# Create a click on link goal

You can create a goal to track when someone clicks a link on your website. In this goal type, clicking on the link usually leads the user to a different web page. For example, you can track when someone clicks the 'Buy Now' link on your product page, which will take visitors to the cart or checkout page of your shopping site. Whenever a visitor clicks on this link, PageSense will track that as a conversion. However, even if the same visitor clicks on the button multiple times, the conversion count will remain as one.

To create a click on links goal:

1. Click **Goals** on the left pane, then click the **New Goal** button.
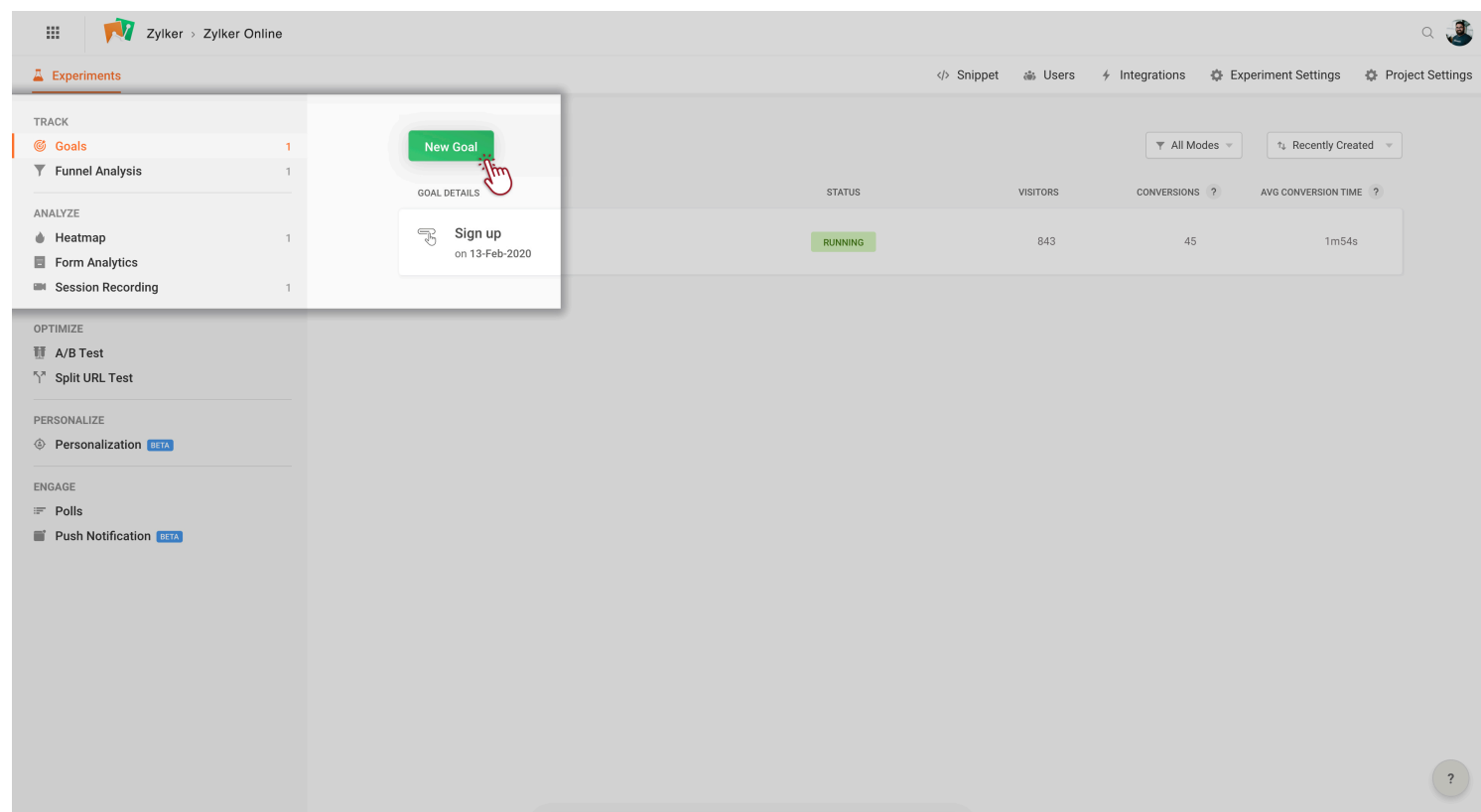
2. Choose the goal type as **Link Clicks**, then add a descriptive name for it.

> 💡 For example, let us assume that your blog page leads to a link 'https://zylkerfashionstore.zohostore.com/blogs/post/latest-summer-trends' on the 'Read more' text. So, we will name this goal as 'Read more link'.

3. In the Pages to Track field, enter the URL of the web page that contains the link you want to track, then click **Next**.

> You can also track the same link across multiple target pages by enabling the **Advanced** button. This option also allows you to use different URL match types, and further include or exclude a group of web pages from being tracked.

4. Click the *Type* dropdown to specify the type of link that you want to track in this goal.
You can also use different URL match types to target a specific URL or a group of URLs to implement your goal.
In this case, the 'Links click' goal helps track visitors to this particular link, and counts it as a conversion whenever a visitor clicks the link.

Read more link ✎

Links to Track
Use specific website URLs that matches with your purpose.

Type

Exact URL match type ▾

Value

https://zylkerfashionstore.zohostore.com/blogs/post/latest-summer-trends

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5. Click **Launch** to finish setting up the goal and start running it on your web page.

You will be able to track conversions and analyze your visitor metrics for the set goal under the **REPORTS** tab.

Read more link ✎

PAGES TO TRACK
https://zylkerfashionstore.zohostore.com/blogs/

LINKS TO TRACK

Exact URL match type   https://zylkerfashionstore.zohostore.com/blogs/post/latest-summer-trends

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