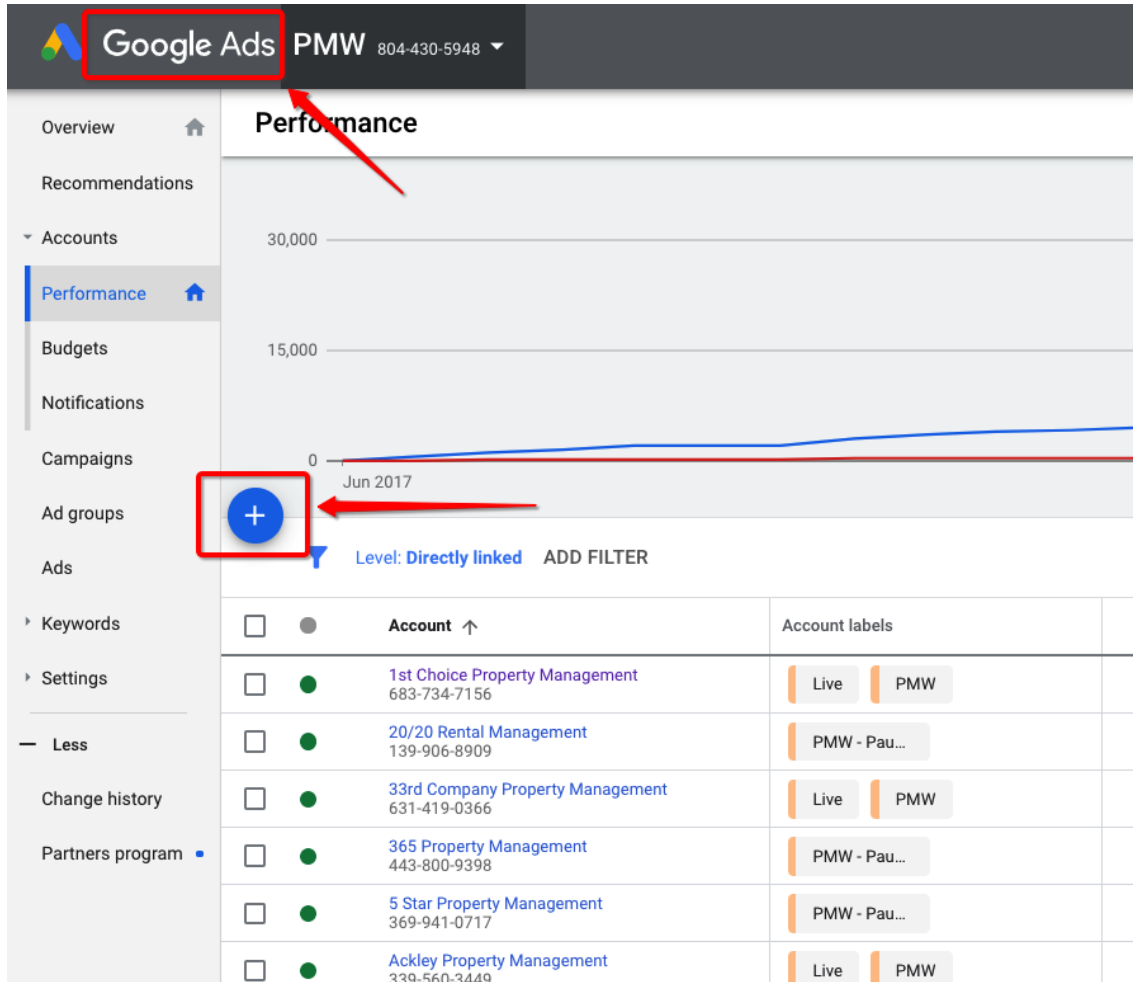


Google Ads Account Build

In Google Ads online - Create new account

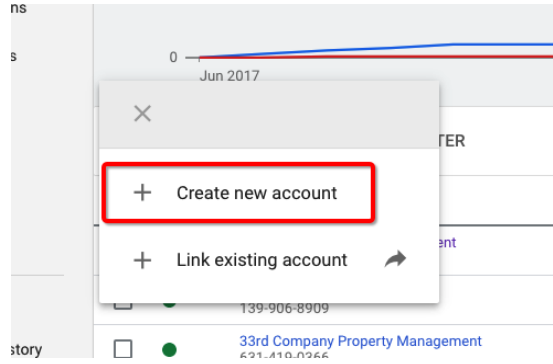
Click on Google Ads at the top of the page & click +



The screenshot shows the Google Ads interface for a user named PMW with phone number 804-430-5948. The left sidebar contains navigation options: Overview, Recommendations, Accounts, Performance (selected), Budgets, Notifications, Campaigns, Ad groups, Ads, Keywords, Settings, Less, Change history, and Partners program. The main content area is titled 'Performance' and features a line chart for June 2017. Below the chart, there is a table of accounts. A blue plus button in the sidebar is highlighted with a red box, and a red arrow points from it to the Performance chart area. The table below the chart lists several accounts with their names, phone numbers, and labels.

| <input type="checkbox"/> | <input type="radio"/> | Account ↑ | Account labels |
|--------------------------|----------------------------------|--------------------------------------------------|----------------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | 1st Choice Property Management 683-734-7156 | Live PMW |
| <input type="checkbox"/> | <input checked="" type="radio"/> | 20/20 Rental Management 139-906-8909 | PMW - Pau... |
| <input type="checkbox"/> | <input checked="" type="radio"/> | 33rd Company Property Management 631-419-0366 | Live PMW |
| <input type="checkbox"/> | <input checked="" type="radio"/> | 365 Property Management 443-800-9398 | PMW - Pau... |
| <input type="checkbox"/> | <input checked="" type="radio"/> | 5 Star Property Management 369-941-0717 | PMW - Pau... |
| <input type="checkbox"/> | <input checked="" type="radio"/> | Ackley Property Management 339-560-3449 | Live PMW |

Once you click the blue plus button, click on [Create New Account](#)



Name = NAME OF THE COMPANY

Enter in the Time Zone - MAKE SURE THE TIME ZONE IS CORRECT WE CANNOT CHANGE THIS LATER

Click Save & continue

| | | |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| Name | Gibson Property Management | ^ |
| Type | Google Ads account | ^ |
| Country | United States | ^ |
| Time zone | (GMT-04:00) New York Time | ^ |
| Currency | US Dollar (USD \$) <small>This is the currency you'll use to pay Google. Review the available payment options.</small> | ^ |
| Invite user | Invite users to this account (optional) Enter email address | Administrative access ^ ? |

SAVE AND CONTINUE CANCEL

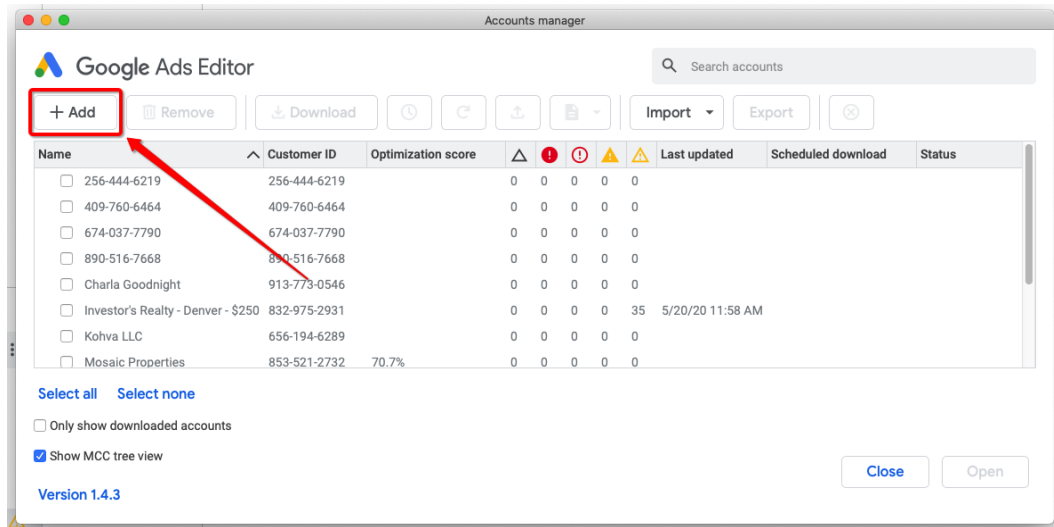
DO NOT BOTHER WITH THE CREDIT CARD INFORMATION - CLICK CANCEL - We will be setting up billing at account launch

It might also ask you to confirm its you - follow instructions and keep going

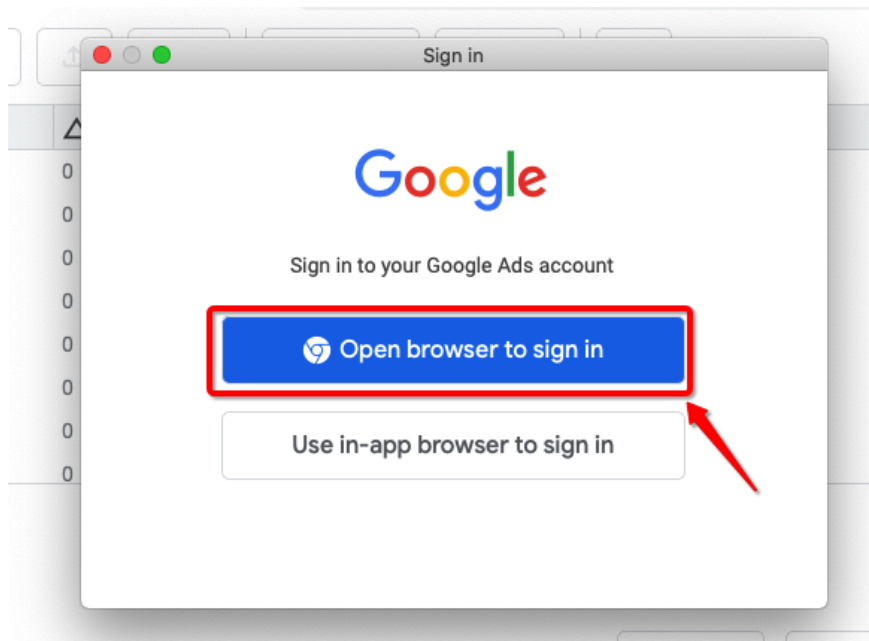
After this, open **Google Ads Editor**

Click on Account

From here, click **ADD**

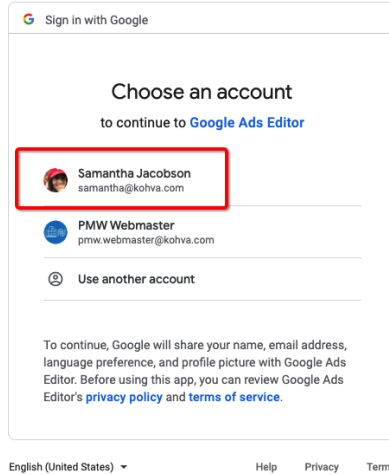


Click **"Open Browser to sign in"**

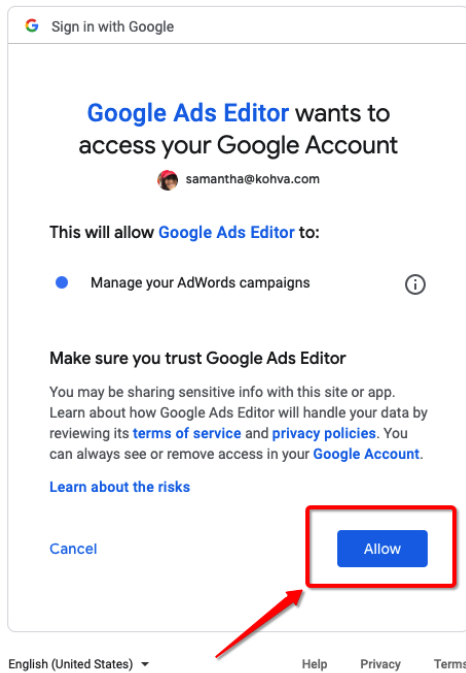


It will open a new browser window where you can choose an account to open & a code will show up on the screen...

