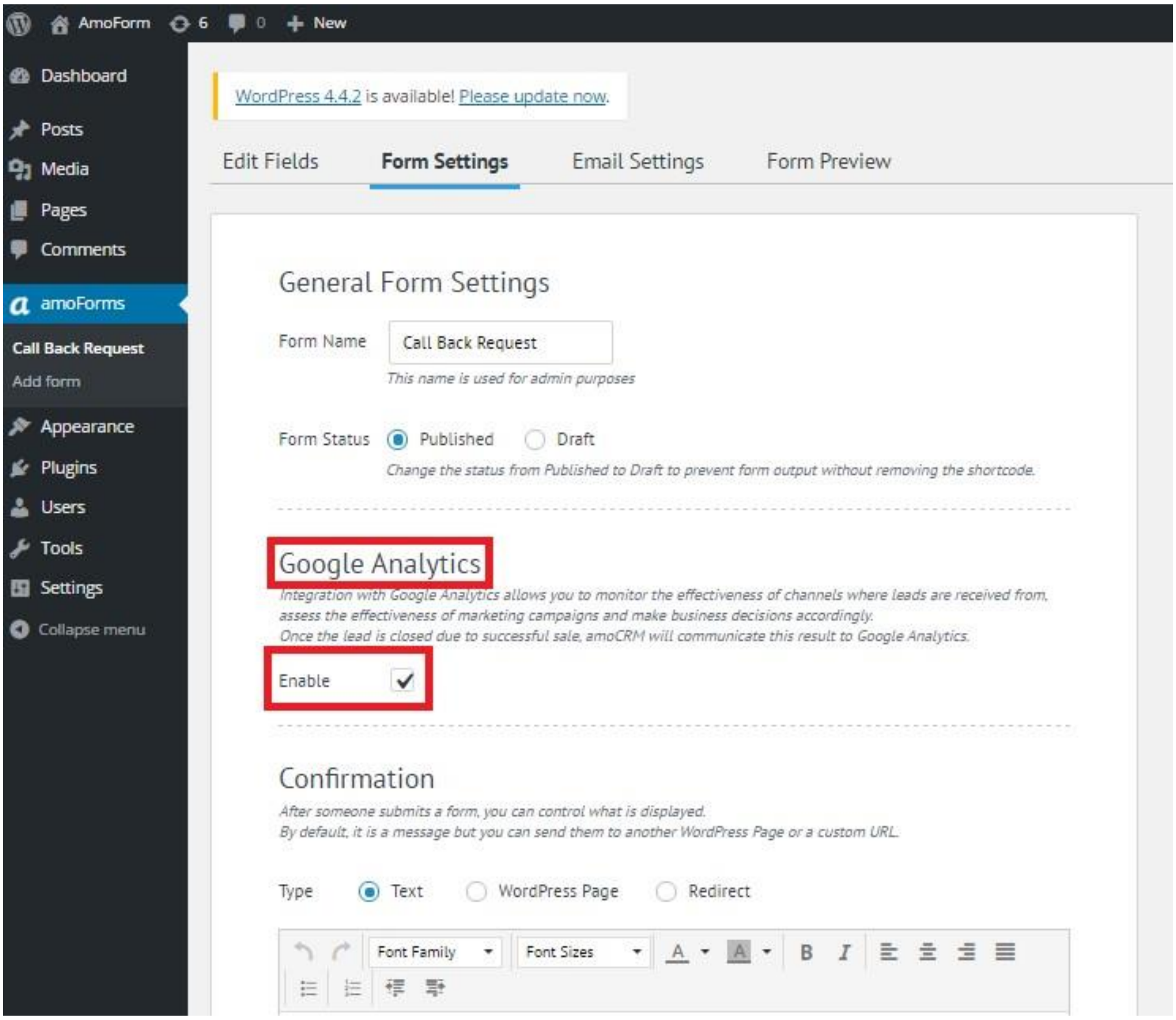
Google Analytics for amoForms

How to launch Google Analytics in your webform?

Once you added all the necessary fields and edited them, you can start setting up your webform in Form Settings tab.

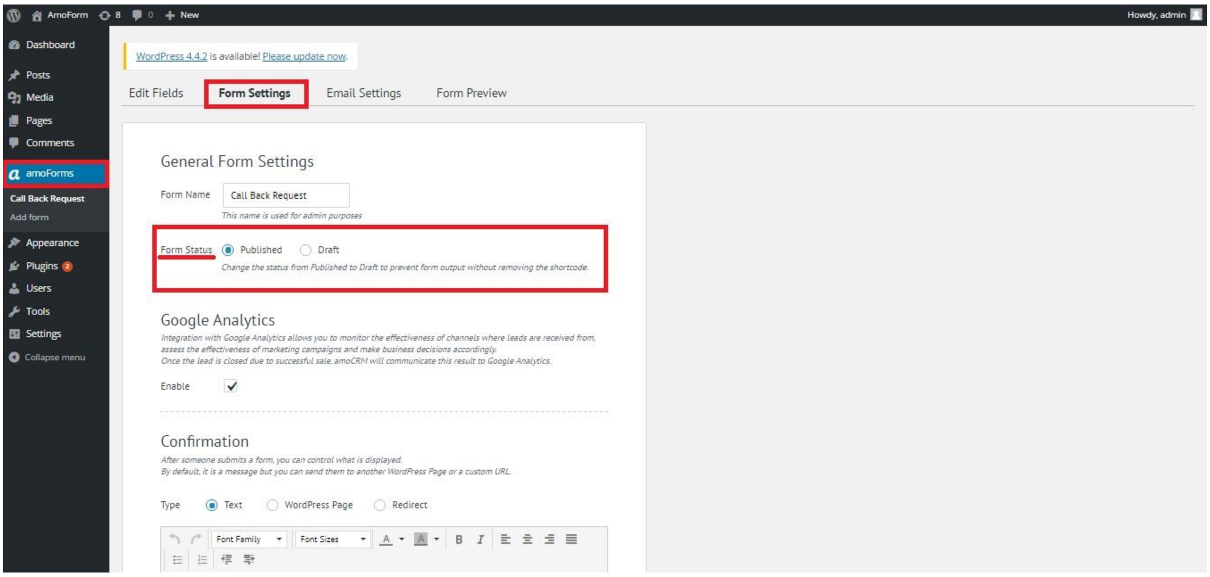
To enable Google Analytics option in your webform you need to check the “Enable” box in Google Analytics section of Form Section tab of amoForms plugin:



Now, that you’ve enabled Google Analytics option for your webform, you can monitor the effectiveness of incoming lead sources, also assess the effectiveness of your advertising and marketing campaigns.

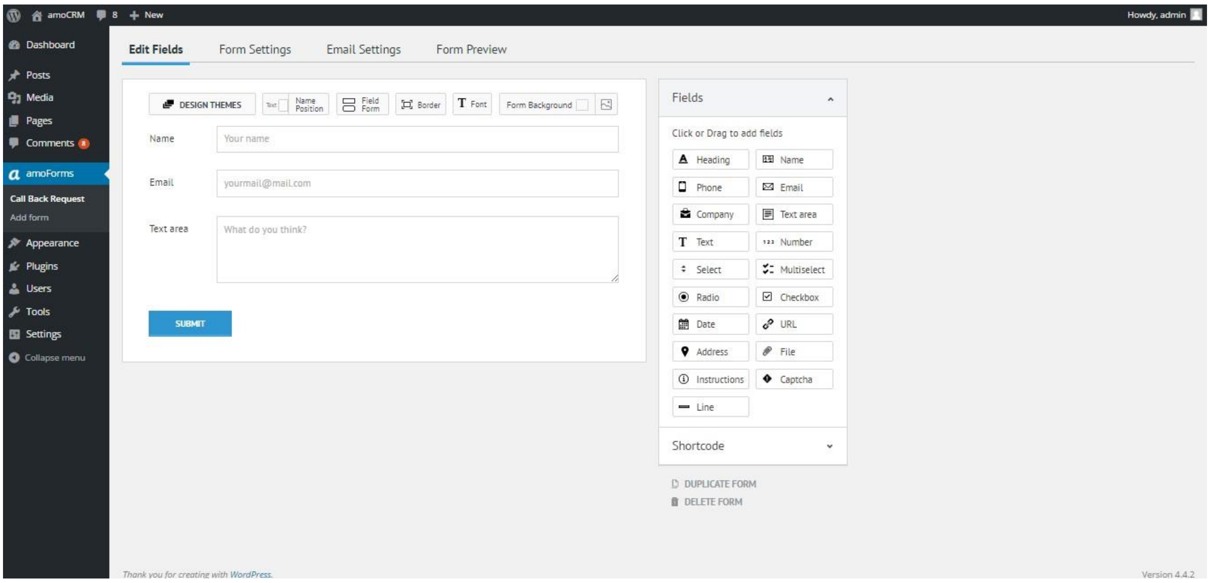
Once you’ve setup your webform, you can add it to your website.

To do that, please find Form Status section on Form Settings tab of amoForms plugin:

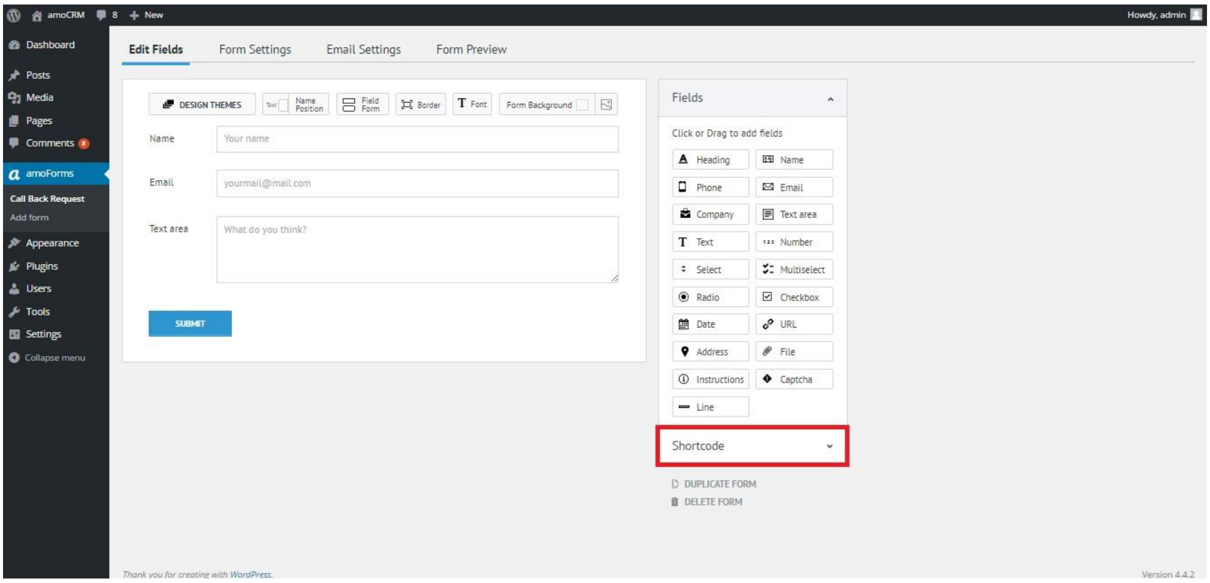


To enable the visitors of your website to view the form, please select **Published**.

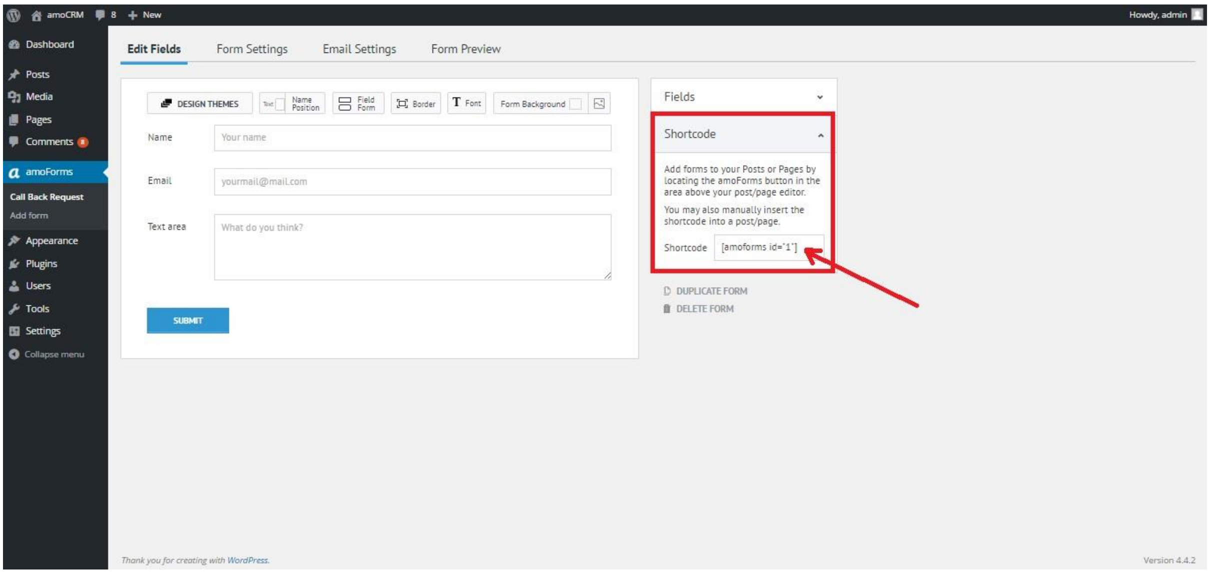
Once done, please go to Edit Fields tab of amoForms plugin:



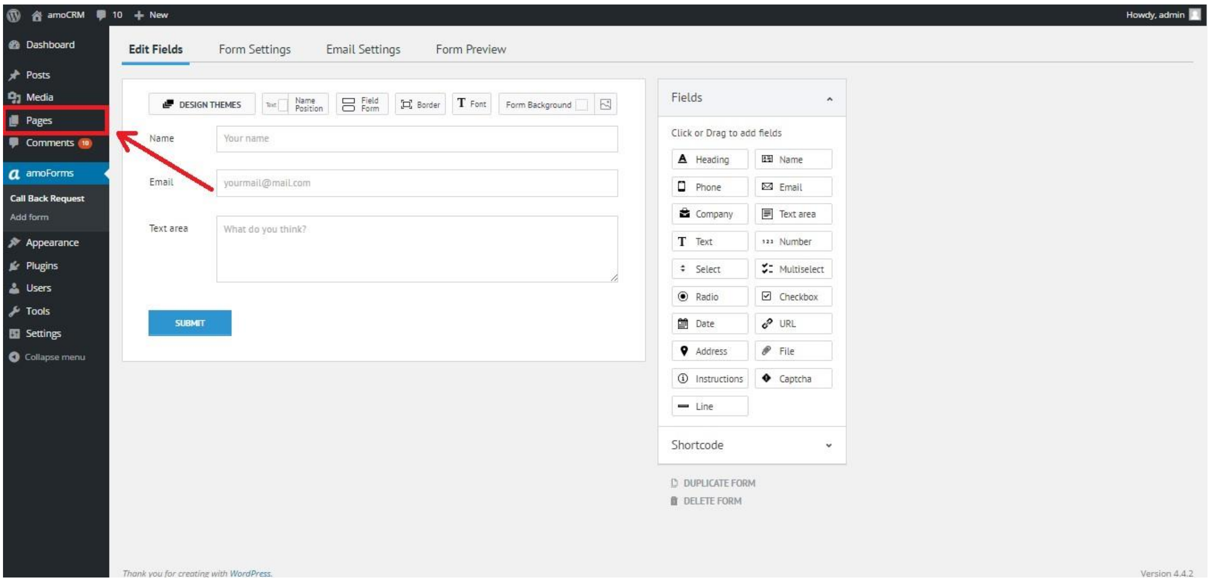
You will see word Shortcode on the right side under the Fields menu. Click it:



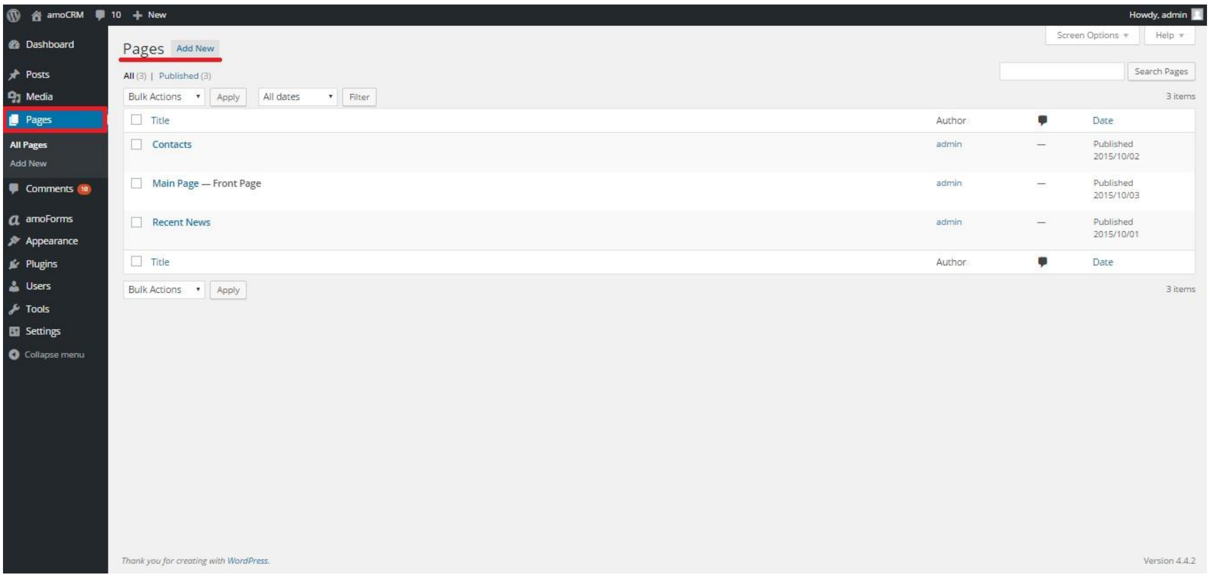
In the expanded menu you will see the Shortcode of your webform. Copy it.



