

A man with grey hair, wearing a light blue button-down shirt, is smiling at the camera. He is sitting at a desk in a warehouse office. In the background, there are high industrial shelving units filled with boxes. Another person is visible in the background, working at a desk. On the desk in the foreground, there is a computer monitor, a keyboard, a mouse, and some papers. The overall scene is a professional industrial setting.

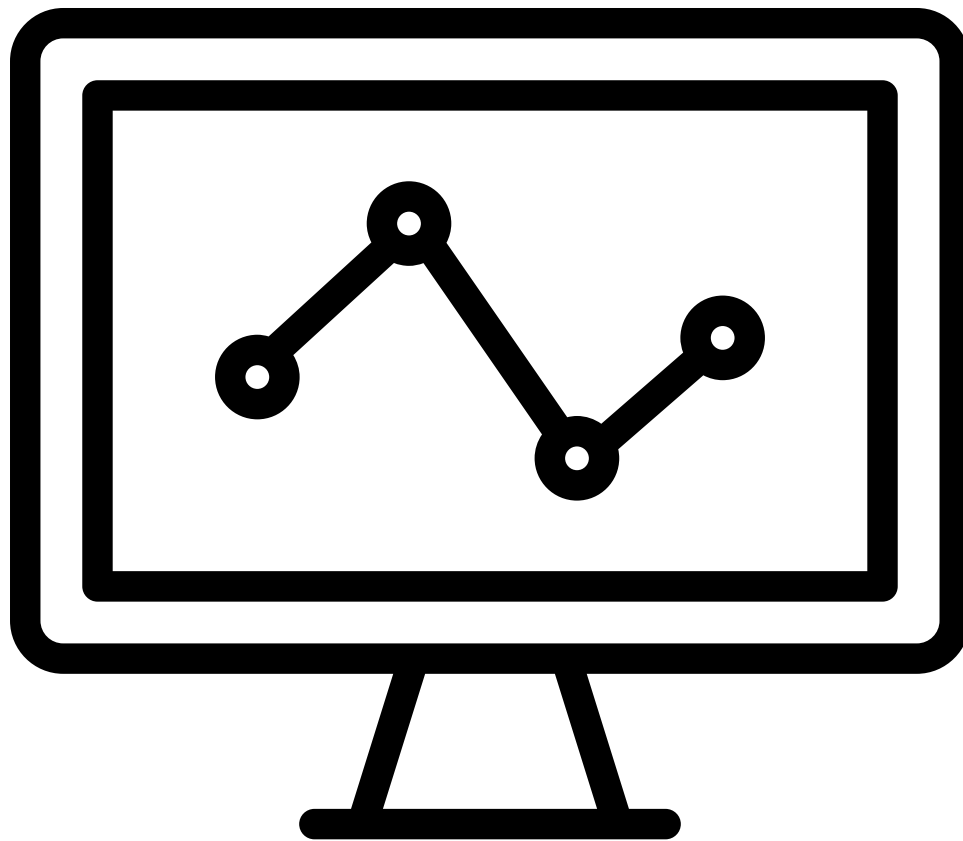
**Manufacturers:
Improve your lead generation
with one easy strategy.**

HUFF
INDUSTRIAL MARKETING

Getting more leads is the number one objective for almost every manufacturer we talk to.

In this brief report, you'll learn how to improve your lead generation efforts with one easy strategy:

Track your RFQ form submissions in Google Analytics.



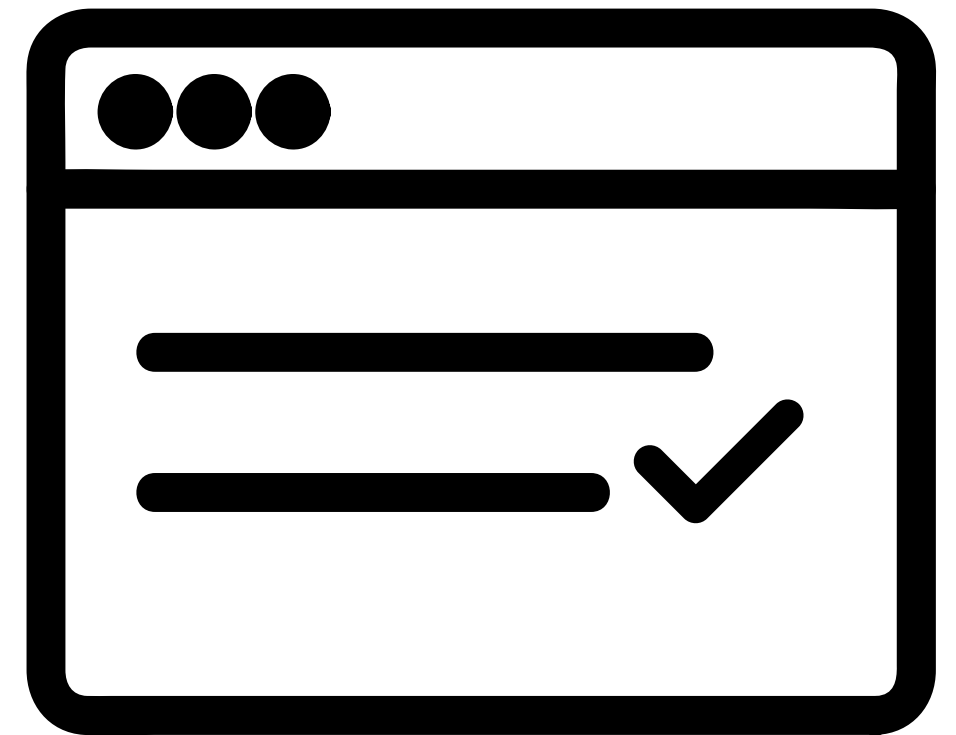
How to track RFQ form submissions in Google Analytics

