

# Google AdWords™ Conversion Tracking Guide

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# INTRODUCTION TO CONVERSION TRACKING

## PRODUCT DESCRIPTION

Conversion tracking involves placing a cookie on a user's computer when he/she clicks on an ad. Then, if the user clicks on your ad and reaches one of your conversion pages, the user's browser sends the cookie to a Google server, and a small conversion tracking image is displayed on your site. When such a match is made, Google records a successful conversion for you. This information is presented within the Campaign Summary section of the "Campaign Management" tab in your AdWords account.

## OVERVIEW

All you need to do to begin conversion tracking is place a few lines of code, referred to in this guide as a code snippet, into your website. As a prerequisite, you or someone in your organization must have a working knowledge of HTML and/or web tools in order to successfully place the conversion tracking code snippet. You'll also need to have access to your website's code and your company's Google AdWords account.

This guide takes you through the code snippet insertion instructions. We recommend that you completely review these setup instructions prior to starting the installation. Additionally, this guide offers specific snippet insertion instructions for the following web programming languages:

- Yahoo!® Stores
- eBay® / PayPal®
- Active Server Pages (ASP)
- Sun® Java Server Pages (JSP)
- PHP: Hypertext Preprocessor (PHP)
- Macromedia® DreamWeaver
- Microsoft® FrontPage

Once you have successfully installed your code snippet, you can access your conversion tracking reports from the Campaign Summary page and Reports Center at least one hour after the first conversion from your AdWords account. You will even be able to see conversion reports down to the keyword level.

Google conversion tracking allows great flexibility in setting up your tracking preferences. You'll be able to start tracking aggregate data immediately with the initial code snippet we provide; or, you can take advantage of our advanced tracking settings to get more detailed conversion statistics.

**Note:** If you believe that you do not have the requisite knowledge to successfully implement the conversion tracking procedures, refer this guide to your webmaster or web developer. Remember that site owners are solely responsible for the performance and maintenance of their website code.

If you have any questions about the setup of conversion tracking not covered in this guide, please visit our online FAQ at: <https://adwords.google.com/support/bin/topic.py?topic=86&hl=en>, or contact us by email at <https://adwords.google.com/support/bin/request.py?hl=en>.

## DEFINITION OF TERMS

**# of conversions:** A conversion is counted when an ad click leads directly to a user taking an action on your site. Multiple conversions from a single ad click are counted only as one conversion.

**Average value:** The total value of all conversions divided by the total number of conversions.

**Code snippet:** A small piece of HTML and JavaScript code that is inserted into the conversion completion page of your website (the *Thank you for your purchase/sign-up/visit* page).

**Conversion:** When a user completes a desired action on your site, such as a purchase or request for information. A conversion is the desired end result from a user visiting your site.

**Conversion page:** The page on your site that is displayed to confirm the completion of a desired action -- this is generally the *Thank you for your purchase/sign-up/visit* page.

**Conversion types:** The type (purchase/sale, signup, page view lead, or self-defined/customized) recorded in the generated code, allowing you greater specificity in your conversion statistics.

**Conversion rate:** The number of conversions divided by the number of eligible ad clicks. Conversions are only counted on Google and some of our ad network sites. The conversion rate is adjusted to reflect only the ad clicks on which we can track conversions.

**Cost / Conversion:** The total cost divided by the total number of conversions. This statistic gives you the amount spent per conversion. Conversions are counted only on Google and some of our ad network sites. The cost-per-conversion is adjusted to reflect only the cost of ad clicks on which we can track conversions.

**Cost / Transaction:** The total cost divided by the total number of transactions. This statistic gives you the average amount spent per transaction. Transactions are counted only for conversions from Google and some of our ad network sites. The cost-per-transaction is adjusted to reflect only the cost of ad clicks on which we can track conversions.

**Total value:** The total value generated by conversions of a specific tracking type, or *tracking label*. (Advanced option only.)

### Transaction

A single occurrence of a conversion event. Multiple transactions can occur after a user clicks on your ad. For example, if a user clicks on your ad and makes two separate purchases on your site worth US\$11 and US\$12, you will see a report for one conversion from the ad, two purchase transactions and a total value of US\$23. You can also consider a transaction a lead generation if a visitor fills out a form and provides particular information that your business finds valuable.