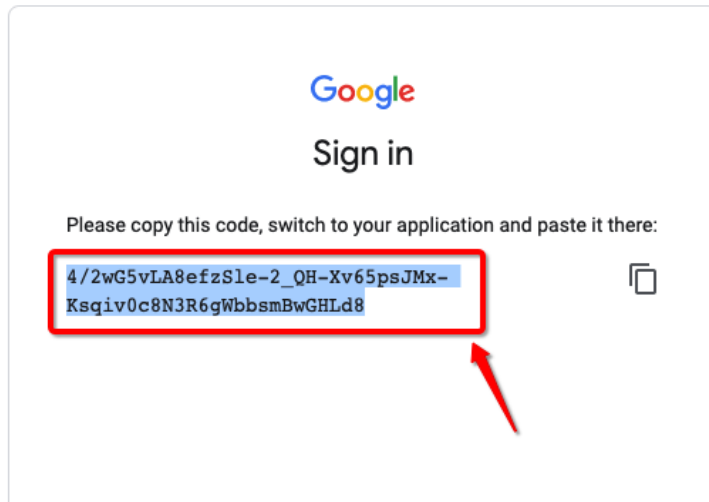
Click on your own email address



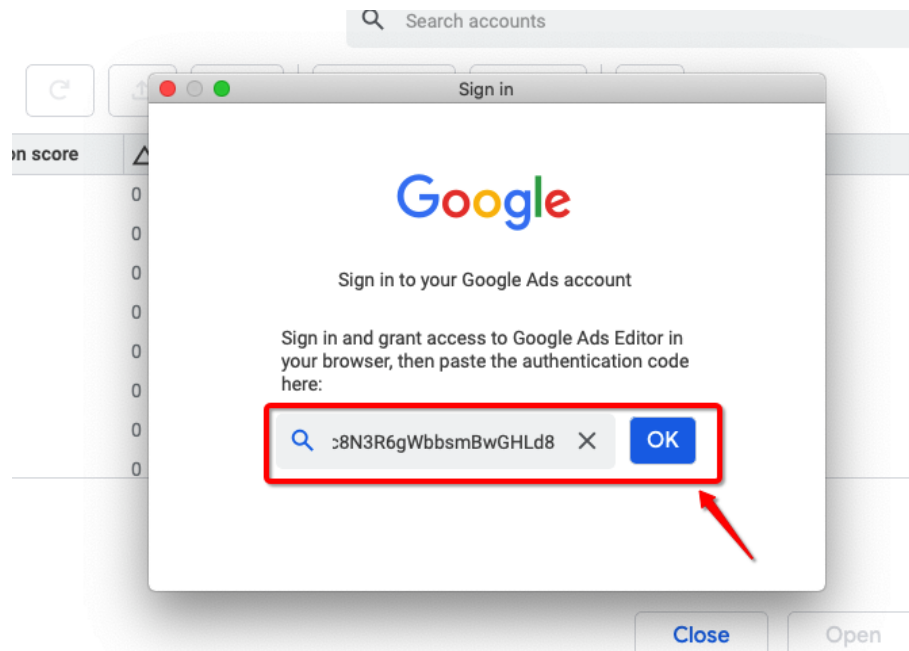
Click Allow



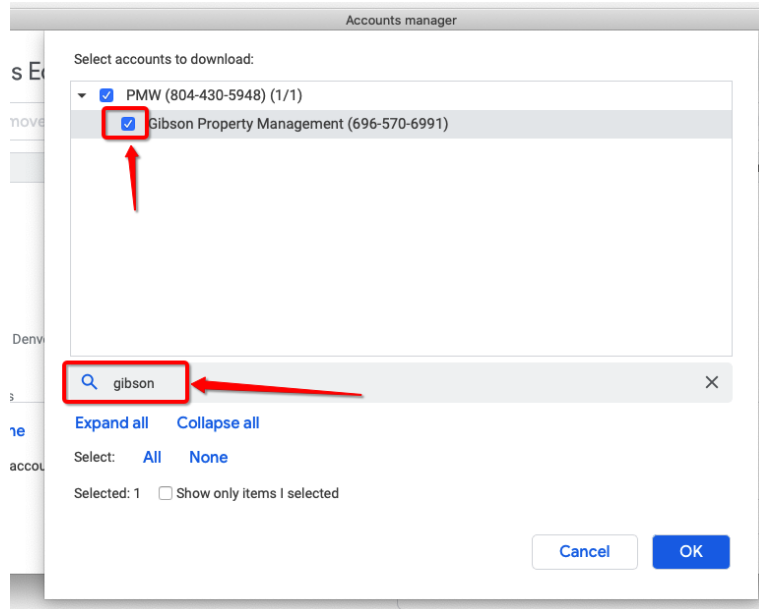
Copy the code (YOU MAY NOT NEED A CODE)



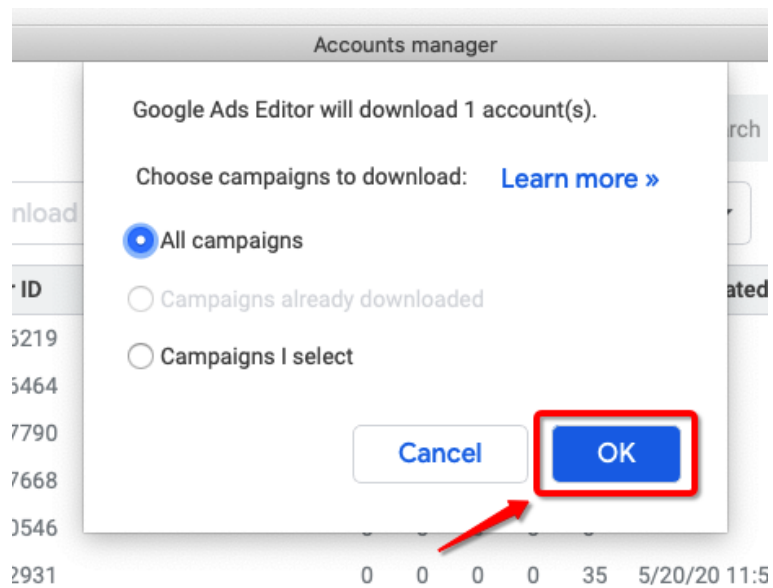
Paste the code back in Google Ads Editor



Search for the name of the new account (company name) you are building



Click OK

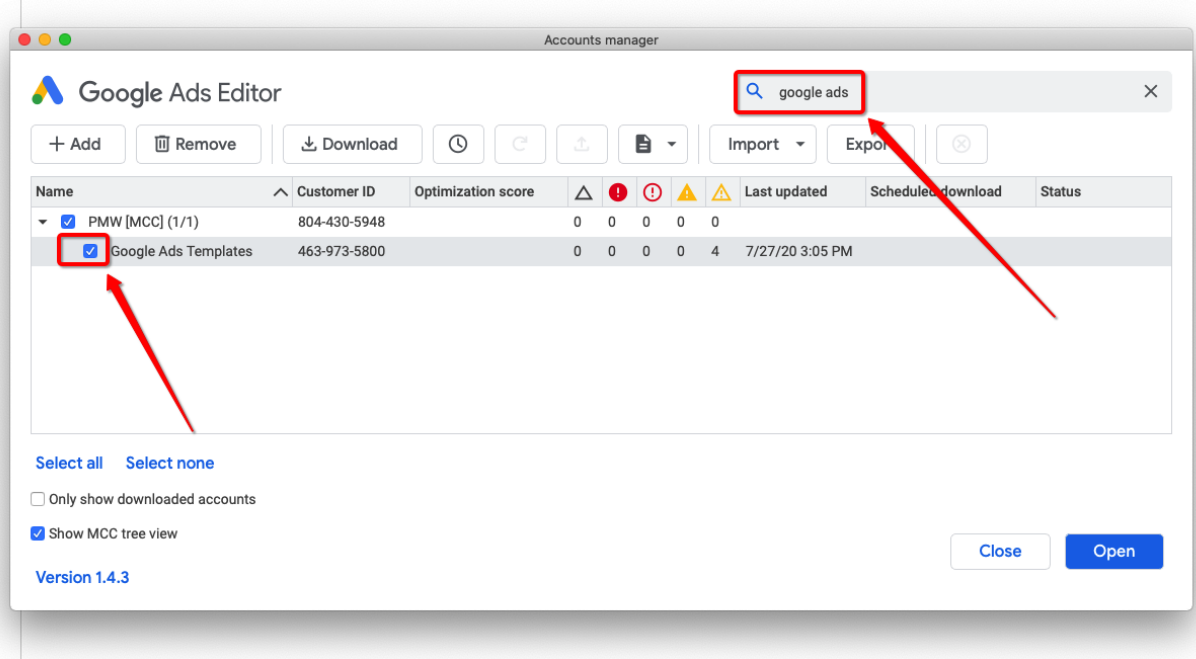


Click OK

The Account will then open in Editor - Go to Campaigns

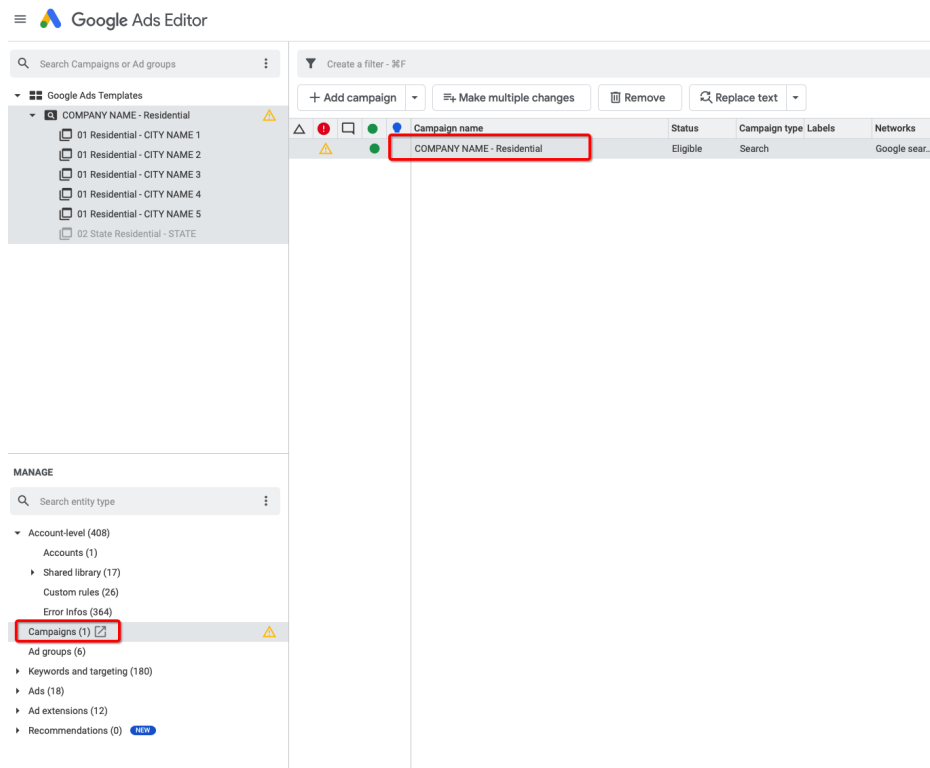
You will then open the Google Ads Templates Google Ads account in Editor

Go to account - open - search for name of account

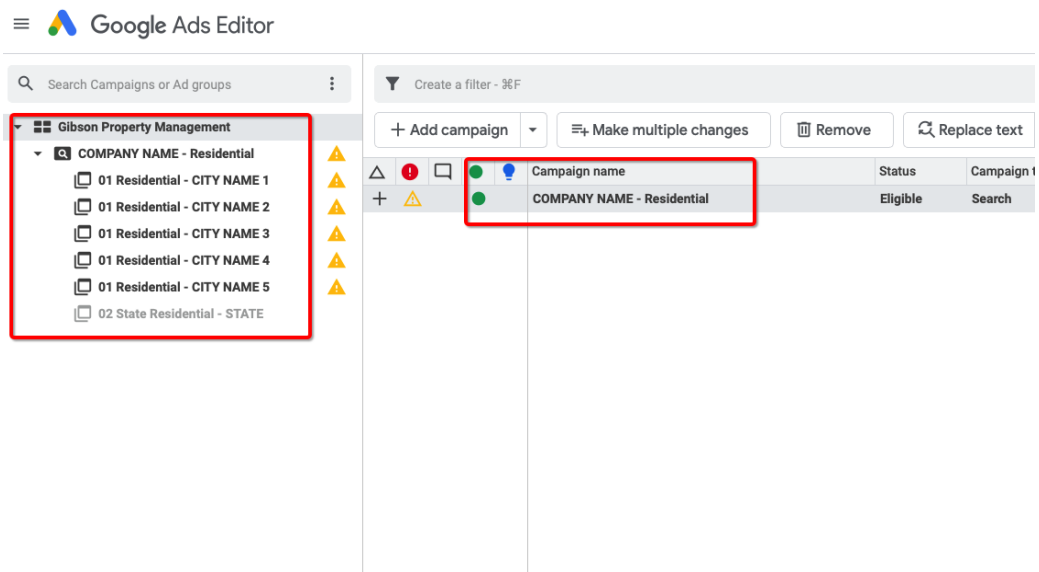


Copy the appropriate (residential, HOA, Commercial, etc.) campaign from the Google Ads Template account and paste it into the new account you are building - click on campaigns

Make sure you are in the campaigns section of the account and copy the campaign

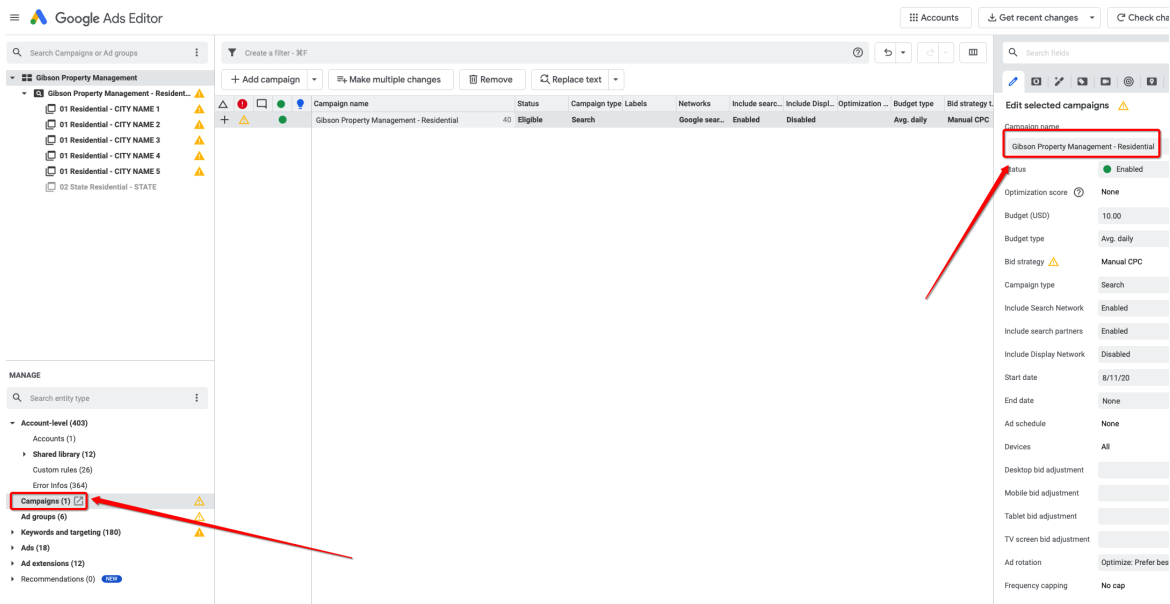


Paste campaign in new account



Change campaign name

Make sure you are under the campaigns - on the left hand side of the page - then change the actual name in the edit area on the right side of the page



Change ad group names

Make sure you are on the ad group tab on the left side of the page - make the name changes under the edit section on the right side of the page

All ad group names will be the cities they have selected to target.

