

PPC Conversion Tracking Setup Guide

Version .001



This guide includes instructions for setting up both Overture (Yahoo) and Google (Adwords) Pay Per Click (PPC) conversion tracking in a variety of Reservation Software Systems.

If you prefer – you can always have us install this for you – it takes us about 1 hour of our time and is billable at the current Administrative Rates.

Reservation Software Systems Instructions Currently available are:

- Webervations
- Availability Online

Section 1: Overture (Yahoo) PPC Conversion Tracking Activation

Step 1: Log In to your Overture Account

- A - <http://www.overture.com>
- B - Click on 'Manage Your Account'
- C - Enter your userid
- D - Enter your password
- E - Enter the security code provided in the box and click the LOG IN Button.
- F - Once logged in you will be on your 'Account Summary Page'.

Note: You will need your login name and password before you start this process.

Step 2: Activate Conversion Tracking

In the middle of the Account Summary Page you will see two separate sentences that says one of the following:

Track Your Results for Free with Conversion Counter™

(or)

Don't see any conversion data? Click here.

One is under the Sponsored Search section the other is under the Content Match section.

If your message reads **Don't see any conversion data? Click here.** And when you click a window pops up that reads 'If you have signed up for conversion counter but do not see any conversion data make sure you have installed the conversion tag on the sales or signup conformation page on your site ...' This means that your PPC Conversion Data program has already been activated, but may not be fully installed. **Please proceed to Step 3.** Otherwise continue below.

A - Click on the link 'Conversion Counter' under the Sponsored Search Summary Section.

B – This will bring you to the Account Setup Page under the Account tab.

C – Scroll to the end of the screen and click on the SIGN UP button under the Conversion Counter Section.

D – Click on 'I Accept' the Terms and Conditions

E – You will be prompted to say what type of Tracking you will be doing. Click on Sales and then click on the SUBMIT button.

F – This will bring you back to the Account Setup Page under the Account Tab.

G – In order for you to see the conversion code you must REFRESH this screen. Click your Browser Refresh Button and then click Retry on the popup window to return to the account setup page.

H - The Code in the Window to the right of the screen is the code that will be entered on your Reservation Software.

I - Leave this window open, skip step 3 below and proceed to the Reservations System Installation Section 3 of this document.

Step 3: Retrieve the Conversion Tracking Code to install in your Reservation System.

A - Click on the Account Setup Tab located on the Account Tool Bar

B – Scroll down till you see **Get Started With One Step**

C – The Code in the Window to the right of the screen is the code that will be entered on your Reservation Software.

D – Leave this window open and proceed to the Reservations System Installation Section 3 of this document.

Section 2: Google (Adwords) PPC Conversion Tracking Activation

Step 1: Log In to your Google PPC Account

A – <http://www.google.com>

B - Click on 'Advertising Programs Link'

C – On the Google Advertising Programs page click on the Google Adwords link

D – Enter your userid

E – Enter your password

F – Click the SIGN IN Button (*You may be asked to approve or skip additional verification wizards at this point to continue – skip or complete Google questions to move on to the next step.*)

G - Once logged in you will be on your 'Campaign Summary' screen.

Note: You will need your login name and password before you start this process.

Step 2: Activate Conversion Tracking

A – Click on **Conversion Tracking** Link on the tool bar.

- B** – Click on Start Tracking Conversions button at bottom of the page.
- C** – Choose Purchase/Sale and click the Continue button.
- D** – On the Customize Text Block screen – DO NOTHING – just click the Continue button.
- E** – You will now be on a page with a code box - leaving this window open, please proceed to the Reservations System Installation Section 3 of this document.

Section 3: Reservation System Installation

Choose the section below that corresponds with your online Reservation System.

Webervation Customers

Step 1: Log into your Webervations Account

- A** – <http://www.webervations.com>
- B** – Click on the Members Sign In Button (upper right corner of screen)
- C** – Enter your Username
- D** – Enter your Password
- E** – Click the SIGN ON NOW button.

Note: You will need your login name and password before you start this process.

Step 2: Locate the Webervations web page to enter the PPC codes for Conversion Tracking.