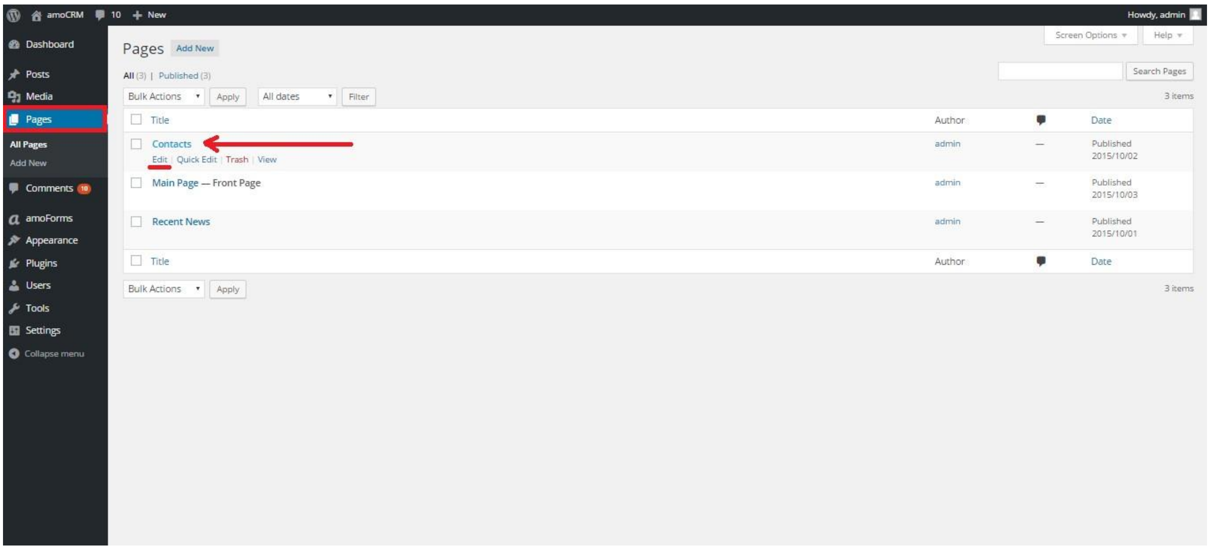
Now, to publish your webform on your website, please go to Pages tab which is located in the left menu of your Wordpress desktop.



In this tab you will see the list of all pages on your website. From this list, please select a page where you want your webform to appear.

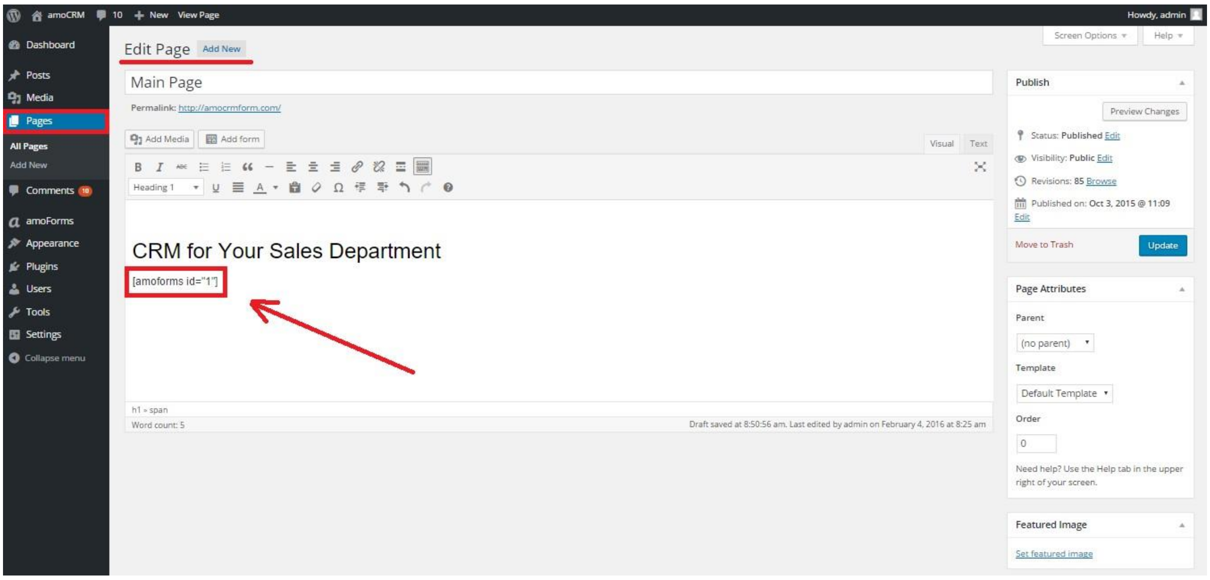


Navigate a pointer to the name of the selected page and floating menue will appear. Please select Edit option:

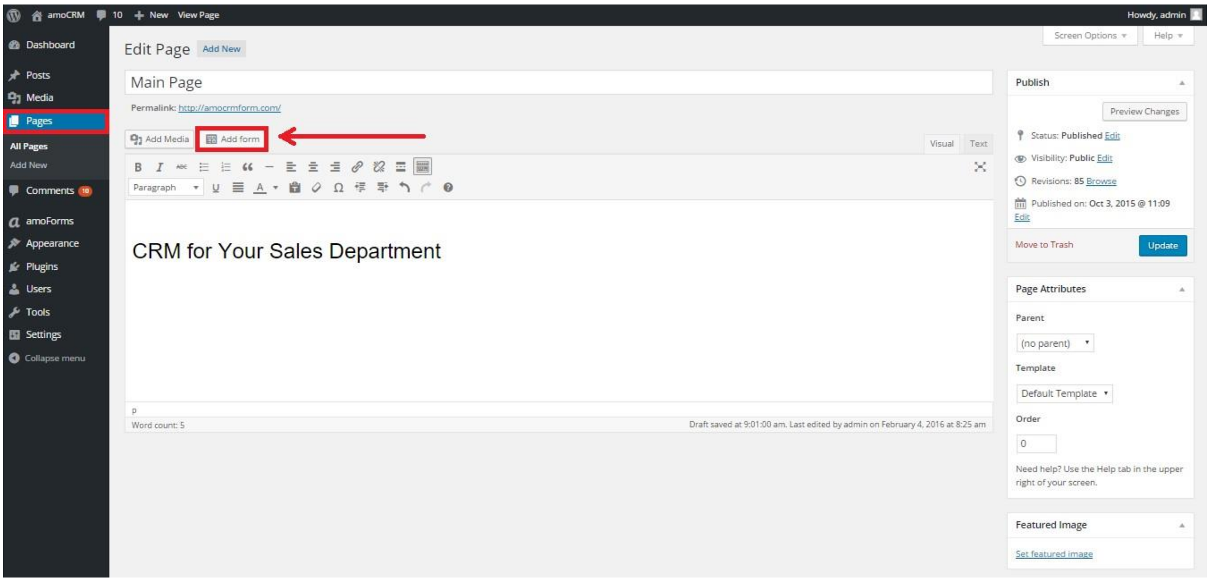


After this you will see the edit window of this page, where you can change its style, text, add pictures and multimedia files or add your webforms created in amoForms plugin.

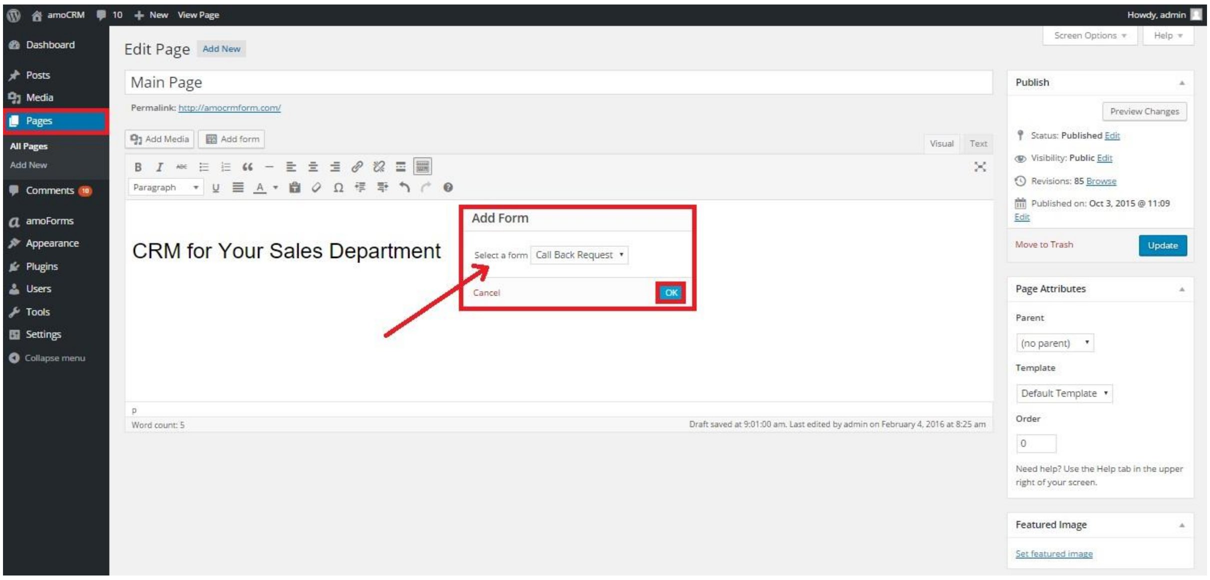
Now, please select the position of your form on the page and paste the Shortcode:

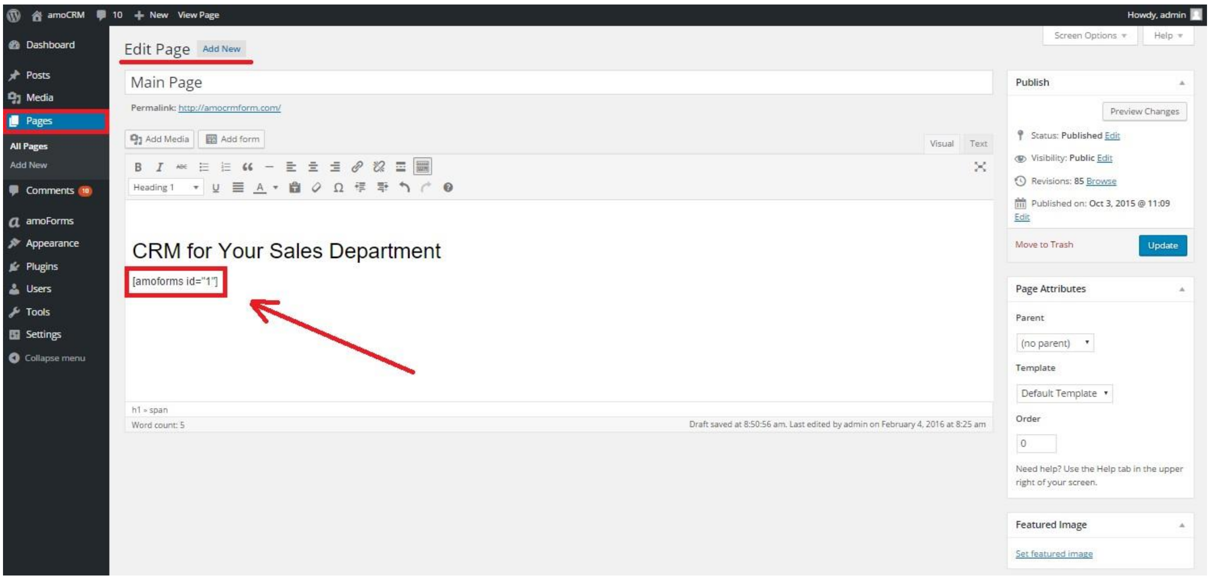


Also, you can add the webform to a page by pressing Add Form.
Select the spot on the page where you wish to insert your webform, then press Add Form and select the required form from the list. Once done, press Ok.



Once you see the Shortcode exactly in the position you require (you can change its position), your webform will appear on the selected page of your website.





Now the visitors of your website will be able to see your created webform, fill it in and submit their details to you.

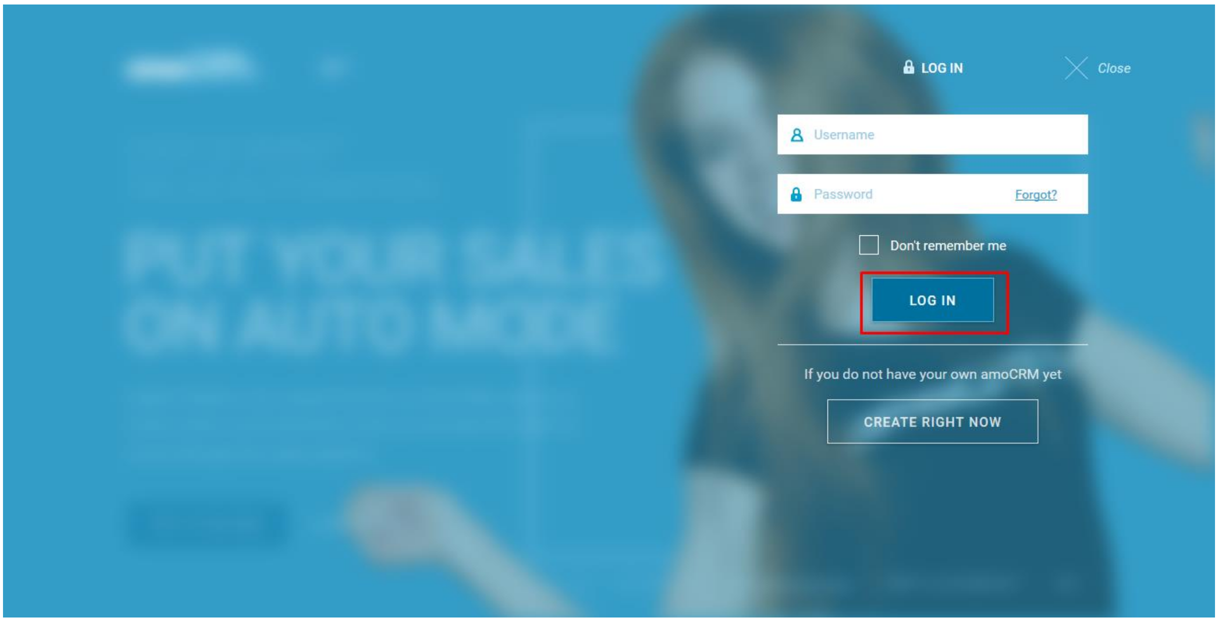
Where to find the data from Google Analytics?

Once you enabled Google Analytics option for your webform, you will start receiving information about users who filled it in.

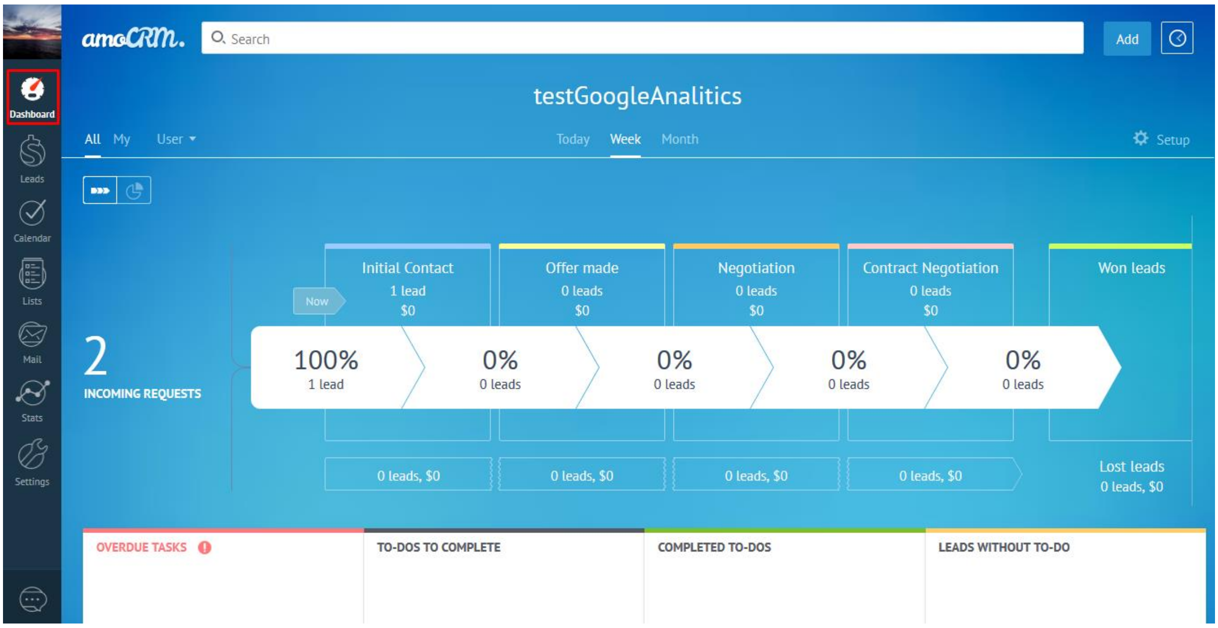
Since all filled in webforms are sent to amoCRM, to see them, you'll need to login to your amoCRM account:

- Go to www.amocrm.com
- Press Login to your account

- In the appeared Login window, please type in your Username and password, then press Login button.



