

Before anything - make sure you have the GA4 global site tag between head tags on every page. If you're using something like Flask with Bootstrap, you can put it in the parent page that other pages inherit their design from.

To set up conversion tracking in GA4:

1. Make a GA4 tag in tag manager (measurement id comes from making a web stream)
2. Make a new tag that will become a triggering action in GA4
 - a. Tag configuration - google analytics ga4 event
 - b. Configuration tag - one that was just set up
 - c. Assign a trigger - can use ones that already work such as form submission etc
 - i. Save tag
 - ii. Preview
 - iii. Submit
3. Go to configure section in GA4 - go to events - check to see it is working (it takes up to 1 day to be seen)
 - a. Mark it as a conversion or keep it as an event using toggle!
4. Go to google ads - tools and settings - conversions - then import
 - a. Need to link account before this - go to Google Ads - tools and settings - setup
 - b. New conversion action - import conversions - ga4 - web - select the goal
5. Use the above goal/conversion as a conversion in the campaign

Note: There is a 25 event max in the normal free version of GA4, so choose your events wisely if you have a larger website.