Mindluster Platform

About the course Shopify Google Ads conversion tracking

Shopify Google Ads conversion course, in this course will dive into the intricate process of tracking and optimizing conversions originating from Google Ads on their Shopify e-commerce platform. This comprehensive course begins by elucidating the fundamental concepts of Google Ads conversion tracking within the Shopify ecosystem. Participants will learn step-by-step procedures for setting up and configuring conversion tracking, ensuring accurate measurement of various actions such as purchases, newsletter sign-ups, and more. Advanced techniques for troubleshooting and refining conversion tracking will be explored, empowering learners to maximize the return on investment (ROI) from their Google Ads campaigns. Through practical exercises and case studies, participants will gain actionable insights into analyzing conversion data and leveraging it to optimize marketing strategies. By the course's conclusion, participants will possess the knowledge and skills to implement robust Google Ads conversion tracking mechanisms on their Shopify stores, driving meaningful business growth and success.

Digital Marketing Category's Courses

Course Lesson(9)

Lesson 1 :
Shopify Google Ads Conversion Tracking 2023 Track Purchases Add to Cart and Checkouts

Lesson 2 :
Google Ads WooCommerce Conversion Tracking Track Purchase Conversions For a WooCommerce Website

Lesson 3 : **Complete Google Ads Conversion Tracking Tutorial For 2023**

Lesson 4 :
Track Thank You Page Conversions in Google Ads Confirmation Page Conversion Tracking Google Ads

Lesson 5 :
Track Button Clicks as Conversions in Google Ads Button Link Click Conversion Tracking

Lesson 6 :
LinkedIn Ads Conversion Tracking 2023 LinkedIn Advertising Page Load Event Specific Conversions

Lesson 7 : **Install LinkedIn Ads Insight Tag with Google Tag Manager**

Lesson 8 : **LinkedIn Ads Event Specific Conversion Tracking Tutorial with Google Tag Manager**

Lesson 9 : **LinkedIn Ads Track Page Load Conversions Track Thank You Page Conversions**

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