The screenshot displays the Google Ads Editor interface. On the left, a sidebar shows a campaign structure for 'Gibson Property Management' with several ad groups listed, including '01 Residential - Fort Lauderdale', '01 Residential - Pompano Beach', '01 Residential - Oakland Park', '01 Residential - Wilton Manors', '01 Residential - Hollywood Beach', and '02 State Residential - Florida'. The '02 State Residential - Florida' ad group is highlighted with a red box. In the center, a table shows the selected ad group: '02 State Residential - Florida' with a status of 'Paused'. On the right, the 'Edit selected ad groups' panel is visible, with the 'Ad group name' field highlighted by a red box, indicating where the name change is being made. The bottom left shows a 'MANAGE' section with 'Ad groups (1)' highlighted by a red box.

Change Keywords

First you will change the STATE & ST name

Highlight the entire campaign

Select or highlight every keyword - replace text

Google Ads Editor

Search Campaigns or Ad groups

Create a filter - 96F

+ Add keyword Make multiple changes Remove **Replace text** Download

Gibson Property Management - Residential...

- 01 Residential - Fort Lauderdale
- 01 Residential - Pompano Beach
- 01 Residential - Oakland Park
- 01 Residential - Wilton Manors
- 01 Residential - Hollywood Beach
- 02 State Residential - Florida

MANAGE

Search entity type

- Account-level (403)
 - Accounts (1)
 - Shared library (12)
 - Custom rules (26)

| Keyword | Ad group | Status |
|--------------------------------------------------|-----------------|-----------------|
| Property Management Companies in ST | 02 State Re... | Ad group pa... |
| Property Management Companies in STATE | 02 State Re... | Ad group pa... |
| CITYNAME2 Property Management | 01 Residenti... | Pending revi... |
| Property Management Companies CITYNAME2 | 01 Residenti... | Pending revi... |
| Property Management Companies CITYNAME2 ST | 01 Residenti... | Pending revi... |
| Property Management Companies in CITYNAME2 ST | 01 Residenti... | Pending revi... |
| CITYNAME2 Property Management Company | 01 Residenti... | Pending revi... |
| Property Management Companies in CITYNAME2 STATE | 01 Residenti... | Pending revi... |
| CITYNAME2 Property Managers | 01 Residenti... | Pending revi... |
| Property Management Company CITYNAME2 | 01 Residenti... | Pending revi... |
| Property Management CITYNAME2 | 01 Residenti... | Pending revi... |
| CITYNAME2 Property Management Companies | 01 Residenti... | Pending revi... |
| Property Manager CITYNAME2 | 01 Residenti... | Pending revi... |
| CITYNAME2 Property Management | 01 Residenti... | Pending revi... |
| Property Management Company in CITYNAME2 | 01 Residenti... | Pending revi... |
| Property Management Companies CITYNAME2 STATE | 01 Residenti... | Pending revi... |
| Property Management Companies in CITYNAME2 | 01 Residenti... | Pending revi... |
| Property Management CITYNAME2 | 01 Residenti... | Pending revi... |
| Residential Property Management CITYNAME2 | 01 Residenti... | Pending revi... |
| CITYNAME2 Residential Property Management | 01 Residenti... | Pending revi... |
| CITYNAME2 Residential Property Management | 01 Residenti... | Pending revi... |
| Residential Property Management CITYNAME2 | 01 Residenti... | Pending revi... |
| CITYNAME4 Property Management | 01 Residenti... | Pending revi... |

Replace text for STATE to the actual State name
Click on Change Keyword

changes Remove **Replace text** Search terms

| Ad group | Status | Labels | Match type | Max. CPC (U... | Max. CPM (U... | Commer |
|------------------------------|-----------------|-----------------|------------|----------------|----------------|--------|
| Companies in ST | 02 State Re... | Ad group pa... | Phrase | 7.00 | 0.01 | |
| Companies in STATE | 02 State Re... | Ad group pa... | Phrase | 7.00 | 0.01 | |
| Management | 01 Residenti... | Pending revi... | Phrase | 7.00 | 0.01 | |
| Companies CITYNAME2 | 01 Residenti... | Pending revi... | Exact | 7.00 | 0.01 | |
| Companies CITYNAME2 ST | 01 Residenti... | Pending revi... | Exact | 7.00 | 0.01 | |
| Companies in CITYNAME2 STATE | 01 Residenti... | Pending revi... | Exact | 7.00 | 0.01 | |
| Management Company | | | | | | |
| Companies in CITYNAME2 STATE | | | | | | |
| Managers | | | | | | |
| Company CITYNAME2 | | | | | | |
| CITYNAME2 | | | | | | |
| Management Companies | | | | | | |
| /NAME2 | | | | | | |
| Management | | | | | | |
| Company in CITYNAME2 | | | | | | |
| Companies CITYNAME2 STATE | | | | | | |
| Companies in CITYNAME2 | | | | | | |
| CITYNAME2 | | | | | | |
| agement CITYNAME2 | | | | | | |
| al Property Management | | | | | | |
| al Property Management | | | | | | |
| agement CITYNAME2 | | | | | | |
| Management | | | | | | |
| Companies CITYNAME4 | | | | | | |
| Companies CITYNAME4 ST | | | | | | |
| Companies in CITYNAME4 ST | | | | | | |
| Management Company | | | | | | |
| Companies in CITYNAME4 STATE | | | | | | |
| Managers | | | | | | |
| Company CITYNAME4 | | | | | | |

Advanced change

Perform action in: Keyword

Replace Append Change bids Change URLs

Find text: **STATE**

Match case

Match whole words only

Replace with: **Florida**

Preserve capitalization

Make changes in duplicate items Select newly created items

Cancel **Replace**

You will then change ST to the state abbreviation

| | | | | |
|-----------------|-----------------|--------|------|------|
| 01 Residenti... | Pending revi... | Phrase | 7.00 | 0.01 |
| 01 Residenti... | Pending revi... | Exact | 7.00 | 0.01 |
| 01 Residenti... | Pending revi... | Exact | 7.00 | 0.01 |
| 01 Residenti... | Pending revi... | Exact | 7.00 | 0.01 |

Advanced change

Perform action in: Keyword

Replace Append Change bids Change URLs

Find text: ST

Match case

Match whole words only

Replace with: FL

Preserve capitalization

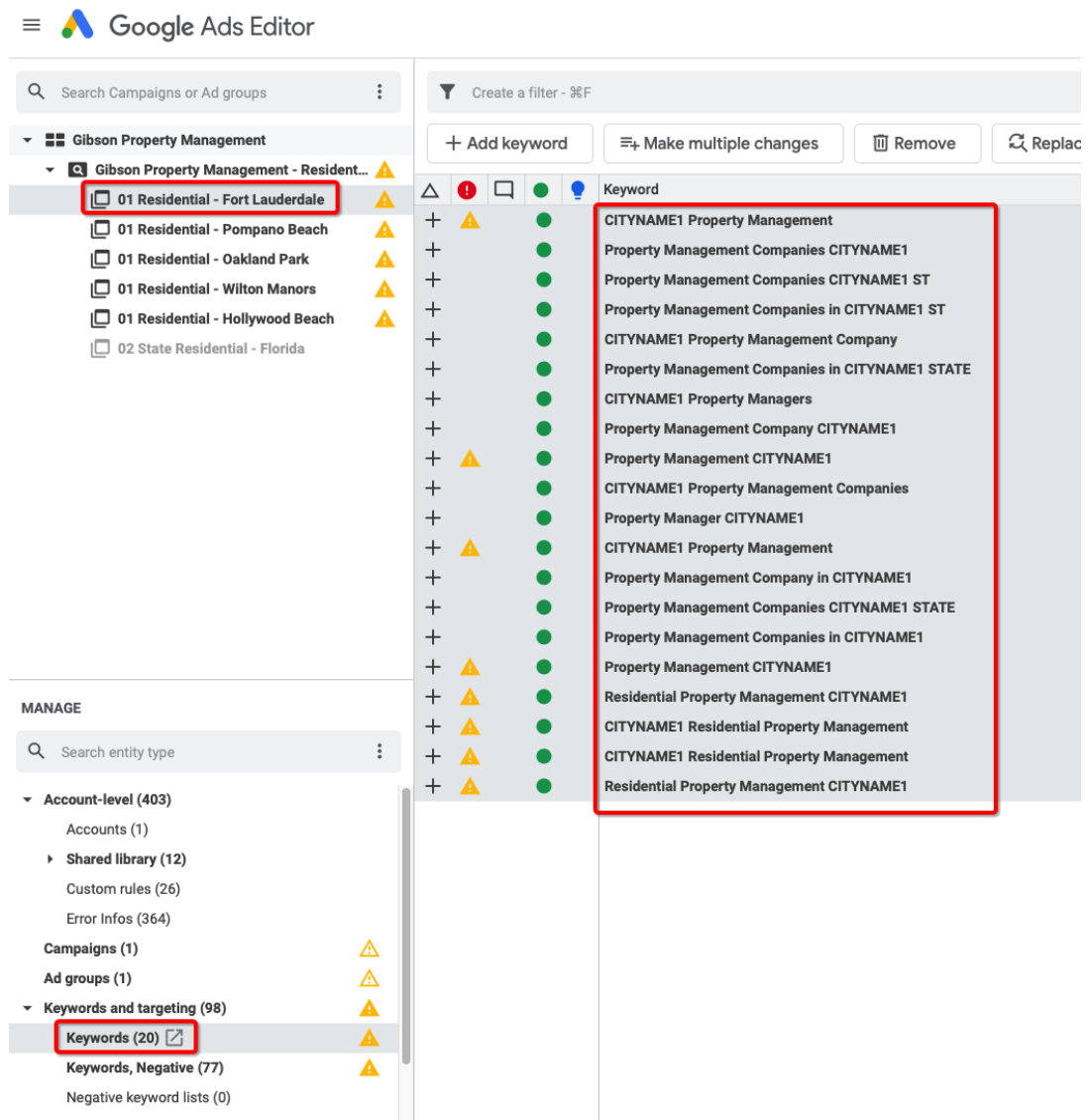
Make changes in duplicate items Select newly created items

Cancel Replace

| | | | | |
|-----------------|------------------|-------|------|------|
| 01 Residenti... | Pending revi... | Exact | 7.00 | 0.01 |
| 01 Residenti... | Pending revi... | Exact | 7.00 | 0.01 |
| 01 Residenti... | Pendinga revi... | Exact | 7.00 | 0.01 |

Inside of each ad group - there are specific keywords. Change CITYNAME1-CITYNAME5 to the correct city name.

First you will highlight all of the keywords in the ad group



From here, you will click replace text (make sure ALL keywords are highlighted or selected)

Click on Replace Text

Enter in the Find Text area (ie. CITYNAME1)

Enter in the Replace with area (ie. Fort Lauderdale)

Click Replace

The screenshot shows the Google Ads interface with a list of keywords. The 'Advanced change' dialog box is open, showing the 'Replace' tab. The 'Find text' field contains 'CITYNAME1' and the 'Replace with' field contains 'Fort Lauderdale'. The 'Replace' button is highlighted with a red box.

| Keyword | Status | Labels | Match type | Max. CPC (U... | Max. CPM (U... | Comment | Final UF |
|--------------------------------------------------|-----------------|--------|------------|----------------|----------------|---------|----------|
| CITYNAME1 Property Management | Pending revi... | | Phrase | 7.00 | 0.01 | | |
| Property Management Companies CITYNAME1 | Pending revi... | | Exact | 7.00 | 0.01 | | |
| Property Management Companies CITYNAME1 ST | Pending revi... | | Exact | 7.00 | 0.01 | | |
| Property Management Companies in CITYNAME1 ST | Pending revi... | | Exact | 7.00 | 0.01 | | |
| CITYNAME1 Property Management Company | Pending revi... | | Exact | 7.00 | 0.01 | | |
| Property Management Companies in CITYNAME1 STATE | Pending revi... | | Exact | 7.00 | 0.01 | | |
| CITYNAME1 Property Managers | | | | | | | |
| Property Management Company CITYNAME1 | | | | | | | |
| Property Management CITYNAME1 | | | | | | | |
| CITYNAME1 Property Management Companies | | | | | | | |
| Property Manager CITYNAME1 | | | | | | | |
| CITYNAME1 Property Management | | | | | | | |
| Property Management Company in CITYNAME1 | | | | | | | |
| Property Management Companies CITYNAME1 STATE | | | | | | | |
| Property Management Companies in CITYNAME1 | | | | | | | |
| Property Management CITYNAME1 | | | | | | | |
| Residential Property Management CITYNAME1 | | | | | | | |
| CITYNAME1 Residential Property Management | | | | | | | |
| CITYNAME1 Residential Property Management | | | | | | | |
| Residential Property Management CITYNAME1 | | | | | | | |

Run through the other ad groups and change the city names to the correct city names

MAKE SURE TO DOUBLE CHECK IF THE KEYWORDS WERE CHANGED

Next we move onto the Ads

Click on Ads - Responsive Search Ads

Highlight ALL but the 1st ad group - delete all ads

Search campaigns, ad groups and a...

