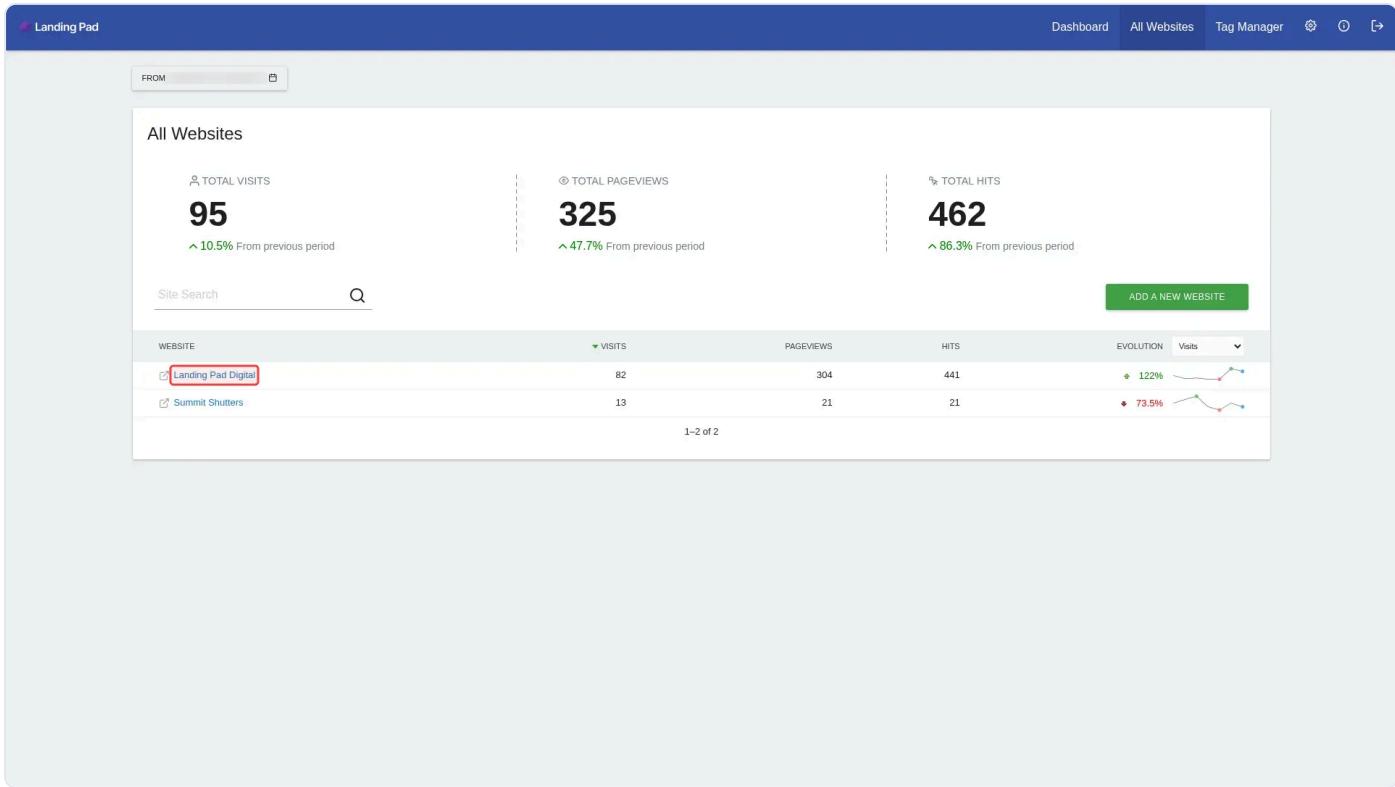


Create a new goal called Newsletter Signup that tracks visits to the thank-you page

Matomo 8 steps · 1m 44s

- 1 Click 'View reports' to access website analytics dashboard.



