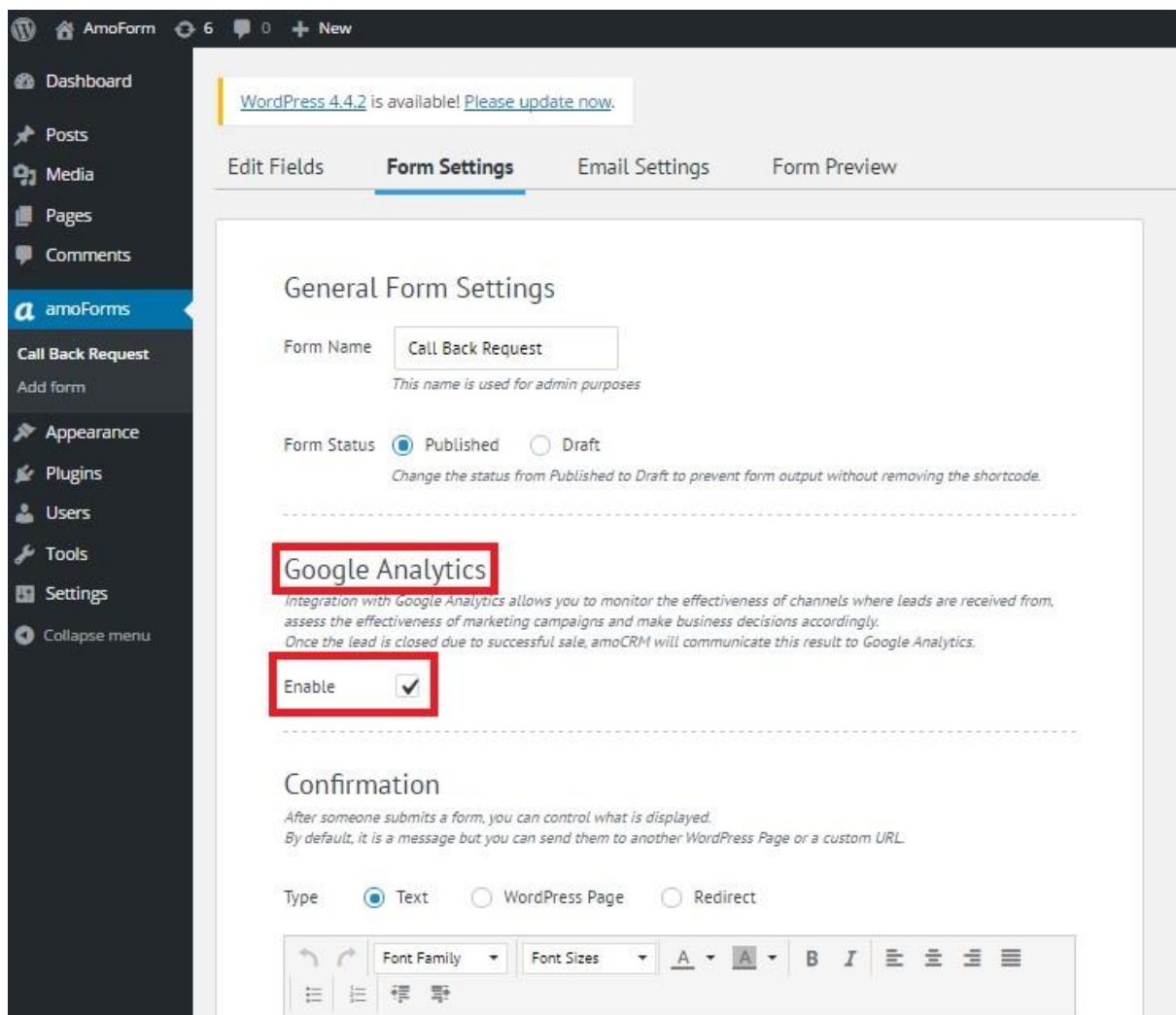


Google Analytics for amoForms

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.

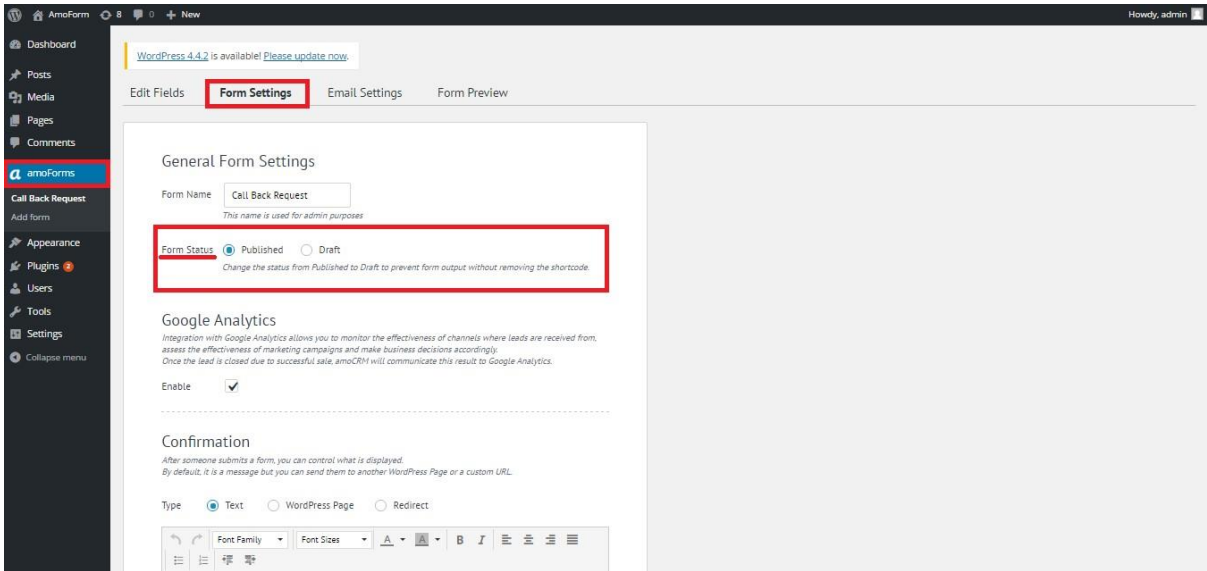
To enable Google Analytics option in your webform you need to check the “Enable” box in Google Analytics section of Form Section tab of amoForms plugin:



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.

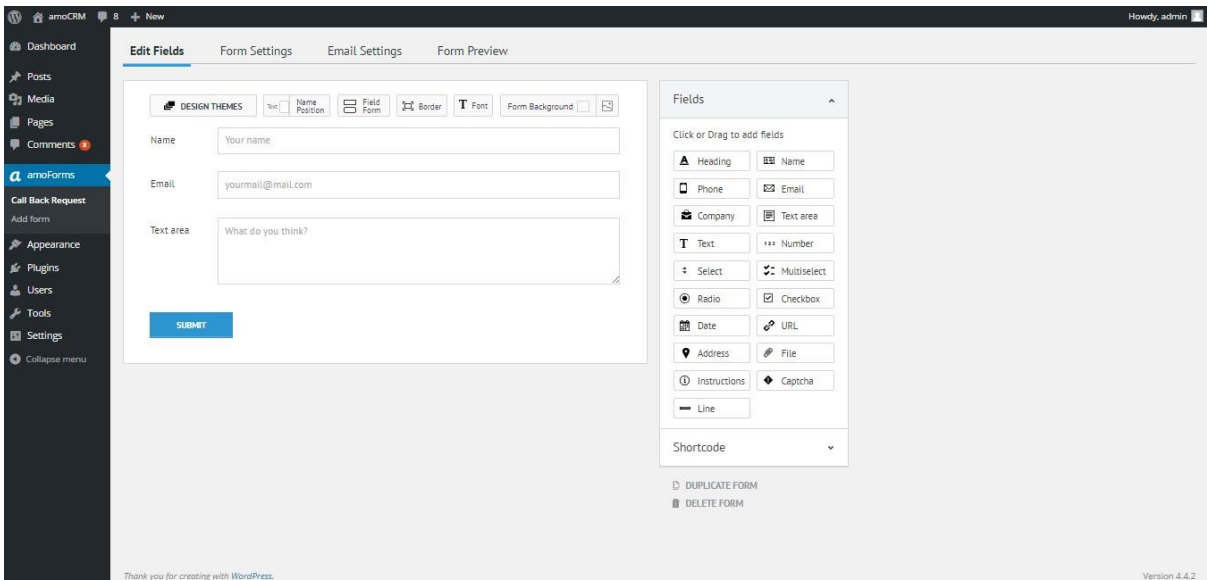
Once you've setup your webform, you can add it to your website.

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

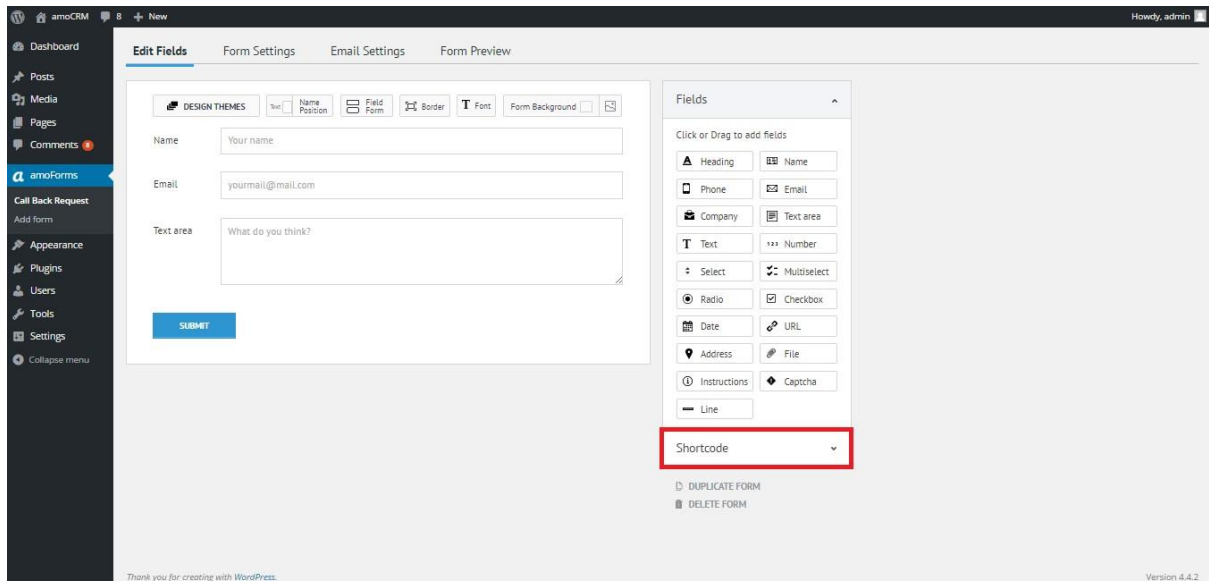


To enable the visitors of your website to view the form, please select **Published**.

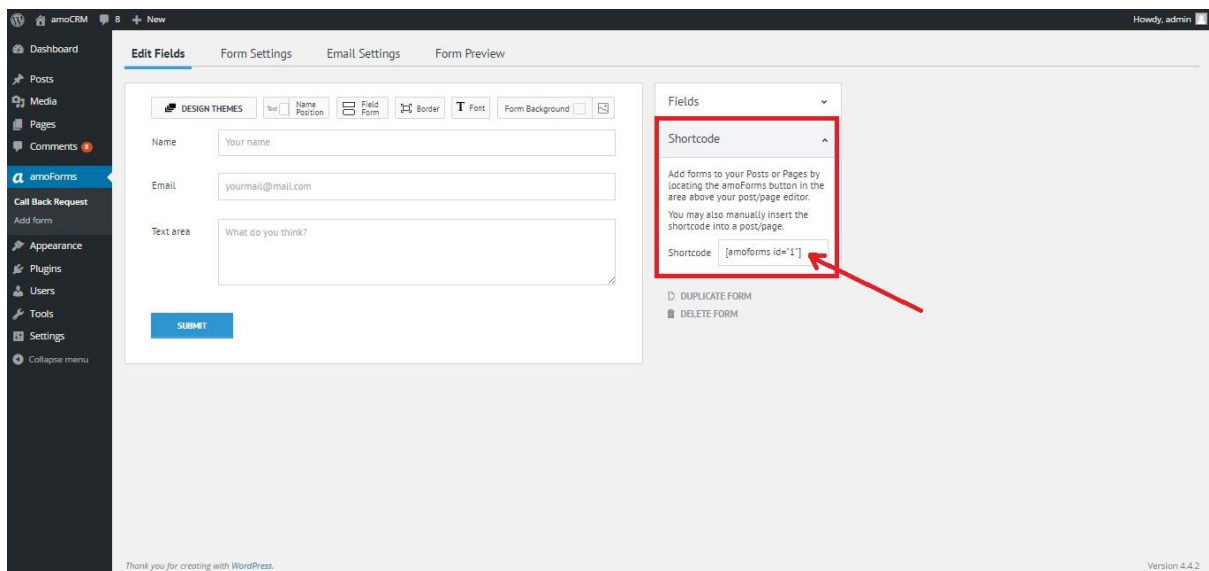
Once done, please go to Edit Fields tab of amoForms plugin:



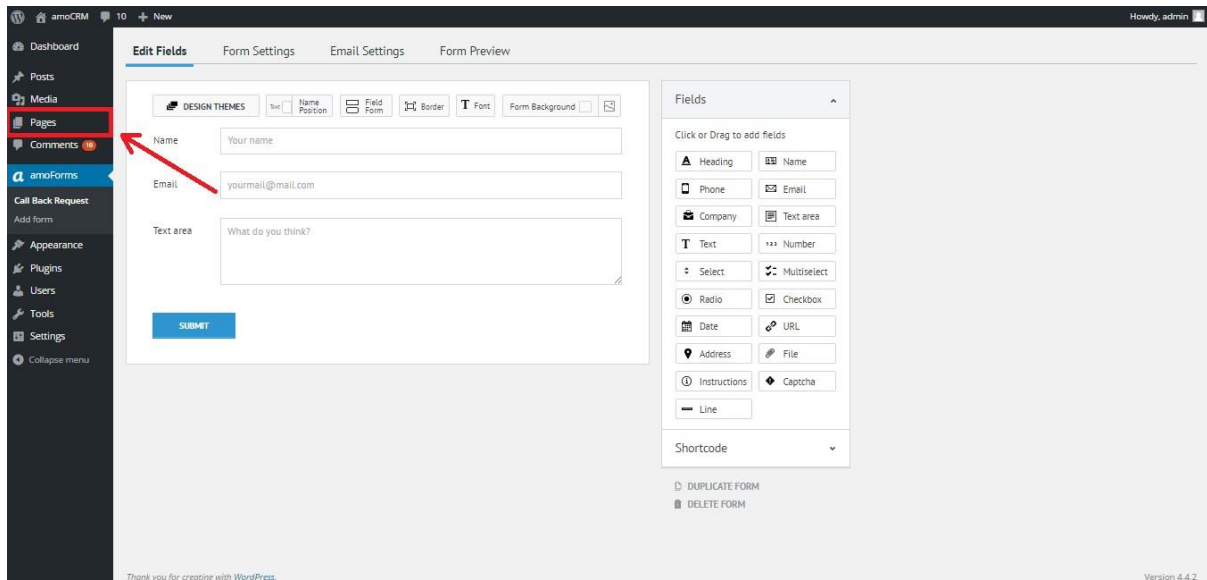
You will see word Shortcode on the right side under the Fields menu. Click it:



