

	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 > Google Tag > Installation	



		Cheap		
Types of Keywords	Negative Match	Low Priced		
		Free		
	Phrase Match	"Digital marketing services in London"	Best Digit Services in	al Marketing 1 London
	Exact Match	[Digital Marketing Services in London]		
	1. Define your Car Objective/Goals	mpaign (Leads, Sales, Traffic, App In Awareness)		Ex: 20 leads per Day
	2. Campaign Budg	Ex: £2000 per day	•	
		Demographics	Age, Gender, Pa Income Level	rental Status,
	3. Target Audience		Areas, Cities, State Countries	S,
		Psychographics	Interests, Behav	viours
Pre- Campaign Work	4. Types of Campa	igns Search, Display,		
	5. Ad Copies	Headings, Descriptions, Sitelinks, Call Out Extensions		
	6. Landing Pages	A page where a user wi after clicking the ad.	ill land	
		To Track conversions tracking code in the b and show a successfu	back-end	
T	7. Thank You Page	e message to a user.		
<u> </u>	in to Google Ads			
	k on Create New paign			
Sele	ct the Objective of your	Note: If you're Ad Ace new make sure you sel "Create a campaign wi goal guidance". If you account is already hav some data it means it's already running no of campaigns successfull then only select campa objectives like leads, s	lected ithout 're ad ing s y. If so aign sales,	
Cam	paign	traffic, awareness, inst		

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.
		Click on Preview in Google 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.