Step 1: Ensure people are taken to a thank you page on your website after they submit the RFQ form.

Example:

 yourwebsite.com/rfq/thank-you

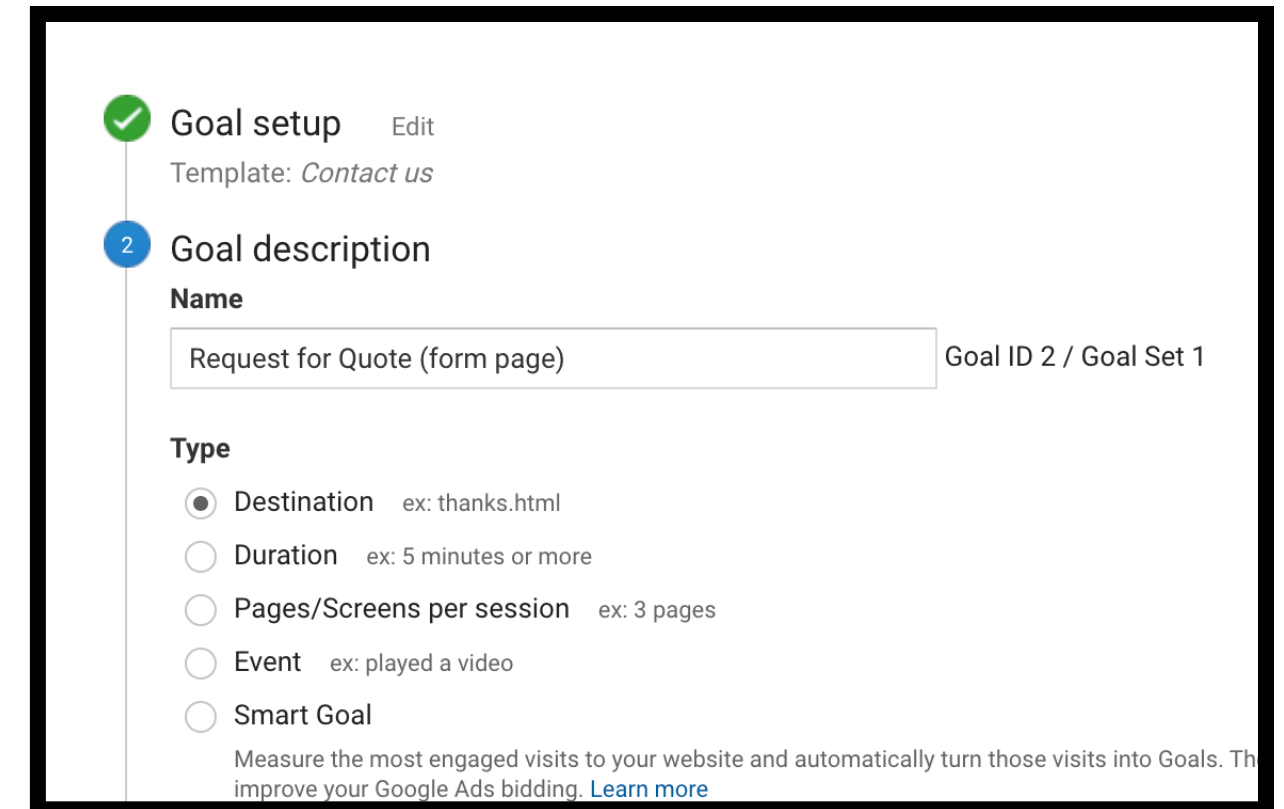
This is typically done by updating WordPress form plugin settings.



How to track RFQ form submissions in Google Analytics

Step 2: Create a Goal in Google Analytics.

- In Google Analytics, open the Admin page.
- Find your web property, then the View column. Click **Goals**.
- Complete the form:
 - In Goal Description, choose **Destination** as the Type.
 - In Goal Details, add your **thank you page URL** as the Destination.
- Save the Goal.
- Ensure it's toggled on.



