

Alright Osama, here's the guide

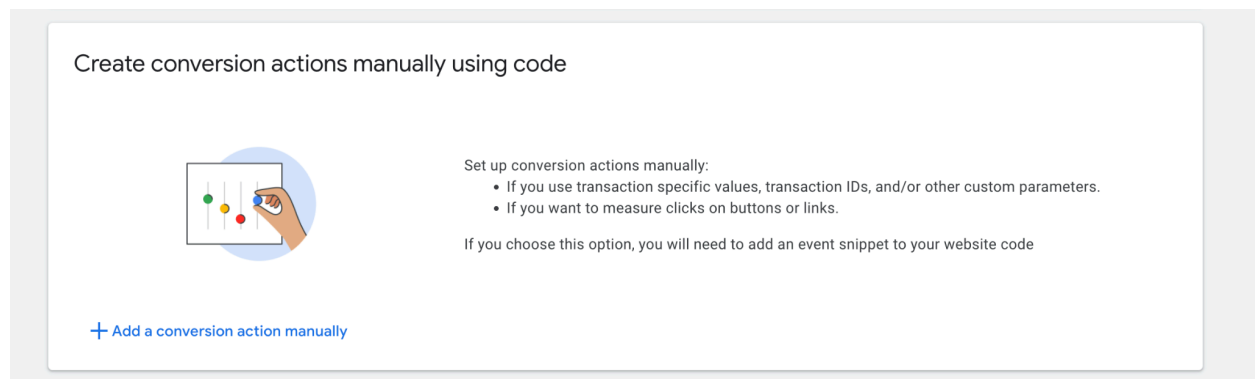
I'll start from the complete beginning to ensure you have no fuckups but do NOT delete current set ups until the new ones are tested (or you just change a few things and it will be fine)

First things first, if you don't have a thank you page already you need to create one and thankfully it's stupid easy, you just thank them for submitting the form.

But if you need more info on it you should watch Arno's lessons about it in BIAB Ultimate Ads Guide.

Google Ads Conversion Action

Create a new conversion, choose "website" and then choose **manual** set up.



It says you'll need code but it's bullshit.

Select "page view" for category and fill in the rest as you like. If that's a simple lead form you should probably choose not to use any value.

Then click finish, save and continue.

Then this will be your window:


Create conversion actions manually using code



Set up conversion actions manually:

- If you use transaction specific values, transaction IDs, and/or other custom parameters.
- If you want to measure clicks on buttons or links.

If you choose this option, you will need to add an event snippet to your website code

Conversion goal	Conversion name	
 Page view	Page view	Settings

[+ Add a conversion action manually](#)

I assume you used “Set up with a Google Tag” originally and it’s wrong way.

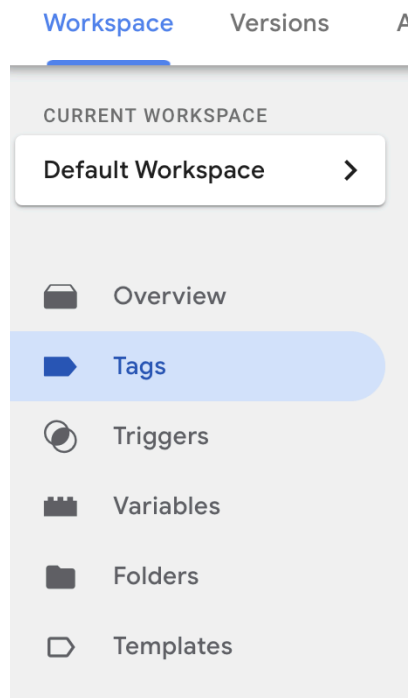
We choose “Use Google Tag Manager”

Then you’ll see the Conversion ID and Conversion Label.