**Value / Click:** The conversion value generated per click. For example:  $\text{Value / Click} = \text{Total value (total\_value)} / \text{Total number of ad clicks (num\_clicks)}$ . Conversions are only counted on Google and some of our ad network sites. The conversion rate is adjusted to reflect only the ad clicks on which we can track conversions. (Advanced option only.)

**Value / Cost:** Total value divided by total cost for all ad clicks. If you've entered in your revenue or profit value, this statistic will be equal to your ROI. For example:  $\text{Value / Cost} = \text{Total conversion value (total\_value)} / \text{Total cost (total\_cost)}$ . Conversions are only counted on Google

and some of our ad network sites. The value-per-cost is adjusted to reflect only the cost of ad clicks leading to conversions. (Advanced option only.)

## ADDING THE CODE SNIPPET

When the code snippet is placed on the conversion page of your website, statistics on users who click on a Google AdWords ad and complete a conversion (purchase, sign-up, page view, and/or lead) can be collected and viewed in your reports.

The Google code snippet will be provided when you sign up from the Conversion Tracking page located under the "Campaign Management" tab in your AdWords account. This code snippet can successfully track conversions when placed on the conversion page(s) of your site.

Note: Modification of the code snippet may result in malfunction of the snippet, including data loss and inaccurate collection of data.

### CONVERSION TRACKING CODE

**[Purchase Conversion Default: Sample code snippet only – DO NOT USE]**

```
<!-- Google Code for Purchase Conversion Page -->
<script language="JavaScript" type="text/javascript">
<!--
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
if (1) {
  var google_conversion_value = 1;
}
var google_conversion_label = "Purchase";
//-->
</script>
<script language="JavaScript" src="http://www.googleadservices.com/pagead/conversion.js">
</script>
<noscript>

</noscript>
```

### CONVERSION TRACKING CODE—Advanced Option

**[Purchase Conversion, \$5.00 value: Sample code snippet only – DO NOT USE]**

```
<!-- Google Code for Purchase Conversion Page -->
<script language="JavaScript" type="text/javascript">
<!--
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
if (5.0) {
```

```

var google_conversion_value = 5.0;
}
var google_conversion_label = "Purchase";
//-->
</script>
<script language="JavaScript" src="http://www.googleadservices.com/pagead/conversion.js">
</script>
<noscript>

</noscript>

```

## REQUIREMENTS

The only requirements for installing conversion tracking on your website are as follows:

- Approved and running AdWords ads
- Placement of the Google code snippet in the conversion page

There are no specific system requirements for your customers. For conversion tracking to properly track conversions from clicks on your ad, customers must be able to download images and enable the “cookies” feature in their browsers. This is the default setting for most web browsers.

Note: If you have any questions about the setup of conversion tracking not covered in this guide, please visit our online FAQ at: <https://adwords.google.com/support/bin/topic.py?topic=86&hl=en>, or contact us by email at <https://adwords.google.com/support/bin/request.py?hl=en>.

## INSERTING THE CODE SNIPPET ON YOUR WEBSITE

To properly track a conversion, you should place the code snippet on your conversion page(s), as in Figure 1 below.

*Figure 1: Copy-and-paste the code snippet*



Placing the code snippet into your website code will not affect your site unless a click on your AdWords ad leads to a conversion. Subsequently, the code you’ve placed on your conversion page will add a small but visible text block wherever you placed the code.

The reason this text is visible is that we want users to be aware that they are being tracked by Google. We feel that it is important to be honest with and respect the privacy of users being tracked. We want to give them the option of disabling our cookie, if they so choose, and to remind them that none of their personal information is being used or stored in any way.

The code snippet should be placed between the <body> tags, closer to the </body> tag so that the image appears further down the page. You should NOT place the code in the header or footer of your page. This could overstate your conversion statistics and defeat the purpose of tracking.