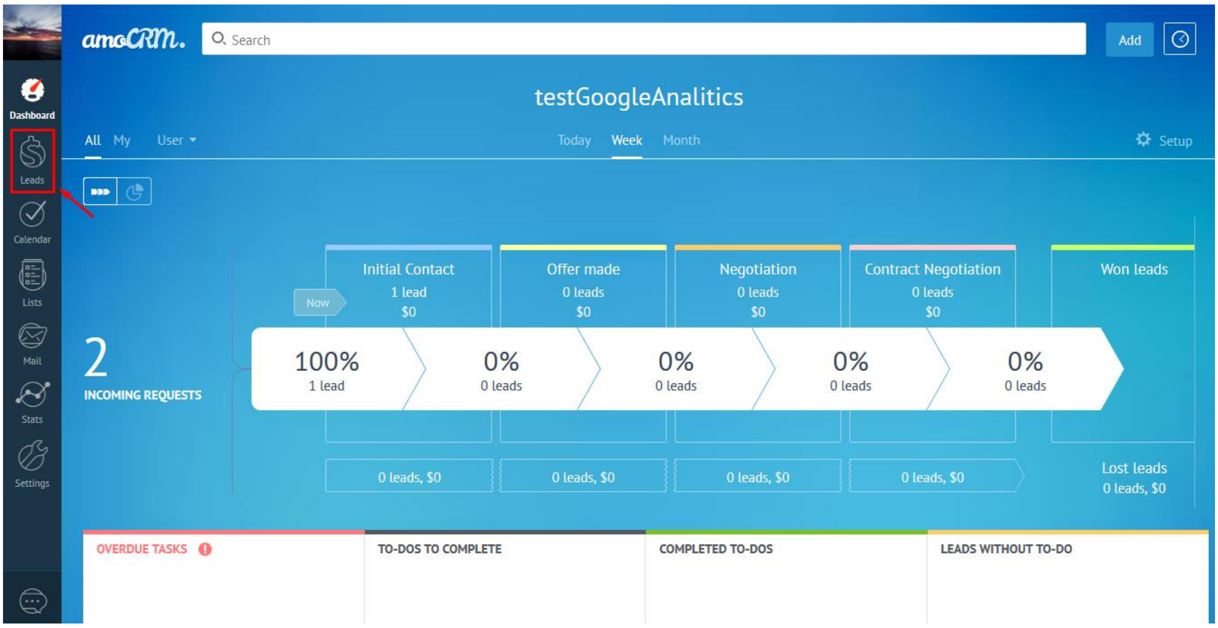
If you have entered all your details correctly, you will now enter amoCRM and will be able to see the desktop of your amoCRM account.



Each submitted webform becomes a lead in amoCRM. All the details from this form are copied into the corresponding lead card.

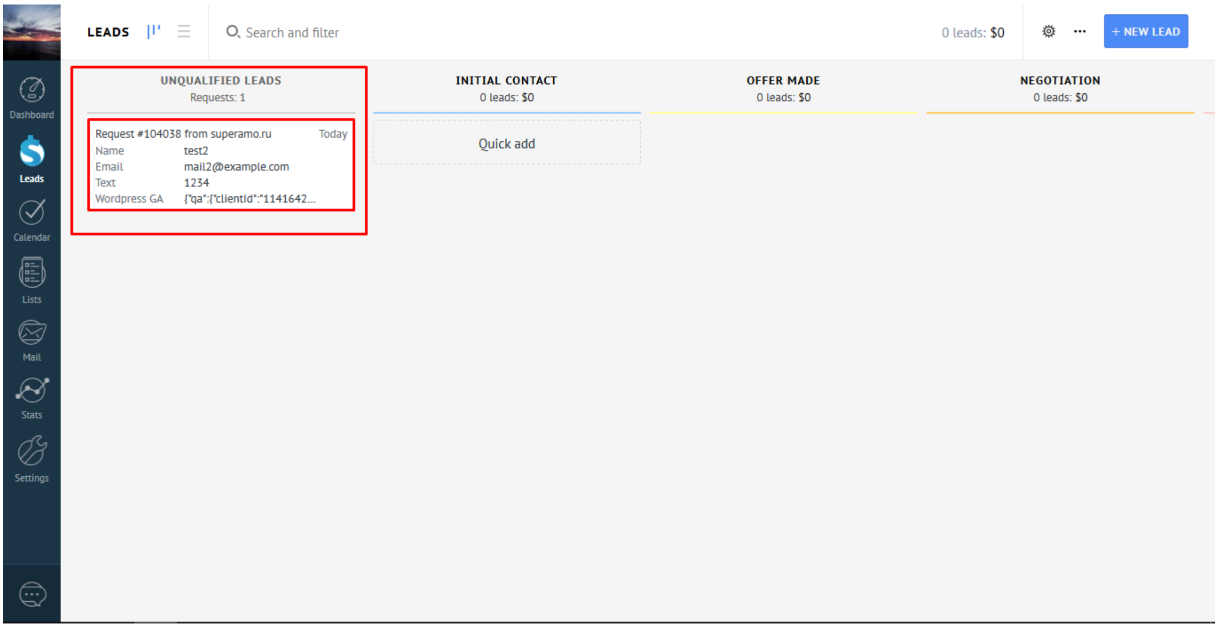
All newly added forms are first going into Unqualified Leads section.

Please go into Leads menu by pressing Leads icon on your left vertical menu.

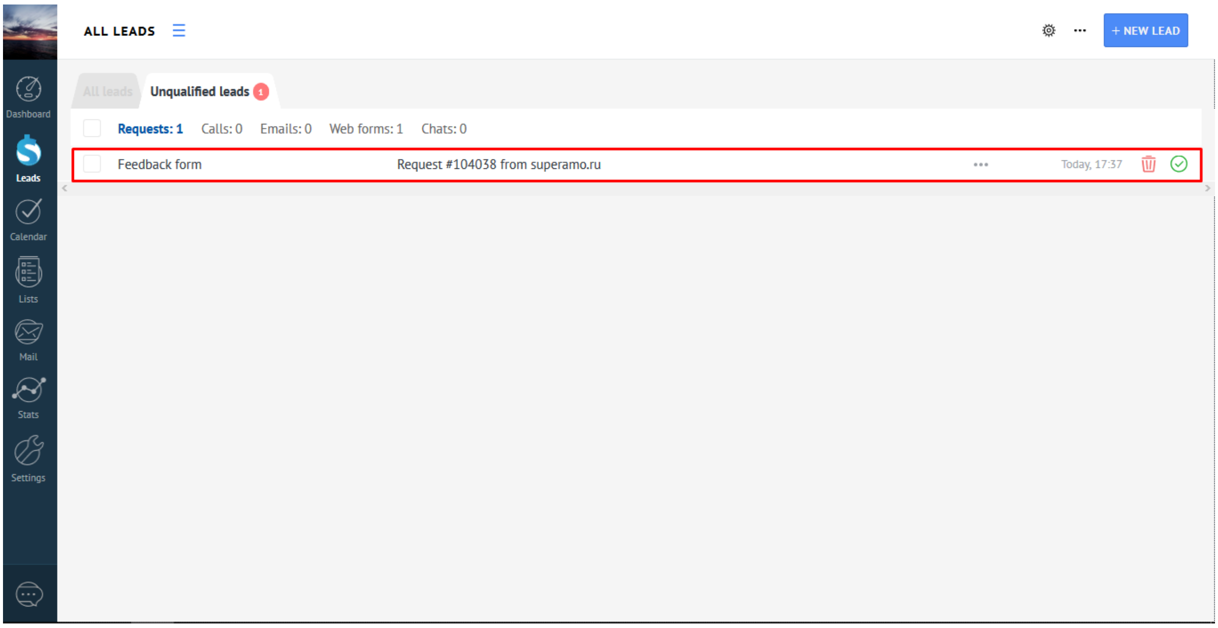


Here you will find all your existing leads.

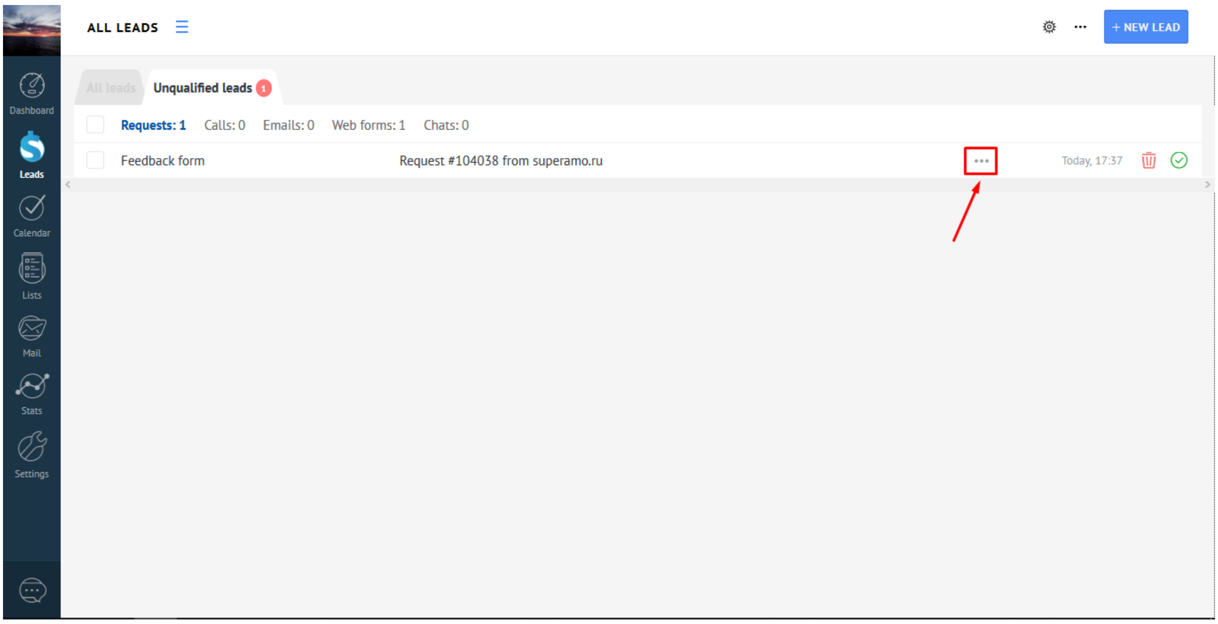
Now, all webforms filled in on your website by its visitors will be coming straight here.



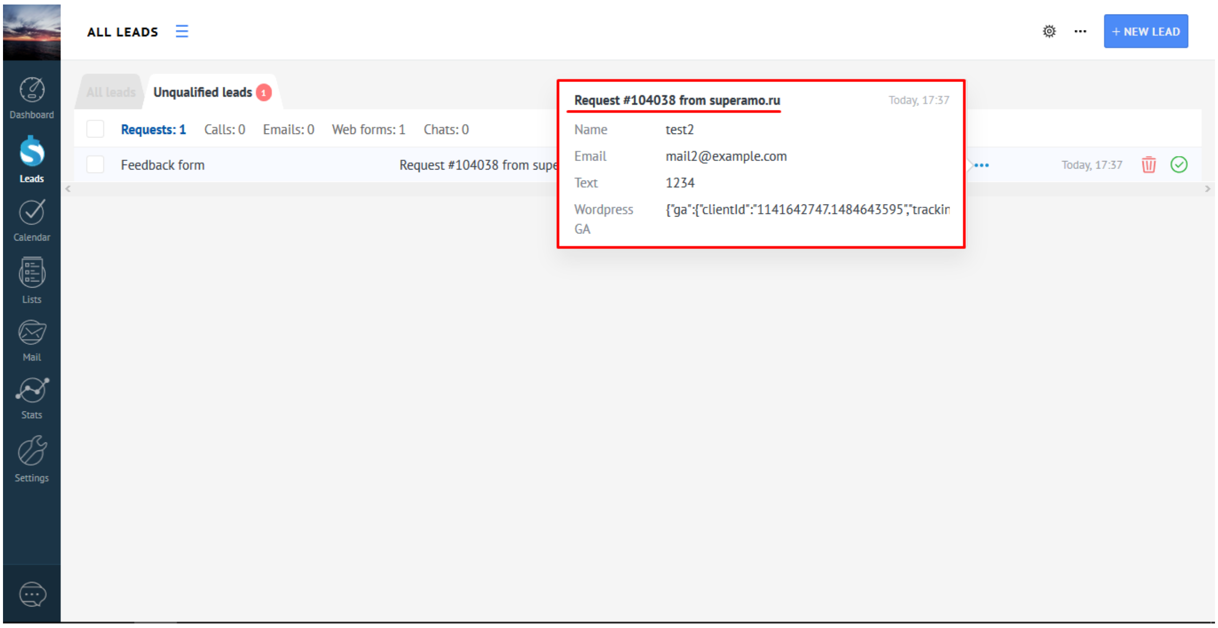
If you choose List view for your leads, the incoming requests will look like this:



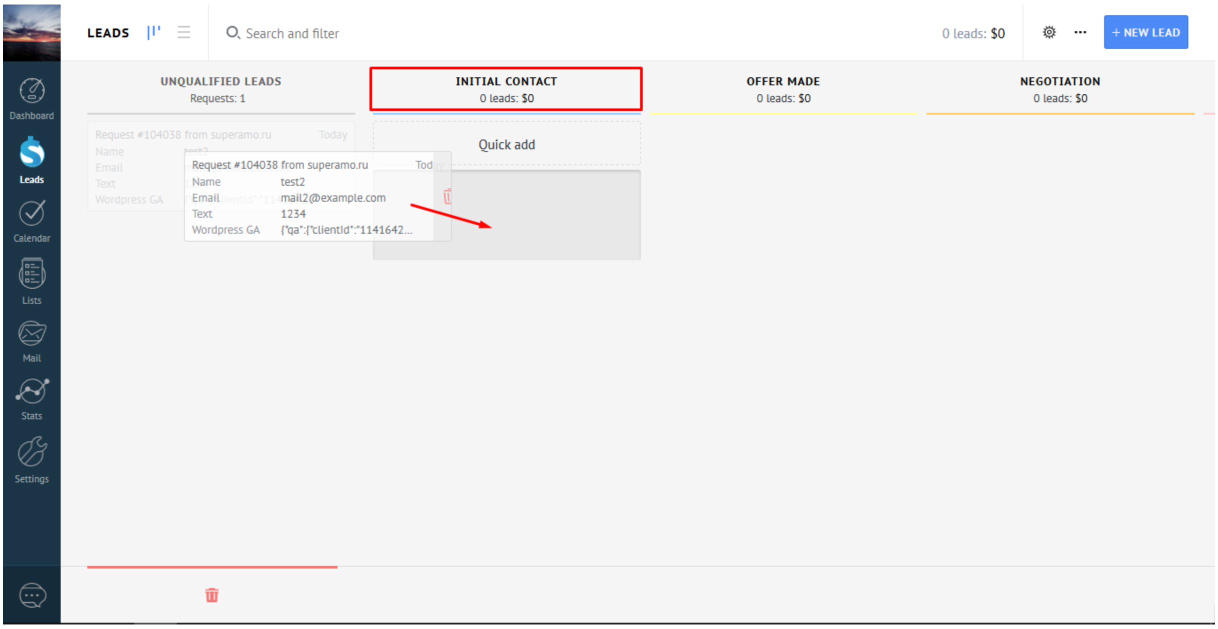
To view the info of the new request, please press the three dots button.