FROM

All Websites

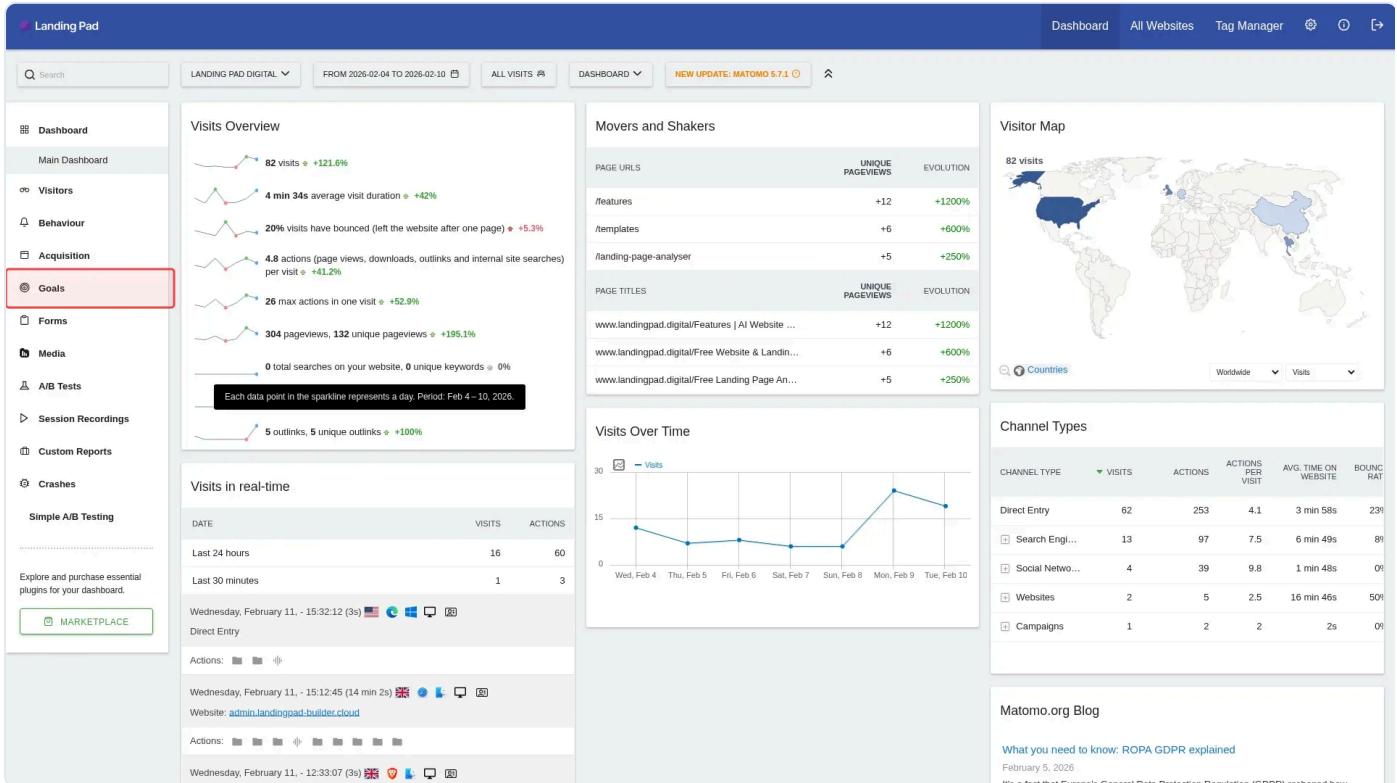
FROM Dashboard All Websites Tag Manager ? Log in

Website Visits Pageviews Hits Evolution Visits

WEBSITE	VISITS	PAGEVIEWS	HITS	EVOLUTION	Visits
Landing Pad Digital	82	304	441	122%	122%
Summit Shutters	13	21	21	73.5%	73.5%

