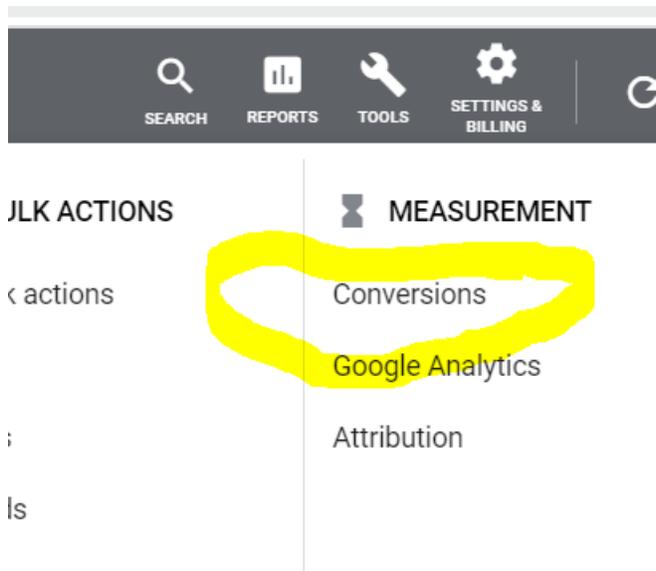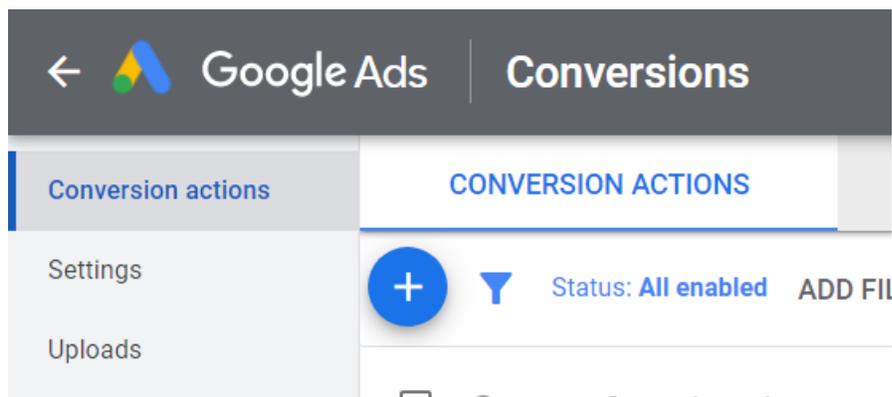Conversion Tracking code setup in Google ads :-

Step 1:- click on tools and then go to measurement section and under that click on conversions.
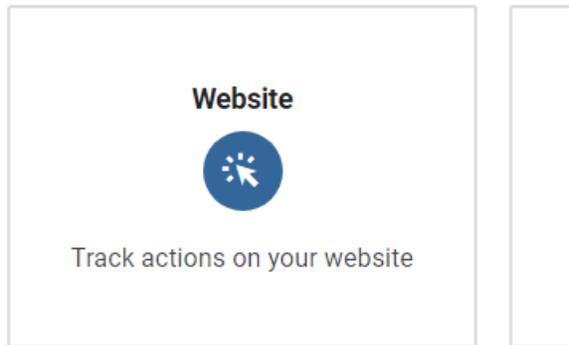

Step 2:- click on + icon.

Step 3:- click on website tracking choose Website Tracking conversion as shown below.

Select the kind of conversions that you want t[

Website

Track actions on your website

Step 4:- choose category   submit lead form as given below.

Create a conversion action for your website

After creating your conversion action, you'll get tracking code that you'll need to add to yo
more

Category	Select the action that you'd like to track

Begin checkout

Subscribe

Leads categories

Contact

Submit lead form

Book appointment

| Conversion name | | 0 / 100 |

Sign-up

Request quote   our advertising by giving conve

Get directions   e for each conversion

Outbound click   s for each conversion

| Value | | r this conversion action (not re |

More categories

Step 5:- enter your conversion name as show below "lead form enquiry"

Create a conversion action for your website

After creating your conversion action, you'll get tracking code that you'll need to add to yo
more

Category	Select the action that you'd like to track
	Submit lead form ▾

Conversion name	lead form enquiry
	17 / 10

Step 6:- choose   option   use the same value for each conversion as shown below just consider if you will get 1 enquiry then you will have 100rs value for this lead.

