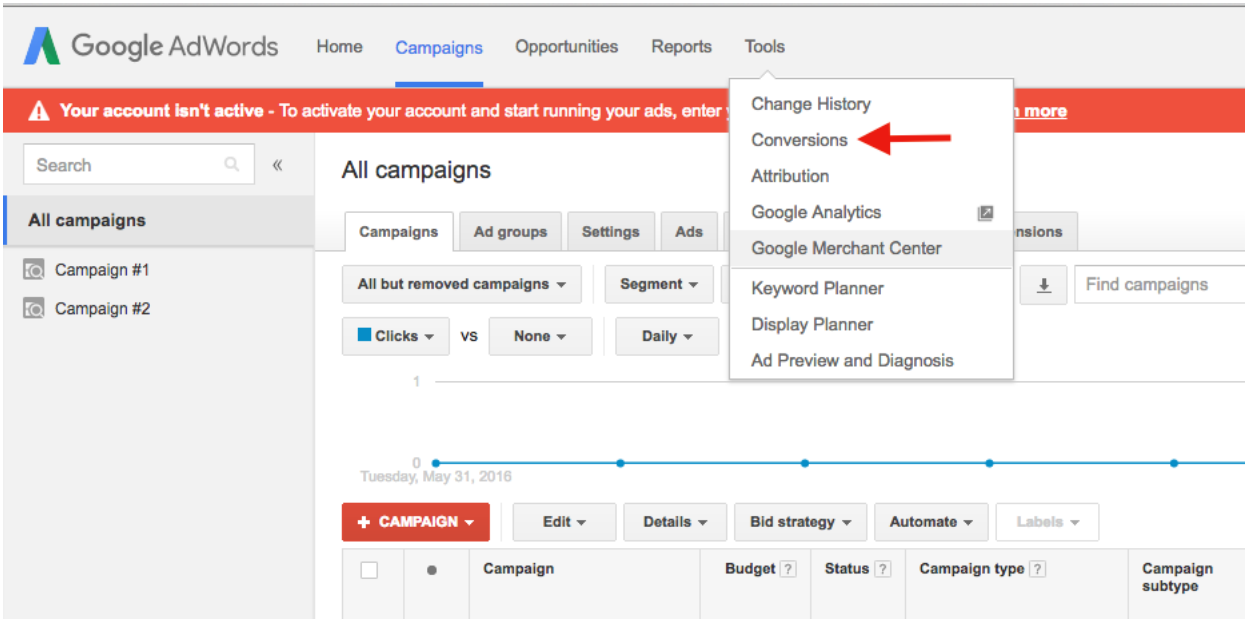
AdWords Tracking Overview

Let's set up conversion tracking for your website so you can see how people clicking on your ads are interacting with your site! If you'd like to complete this using Google's guided set-up, click here.

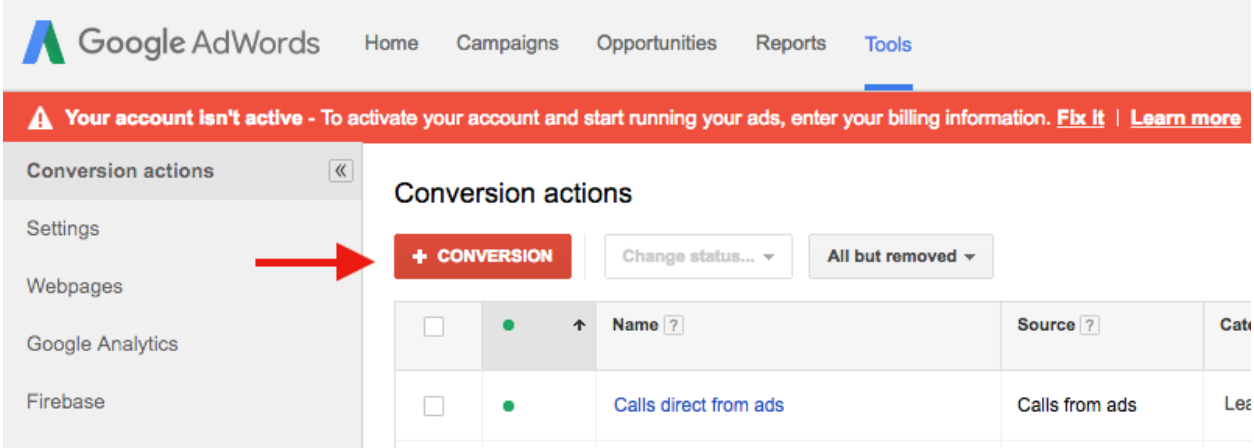
Ready to jump right into it? Follow these steps to create a new conversion action (which lets you track action on your website) and gather the code our team needs to put on your website to finalize the set-up. If you need help at any time, please don't hesitate to give us a call at 844-207-9038.