- Realty Experts Florida
 - Realty Experts Florida - Residential
 - 01 Residential - Daytona
 - 01 Residential - Daytona Beach
 - 01 Residential - Daytona Beach Shores
 - 01 Residential - Ormond Beach
 - 01 Residential - Ormond by the Sea
 - 01 Residential - Palm Coast
 - 01 Residential - Port Orange
 - 02 State Residential - Florida

Create a filter - ₪F

+ Add responsive search ad

| | Headline 1 |
|-----|----------------------------|
| + ● | CITYNAME1 Property Managen |
| + ● | CITYNAME2 Property Managen |
| + ● | CITYNAME4 Property Managen |
| + ● | CITYNAME5 Property Managen |
| + ● | CITYNAME5 Property Managen |
| + ● | CITYNAME5 Property Managen |

MANAGE

Search entity type

- Custom rules (30)
- Custom actions (0)
- Custom action triggers (0)
- Error Infos (458)
- Campaigns (1)
- Ad groups (7)
- Asset groups (0)
- Keywords & targeting (237)
- Ads (6)
- Responsive search ads (6)
- Expanded text ads (0)
- Text ads (0)
- Expanded dynamic search ads (0)

The first ad group will still have the ads. We delete the others because we want to make sure all of the ads are the same throughout each ad group.

Go to the first locations ads - change the CITYNAME1 to the actual city name

Customize the Ads

Take ANY & ALL information from the form submission/clickup and their website. Make sure to have a call to action in the ads (ie. call us today, fill out our form for your free rental analysis, etc.)

You will also make sure the URL's are correct & the tracking cookies are on the Ads

If the website does not have a specific page for the location - sent the request to support at support@kohva.com and request the pages (pages will always be /city-name-property-management or city-property-mangement) so you can always put in the URL for the time being until support has completed adding the additional pages

Tracking cookies: ?tcid=GoogleAds{CITYNAME}

Make sure the path's are correct - no spaces in the city names

Make sure the URL is correct

ALL FIRST LETTERS OF EACH WORD MUST BE CAPITALIZED

The screenshot displays the Google Ads Editor interface. On the left, a sidebar shows a list of ad groups under 'Gibson Property Management - Resident...'. The ad group '01 Residential - Fort Lauderdale' is selected and highlighted with a red box. The main panel shows the 'Edit selected expanded text ads' configuration for this ad group. The following table summarizes the visible settings:

| Field | Value |
|------------------|-----------------------------------------------------------------------------------------------------|
| Headline 1 | Fort Lauderdale Property Mgmt |
| Headline 2 | Call Now & Compare |
| Headline 3 | Protect Your Investment |
| Desc. line 1 | See What We Do As Your Ft. Lauderdale Property Manager. We Do More Than Just Collect Rent. |
| Desc. line 2 | No Vacancy Fees. No Hidden Fees. Inquire About Our Property Management Services Today! |
| Path 1 | FortLauderdale |
| Path 2 | PropertyManager |
| Status | Enabled |
| Final URL | http://www.gibsongroupmanagement.com/ft-lauderdale-property-management?tcid=GoogleAdsFortLauderdale |
| Final mobile URL | http://www.gibsongroupmanagement.com/ft-lauderdale-property-management?tcid=GoogleAdsFortLauderdale |

At the bottom, an 'Ad preview' section shows the ad's appearance: 'Fort Lauderdale Property Mgmt | Call Now & Compare | Protect Your Investment' with a link to 'www.example.com/FortLauderdale/PropertyManager' and the same descriptive text as in the settings.

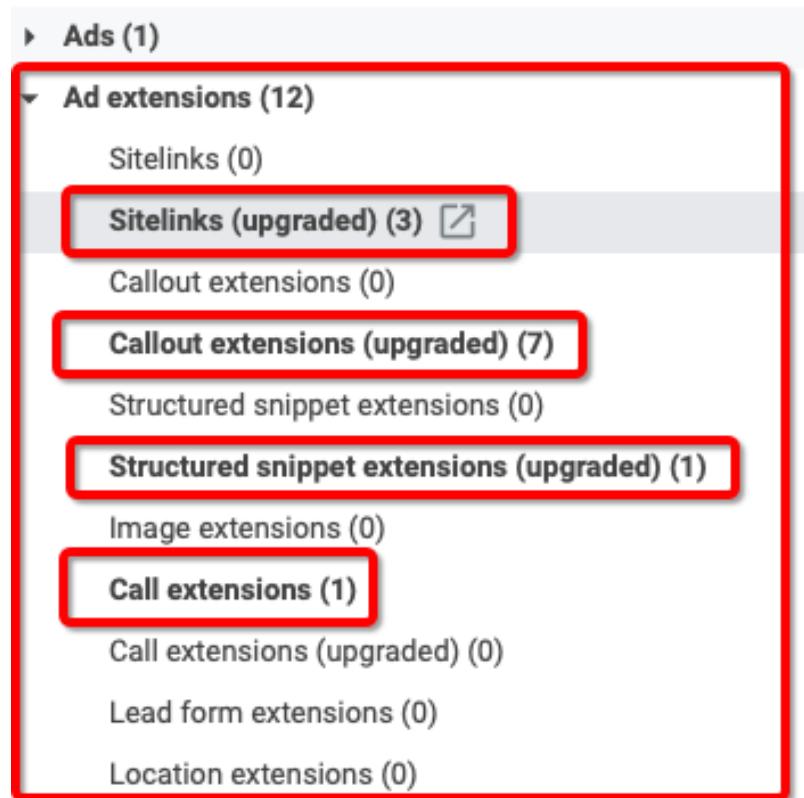
Next you will copy and paste these ads into the other ad groups & replace the city names, paths, URL's and tracking codes with the correct city names

PAUSE THE STATE ADS - we do not run these ads

Next, you will go down to the Ad Extensions on the left side of the page

You will change out:

- Sitelinks (Upgraded)
- Callout Extensions (upgraded)
- Structured Snippets (upgraded)
- Call Extensions



Be sure to change the Description line 1, line 2 and final URL for all 3 sitelink extensions

Edit selected sitelinks

[Open in the shared library](#)

Link text: Property Management

Desc. line 1: Let Us Manage Your

Desc. line 2: Ft. Lauderdale Rental Property

Dest. URL: <Destination URLs are no longer accepted>

Final URL: <http://www.gibsongroupmanagement.com/ft-lauderdale-property-management?tcid=GoogleAdsSitelink>

Final mobile URL:

Next change the Call Out Extensions (these should be somewhat similar - but just double check their website and add more if there is anything else to add

To add more, click on Make multiple changes

Make multiple changes - Callout extensions

Destination:

My data includes columns for campaigns and/or ad groups.

Use selected destinations:

Add as account-level callout extensions

Add as campaign-level callout extensions

Add as ad group-level callout extensions

Gibson Property Management

Search

Select: All None Active Paused

Selected: 1 Show only items I selected

Bulk Change Action: Add or update

Paste text below or edit directly in the grid. Include column headings in English or manually select headings if necessary.

Paste from clipboard Clear Add row Add column

| | Callout text | Not importing | Not importing | Not i |
|----|------------------------|---------------|---------------|-------|
| 1 | | | | |
| 2 | | | | |
| 3 | type the callouts here | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| 10 | | | | |
| 11 | | | | |
| 12 | | | | |

This is only a preview of the first 100 rows of data.

Remember the order of my column headings for future imports.

Cancel Process

(This is information directly from their website on services they offer. Guarantees can be added here as well.)

Click process

Click finish and review changes

The new callout will show in a different color - at the top of the screen click keep

The screenshot shows the Google Ads Editor interface. At the top, there are tabs for 'Proposed', 'Unposted', 'Matched', 'Conflict', 'Recommendation updated', 'Recommendation expired', 'Keep', and 'Reject'. The 'Keep' tab is highlighted with a red box. Below the tabs, there is a search bar and a filter dropdown. A table of callout extensions is displayed with columns for Callout text, Ad group, Status, Feed, Platform targ..., Device prefer..., Start date, and End date. The first row is highlighted in purple.

| Callout text | Ad group | Status | Feed | Platform targ... | Device prefer... | Start date | End date |
|-------------------------|---------------|-----------------|-----------------|------------------|------------------|------------|----------|
| Eviction Protection | Account-level | Pending revi... | Main callout... | All | All | | |
| Free Rental Analysis | Account-level | Pending revi... | Main callout... | All | All | | |
| Full Service Management | Campaign-l... | Pending revi... | Main callout... | All | All | | |
| Tenant Screening | Campaign-l... | Pending revi... | Main callout... | All | All | | |
| No Hidden Fees | Campaign-l... | Pending revi... | Main callout... | All | All | | |
| Property Maintenance | Campaign-l... | Pending revi... | Main callout... | All | All | | |
| Rent Collection | Campaign-l... | Pending revi... | Main callout... | All | All | | |
| Financial Reporting | Campaign-l... | Pending revi... | Main callout... | All | All | | |
| Property Marketing | Campaign-l... | Pending revi... | Main callout... | All | All | | |

Next, you will go to the structured Snippet Extensions

There are neighborhoods already selected - you will change the name of these "Neighborhoods" to the cities they want to target. You can include more from their site if they have additional locations listed out.

BE SURE TO DELETE ANY CITIES FROM PREVIOUS TEMPLATE ACCOUNT

The screenshot shows a configuration page for a structured snippet extension. It includes fields for 'End date' and 'Ad schedule' (set to 'None'). Below these is a 'Values' section with a list of city names: Fort Lauderdale, Hollywood Beach, Pompano Beach, Plantation, Deerfield Beach, Oakland Park, Wilton Manors, Dania Beach, and Sunrise. The 'Values' section is highlighted with a red box. At the bottom, there is a 'Comments' section with a text input field labeled 'Add local comment'.

CALL EXTENSIONS

If the client has AMP or is a PMI - they will already have a CallRail #

Copy and paste the number on the PM/Services page (MAKE SURE THIS IS THE NUMBER THAT SWAPS) in the call extension area

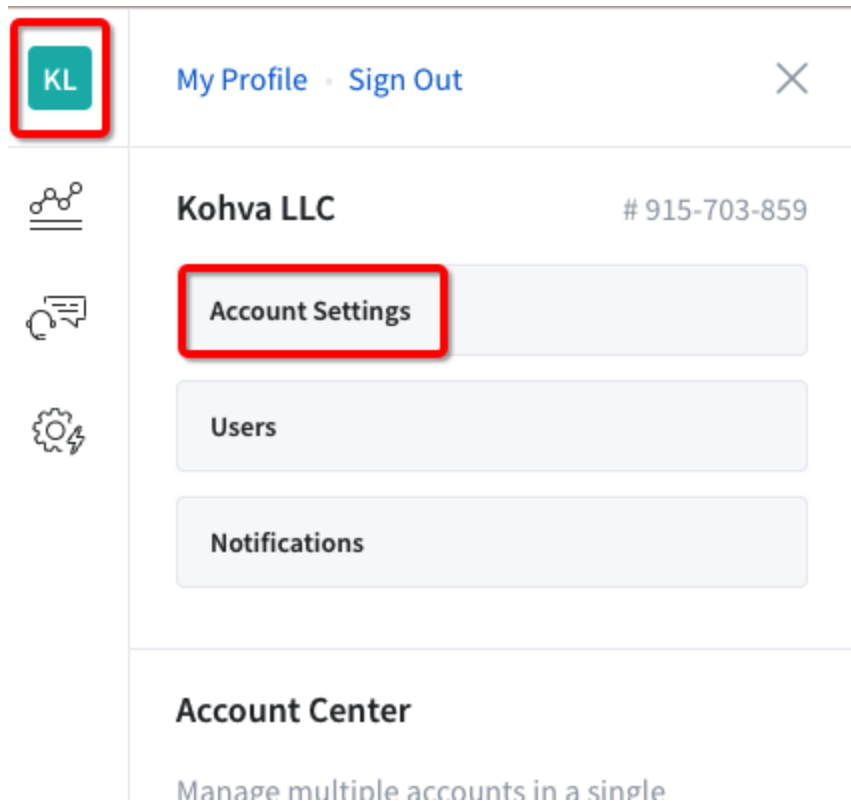
If this client does not have AMP or is a PMI we will create a call rail number for them