- A** – Click on the Configuration tab at the top of the screen
- B** – Click on the Stats Tab under Configuration
- C** – Scroll down to the bottom of the screen

Steps for Installing Overture (Yahoo) Conversion PPC Tracking Code in Webervations

- 1** – Locate the Input Box that Says: 'Overture Unique User ID:'
- 2** – Go back to your Overture Window you left open in Section 1.
- 3** – Find in the Code Window the words `var cc_accountID =`

Example: `var cc_accountID = "4739248334";`

- 4** – Copy the number between the " " into memory. You do this by first highlighting the information with your mouse (don't get anything but the numbers – no quotes) next hold down the CTRL key and press the letter C and then let both keys up. This will store the text you have highlighted into memory. This is called a CTRL-C for copy.
- 5** – Go back to your Webervations Window and place your cursor in the box under: 'Overture Unique User ID:'
- 6** – Paste in the account ID you have in memory. You do this by holding down the CTRL key and pressing the letter V and then let both keys up. This will copy your Account ID into the Webervations 'Overture Unique User ID:' box that you stored in memory above.
- 7** – Click the Save Button Below
- 8** – You may now log out of Webervations.

- 9 – Click back to the Overture window and Log Out of the Overture account.
- 10 – Go on to Test your Activation in Section 4 Below.

Steps for Installing Google Adwords PPC Conversion Tracking Code in Webervations

- 1 – Locate the Input Box that Says: 'Google Unique User ID:'
- 2 – On the Webervations Window place your cursor in the box under: 'Google Unique User ID:'
- 3 – Click back to the Google Window and find in the Code Window the words `var google_conversion_id =`

Example: `var google_conversion_id = "9283498534";`

- 4 - Write down the number.
- 5 – Click back to the Webervations window
- 6 – Type in the 10 digit number you wrote down above in the box under: 'Google Unique User ID:'
- 7 – Click the Save Button Below
- 8 – You may now log out of Webervations.
- 9 – Click Back to the Google Window and click continue.
- 10 – Locate the wording "Finished For Now" and click on "Return to your Campaign Summary" page.
- 11 – You may now log out of Google Adwords
- 12 - Go on to Test your Activation in Section 4 Below.

Availability Online Customers

Step 1: Log into your Availability Online Account

- A – <http://www.availabilityonline.com>
- B – Click on the Members Log In Button (upper left corner of screen)
- C – In the Administration Box Enter your Username
- D – In the Administration Box Enter your Password
- E – Click the LOGIN button.

Note: You will need your login name and password before you start this process.

Step 2: Locate the Availability web page to enter the PPC codes for Conversion Tracking.

- A – Click on the Marketing Organizations under the Settings Section.
- B – In the Grey Box titled: Tracking Software – click the Active Check Box.

Steps for Installing Overture (Yahoo) Conversion PPC Tracking Code in Availability Online

- 1 – Locate the input box with the heading Tracking Code.
- 2 – Go back to your Overture Window you left open in Section 1.
- 3 – Copy the entire box of code into memory. You do this by highlighting all the code in the box with your mouse. Next, hold down the CTRL key and press the letter C and then let both keys up. This will store the text you have highlighted into memory. This is called a CTRL-C for copy.

- 4 – Go back to your Availability Online Window and place Cursor in the Input Area under the heading Tracking Code. ** See Note Below
- 5 – Paste in the block of code you have in memory. You do this by holding down the CTRL key and pressing the letter V and then let both keys up. This will copy your Conversion Tracking Code into the input box with the heading Tracking Code.
- 6 – Click the Update Marketing Organization Button below
- 7 – You may now log out of Availability Online.
- 8 – Click back to the Overture window and Log Out of the Overture account.
- 9 – Go on to Test your Activation in Section 4 Below.

Note: This box is for all Tracking Code (google, yahoo, etc) – so if there is already code in the box, go to the bottom of the box to the next empty line (which you may have to create by hitting the enter key with your cursor at the end of the existing text) to copy in the new code you are adding – do not delete any code already there.