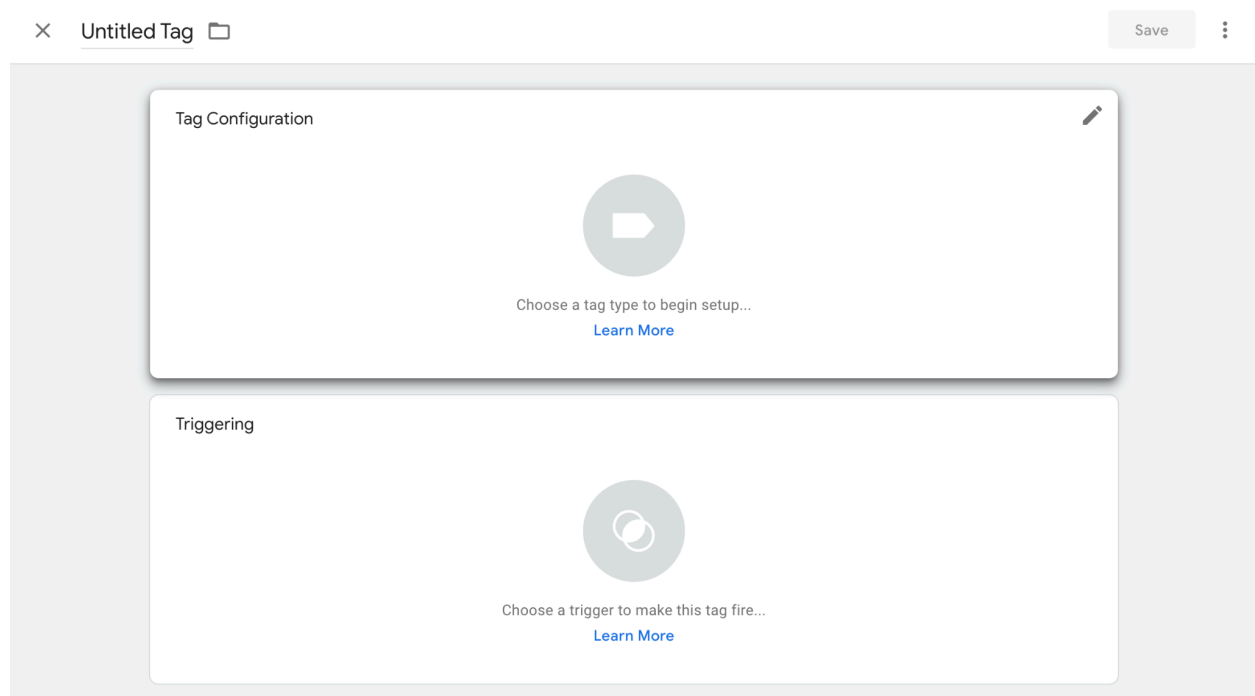
At this point we transition to [Google Tag Manager](#)

Sign up if you didn’t before and copy GTM tag to Wix integrations just like you most likely did with Google Ads. This tag looks like this: GTM-XXXXXXX

Then you go back to Google Tag Manager and there click “Tags”



Here you click “new” and you’ll be met with this:



In tag configuration choose “Google Ads” → “Google Ads Conversions Tracking”

Tag Configuration

Tag Type



Google Ads Conversion Tracking
Google Ads

✓ **Conversion Linker tag found in container.**

Conversion ID [?](#)



Conversion Label [?](#)



Conversion Value



Transaction ID [?](#)







Currency Code



You copy conversion ID and Label from Google Ads

Then you need to set up the trigger

After you clicked it you'll be greeted by these 4 presets:

× Choose a trigger 🔍 +			
<input type="checkbox"/>	Name ↑	Type	Filter
	All Pages	Page View	--
	Consent Initialization - All Pages	Consent Initialization	--
	Initialization	Initialization	-- i
	Initialization - All Pages	Initialization	--

You need to click the + button in the top right.

Then click in the center to set it up again

Then Choose Page view

Choose it to fire on specific pages only.