### **Examples – Do NOT Use**

#### **[Simple HTML document – no conversion tracking code]**

```
<html>
<head>
<title>Sample HTML File</title>
</head>
<body>
This is the body of your web page.
</body>
</html>
```

#### **[Simple HTML document with conversion tracking code]**

```
<html>
<head>
<title>Sample HTML File</title>
</head>

<body> This is the body of your web page.

<!-- Google Code for Purchase Conversion Page -->
<script language="JavaScript" type="text/javascript">
<!--
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
if (1) {
  var google_conversion_value = 1
}
var google_conversion_label = "Purchase";
//-->
</script>
<script language="JavaScript" src="http://www.googleadservices.com/pagead/conversion.js">
</script>
<noscript>

</noscript>

</body>
</html>
```

## DIFFERENT SCENARIOS FOR INSERTING THE GOOGLE SNIPPET

Your website(s) may use more than one technology to create and manage web pages. Conversion tracking will perform equally well on either a static or dynamically-generated conversion page, provided the snippet is displayed in a page the user sees after a conversion.

### Third-party sites

Your entire website or only a portion of your site may be housed with a third party site. Google supports code snippets in most of these environments.

This setup guide provides examples for the following third party sites:

- Yahoo!® Stores
- eBay® / PayPal®

### Dynamically-generated pages

The Google code snippet should be inserted into a static portion of the page. This may be done using an *include* statement if your web server offers server-side includes or by simply inserting the code snippet within the <body> section of the page.

This setup guide provides examples for the following web programming languages and HTML editors:

- Active Server Pages (ASP)
- Sun® Java Server Pages (JSP)
- PHP: Hypertext Preprocessor (PHP)
- Macromedia® DreamWeaver
- Microsoft® FrontPage

### Web pages containing frames

In cases where frames are used, it is recommended to insert the code snippet only within the HTML of the frame containing the conversion page.

### Secure and non-secure pages

The code snippet can be used safely on both secure (security level is *https://*) and non-secure pages (security level is *http://*). You will be asked to select the security level of your pages when signing up, to ensure the code snippet uses the correct protocol (*https://* or *http://*) on your conversion pages.

## HOW TO CONFIRM GOOGLE CODE SNIPPET PLACEMENT

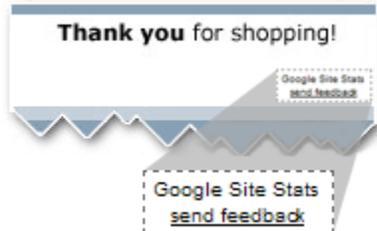
You can verify if the code is working by waiting for a conversion to occur or completing a test conversion yourself. If you know that a conversion has occurred on your site from an AdWords ad, check the conversion column in your reports to see that the conversion registered. Please note that updates to your account reports take up to 24 hours.

You can also run through the process yourself by searching on Google, clicking on one of your ads and completing a conversion on your site.

Note: We recommend that you wait for a conversion to occur, though, because this method costs you an ad click.

You should see a small but clearly visible text block on the conversion pages where you've placed the code, as in Figure 2 below. Again, you should then check your conversion reports to ensure that the conversion has recorded correctly.

Figure 2. Conversion tracking text block appears post-conversion.



## THIRD PARTY SETUP INSTRUCTIONS

This section of the guide includes instructions for setting up conversion tracking for third party sites, and provides you with detailed instructions for the following web programming languages:

- Yahoo!® Stores
- eBay® / Paypal®
- Active Server Pages (ASP)
- Sun® Java Server Pages (JSP)
- PHP: Hypertext Preprocessor (PHP)
- Macromedia® Dreamweaver
- Microsoft® FrontPage

## CONVERSION TRACKING & YAHOO!® STORES

To install Google conversion tracking on a Yahoo! Store:

1. Log into your AdWords account and set up conversion tracking for your account. For this set of instructions, you'll need to have selected the Advanced Options for conversion tracking.
2. Go to <http://store.yahoo.com>.
3. Log into your Yahoo account by clicking the "Sign in!" link. Then, select your store name under My Stores.
4. In the Yahoo! Store manager, find the Order Settings section and click on the "Order Form" link.
5. Scroll down to the Order Confirmation section and find the Message text box. You will paste the Google code snippet into this text box.
6. Log into your AdWords account. From the Campaign Summary page, select the "Conversion Tracking" link.

