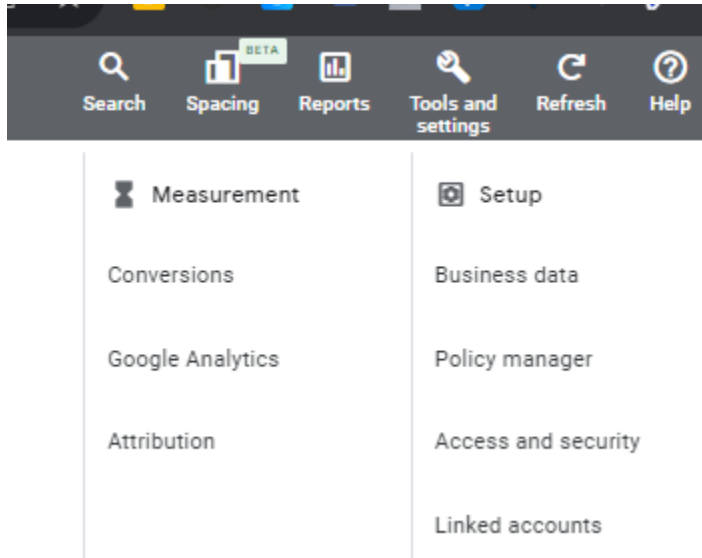
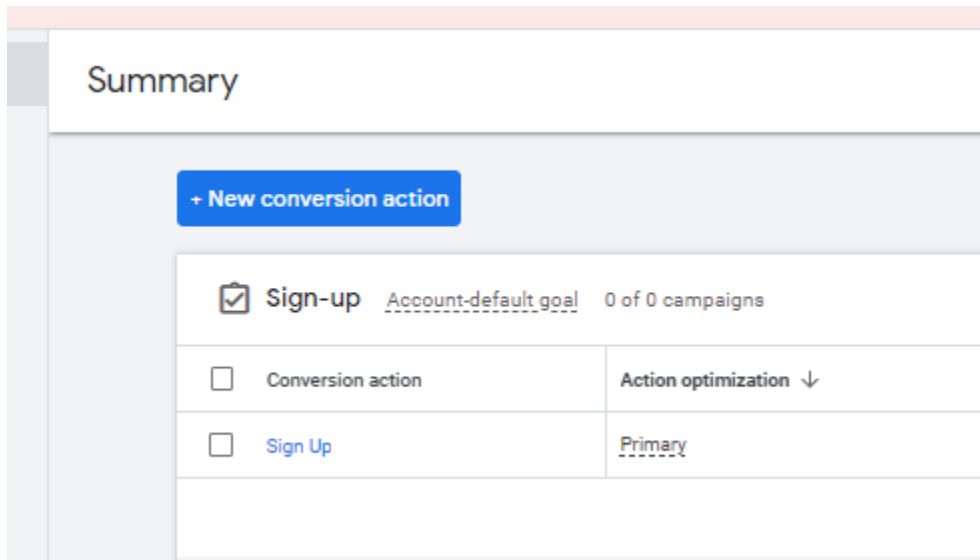


## Part 1: Create and Install Google Tag

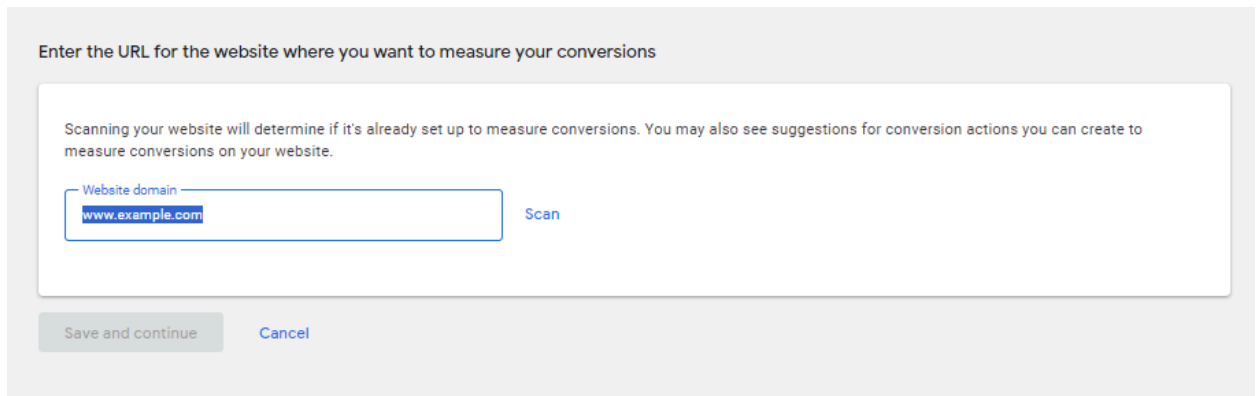
1. Click Tools and Settings > Conversions



2. Click on New Conversion Action Button > Website



3. Enter your website domain (include www but exclude https://)



The screenshot shows a web interface for entering a website domain. At the top, it says "Enter the URL for the website where you want to measure your conversions". Below this is a text box with the placeholder "Website domain" and the example "www.example.com". To the right of the text box is a "Scan" button. Below the text box and "Scan" button are two buttons: "Save and continue" (disabled) and "Cancel".

