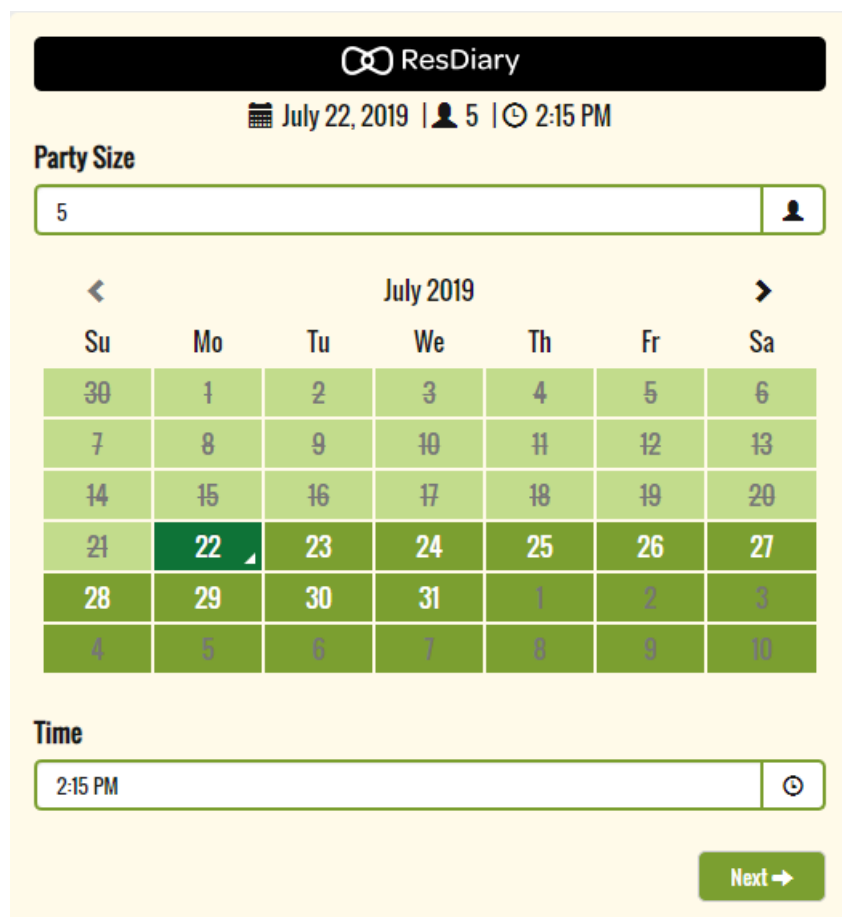


How can we help you today?

Analytics | How to track widget conversions using Google Ads?

Modified on: Thu, 25 Jul, 2019 at 6:58 PM

This article goes through the process of setting up conversion tracking (bookings) using Google Ads (formerly known as Google Adwords) for the Widget Configurator.



The image shows the ResDiary Widget Configurator interface. At the top, there's a black header with the ResDiary logo. Below it, a status bar shows the date 'July 22, 2019', the number of people '5', and the time '2:15 PM'. The 'Party Size' section has a text input field with '5' and a person icon. The calendar section shows 'July 2019' with days of the week as headers. The date '22' is selected and highlighted in green. The 'Time' section has a text input field with '2:15 PM' and a clock icon. At the bottom right, there is a green 'Next' button with a right arrow.

Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

The conversion tracking for the widget works by redirecting the user to a confirmation page. This page only gets visited by people who complete a booking and, so, it can be used for conversion tracking.

All of the tracking will be done through your website, which means you have complete control over it.

Whilst this article covers the full process, you also have watch the below video which also goes through the steps. The video covers the process for Google Analytics, however it's very similar for Google Ads as well.

Diary set-up: Tracking bookings with Google Analytics



Before we start...

It is important that your widget is embedded in a standard way. If it uses the IFrame method (more on this in the video above) you won't get correct sources for bookings and your booking success step won't look correct to the users.

In addition, we are assuming you have Google Ads global site tag created and embedded throughout your whole site. If you need guidance on it, please use this resource: <https://support.google.com/google-ads/answer/6331314> (<https://support.google.com/google-ads/answer/6331314>).

1. Make sure your website has Google Ads global site tag embedded on all pages.

Tracking all of your website pages ensures that Google Ads can provide you with as accurate data as possible.

You can check the tag yourself or ask your web developer to confirm that you have Google Ads global site tag tracking across your website.

2. Create a booking confirmation landing page.

You will need to create a page that people will land on once the booking has been completed. The page can be called or contain any information you want (e.g. www.restaurant.com/booking-successful/ (<http://www.restaurant.com/booking-successful/>)).

The only requirement is to have your "Google Ads global site tag" and "Event snippet" tracking code embedded on it. The instructions on how to do it are provided by Google Ads as soon as you create a Conversion (go to your Google Ads account -> Tools & Setting dropdown -> Conversions -> click create).

If your website is managed by a web developer, please ask them to create this landing page and making sure it has Google Ads "globals site tag" and "Event snippet" code embedded on it as per instructions.

3. Add the custom landing page to the widget

Navigate to your diary -> Promote -> Widget Configurator -> Edit your theme -> Theme Settings tab

Make sure to tick "Use customer success page" and specify the landing page you made in the last section.

Booking Success Screen

If you wish to replace the standard booking success screen with your own custom page then specify the url to your custom page in the text box below. The following query string parameters will be passed in the url for use in the booking confirm screen: bookingReference, date, time and partySize.

☒ Use custom success page

Custom success page url

<https://www.restaurant.com/booking-successful/>

Make sure to click Continue to save your changes.

4. Check the results

To check whether the conversion is working, go to your Google Ads account -> Tools & Setting dropdown -> Conversions page.

In the list, you should see the conversion for the booking.

	Conversion action	Source	Category ↑	Tracking status
	Booking Successful	Website	Purchase/Sale	Unverified

Pay attention to the "Tracking status" column. Make sure the page is visited either by you or customers, then give it a day or two for the status to update. If everything is configured correctly, it should change from "Unverified" to "Recording conversions".

Tracking status

[Recording conversions](#)

It should also give a bit more information when you hover over the text.

Recording conversions

Conversion tag is active.

Last seen

21 Jul 2019 (Yesterday)

Last conversion recorded

21 Jul 2019 (Yesterday)