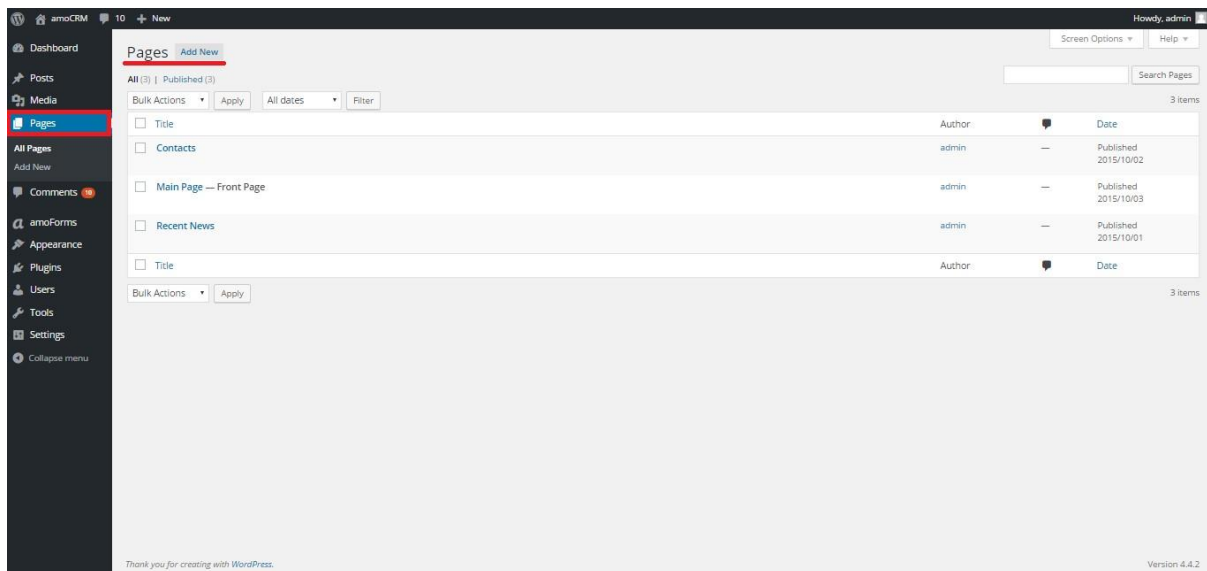
In the expanded menu you will see the Shortcode of your webform. Copy it.



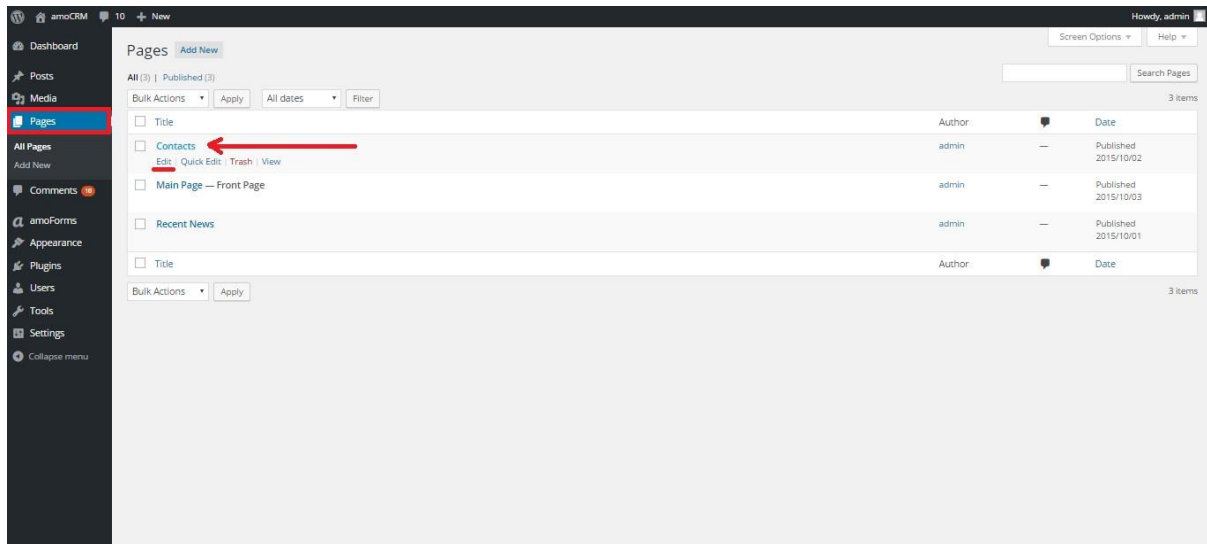
Now, to publish your webform on your website, please go to Pages tab which is located in the left menu of your Wordpress desktop.



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.

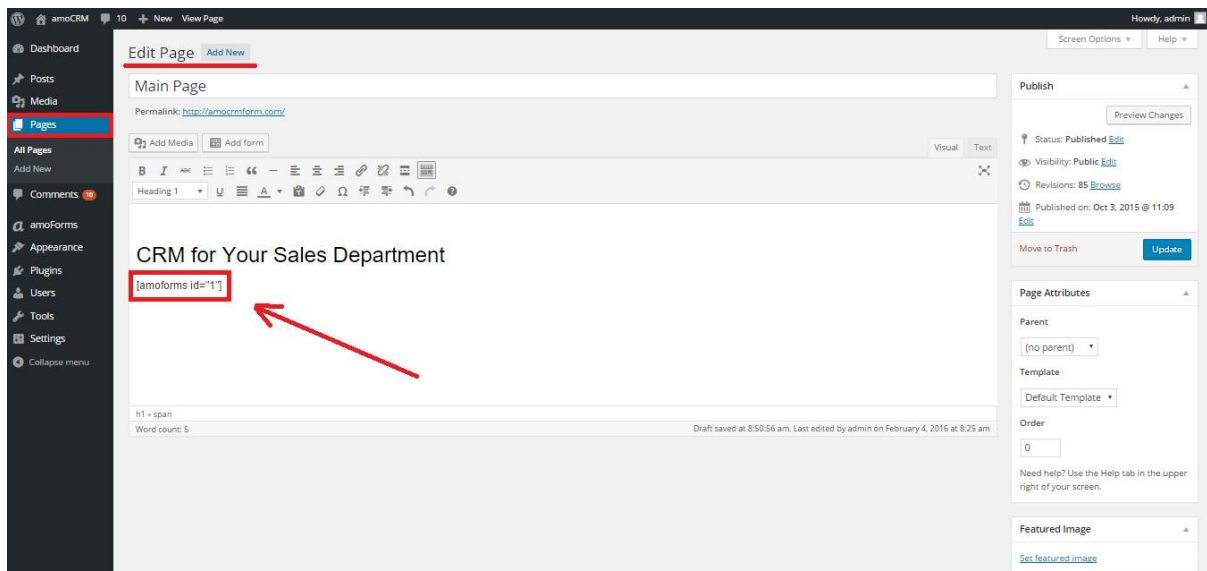


Navigate a pointer to the name of the selected page and floating menu will appear. Please select Edit option:

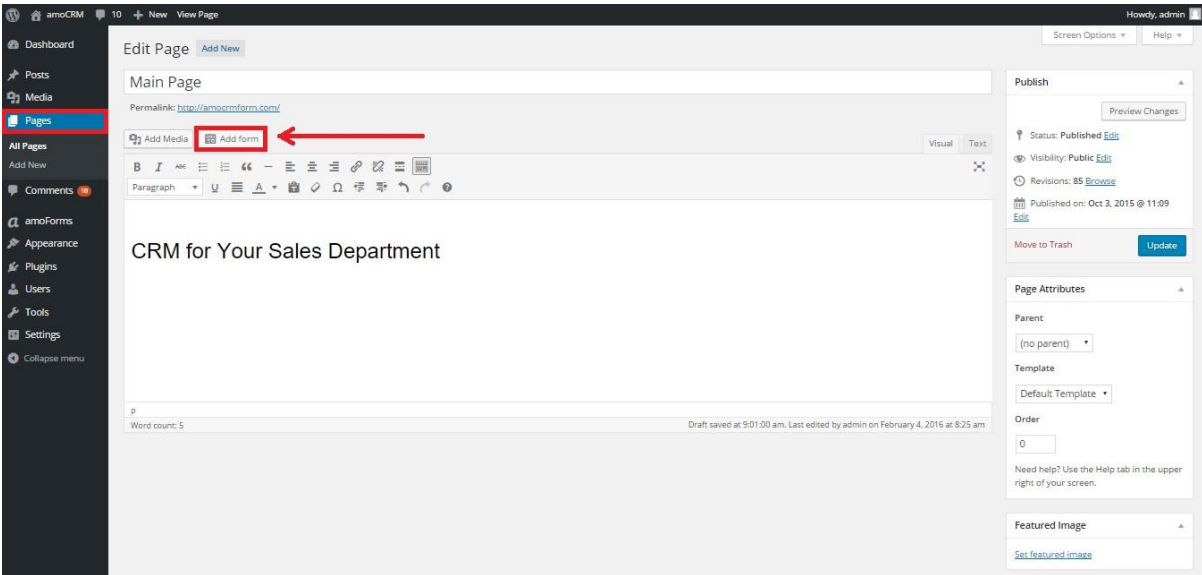


After this you will see the edit window of this page, where you can change its style, text, add pictures and multimedia files or add your webforms created in amoForms plugin.

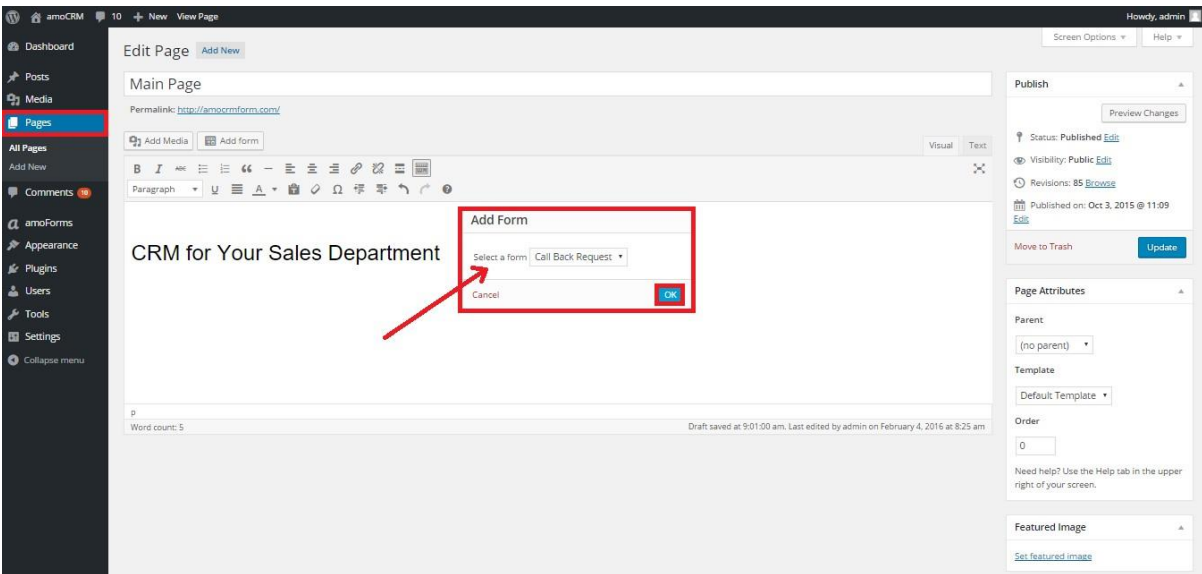
Now, please select the position of your form on the page and paste the Shortcode:

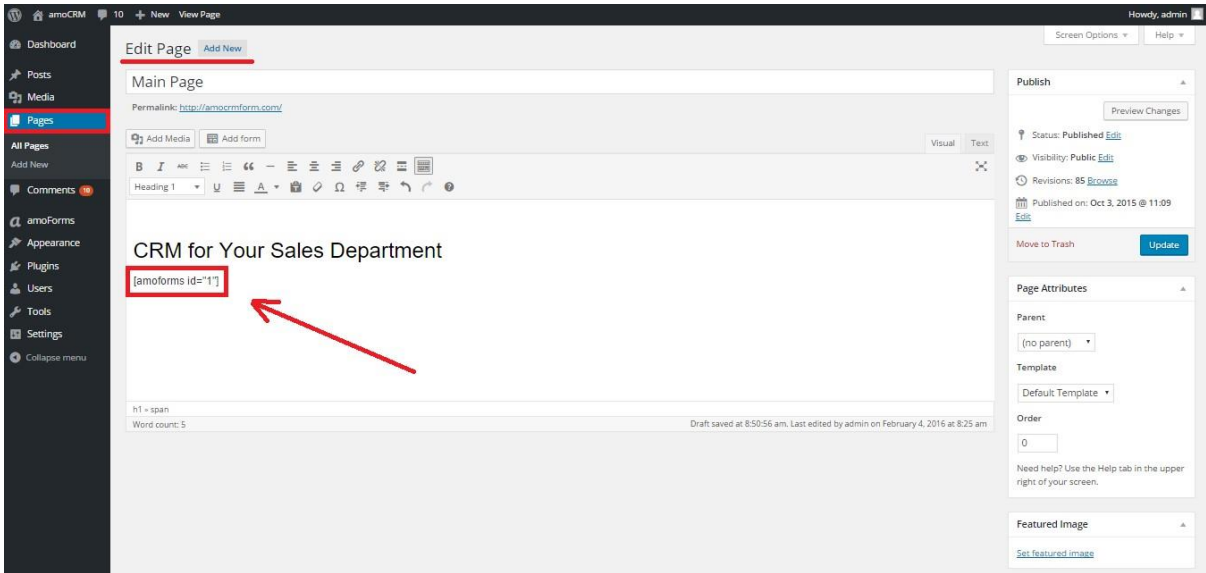


Also, you can add the webform to a page by pressing Add Form. Select the spot on the page where you wish to insert your webform, then press Add Form and select the required form from the list. Once done, press Ok.



