INTRO: Google Ads Conversion Pixel

Hey Everyone,

If you're a newbie eCommerce Store owner or Entrepreneur, you may be wondering why is this so important? **The reason this is so important is, you can't make smart business decisions about your business if you don't know what's happening in your business…**

Having a Google Ads Conversion Pixel installed on your store is super important because you're now able to track which Keywords, Products, and Pages that your spending money for how they're converting and *what's making you money versus what's not making you money*.

With A Google Ads Conversion Pixel installed on your store you're now able to Do More of What's working and Turn Off or Remove campaigns and keywords that aren't producing revenue.

I look forward to seeing your Future or Enhanced Success!

To complete the tasks in this document you'll need two things:

1. Shopify Account

2. Google Ads Account

If you don't already have a Shopify store you can set up one for free by going to this link: http://bit.ly/ecomstartwithshopify

If you don't already have a Google Ads you can set up one for free by going to this link: https://ads.google.com/home

Earnest Epps
Founder of **Built To Sell**

Creating a Google Ads Conversion Pixel

**No Programming Needed

Step 1)

Download the following App:

- Google Ads Conversion Pixel & Tracking Code
- Link: https://apps.shopify.com/adwords-conversion-pixel

Step 2)

- Connect your Google Ads Account to the App

**Please note Shopify will not give you a confirmation

BOOOM Conversion PIXEL IS INSTALLED!

No Developer Needed

Over Achievers and A+ Members can do the following…

Step 3) Confirm Connection

- Click Settings
- Under Measurements >> Click Conversions

Step 4) View Conversion Actions

- You should see a green dot next to your Store Name
- This means you're **Good and Ready to Rock!**

Bonus Material

- <u>Status</u> will show up as unverified until you start to have sales then the conversion pixel will fire
- <u>Conversion Window</u> by default is set for 30 = It will fire the pixel and display data for 30-day increments
- <u>Repeat Rate</u> should be 1 but sometimes with an eCommerce store it can be a little off because the window could refresh during checkout which could cause the pixel to fire more than once

Lastly, to make sure you have enough data, run a campaign for 15 days before you start evaluating its performance.

If you have a developer of staff and/or would like to program this yourself, you can do so by following the URL below:

- Link: https://help.shopify.com/en/manual/promoting-marketing/tracking-adwords-conversions