

	Login to Wordpress Dashboard (In this case, I choose Wordpress for website development)	Install & Activate WPCode Plugin	Navigate to code snippets and choose Header & Footer. Copy the codes from Google Tag Manager and Place it according to the instructions given by Google Tag Manager
1.	Login to Google Tag Manager	Create account, after that copy the head and body snippets placed in Wordpress Dashboard	
		Tools > Data Manager >	



		Cheap		
Types of Keywords	Negative Match	Low Priced		
	Phrase Match	Free "Digital marketing service in London"	es Best Digi Services i	tal Marketing n London
	Exact Match	[Digital Marketing Services in London]	S	
	1. Define your Cam Objective/Goals	(Leads, Sales npaign Traffic, App Awareness)	s, Website Installs, Brand	Ex: 20 leads per Da
	2. Campaign Budge	Ex: £2000 per day	ý	
		Demographics	Age, Gender, Pa Income Level	arental Status,
	3. Target Audience	Geographics	Areas, Cities, State Countries	es,
		Psychographics	Interests, Beha	viours
Pre- Campaign Work	4. Types of Campai	gns Search, Display video, Demand	y, shopping, Gen, P Max	
	5. Ad Copies	Headings, Descriptions, Sitelinks, Call Out Extensions		
	6. Landing Pages	A page where a user wafter clicking the ad.	will land	
	7. Thank You Page	To Track conversion tracking code in the and show a successf message to a user.	ns with back-end ful	
Logi Dash	n to Google Ads nboard			
Clici	c on Create New			
		Note: If you're Ad A new make sure you s "Create a campaign y goal guidance". If yo account is already ha some data it means it already running no of campaigns successfu then only select camp	ccount is elected without ou're ad ving t's f lly. If so paign	
Selection	ct the Objective of your paign	objectives like leads, traffic, awareness, in	sales, stall	
Sele	ct the Type of Campaign			

4.	Configure the Conversion Action using Google Tag Manager	Create a New Tag called "Lead from Conversion Tracking Tag"
		Click on Tag configuration "Select Google Ads" > Google Ads Conversion in Tracking.
		Copy the Conversion ID from Google Ads and Paste it in conversion ID field.
		Copy the conversion label from Google Ads and paste it in conversion label field
		Save, Publish and Skip.
		Tag Manager Dashboard
		Place your website/landing page URL
		Do the Action "Filling the form"
5.	Testing the Conversion Tage using Google Tag Assistant Tool	Check where the tag is firing or not
		If it is working come back to Google Ads conversion action dashboards and refresh the page. If you're seeing "no recent conversions" means the conversion action is successfully connected to the website.