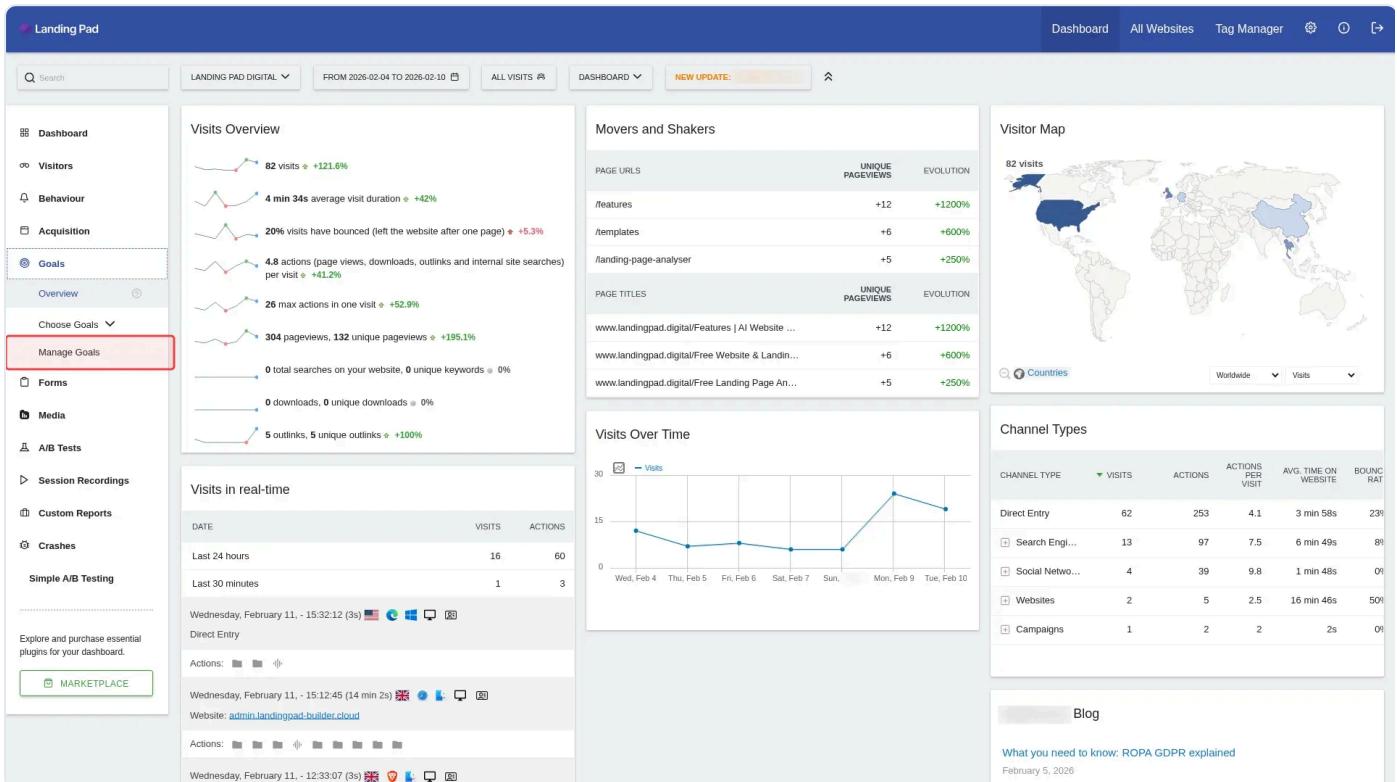
1-2 of 2

2 Click 'Goals' in left sidebar to access goals section.



The screenshot shows the Matomo dashboard with the 'Goals' section highlighted in the sidebar. The main content area displays various metrics and charts related to website performance, including 'Visits Overview', 'Movers and Shakers', 'Visits Over Time', and 'Channel Types'. A 'Visitor Map' is also present on the right side.

3 Click 'Manage Goals' in the sidebar to access goal management.



The screenshot shows the Matomo dashboard with the 'Manage Goals' section highlighted in the sidebar. The main content area displays various metrics and charts related to website performance, including 'Visits Overview', 'Movers and Shakers', 'Visits Over Time', and 'Channel Types'. A 'Visitor Map' is also present on the right side.

