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Set Up Google Ads Conversion Tracking for Your Website

Laura Gibson - 2026-08-28 - [Website Resources](#)

Google Ads conversion tracking tells you which ads are producing real leads rather than just clicks. Your website supports two kinds of conversion tracking: opt-ins on your Free Intro/Calendar page, and scheduling conversions on a Thank You page. This article covers what can and cannot be tracked, where your tags should live, and how to add them.

What you can and cannot track

Tracking type	Supported	What it tells you
Opt-in conversions on the Free Intro/Calendar page	Yes	How many prospects completed the form after landing on the page. The most common setup
Scheduling conversions on a Thank You page	Yes, by request	How many prospects went on to book a Free Intro appointment
Button or click-specific conversions	No	Individual buttons cannot be tracked, because of the custom in-house template design used for most Kilo websites
Form-specific conversions	No	The forms on your website are embedded from your Gym Lead Machine account, and those forms cannot be coded with Google Ads conversion tracking tags

Where to add your tags: Google Tag Manager or your website

When you set up Google Ads, Google gives you tags to add to your website. You can add them through a Google Tag Manager account or directly to the site, and **Google Tag Manager is the better option**.

Administrative access to Kilo websites is reserved for our Development team, so tags installed directly on the site can only be changed by us. Tags in Google Tag Manager stay under your control, and you can share access with Google Support, our team, or anyone else who needs to update them.

You may already have a Google Tag Manager account. To find out:

1. Go to tagmanager.google.com and try to log in with your email address.
2. Email hello@usekilo.com to ask whether we have a Tag Manager address on file for you.

If neither turns up an account, create one at tagmanager.google.com. Google Tag Manager is free, and a single account can hold every tag your site needs.

Add your tags in Google Tag Manager

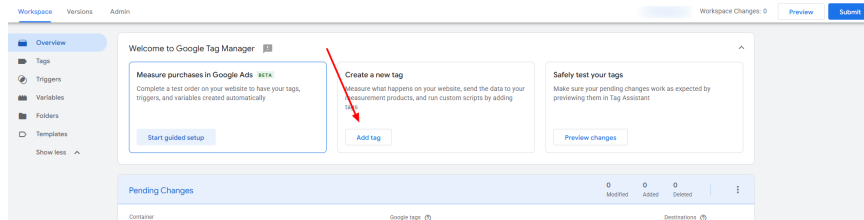
There are three tags to add: the Google tag, the event snippet, and the conversion linker. Add all three, then submit your changes.

If you need help setting up ads or retrieving your tags, contact Google Support at

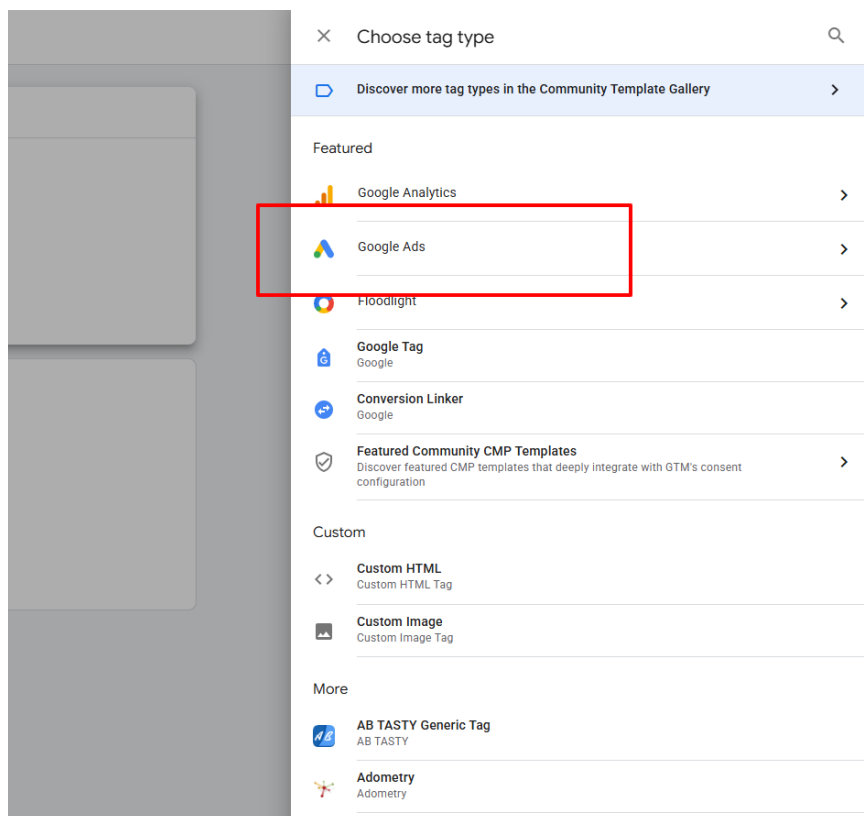
<https://support.google.com/google-ads/>.

