



SUPER AFFILIATE SYSTEM

Google Conversion Pixel installation & Usage With Ilya Gurman



What is a Google Conversion Pixel?

A piece of code that you place on your website. It collects data that helps you view the performance of your Google Ads by:

- Tracking conversions.
- Tracking opt-in form impressions.
- Tracking opt-ins.
- Tracking visitors to your site pages.

What do you need?

- A website (presell page).
- A Google Ads account.

[Here is the link](#) to open a new Google Ads account **with a 75\$ ad spent coupon**.

- [General google ads set up](#) videos can be found during module 2 of the course.
- [Here is the official set up guide](#) for Google Ads

Understanding conversion on Google Ads

- **A conversion** is an action that has been undertaken on your site that gives you, the site owner, a certain benefit or important information. Examples: When someone buys, when someone visits a certain page, when someone opts in, when someone views order/checkout form, etc.
- It is in the site owner's interest to track certain actions and it is YOUR decision what you want to call a conversion.

Difference between usage of Facebook & Google Ads pixels!

Facebook Pixel

- Used for retargeting and in the purpose of creating a new audience to market to, either by creating a custom audience or a lookalike audience. As well as researching and understanding your target audience.

Google Pixel

- Used to **test** your different Google Ad groups & ads, to understand the actions they are inducing, in order to choose the best ones and scale your business.
- **It is not** used to track profits, use reporting tabs on clickbank for that.

- Setting up conversion pixel on Clickbank

- (Screen-share demonstration of usage)
- Course video is a little outdated and google menus have changed, therefore we'll go over the process again on screen and understand what we're doing.

- Setting up a manual conversion (if you are tracking opt ins for example).
- Clickfunnels

- (Screen-share demonstration of usage)

Here I'm giving you an example of an opt-in page created on Clickfunnels, which I'd like to track the "conversions" of.

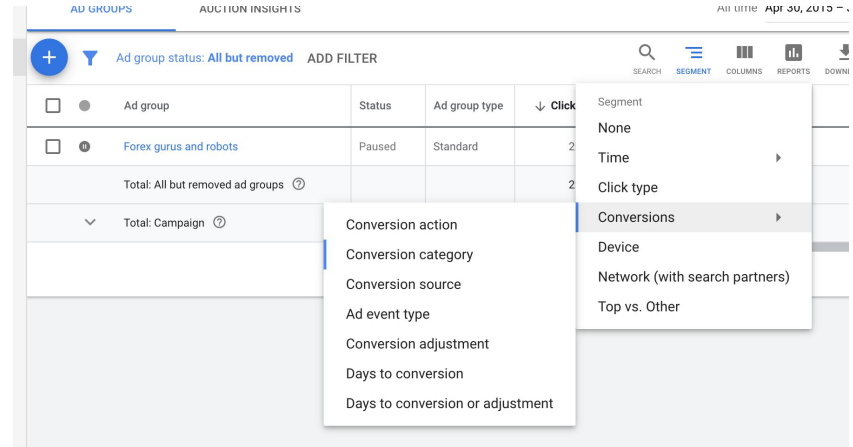
Two important terms:

Global site tag: The tag that must be present on all of your site pages in order for the Google conversion pixel to work.

Event Snippet: The tag that must be present just at your desirable page/target, which represents the action you want to track.

Segregating conversions and making sense out of them

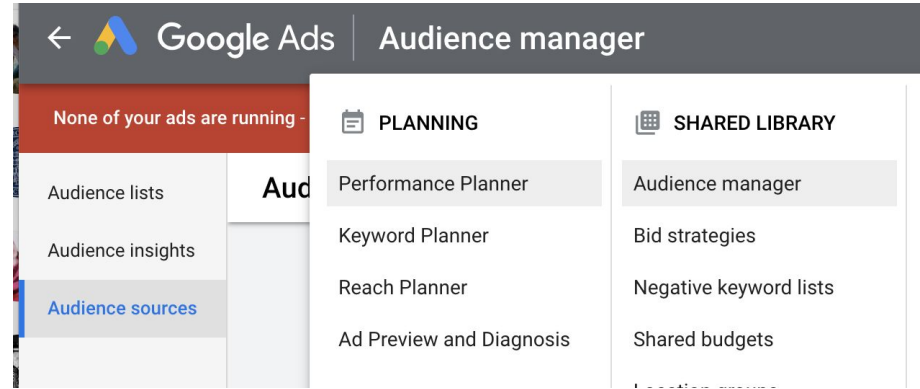
- When viewing your ad group performance, you can segment by conversion category or action, to view the different actions your ads induced and make decisions.



You can then decide which ads to scale up, and which ones to cut down.

Google Remarketing

- (Screen-share demonstration of usage)



- Under **audience manager**, we can make sure that the Google Tag is set up on our site, and this will track our visitors to allow you to **remarket** to them later.