LOGIN TO CALLRAIL

Search to see if an account has already been made for the client

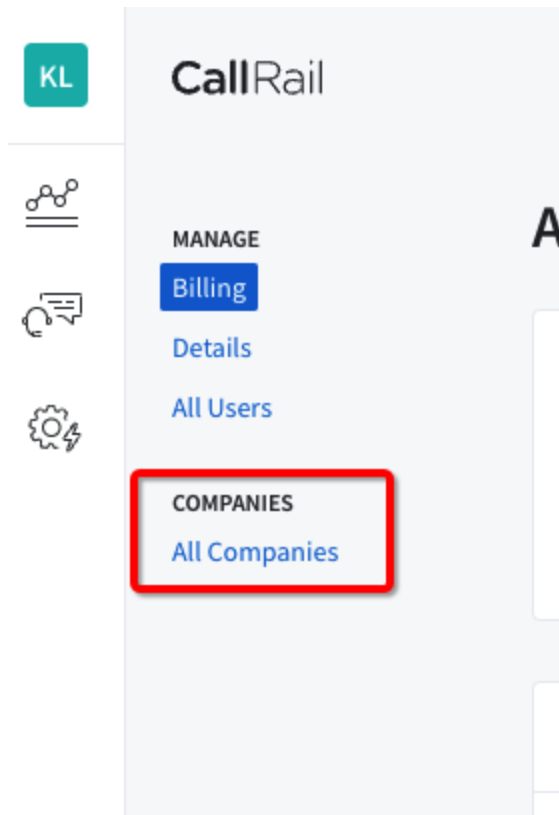
If an account has not been made:

In CallRail - go to the KL account name in the top left side of the page
Once you click on KL the - click on Account Settings

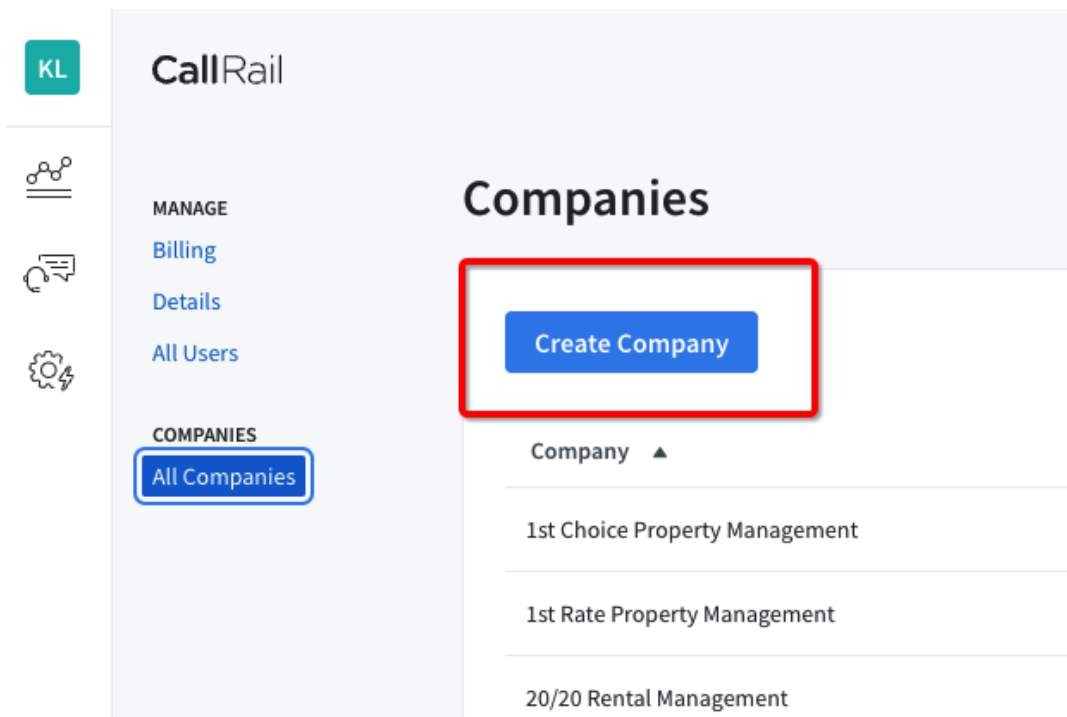


The screenshot displays the CallRail user interface. At the top left, a green square icon with the letters 'KL' is highlighted with a red box. To its right, the text 'My Profile · Sign Out' is visible, followed by a close button (X). Below this, the account name 'Kohva LLC' and the phone number '# 915-703-859' are shown. A vertical sidebar on the left contains three icons: a network diagram, a speech bubble, and a gear. The 'Account Settings' button is highlighted with a red box. Below it are buttons for 'Users' and 'Notifications'. At the bottom, the 'Account Center' section is visible with the text 'Manage multiple accounts in a single'.

Click on All Companies

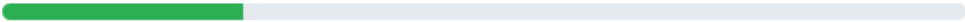


Create Company



Add the company name & time zone & phone number from site (on pm page) - click add users

Create Company ×

 25% Complete

Company Basics

Company Name

Time Zone

Primary Company Phone Number

 [What's this?](#)

Add Users

Click create company

Create Company ×

50% Complete

Company Basics

Select any users you want to grant access to Gibson Property Management. All administrators will be automatically added.

| Name | Email | User Type |
|---------------------------------------------------|-------------------------|---------------|
| <input checked="" type="checkbox"/> Jonathan Ewen | pmw.webmaster@kohva.com | Administrator |

[Back](#) Adding 1 users [Create Company](#)

Click create tracking numbers

Create Company ×

100% Complete

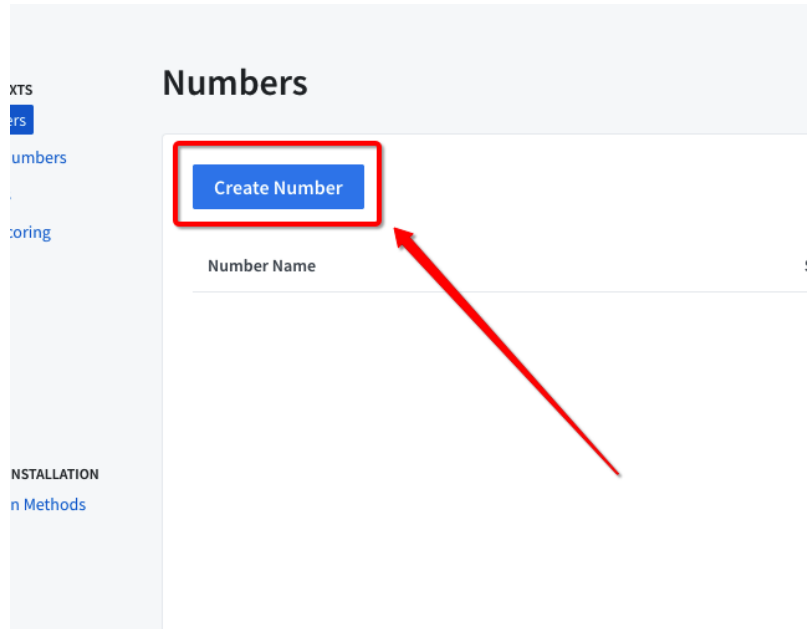
You did it! Gibson Property Management is all set up and is ready to start tracking phone calls.

Suggested Next Steps

- Create Tracking Numbers**
Start tracking phone calls today with a new number.
- Create New Users**
Add clients and admins to your company.
- Set up Notifications**
Create customized notifications for every member of your team.

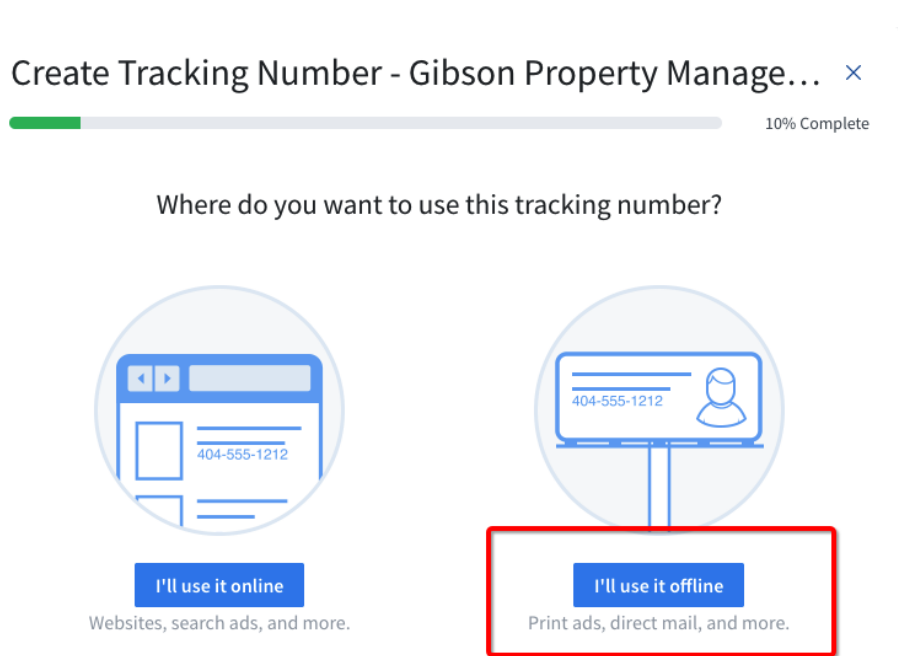
[Go to Company Dashboard](#)

Click create number



It will bring you to a new page - find the account we just created - click on the account

Click I'll use it offline



Where do you want to route these calls - make sure its the same number as the one we found on the site

Create Tracking Number

Realty Experts Florida

Call Forwarding

Where do you want to route these calls?

Enter an existing phone number where we should forward your calls.

(386) 843-5000

[Which phone number do I use?](#)

You will then select which phone number to use.
Always select the same area code and if possible, a number similar to theirs.

Put in the name for the call - Google Ads

Create Tracking Number

Realty Experts Florida

Number Setup

Which kind of tracking number do you want to create?

Number in a specific area code

386

- 386-463-5900 386-388-7948
 386-463-5891 386-457-4498

Number local to 386-843-5000

- 386-888-7211 386-888-1847
 386-345-2351 386-888-6452

What would you like to name this number?

We'll reference this number by this name in your reports and settings.

Google Ads

Select a Whisper Message - Call from Google Ads

Call Recording - check & the call recorded message will appear

Click activate tracking number

Create Tracking Number - Gibson Property Manage... ×

73% Complete

Number Features

Whisper Message
A short message that plays before the call. The caller does not hear this message.

[▶ Preview message](#)

Call Recording
Activate call recording and play a short message to the caller. *Leave blank for no message.*

[▶ Preview message](#) [Legal Note](#)

[← Back](#)

[Activate Tracking Number →](#)

Click done or see active numbers





Create Tracking Number - Gibson Property Manage... ×

100% Complete

You did it! Your new number is **954-953-4918**.
This number is now forwarding to **954-909-0195**

Review Number

Suggested Next Steps

-  **Set up a Call Flow**
Easily build call flows to route every call to the right person, every time.
-  **Set up Notifications**
Instantly receive notifications of your phone calls.
-  **Set up Dynamic Number Insertion**
Dynamically swap the phone number displayed on your website.
-  **Enable Transcripts**
Get a full transcription of every call to your business and automatically target the keywords that matter most.

Done

COPY THE NEW TRACKING NUMBER INTO THE CALL EXTENSION IN GOOGLE ADS EDITOR

| Tracking Number | Forward Calls To |
|-----------------|------------------|
| 954-953-4918 | 954-909-0195 |

g... Device preference
Mobile

Search fields

Edit selected call extensions

[Open in the shared library](#)