7. From Step 1 of the conversion tracking setup process, select the *Purchase/Sale* conversion type; in Step 2, copy the code that appears in the large text box.
8. Go back to the Yahoo! Store manager, and paste the code that you copied into the Message text box.
9. Click **Done**.
10. Click **Publish Order Settings**.

## CONVERSION TRACKING & EBAY® / PAYPAL®

### PayPal Buy Now Buttons

To create a new Buy Now Button and enable conversion tracking for PayPal Buy Now Buttons:

1. Sign-in to [PayPal.com](https://www.paypal.com).
2. Click on the “Merchant Tools” tab.
3. Click on the “Buy Now Buttons” link under “Website Payments”.
4. When finished completing the fields of the “Buy Now Buttons” page, click the **Add More Options** button in the bottom right corner of the page.
5. In the Customize Your Buyer’s Experience section, find the **Successful Payment URL** text box. In this text box, enter the URL of the web page where you would like people to go (your conversion confirmation page) after they have completed their purchase.

Note: You will need to create a conversion confirmation web page that is separate from PayPal. You can store this page anywhere on the web. On this page, you will add the JavaScript code snippet from Google.

6. Add the JavaScript code snippet from Google to the conversion confirmation page. For directions on how to add the JavaScript code snippet to your website, please see the, **ADDING A CODE SNIPPET** section of this guide.
7. When finished completing the fields of the “Customize Your Buyer’s Experience” page, click **Create Button Now**.
8. You can install the Buy Now Button you just created by copying the code in the **HTML code for websites** text box, and pasting this section of code into the code of your website. Use your HTML editor or a text editor to place this section of code in your web page so that it appears next to the product you are trying to sell.

To edit existing PayPal Buy Now Buttons that send your customers to a URL that you specify after a purchase, complete the following tasks:

1. Edit the source of the page where you currently display a PayPal Buy Now Button.
2. While viewing the HTML code of this page, find the block of text that begins with

<form> and ends with </form>.

3. Immediately before the </form>, insert the following :
4. <input type="hidden" name="return" value="http://www.your\_domain/your\_conversion\_confirmation\_page.htm l">
5. Be sure to change the URL listed above to be the URL of the conversion confirmation page where you will place the Google JavaScript code snippet.

## PayPal Shopping Cart

To create a new Add to Cart Button and enable conversion tracking for the PayPal Shopping Cart, complete the following tasks:

1. Sign-in to [PayPal.com](https://www.paypal.com).
2. Click on the "Merchant Tools" tab.
3. Click on the "PayPal Shopping Cart" link under Website Payments.
4. When finished completing the fields on the "PayPal Shopping Cart" page, click the **Add More Options** button in the bottom right corner.
5. In the Customize Your Buyer's Experience section, find the **Successful Payment URL** text box. In this text box, enter the URL of the web page where you would like people to go after they have completed their purchase.

Note: You will need to create a conversion confirmation web page that is separate from PayPal. You can store this page anywhere on the web. On this page, you will add the JavaScript code snippet from Google.

6. Add the JavaScript code snippet from Google to the conversion confirmation page. For directions on how to add the JavaScript code snippet to your website, please see the, **ADDING A CODE SNIPPET** section of this guide.
7. When finished completing the fields of the "Customize Your Buyer's Experience" page, click **Create Button Now**.
8. You can install the PayPal Shopping Cart Button you just created by copying the code in the Add to Cart Button code text box, and pasting this section of code into the code of your website. Use your HTML editor or a text editor to place this section of code in your web page such that it appears next to the product you are trying to sell.
9. You may also want to add the View Cart Button. Copy the View Cart Button code and paste it in your website code as in the previous step.

To edit existing PayPal Shopping Cart Buttons, and send your customers to a specified URL after they have completed a purchase, complete the following tasks:

1. You will need to edit the source of the page on which you currently display a PayPal Shopping Cart Button.

2. While viewing the HTML code of this page, find the block of text that begins with `<form>` and ends with `</form>`.
3. This block of text will include the line: `<input type="hidden" name="add" value="1" ">`
4. Immediately before the `</form>`, insert this line:
5. `<input type="hidden" name="return" value="http://www.your_domain/your_conversion_confirmation_page.htm" ">`
6. You will want to change the URL listed above to be the URL of the conversion confirmation page where you place the JavaScript code snippet.

