

SETTING UP GOALS IN GOOGLE ANALYTICS

Setting up goals in your Google Analytics is crucial to truly measuring shopping behavior on your website. Inside are instructions for how to set up the recommended automotive goals for the first ever VINvertising Dashboard. If you have any questions about the setup, please let us know and we'll help walk you through the process!

WHAT'S INSIDE

This manual walks us through the steps to set goals on Google Analytics with the LotLinx's recommended goal value for each engagement marker on your VDP's.

- Recommended Goal Values
- Defining each goal on Google Analytics
- Step-by-Step Google Analytics walkthrough



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OUR RECOMMENDED GOALS AND THEIR VALUES.

These are the goals that power the VINvertising dashboard with the recommended goal values. Remember that the dashboard will be powered by whichever goals you set up, so if you already have goals or want to use different goals you can still benefit from the many benefits of the dashboard. See the data driven rationale for these goal recommendations here.

INSTRUCTIONS

1 → Log in to your Google Analytics, then click on the Admin tab on the bottom left of the screen.

2 → From there, look under the VIEW section to the Goals link and go to that page.

Add these goals to your Google Analytics tracking with their respective goal values, listed below:

GOAL 1 - New Vehicle Detail Page View

GOAL VALUE - 1.00

GOAL 2 - Used Vehicle Detail Page View

GOAL VALUE - 1.00

GOAL 3 - CPO Vehicle Detail Page View

GOAL VALUE - 1.00

GOAL 4 - Website Lead

GOAL VALUE - 20.00

GOAL 5 - Click to Call from SRP/VDPs

GOAL VALUE - 20.00

GOAL 6 - Customer Chat or Text

GOAL VALUE - 15.00

GOAL 7 - Finance Leads

GOAL VALUE - 15.00

GOAL 8 - Trade Appraisal Leads

GOAL VALUE - 10.00

GOAL 9 - View Incentives/Coupons

GOAL VALUE - 3.00

Administration
Cole Short Design

ACCOUNT: Cole Short Design

- Account Settings
- User Management
- All Filters
- Change History
- Trash Can

PROPERTY: http://www.coleshort.com

- Property Settings
- User Management
- Tracking Info

PRODUCT LINKING

- AdWords Linking
- AdSense Linking

VIEW: www.coleshort.com

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings

3 → Type in the name of the goal here. The first goal we are setting up in this example is New Vehicle Detail Page views, titled “New VDP’s”.

1 Goal description

Name

New VDPs

Goal slot ID

Goal Id 1 / Goal Set 1

Type

Destination ex: thanks.html

Duration ex: 5 minutes or more

Pages/Screens per session ex: 3 pages

Event ex: played a video

Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

Continue **Cancel**

2 Goal details

Cancel

4 → Select “Destination” as Type.

5 → Press “Next step” to move forward

VIEW
www.colehshort.com

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Goal description Edit
Name: *New VDPs*
Goal type: *Destination*

2 Goal details

Destination

Equals to **6**

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

ON OFF \$USD **7**

Assign a monetary value to the conversion. [Learn more about Goal Values.](#) For a transaction, turn the Goal Value off and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions.](#)

Funnel optional

ON OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

Verify this Goal See how often this Goal would have converted based on your data from the past 7 days. **8**

9

6 → Under the Goal details, click on Begins with under the Destination section and type in the beginning of your New VDPs URL. Remember to only put in the portion of the URL that applies to all New VDPs, so be sure to look at multiple VDP URLs to be sure that it's only the beginning portion you are putting in here. Also remember to start after your primary URL. In this example, `reunionmarketing.com/new-vdp-url-based-on-website-provider-setup/` would be the URL, but we are only entering `/new-vdp-url-based-on-website-provider-setup/`.

7 → We recommend assigning a Value below, and in the goals discussed above VDPs have a 1.00 value. Toggle that function on and enter 1.00.

8 → It is always a good idea to Verify this Goal at the bottom of the page to ensure that over the last 7 days you are seeing a percentage of your traffic accomplishing this goal. If the conversion rate is 0% there is likely something input incorrectly in the URL.

9 → Create Goal.

The same steps are then taken for the Used VDPs and the CPO VDPs, then a similar process is used for leads. Typically, when a customer submits a lead on an automotive site they are taken to a submission confirmation page, typically beginning with `/thankyou`, `/form/confirm`, or a different URL structure built specifically for letting customers know their leads have gone through. We recommend testing this out on your site to ensure that all of your lead forms go to these confirmation URLs.

The same thing can apply to finance leads and some trade appraisal leads. Vendors that have their plug-ins on the site though will need Events set up in the code to track those conversions. Simply ask your website provider to set up event tracking code for these tools, for chat, and for texting to create these additional goals. Instead of doing a destination goal then in the second step, click on the Events button and then choose the Event that applies to the goal.

You are now all set up with your goals and ready to use the VINvertising Dashboard!



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