Add the Google tag

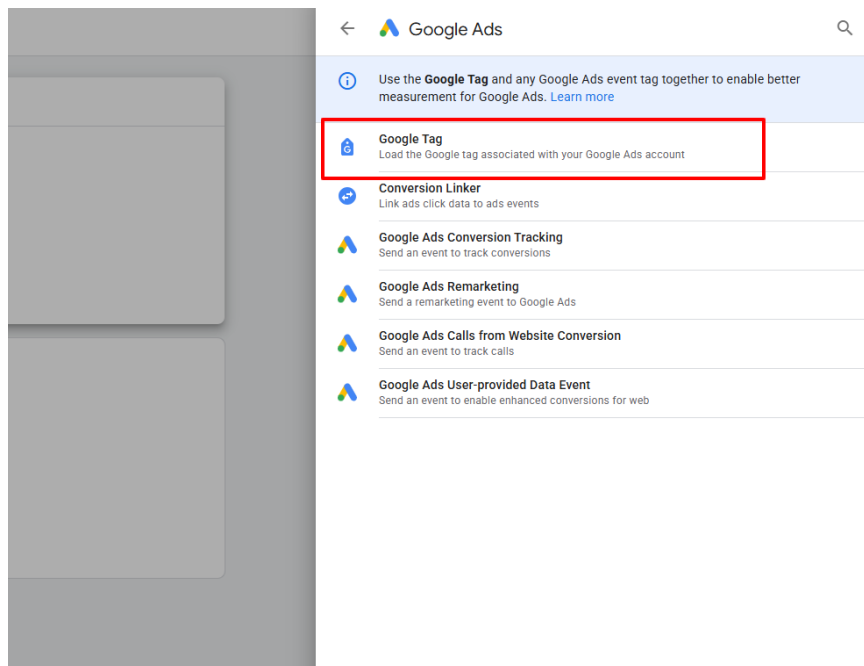
1. Log in to <https://tagmanager.google.com/> with your Google email address.
2. Click **Add a new tag**.



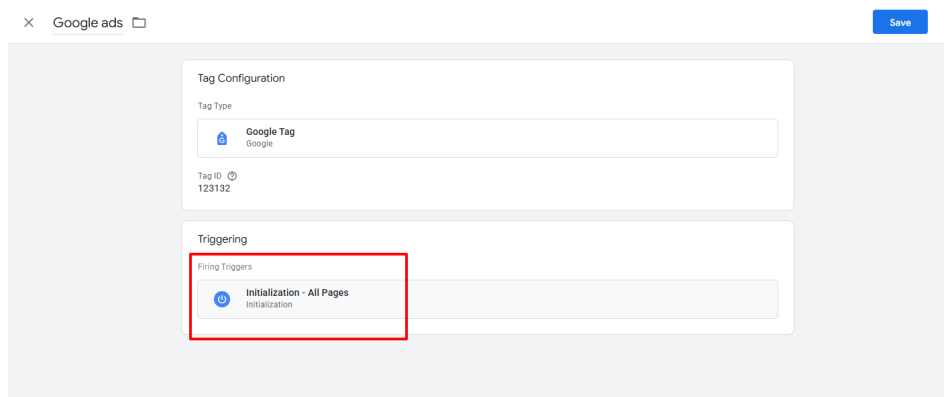
3. Rename the tag to "Google ads" where it says **Untitled Tag** in the upper left.
4. Click the **Tag configuration** box.
5. Select **Google Ads**.