### Recording a conversion value with PayPal

Note: The following instructions assume that you have a working knowledge of CGI and generating a dynamic webpage, and you selected the advanced conversion tracking option at <http://adwords.google.com>.

PayPal automatically sends certain information, like the amount of a purchase, to the "Successful purchase" URL (your conversion confirmation page that you specified to PayPal). This information is sent in the form of a CGI POST. To successfully gather information from the CGI POST from PayPal, and incorporate it into Google's conversion reporting, your "Successful purchase" URL needs to be a dynamic webpage.

To use PayPal information to track the value of your conversions:

1. Log into your AdWords account. From the Campaign Summary page, select the "Conversion Tracking" link.
2. From Step 1 of the conversion tracking setup process, select the *Purchase/Sale* conversion type. In Step 2, select the Advanced Option link. Type in *totalValue* into the "Value" field and press **Refresh**. Save this code into a separate file.
3. Create code for dynamically generating your conversion confirmation page that does the following:
  - a. Extracts the *amount* parameter from the CGI POST provided by PayPal.
  - b. Sets the JavaScript variable *totalValue* equal to the *amount* parameter you extracted from the PayPal CGI Post.
  - c. Includes the JavaScript code snippet generated in Step 2 between the `<body>` and `</body>` tags of the web page that is generated.

### CONVERSION TRACKING & ACTIVE SERVER PAGES (ASP)

Follow these instructions to insert the conversion tracking code to a website created using dynamically generated Active Server Pages (ASP).

You may use one of the following programs to edit your site's ASP pages:

- Microsoft® Visual Studio

- Macromedia® Drumbeat 2000

To add conversion tracking code to ASP pages using your ASP editor, complete the following tasks:

1. Open your conversion confirmation page ASP file. If multiple pages are generated from the same file, find the section in the ASP file that generates your conversion page.
2. If your site has a variable conversion value, determine the ASP expression which calculates that value. For example:

```
<%= totalValue %>
```

Choose the *Purchase/Sale* conversion type while going through the conversion tracking setup. Insert the full string (<%= totalValue %>) into the “Value” field and press **Refresh** to generate the final tracking code. Copy and save this code snippet.

3. Insert the conversion tracking code onto the conversion confirmation page. Make sure that the code appears within a static HTML section, not contained within an ASP code section (delineated by <%= and %> markers).

Insert the conversion tracking code directly into the body of the conversion confirmation page. Search for the </body> tag and place the code immediately above it. If the </body> tag is not located within the static portion of the HTML page, make sure the code snippet is added so it appears within the body section of the page.

**Example:**

```
<body>
...
<!-- Google Code for Purchase Conversion Page -->
<script language="JavaScript" type="text/javascript">
<!--
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
if (<%= totalValue %>) {
var google_conversion_value = <%= totalValue %>;
}
var google_conversion_label = "Purchase";
//-->
</script>
<script language="JavaScript"
src="http://www.googleadservices.com/pagead/conversion.js">
</script>
<noscript>

</noscript>
</body>
```

If your web server supports Server Side Includes (SSI) you can use an *#include* statement to insert the conversion tracking code onto your site. After you generate your conversion code

snippet, save it to a file on your webserver – we recommend using the filename *googleconversion.asp*.

Search for the `</body>` tag and place the *#include* statement with the location of the file directly above it. If the `</body>` tag is not located within the static portion of the HTML page, add the code snippet so it appears within the body section of the page.

**Example:**

```
<head>
<title>Thank You for Shopping</title>
</head>

<body>
...
<!-- #include file=".../googleconversion.html" -->
</body>
```

Note: Be sure that you do not place the *#include* statement in the footer or header of the file, as is sometimes common. This will cause Google to record a conversion every time a user visits any page on your site.

The *#include* statement will be evaluated before the rest of the of the ASP pages so you are able to use an ASP expression as the dynamic value of the conversion.

