A conversion for my website would be a sale of any product listed on the site. For this example, I will say it would be the sale of a Redragon K551 keyboard, which would be valued at about $9.53 because the keyboard costs the customer $59.99, but then I have to pay $34.10 for the item and $16.26 for shipping, which comes out to a profit of $9.53. The conversion page would be the order confirmation page because this is the page where the order has been finalized, and the sale has been made. Until this point there is still a possibility that there has been no sale and so I wouldn’t count those as conversions for the site. I don’t have to worry about installing the conversion tracking tab onto my site, as with Shopify’s integrated Google and Youtube app, it will automatically track conversions from ads to the purchases for me. I am still able to view the tracking code though, which I pasted below.

<!-- Google tag (gtag.js) -->

<script async src="https://www.googletagmanager.com/gtag/js?id=AW-16819950861"></script>

<script>

window.dataLayer = window.dataLayer || [];

function gtag(){dataLayer.push(arguments);}

gtag('js', new Date());

gtag('config', 'AW-16819950861');

</script>