Value   Measure the impact of your advertising by giving conversions a value

◉ Use the same value for each conversion
Each time that a conversion happens, the same value is recorded.

Enter the value that should be used for this conversion action

Indian Rupee (INR ₹) ▾   100

Step 7:- Choose   One   option as shown below , as we are targeting for enquiry lead hence One is best option.

Count   Select how many conversions to count per click or interaction

○ Every
Recommended for purchases because every purchase is valuable.

◉ One
Recommended for leads, sign-ups and other conversions because only the first interaction is valuable.

You're tracking leads. Someone clicks your ad and enters their information twice on your website. Only 1 conversion is reported per click.

Learn more

Step 8:- Then keep click through conversion window = 30 days, view-through conversion window=1 day, include in conversion = yes, Attribution model =Last click.

Click-through conversion window	30 days	⌄
View-through conversion window	1 day	⌄
Include in 'Conversions'	Yes	⌄
Attribution model	Last click	⌄

The conversion window is how long a conversion can be recorded after an ad interaction.

Example: Say your window is 30 days. If someone clicks your ad then makes a purchase 29 days later, it's counted as a conversion. If they make the purchase 31 days after the ad click, it's not counted as a conversion.

Your **view-through conversion window** is how long a view-through conversion can be recorded after an impression.

View-through conversions are conversions that happen after an impression of, not an interaction with, your ad.

A person may see your ad and not interact with it, then convert later. This is called a view-through conversion.

Include these conversions in your 'Conversions' column. If you use conversion-focused bid strategies, they will optimise for these conversions.

Google Ads offers several attribution models:

Last click: Gives all credit for the conversion to the last-clicked ad and corresponding keyword.

First click: Gives all credit for the conversion to the first-clicked ad and corresponding keyword.

Linear: Distributes the credit for the conversion equally across all ad interactions on the path.

Time decay: Gives more credit to ad interactions that happened closer in time to the conversion. Credit is distributed using a 7-day half-life. In other words, an ad interaction eight days before a conversion gets half as much credit as an ad interaction one day before a conversion.

Position-based: Gives 40% of credit to both the first and last ad interactions and corresponding keywords, with the remaining 20% spread out across the other ad interactions on the path.

Data-driven: Distributes credit for the conversion based on your past data for this conversion action. It's different from the other models, in that it uses your account's data to calculate the actual contribution of each interaction across the conversion path.

Step 9:- click on create and continue.
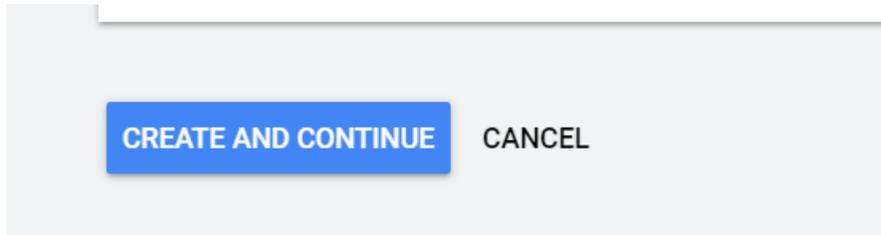
Step 10:- then you will tag setup and choose first option **"Install the tag to your website code."**
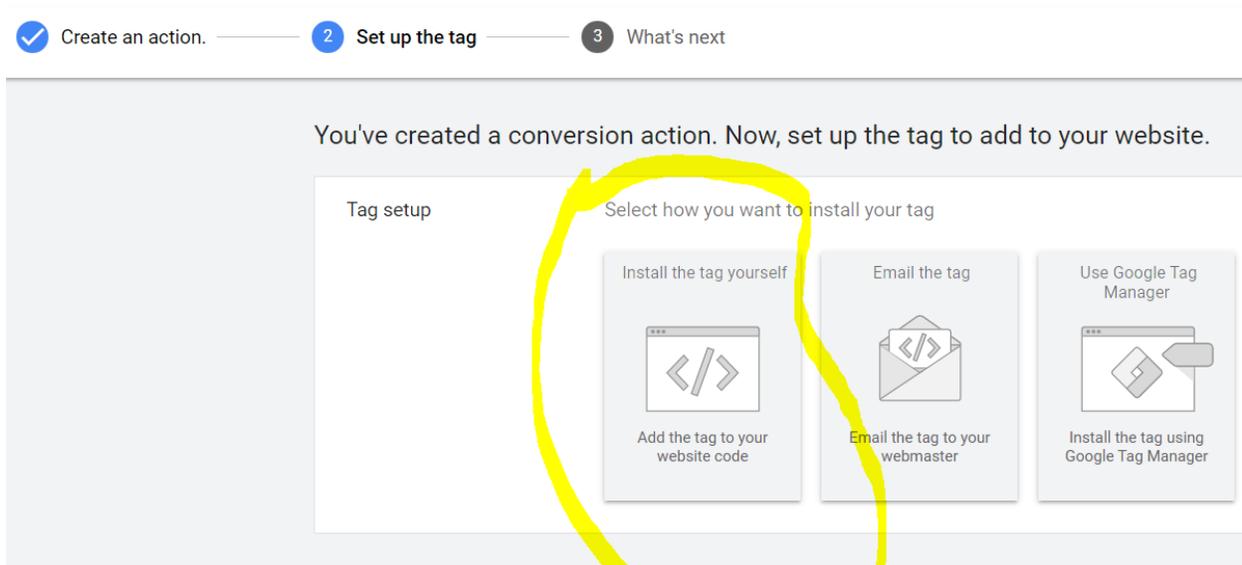
Step 11:- then you will see following see code for Html, Global site tag under it choose option " the **global site tag isn't installed on all your Html pages."**

