

## ***Analytics – Goals and Goal Conversions***

Goals are specific actions that you want your website visitors to take. This could be receiving a 'Thank You' page after making a purchase, signing up to a newsletter, clicking onto your 'Contact Us' page, or viewing a video. Google Analytics can be set up to monitor these goals.

Once set up, Goal Conversions are the number of people who have undertaken this action. This data shows the impact of changes you make towards specific goals. This data is also a clear indicator of the success of your website as an effective business-generating tool.

### ***My Goals:***

What do you want people to do on your site?

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What 'page' would mean this had happened?

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### ***My Goal Conversion data:***

Your answer to the question above should provide you with your Goals. Once you have set your Goals up, you can have a look at your Goal Conversions.

What percentage of your website visitors are reaching one of your goals?  %

Special Offers, Testimonials positioned at strategic points, and Navigation that easily leads a website visitor where you want them to go can all help improve Goal Conversions. What changes could you put in place to increase your goal conversions? (Remember the '8 Key Success Ingredients')

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Hidden costs, such as Postage & Packaging, complicated forms requiring lots of data that may not seem relevant, confusing Navigation and Offers with lots of conditions can all prevent a website visitor from taking action. What changes could you put in place to reduce this sort of barrier?

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