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

amoCRM. Product Pricing Contacts Testimonials **LOG IN** TRY IT FOR FREE

EASY & SMART SALES AUTOMATION

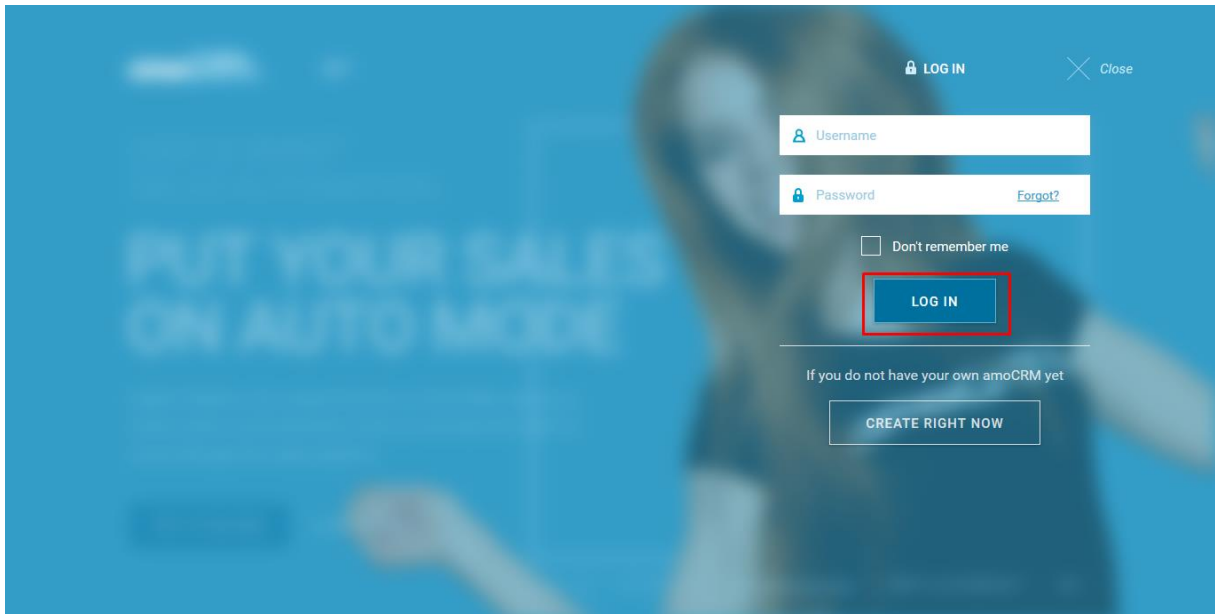
PUT YOUR SALES ON AUTO MODE

Digital Pipeline, the unique function of amoCRM, gives you many online communication tools to motivate the client to move through the sales pipeline.

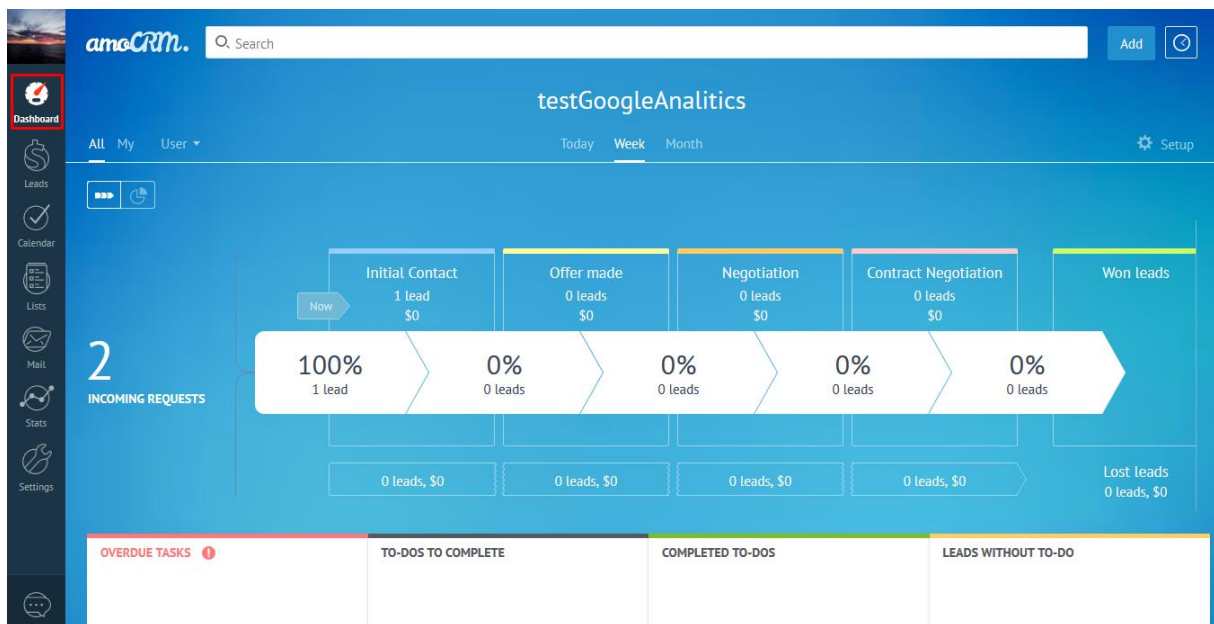
TRY IT FOR FREE **LEARN MORE**

Need any help? +1 (415) 523-7743 support@amocrm.com QSOFT LLC © 2009-2017 EN

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



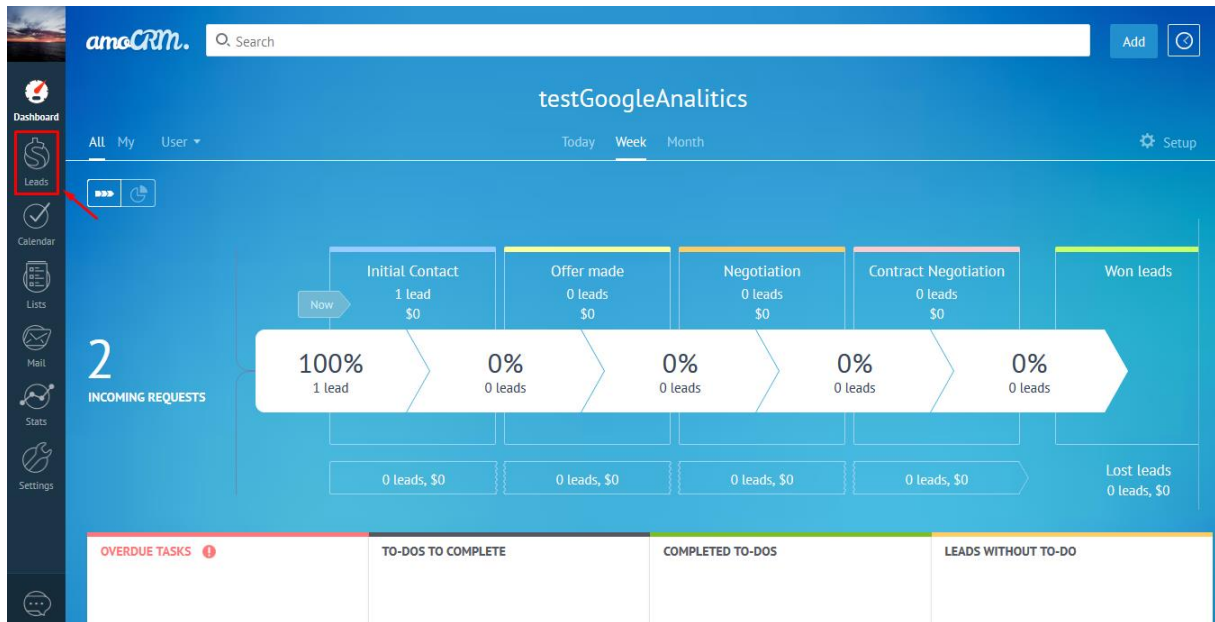
If you have entered all your details correctly, you will now enter amoCRM and will be able to see the desktop of your amoCRM account.



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

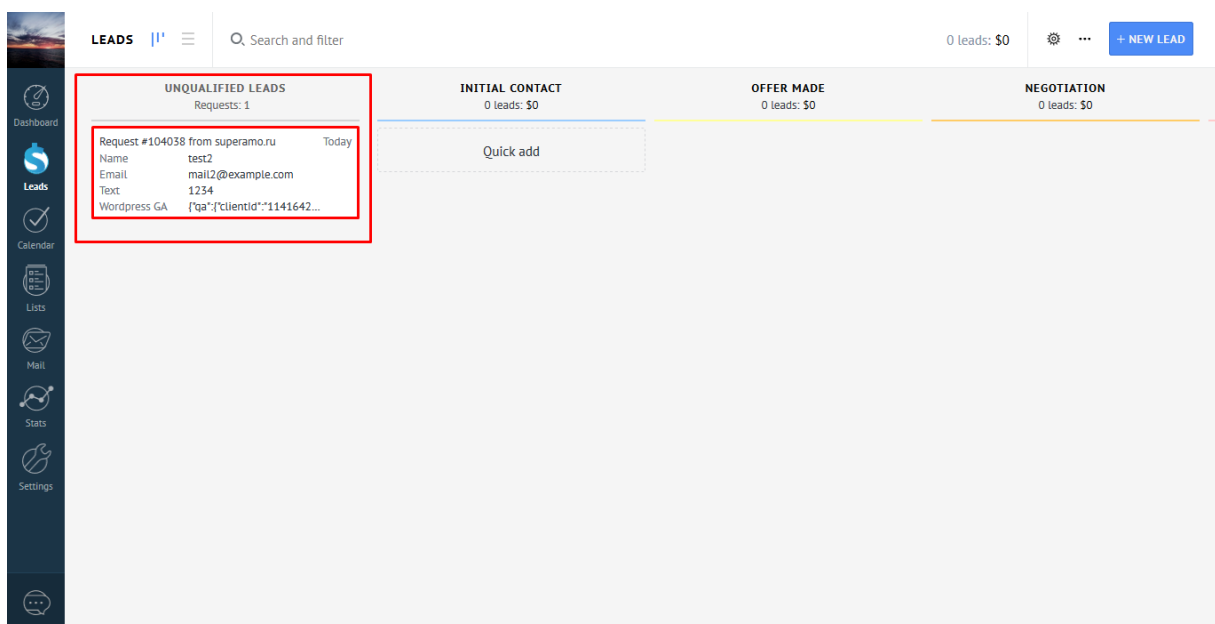
All newly added forms are first going into Unqualified Leads section.

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

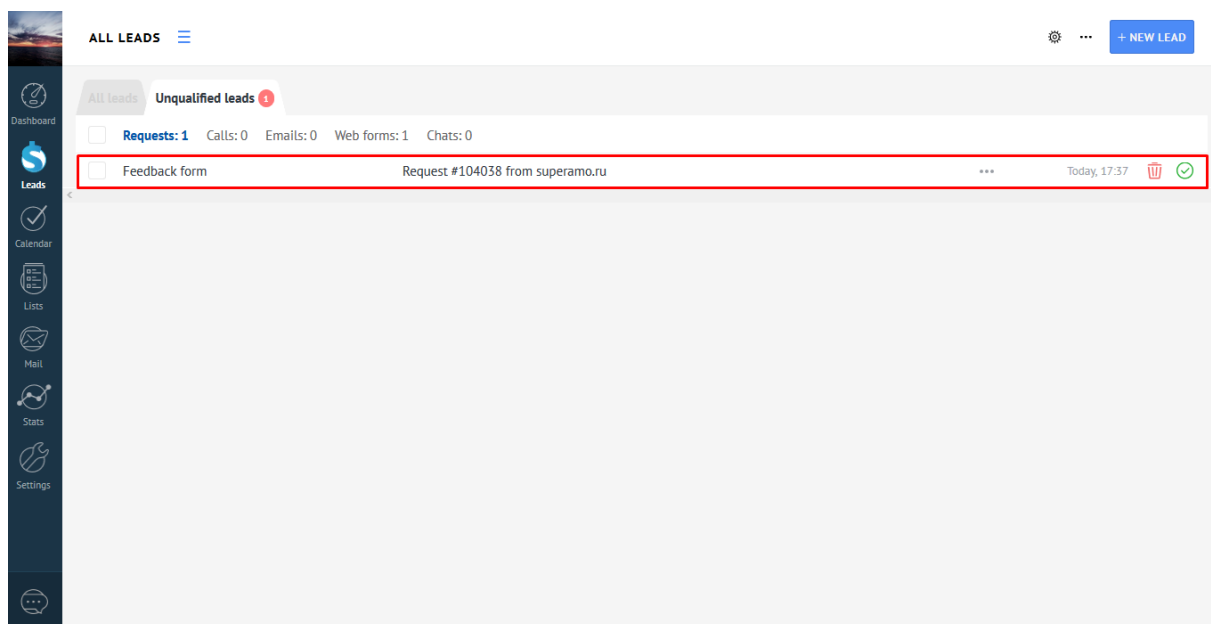


Here you will find all your existing leads.

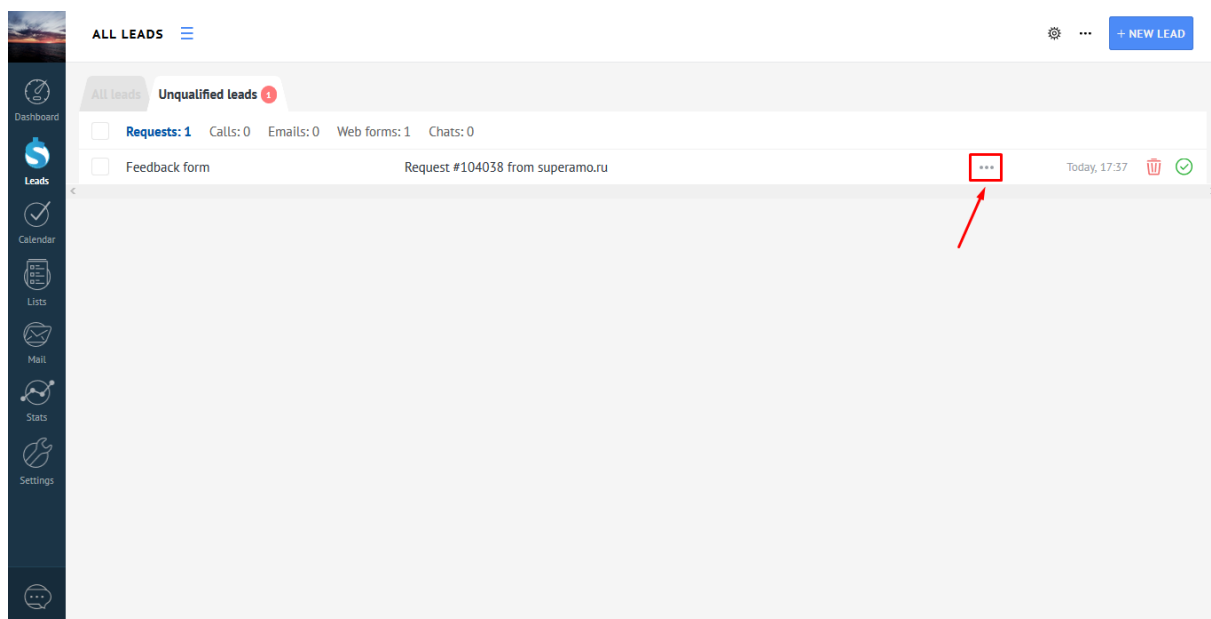
Now, all webforms filled in on your website by its visitors will be coming straight here.



