To set up Google Adwords conversion tracking, you must have the **global site tag** and an **event snippet** on your website.

**Global site tag**

The global site tag adds visitors to your basic remarketing lists and sets new cookies on your domain, which will store information about the ad click that brought a user to your website. **You must install this tag on every page of your website.**

*There are two options:*

1. If you haven't installed the global site tag on your website, copy the tag below and paste it in between the <head></head> tags of every page of your website. You only need to install the global site tag once per account, even if you are tracking multiple actions.

<!-- Global site tag (gtag.js) - Google AdWords: 814596309 -->

<script async src="https://www.googletagmanager.com/gtag/js?id=AW-814596309"></script>

<script>

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

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

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

gtag('config', 'AW-814596309');

</script>

1. If you installed the global site tag on your website from another Google product (example: Google Analytics) or from another AdWords account, copy the config command below and add it to every instance of the global site tag, right above the </script> end tag. Consider updating the comment line in your tag to include your conversion ID.

gtag('config', 'AW-814596309');

**Event snippet**

The event snippet works with the global site tag to track actions that should be counted as conversions. Choose whether to track conversions on a page load or click.

*Click*

Add the snippet to the page that has a button or a link you'd like to track for clicks. In this case, <http://www.psytherapy.co.uk/contact/>

Copy the snippet below and paste it in between the <head></head> tags of the page(s) you'd like to track, right after the global site tag. Then, call gtag\_report\_conversion when someone clicks on the chosen link or button.

<!-- Event snippet for Enquiry conversion page

In your html page, add the snippet and call gtag\_report\_conversion when someone clicks on the chosen link or button. -->

<script>

function gtag\_report\_conversion(url) {

var callback = function () {

if (typeof(url) != 'undefined') {

window.location = url;

}

};

gtag('event', 'conversion', {

'send\_to': 'AW-814596309/25w0CIimr34Q1YG3hAM',

'event\_callback': callback

});

return false;

}

</script>