6. Select **Google Tag**.



7. Enter your Google Tag ID in the **ID** field.
8. Under **Triggering**, ensure **Initialization - All Pages** is selected.



1. **Save** all changes.

Add the event snippet

The event snippet you received from Google contains a line that looks like this:

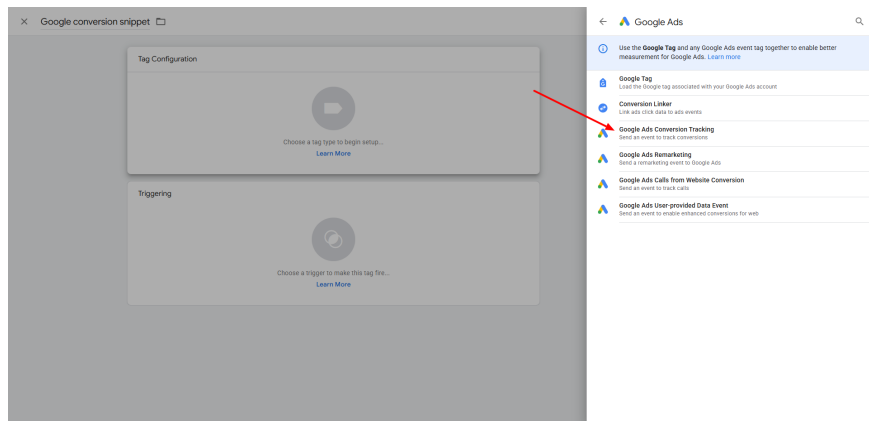
```
gtag('event', 'conversion', {'send_to': 'AW-111222333/AAAbbbCCC'});
```

Your **Conversion ID** is the number between **AW-** and the slash, and your **Conversion Label** is the string after the slash. In the example above, the Conversion ID is 111222333 and the Conversion Label is AAAbbbCCC.

1. Click **Add a new tag**.
2. Rename the tag to "Google conversion snippet" in the upper left.

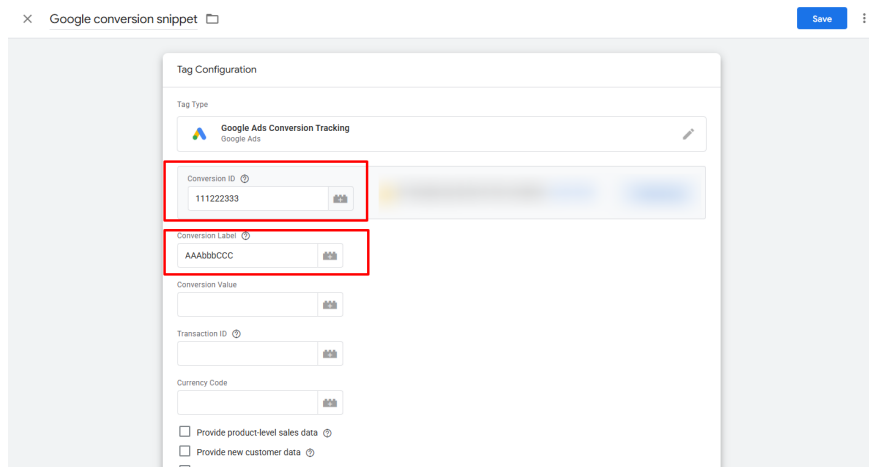
3. Click the **Tag configuration** box.