Enter the URL for the website where you want to measure your conversions

Scanning your website will determine if it's already set up to measure conversions. You may also see suggestions for conversion actions you can create to measure conversions on your website.

Website domain  Scan

Save and continue Cancel

4. Click on "Add Conversion Action Manually" then input the following settings in the next page:
  - a. Name your conversion "Sign-up"
  - b. Select "Sign-Up" as the conversion category
  - c. Dont use a Value
  - d. Count: One
  - e. Leave others on default

 Conversion actions created manually need to be added to your website's code. When you're finished creating conversion actions, you'll get instructions for setting them up on your website

**Goal and action optimization**

Select the Goal category for this action

Sign-up ▾

^ Conversion action optimization options

☒ Add "Sign-ups" to account default goals ⓘ

For this goal, choose if this is a primary action for bidding optimization and reporting, or a secondary action used for observation.

☒ Primary action used for bidding optimization

☐ Secondary action not used for bidding optimization

You can use these goals / categories to group your conversion actions and segment your campaign reports.

**Conversion name**

Sign Up

7 / 100

Example: "June newsletter sign-ups", "Manager job applications", or "Big cookie sales"

**Value**

Measure the impact of your advertising by giving conversions a value

☐ Use the same value for each conversion

☐ Use different values for each conversion

☒ Don't use a value for this conversion action (not recommended)

Not recommended for most conversions because a value helps you measure the impact of your ads. With this choice, the conversion value is always 0.

**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 are tracking leads. Someone clicks your ad and enters their information twice on your website. Only 1 conversion is reported per click. [Learn more](#)

|                                 |                                                                               |   |
|---------------------------------|-------------------------------------------------------------------------------|---|
| Click-through conversion window | 30 days                                                                       | ▾ |
| Engaged-view conversion window  | 3 days                                                                        | ▾ |
| View-through conversion window  | 1 day                                                                         | ▾ |
| Attribution                     | Data-driven <span style="color: green; font-weight: bold;">Recommended</span> | ▾ |
| Enhanced conversions            | Not configured                                                                | ▾ |