In the window opened you will see the incoming request info (some details entered by a site visitor who submitted the form):

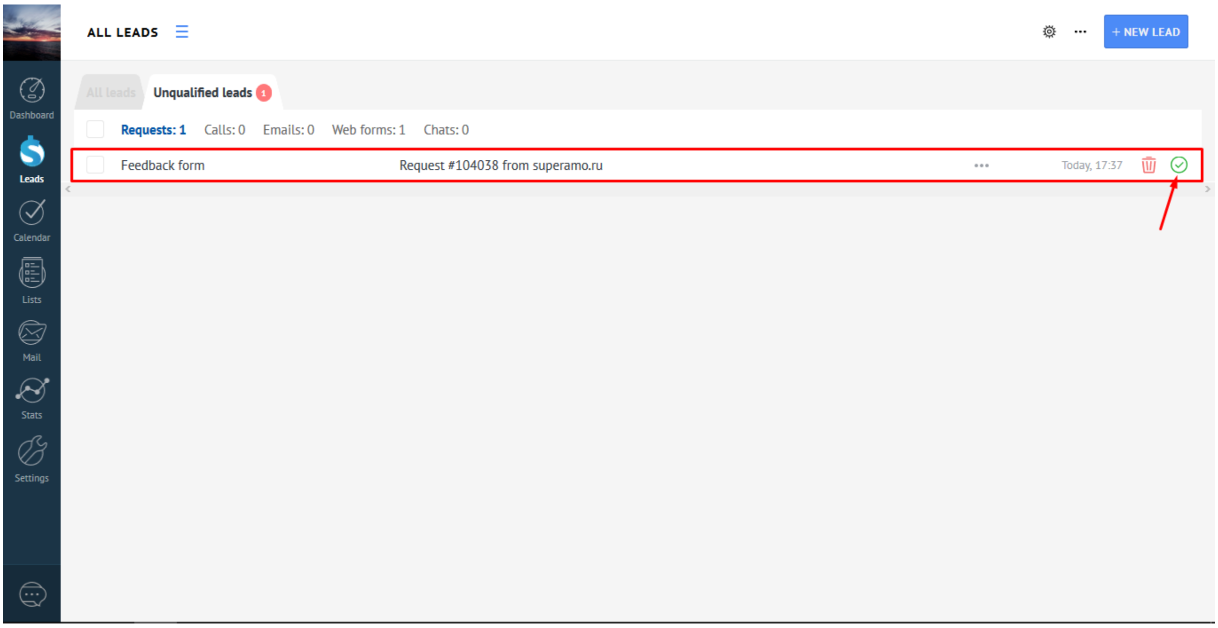


To move the incoming request from Unqualified Leads section to your Leads, navigate a pointer and press the green arrow:

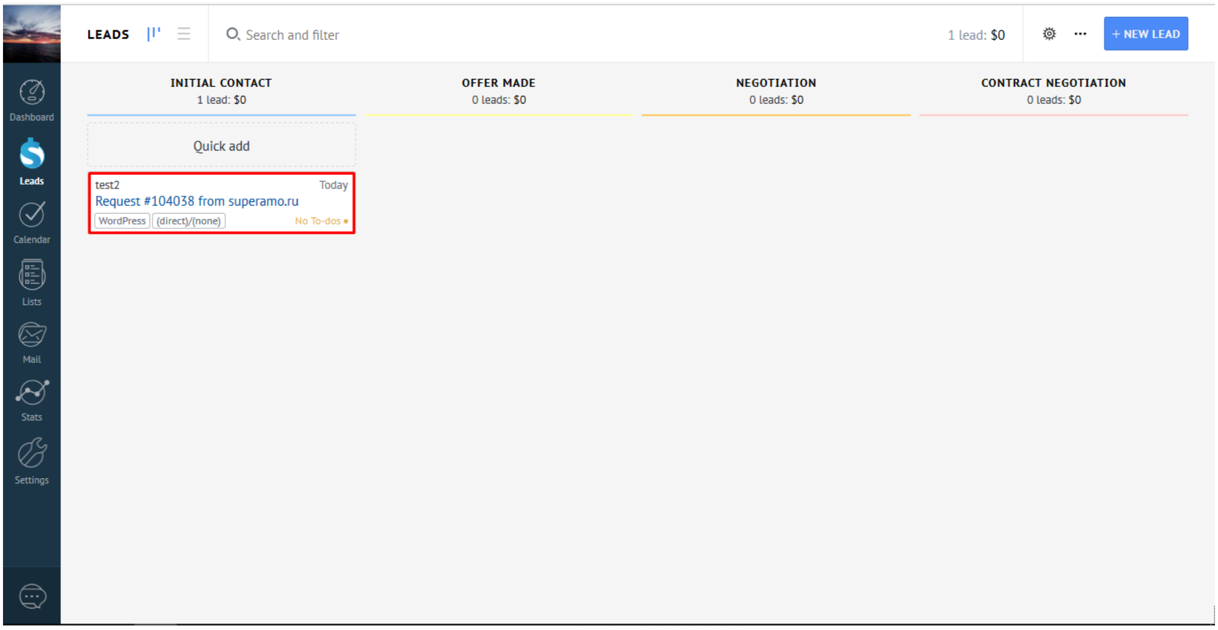


Also, you can drag-n-drop the request from Unqualified leads section into your Leads.

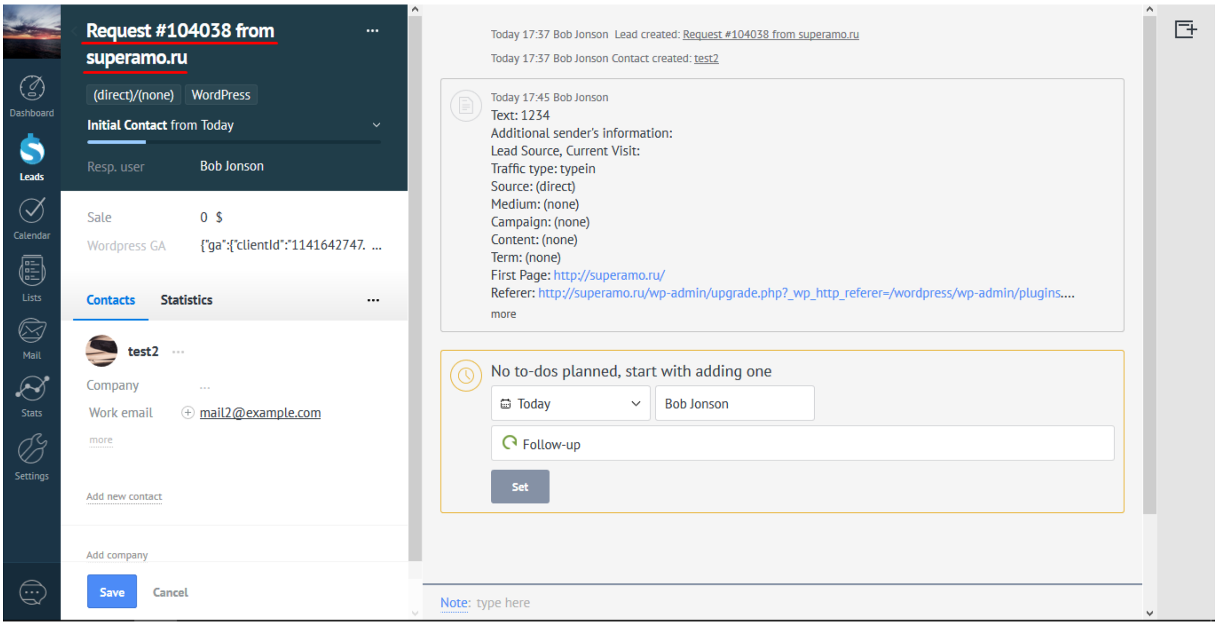
To accept an incoming request, just press the green tick:



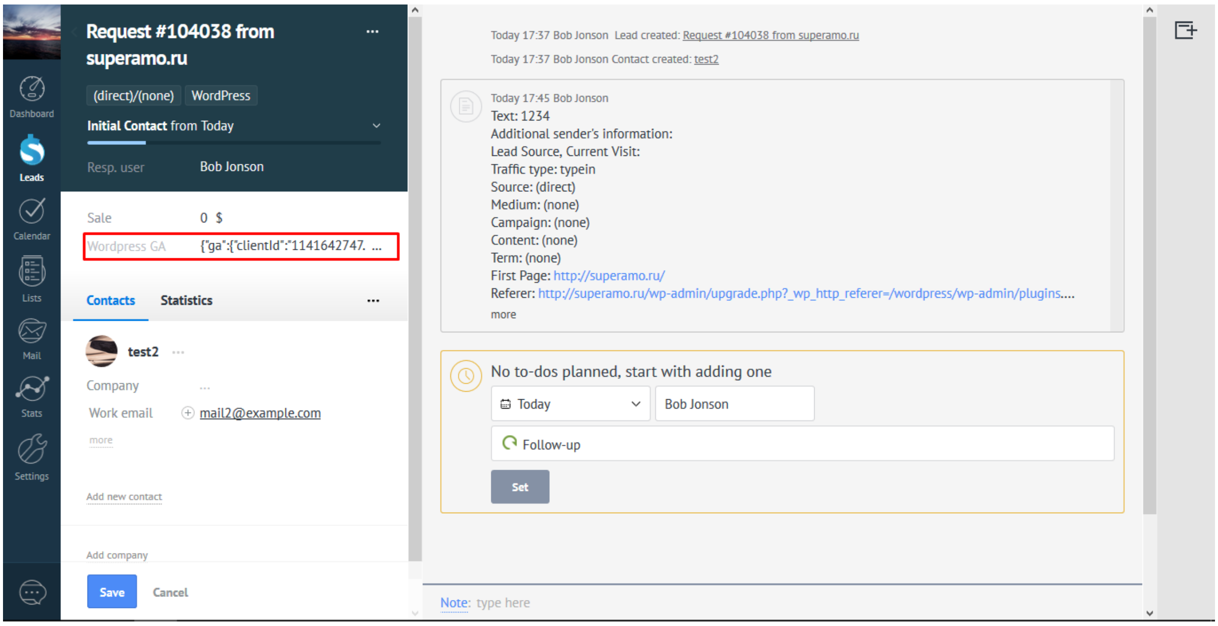
After you’ve accepted an incoming request from Unqualified Leads, it will appear in your Pipeline and the List of your Leads:



Press “Request #14657 from amocrmform.com” to see details of the lead. Once done, you will see the following window:

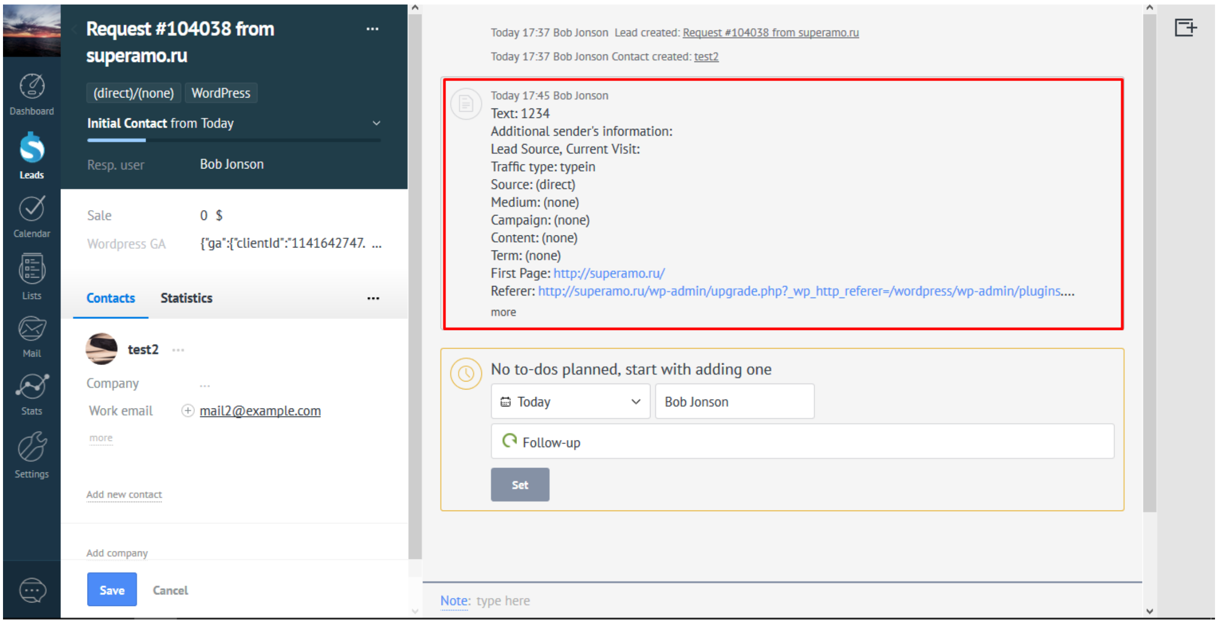


The Wordpress GA field will be automatically created in your lead card once the Google Analytics option is enabled and as soon as first webform is submitted from your website. It will contain UTM data created during completion of the webform, also trackingid (Google Analytics counter id) and clientid (id given by counter itself).



Important! Should you remove that field, it will be created again if Google Analytics option is still active. Please do not change the field type of Wordpress GA for the data provided by Google Analytics to be correct and accurate.

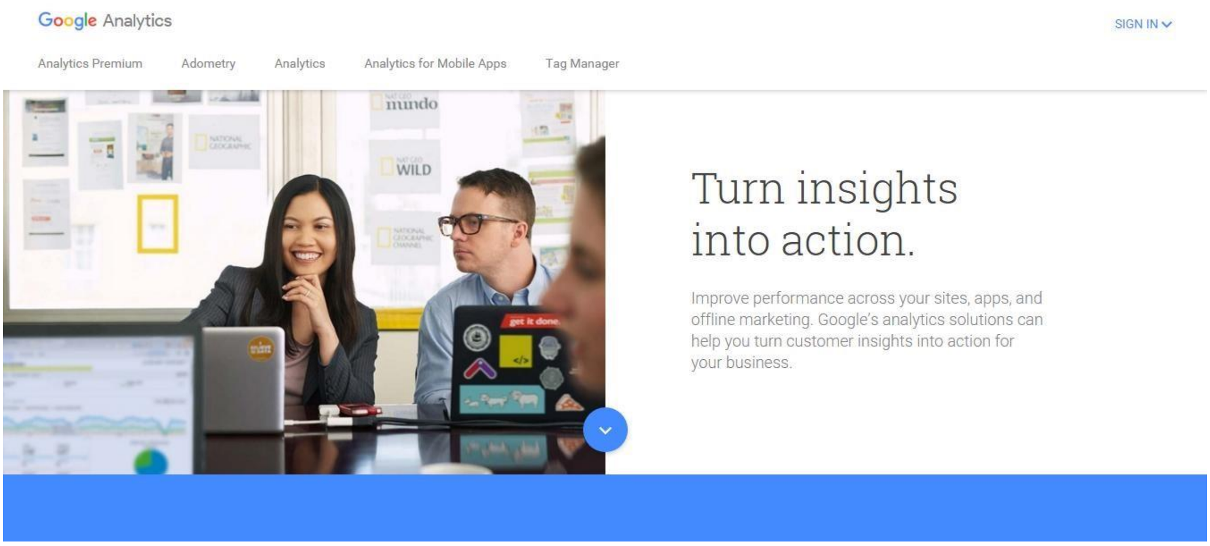
While the webform is being submitted, it will contain notes about the source of the transfer, advertising campaign, traffic type and part of information entered by your website visitor.



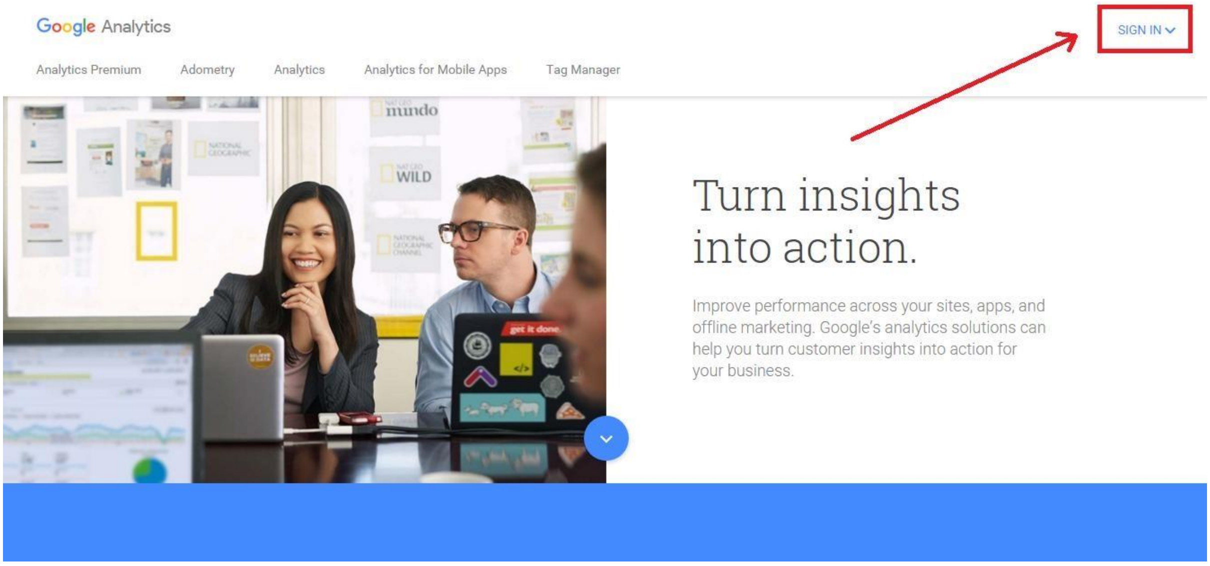
How to integrate my Google Analytics account?

Now that you are aware where do all the incoming request from webforms on your site come to, you can integrate your Google Analytics account.