4. Select **Google Ads Conversion Tracking**.



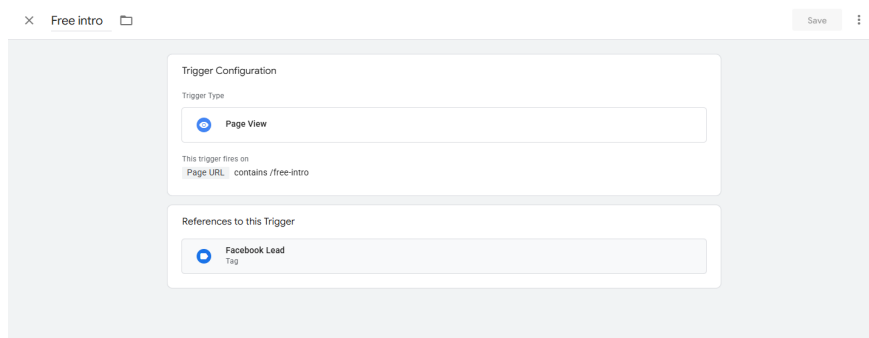
5. Enter your Conversion ID in the **Conversion ID** field.

6. Enter your Conversion Label in the **Conversion Label** field.



7. Click **Triggering**.

8. Select the trigger that filters for a URL containing `/free-intro` or `/calendar`. This is website-dependent, so check the exact URL of your website's scheduling page.



9. Click **Add**.

10. Click **Save** in the top right corner.

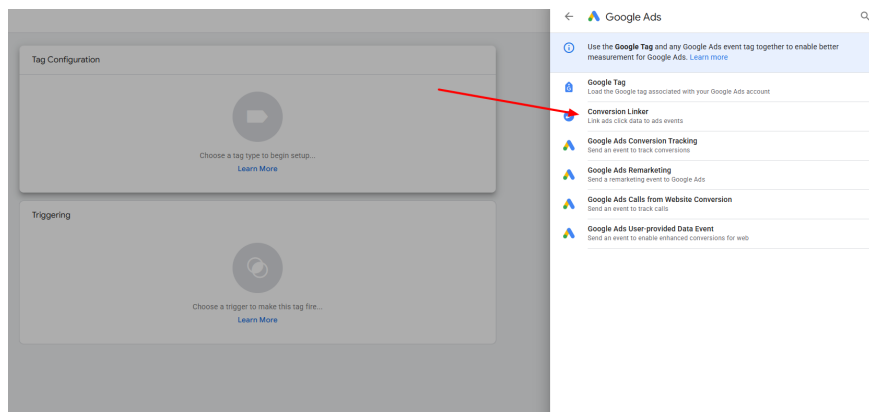
Add the conversion linker

1. Click **Add a new tag**.

2. Rename the tag to "Conversion linker" in the upper left.

3. Click the **Tag configuration** box.

4. Select **Conversion Linker** from the left menu.



5. Click **Triggering**.

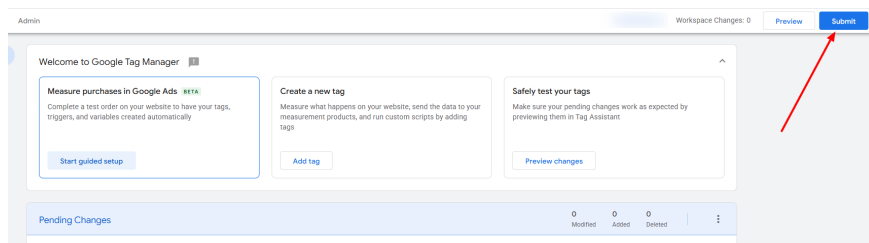
6. Select **All Pages**.