4 Scroll down to find the 'Add a new Goal' button.

Landing Pad

Dashboard All Websites Tag Manager ⚙️ ⓘ ⌛

Search LANDING PAD DIGITAL FROM 2026-02-04 TO 2026-02-10 ALL VISITS NEW UPDATE: MATOMO 5.7.1

Manage Goals

Id	Goal Name	Description	Goal is triggered when	Revenue	Actions
1	CTA: Get Started Free		Send an event (Event Name) Pattern contains: 'Get Started Free'	-	<input type="checkbox"/> <input type="checkbox"/>
2	CTA: Try AI Builder		Send an event (Event Name) Pattern contains: 'Try AI Builder'	-	<input type="checkbox"/> <input type="checkbox"/>
3	Header: Solutions		Send an event (Event Name) Pattern contains: 'header_menu Event label = Solutions'	-	<input type="checkbox"/> <input type="checkbox"/>
5	Header: Pricing		Send an event (Event Name) Pattern contains: 'Pricing'	-	<input type="checkbox"/> <input type="checkbox"/>
6	Header: Templates - Websites		Send an event (Event Name) Pattern contains: 'templates'	-	<input type="checkbox"/> <input type="checkbox"/>
7	Header: Templates - Stories		Send an event (Event Name) Pattern contains: 'Stories'	-	<input type="checkbox"/> <input type="checkbox"/>
8	Header: Logo		Send an event (Event Name) Pattern contains: 'header-logo'	-	<input type="checkbox"/> <input type="checkbox"/>
9	Header: Product - Landing Pad		Send an event (Event Name) Pattern contains: 'Landing'	-	<input type="checkbox"/> <input type="checkbox"/>
10	Header: Login		Send an event (Event Name) Pattern contains: 'login'	-	<input type="checkbox"/> <input type="checkbox"/>
11	Support: Contact		Send an event (Event Name) Pattern contains: 'contact'	-	<input type="checkbox"/> <input type="checkbox"/>
12	Support: User Guide		Send an event (Event Name) Pattern contains: 'user_guide'	-	<input type="checkbox"/> <input type="checkbox"/>
13	Support: Video		Send an event (Event Name) Pattern contains: 'video'	-	<input type="checkbox"/> <input type="checkbox"/>
14	Social: Facebook		Send an event (Event Name)	-	<input type="checkbox"/> <input type="checkbox"/>

Explore and purchase essential plugins for your dashboard. MARKETPLACE

5 Scroll down to find 'Add a new Goal' button.

Forms Media A/B Tests Session Recordings Custom Reports Crashes Simple A/B Testing

Explore and purchase essential plugins for your dashboard. MARKETPLACE

6	Header: Templates - Websites		Send an event (Event Name) Pattern contains: 'templates'	-	<input type="checkbox"/> <input type="checkbox"/>
7	Header: Templates - Stories		Send an event (Event Name) Pattern contains: 'Stories'	-	<input type="checkbox"/> <input type="checkbox"/>
8	Header: Logo		Send an event (Event Name) Pattern contains: 'header-logo'	-	<input type="checkbox"/> <input type="checkbox"/>
9	Header: Product - Landing Pad		Send an event (Event Name) Pattern contains: 'Landing'	-	<input type="checkbox"/> <input type="checkbox"/>
10	Header: Login		Send an event (Event Name) Pattern contains: 'login'	-	<input type="checkbox"/> <input type="checkbox"/>
11	Support: Contact		Send an event (Event Name) Pattern contains: 'contact'	-	<input type="checkbox"/> <input type="checkbox"/>
12	Support: User Guide		Send an event (Event Name) Pattern contains: 'user_guide'	-	<input type="checkbox"/> <input type="checkbox"/>
13	Support: Video		Send an event (Event Name) Pattern contains: 'video'	-	<input type="checkbox"/> <input type="checkbox"/>
14	Social: Facebook		Send an event (Event Name) Pattern contains: 'social_facebook'	-	<input type="checkbox"/> <input type="checkbox"/>
15	Social: LinkedIn		Send an event (Event Name) Pattern contains: 'linkedin'	-	<input type="checkbox"/> <input type="checkbox"/>
16	Social: YouTube		Send an event (Event Name) Pattern contains: 'youtube'	-	<input type="checkbox"/> <input type="checkbox"/>
17	Footer: Terms & Conditions		Send an event (Event Name) Pattern contains: 'terms'	-	<input type="checkbox"/> <input type="checkbox"/>
18	Footer: Privacy Policy		Send an event (Event Name) Pattern contains: 'privacy'	-	<input type="checkbox"/> <input type="checkbox"/>
19	Footer: Logo		Send an event (Event Name) Pattern contains: 'footer-logo'	-	<input type="checkbox"/> <input type="checkbox"/>
20	Footer: Solutions		Send an event (Event Name) Pattern contains: 'Solutions'	-	<input type="checkbox"/> <input type="checkbox"/>
21	Footer: Pricing		Send an event (Event Name) Pattern contains: 'footer-menu'	-	<input type="checkbox"/> <input type="checkbox"/>