Steps for Installing Google Adwords PPC Conversion Tracking Code in Availability Online

- 1 – Locate the input box with the heading Tracking Code.
- 2 – Go back to your Google Window you left open in Section 2.
- 3 – Copy the entire box of code into memory. You do this by highlighting all the code in the box with your mouse. Next, hold down the CTRL key and press the letter C and then let both keys up. This will store the text you have highlighted into memory. This is called a CTRL-C for copy.
- 4 – Go back to your Availability Online Window and place Cursor in the Input Area under the heading Tracking Code. ** See Note Below
- 5 – Paste in the block of code you have in memory. You do this by holding down the CTRL key and pressing the letter V and then let both keys up. This will copy your Conversion Tracking Code into the input box with the heading Tracking Code.
- 6 – Click the Update Marketing Organization Button below
- 7 – You may now log out of Availability Online.
- 8 – Click Back to the Google Window and click continue.
- 9 – Locate the wording “Finished For Now” and click on “Return to your Campaign Summary” page.
- 10 – You may now log out of Google Adwords
- 11 – Go on to Test your Activation in Section 4 Below.

Note: This box is for all Tracking Code (google, yahoo, etc) – so if there is already code in the box, go to the bottom of the box to the next empty line (which you may have to create by hitting the enter key with your cursor at the end of the existing text) to copy in the new code you are adding – do not delete any code already there.

Section 4: Testing your Conversion Tracking Setup

You will need to test both Google and Yahoo to verify that the conversion setup above was installed correctly. The best way to do this is to choose 2 phrases – 1 from Google and 1 from Yahoo. Choose the least expensive phrases you can to test with – so you don't charge

yourself too much during this test. Write down both phrases and make sure you keep track of which phrase goes with which PPC account.

Step 1: Go to <http://www.google.com> and type in the phrase you have chosen for Google.

Step 2: Click on your ad in the sponsored listings to go to your website.

Step 3: Click on your reservation button and complete a reservation (it will be a dummy one you delete from your account when testing is complete)

Step 4: When you have completed your reservation – click the link to return to your website.

Step 5: Go to <http://www.yahoo.com> and type in the phrase you have chosen for Yahoo.

Step 6: Repeat Steps 2, 3 and 4

Step 7: In 24-48 hours – go pull a report for this time period as defined in Section 5. This will show if the PPC reservation you made actually is pulled into your tracking data, and that the setup process worked correctly.

Section 5: Reporting with Conversion Tracking Information Included

Google

Step 1: Log In to your Google PPC Account

A – <http://www.google.com>

B - Click on 'Advertising Programs Link'

C – On the Google Advertising Programs page click on the Google Adwords link

D – Enter your userid

E – Enter your password

F – Click the SIGN IN Button (*You may be asked to approve or skip additional verification wizards at this point to continue – skip or complete Google questions to move on to the next step.*)

G - Once logged in you will be on your 'Campaign Summary' screen.

Note: You will need your login name and password before you start this process.

Step 2: Click on the 'Reports' tab at the top of the Campaign Summary Page.

Step 3: Click on 'Keyword Report'

Step 4: Next to the word 'View', change the word 'Summary' to 'Daily'.

Step 5: Click the bottom bullet next to the Date Range.

Step 6: Input the date range you want to view by clicking the arrows in the boxes – Put in the starting month, day and year and the ending month, day and year.

Step 7: Leave all other information alone.

Step 8: Check the box next to 'Conversions' to include conversion statistics on the report.

Step 9: Click on the 'Create Report' button at the bottom of the screen.

Step 10: Wait for the report to be created. This could take a few moments.

Step 11: When the report is finished, click on the 'View Data Only' link found under 'View Report'

Step 12: Scroll through the report to view the conversions listed in the conversion column.

Yahoo

Step 1: Log In to your Overture Account

A - <http://www.overture.com>

B - Click on 'Manage Your Account'

C - Enter your userid

D - Enter your password

E - Enter the security code provided in the box and click the LOG IN Button.

F - Once logged in you will be on your 'Account Summary Page'.

Note: You will need your login name and password before you start this process.

Step 2: Click on the 'Reports' tab at the top of the Account Summary Page.

Step 3: Click on 'Account Activity Detail'.

Step 4: Click on the top calendar to enter the begin date for the report.

Step 5: Click on the bottom calendar to enter the end date for the report.

Step 6: Leave all of the other boxes alone and click on the 'Create Report' button at the bottom of the screen.

Step 7: Scroll through the report to view the conversions listed in the conversions column.