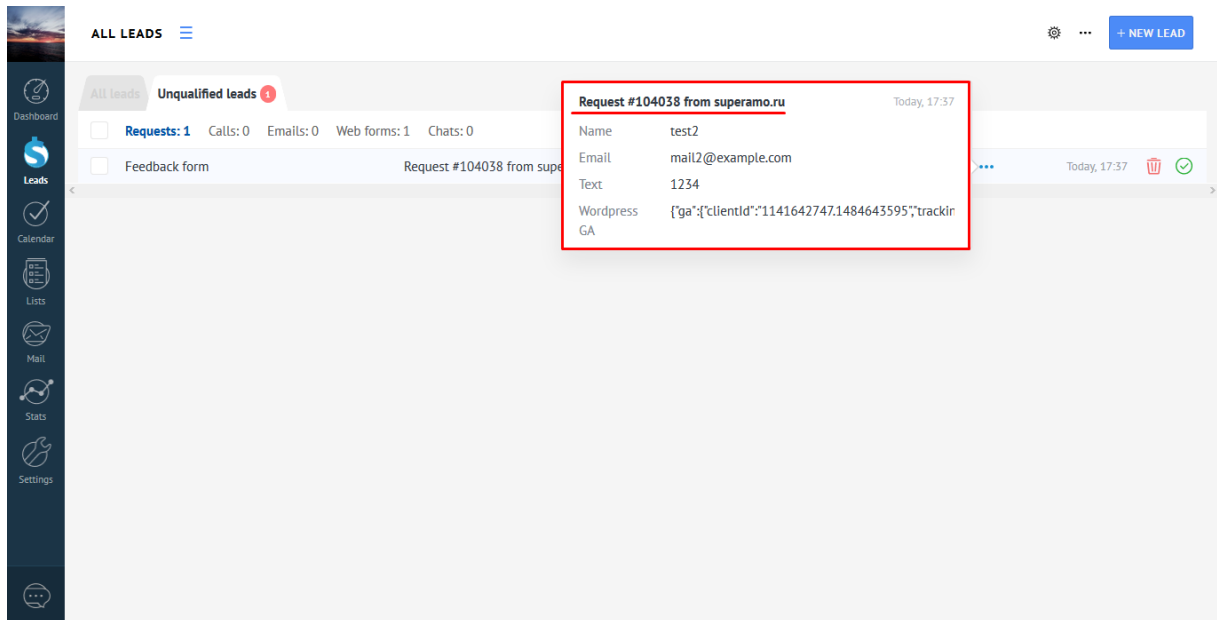
If you choose List view for your leads, the incoming requests will look like this:



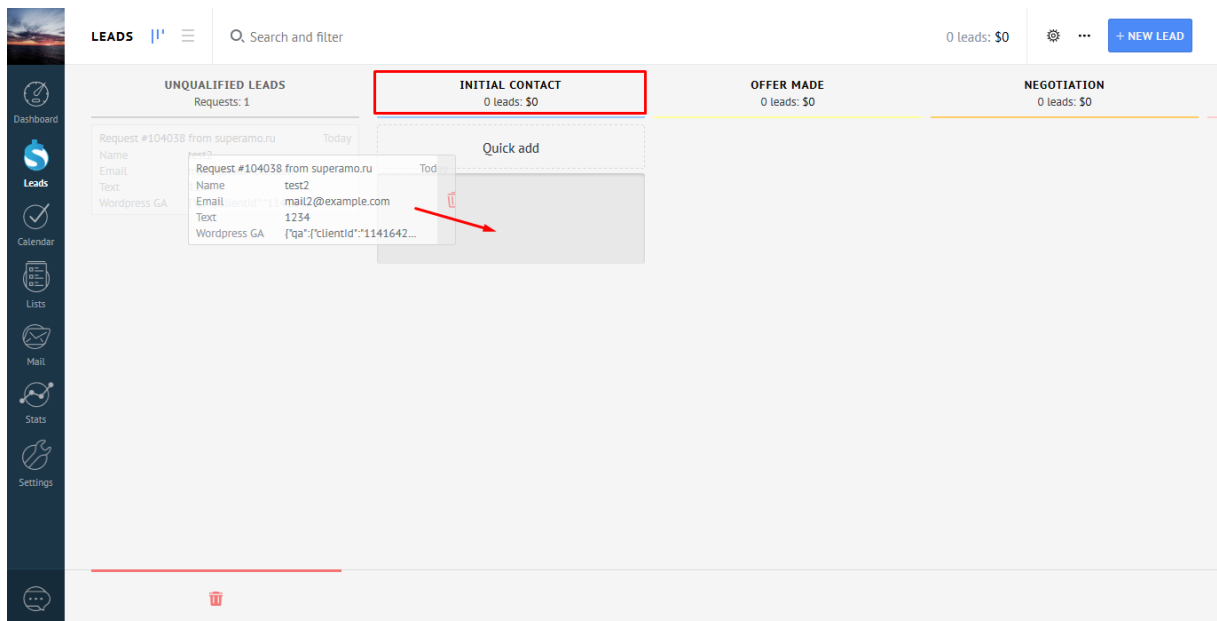
To view the info of the new request, please press the three dots button.



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

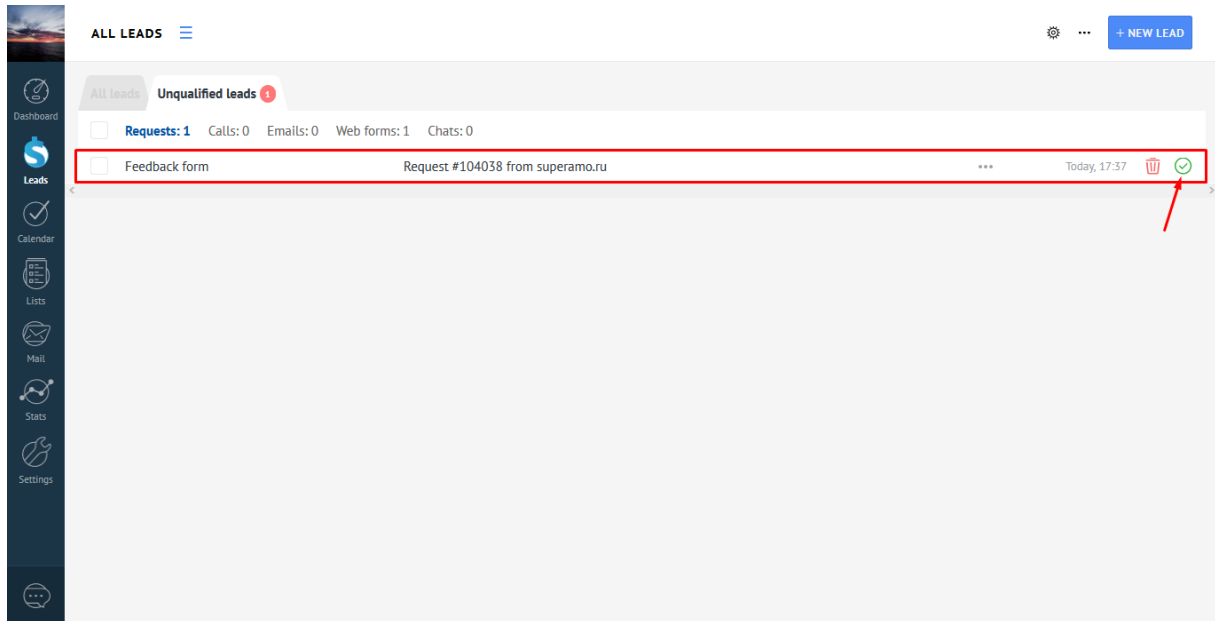


To move the incoming request from Unqualified Leads section to your Leads, navigate a pointer and press the green arrow:

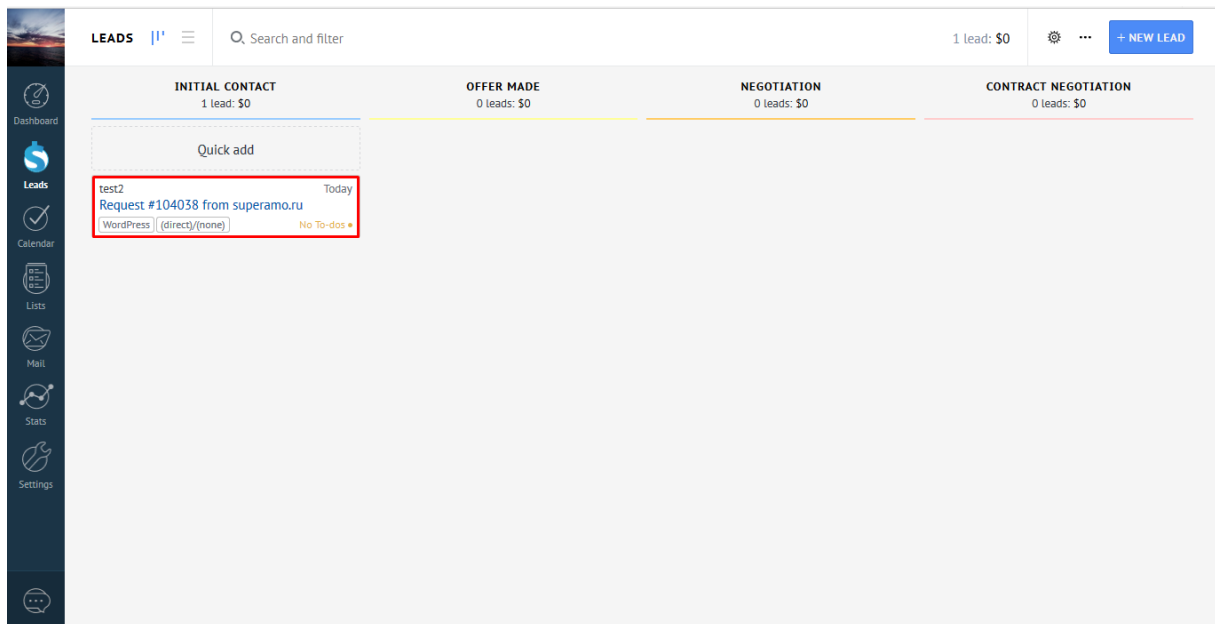


Also, you can drag-n-drop the request from Unqualified leads section into your Leads.

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 screenshot shows a CRM interface with a sidebar on the left and a main content area on the right. The sidebar contains navigation icons for Dashboard, Leads, Calendar, Lists, Mail, Stats, and Settings. The main content area is titled "Request #104038 from superamo.ru" and includes the following information:

- Source: (direct)(none) | WordPress
- Initial Contact from Today
- Resp. user: Bob Jonson
- Sale: 0 \$
- Wordpress GA: {"ga":{"clientId":"1141642747. ...}}
- Contacts: test2
- Company: ...
- Work email: mail2@example.com
- Buttons: Add new contact, Add company, Save, Cancel

The right-hand pane shows a log of events:

- Today 17:37 Bob Jonson Lead created: Request #104038 from superamo.ru
- Today 17:37 Bob Jonson Contact created: test2
- Today 17:45 Bob Jonson Text: 1234
- Additional sender's information: Lead Source, Current Visit: Traffic type: typein Source: (direct) Medium: (none) Campaign: (none) Content: (none) Term: (none) First Page: http://superamo.ru/ Referer: http://superamo.ru/wp-admin/upgrade.php?_wp_http_referer=/wordpress/wp-admin/plugins.... more

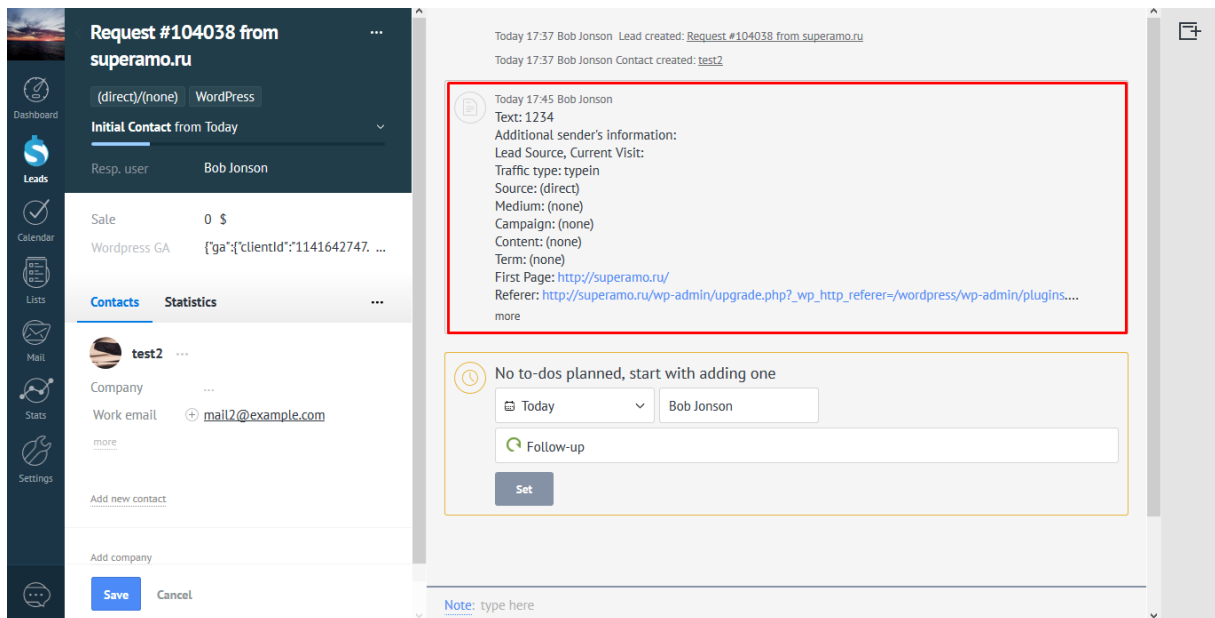
Below the log is a "No to-dos planned, start with adding one" section with a dropdown menu set to "Today" and "Bob Jonson", a "Follow-up" input field, and a "Set" button. A "Note: type here" field is at the bottom.