See code for ⑦　　　　　HTML ▾

Global site tag

The global site tag adds visitors to your basic remarketing lists and sets new cookies on your domain, which will store information about the ad click that brought a user to your website. You must install this tag on every page of your website.

◉ The global site tag isn't installed on all your HTML pages

◯ The global site tag is already installed on all pages, but comes from another Google product (such as Google Analytics) or from another Google Ads account

◯ The global site tag on all pages was installed already when you created another conversion action in this Google Ads account (777-222-9251)

Copy the tag below and paste it in between the <head></head> tags of every page of your website. You only need to install the global site tag once per account, even if you're tracking multiple actions.

```
<!-- Global site tag (gtag.js) - Google Ads: 979470195 -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-979470195"></script>
<script>
 window.dataLayer = window.dataLayer || [];
 function gtag(){dataLayer.push(arguments);}
 gtag('js', new Date());

 gtag('config', 'AW-979470195');
</script>
```

DOWNLOAD SNIPPET

Step 12:-

Then you will see Global site tag code copy the tag below given below and paste it in between <head> </head> tags of every page of your website.

Copy the tag below and paste it in between the <head></head> tags of every page of your website. You only need to install the global site tag once per account, even if you're tracking multiple actions.

```
<!-- Global site tag (gtag.js) - Google Ads: 979470195 -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-979470195"></script>
<script>
 window.dataLayer = window.dataLayer || [];
 function gtag(){dataLayer.push(arguments);}
 gtag('js', new Date());

 gtag('config', 'AW-979470195');
</script>
```

DOWNLOAD SNIPPET

Note:- download it just click on Download snippet.

Step 13:- after it you will see Event snippet under it choose "**Page Load** "   option.

After it you will see Event snippet code as show below.

Event snippet

The event snippet works with the global site tag to track actions that should be counted as conversions. Choose whether to track conversions on a page load or click. ⑦

◉ Page load
Add the snippet to the page that a customer reaches after completing a conversion

○ Click
Add the snippet to the page that has a button or a link that you'd like to track for clicks

Copy the snippet below and paste it in between the <head></head> tags of the page(s) that you'd like to track, right after the global site tag.

```
<!-- Event snippet for Submit lead form conversion page -->
<script>
  gtag('event', 'conversion', {'send_to': 'AW-979470195/N_D4CNWqzPUBEPOOhtMD'});
</script>
```

DOWNLOAD SNIPPET

Note :- Copy this Event snippet code and paste to the page only on which you consider your conversion will happen. & you can download it just click on download snippet.

Means   Add the snippet to the page that a customer reaches after completing a conversion

Step 14:-   finally click on next   and

Then click on   done.

You've set up your **Submit lead form** conversion action

Next steps:

- For conversion tracking to work, you'll need to add the global site tag and event snip
- To make sure that your tag is working, check the tracking status on the 'Conversion on your website.   Learn more
- You can also use the Google Tag Assistant plugin for Chrome to make sure that you
- If your servers redirect ad clicks, verify that the Google Click ID (GCLID) URL parame
- You can edit the settings for this conversion action at any time.

