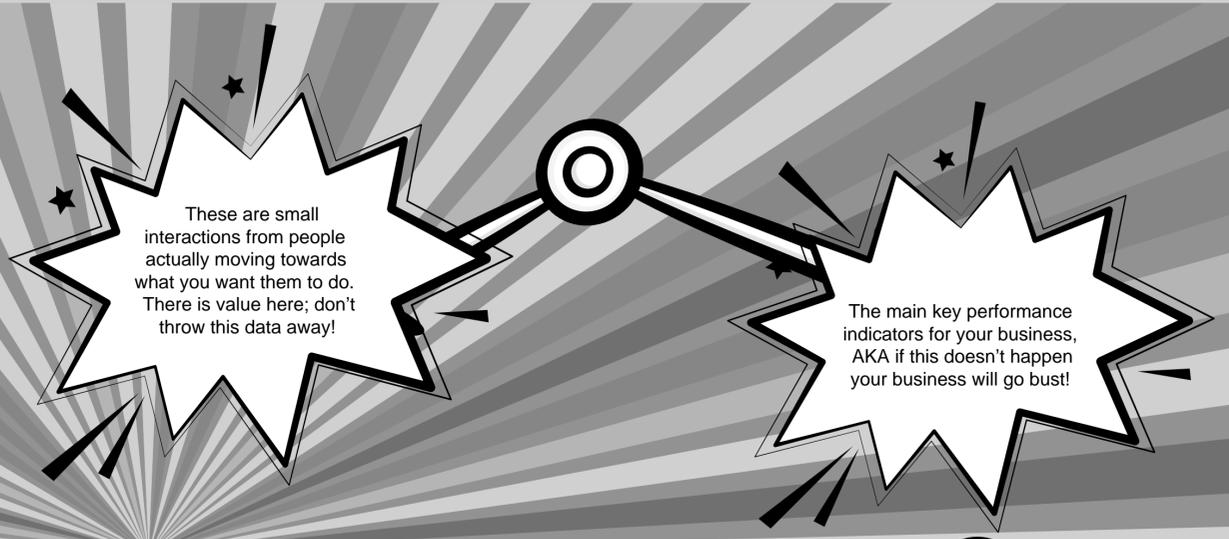


GOALS: THE BIG AND THE LITTLE ONES



You should map your business goals (micro and macro) to a funnel. We like to map them to **TIMER©**