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).

This screenshot is identical to the one above, but with a red rectangular box highlighting the "Wordpress GA" field in the lead card. The field contains the JSON string: {"ga":{"clientId":"1141642747. ...}}

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.

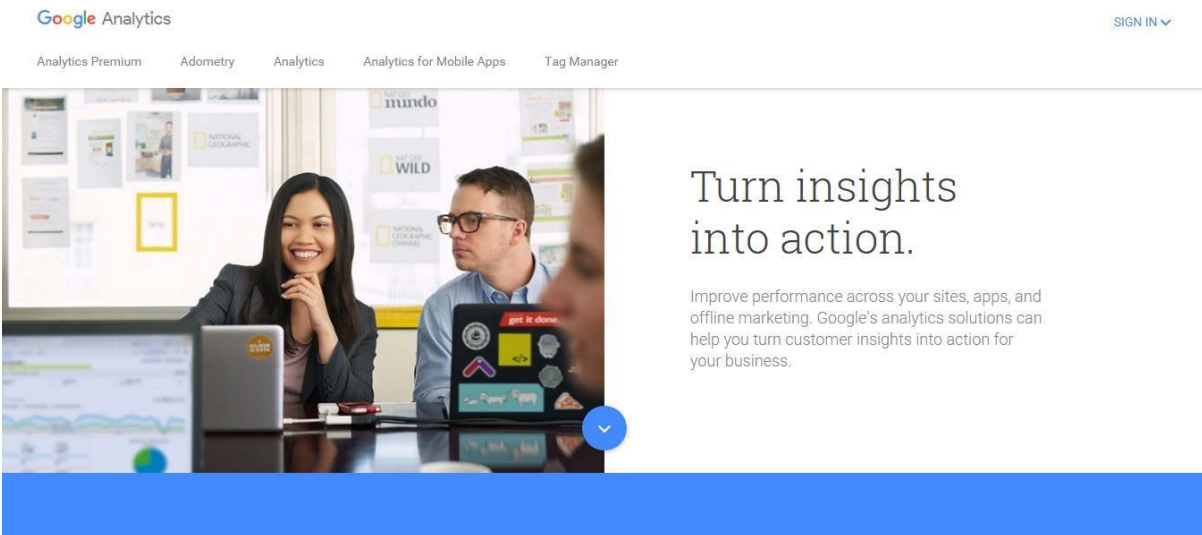
While the webform is being submitted, it will contain notes about the source of the transfer, advertising campaign, traffic type and part of information entered by your website visitor.



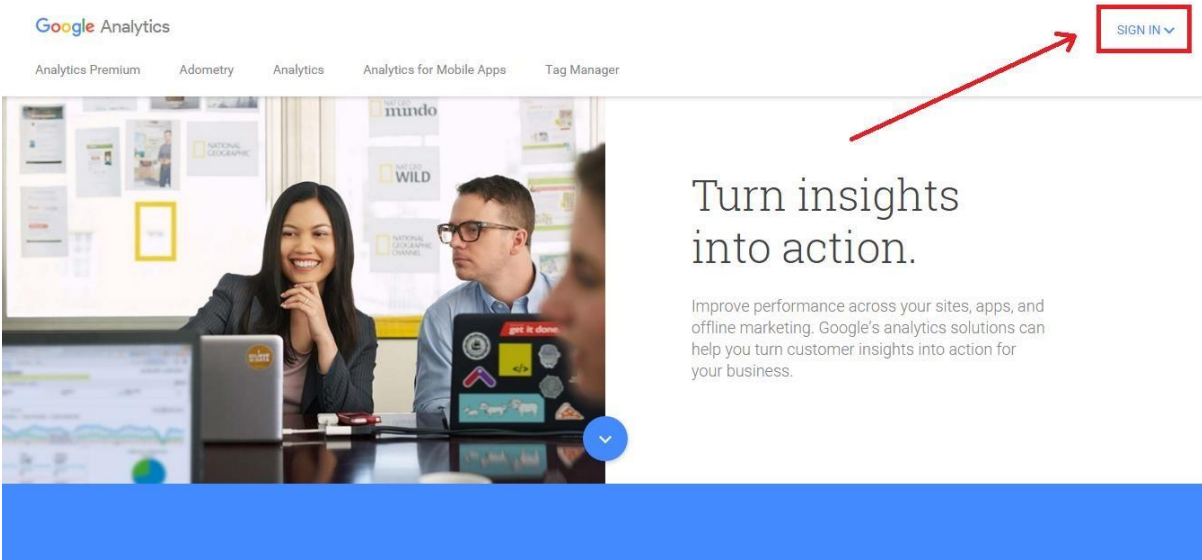
How to integrate my Google Analytics account?

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.

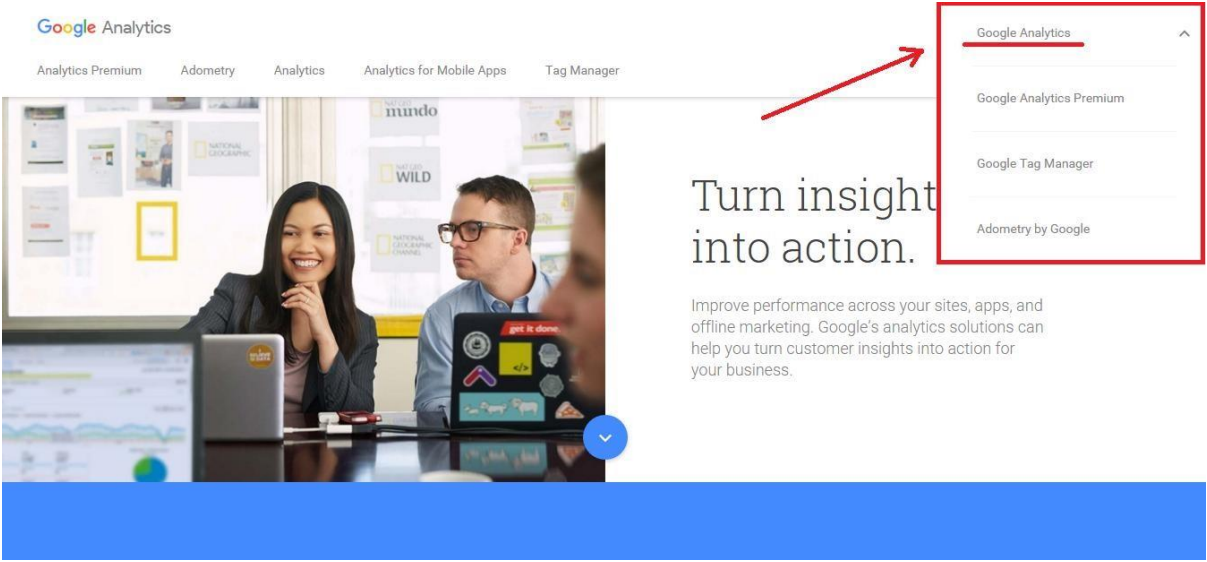
First, you need to register an account in Google. Once done, please go to <https://www.google.com/analytics/>



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.



Choose an account



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

The screenshot shows the Google Analytics setup interface. At the top, it says "Google Analytics" and "damian.amoforms@gmail.com". Below this is a section titled "Start analyzing your site's traffic in 3 steps". The steps are: 1. Sign up for Google Analytics (with an icon of a pencil writing on a notepad), 2. Add tracking code (with an icon of a wrench and screwdriver on a laptop), and 3. Learn about your audience (with an icon of a laptop showing a bar chart). To the right of these steps is a box titled "Start using Google Analytics" containing a "Sign up" button and the text "Sign up now. It's easy and free! Still have questions? [Help Center](#)". At the bottom of the page, there is a footer with the text "© 2016 Google | Analytics Home | Terms of Service | Privacy Policy | Send Feedback".

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 website.

Google Analytics damian.amoforms@gmail.com

New Account

What would you like to track?

Website Mobile app

Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.

Setting up your account

Account Name required
Accounts are the top-most level of organization and contain one or more tracking IDs.

Setting up your property

Website Name required

Website URL required

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

Google Analytics stanislav.yupatov@gmail.com

Google products & services RECOMMENDED
Share Google Analytics data with Google to help improve Google's products and services. *If you disable this option, data can still flow to other Google products explicitly linked to Analytics. Visit the [product linking](#) section in each property to view or change your settings.*

Benchmarking RECOMMENDED
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publication that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others.

Technical support RECOMMENDED
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

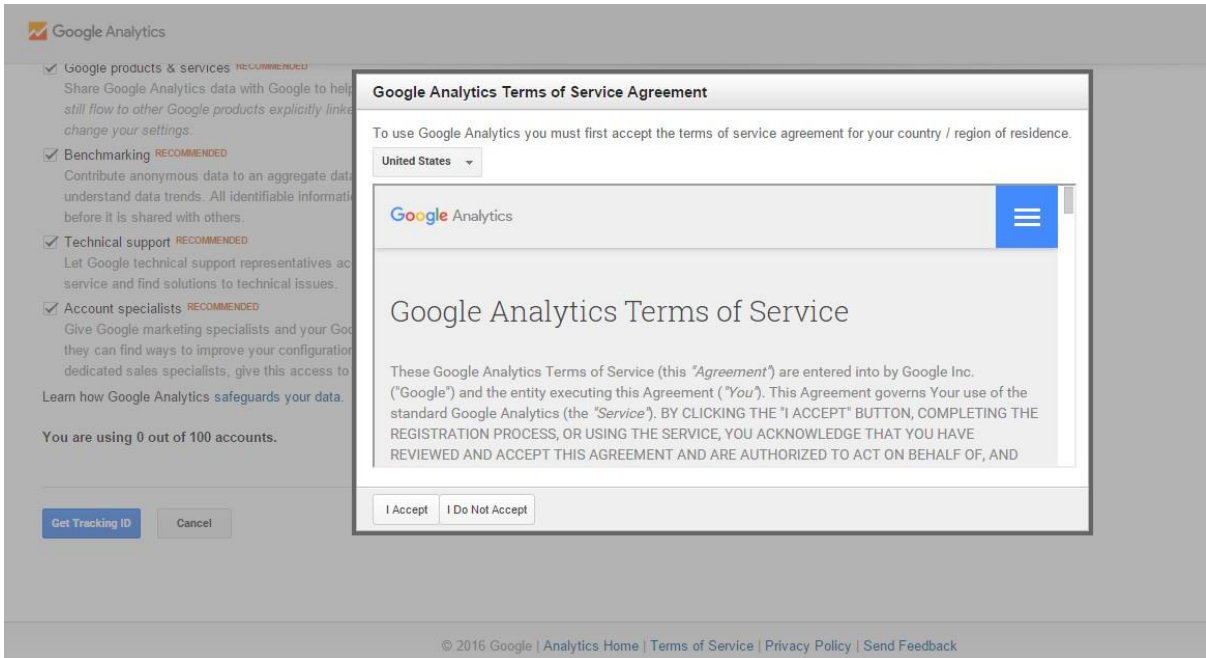
Account specialists RECOMMENDED
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

[Learn how Google Analytics safeguards your data.](#)

You are using 0 out of 100 accounts.

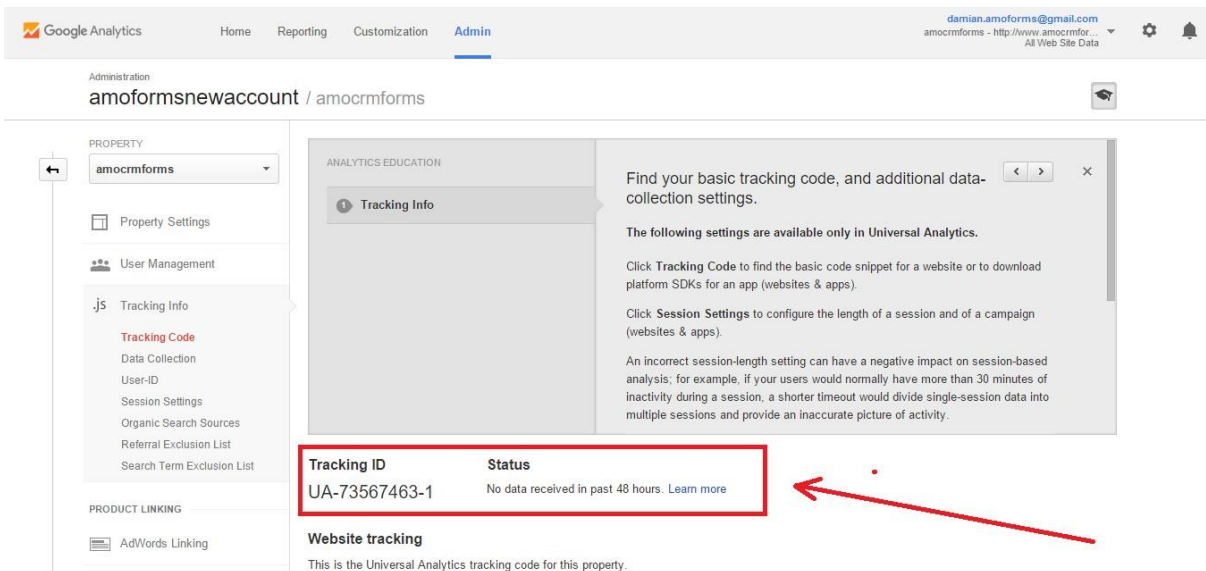
© 2016 Google | [Analytics Home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Send Feedback](#)

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.

The screenshot shows the Google Analytics Admin interface. The Tracking ID is UA-73567463-1. The status indicates no data received in the past 48 hours. The Website tracking section is highlighted with a red box and contains the following code:

```

<script>
(function(i,s,o,g,r,a,m){(['GoogleAnalyticsObject']=r;[r]=[];function(){
  ([r].q=[r].q||[]).push(arguments);})([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');
</script>

```

Below the code, there are sections for PHP Implementation (OPTIONAL) and Dynamic Content Implementation (OPTIONAL).