6 Click 'Add a new Goal' button to start creating.

Event ID	Event Name	Description	Send an event (Event Name)	Pattern contains:		
13	Support: Video		Send an event (Event Name)	Pattern contains: 'video'	-	<input checked="" type="checkbox"/> 
14	Social: Facebook		Send an event (Event Name)	Pattern contains: 'social.facebook'	-	<input checked="" type="checkbox"/> 
15	Social: LinkedIn		Send an event (Event Name)	Pattern contains: 'linkedin'	-	<input checked="" type="checkbox"/> 
16	Social: YouTube		Send an event (Event Name)	Pattern contains: 'youtube'	-	<input checked="" type="checkbox"/> 
17	Footer: Terms & Conditions		Send an event (Event Name)	Pattern contains: 'terms'	-	<input checked="" type="checkbox"/> 
18	Footer: Privacy Policy		Send an event (Event Name)	Pattern contains: 'privacy'	-	<input checked="" type="checkbox"/> 
19	Footer: Logo		Send an event (Event Name)	Pattern contains: 'footer-logo'	-	<input checked="" type="checkbox"/> 
20	Footer: Solutions		Send an event (Event Name)	Pattern contains: 'solutions'	-	<input checked="" type="checkbox"/> 
21	Footer: Pricing		Send an event (Event Name)	Pattern contains: 'footer-menu'	-	<input checked="" type="checkbox"/> 
22	Footer: Templates - Websites		Send an event (Event Name)	Pattern contains: 'footer-menu', 'templates'	-	<input checked="" type="checkbox"/> 
23	Footer: Templates - Stories		Send an event (Event Name)	Pattern contains: 'footer-menu', 'stories'	-	<input checked="" type="checkbox"/> 
24	Footer: Product - Landing Pad		Send an event (Event Name)	Pattern contains: 'footer-menu', 'Landing'	-	<input checked="" type="checkbox"/> 
25	Video: Demo		Send an event (Event Name)	Pattern contains: 'video_play'	-	<input checked="" type="checkbox"/> 
26	Account Signup	User successfully created an account	Visit a given URL (page or group of pages)	Pattern contains: admin.landingpad-builder.cloud/dashboard	-	<input checked="" type="checkbox"/> 

7 Type 'Newsletter Signup' in the Goal Name field.

Dashboard

Visitors

Behaviour

Acquisition

Goals

Overview

Choose Goals

Manage Goals

Forms

Media

A/B Tests

Session Recordings

Custom Reports

Crashes

Simple A/B Testing

Explore and purchase essential plugins for your dashboard.

MARKETPLACE

Add a new Goal

Goal Name

Description

Goal is triggered

when visitors

- Visit a given URL (page or group of pages)
- Visit a given Page Title
- Send an event
- Download a file
- Click on a Link to an external website
- Stay for a certain amount of time