Phone country United States

Phone number 954-953-4918

Conversion action Calls from ads

Call reporting Enabled

Platform targeting All

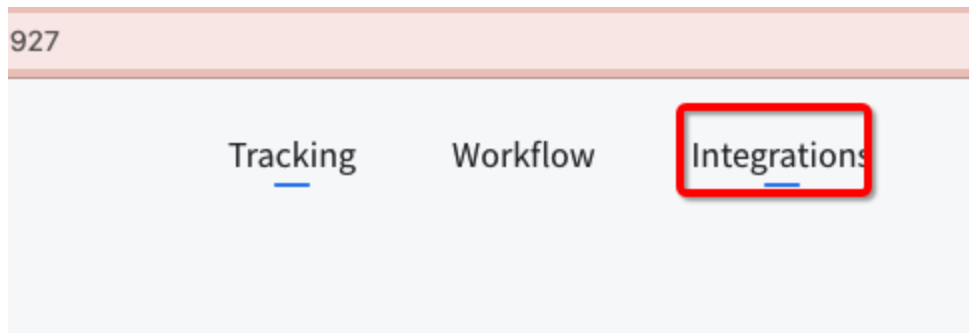
Device preference Mobile

Start date

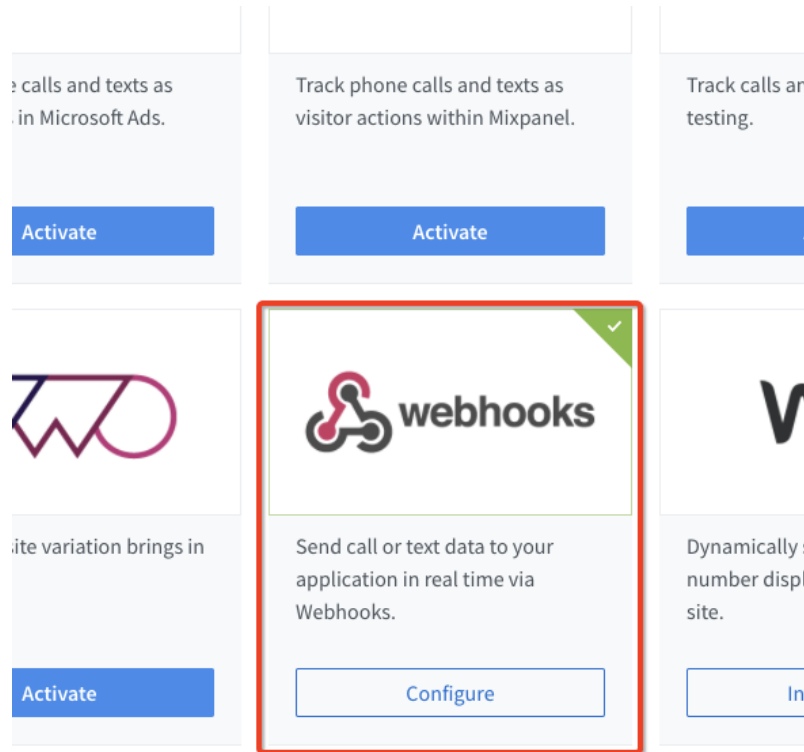
End date

Ad schedule None

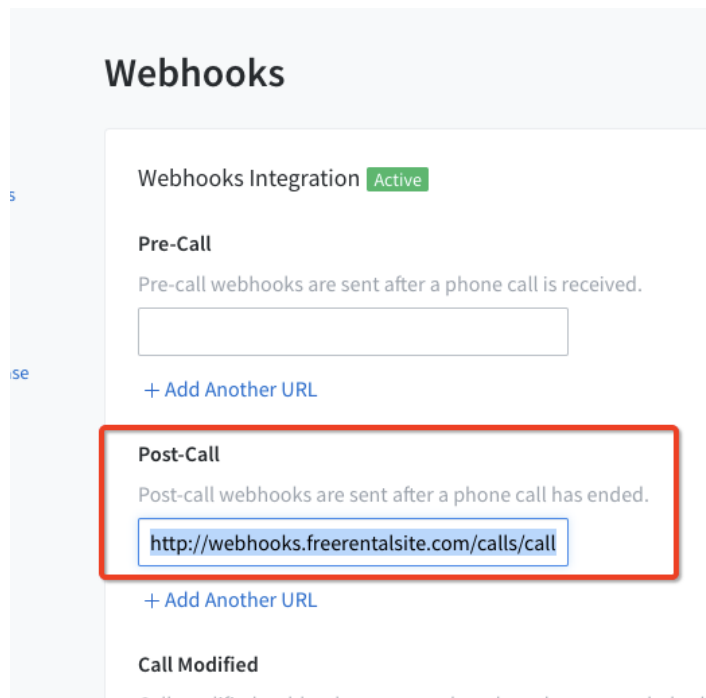
Go back into CallRail & click on the **INTEGRATIONS**



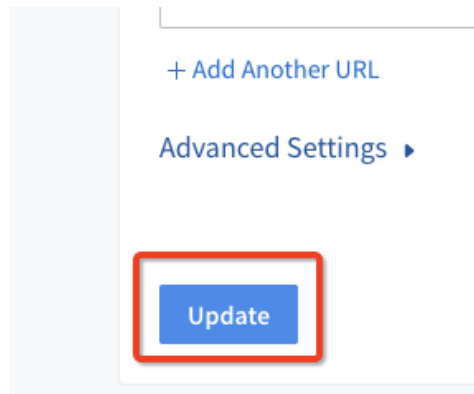
Scroll down to WEBHOOKS - click CONFIGURE



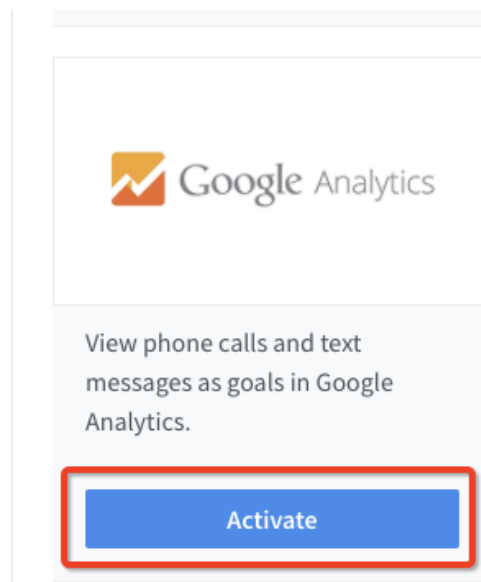
Paste - <http://webhooks.freerentalsite.com/calls/callrail?action=postcall> into the post-call area



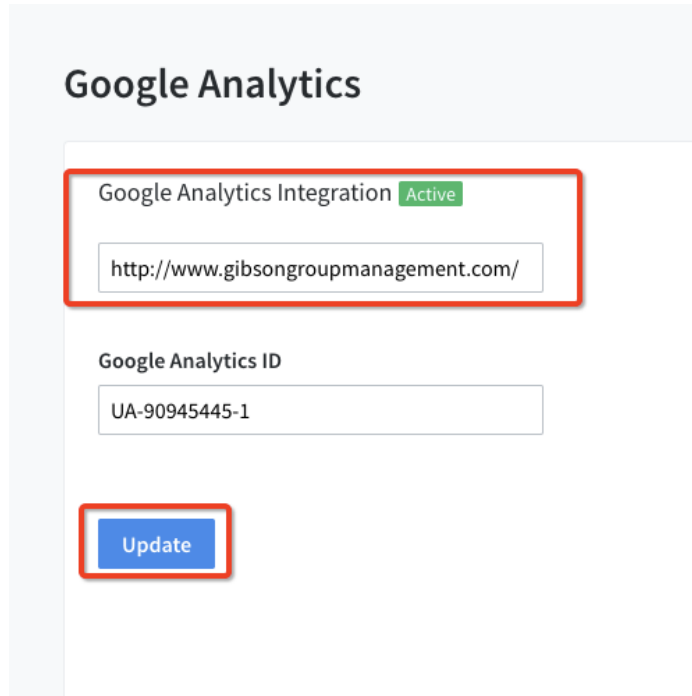
Click Update/ACTIVATE



Back in the settings tab - click on GOOGLE ANALYTICS

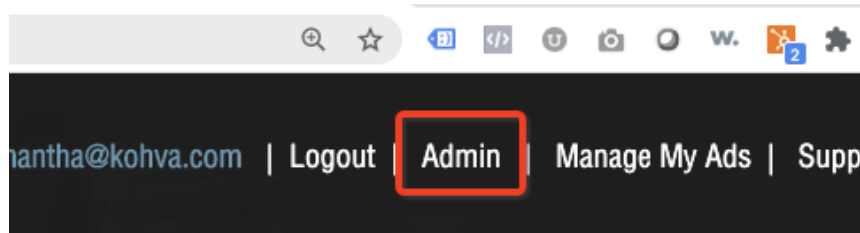


Enter in the URL and click ACTIVATE



After this, you will enter the phone number into FreeRentalSite.com

Log In - Go to ADMIN



Search for the company name and select the company name from the list

Once you are in their admin section of the account, scroll down to ADVANCED MARKETING (this will be all the way at the bottom of the page)

Click EDIT

Watermark Image
No Watermark Uploaded
[\[Upload \]](#)

Advanced Marketing

Advanced Marketing Enabled
[\[edit \]](#)

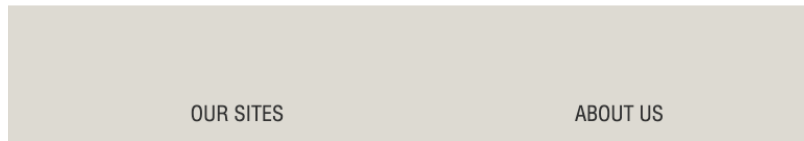
Tracking #: 9549534918

Postcard Template:
Postcard 1 ([Preview Front](#) [Preview Back](#))

Postcard Address:
120 E. Oakland Park Blvd,
Suite 101
Wilton Manors, FL 33334

Postcard Logo:
No Postcard Uploaded
[\[Upload \]](#)

Marketing Flyer:
No Marketing Flyer Uploaded
[\[Upload \]](#)



Enter in:
URL
EMAIL
TRACKING #
ADDRESS
CITY
STATE
POSTAL CODE
POSTCARD TEMPLATE - CHOOSE POSTCARD 1
SAVE CHANGES

Advanced Marketing Settings

Advanced Marketing Enabled:

Company Name:

URL:

Email:

Tracking # (from CallRail): Must be in format (1

Address:

Address 2:

City:

State:

Postal Code:

Postcard Template:

Settings:

```
{  
  "primaryBackgroundColor": null,  
  "secondaryBackgroundColor": null  
}
```

Notification Email Message (leave blank for default):

Suppress Lead Email to Requestor :

SAVE CHANGES

After this, you will need to **email support** so the tracking number will go on the site.

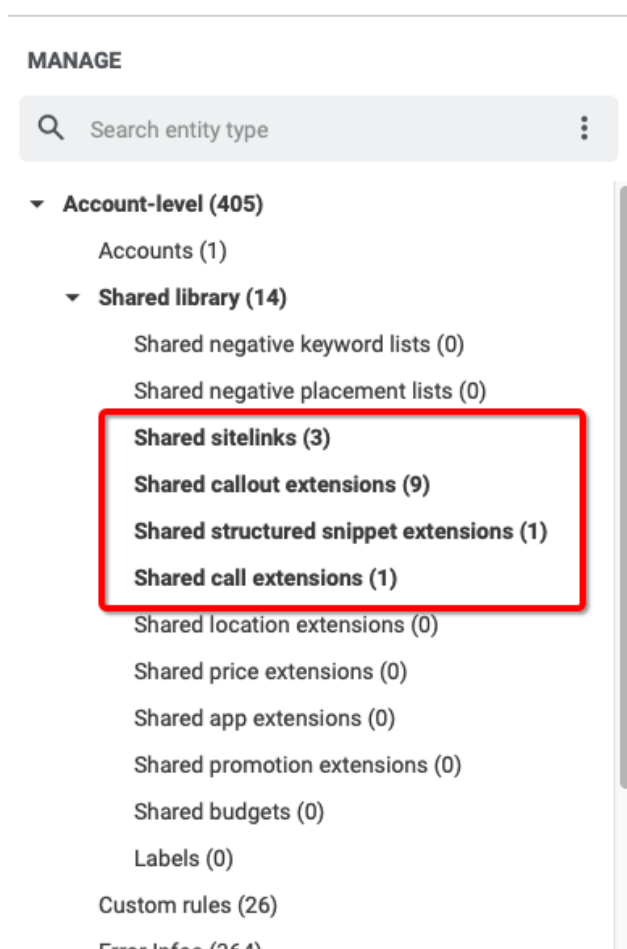
Email support@propertymanagerwebsites.com - tell them that you have created a CallRail # for their Google Ads account and they need to create the number in FRS and put the number on the site. They will know exactly what to do.

"Hi!

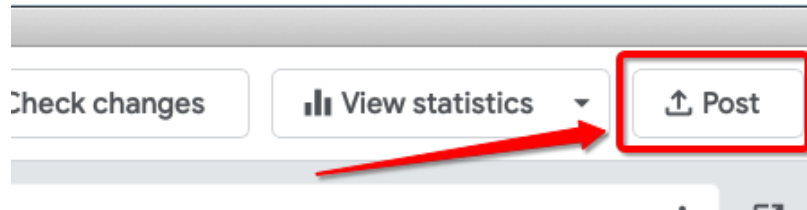
I have created a CallRail number for [COMPANY NAME] for their Google Ads account & entered the information into FRS. If you could put this on their site that would be great!

Thanks!"

Next, you will check the Shared Library in Google Ads editor and make sure the changes you made to all of the sitelinks were changed in this area as well.



If all is correct - click POST at the top right side of the page



Click POST again

Post changes in:

All campaigns

Changes you made in Google Ads Editor that will be posted to Google Ads:

| Entity type | Create | Update | Remove | Won't post |
|------------------|--------|--------|--------|------------|
| Campaigns | 1 | - | - | - |
| Ad groups | 6 | - | - | - |
| Keywords | 102 | - | - | - |
| Negative ke... | 77 | - | - | - |
| Locations | 1 | - | - | - |
| Expanded te... | 18 | - | - | - |
| Sitelinks | 3 | - | - | - |
| Callout exte... | 9 | - | - | - |
| Structured s... | 1 | - | - | - |
| Call extensi... | 1 | - | - | - |
| Shared siteli... | 3 | - | - | - |

By clicking "Post" you're confirming your compliance with [Google Ads Policies](#).