DONE

And after creating live campaign keep checking your conversion report as shown below.
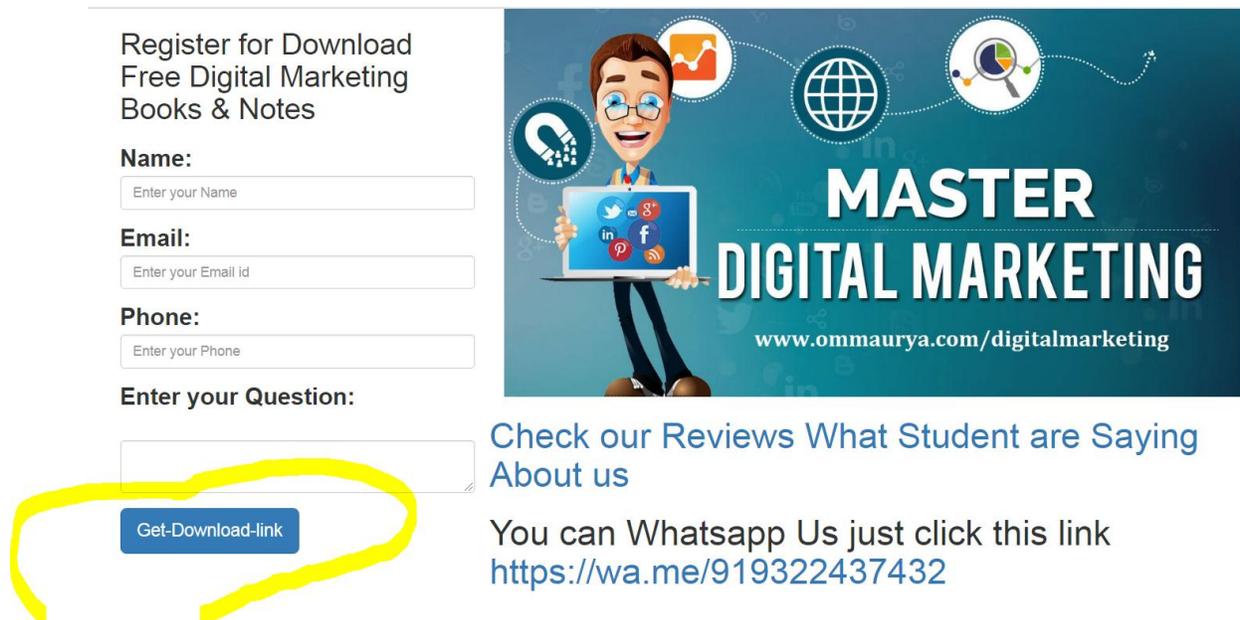

For example my landing page is as show below

index.html(note it is landing page it's url we use in final url of our text ads):-

Then I copy and paste global site tag under <head> </head> section of this page to track no of users website traffic. See following example.

```html
<html>

<head>
<!-- Global site tag (gtag.js) - Google Ads: 979470195 -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-979470195"></script>
<script>
 window.dataLayer = window.dataLayer || [];
 function gtag(){dataLayer.push(arguments);}
 gtag('js', new Date());


 gtag('config', 'AW-979470195');
 </script>
</head>
<body>
</body>
</html>
```

And after filling form and after click on Get down link user will redirect to a page which is called our **conversion page** .

Conversion page(Thank.html thank you page):- as shown below.

Note:- **In this conversion page thank you page we will put Global site tag first and after it we paste event snippet code.**

For example thank.html(conversion page) :-

<html>

<head>

<!-- Global site tag (gtag.js) - Google Ads: 979470195 -->

<script async src="https://www.googletagmanager.com/gtag/js?id=AW-979470195"></script>

<script>

  window.dataLayer = window.dataLayer || [];

  function gtag(){dataLayer.push(arguments);}

  gtag('js', new Date());

  gtag('config', 'AW-979470195');

</script>

```html
<!-- Event snippet for DM lead conversion page -->

<script>

  gtag('event', 'conversion', {'send_to': 'AW-979470195/rc2WCIylxp0BEPOOhtMD'});

</script>

</head>

<body>

</body>

</html>
```