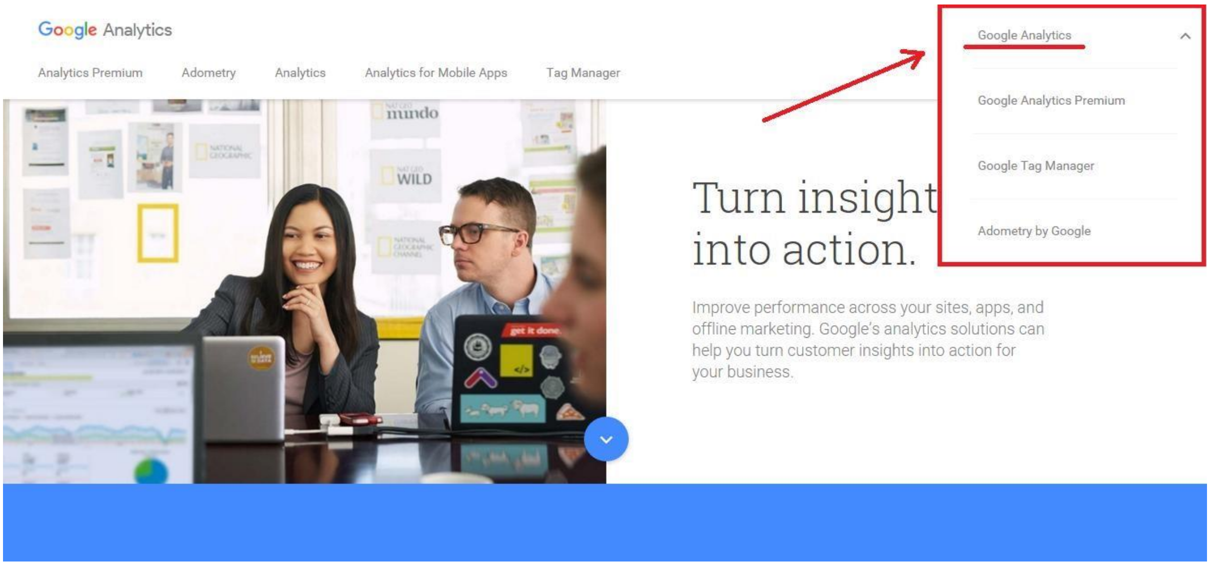
First, you need to regiester an account in Google. Once done, please go to https://www.google.com/analytics/



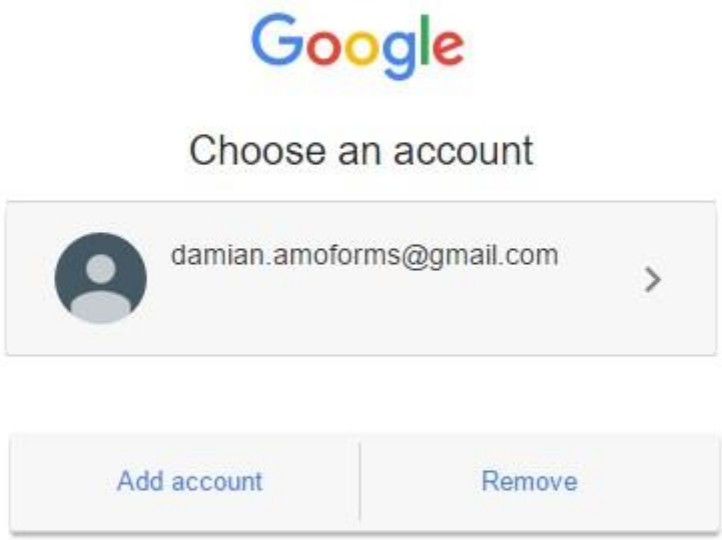
Login to your Google account by clicking SIGN IN in the top right corner:



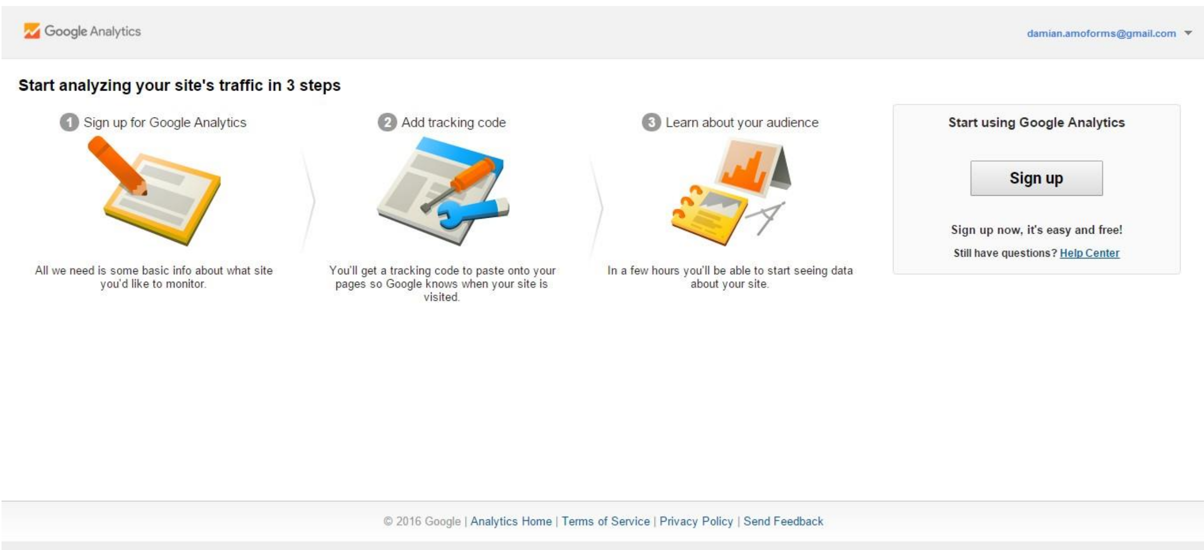
Select Google Analytics in the window appeared:



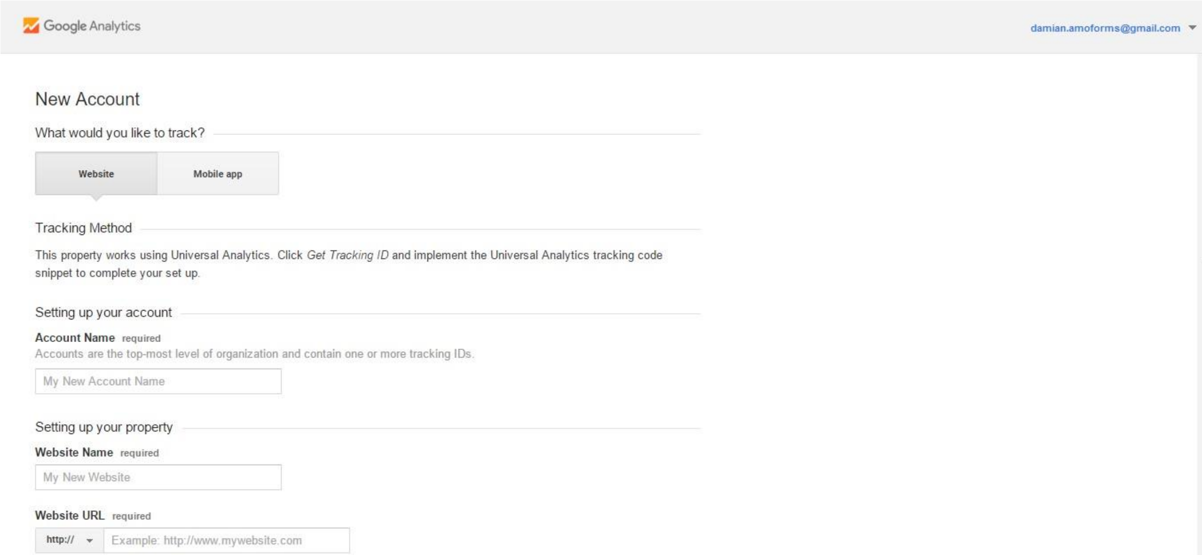
New page will now open. Please select your Google account and type in your password.



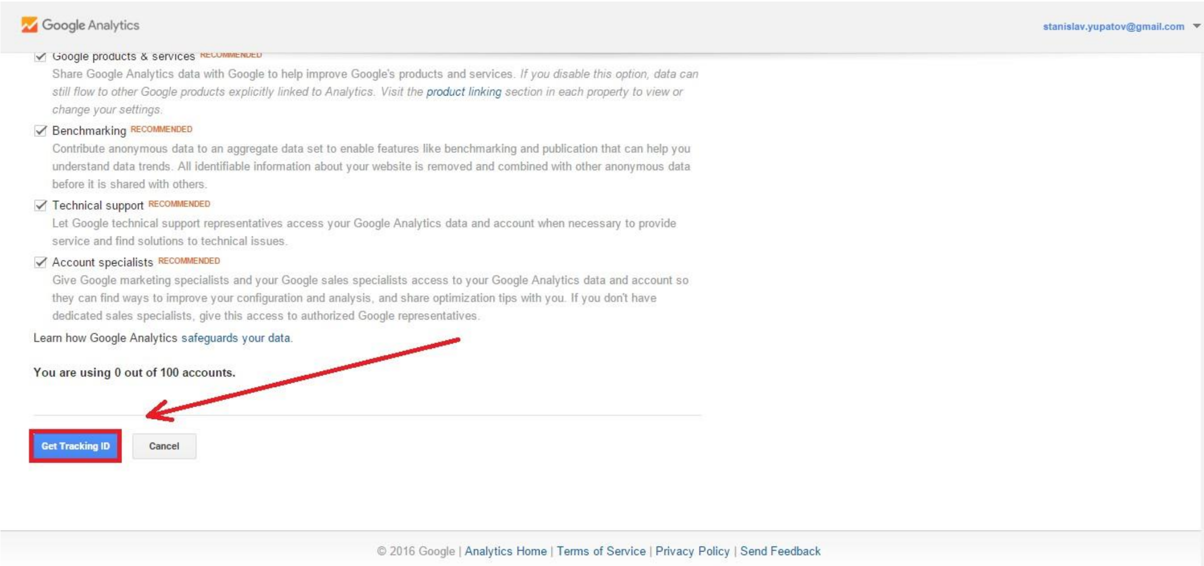
Once logged in successfully you will see detailed instructions on how to setup your Google Analytics.



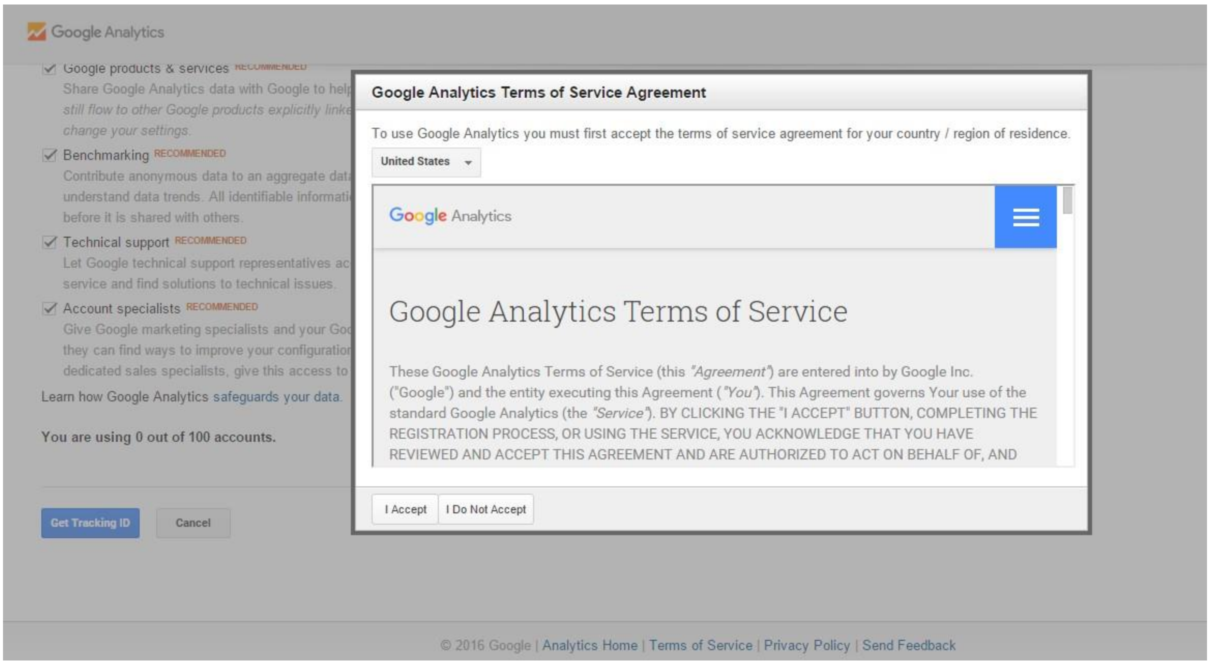
To start your Google Analytics setup, press SignUp button on the right:
Once done, you will be redirected to the page where you enter information about your websitse.



Fill in all fields required and press Get Tracking ID button to register your Google Analytics counter.

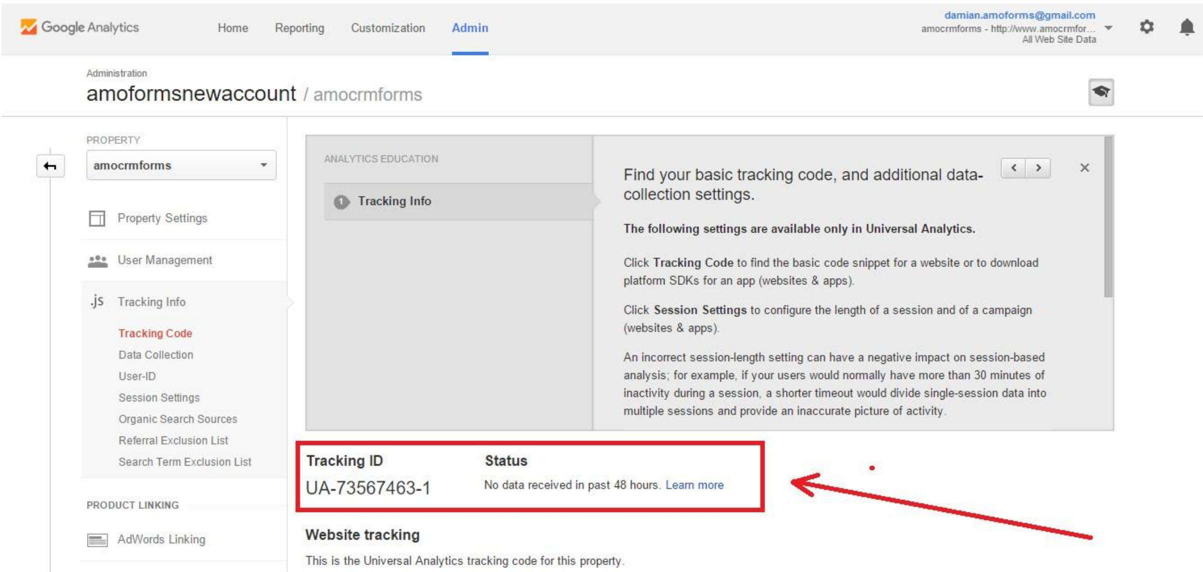


Then you will be asked to confirm you agree with terms and conditions of use of the Google.

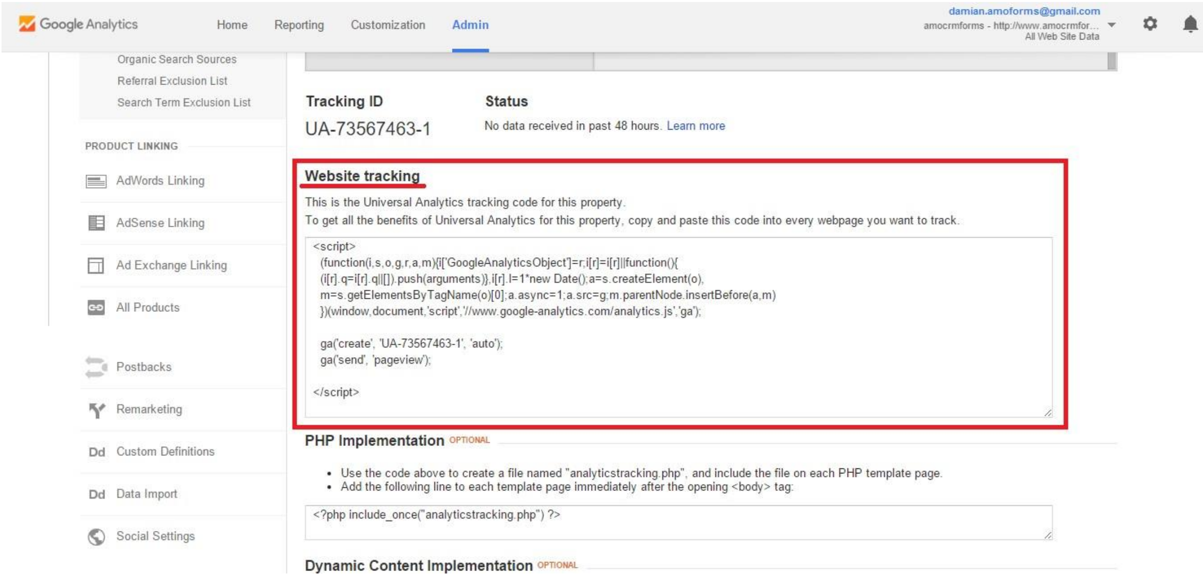


Press I Accept button to continue working with Google Analytics.

Once confirmed, you will get into your Google Analytics virtual office where you will see your Google Analytics counter number:

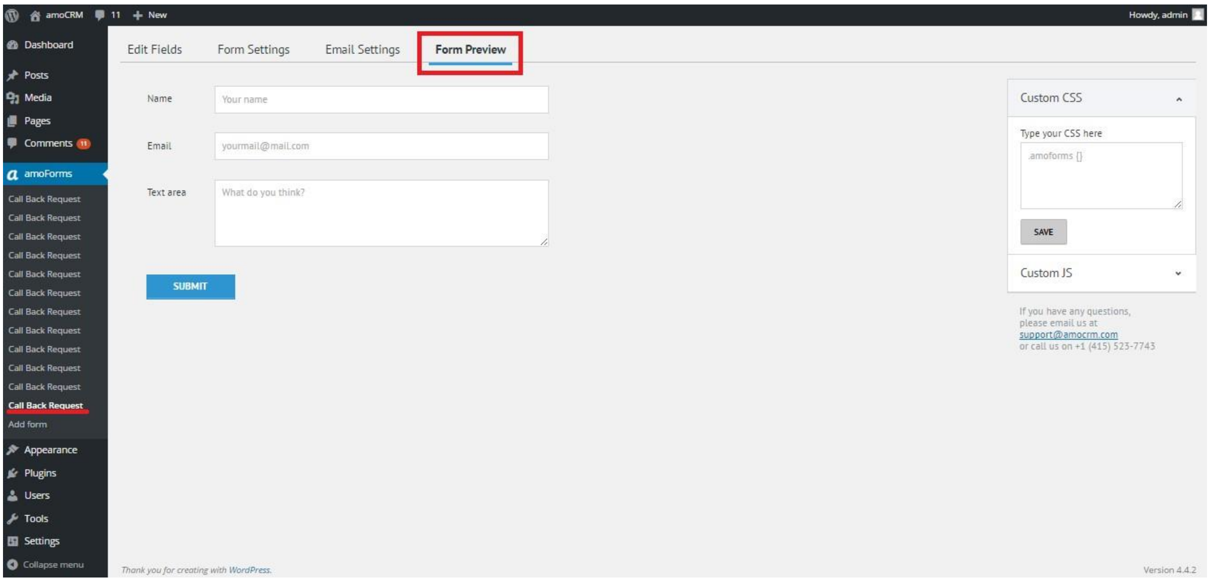


You will also see Website tracking section under Tracking ID. There you can find the code which you have to add to the pages you wish to collect and analyse the data from.



