
catrin.hollings.viamed@gmail.com sent you a conversion tracking tag

Google Ads <ads-account-noreply@google.com>
Reply-To: Google Ads <ads-account-noreply@google.com>
To: catrin.hollings.viamed@gmail.com

15 February 2021 at 09:45



catrin.hollings.viamed@gmail.com sent you a conversion tracking tag

The Google Ads user catrin.hollings.viamed@gmail.com has shared a conversion tracking tag to track clicks on your website as conversions. To add this tag to your website, follow the instructions below.

How to use the tag

For conversion tracking to work, you'll need to install the conversion tracking tag, which consists of a global site tag and an event snippet. You'll also need to add code so Google Ads records a conversion only when a customer clicks a chosen link, button or image. If installing the tag with Google Tag Manager, follow [these instructions](#) instead.

If any of your web pages are built using AMP, you'll need to add tags to both the AMP and HTML versions. Instructions are included for both.

HTML pages

1. Install the global site tag on every page of your website.
 - a. Open the HTML for each page.
 - b. Choose from the following options:
 - If you haven't installed the global site tag on your website, copy the tag below and paste it between the head tags (<head></head>):

```
<!-- Global site tag (gtag.js) - Google Ads: 950947999 --> <script async
src="https://www.googletagmanager.com/gtag/js?id=AW-950947999"></script> <script>
window.dataLayer = window.dataLayer || []; function gtag(){dataLayer.push(
arguments);} gtag('js', new Date()); gtag('config', 'AW-950947999'); </script>
```

See more guidelines on [setting up the global site tag](#).

- If you installed the global site tag on your website from another Google product (e.g. Google Analytics) or from another Google Ads account, copy the 'config' command below and add it to every instance of the global site tag, right above the </script> end tag.

```
gtag('config', 'AW-950947999');
```

- If you or a manager account already installed the global site tag on your website while setting up the tag for another conversion action, make sure that the tag is on every page of your website and check that the 'config' command has this Google Ads account's conversion ID: AW-950947999

- c. Save the changes to your web pages.

2. Install the event snippet on the page that has the button or link that you'd like to track.
 - a. Open the HTML for the page.
 - b. [Copy the snippet below and paste it between the head tags \(<head></head>\)](#) of the page, right after the global site tag.

```
<!-- Event snippet for Contact Page: Oxygen Sensor Ads Conversions conversion page In  
your html page, add the snippet and call gtag_report_conversion when someone clicks on  
the chosen link or button. --> <script> function gtag_report_conversion(url) { var  
callback = function () { if (typeof(url) != 'undefined') { window.location = url; } };  
gtag('event', 'conversion', { 'send_to': 'AW-950947999/-QvpCKW73_UBEJ-hucUD',  
'event_callback': callback }); return false; } </script>
```

3. Add an onclick attribute directly to the code for the button or link that you'd like to track. The code that you use will depend on how the link or button is displayed on your site: as a text link, button or button image.

Add the code to a text link: In the code below, replace '<http://example.com/your-link>' with the URL for your website or telephone link, and replace 'Download now!' with your link text.

```
<a onclick="return gtag_report_conversion('http://example.com/your-link');" href="http://example.com/your-link">Download now!</a>
```

Add the code to a button: This code shows you how to add click tracking functionality to a button using the `<button>` tag. Replace '<http://example.com/your-link>' with the URL for your website.

```
<button onclick="return gtag_report_conversion('http://example.com/your-link')">Submit</button>
```

Add the code to a button image: In the code below, replace 'download_button.gif' with your button image, replace the width and height with your image's parameters and replace '<http://example.com/your-link>' with the URL for your link.

```

```

4. Save the changes on your web page.

AMP pages

You should follow these instructions for any of the pages built using the AMP framework.

1. Install the global site tag on every page of your website.

a. Open the HTML for each page.

b. Choose from the following options:

▪ If you haven't installed the global site tag on your website, add these two tags:

1. First, copy the tag below and paste it between the head tags (`<head></head>`), before the AMP JS library.

```
<script async custom-element="amp-analytics" src="https://cdn.ampproject.  
org/v0/amp-analytics-0.1.js"></script>
```

2. Then, copy the tag below and paste it between the body tags (`<body></body>`) of all of your AMP pages

```
<!-- Global site tag (gtag) - Google Ads: 950947999 --> <amp-analytics  
type="gtag" data-credentials="include"> <script type="application/json"> {  
"vars": { "gtag_id": "AW-950947999", "config": { "AW-950947999": {  
"groups": "default" } }, "triggers": { } } </script> </amp-analytics>
```

3. See more guidelines on [setting up the global site tag](#).

▪ If you installed the global site tag on your website from another Google product (e.g. Google Analytics) or from another Google Ads account, copy the line below and include it in the 'config' section of every instance of the global site tag.

```
"AW-950947999": { "groups": "default" }
```

▪ If you or a manager account already installed the global site tag on your website while setting up the tag for another conversion action, make sure that the tag is on every page of your website and check that the 'config' section has this Google Ads account's conversion ID: AW-950947999

- c. Save the changes to your web pages.
2. Install the event snippet on the page that has the button or link that you'd like to track.
 - a. Open the HTML for the page.
 - b. Find a CSS selector for the button or link that you'd like to track. For example, you could use '#purchase' or '.out-button' if your button is set up like the following:

```
<button id="purchase" class="out-button">Click</button>
```
 - c. Copy the snippet below and paste it into the 'triggers' section of the global site tag. Change the value of 'selector' to match the clicked item.

```
"C_5S5E1ihxUf0": { "on": "click", "selector": "CSS_SELECTOR", "vars": { "event_name": "conversion", "send_to": [ "AW-950947999/-QvpCKW73_UBEJ-hucUD" ] } }
```
 - d. Save the changes on your web page.

Learn more about [tracking clicks on your website as conversions](#).

Thank you,
The Google Ads Team

This email was sent to update you about your Google Ads account.



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