Goals - Web Page Automation⊘

This article applies to:

[Max](#)

> **Important Note!** This feature does not work when the user is using the Safari web browser. Safari has a setting called "Prevent Cross Site Tracking" enabled by default which prevents this goal from being triggered.

You can trigger automation when an existing contact visits a specific page on your website. After a contact performs one of the following actions, a tracking cookie is placed in their browser:
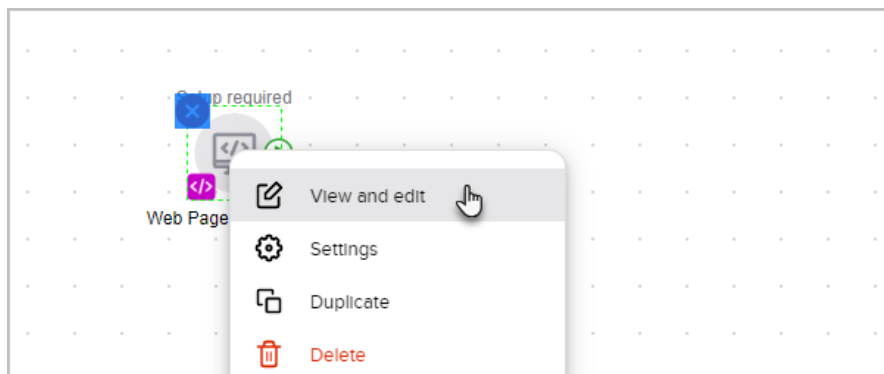
- Submits a hosted or JavaScript embedded web form

- Submits an order form

- Submits an order via the shopping cart

Trigger automation when a contact visits a web page

1. Click and drag a **Web Page automation** goal onto the canvas
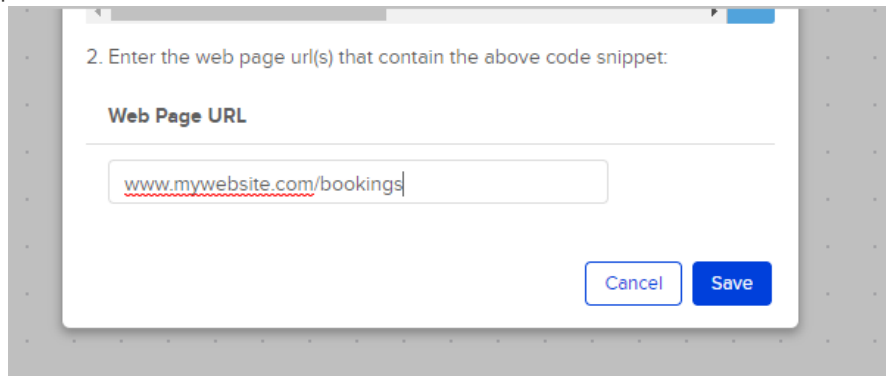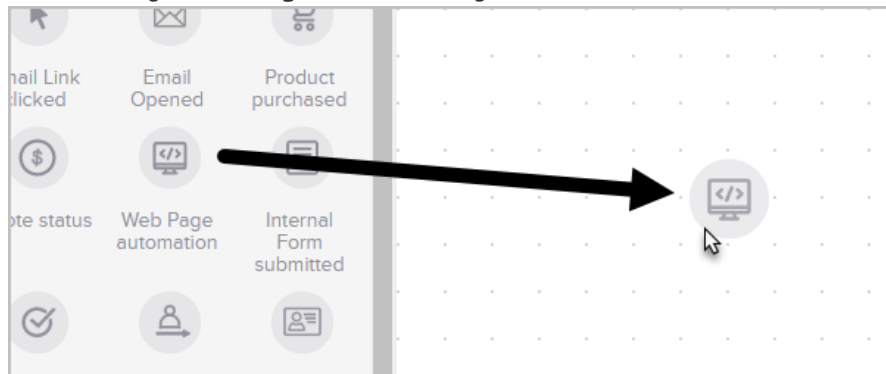

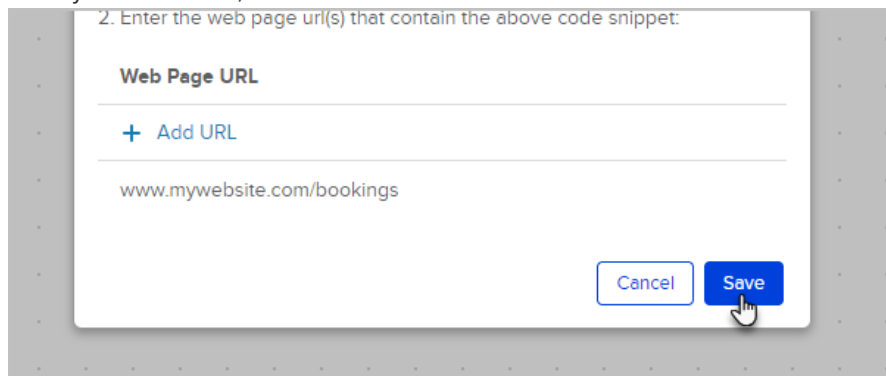2. Double-click the goal or single-click and choose**View and edit**.

3. Click the **copy** button to copy the script into your computer's clipboard

    ▫

4. (Optional) If you're not ready to use the script now, simply paste it into Note Pad or Text Edit so that you can grab it later

5. Click **+ Add URL** and enter the URL of a page you would like to track on your website and **hit the enter key** to add the URL. You **must** include "www." prior to the URL for this to function.

6. Repeat step 6 until you have entered all of the URLs that you would like to track

7. When you're finished, click the **Save** button

8. Now insert the code snippet onto the pages that you want to track. It can be added using any HTML widget (Weebly and WordPress) or inserted anywhere on a custom page. Typically, scripts are placed somewhere inside the <head> </head> of an html page, but in this case it doesn't matter where on the page the script is placed.

Pro-Tips!

If you are already using the web tracking code on a page you want to track, you don't need to add this new snippet to the page.

Two conditions must be met in order for the automation to trigger:

- The tracking code must be on the page that the contact visits.

- The tracking cookie exists on the contacts browser.