You can place this code in your webform. To do this you will need to use the special function of amoForms plugin - Custom JS.

Select the required form from the list and go to Form Preview:

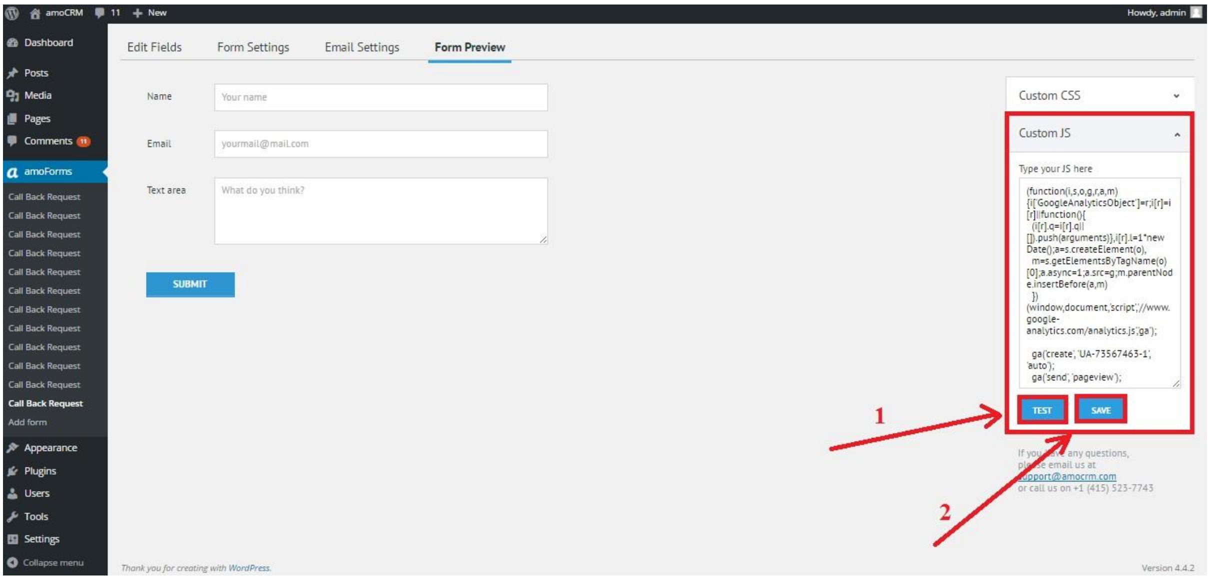


On the right you will see Custom CSS and Custom JS. Click on Custom JS and insert your code from Website tracking **without <script> and </script>.**

Your code should look as follows:

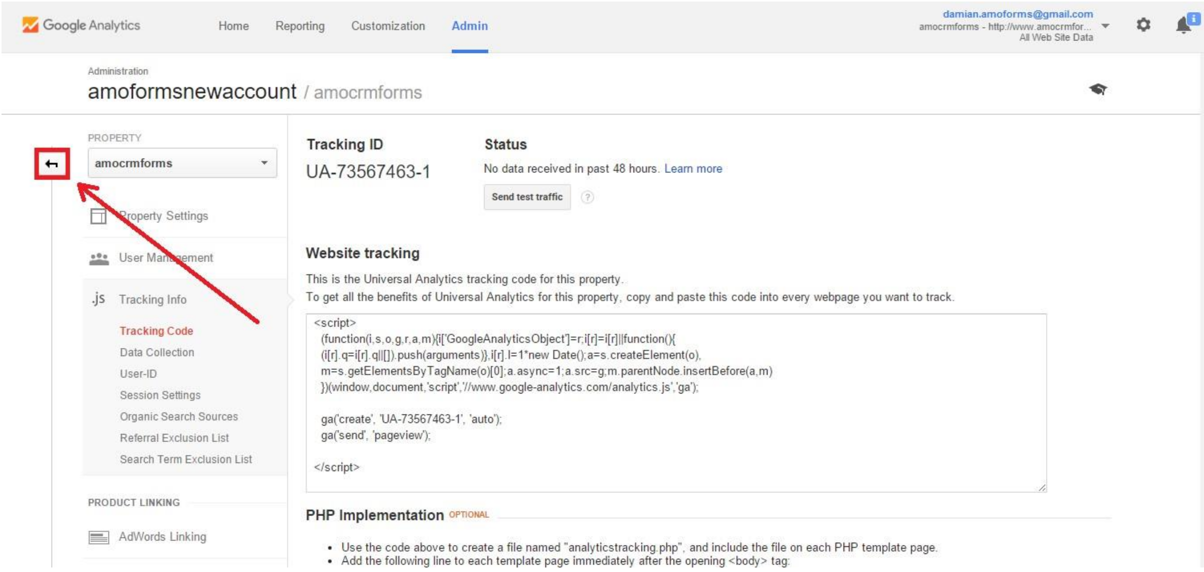
```
  (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

  ga('create', 'UA-73567463-1', 'auto');
ga('send', 'pageview');
```

Insert code into the Custom JS field and press TEST button, then press SAVE. For the changes to come into effect, please refresh the page.

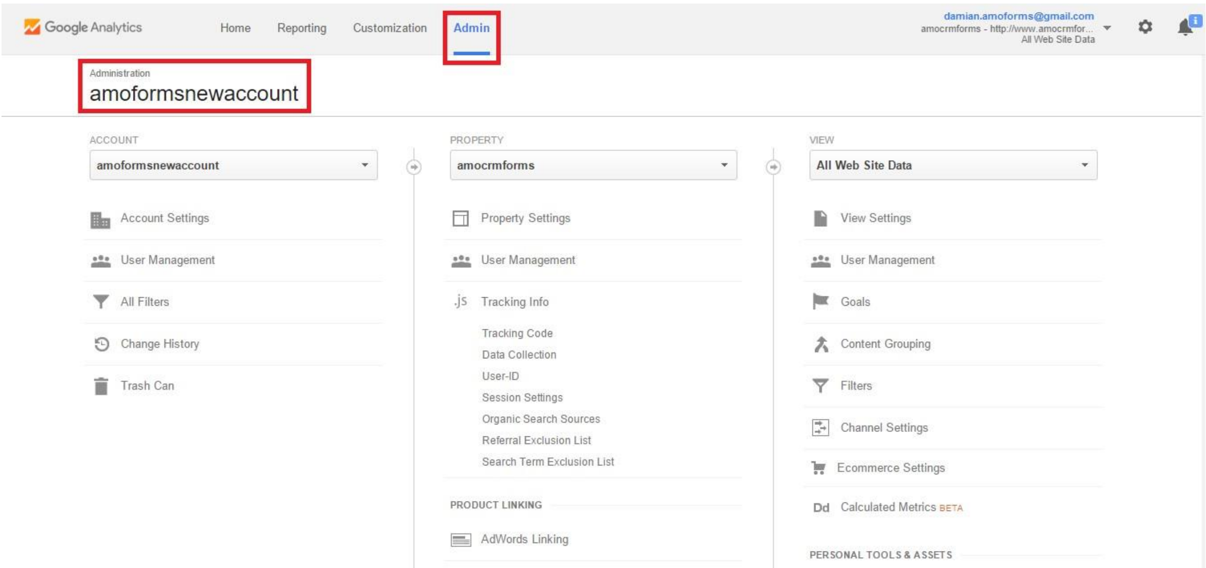


After you added your Google Analytics code to your selected pages of the website or in the actual webform, you can setup the monitoring the goals and actions with the help of Google Analytics.

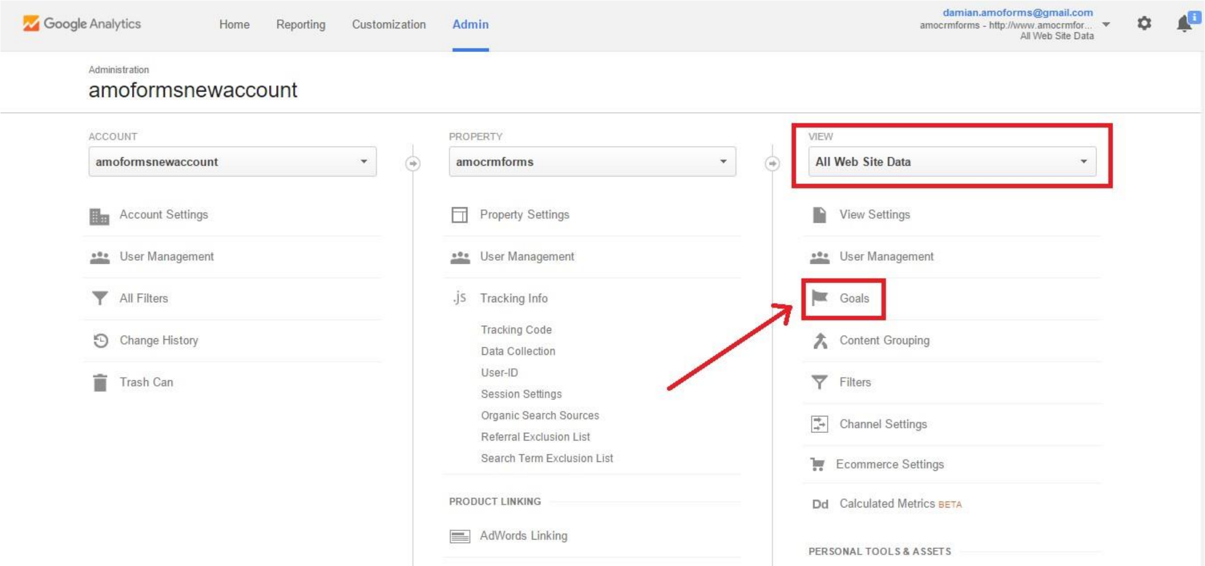
Press the button as shown on screenshot:



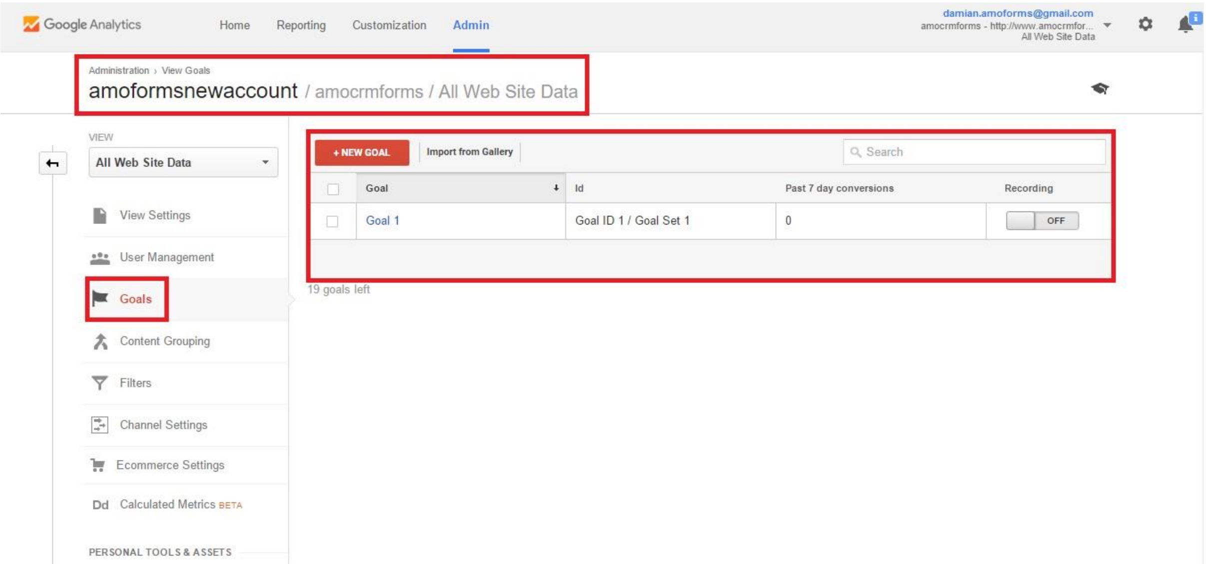
You will be given access to the administrator's menu in Google Analytics:



To setup goals, select Goals in the View column.

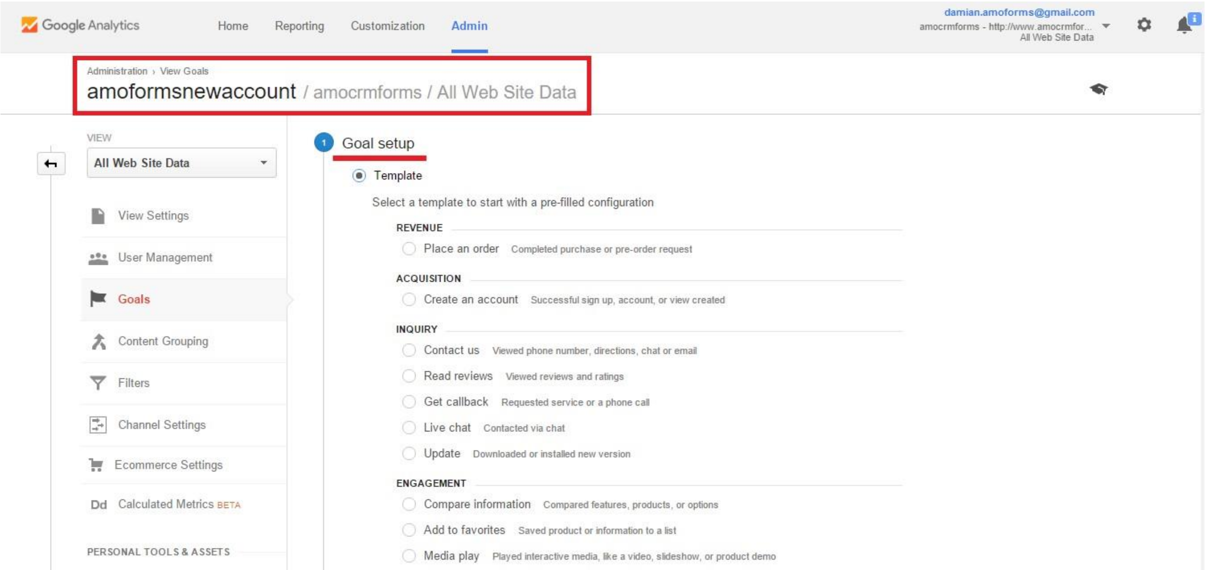


Once you press it you will be transferred to the page of Google Analytics settings. Here you will be able to see the list of created goals or edit them as required.



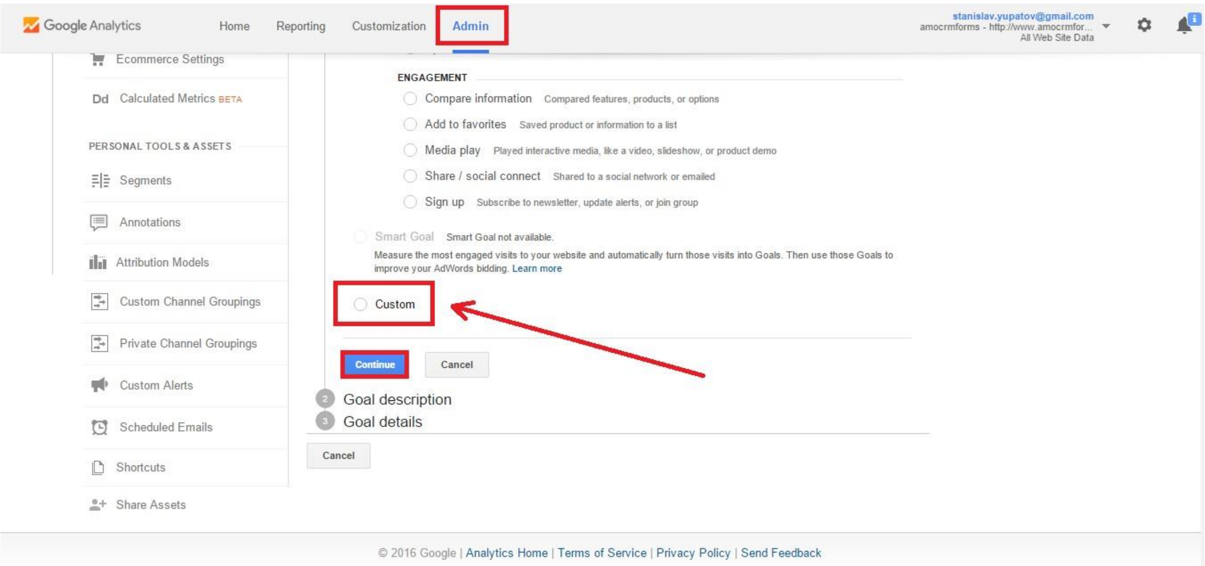
To create new goal, please press + NEW GOAL button

You will see the new goal settings page.