where the URL

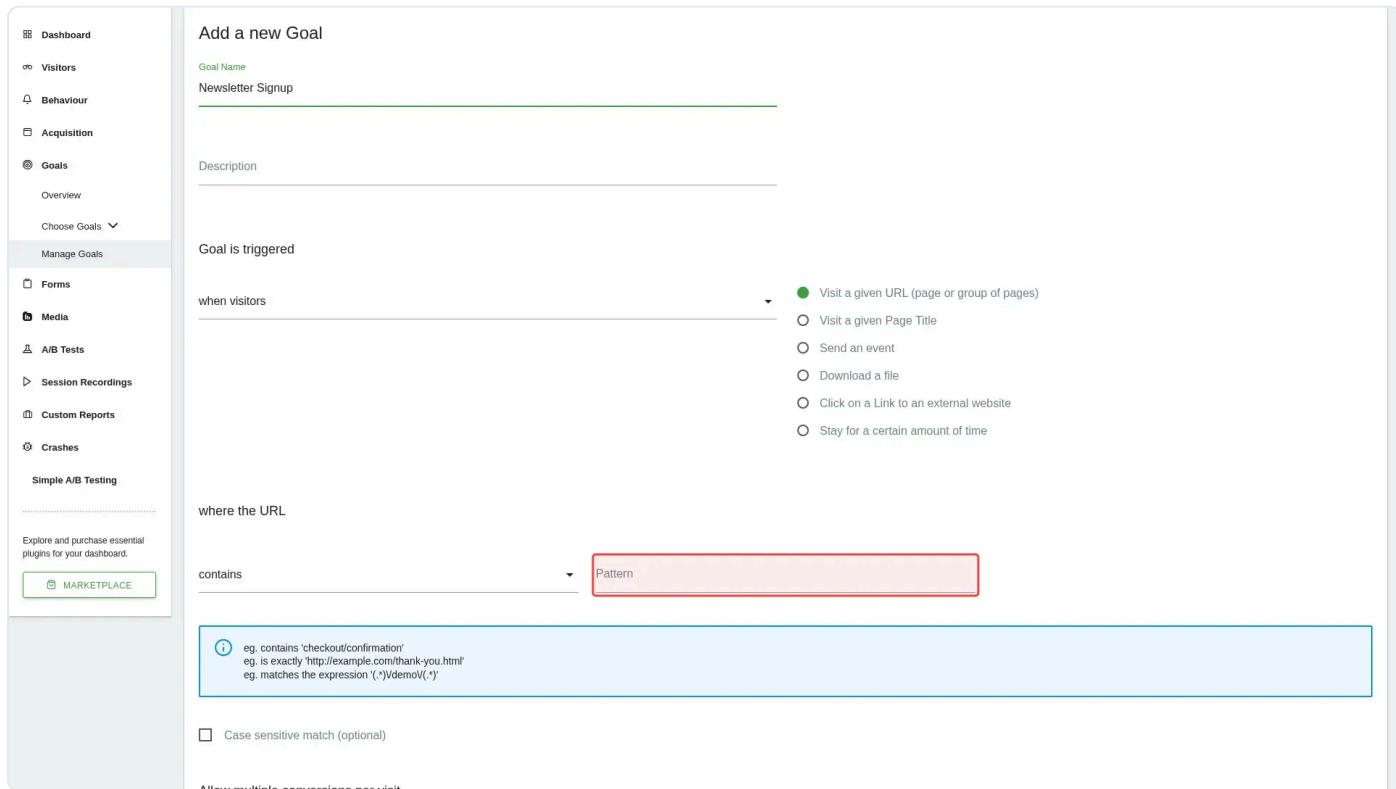
contains

Pattern

eg. contains 'checkout/confirmation'
eg. is exactly 'http://example.com/thank-you.html'
eg. matches the expression '(.*)VdemoV(.*)'

Case sensitive match (optional)

8 Type 'thank-you' in the pattern field to track the thank-you page.



The screenshot shows the Stepify dashboard with the 'Manage Goals' section selected. A goal named 'Newsletter Signup' is being edited. The 'Pattern' field is highlighted with a red box and contains the text 'thank-you'. The 'Pattern' field has a dropdown menu with the following options: 'contains' (selected), 'is exactly', 'matches the expression', 'Case sensitive match (optional)', and 'Allow multiple occurrences per visit'.

Goal Name: Newsletter Signup

Description: Goal is triggered

when visitors:

- Visit a given URL (page or group of pages)
- Visit a given Page Title
- Send an event
- Download a file
- Click on a Link to an external website
- Stay for a certain amount of time

where the URL:

contains Pattern

eg. contains 'checkout/confirmation'
eg. is exactly 'http://example.com/thank-you.html'
eg. matches the expression '(.*)VdemoV(.*)'

Case sensitive match (optional)

Allow multiple occurrences per visit

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