Cancel Post

Click Close

Finished posting

| Entity type | Posted |
|-------------------------------|---------|
| Campaigns | 1/1 |
| Ad groups | 6/6 |
| Keywords | 102/102 |
| Negative keywords | 77/77 |
| Locations | 1/1 |
| Expanded text ads | 18/18 |
| Sitelinks | 3/3 |
| Callout extensions | 9/9 |
| Structured snippet extensions | 1/1 |
| Call extensions | 1/1 |
| Shared sitelinks | 3/3 |

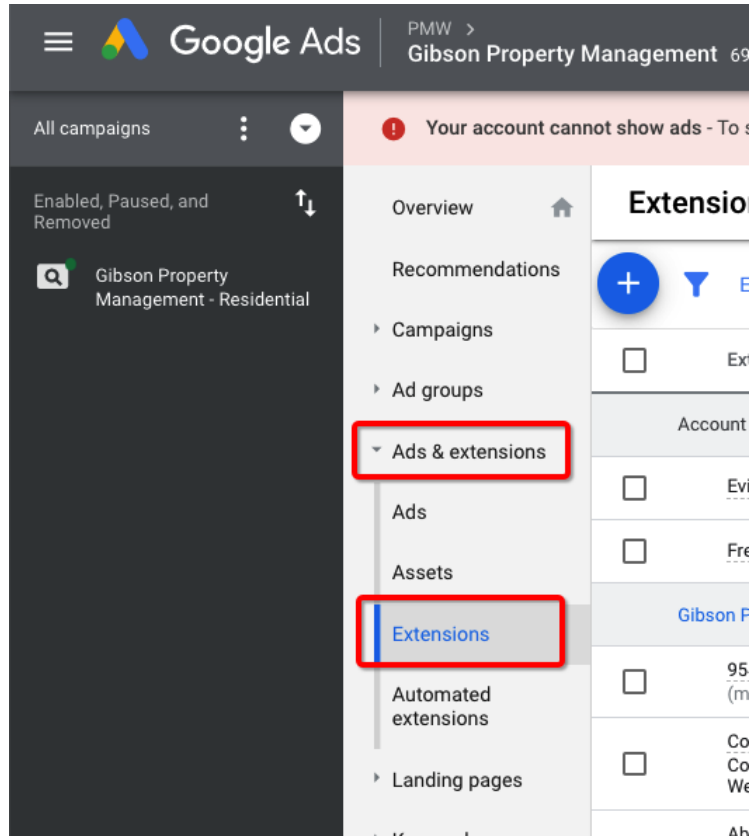
[Close](#)

Now, you will go back into the **Google Ads UI** - ads.google.com

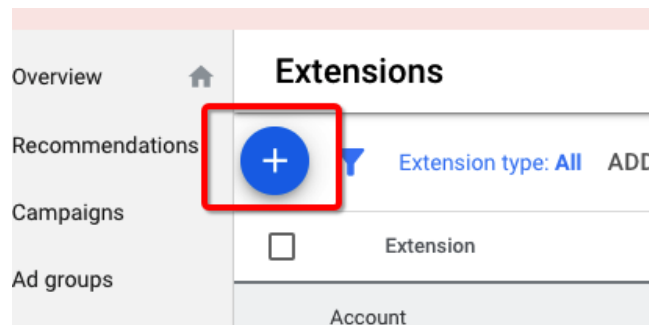
Go to the company you just created

You will go back to the sitelinks and add others that we were not able to add in editor

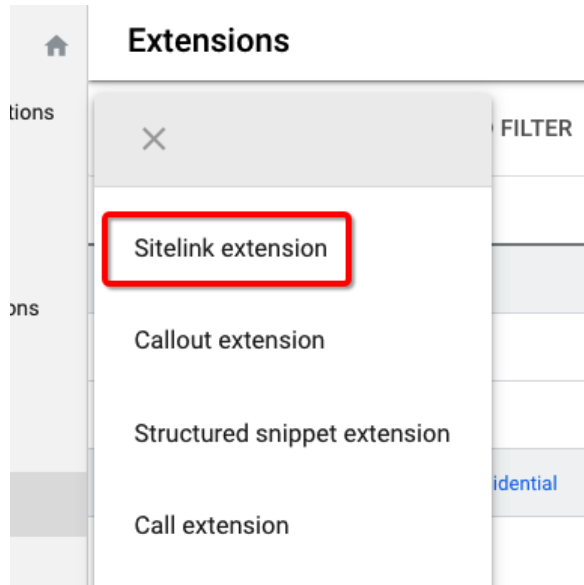
Go to ads & extensions - Extensions



Click the Blue + button



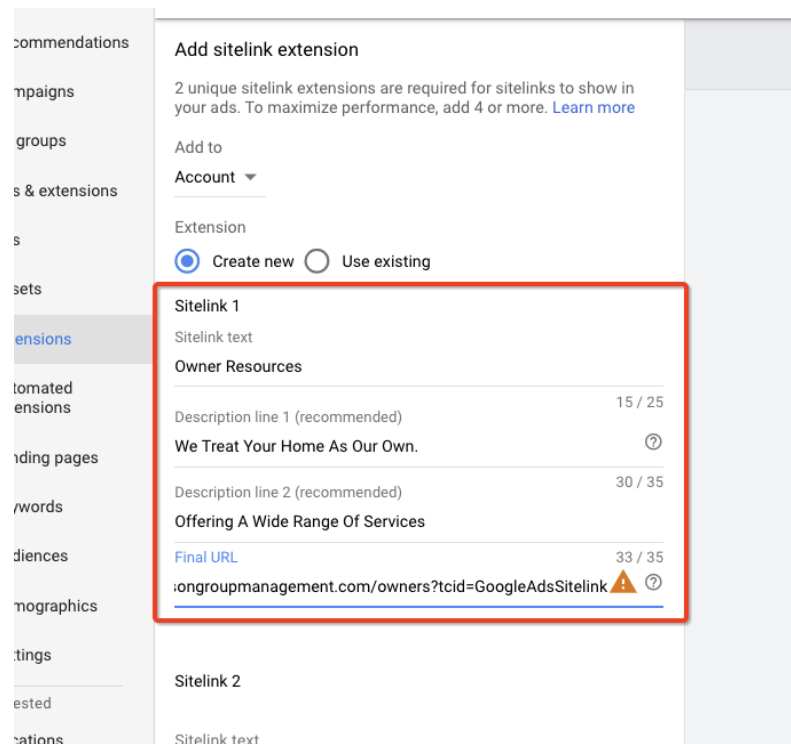
Click Sitelink Extension



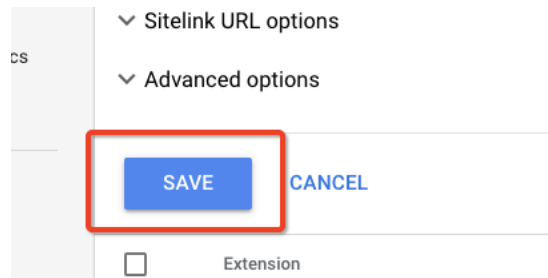
Add other pages from the website that have to do with owners/investors and property management. Do not add tenant pages.

Fill out as many as you possibly can

Include the tracking code: ?tcid=GoogleAdsSitelink



Click Save



In Monday - Fill out the following:

Google Ads CID:

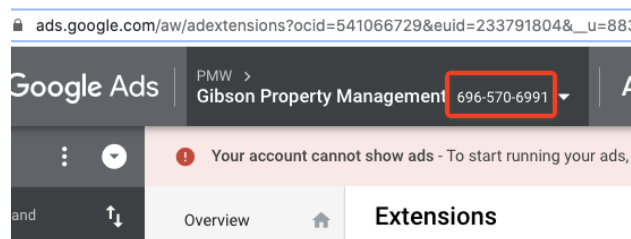
Remarketing Code:

Analytics UA:

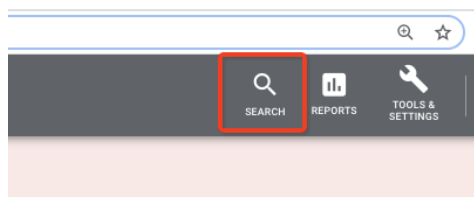
GTM:

As you finish building the account, you will be filling out this information

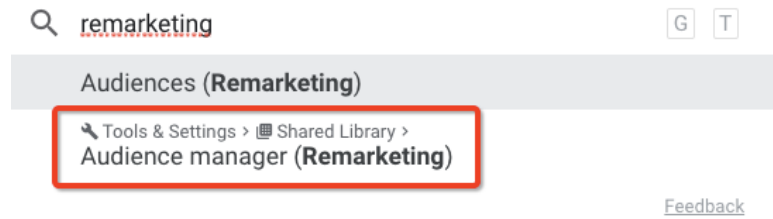
To find the **Google Ads CID**: go to the google ads account and where the account name is at the way top of the screen is the CID number



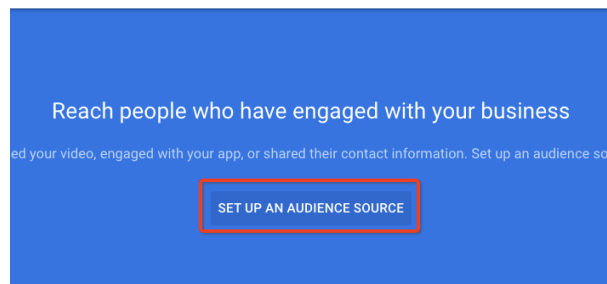
Next, you will find the **Remarketing Code**: in the search box type in remarketing



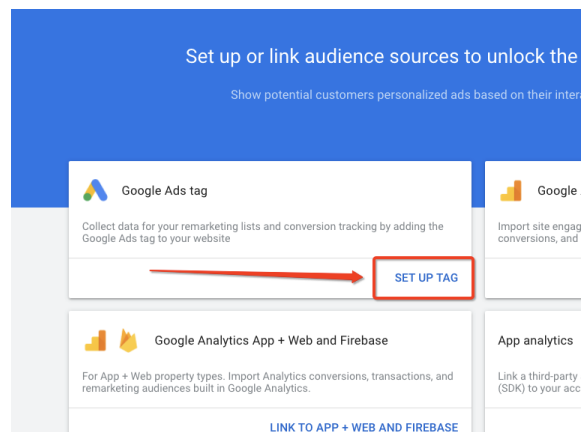
Click on the second option - Audience Manager



Set up an audience source



Under Google Ads Tag - click SET UP TAG



Under Remarketing - click the first option - only collect general website visit data...

SAVE AND CONTINUE

Create the Google Ads tag data source

Use the settings below to determine what data the tag should collect

Remarketing Select the type of data this source would be collecting

- Only collect general website visit data to show ads to your website visitors. [Learn more](#)
- Collect data on specific actions people performed on your website to show personalized ads. [Learn more](#)

Restricted data processing Manage data for California users

- Exclude California users from remarketing lists

Advanced settings

SAVE AND CONTINUE CANCEL

Under Tag Setup - select Use Google Tag Manager

Install the tag on your website

Use the settings below to determine what data is captured by the tag. [Learn more](#)

Tag setup Select how you want to install the Google Ads tag

- Install the tag yourself**
Add the tag to your website code
- Email the tag**
Email the tag to your webmaster
- Use Google Tag Manager**
Install the tag using Google Tag Manager

Once you click on Use Google Tag Manager the conversion ID will show up - copy this code and put it in Monday

Install the tag on your website
Use the settings below to determine what data is captured by the tag. [Learn more](#)

Tag setup Select how you want to install the Google Ads tag

Instructions Use Google Tag Manager to install the Google Ads tag. Google Tag Manager makes **website tags** without editing your code.

Once a container snippet is added to the pages in your website by a webmaster, you tag in Google Tag Manager.

Conversion ID
604429062

Next, we will be moving into Google Analytics

Once you are logged into Google Analytics - make sure the pmw.webmaster@kohva.com email address has access to the Google Analytics account. If they do not have access, grant admin access through pmw.analytics@kohva.com email address

You will note down their UA Code in Monday



ADMIN

USER

Property [+ Create Property](#)

Realty Experts Florida PM (UA-2365446...



