

How to Activate an Inactive Goal in Google Analytics

Posted At : May 8, 2013 6:37 AM | Posted By : Stefan Richter

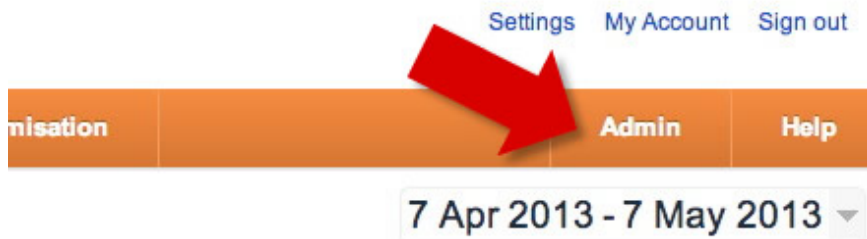
Related Categories: Google

If you are serious about gathering data about your website then it's likely that you will be using Google Analytics to do so. And if you are selling products or services from your site then tracking Goals and Goal conversions will be nothing new to you.

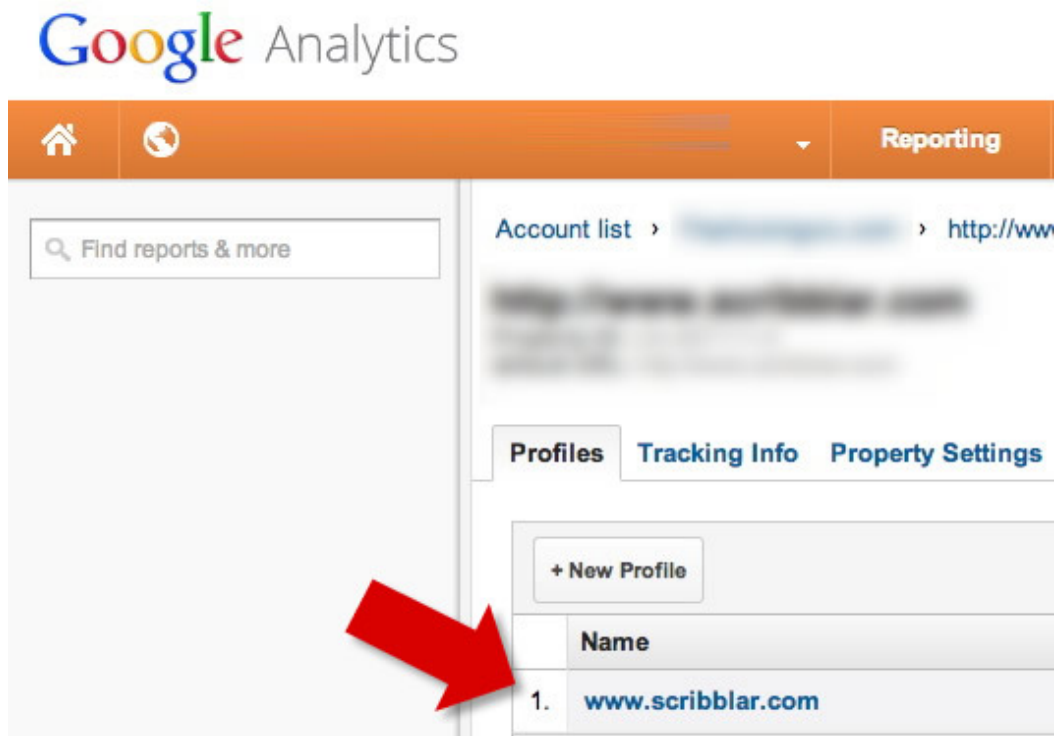
I've recently set up a new goal that I then forgot to activate, and it took me the best part of 10 minutes to figure out how to edit an existing goal in Google Analytics and to switch it from inactive to active.

Since I know that I will be Googling for this exact same issue again in about 2 years time once I forgotten all about it I am now documenting it here (note to future self: see, I knew you'd be coming along again).

1. Log into your Google Analytics account and navigate to the website profile for which you want to edit an existing goal.
2. Click on 'Admin' at the top right

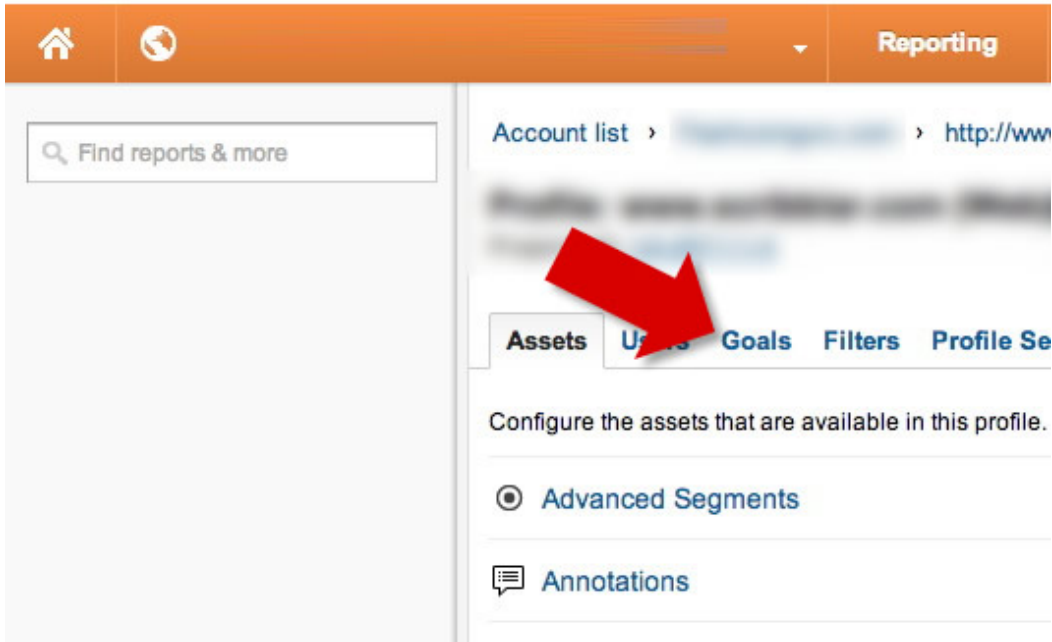


3. Click on your website property label



4. Click on the Goals tab

Google Analytics



Account list > [Account Name] > http://www

Assets Users **Goals** Filters Profile Se

Configure the assets that are available in this profile.

- Advanced Segments
- Annotations

5. Use the toggle switch to enable the goal



Assets Users **Goals** Filters Profile Settings

CREATE A GOAL

Goal	Past 7 day conversions	Recording
Account Activated Goal ID 2 / Goal Set 1	324	<input type="checkbox"/> On
Paid signup Goal ID 3 / Goal Set 1		Off <input type="checkbox"/>
Signup Complete Goal ID 1 / Goal Set 1	11	<input type="checkbox"/> On

17 goals remaining

Hope this helps someone (I know it'll help me one day...).