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:

The screenshot shows the amoForms plugin interface in WordPress. The 'Form Preview' tab is selected and highlighted with a red box. The form contains fields for Name, Email, and a Text area. A 'SUBMIT' button is visible. On the right side, there are sections for Custom CSS and Custom JS. The Custom JS section is currently empty.

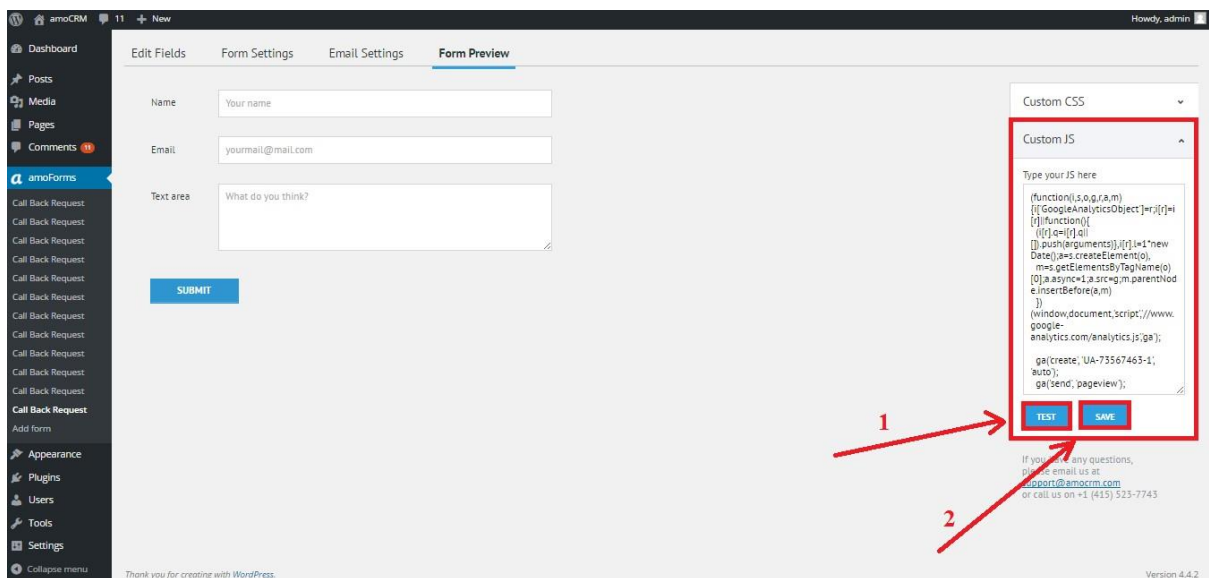
On the right you will see Custom CSS and Custom JS. Click on Custom JS and insert your code from Website tracking **without** `<script>` and `</script>`.

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.



The screenshot shows the amoCRM interface with the 'Form Preview' tab selected. The form contains fields for 'Name', 'Email', and a 'Text area'. A 'SUBMIT' button is at the bottom. On the right, a 'Custom JS' field is highlighted with a red box and contains the Google Analytics code. Below the code are 'TEST' and 'SAVE' buttons. Red arrows labeled '1' and '2' point to these buttons. The 'TEST' button is labeled '1' and the 'SAVE' button is labeled '2'. The interface also shows a sidebar with navigation options and a footer with contact information and version number (4.4.2).

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:

The screenshot shows the Google Analytics Admin interface for the property 'amocrmforms'. The left sidebar contains a navigation menu with a red box around the back arrow icon and a red arrow pointing to the 'Tracking Code' option. The main content area displays the 'Tracking ID' as UA-73567463-1 and the 'Status' as 'No data received in past 48 hours'. Under the 'Website tracking' section, there is a code editor containing the following JavaScript tracking code:

```
<script>
(function(i,s,o,g,r,a,m){(['GoogleAnalyticsObject']=r;f[r]=f[r]||function(){
  ([f,q=([],q||[]),push(arguments)],[f]=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');
</script>
```

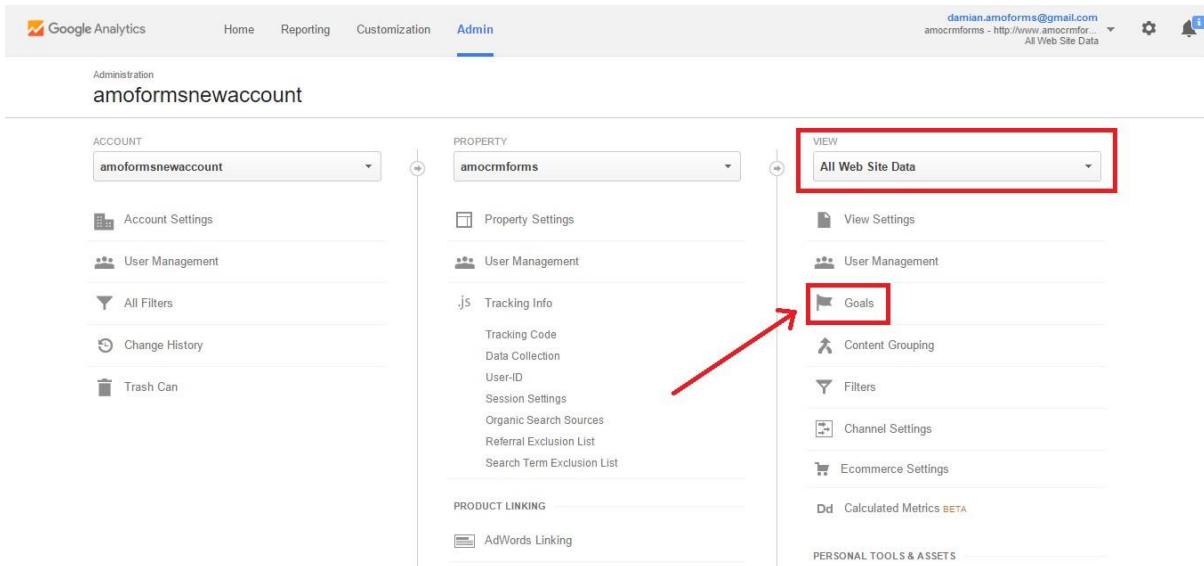
Below the code editor, the 'PHP Implementation' section is marked as 'OPTIONAL' and includes instructions on how to use the code to create a file named 'analyticstracking.php' and include it on each PHP template page.

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

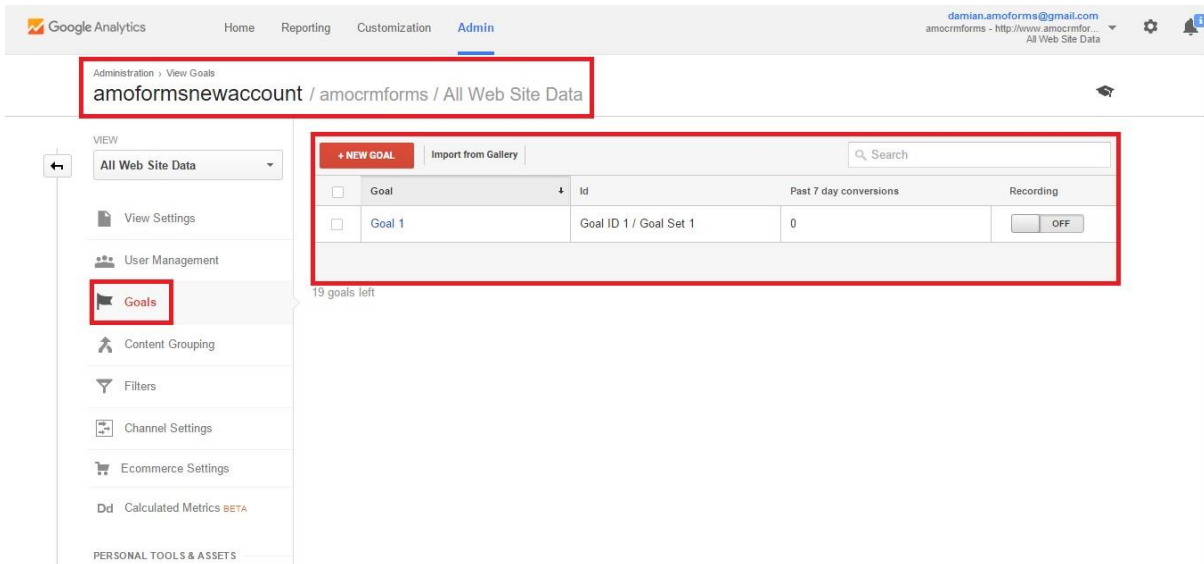
The screenshot shows the Google Analytics Admin interface for the account 'amofrmsnewaccount'. The 'Admin' tab is highlighted with a red box. The 'Administration' menu is also highlighted with a red box. The main content area displays the administrator's menu, which is organized into three columns:

- ACCOUNT:** Account Settings, User Management, All Filters, Change History, Trash Can.
- PROPERTY:** Property Settings, User Management, Tracking Info, Tracking Code, Data Collection, User-ID, Session Settings, Organic Search Sources, Referral Exclusion List, Search Term Exclusion List, PRODUCT LINKING, AdWords Linking.
- VIEW:** View Settings, User Management, Goals, Content Grouping, Filters, Channel Settings, Ecommerce Settings, Calculated Metrics BETA, PERSONAL TOOLS & ASSETS.

To setup goals, select Goals in the View column.



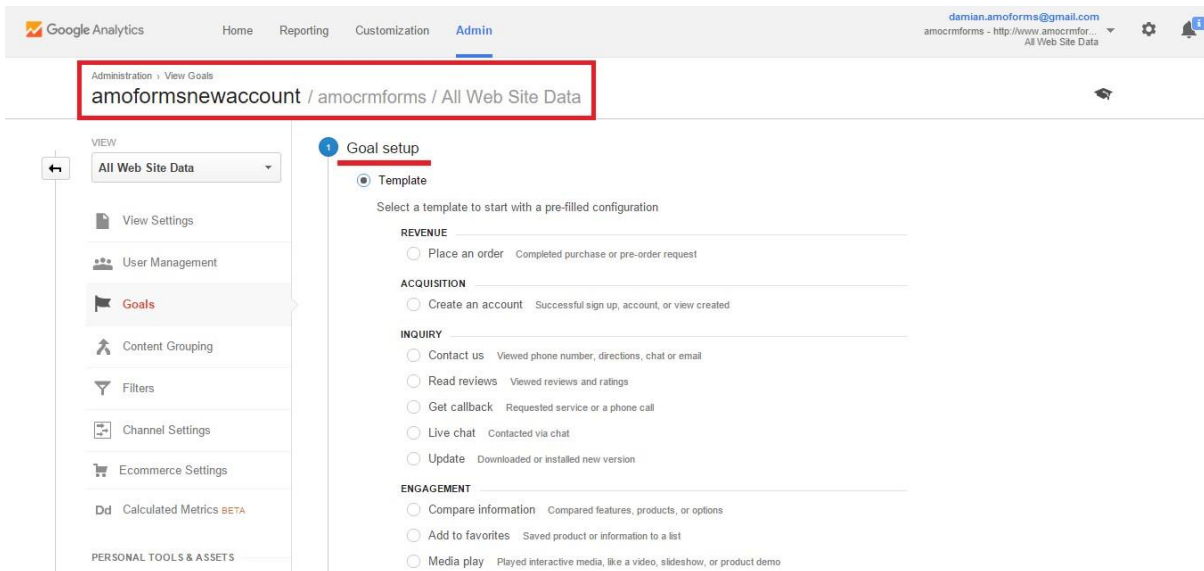
Once you press it you will be transferred to the page of Google Analytics settings. Here you will be able to see the list of created goals or edit them as required.



To create new goal, please press + NEW GOAL button

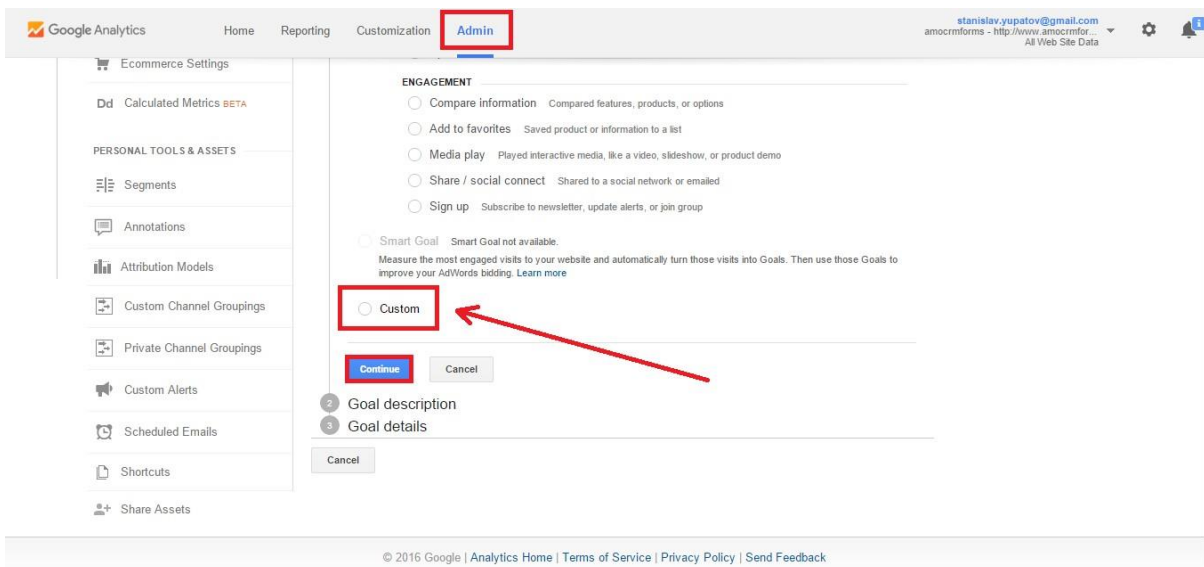


You will see the new goal settings page.



