

# 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.

Landing Pad

DashboardAll WebsitesTag Manager

FROM

All Websites

TOTAL VISITS

95

10.5% From previous period

TOTAL PAGEVIEWS

325

47.7% From previous period

TOTAL HITS

462

86.3% From previous period

Site Search

ADD A NEW WEBSITE

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

1-2 of 2

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

**Landing Pad** Dashboard All Websites Tag Manager

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

**Goals** (highlighted in sidebar)

### Visits Overview

- 82 visits  $\uparrow$  +121.6%
- 4 min 34s average visit duration  $\uparrow$  +42%
- 20% visits have bounced (left the website after one page)  $\uparrow$  +5.3%
- 4.8 actions (page views, downloads, outlinks and internal site searches) per visit  $\uparrow$  +41.2%
- 26 max actions in one visit  $\uparrow$  +52.9%
- 304 pageviews, 132 unique pageviews  $\uparrow$  +195.1%
- 0 total searches on your website, 0 unique keywords  $\uparrow$  0%
- 5 outlinks, 5 unique outlinks  $\uparrow$  +100%

Each data point in the sparkline represents a day. Period: Feb 4 – 10, 2026.

### Visits in real-time

DATE	VISITS	ACTIONS
Last 24 hours	16	60
Last 30 minutes	1	3

Wednesday, February 11, - 15:32:12 (3s)

Direct Entry

Actions:

Wednesday, February 11, - 15:12:45 (14 min 2s)

Website: [admin.landingpad.builder.cloud](#)

Actions:

Wednesday, February 11, - 12:33:07 (3s)

### Movers and Shakers

PAGE URLS	UNIQUE PAGEVIEWS	EVOLUTION
/features	+12	+1200%
/templates	+6	+600%
/landing-page-analyser	+5	+250%

PAGE TITLES	UNIQUE PAGEVIEWS	EVOLUTION
www.landingpad.digital/Features   AI Website ...	+12	+1200%
www.landingpad.digital/Free Website & Landin...	+6	+600%
www.landingpad.digital/Free Landing Page An...	+5	+250%

### Visits Over Time

### Visitor Map

82 visits

Countries Worldwide Visits

### Channel Types

CHANNEL TYPE	VISITS	ACTIONS	ACTIONS PER VISIT	AVG. TIME ON WEBSITE	BOUNC. RAT.
Direct Entry	62	253	4.1	3 min 58s	23%
Search Engi...	13	97	7.5	6 min 49s	8%
Social Netwo...	4	39	9.8	1 min 48s	0%
Websites	2	5	2.5	16 min 46s	50%
Campaigns	1	2	2	2s	0%

### Matomo.org Blog

[What you need to know: ROPA GDPR explained](#)

February 5, 2026

It's a fact that Europe's General Data Protection Regulation (GDPR) reshaped how...

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

**Landing Pad** Dashboard All Websites Tag Manager

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

**Goals** (highlighted in sidebar)

Overview

**Manage Goals** (highlighted in sidebar)

### Visits Overview

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www.landingpad.digital/Free Website & Landin...	+6	+600%
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### Visits Over Time

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### Blog

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

Landing Pad

DashboardAll WebsitesTag Manager

Search

LANDING PAD DIGITAL

FROM 2025-02-04 TO 2026-02-10

ALL VISITS

NEW UPDATE: MATOMO 5.7.1

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

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'	-	
2	CTA: Try AI Builder		Send an event (Event Name) Pattern contains: 'Try AI Builder'	-	
3	Header: Solutions		Send an event (Event Name) Pattern contains: 'header_menu Event label = Solutions'	-	
5	Header: Pricing		Send an event (Event Name) Pattern contains: 'Pricing'	-	
6	Header: Templates - Websites		Send an event (Event Name) Pattern contains: 'templates'	-	
7	Header: Templates - Stories		Send an event (Event Name) Pattern contains: 'Stories'	-	
8	Header: Logo		Send an event (Event Name) Pattern contains: 'header-logo'	-	
9	Header: Product - Landing Pad		Send an event (Event Name) Pattern contains: 'Landing'	-	
10	Header: Login		Send an event (Event Name) Pattern contains: 'login'	-	
11	Support: Contact		Send an event (Event Name) Pattern contains: 'contact'	-	
12	Support: User Guide		Send an event (Event Name) Pattern contains: 'user_guide'	-	
13	Support: Video		Send an event (Event Name) Pattern contains: 'video'	-	
14	Social: Facebook		Send an event (Event Name)	-	

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

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MARKETPLACE

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

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

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

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

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MARKETPLACE

### Add a new Goal

Goal Name

Description

Goal is triggered

when visitors

where the URL

contains

Pattern

● 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

ⓘ

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

☐ Case sensitive match (optional)

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

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MARKETPLACE

Add a new Goal

Goal Name

Newsletter Signup

Description

Goal is triggered

when visitors

where the URL

contains

Pattern

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

eg. contains 'checkout/confirmation'

eg. is exactly 'http://example.com/thank-you.html'

eg. matches the expression '(.\*)/demo/(.\*)'

Case sensitive match (optional)

Allow multiple conversions per visit