

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.

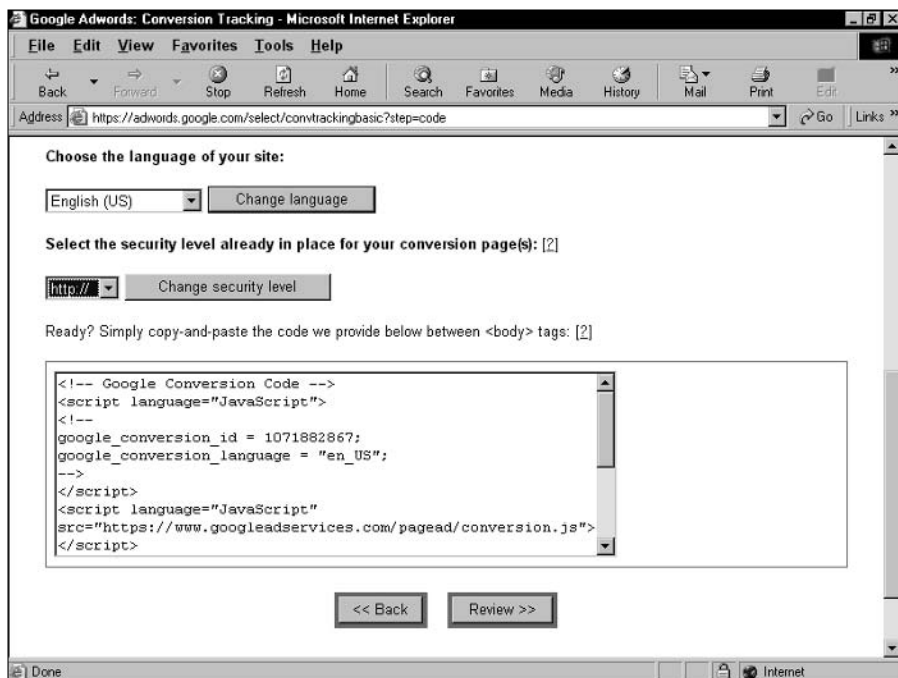


Figure 10-3: Copy and paste conversion tracking code into your post-conversion page, such as a "Thank You" page.