7. Click **Add**.

8. Click **Save** in the top right corner.

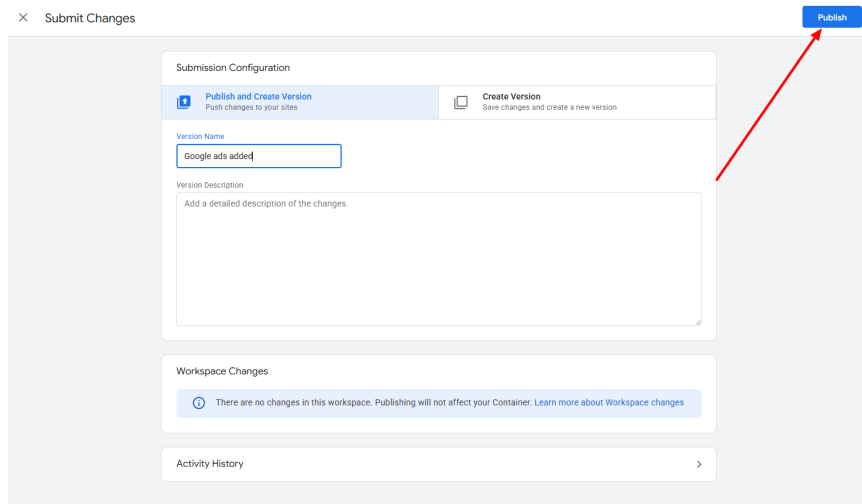
Submit your changes

1. Click **Submit** in the top right corner.



2. Give the new version a name, for example "Google ads added."

3. Click **Publish**.



Note

Your tags are not live until you submit and publish. Saving an individual tag stores it in your workspace but does not apply it to your website.

Request a Thank You page to track scheduling conversions

To track how many leads book an appointment, your site needs a Thank You page that prospects are redirected to after a booking. Our team creates the page and connects your Gym Lead Machine Sales Calendars to it.

Once the page exists, apply a Google tag to it the same way you would any other page, either through Google Tag Manager or directly on the site.

To request the setup, email hello@usekilo.com with the following:

Hi Kilo Team,

I'm setting up Google Ads tracking to monitor conversions from the Free Intro page. Could you please have the Website Team create a "Thank You" page for my site and set it as the redirect for any Sales Calendars in my Gym Lead Machine account?

Thank you!

Frequently asked questions

Can I track conversions from a specific button on my website?

No. The custom in-house template design used for most Kilo websites means individual buttons cannot be tracked. Track the Free Intro page opt-in or a Thank You page instead.

Can I track conversions on the forms on my website?

No. Those forms are embedded from your Gym Lead Machine account, and Gym Lead Machine forms cannot be coded with Google Ads conversion tracking tags. Tracking the page a prospect reaches after submitting is the alternative.

Should I put my tags in Google Tag Manager or directly on my site?

Google Tag Manager. Administrative access to Kilo websites sits with our Development team, so tags added directly to the site can only be updated by us. Tags in Google Tag Manager remain yours to change and share.

How do I find my Conversion ID and Conversion Label?

Both are inside the event snippet Google gives you. The Conversion ID is the number between AW- and the slash, and the Conversion Label is the string after the slash.

I don't know whether I have a Google Tag Manager account. How do I check?

Try logging in at tagmanager.google.com with your email address, and email hello@usekilo.com to ask whether we have a Tag Manager address on file for you.

What if I don't have a Google Tag Manager account?

Create one at tagmanager.google.com. Google Tag Manager is free. Check first whether you already have one, either by trying to log in with your email address or by emailing hello@usekilo.com to ask whether we have an account on file for you. If an account already exists, use it rather than starting a second one. Duplicate accounts make it much harder to work out later which tags are live and which are not.

Can Kilo add the tags to Google Tag Manager for me?

Yes, as long as we have access to your Google Tag Manager account. Email hello@usekilo.com with your Google Tag ID, your event snippet from Google Ads, and which pages each one should apply to. We will confirm whether we already have access to your account or need you to grant it.

Helpful tips

- Add all three tags before submitting, so one publish covers the whole setup
 - Name each tag clearly, since you will come back to them when Google asks for updates
 - Keep your tags in Google Tag Manager rather than on the site, so you are never waiting on us to make a change
 - Request your Thank You page early, since scheduling conversions cannot be tracked without it
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If you have questions about Google Ads, conversion tracking, or tags themselves, Google Support is the right place to start. Reach them at <https://support.google.com/google-ads> or <https://support.google.com/tagmanager/>.

If you have questions about your website, need a Thank You page, or want to know whether we have a Google Tag Manager address on file for you, our Support team is happy to help. Reach us at hello@usekilo.com.

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