

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.

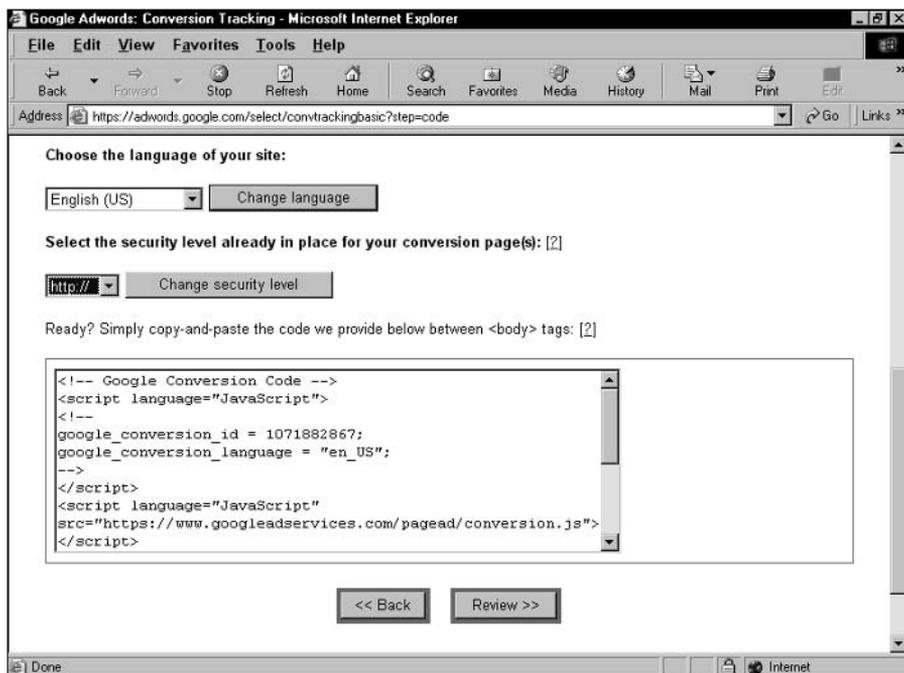


Figure 10-3: Copy and paste conversion tracking code into your post-conversion page, such as a "Thank You" page.