MATT BACAK'S CHECKLIST

Checklist 17 - Lead Conversion Tracking Options

Project Name: _____

Date: _____

Yes   No

Getting to know about your customers and their actions is an essential step to take to ensure the success of your site and get to know its future. Many lead conversion tracking options will let you know about your website purchases, newsletter signups and the button clicks on your website done by your customers. The two ways to track your lead conversions are given below:

a) GOOGLE ANALYTICS:

Step #1: Set Up Your Account

1

First of all, you have to set your Google Analytics account ☐ ☐

2

Once you have a Google account, you need to sign up for Google Analytics. For this, click on the Sign In button in the dropdown menu. ☐ ☐

3

Select Analytics, and you'll get to a page showing your Google account that you want to use. ☐ ☐

4

Now you have to click on the Sign Up button and give all your details there. ☐ ☐

5

In the next step, choose the Get Tracking ID button and accept the terms and conditions of the service. Now you'll get into a new Google Analytics account. ☐ ☐

Notes

Checklist 17 - Lead Conversion Tracking Options

Step #2: It's Time to Track Your Website

6

Choose the following pathway to track your ID: Admin> Property>Tracking Info.

7

Now set up your website with Google Analytics by copy-pasting the website tracking code into the web page that you want to track.

8

Now, you'll be able to track all the lead conversions that you'll be getting on your website.

b) TAG MANAGER(INSTALL CONVERSION EVENT)

Step #1

9

First of all, install Google Tag Manager and create its account and install the code of your website in it.

10

It is advised to use your Google Account that you use for all your Google products.

11

Now install a GTM code on your website. This will avoid the use of further coding.

Step #2

Notes

Checklist 17 - Lead Conversion Tracking Options

12

Now, set up a tag manager in your Google Analytics account by creating a tag.

13

After this, trigger your tag to configure form submission conversion tracking.

14

This tag will give you all the information about the lead conversions on your site.

Step #3

15

Now, it is time to install conversion events in the tag manager. For this, go to your Google Analytics account and choose the Admin and proceed to Goals> New Goal.

16

Now choose "Custom" and name your Goal and finally choose your event type.

17

After this, leave the action fields empty and proceed to Save option.

18

Now your Tag manager has been activated along with installed conversion event that will let you track your conversion leads.

Notes