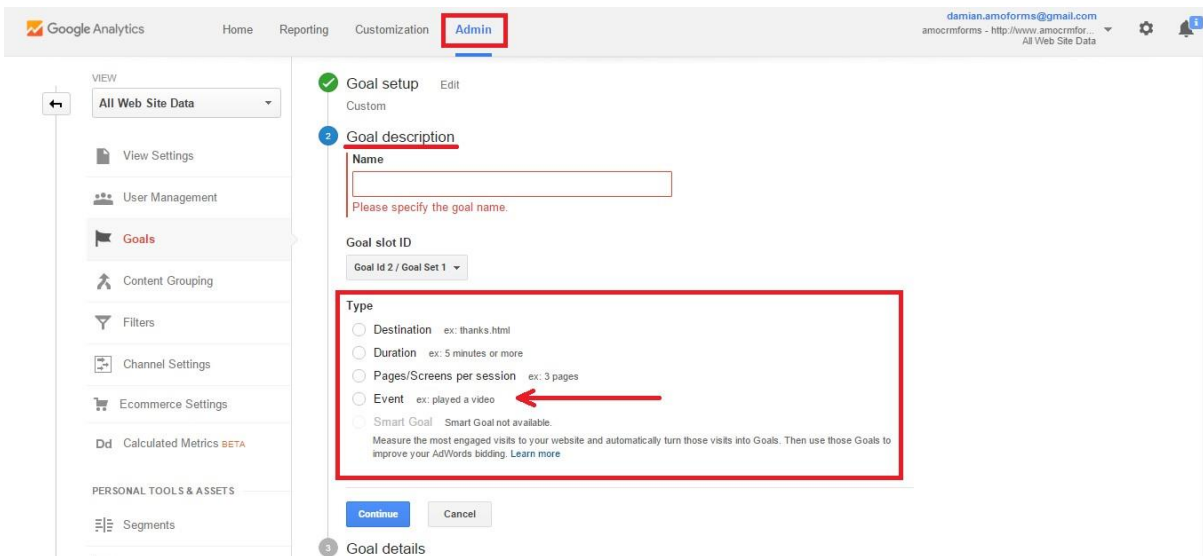
In the option Goal Setup you can select one of preloaded templates for your goal or setup your own.

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



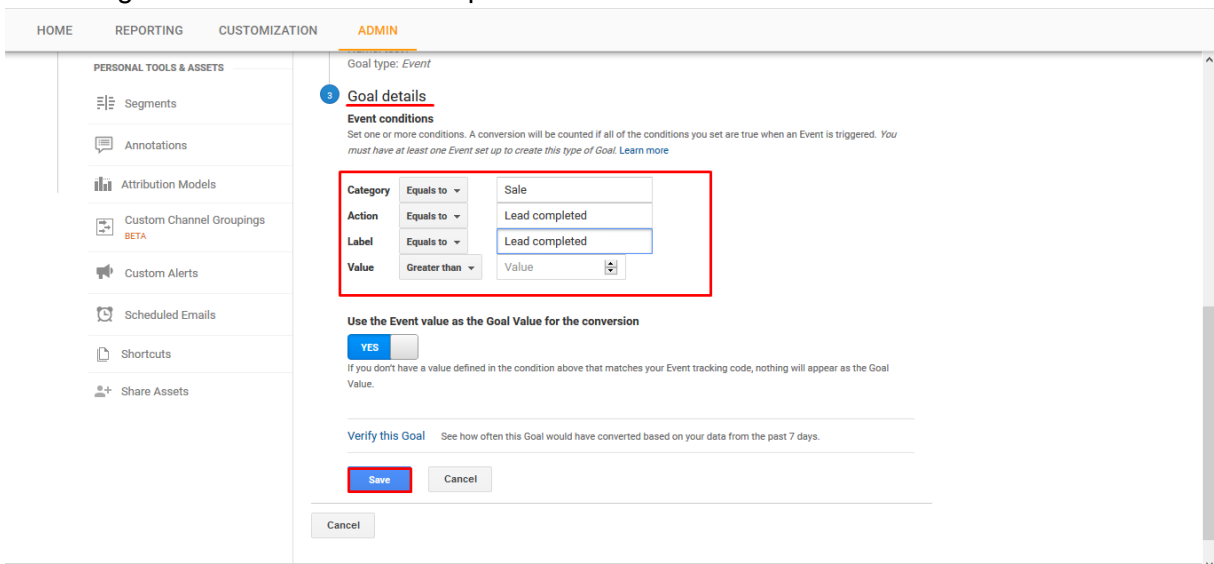
Once done, you will get to Goal description section where you can give your goal a name and select its type.

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

HOME REPORTING CUSTOMISATION ADMIN

Define goals so you can track and measure user success.

Every site and app has a purpose: to sell products or services, to cross-promote another site or app, to engage users. The purpose is achieved when a user accomplishes some specific action, like watching a video, reaching a new level, viewing a minimum number of pages, buying a product. It's important to identify these milestones and give them values so you can track and measure the extent to which your users succeed.

You can identify micro and macro goals. Micro goals are the achievements that encourage a user toward completing the macro goal. For example, reading customer reviews and product specifications might be micro goals that encourage the macro goal of purchasing the product. When you identify these goals, you can see the extent to which your site or app design facilitates user success. That

1 Goals

2 Goal Types

3 Create Goals

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

E-commerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Goal set-up Edit

Custom

Goal description Edit

Name: test

Goal type: Event

Goal details

Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. Learn more

Category Equal to Sale

Click on this field

HOME REPORTING CUSTOMIZATION ADMIN

VIEW

Ecommerce set-up

Enable Ecommerce Edit

Status: OFF

Enhanced Ecommerce Settings

Submit Cancel

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

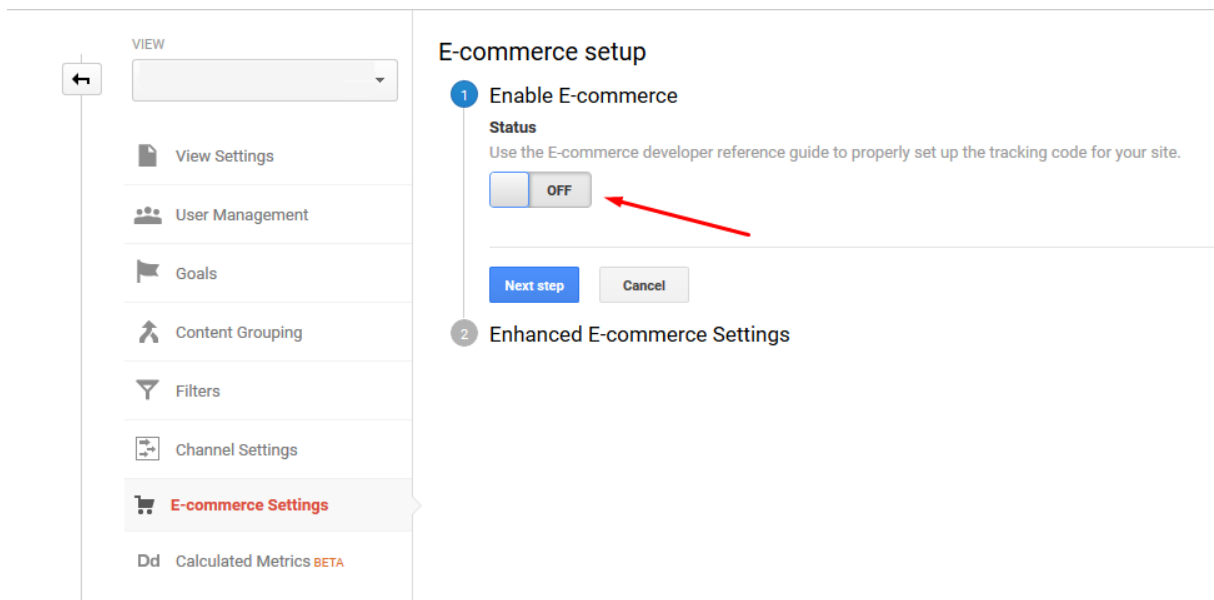
Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

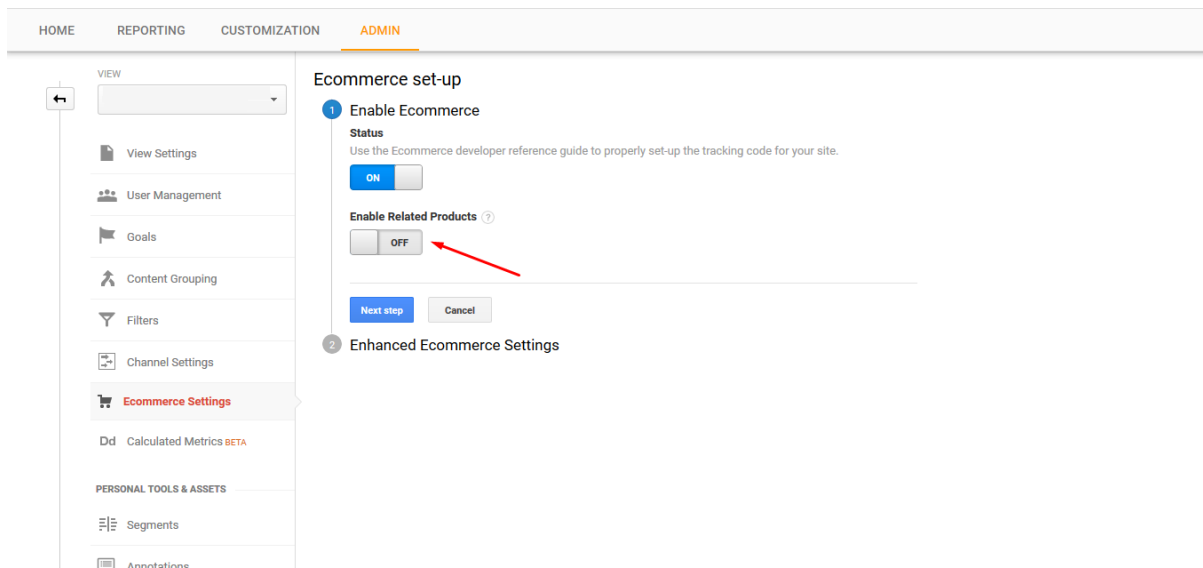
Segments

Annotations

Then turn on E-commerce status

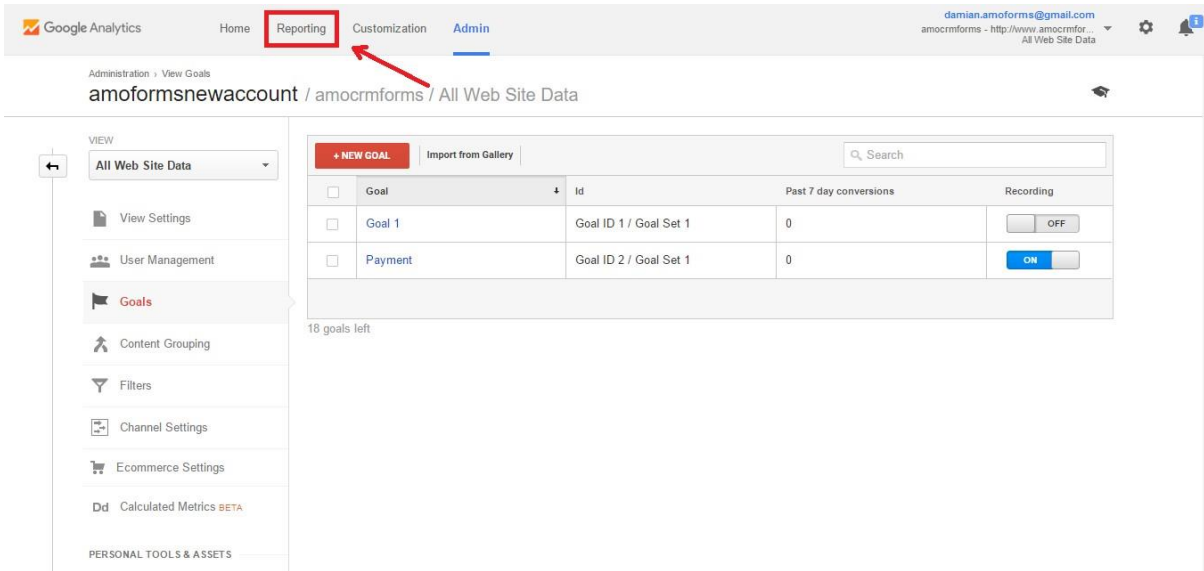


And then turn on Enable Related Products

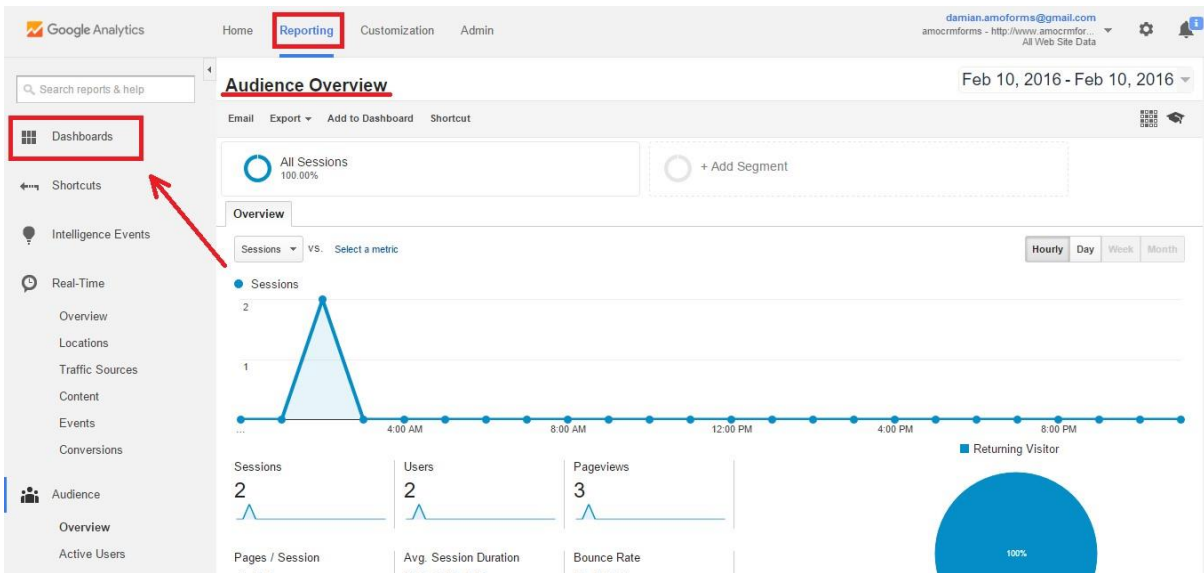


Then click Next step and it's all.

