

# How to Set Up Conversion Tracking for Your Website?

Running a business and ensuring long-term success does not happen immediately. It takes a lot of effort, patience, and resources to achieve a high level of fulfillment and be a prominent leader in your chosen niche. You have to invest in essential software and tools, like conversion tracking, to monitor your company's progress.

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- What is Conversion Tracking?
- Why is Conversion Tracking Important?
- How to Set Up Conversion Tracking for Your Website
- Creating a Conversion Action
- Setting Up the Tag
- Choosing DIY installation
- For Event Snippets
- Choosing Google Tag Manager