

# Goals

Setting up Goals provides you with the option to measure your site's performance. It also enables you to see if you have achieved all that you set to accomplish. For example, you can set a download page as your goal. The tool will provide you with exactly the number of users that achieved this goal, and the path they have taken through your website to achieve it. In the [Reports](#) section, you can create a report that includes informative Goal conversion funnels, tables, charts and summary widgets. The Goals section is accessible from the **Settings** window or navigation pane, simply click **Goals** and you will be presented with a page showing all Goals you have setup.

*Goals Main Window*

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## How to Create a New Goal

1. From either the **Settings** navigation pane or main window, click **Goals**.
2. In the **Goals** section click **Add** from the bottom left hand corner.
3. In the **Add Goal** dialog, enter the following details:

**Goal Name** - Choose a name that describes your goal

**Goal URL** - The page users have to reach to achieve the goal. A download page, checkout cart or subscription page are popular examples.

**Goal Value** - Enter a number that represents your value for achieving this goal. This is unrelated to [Visitor Scoring](#).

**Status** - Choose between Active and Inactive. When the Goal is inactive, the Goal event data will not be collected. although page views will be collected by the Tracking Agent.

**Step <#>** - Enter up to 8 URLs which will be the navigation path leading to the Goal URL.

**Add Goal**
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**Goal Name:**

**Goal URL:** ?

**Goal Value:** ?

**Status:**  Active  Inactive

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**Goal Funnel:** ?

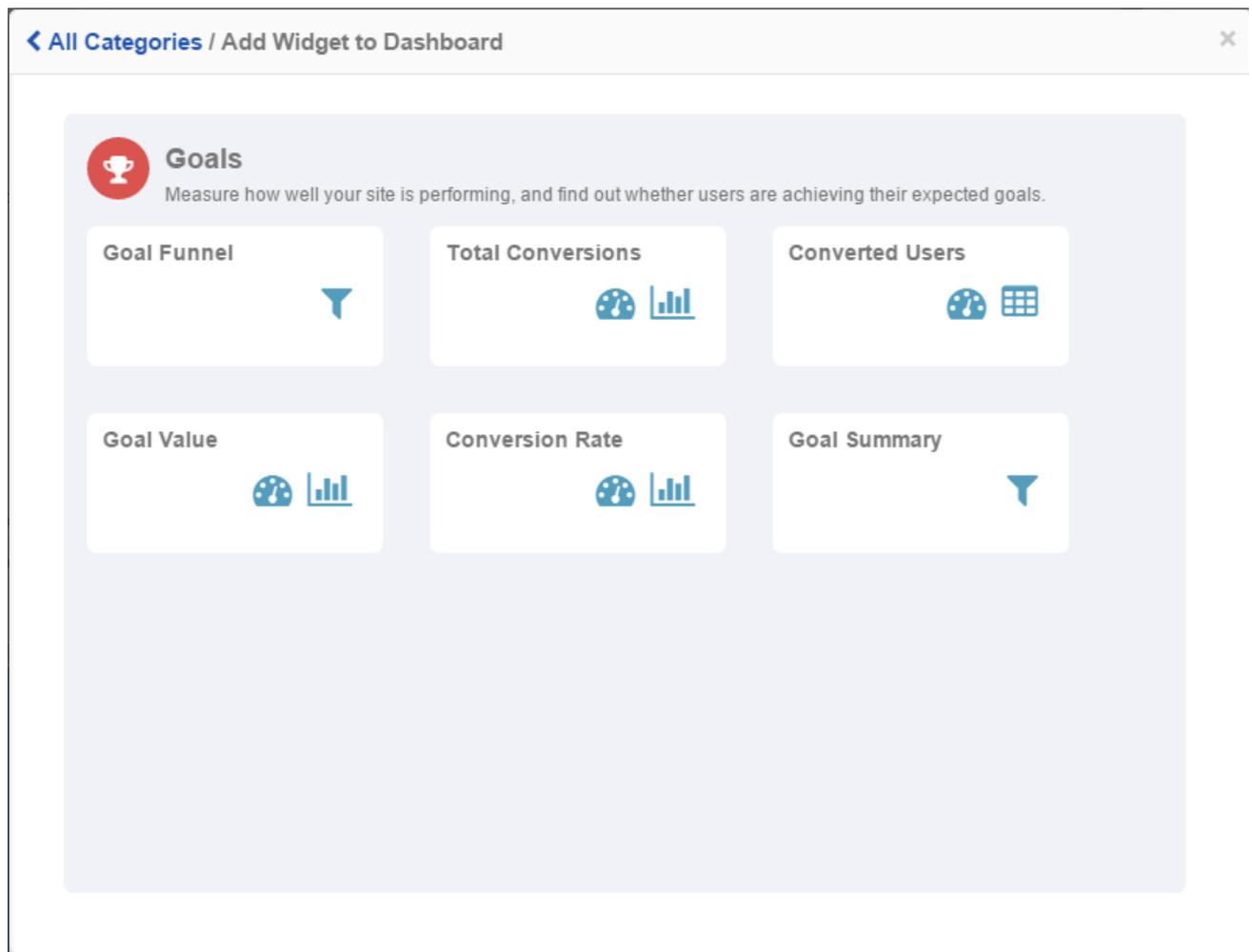
	URL	Name
Step 1:	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
Step 2:	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
Step 3:	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>
Step 4:	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>

*Add Goal Dialog*

4. Click **Save** and the Goal will be added to Goals list. You can click on each of your Goals from the Goals main window and edit them at later point in time using the same dialog window.

## Goal Reports

CardioLog Analytics includes several popular Goal Report [Widgets](#) you can access when creating or editing a [Report](#).



Goal Report Widgets

One of the key Goal Reports [Widgets](#) is the **Goal Funnel** which shows the specific path users took to reach the Goal URL. Use this widget to see the number and percentage of visitors who continued on to the next step and how they arrived to the URLs in the funnel. You can also see where they went if they abandoned the process and which pages they left.

**Note:** You are able to choose whether the Goal Funnel report requires all steps that were set when creating the Goal. That can be done by editing your Report in the [Report Center](#), clicking **Report Action**, under the **Advanced** tab and selecting **Require First Step**.

Goal Funnel Report

## Using Goals as Report Filters

The Goals that are designed and active in the Goals section can also be used as report filters. Filters can be applied to individual widgets, including the ability to apply different Goals to different Widgets in the same Report.

The following steps describe how to add a Goal filter to a report:

1. Find the report you want to edit in the Navigation Pane under [Report Center](#).
2. Open the report in **Edit Mode** by clicking on the report and choosing Edit from the contextual menu.
3. Click the Settings gear in the top right corner of any widget you would like to edit and select **Edit**.
4. In the Filter section, select **Customize** from the drop-down menu next to [Visitor Segments](#).
5. Under **User Behavior** select the **Goal** you wish to use as a filter.
6. Click **OK** to return to the Widget editor.
7. Click **Preview** to see a live preview of your widget with the current settings.
8. Click **Save** to confirm your settings and return to your Report.

**Select Visitor Segments** ✕

**Pre-defined Segments:**

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Segment: ? [Choose] ▼

**Visitor Segments:**

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**Traffic Sources:**

Source: ? [Choose] ▼

Medium: ? [Choose] ▼

Term: ? [Choose] ▼

Campaign: ? [Choose] ▼

Content: ? [Choose] ▼

**User Behavior:**

Goal: ? All ▼

**Details and demographics:**

Country: ? All ▼

Select Visitor Segments Dialog