Let's get started:

1. First, navigate to your AdWords account at Adwords.Google.com
2. Select "Tools" from the top navigation bar, then select "Conversions" from the drop-down menu.

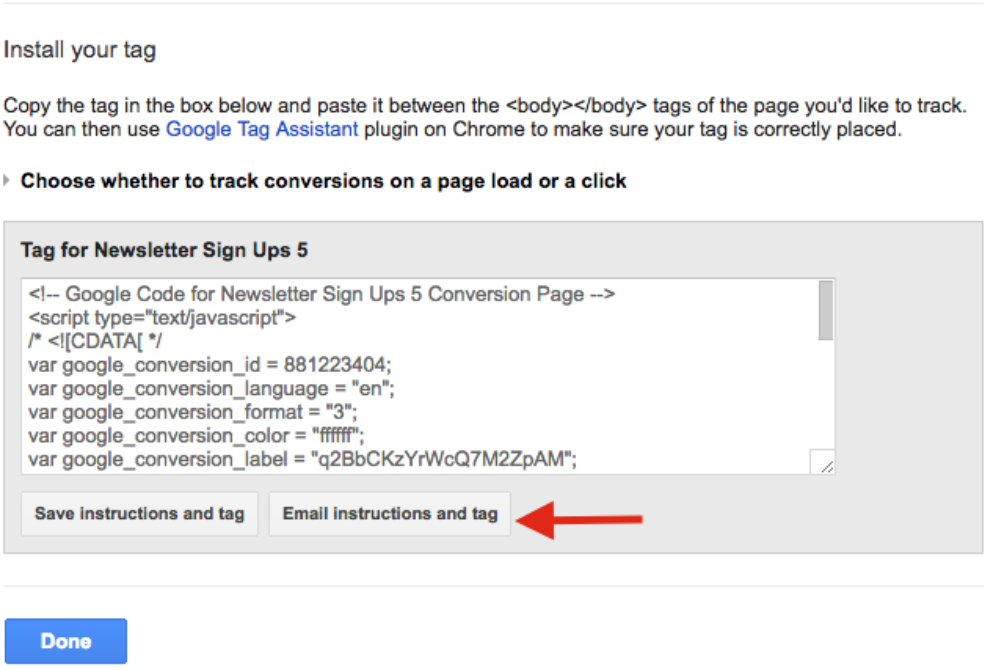


3. Create a new conversion action by selecting the orange button that says "+Conversion"



4. You'll see 4 options for the kinds of conversion sources you can track. We can help you set up tracking for Website and Phone calls.

5. Complete the conversion action settings on the next page.
6. Select "Save"
7. Review your settings on the next page. Once confirmed, navigate to the section titled "Install your tag" and select "Email instructions and tag"



8. In the "Send to:" field, enter VIP@Mopro.com and send.

From there, we'll let you know when we've received your code. We'll place it on your site and confirm this setup process is complete so you can start tracking those conversions!