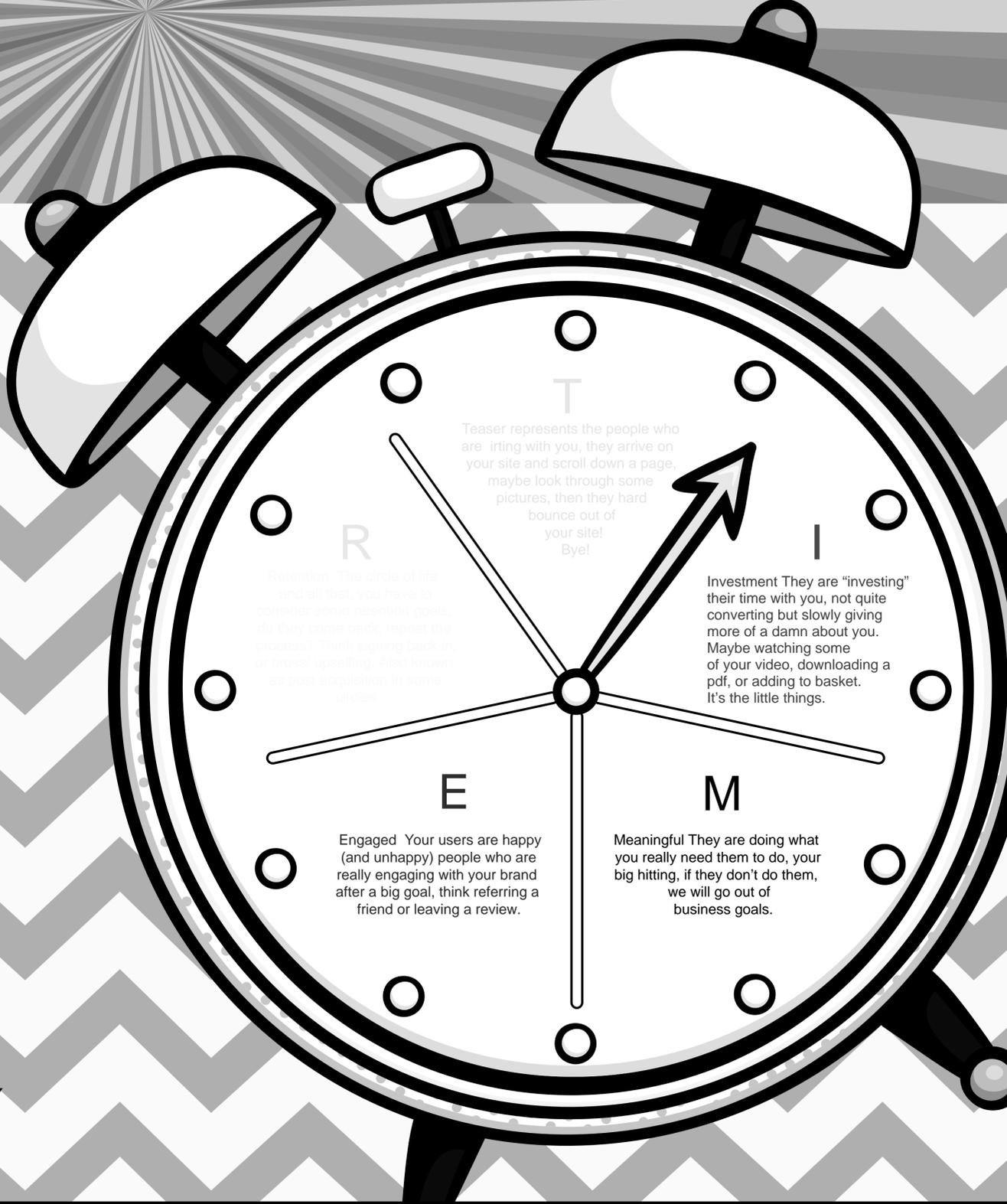
These are small interactions from people actually moving towards what you want them to do. There is value here; don't throw this data away!

The main key performance indicators for your business, AKA if this doesn't happen your business will go bust!

EVERY BUSINESS IS DIFFERENT, ONE PERSON'S BIG GOAL IS ANOTHER'S LITTLE GOAL, JUST LOOK AT OUR EXAMPLE BELOW.

Ecommerce

1. Looked at your social media profiles
2. Signed up to a newsletter
3. Clicked through to a product image
4. Added something to basket
5. Bought the damn product!



T
Teaser represents the people who are visiting with you, they arrive on your site and scroll down a page, maybe look through some pictures, then they hard bounce out of your site! Bye!

R
Remember the words of the and all that you have to remember some essential goals. In they come back repeat the process? These things happen (micro interactions) that happen in real time and are not always obvious.

I
Investment They are "investing" their time with you, not quite converting but slowly giving more of a damn about you. Maybe watching some of your video, downloading a pdf, or adding to basket. It's the little things.

E
Engaged Your users are happy (and unhappy) people who are really engaging with your brand after a big goal, think referring a friend or leaving a review.

M
Meaningful They are doing what you really need them to do, your big hitting, if they don't do them, we will go out of business goals.



Want to see 20 'atypical' micro and macro goals to use in your Analytics? There are 20 goals available per business (to mirror the allowance of goal numbers in your analytics views). These templates are fully editable so you can switch goals to customise usage for your website and business. We've created these for each of the six business models in our Google Analytics Course.

GO GET 'EM!