4. Save your conversion confirmation file and upload to your webserver if necessary. If you would like to test the placement of your conversion tracking code, go to your conversion page by completing a conversion on your site. View the source of the page (in Internet Explorer choose **View > View Source**). You should see the conversion tracking code between the `<body>` and `</body>` tags on your page. Note that the ASP expression will be replaced by the actual conversion value when you view the source.

## CONVERSION TRACKING & JAVA SERVER PAGES (JSP)

Follow these instructions to insert the conversion tracking code into a website created using dynamically generated Java Server Pages (JSP).

You may use one of the following programs to edit your site's JSP pages:

- ATG® Dynamo
- BEA® Weblogic
- IBM® WebSphere
- Allaire® Homesite

To add conversion tracking code to JSP pages using your JSP editor, complete the following tasks:

1. Open your conversion confirmation page JSP file. If multiple pages are generated from the same file, find the section in the JSP file which generates your conversion page.
2. If your site has a variable conversion value, determine the JSP expression which calculates that value. For example: `<%= totalValue %>`, `${totalValue}`

Choose the *Purchase/Sale* conversion type while going through the conversion tracking setup. Insert the full string (`<%= totalValue %>`) into the "Value" field and press **Refresh** to generate the final tracking code. Copy and save this code snippet.

3. Insert the conversion tracking code snippet onto the conversion confirmation page. Make sure that the code appears within a static HTML section, not contained within an JSP code section (delineated by `<%@` and `%>` markers).

Insert the conversion tracking code directly into the body of the conversion confirmation page. Search for the `</body>` tag and place the code immediately above it. If the `</body>` tag is not located within the static portion of the HTML page, be sure you add the code snippet so within the body section of the page.

**Example:**

```
<!-- Google Code for Purchase Conversion Page -->
<script language="JavaScript" type="text/javascript">
<!--
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
if (<%= totalValue %>) {
  var google_conversion_value = <%= totalValue %>;
}
var google_conversion_label = "Purchase";
//-->
</script>
<script language="JavaScript"
src="http://www.googleadservices.com/pagead/conversion.js">
</script>
<noscript>

</noscript>
</body>
```

You can also insert the conversion tracking code onto your site using a server-side *jsp:include* statement. After you generate your conversion code snippet, save it to a file on your webserver – we recommend using the filename `googleconversion.html`. Search for the `</body>` tag and place the *jsp:include* statement with the location of the file directly above it. If the `</body>` tag is not located within the static portion of the HTML page, make sure that you add the code snippet so that it appears within the `<body>` section of the page.

**Example:**

```
<html>
<head>
<title>Thank You for Shopping</title>
</head>

<body>
...
<jsp:include src="../../../googleconversion.html"/>
```

```
</body>
</html>
```

Note: Be sure you do not place the *jsp:include* statement in the footer or header of the file, as is sometimes common. This will cause Google to record a conversion every time a user visits any page on your site.

The *jsp:include* statement will be evaluated before the rest of the of the JSP pages so you are able to use a JSP expression as the dynamic value of the conversion.

If your web server supports Server Side Includes (SSI) you can use an *#include* statement to insert the conversion tracking code onto your site. After you generate your conversion code snippet, save it to a file on your webserver – we recommend using the filename `googleconversion.html`. Search for the `</body>` tag and place the *#include* statement with the location of the file directly above it. If the `</body>` tag is not located within the static portion of the HTML page, make sure that you add the code snippet so that it appears within the `<body>` section of the page.

**Example:**

```
<head>
<title>Thank You for Shopping</title>
</head>

<body>
...
#include file=".../googleconversion.html"
</body>
```

Note: Be sure you do not place the *#include* statement in the footer or header of the file, as is sometimes common. This will cause Google to record a conversion every time a user visits any page on your site.

The *#include* statement will be evaluated before the rest of the of the JSP pages so you are able to use a JSP expression as the dynamic value of the conversion.

4. Save your conversion confirmation file and upload to your webserver if necessary. If you would like to test the placement of your conversion tracking code, go to your conversion page by completing a conversion on your site. View the source of the page (in Internet Explorer choose **View > View Source**). You should see the conversion tracking code between the `<body>` and `</body>` tags on your page. Note that the JSP expression will be replaced by the actual conversion value when you view the source.

