end up on the post-conversion page. This basic statistic is crucial in calculating the advertiser's ROI and the effectiveness of AdWords marketing.

To set up your account for basic conversion tracking, follow these steps:

- 1. Click the Campaign Management tab.
- 2. Click Conversion Tracking.

- 3. Under Basic Conversion Tracking, click the Learn more link.
- 4. Click the Start tracking button.

Select a language and your site's security level. If you operate a secure commerce site, your security level on the post-conversion page is most likely https://. If not, your page's prefix is the regular http://.

- 5. Copy the javascript code shown in Figure 10-3.
- 6. Paste the code into your post-conversion page.

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