Mindluster Platform

About the course Google Ads conversion tracking techniques

Google Ads conversion tracking course, in this course is designed to help marketers and business owners measure the effectiveness of their Google Ads campaigns by tracking key actions taken by users after interacting with ads. In this course, weâ€™ll cover everything from setting up conversion tracking to understanding how to use this data to optimize ad performance. Youâ€™ll learn how to install tracking tags, set up goals for various types of conversions like purchases, form submissions, and calls, and analyze conversion reports to gain insights on user behavior. We'll also discuss advanced tracking techniques, including offline conversion tracking, and methods for troubleshooting common tracking issues. By the end of this course, you'll have a clear understanding of how conversion tracking can inform your ad strategy, maximize ROI, and enable data-driven decision-making. Whether you're new to Google Ads or looking to refine your tracking skills, this course will provide practical steps to enhance your campaignâ€™s effectiveness.

Digital Marketing Category's Courses

Course Lesson(13)

Lesson 1 : **Google Ads Conversion Tracking Tutorial 2024**

Lesson 2 : **Google Ads Phone Call Conversion Tracking Tutorial 2024**

Lesson 3 : **Track Thank You Page Conversions in Google Ads Lead Submission Conversion Tracking**

Lesson 4 : **Google Ads Contact Form Conversion Tracking Tutorial**

Lesson 5 : **Track Email Conversions in Google Ads**

Lesson 6 : **Google Ads Button Click Conversion Tracking**

Lesson 7 : **Google Ads Calls From Ads Tutorial Call Assets Explained**

Lesson 8 : **Google Ads Website Phone Call Conversion Tracking Tutorial**

Lesson 9 : **Google Analytics 4 Events and Google Ads Conversion Tracking**

Lesson 10 :
Google Ads Mobile Phone Call Conversion Tracking Tutorial Track a Clickable Call Button

Lesson 11 : **Google Ads Text Message Conversion Tracking Tutorial**

Lesson 12 : **Getting Started With Google Ads Conversion Tracking**

Lesson 13 : **Install Google Tag Manager On Your WordPress Website**

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