## CONVERSION TRACKING & HYPERTEXT PREPROCESSOR (PHP)

Follow these instructions to insert the conversion tracking code to a website created using dynamically-generated PHP: Hypertext Preprocessor (PHP) pages.

To add conversion tracking code to PHP pages using your web page editor, complete the following tasks:

1. Open your conversion confirmation page PHP file. If multiple pages are generated from the same file, find the section in the PHP file which generates your conversion page.

2. If your site has a variable conversion value, determine the PHP expression that displays that value. For example: `<?php echo $totalValue ?>`, `<? echo totalValue ?>`

Choose the *Purchase/Sale* conversion type while going through the conversion tracking setup. Insert the full string (`<? echo $totalValue ?>`) into the "Value" field and press **Refresh** to generate the final tracking code. Copy and save this code snippet.

3. Insert the conversion tracking code onto the conversion confirmation page. Make sure that the code appears within a static HTML section, not contained within an PHP code section (delineated by `<? and ?>` markers).

Insert the conversion tracking code snippet directly into the body of the conversion confirmation page. Search for the `</body>` tag and place the code immediately above it. If the `</body>` tag is not located within the static portion of the HTML page, make sure that you add the code snippet so that it appears within the `<body>` section of the page.

**Example:**

```
<!-- Google Code for Purchase Conversion Page -->
<script language="JavaScript" type="text/javascript">
<!--
var google_conversion_id = 1234567890;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "666666";
if (<? echo $totalValue ?>) {
  var google_conversion_value = <? echo $totalValue ?>
}
var google_conversion_label = "Purchase";
//-->
</script>
<script language="JavaScript"
src="http://www.googleadservices.com/pagead/conversion.js">
</script>
<noscript>

</noscript>
</body>
```

4. Save your conversion confirmation file and upload to your web server if necessary. If you would like to test the placement of your conversion tracking code, go to your conversion page by completing a conversion on your site. View the source of the page (in Internet Explorer choose **View > View Source**). You should see the conversion tracking code between the `<body>` and `</body>` tags on your page. Note that the PHP expression will be replaced by the actual conversion value when you view the source.

## CONVERSION TRACKING & MACROMEDIA DREAMWEAVER

Follow these instructions when using Macromedia Dreamweaver to modify your conversion confirmation pages and insert the conversion tracking code.

Note: You must add the conversion tracking code snippet within the actual HTML code rather than simply inserting it through the UI interface of Dreamweaver.

1. Open your conversion confirmation page HTML file in Macromedia Dreamweaver. It will most likely have a name that ends in *.html*.
2. Go to the "View" menu, and then select **Code**. This will bring up a window with the HTML code for your conversion confirmation page.
3. Search for the `</body>` tag within the HTML code.
4. Insert the conversion tracking code snippet immediately before `</body>`. For more information about installing the JavaScript code snippet, please see the "ADDING A CODE SNIPPET" section of this guide.
5. Save the file and upload it to your web server.

## CONVERSION TRACKING & MICROSOFT FRONTPAGE

Follow these instructions when using Microsoft FrontPage to modify your conversion confirmation pages and insert the conversion tracking code.

Note: You must add the conversion tracking code snippet within the actual HTML code rather than simply inserting it through the UI interface of FrontPage.

1. Open your conversion confirmation page HTML file in Microsoft FrontPage. It will most likely have a name that ends in *.html*.
2. Make sure you are in Page View mode. You can select the view by going to the View menu and choosing **Page**. This will likely be the first menu item.
3. Change the pane to show HTML. You can do this by clicking the "HTML" tab at the bottom of the editing interface between the "Normal" and "Preview" tabs.
4. Search for the `</body>` tag within the HTML code.
5. Insert the conversion tracking code snippet immediately before `</body>`. For more information about installing the JavaScript code snippet, please see the previous section of this manual.
6. Save the file and upload to your web server.

If you have any questions about the setup of conversion tracking not covered in this guide, please visit our online FAQ at: <https://adwords.google.com/support/bin/topic.py?topic=86&hl=en>, or contact us by email at <https://adwords.google.com/support/bin/request.py?hl=en>.

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