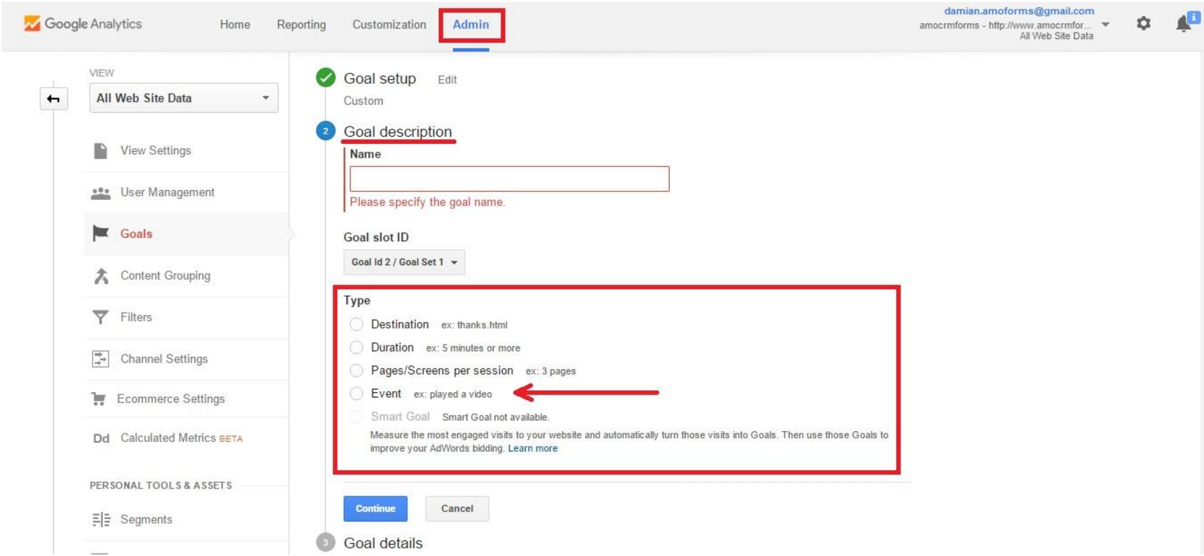
In the option Goal Setup you can select one of preloaded templates for your goal or setup your own.

In the list of available templates, please select Custom in order to create your own goal and press Continue.



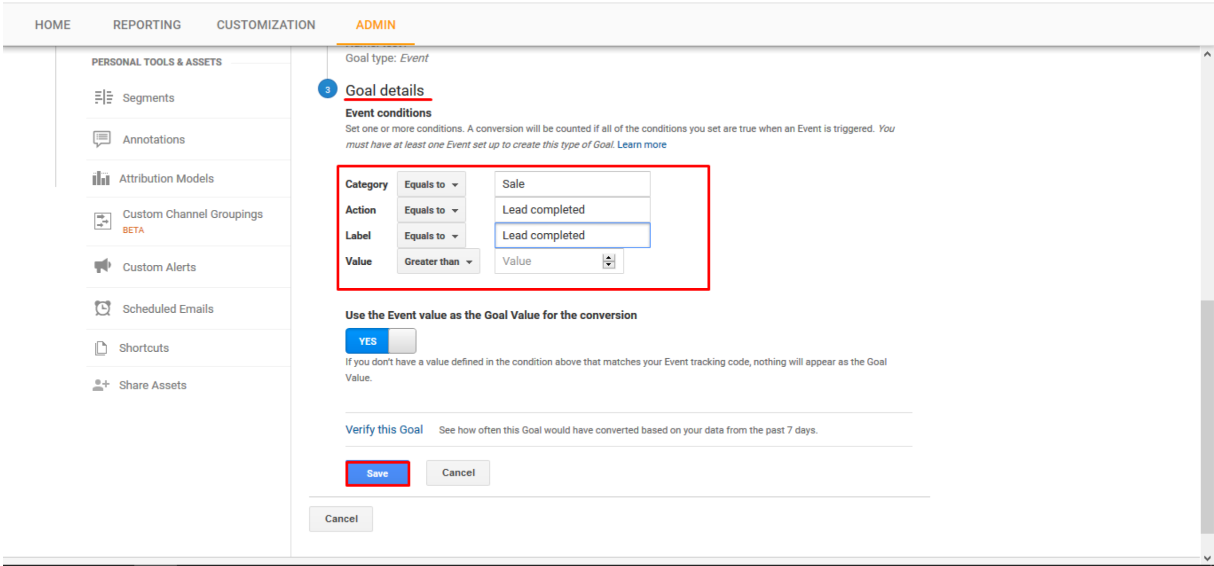
Once done, you will get to Goal description section where you can give your goal a name and select its type.

Type in your goal name into the respective field and select Event as the type of goal.



Now press Continue to adjust further settings.

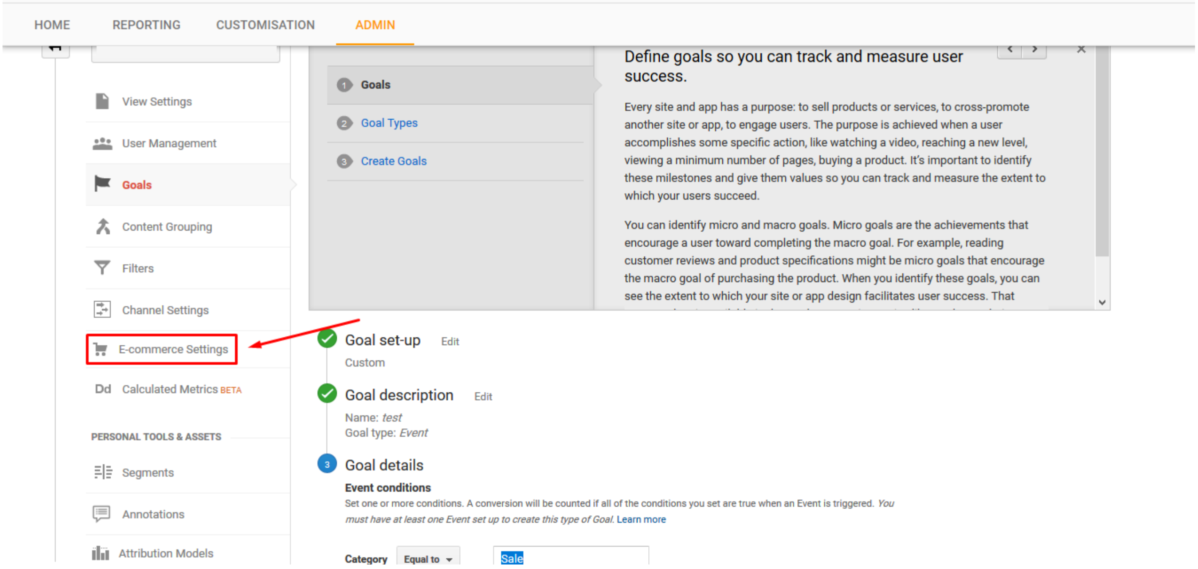
At this stage you will get to conditions of goal achievement settings. Fill in required fields according to below screenshot and press SAVE:



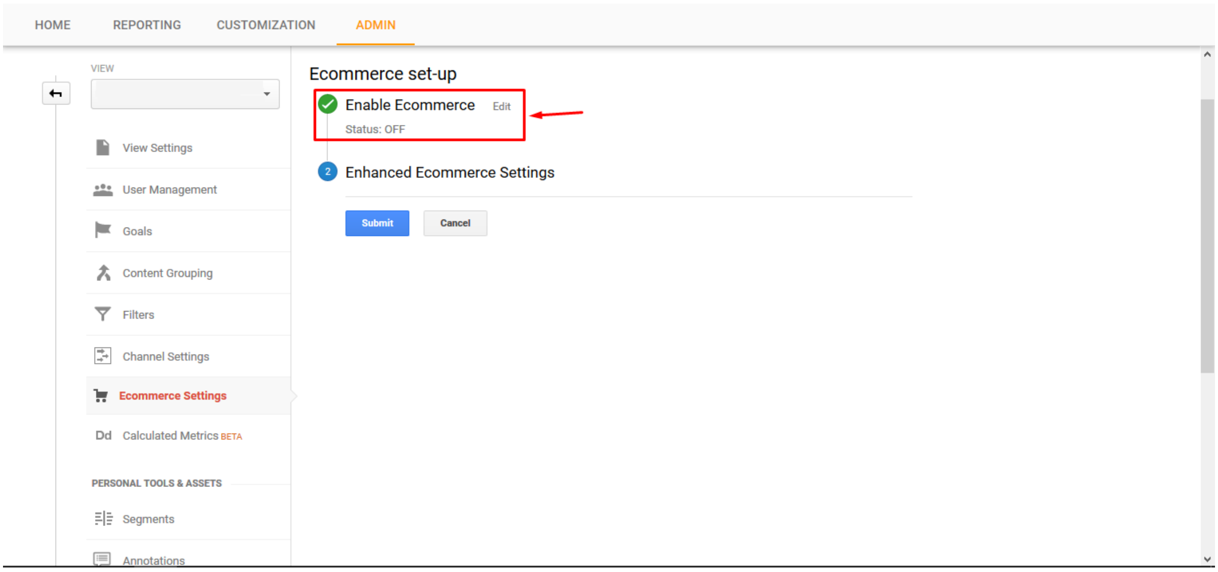
Congratulations! You have successfully set up a goal for your Google Analytics. From now on, once a lead will get in to the “Closed-won” status you will see the info on goal completion in your Google Analytics account.

In addition, you can set up E-commerce to calculate the ROI and to see revenue.

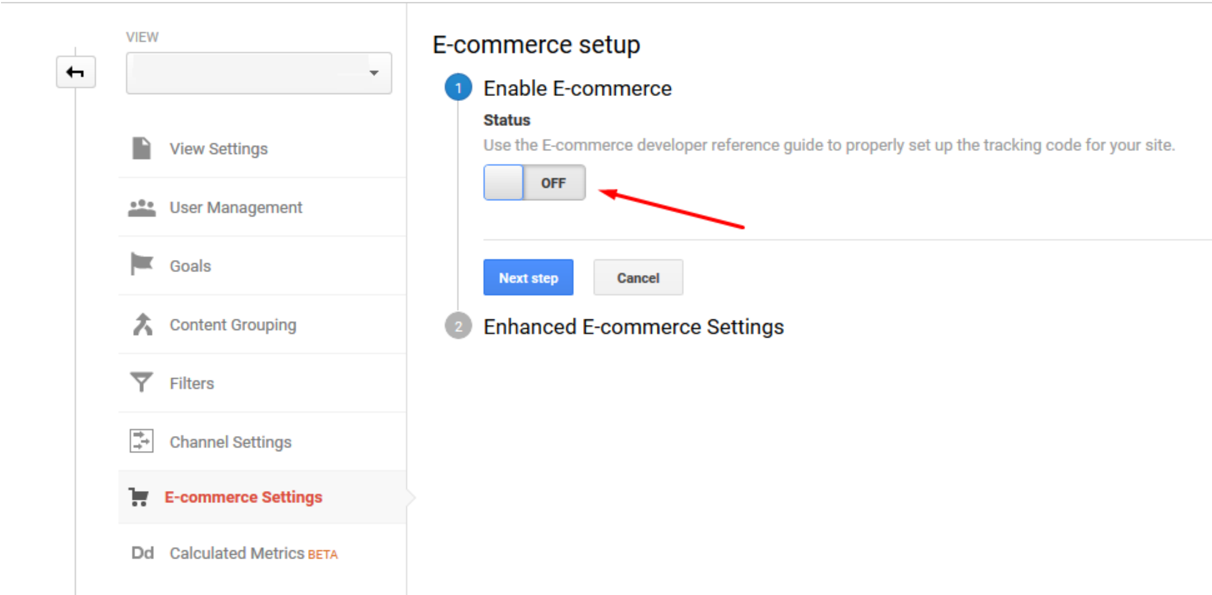
To do this you should go to E-commerce settings



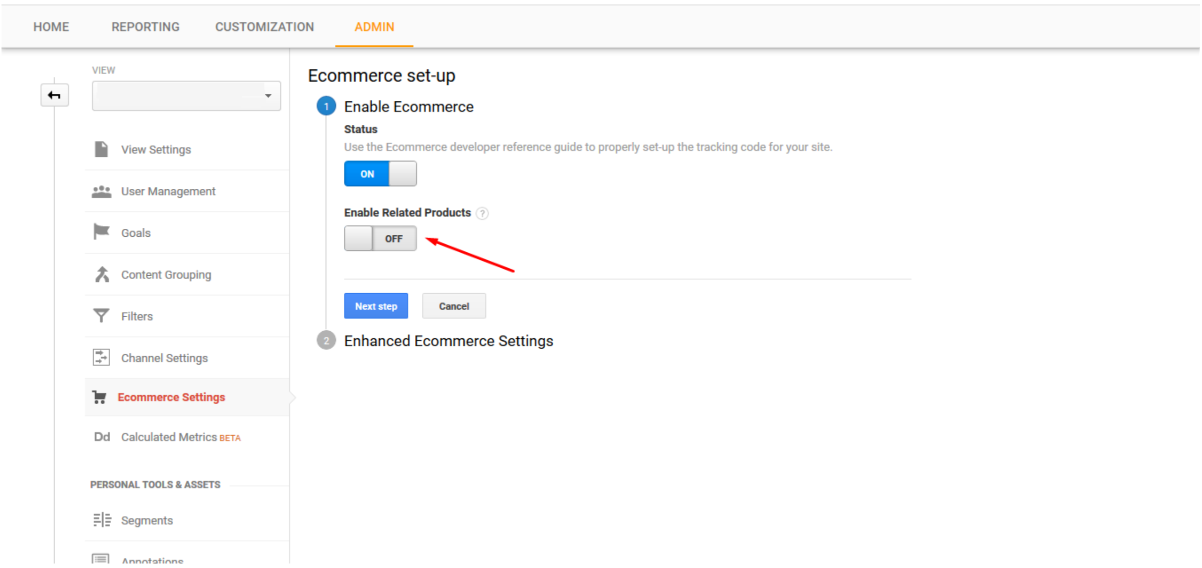
Click on this field



Then turn on E-commerce status

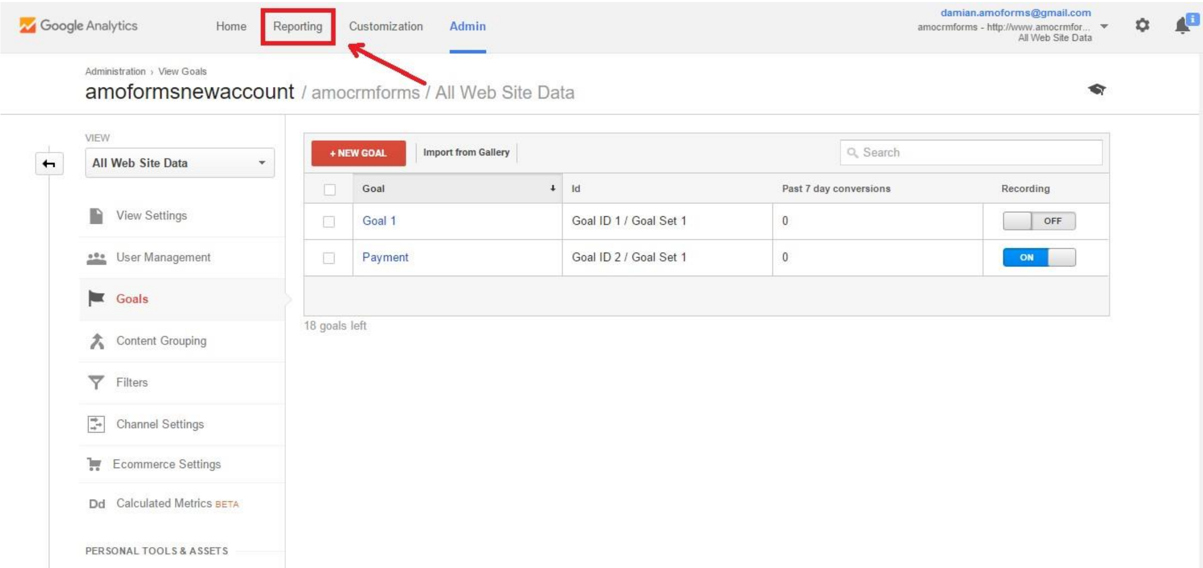


And then turn on Enable Related Products

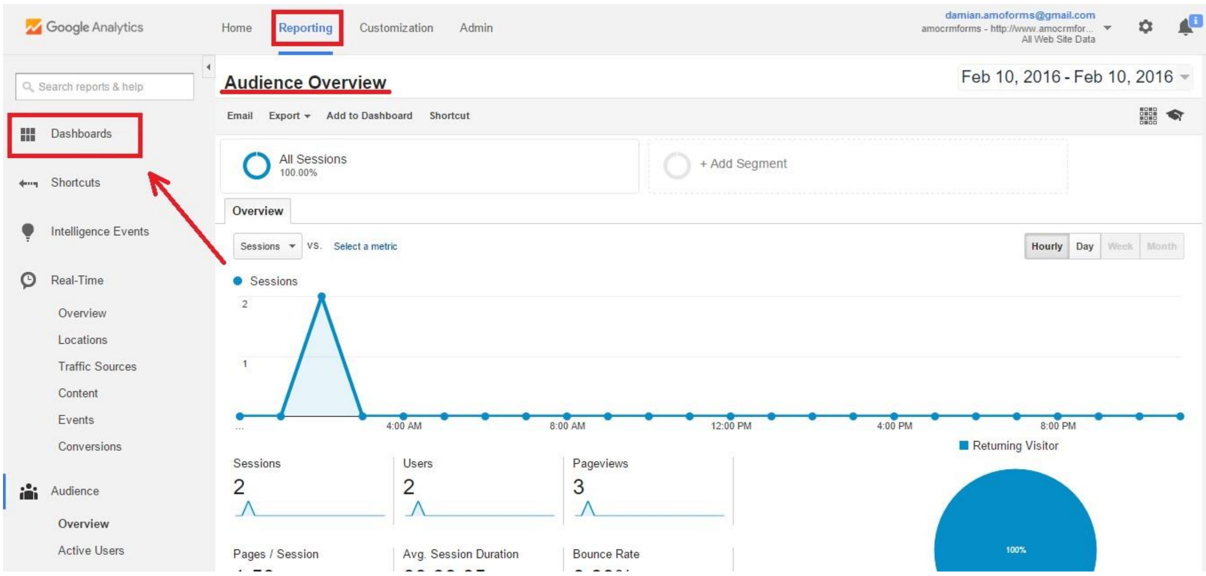


Then click Next step and it's all.

