoked.com)

Part 2: Access the Google Analytic Settings

Part 3: Set up Goals

Part 4: Verify Goals

**PROCEDURE**

**Part 1: Sign in to** [**Google Analytics**](https://analytics.google.com/analytics/web/) **-** [**sarah@sarahnoked.com**](mailto:sarah@sarahnoked.com)

1. Make sure to switch to Sarah’s account 
2. Make sure it says All Accounts > Sarah Noked 
3. Go to Admin > under “All Web Site Data” click on Goals.

**Part 2: Access the Google Analytic Settings**

1. Go to Admin.
2. Under “All Web Site Data” click on Goals.

**Part 3: Set up Goals**

1. Click on one of the Goals that are turned off/not being used.
2. Under “Goal Setup”, click on Custom. Click Continue.
3. Under “Goal Description”, put in the name of the goal following the right naming convention in [SN Master: Naming Conventions](https://docs.google.com/document/d/1eohRM4z1H94cabVIIYS54gsjgTszILQMm7TCFAsz7eE/edit). Choose “Destination” as the Type.
4. Under “Goal Details”, make sure to put in the right link as specified in the Policy part of this SOP.

**Part 4: Verify Goals**

1. Once the Goal Setup, Goal Description, and Goal Details are set up, click on “Verify this Goal”
   1. It is important to see a conversion rate show up, because that means the Goal is working. Unless you know that we really don’t have traffic coming in for that page, always make sure that there is a conversion rate when you verify a goal.
   2. If you don’t see a conversion rate, re-check the details under Goal Setup, Goal Description, and Goal Details.
2. Once it’s all good, click on Save.

**Created by:**

**Department:** Metrics

**Date:**

**Revised:**

**Revised by:**