

## How to use Adwords Conversion Tracking

When you want to use Google Adwords to promote your products or services you must make sure that you are getting results. The information obtained by tracking your results will allow you to refine your adwords campaign settings and get even better results.

When you sell services and products on your site using adwords campaigns you can know exactly your conversion rates by comparing the total number of visitors coming through the ads to the number of sales you made. This number defines your conversion percentage. When your percentage is low you should tweak your ads, refine your campaigns or even select better keywords to obtain a better rate.

Google has set up a tool in your adwords account that allows you to do some exact conversion tracking for each campaign and each ad. This tool shows you exactly what your rates are and which ads are performing well so you can discard the poor performing ones. Look for patterns that can give you an idea of what might be going wrong in a certain campaign or ad so you can modify the poor performing ads.

The more data you gather about conversion the better you will be able to tune your site because the fact that a visitor clicks your ad, lands on your site to see what you have to offer does not necessarily makes it a buyer or a lead. Your site colors, navigation and structure also have a very important effect on your conversion rates.

Even the greatest Google Adwords campaign won't generate conversions into sales or sign-ups if the website the visitor sees is ugly, hard to use or doesn't offer what the advertisement stated. One example seen all too often is the Google ad that indicates "free" but the visitor find that they actually have to pay. Be sure that your website offers exactly what your Google Adwords campaign promises. If you tell the visitor they will find something for "free" then it must be there and it must be free of charge.

### About the Author

Peter teaches adwords conversion, adsense, online business, affiliate marketing for dummies and much more on [Marketing Online with a Joomla CMS](#) Don't reprint this exact article. Instead, reprint a free [unique content](#) version of this same article.

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