Mindluster Platform

About the course Google ads conversion tracking

Course Presenter : Stewart Gauld

Google ads conversion tracking, in this course we will explore how to set up and optimize Google Ads conversion tracking to measure the effectiveness of your ad campaigns. Learn how to track key actions like purchases, sign-ups, and calls, ensuring you understand which ads drive real results. Weâ€™ll cover step-by-step setup using Google Tag Manager, Google Analytics, and manual tracking codes. Discover how to analyze conversion data, improve ROI, and adjust bidding strategies for better performance. By the end of this course, youâ€™ll master tracking and optimizing conversions to boost your advertising success. Stewart Gauld

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