



# WHOLE WHALE

## Goals vs. Events Cheat Sheet



### Goals

- Set up to track your KPIs
- Includes destinations, durations, pages per session, or can be based on an event

#### Examples

##### *Sign-up goals*

- Email sign-up
- Contact form completion
- Volunteer sign-up
- Resource downloads

##### *Content + interested user goals*

- Pages/session
- Time on page > 5 minutes
- Scroll depth to 75%
- Video view
- Video watched to 100%



### Events

- Actions that are supplementary to your key goals
- Can be measured more than 1x per session

#### Examples

- Video views
- Button clicks
- Pop-up impressions and/or clicks
- Homepage slider clicks
- Outbound link clicks

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