Then you have pre-selected “Click URL”; Change it to “Page URL”

As for “Contains” you should change it to “equals” and put there the URL of thank you page

The screenshot shows the 'Trigger Configuration' panel. Under 'Trigger Type', 'Page View' is selected. Below, 'This trigger fires on' has 'Some Page Views' selected. The 'Fire this trigger when an Event occurs and all of these conditions are true' section shows a dropdown menu with 'Click URL' selected, followed by 'equals' and an empty input field. A red error message 'Invalid filter specified' is displayed below the conditions.

Then give the trigger and the tag a name

At the end it will look like this:

The screenshot shows the 'Tag Configuration' panel. Under 'Tag Type', 'Google Ads Conversion Tracking' is selected. Below, a green checkmark indicates 'Conversion Linker tag found in container.' The 'Triggering' section shows 'Firing Triggers' with 'Delete me Page View' selected.

Then you hit “preview” button in GTM, right next to the publish. It will open Google Tag Assistant.

You will connect to it aaand...

Voila.

Still you gotta double check it with Tag Assistant. You might wonder why it took me a bit long even though I told you it would be done shortly.

Well it didn't work at first and I was testing different stuff. It didn't work still and I said fuck it, then to give you some advice about testing I tested it again and it worked.

That's how Summary will look like when you connect to Tag Assistant:

Tags Fired
None

Tags Not Fired [Hide](#)

WhatsApp Tracking Отслеживание конверсий в Google Рекламе	Phone Calls Tracking Отслеживание конверсий в Google Рекламе	Conversion Linker Связывание конверсий
New-WA-Tracking Отслеживание конверсий в Google Рекламе	Google Ads Conversion Tracking Отслеживание конверсий в Google Рекламе	

After you trigger the action:

Tags Fired

Conversion Linker Связывание конверсий - Fired 1 time	Google Ads Conversion Tracking Отслеживание конверсий в Google Рекламе - Fired 1 time
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Tags Not Fired [Hide](#)

WhatsApp Tracking Отслеживание конверсий в Google Рекламе	Phone Calls Tracking Отслеживание конверсий в Google Рекламе	New-WA-Tracking Отслеживание конверсий в Google Рекламе
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If you need to test things if they don't work click the tag you're interested in, there you'll see this:

Firing Triggers

Phone Call Trigger		
Filters		
_event	equals	gtm.linkClick
Click URL	contains	tel:
_triggers	matches RegEx	(^\$ ((^ ,)193025672_9(\$,)))

If there's an issue something here will have a red X, it's what it should've gotten, but got something else

To inspect what went wrong click the action that should've triggered the conversion and click variables:

17 Pageview

18 History Change

17 Window Loaded

16 DOM Ready

15 History Change

14 Message

13 Pageview

12 History Change

11 Set

10 Set

Tags

Variables

Data Layer

Consent

Console (0)

Variable	Variable Type	Return Type	Value
_event	Специальное событие	string	'gtm.load'
_triggers	Переменная уровня данных	string	''
_url	URL	string	'https://www.alyabeautyvn.com/%D0%BE%D0%B1%D0%BE-%D0%BC%D0%BD%D0%B5'
Click URL	Переменная уровня данных	undefined	undefined
Event	Специальное событие	string	'gtm.load'
Page Hostname	URL	string	'www.alyabeautyvn.com'
Page Path	URL	string	"/%D0%BE%D0%B1%D0%BE-%D0%BC%D0%BD%D0%B5"
Page URL	URL	string	'https://www.alyabeautyvn.com/%D0%BE%D0%B1%D0%BE-%D0%BC%D0%BD%D0%B5'
Referrer	URL перехода HTTP	string	'https://tagassistant.google.com/'

There you will see a lot of data you'll be able to see what system got instead of what it should've gotten that was marked with X. And so you'll figure out what you could test to see if it will work.

I apologize if that's confusing but in any case you can just screenshot and send this data to ChatGPT and it will analyze it for you + give possible solutions.