

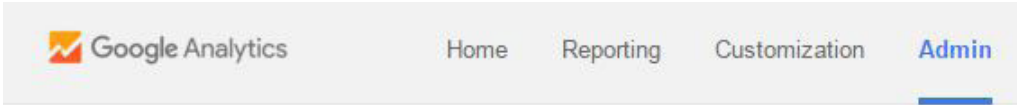


Log-in (See John if you need log-in info)

1.



2.



Administration

Contractor Nation 3

ACCOUNT

Contractor Nation 3 ▼

-Choose appropriate Account

PROPERTY

3.

Acjremodelinginc.com ▼

-Select *New Property* from drop-down menu

4.

Tracking Method _____

This property works using Universal Analytics. Click *Get Tracking ID* and implement the

Setting up your property _____

Website Name

My New Website

-Enter website name

Website URL

http:// ▼ Example: http://www.mywebsite.com

-Enter full URL as shown in example

Industry Category ?

Select One ▼

-Select Business/industry

Reporting Time Zone

United States ▼ (GMT-08:00) Pacific Time ▼

-Select EST

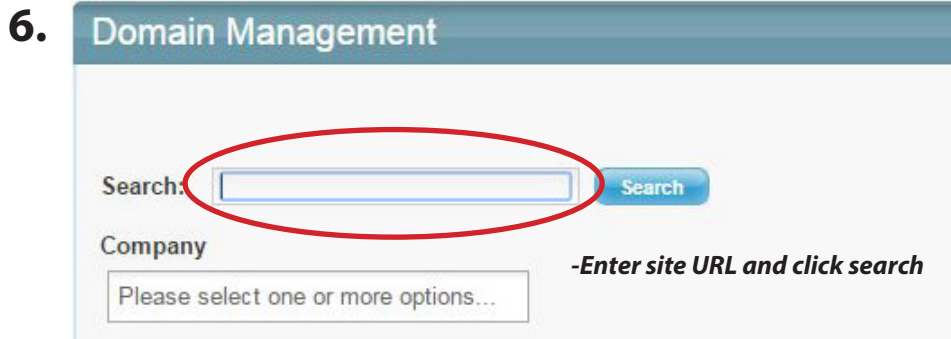
This account has 41 properties. The maximum is 50.

Get Tracking ID

Cancel

Portal

<http://www.bsiadmin.com/>



7. Analytics/Conversions

Google Analytics ID (for direct reporting)

Google Analytics UA (for the javascript)

From Google Analytics

8. PROPERTY
aiohomes.com/

Tracking ID
UA-66235595-43

9. PROPERTY
aiohomes.com/

10. VIEW
All Web Site Data

11. Contractor Nation 3 / aiohomes.com/ / All Web Site Data

VIEW
All Web Site Data

View Settings

User Management

Goals

Basic Settings

View ID
112887755

View Name
All Web Site Data

Back in Portal

12. Analytics/Conversions

Google Analytics ID (for direct reporting)

Google Analytics UA (for the javascript)

Add New Record

SAVE CHANGES **CANCEL**

Back to Google Analytics

13.

VIEW
All Web Site Data

View Settings

User Management

Goals

Basic Settings

View ID
112887755

View Name
All Web Site Data

14.

VIEW

All Web Site Data

View Settings

User Management

Goals

+ NEW GOAL Import from Gallery

Goal

20 goals left

15. 1 Goal setup

Template

Select a template to start with a pre-

REVENUE

- Reservations Signed up fo
- Make a payment Complet
- Make an appointment Sc
- Become a partner Reque

ACQUISITION

- Create an account Succ

INQUIRY

- View more Viewed product
- Contact us Viewed phone r
- Get estimate Requested p
- See available Checked inv
- Find a location Viewed loc

ENGAGEMENT

- Media play Played interacti

Custom

Continue

Cancel

16. ✓ Goal setup Edit

Custom

2 Goal description

Name

Leads

-Type in Leads

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

Continue

Cancel

3 Goal details

Cancel

17. 3 Goal details

Destination

Begins with ▾

App screen name or web page URL

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

-Select *Begins with*

Value optional

OFF

Assign a monetary value to the conversion.

Funnel optional

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.

Save

Cancel

Google DevTools (yoursite.com/free-estimate.html)

```
Elements Network Sources Timeline Profiles Resources Audits Console
<div class="contact_form us">
  <form action="/free-estimate/confirmation.html" method="post" id="contact_form">
    <h1>Get a FREE Estimate</h1>
    <div class="bar">...</div>
    <div class="step step_1 current">
      <div class="title">Enter your Zip Code</div>
```

-Copy and paste */free-estimate/thispage.html*(most likely will be */free-estimate/confirmation.html*)

18. 3 Goal details

Destination

Begins with ▾

/free-estimate/confirmation.html

Case sensitive

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

\$USD

- Switch Value on, enter the *Google Goal Set* (See *Site Flipping Checklist* task)

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

Funnel optional

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.

Save

Cancel

YOU DID IT!



Google WebMaster Tools

<https://www.google.com/webmasters/tools>

Log-in (See John if you need log-in info)

ADD A PROPERTY

1.

Recent messages

Manage property ▾

No new messages or recent critical issues.

Manage property ▾

Recent messages

Manage property ▾

2.

Add a property

Enter the URL of a property you'd like to manage. [Learn more.](#)

Continue

Cancel

-Enter full URL as shown in example

3. Search Console

Verify your ownership of <http://www.example.com/>. [Learn more.](#)

Recommended method

Alternate methods

- HTML tag**
Add a meta tag to your site's home page.
- Domain name provider**
Sign in to your domain name provider.
- Google Analytics**
Use your Google Analytics account.

-This may automatically be selected for you

- You must be using the [asynchronous tracking code](#).
- Your tracking code should be in the <head> section of your page.
- You must have the "edit" permission for the Analytics web property.

The Google Analytics tracking code is used only to verify site ownership. No Google Analytics data will be accessed.

- Google Tag Manager**
Use your Google Tag Manager account.

VERIFY

Not now

DONE!