

SETUP AND AUDIT CHECKLIST

Google Ads Conversion Tracking Checklist

Choose what to count, tag it once, test it, and check it against real leads every week.

Most tracking problems are not technical. They are a conversion list nobody chose on purpose, a trigger that fires on a refresh, or two sources counting the same lead. This checklist walks the setup in order and ends with the weekly check that catches the rest.

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How to use this checklist

Work top to bottom the first time. After that, run the test log and the weekly check after every site change.

- 1 Decide what to count before touching a tag.** Fill in the inventory on the next page first. Everything else follows from it.
- 2 One primary conversion per real outcome.** Leads, bookings, sales. Interest signals stay secondary.
- 3 Never two primary sources for one action.** Either the Ads tag or the GA4 import bids, never both.
- 4 Trigger on success, not on intent.** A data layer event after a real submission beats a thank-you URL or a button click.
- 5 Test with a real submission.** Preview mode, one real form fill, one fire.
- 6 Compare with reality every week.** Google Ads conversions next to the leads or orders that actually arrived.

BEFORE ANYTHING ELSE

Confirm auto-tagging is on in the Google Ads account settings. Without it there is no click ID, and nothing downstream can be matched to an ad.

STEP 1

The conversion action inventory

List every action worth measuring, then mark which ones Google should bid on.

ACTION	PRIMARY OR SECONDARY	COUNT	VALUE	SOURCE (ADS TAG OR GA4)	TRIGGER EVENT

A TYPICAL SPLIT

Lead generation: primary is a qualified form submission or a call from an ad; secondary is a brochure download or a click on the email address.

Online store: primary is a purchase with its order value; secondary is add to cart and begin checkout.

Google Ads settings

- ☐ Auto-tagging is on in account settings
- ☐ Each conversion action is named by what happened, such as Lead: contact form
- ☐ Category matches the outcome (Submit lead form, Purchase, Book appointment)
- ☐ Count is One for leads and Every for sales
- ☐ Value is set: dynamic order value for sales, a fixed or no value for leads
- ☐ Conversion window matches the sales cycle (30 days is the default)
- ☐ Attribution is data-driven unless there is a reason to change it
- ☐ Only one primary action exists per real outcome
- ☐ GA4 imports for the same actions are set to secondary

CONVERSION ID

CONVERSION LABELS (ONE PER ACTION)

STEP 3

Tag Manager build

- ☐ Success event is pushed to the data layer only after a real submission or order
- ☐ Custom Event trigger created for that event, not a thank-you page URL
- ☐ Google Ads Conversion Tracking tag uses the right Conversion ID and label
- ☐ Sales tags carry value, currency and transaction ID from the data layer
- ☐ A Google tag loads on every page, or a Conversion Linker tag fires on all pages
- ☐ No conversion tag fires on a button click or a page view
- ☐ Container version is named and published after testing

TAG	TRIGGER	CONVERSION LABEL	TESTED ON

STEP 4

Enhanced conversions and consent

- ☐ Enhanced conversions switched on at the account level
- ☐ Customer data terms accepted in Google Ads
- ☐ Data collection method chosen: automatic, CSS selectors or JavaScript, or code
- ☐ User-Provided Data variable attached to the conversion tag in Tag Manager
- ☐ Privacy policy mentions measurement data shared with ad platforms
- ☐ Consent banner passes Consent Mode signals for EEA and UK visitors
- ☐ Status shows Recording (processing enhanced conversions) after a few days

GIVE IT A MONTH

The effect of enhanced conversions on reported numbers can take up to 30 days to show. Judge it after a month, not after a week.

STEP 5

Test log

Run these in Tag Manager Preview mode with a real submission. Fill in one row per test, and repeat after every site change.

TEST	EXPECTED RESULT	ACTUAL RESULT	DATE
Submit the form with valid details	Conversion tag fires once		
Submit the form with a missing field	No conversion tag fires		
Refresh the success page	No second conversion		
Place a test order	Tag fires with value, currency and transaction ID		
Decline cookies on the banner	Consent state is passed, tags respect it		
Land with a test gclid in the URL	Click ID stored on the landing page		

STEP 6

Weekly and after-launch checks

WEEK	LEADS OR ORDERS RECEIVED	GOOGLE ADS CONVERSIONS	GAP	LIKELY REASON

- ☐ Every primary action shows Recording conversions
- ☐ Gap between Google Ads and real leads is stable, not suddenly doubled or halved
- ☐ No new conversion actions appeared that nobody created on purpose
- ☐ Site changes this week were followed by a test log run

READING THE GAP

Google Ads and real leads will never match exactly. A gap of 2 or 3 times points to a duplicate or a missing tag, not to bad luck.

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