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If installing the tag with Google Tag Manager, follow [these instructions](https://notifications.google.com/g/p/ACUgQrElqgcoZWW_o6mjQc2oqgaxY3pp2x-0HjRtZ5l54NX7ktIfurG_HJUdrfFDV0JLDnC8cNe5FPD5a2kpz-6IZ8CUqXR6RzOKGZ0t9YuZ0BWOlsARfuHJkb7KO1puZbwNwlEsQ_rFnL3rs8Lmr86VxpU5rP6f4pa31LDdak7SzP8V6RSQEXatBhVrsU_s8edXUfnAB63_G8dL0fBuzbNayLj-ww) instead.  If any of your web pages are built using AMP, you'll need to add tags to both the AMP and HTML versions. Instructions are included for both.  **HTML PAGES**   1. Install the Google tag on every page of your website.    1. Open the HTML for each page.    2. Choose from the following options:       * If you haven't installed the Google tag on your website, copy the tag below and paste it between the head tags (<head></head>):   <!-- Google tag (gtag.js) --> <script async src="<https://www.googletagmanager.com/gtag/js?id=AW-11158557660>"></script> <script> window.dataLayer = window.dataLayer || []; function gtag(){dataLayer.push(arguments);} gtag('js', new Date()); gtag('config', 'AW-11158557660'); </script>  See more guidelines on [setting up the Google tag](https://notifications.google.com/g/p/ACUgQrGx73qV7lpDNrUcbLmaykQM1DHbXmPcWC94x6QfHTfnos3p_VCBzRa9dvStvYk_BLdP7bCq68CZpXow710bxOIzwMRpd3s7f2azzXPhwX4KhsbeK-G4CTZt99ACYFhcGL7WbG14_NHUB7slaxFy3X2z3_qFGVQ0dUl7jWPqw_4wMjJ6pl205FjGoyIQqCglNZnRb_a23Z7KtIwJrnUpwZdG4w).   * + - If you installed the Google tag on your website from another Google product (example: Google Analytics) or from another Google Ads account, copy the 'config' command below and add it to every instance of the Google tag, right above the </script> end tag.   gtag('config', 'AW-11158557660');   * + - If you or a manager account already installed the Google tag on your website while setting up the tag for another conversion action, make sure that the tag is on every page of your website and check that the 'config' command has this Google Ads account's conversion ID: AW-11158557660   1. Save the changes to your webpages.  1. Install the event snippet on the conversion page. This is the page your customers reach on your website after they've completed a conversion — the "Thank you for your order" page, for example.    1. Open the HTML for the conversion page.    2. Copy the snippet below and paste it between the head tags (<head></head>) of the page, right after the Google tag.   <!-- Event snippet for Website traffic conversion page --> <script> gtag('event', 'conversion', {'send\_to': 'AW-11158557660/L5h3CPyptZoYENyn6Mgp'}); </script>   * 1. Save the changes to your webpage.   **AMP PAGES**  You should follow these instructions for any of the pages built using the AMP framework.   1. Install the Google tag on every page of your website.    1. Open the HTML for each page.    2. Choose from the following options:       * If you haven't installed the Google tag on your website, add these two tags:         1. First, copy the tag below and paste it between the head tags (<head></head>), before the AMP JS library.   <script async custom-element="amp-analytics" src="<https://cdn.ampproject.org/v0/amp-analytics-0.1.js>"></script>   * + - 1. Then, copy the tag below and paste it between the body tags (<body></body>) of all of your AMP pages   <!-- Google tag (gtag.js) --> <amp-analytics type="gtag" data-credentials="include"> <script type="application/json"> { "vars": { "gtag\_id": "AW-11158557660", "config": { "AW-11158557660": { "groups": "default" } } }, "triggers": { } } </script> </amp-analytics>   * + - 1. See more guidelines on [setting up the Google tag](https://notifications.google.com/g/p/ACUgQrGx73qV7lpDNrUcbLmaykQM1DHbXmPcWC94x6QfHTfnos3p_VCBzRa9dvStvYk_BLdP7bCq68CZpXow710bxOIzwMRpd3s7f2azzXPhwX4KhsbeK-G4CTZt99ACYFhcGL7WbG14_NHUB7slaxFy3X2z3_qFGVQ0dUl7jWPqw_4wMjJ6pl205FjGoyIQqCglNZnRb_a23Z7KtIwJrnUpwZdG4w).     - If you installed the Google tag on your website from another Google product (example: Google Analytics) or from another Google Ads account, copy the line below and include it in the "config" section of every instance of the Google tag.   "AW-11158557660": { "groups": "default" }   * + - If you or a manager account already installed the Google tag on your website while setting up the tag for another conversion action, make sure that the tag is on every page of your website and check that the "config" section has this Google Ads account's conversion ID: AW-11158557660   1. Save the changes to your webpages.  1. Install the event snippet on the conversion page. This is the page your customers reach on your website after they've completed a conversion — the "Thank you for your order" page, for example.    1. Open the HTML for the conversion page.    2. Copy the snippet below and paste it into the "triggers" section of the Google tag.   "C\_S7umocY74xE": { "on": "visible", "vars": { "event\_name": "conversion", "send\_to": ["AW-11158557660/L5h3CPyptZoYENyn6Mgp"] } }   * 1. Save the changes to your webpage.   Learn more about [adding a conversion tracking tag to your website](https://notifications.google.com/g/p/ACUgQrHpyNx-ep-g6_EEe7K2RwaSmiCp4rb7quQGgDfvJn5KGwbUG-o1RkiSe27xyCQKpY43qY5mFVOLHKgpoD7r5z7IAe0dEPJUORH2OobJk4E3Thsg9Gjc9Z00iIR7DXHwc4ojdtgfjn8KYmDF5iHnJ73tBT0AVGpbqqXYf6ksHcK_BQp2j5_63TUPwoKfjUrue-SJ8CjOrEjtqcjTJQYaF5sQxg). | |  | |  | | Thanks, | | The Google Ads Team | |  |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | | This email was sent to update you about your Google Ads account. | | Google | | **© 2023 Google LLC** **1600 Amphitheatre Parkway,** **Mountain View, CA 94043** | | | |