The screenshot shows the 'Goal setup' interface in Google Analytics. It is divided into two main sections: 'Goal setup' and 'Goal description'. The 'Goal setup' section is marked with a green checkmark and includes an 'Edit' link. Below it, the 'Goal description' section is marked with a blue circle containing the number '2'. The 'Goal description' section has a 'Name' field with the text 'Request for Quote (form page)' and a 'Goal ID' of '2 / Goal Set 1'. Below the 'Name' field is the 'Type' section, which lists five options: 'Destination' (selected with a radio button), 'Duration', 'Pages/Screens per session', 'Event', and 'Smart Goal'. Each option has an example text next to it: 'ex: thanks.html' for Destination, 'ex: 5 minutes or more' for Duration, 'ex: 3 pages' for Pages/Screens per session, 'ex: played a video' for Event, and no example for Smart Goal. At the bottom of the 'Type' section, there is a brief description of Smart Goals: 'Measure the most engaged visits to your website and automatically turn those visits into Goals. This helps you improve your Google Ads bidding. [Learn more](#)'.

Goal setup [Edit](#)
Template: *Contact us*

2 Goal description

Name
Request for Quote (form page) Goal ID 2 / Goal Set 1

Type

☒ Destination ex: thanks.html

☐ Duration ex: 5 minutes or more

☐ Pages/Screens per session ex: 3 pages

☐ Event ex: played a video

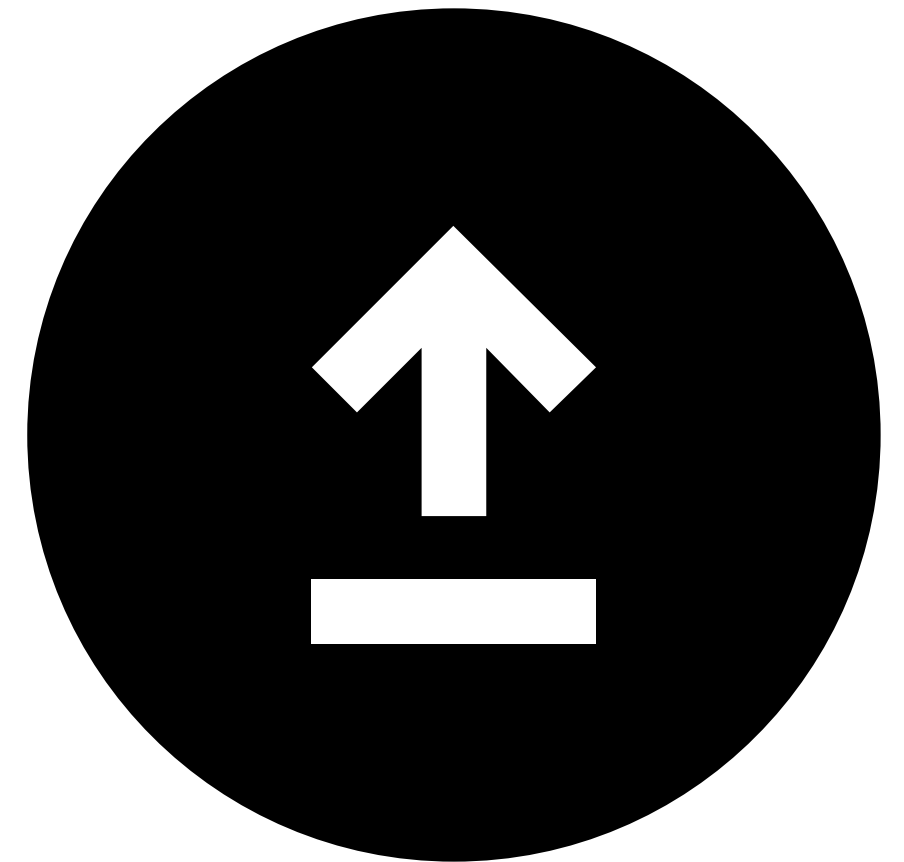
☐ Smart Goal

Measure the most engaged visits to your website and automatically turn those visits into Goals. This helps you improve your Google Ads bidding. [Learn more](#)

How to track RFQ form submissions in Google Analytics

Step 3: Import Goal to your Google Ads account (if applicable)

- Login to Google Ads.
- Import the goal under **Tools & Settings**.



How to track RFQ form submissions in Google Analytics

Result: View RFQ form conversions in Google Analytics!

- You can now view Goal conversions for specific reports, including the Acquisition / All Traffic / Channels report.
- Look for the Conversions box at the top of the report.

Acquisition			Behavior			Conversions		
						Goal 2: Request for Quote (form page) ▾		
Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Request for Quote (form page) (Goal 2 Conversion Rate) ?	Request for Quote (form page) (Goal 2 Completions) ?	Request for Quote (form page) (Goal 2 Value) ?

Not all reports have this function.



If you've been struggling with getting more leads from your website, we can help.

Book a no-obligation call to inquire

A boutique marketing communications agency, Huff Industrial Marketing works exclusively with small, family-owned industrial manufacturers. Our clients stay with us because we deliver great results and top-notch customer service.