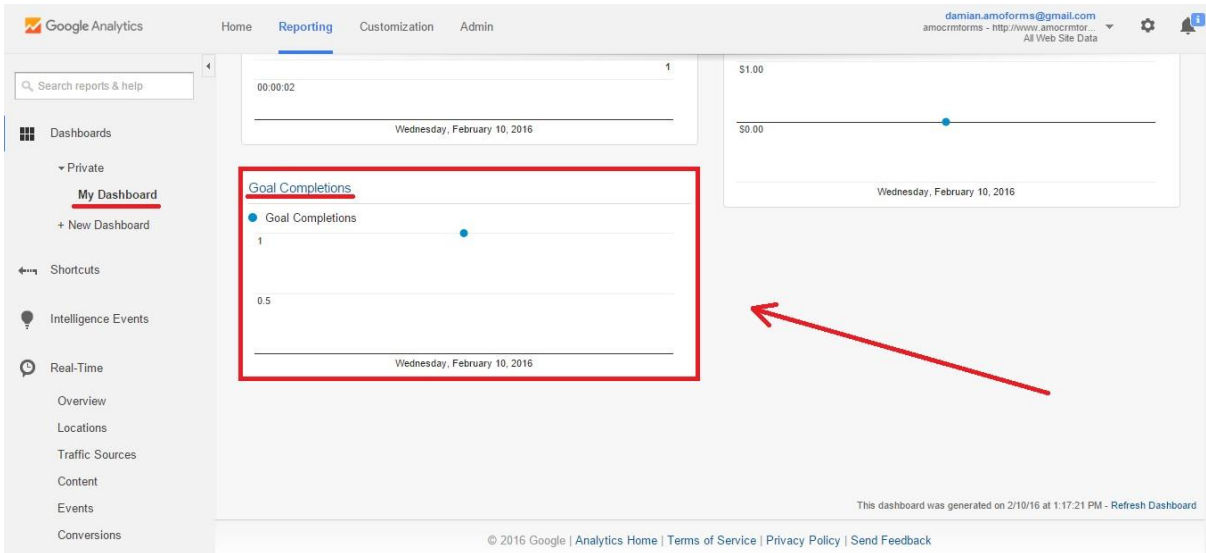
To see this info, you need to go to Reporting section:



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:

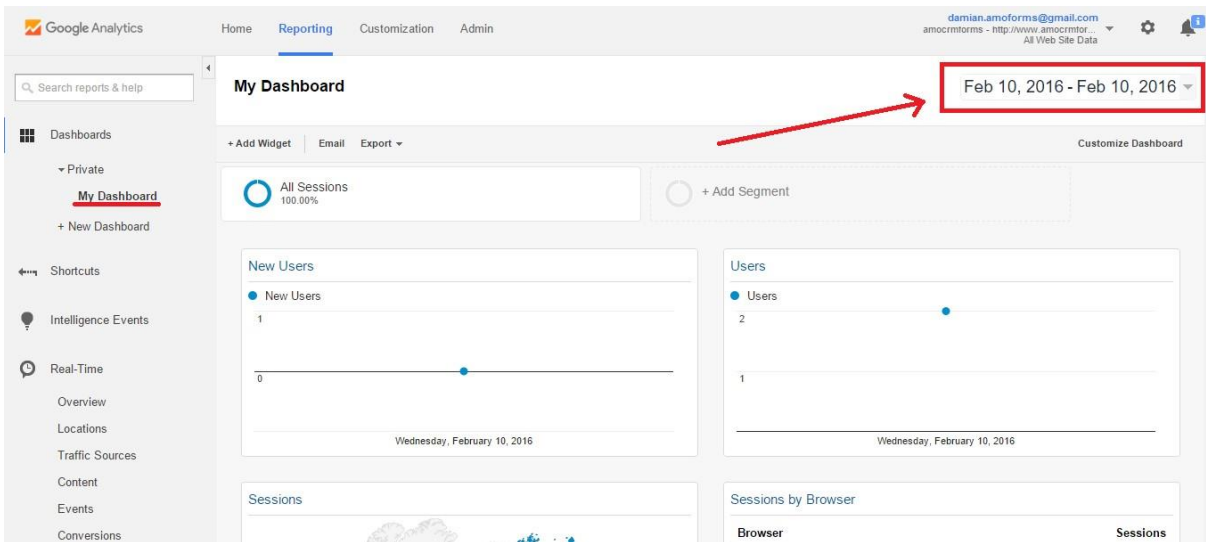


Once in My Dashboard, go down the page to find Goal Completions section:

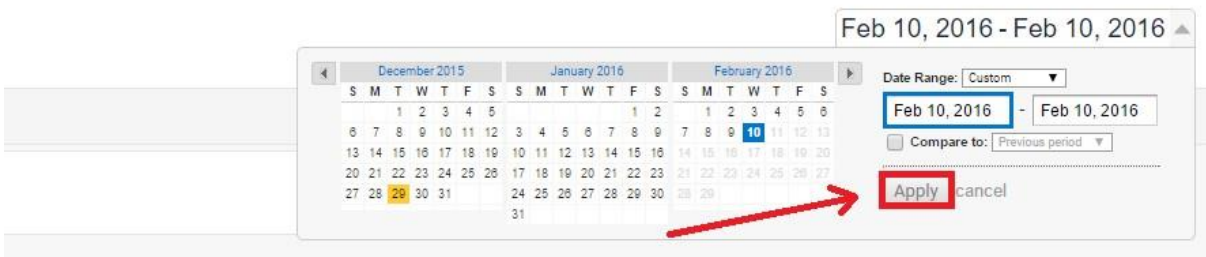


Here you will find the number of goal completions.

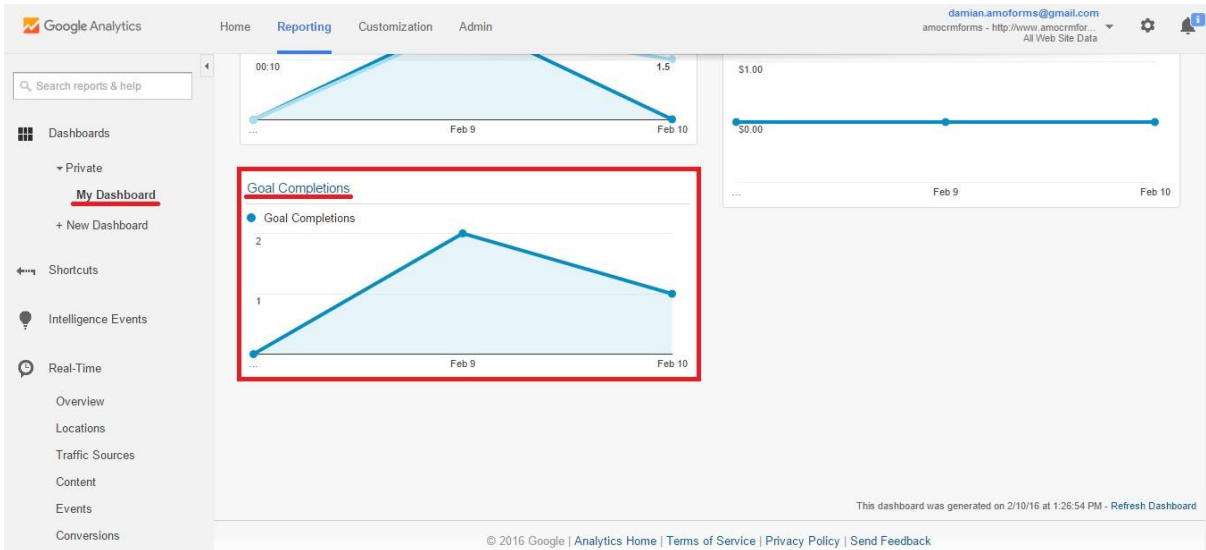
You can also change the timeframe to see the exact number of goal completions in this period. This option is located at the top of the page in the right corner:



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:

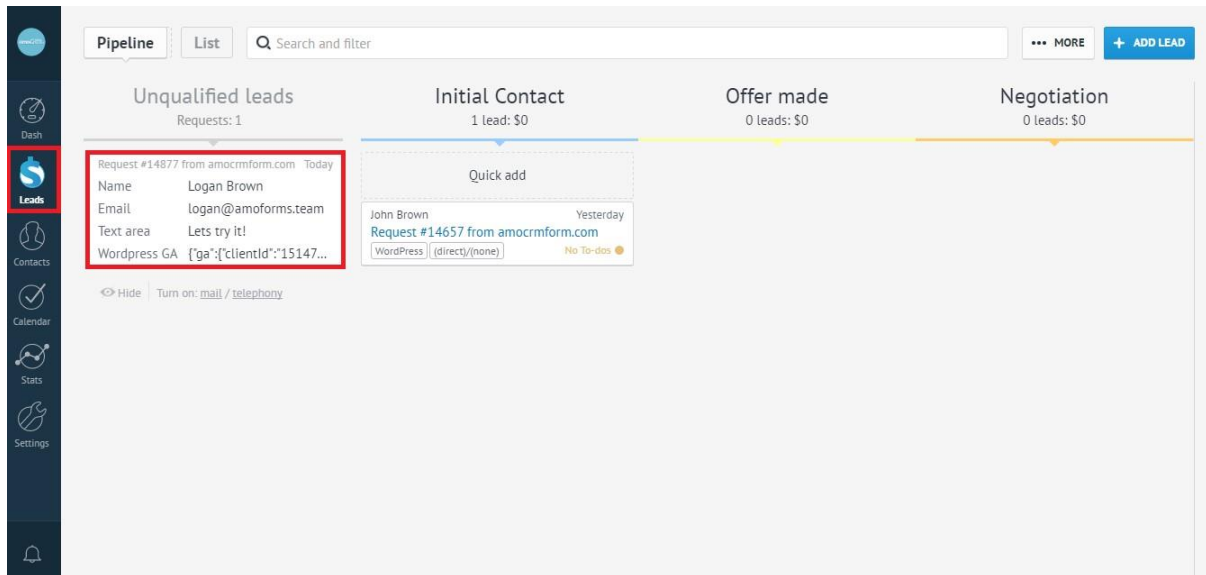
- 1) Fill in the webform on your site:

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

The screenshot shows a webform titled "CRM for Your Sales Department". The form has three input fields: "Name" (containing "Logan Brown"), "Email" (containing "logan@amofrms.team"), and "Text area" (containing "Lets try it!"). Below the text area is a red "SUBMIT" button, which is highlighted with a red border and a red arrow pointing to it. To the right of the form is a sidebar with a search bar, a calendar for February 2016, and a "META" section with links for Site Admin, Log out, Entries RSS, Comments RSS, and WordPress.org.

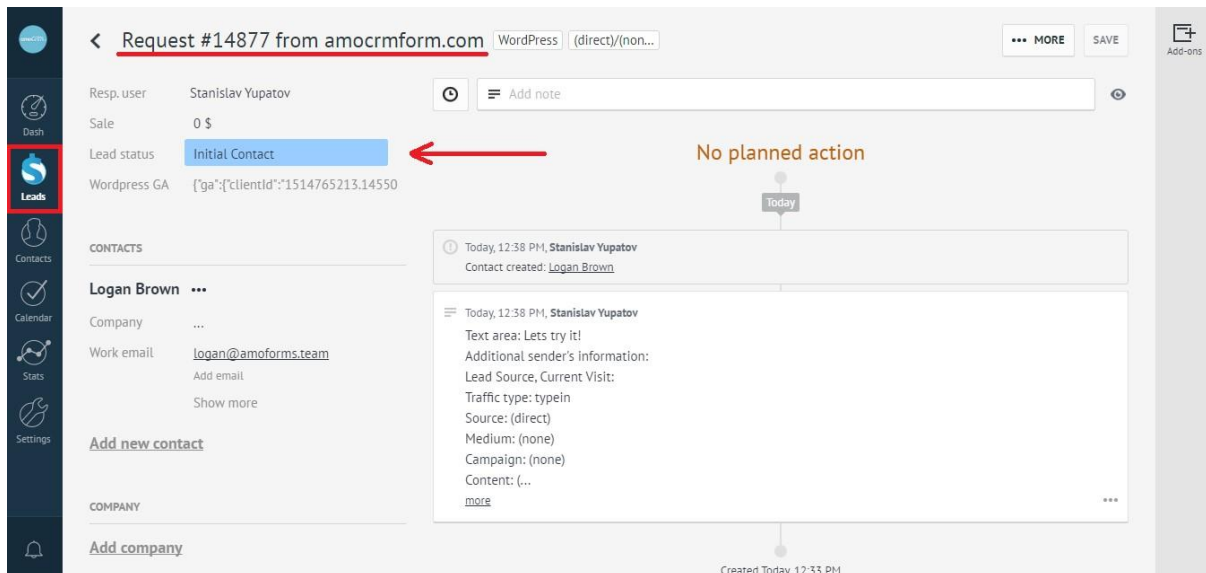
- 2) Details from the webform are now in amoCRM

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



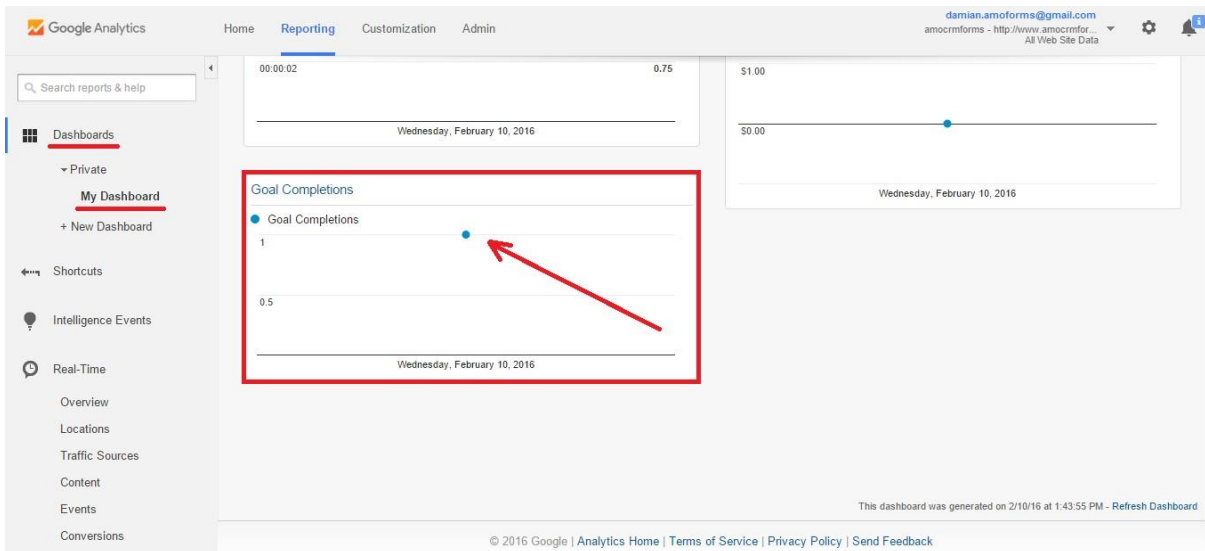
3) Change Lead Status

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!