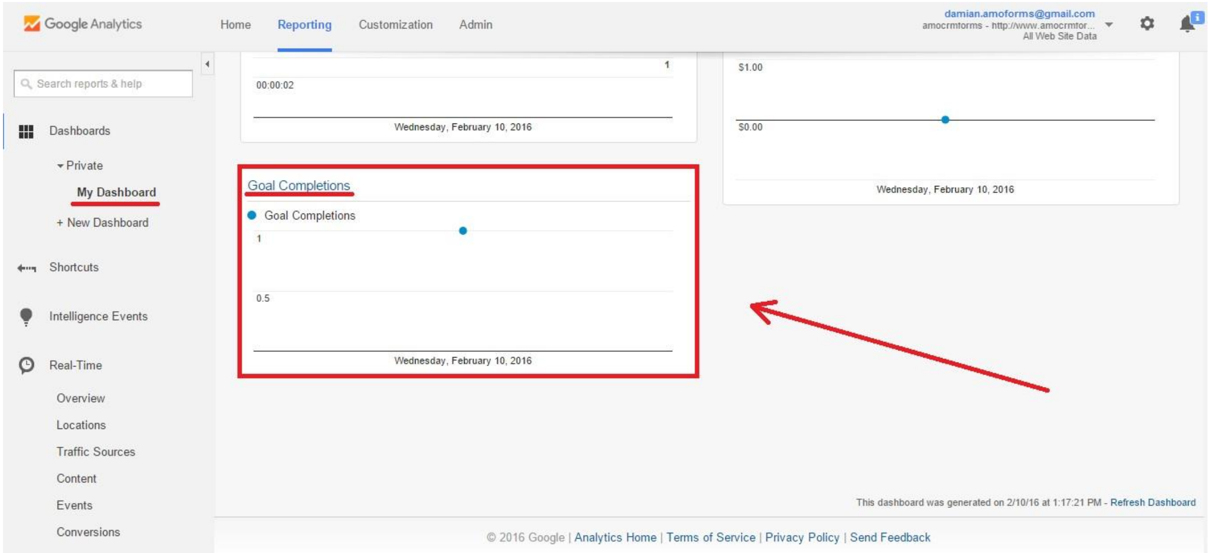
To see this info, you need to go to Reporting section:



Here you will see the Audience Overview page. To monitor goal achieving you need to go to Dashboard - My Dashboard section. Click on Dashboard on the left side:

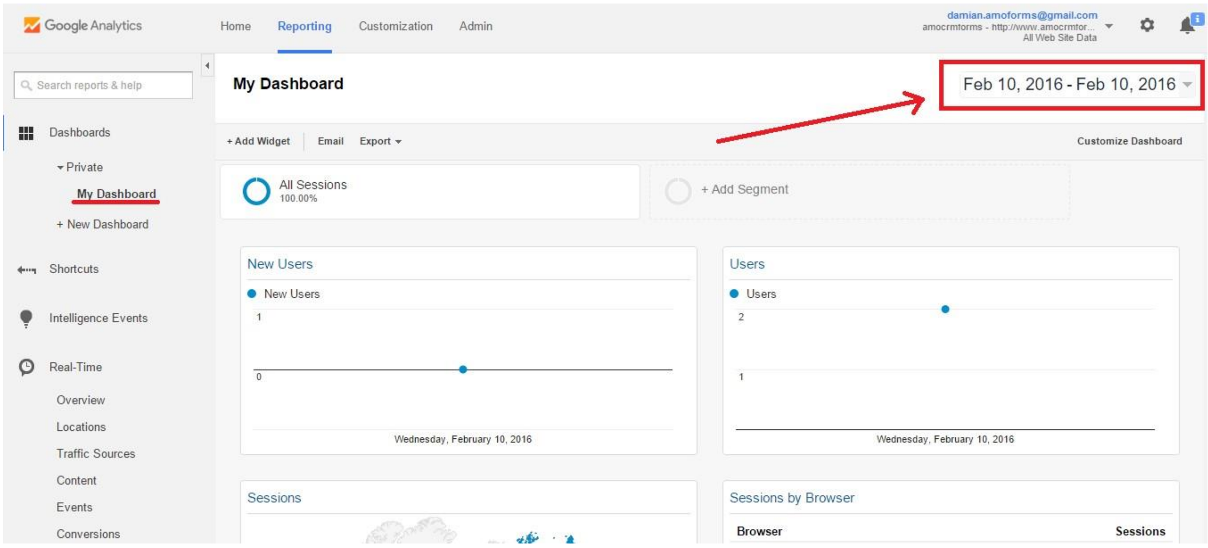


Once in My Dashboard, go down the page to find Goal Completions section:

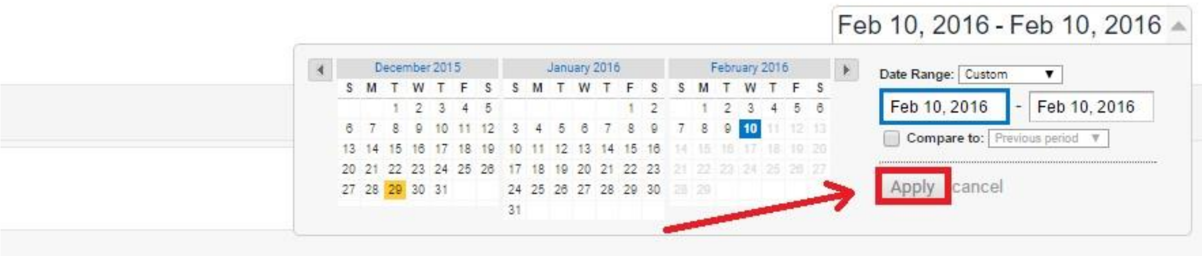


Here you will find the number of goal completions.

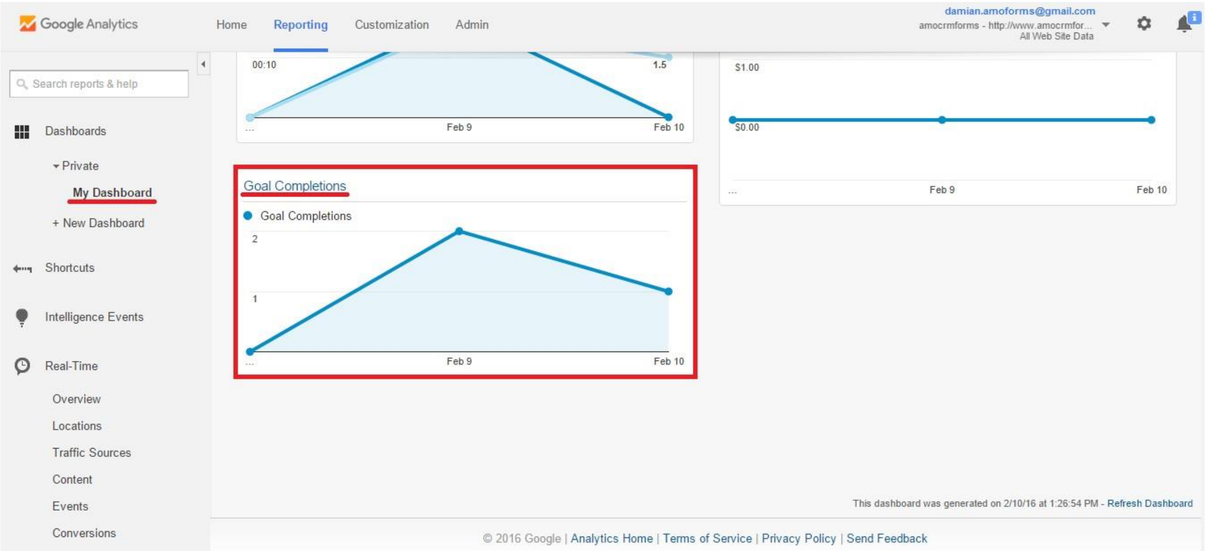
You can also change the timeframe to see the exact number of goal completions in this period. This option is located at the top of the page in the right corner:



Click on this field and choose the required date interval in the calendar. Then click Apply.



Once date interval is selected, your Goal Completions section will look like this:



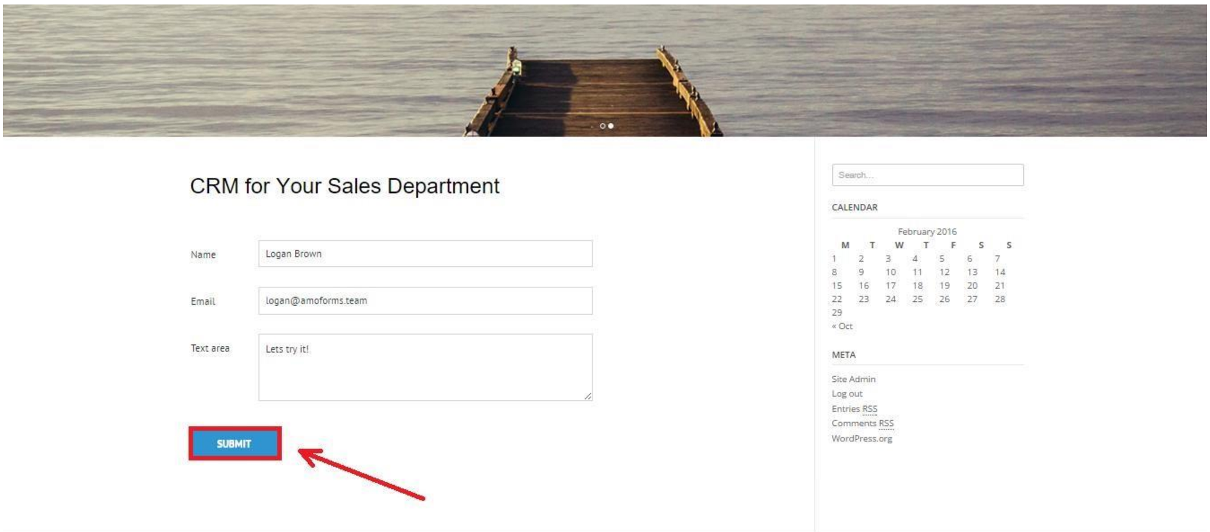
No you will see the statistics of goal completions for selected period of time.

Results

Once you've integrated Google Analytics option in your amoForms plugin, registered your Google Analytics account and setup required goal, let's see how it all works together:

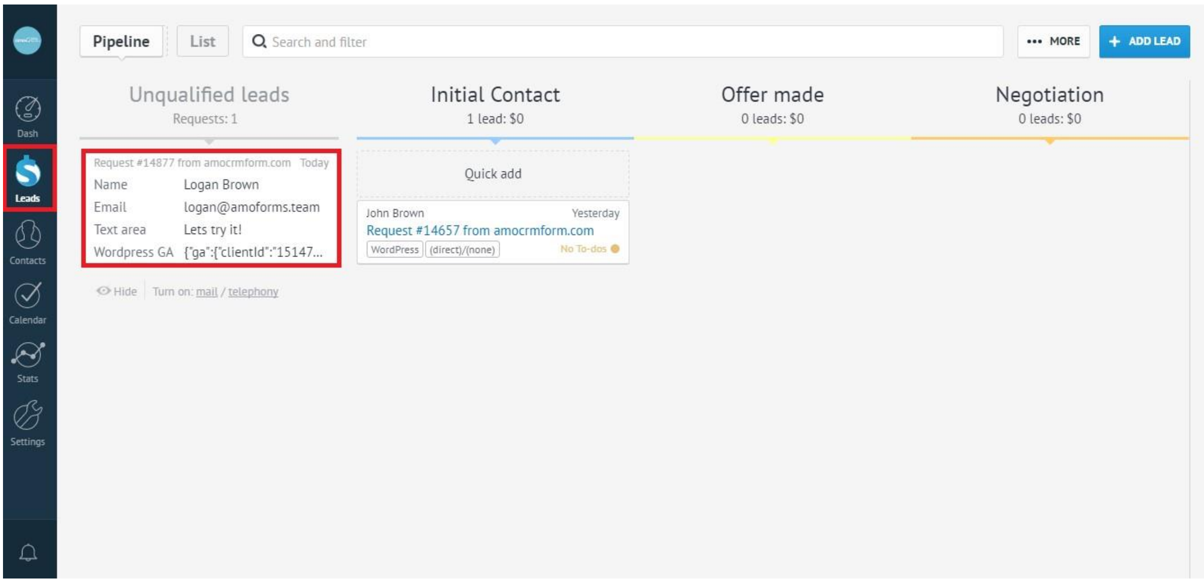
1) Fill in the webform on your site:

Type in the details in the required fields of the webform and click Submit:



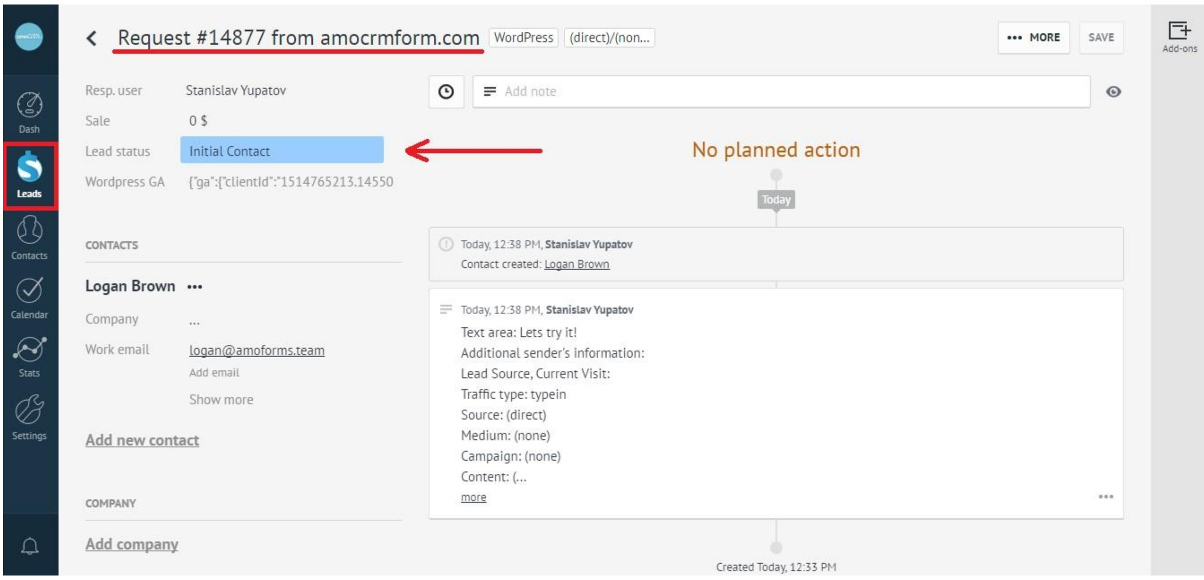
2) Details from the webform are now in amoCRM

Enter Leads section of your amoCRM account and accept the incoming request in Unqualified Leads section.



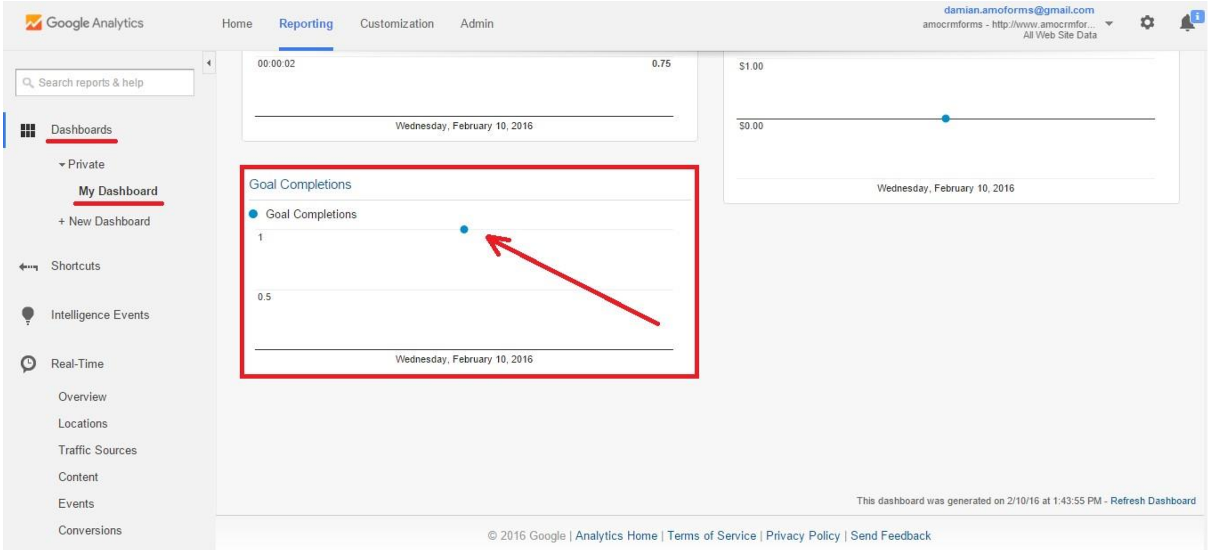
3) Change Lead Status

Go into the incoming lead card and change its status to Closed-Won:



4) Goal Completion in Google Analytics

Login to your Google Analytics account. Go to Reporting section and select My Dashboard from the menu on the left. Go to the bottom of the page and you will see that your goal has been completed successfully.



Congratulations! You have successfully integrated your webform with Google Analytics!