

# Tracking setup in Google Ads:

The screenshot shows the Google Ads interface with the 'Data manager' selected in the sidebar. Under 'Connected products', there is a message: 'Unlock improved ad targeting and insights by connecting other product accounts'. It lists three connected products: Business Manager, Google Merchant Center, and YouTube, each with a 'Manage & link' button.

The screenshot shows the 'Google tag' configuration page. It displays a welcome message about the global site tag (gtag.js) becoming the Google tag. Below it, the 'Your Google tag' section shows the tag ID (AW-17557175199) and destination (eTravels). A 'Tag quality: Excellent' bar indicates the tag is sending data. The 'Settings' section includes options for automatic event detection, domain configuration, and user-provided data capabilities.

The screenshot shows the Google Tag Manager interface. On the left, there's a sidebar with sections like Configuration, History, Admin, and a preview window showing a user profile icon. The main area is titled 'Installation instructions'. It has two tabs: 'Install with a website builder or CMS' (selected) and 'Install manually'. Below the tabs, it says: 'Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.' A code block contains the following script:

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-17557175199"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'AW-17557175199');
```

Below the code, there's a 'Test your website (optional)' field with 'e.g. https://example.com' and a 'Test' button. A note about 'Use Google Tag Manager' encourages setting up consent mode for the European Economic Area (EEA). A 'Get started' button is provided.

The screenshot shows the WordPress HFCM plugin settings page. The left sidebar includes links for Dashboard, Posts, Media, Pages, Comments, Elementor, Astra, Appearance, Plugins, Users, Tools, Settings, and HFCM. The main area is titled 'Edit Snippet' with a 'New' button. It displays a notice about a lifetime deal for the PRO version. The snippet configuration fields include:

- Snippet Name: google ads
- Snippet Type: HTML
- Site Display: Site Wide
- Exclude Pages: (empty)
- Exclude Posts: (empty)
- Location: Header
- Note: 'Note: Not all locations (such as before content) exist on all page/post types. The location will only appear as an option if the appropriate hook exists on the page.'
- Device Display: Show on All Devices
- Status: Active
- Shortcode: [hfc id="1"] [Copy](#)
- Changelog: Snippet created by Ektak Thakur on December 28, 2025 at 1:19 pm

Below these fields is a 'Snippet / Code' section containing the same Google tag script as shown in the previous screenshot.

The screenshot shows the WordPress Myfitstart plugin settings page. A new snippet titled "HFCM" has been created. The status is set to "Active". The shortcode is [hfc id="1"] and includes a "Copy" button. The changelog notes that it was created by Ekta Thakur on December 28, 2025 at 1:19 pm. The snippet code is a Google Tag Manager snippet:

```
1 <!-- Google tag (gtag.js) -->
2 <script async src="https://www.googletagmanager.com/gtag/js?id=UA-17557175199"></script>
3 <script>
4 window.dataLayer = window.dataLayer || [];
5 function gtag(){dataLayer.push(arguments);}
6 gtag('js', new Date());
7 gtag('config', 'AW-17557175199');
8 </script>
```

A warning message at the bottom states: "Warning: Using improper code or untrusted sources code can break your site or create security risks. [Learn more](#)". Below the code area are "Update" and "Delete" buttons. The footer of the browser window shows "Version 6.9".

The screenshot shows the Google Ads Conversion actions page. The account is currently paused. The search bar shows "What are my top performing campaigns?". The sidebar includes options for Create, Campaigns, Goals, Tools, Billing, and Admin. The main summary section displays a "Summary" card with a "Get started" button. Below this, the "All your goals" section lists a goal for "Customer lifecycle optimisation" with two yellow warning boxes:

- To use customer acquisition, you need to include an audience segment with at least 1,000 active members in at least one network to help identify existing customers.
- To adjust your bidding for lapsed customers, you need to include an audience segment with at least 1,000 active members in at least one network to help identify existing customers.

The "Edit goal" button is located in the top right corner of the goal card. The bottom of the page shows a table for "Submit lead form" conversion actions:

Conversion action	Action optimisation	Conversion source	All conv.	All conv. value	Status	Actions
Lead form - Submit	Primary	Google hosted	0.00	0.00	No recent conversions	

The footer of the browser window shows "Version 6.9".

The screenshot shows the Google Ads Conversion setup page. At the top, there are several tabs: Assignment, Tracking setup in Google Ads, Update Script - Myfitstart — V, Edit Page - Myfitstart — Word, 21-Day Meal Plan – Myfitstart, Google Ads Goal Tracking, eTravels - Google Ads, and a new tab. The main content area is titled "Conversions". A search bar at the top right contains the query "What are my top performing campaigns?". Below the search bar, a message says "None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads." There are three navigation steps: "Get started" (marked with a checkmark), "Create conversion actions" (with a question mark icon), and "Summary" (with a circle icon). A section titled "What's important for you to measure?" explains that conversion actions help measure customer interactions and categories group actions together. A "Submit lead form" conversion action is listed, showing it tracks when someone expresses interest by filling out a form. A "Save and continue" button is at the bottom.

The screenshot shows a modal dialog titled "Choose an event to measure Submit lead form". The background is dark gray, indicating it is a modal. The dialog has a white header and body. It starts with "Create a new conversion action" and two options: "Set up manually using code" (unchecked) and "Enter the URL where the conversion is completed" (checked). Under the checked option, "Event type" is set to "Page load" and "Match when" is set to "URL starts with" with the value "myfitstarts.unaux.com/elementor-10/". Below this, a note says "It's a Submit lead form conversion when someone visits a page that starts with myfitstarts.unaux.com/elementor-10/". At the bottom of the dialog are "Conversion settings" and "Done" and "Cancel" buttons. The system tray at the bottom shows the date and time as 7:13 PM 12/28/2025.

The screenshot shows the Google Ads Conversion setup page. At the top, there are several tabs: Assignment, Tracking setup in Google Ads, Update Script - Myfitstart, Edit Page - Myfitstart, 21-Day Meal Plan - Myfitstart, Google Ads Goal Tracking, and eTravels - Google Ads. The main content area has a search bar with the query "What are my top performing campaigns?". Below the search bar, a message says "None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads." There are three navigation links: Get started (checked), Create conversion actions, and Summary. A section titled "What's important for you to measure?" explains that conversion actions help measure customer interactions and categories group actions together. Below this, a "Submit lead form" conversion action is listed, showing a conversion source of "myfitstarts.unaux.com" and an event of "Someone visits a page starting with myfitstarts.unaux.com/elementor-10/". A "Save and continue" button is at the bottom left, and an "Add another category" link is at the bottom right.

The screenshot shows the Google Ads Conversion setup page with a modal window open for creating a new conversion action. The modal title is "Choose an event to measure Page view". It contains two options: "Set up manually using code" (unchecked) and "Enter the URL where the conversion is completed" (checked). Under the checked option, there are fields for "Event type" (set to "Page load"), "Match when" (set to "URL starts with"), and a "URL" field containing "myfitstarts.unaux.com/elementor-10/". Below the URL field, a note states "It's a Page view conversion when someone visits a page that starts with myfitstarts.unaux.com/elementor-10/". At the bottom of the modal, there is a "Conversion settings" dropdown, a "Done" button, and a "Cancel" button. The background of the main window is dimmed.

The screenshot shows the Google Ads Conversion setup page. At the top, there's a search bar with the query "What are my top performing campaigns?". Below it, a message says "None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads." There are three tabs: "Get started" (checked), "Create conversion actions", and "Summary" (selected). A message "You've almost finished!" is displayed. It shows "You've created 1 new conversion action" and a "Submit lead form" button. The status is "Measured via 1 new conversion action". Below this, a section titled "Finish setting up your conversions" provides instructions to review steps for measurement correctness. Step 1, "Check your Google click ID", includes a note about redirect ad clicks and a link to learn more about Google click identifier. Step 2, "Turn on enhanced conversions for your account", includes a note about automatic detection of user data like email addresses and a link to learn more about enhanced conversions. A checkbox for "Turn on enhanced conversions" is checked. A note below it states that by clicking "Agree and continue", the user confirms compliance with Google's policies. The bottom of the page has a "Save and continue" button and a "Back" link.

This screenshot shows the same Google Ads Conversion setup page, but with a different URL (ads.google.com/aw/conversions/setup). A message at the top says "Account paused - To restart your ads, complete advertiser verification." The rest of the interface is identical to the previous screenshot, including the tabs, summary message, and conversion setup steps.

The screenshot shows a Google Ads interface for setting up conversions. A modal window is open over the main content, titled "Add conversion actions". Inside the modal, there are four options listed: "Web" (selected), "myfitstarts.unaux.com"; "Phone calls"; and "Calls via uploads". At the bottom of the modal are "Save and continue" and "Back" buttons. The background shows a search bar with the query "What are my top performing campaigns?", a navigation bar with tabs like "Get started", "Create conversion actions", and "Summary", and a section titled "What's important for you to measure?".

This screenshot shows the continuation of the conversion setup process. The main window title is "Choose an event to measure Page view". It displays a configuration for a "Page view" conversion. The "Event type" is set to "Page load" and the "Match when" condition is "URL starts with" followed by the URL "myfitstarts.unaux.com/elementor-10/". Below this, a note states: "It's a Page view conversion when someone visits a page that starts with myfitstarts.unaux.com/elementor-10/". At the bottom of the window, there is a "Conversion settings" dropdown and "Done" and "Cancel" buttons. The status bar at the bottom indicates it's 7:20 PM on 12/28/2025.

The screenshot shows the Google Ads Conversion setup page. A conversion action for 'Page view' has been created, tracking someone viewing a key page on 'myfitstarts.uxaux.com'. This action is set as the primary conversion. The 'Edit Settings' button is visible. Below the main form, a note states: 'There's an issue with one or more of your conversion actions. Resolve the issue and try again.' The status bar at the bottom indicates '27°C Mostly clear' and the date '12/28/2025'.

The screenshot shows the same Google Ads Conversion setup page, but now with a red border around the conversion source field. A message at the bottom states: 'The event is being measured by another conversion action.' The status bar at the bottom indicates '27°C Mostly clear' and the date '12/28/2025'.

The screenshot shows the Google Ads Conversion setup page again. The red border and error message from the previous screen have disappeared. The conversion action is now successfully configured. The status bar at the bottom indicates '27°C Mostly clear' and the date '12/28/2025'.

(The error occurred because the same page view event was used in multiple conversion actions. The issue was resolved by keeping 'Submit lead form' as the primary conversion and removing duplicate page view tracking.)