Done Cancel

5. Click “Done” and you will go back to the previous screen. Click “Save and Continue”
  
6. On the next page, click Setup Google Tag.
  
7. Click “Install manually”. Click the copy icon on the right side of the page.

Choose how to set up a Google tag

☒ Install manually RECOMMENDED

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-465330314"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'AW-465330314');
</script>
```

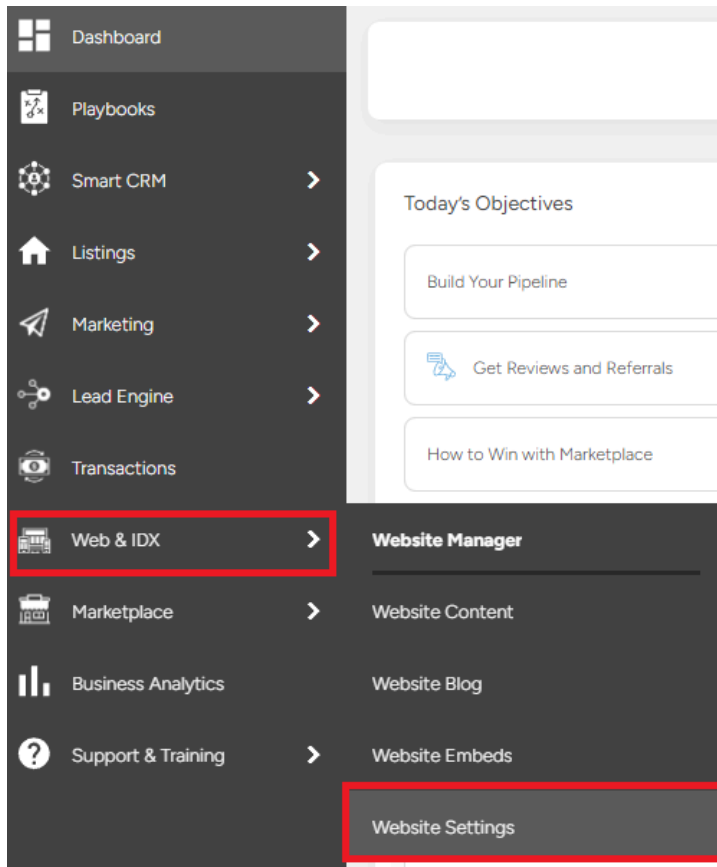
☐ Install with a CMS or website builder

☐ Use a Google tag you already have

Use of the Google tag is subject to the terms governing the service where it is used.

8. Open a NEW tab or browser window. Login to your KVCore account.

9. On the left sidebar, hover on “Web & IDX” then click “Website Settings”



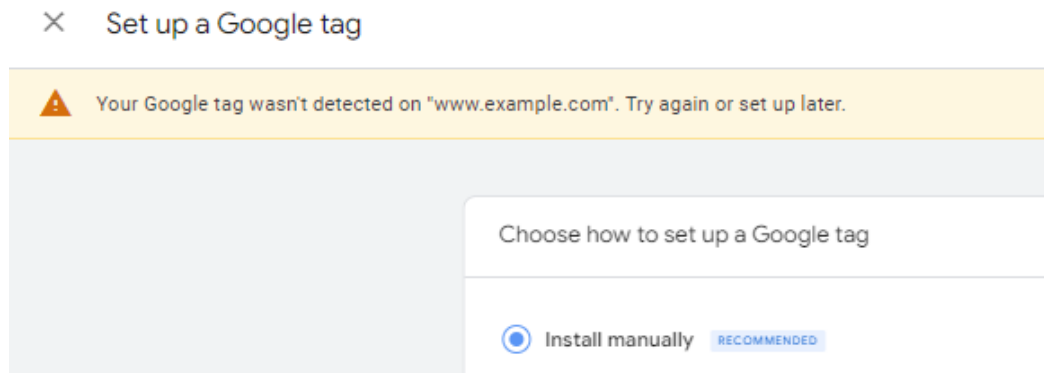
10. Scroll down and find “Custom Header Code”. You may also use the search for text function in your browser (ctrl + f in windows) and type “Custom Header Code”.
11. Click inside the box and paste the Google tag code you got from Step #7. If there are other texts or code in the box, simply scroll down and paste the code at the bottom.



12. Click save.

13. Click “Test Installation”. Google will check the website to see if the tag has been installed. Changes might take a while to reflect in KVCore.

You can safely ignore the errors and close the page by hitting “X” on the left. As long as you are sure the code was pasted in the correct section.



## Part 2: Create and Install Conversion Event

1. Go back to your Google browser tab/window, click on “see event snippet”

[Set up with a Google tag](#)[Email instructions to your webmaster](#)[Use Google Tag Manager](#)

### 1. Activate measurement with a Google tag

A Google tag allows you to measure activity on your website. You need to do this before individual event snippets can start measuring conversions.

 To enable conversion measurement, you will need to install a Google tag or reuse an existing Google tag already on your website. Try again or continue to the next step. You can manage your tag later under Tools & settings.

 Google tag

Try again

### 2. Measure individual conversions with event snippets

| Conversion goal                             | Conversion name |                                   |
|---------------------------------------------|-----------------|-----------------------------------|
| <input checked="" type="checkbox"/> Sign-up | sign-up         | <a href="#">See event snippet</a> |

If your website uses the AMP framework, you can receive your setup instructions by email

2. A new modal will open. Click on “copy”

#### Conversion event snippet for "sign-up"

Together with the Google tag, this tag sends data to Google Ads and indicates when a conversion happens

#### Event snippet

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

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

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

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

```
<!-- Event snippet for sign-up conversion page -->
<script>
  gtag('event', 'conversion', {'send_to': 'AW-465330314/P2JZCPG8mv0YEIzB8d0B'});
</script>
```

CopyDownload

Close

3. Go back to your KVCORE tab/window. Scroll down to the “Conversion Code” section. It should be several scrolls below the “Custom Header Code” section.

4. Paste the conversion event tag in the text box. If there are other texts, scroll down and paste the code at the bottom.

**Conversion Code**

This is a special usage area. A **conversion code** is a special code used to see where people sign up on your website. It tells you which ads or websites brought them there. Codes typically come from Facebook or Google.

```
</div>
</noscript>
<!-- Event snippet for Lead conversion page -->
<script>
  gtag('event', 'conversion', {'send_to': 'AW-11410006854/O_ofCNqQ6_YYEMbG28Aq'});
</script>
```

Paste the code at the bottom of this box.

Use the scroll bar to the right to ensure you are pasting at the bottom and not break any other code

Save

paste the code at the bottom

5. Click save and you're done.