GA4 Setup Assistant

Property Settings

Property Access Management

Tracking Info

Property Change History

Data Deletion Requests

PRODUCT LINKS

Google Ads Links

AdSense Links

Ad Exchange Links

All Products

Postbacks

Audience Definitions

Custom Definitions

Property Settings

Basic Settings

Tracking Id
UA-236544655-1

Property Name

Realty Experts Florida PM

Default URL

https:// www.daytor

Default View

All Web Site Data

Industry Category

Real Estate

Advanced Settings

Allow manual taggin

Property Hit Volume

Last day: 3 hits

Last 7 Days: 63 hits

Last 30 Days: 63 hits

Advertising Features

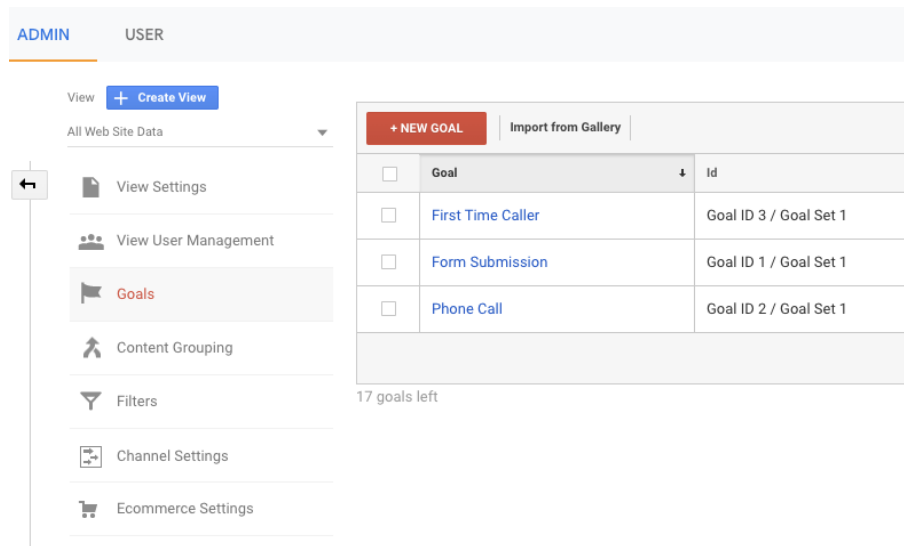
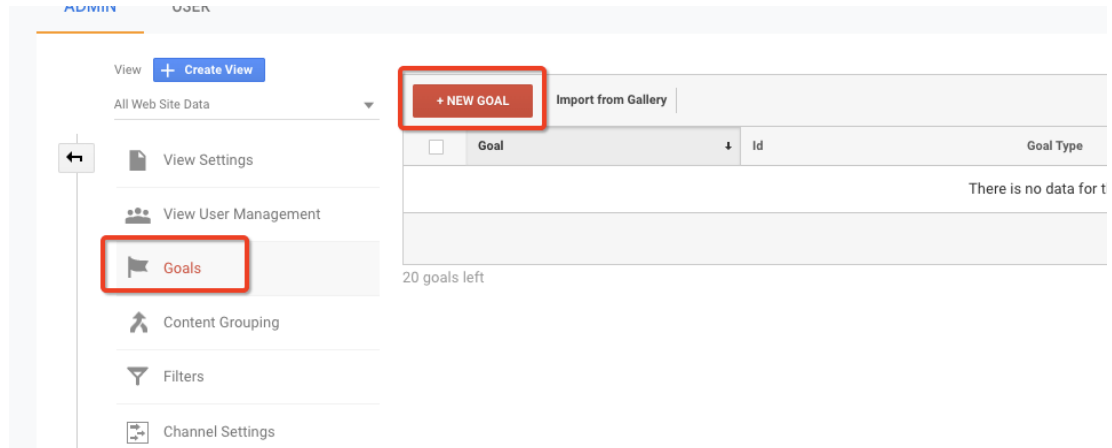
Enable Demographics and
Demographics and Interes

ON



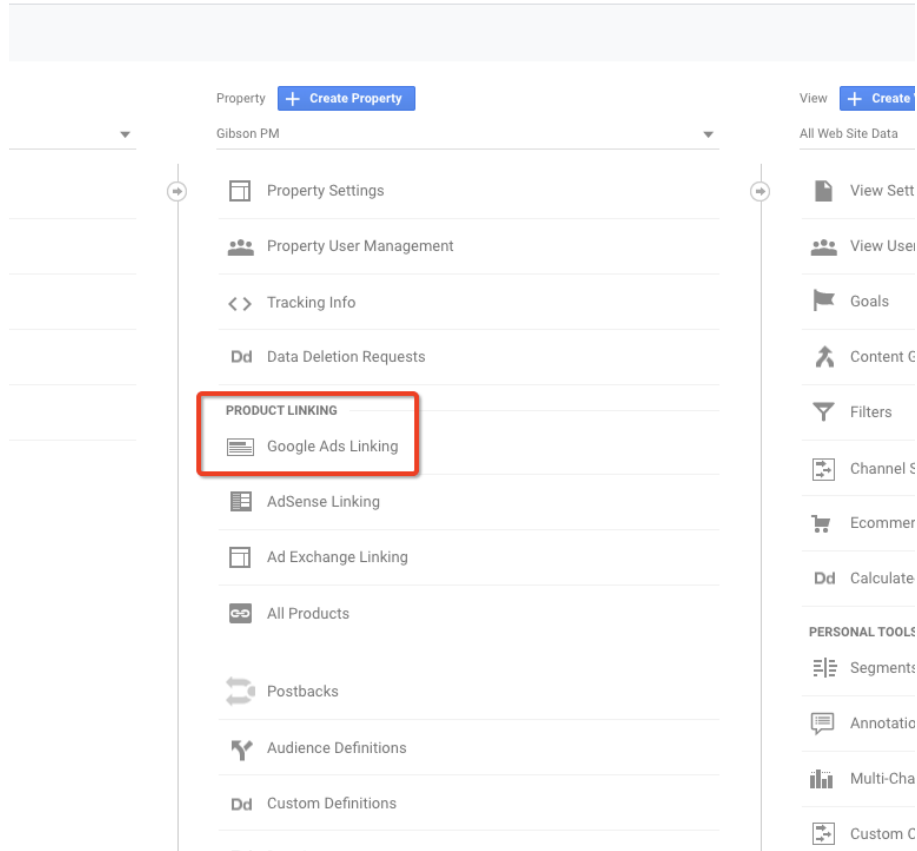
Go to the goals and double check that all 3 goals are in the account

If they are not in the account, add the goals

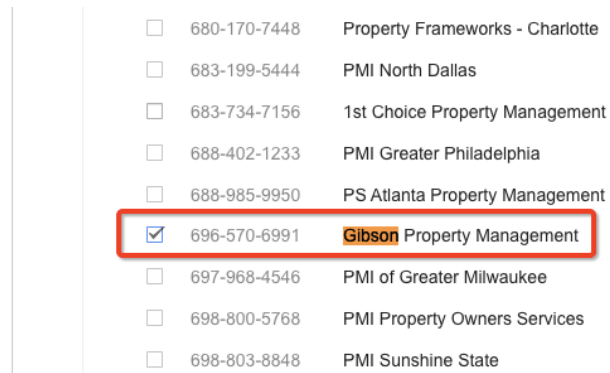


Next, we will be linking the Google Analytics account to the Google Ads account in ANALYTICS

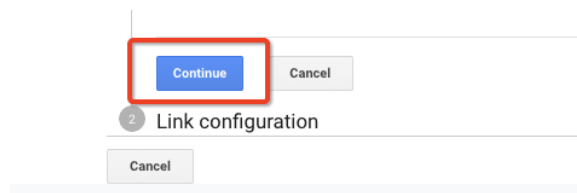
In the Admin area - click on Google Ads Linking



A list will populate - find & select the account you are building



Click continue



**If the account does not show in here - then the PMW.Webmaster@kohva.com email address does not have access to this account.

Turn "ALL WEBSITE DATA" ON - link accounts

Configure Google Ads link group

By linking your Analytics property to your Google Ads account(s), you will enable data to flow between Google Ads and Analytics. Google Ads data imported into Analytics is subject to the Analytics terms of service, while Google Ads data imported into Analytics is subject to the Analytics terms of service.

1 Select the Google Ads accounts you want to link Edit

696-570-6991 Gibson Property Management

2 Link configuration

Link group title

Gibson Property Management

View **Link** Turn on all that apply

Select All - None

All Web Site Data **ON**

Creating this link enables auto-tagging for all linked Google accounts.
Auto-tagging allows Analytics to automatically associate Google Ads data with [Advanced settings](#)

Account Settings: Data Sharing
You need to enable this setting for Analytics data, like Goals and site engagement metrics Google Ads.

Share my Analytics data with linked Google Ads accounts

Link accounts Cancel

Cancel

Click DONE

Analytics goals and Ecommerce transactions once you've imported
[Learn more](#)

Create a Remarketing Audience in Analytics

Remarketing with Google Analytics lets you segment your audience for your Google Display Network campaigns based on the actions they take on your website.

Take advantage of Analytics data to identify those users' interests and build audiences focused on those users.

[Learn more](#) | [Get started](#)

Done

Next, you will put the Google Analytics Code in Monday

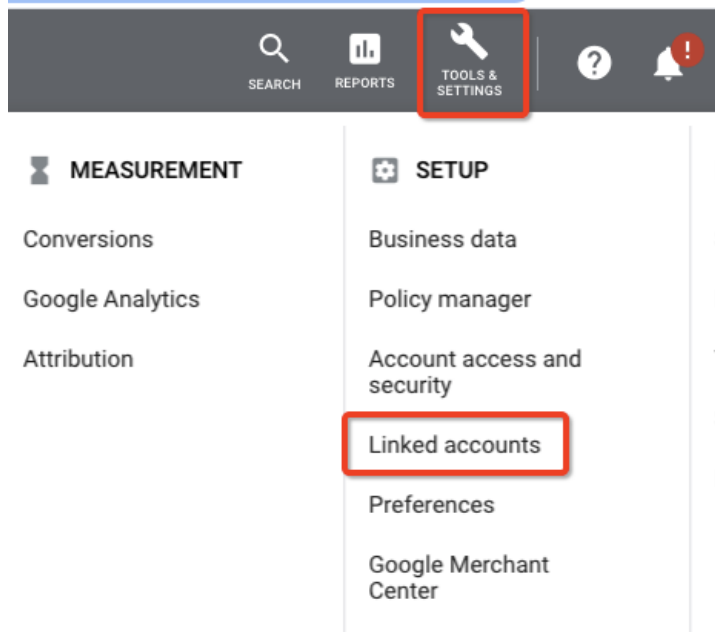
Click on Property Settings

Tracking ID will be listed. Copy and paste this code into ClickUp

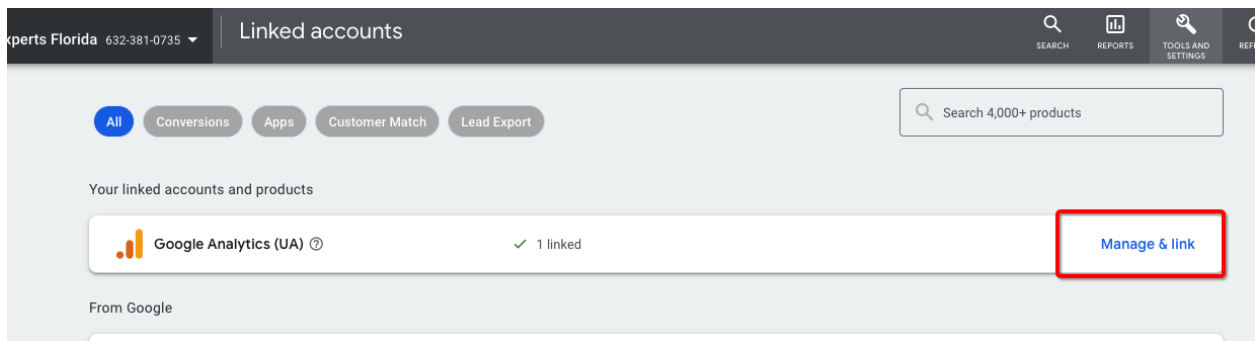
The screenshot shows the Google Analytics Admin interface. At the top, there's a search bar with the text "Try searching 'How to set up a prop...". Below that, the "ADMIN" tab is selected. The main content area is titled "Property Settings" for the property "Gibson PM". On the left sidebar, the "Property Settings" menu item is highlighted with a red box. In the main content area, the "Tracking Id" field is highlighted with a red box and contains the value "UA-90945445-1". Other visible fields include "Property Name" (Gibson PM), "Default URL" (http:// www.gibsongroupmanagement.com/), and "Default View" (All Web Site Data).

GO BACK TO GOOGLE ADS

Click on Tools & Settings - Linked accounts



Click Google Analytics - DETAILS



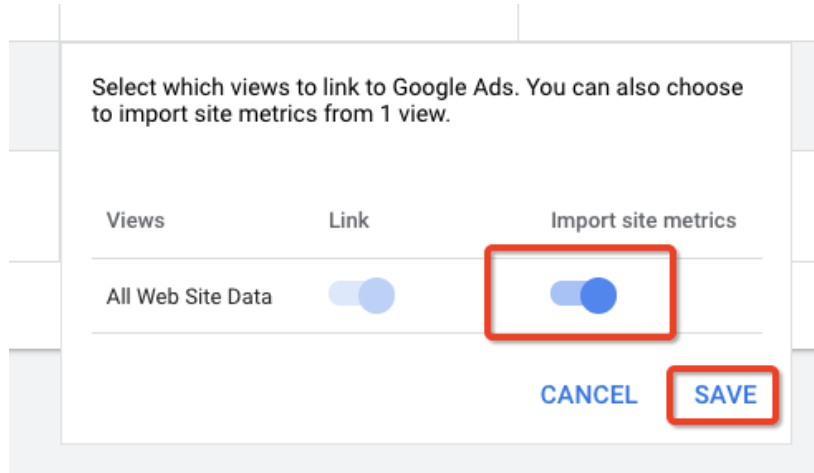
Find the company you are working on in the list

| | | | |
|----------------------------|--------|--------|---|
| Gibson PM UA-90945445-1 | Linked | 1 view | 0 |
|----------------------------|--------|--------|---|

Next to the 1 view - there will be a pencil when you hover over it

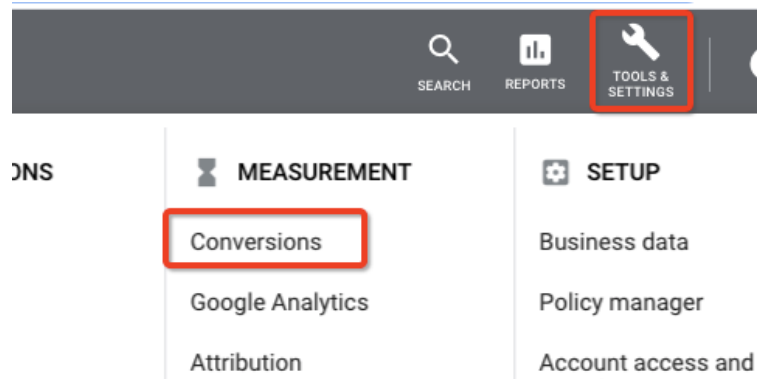
Click on the pencil

Click to import site metrics

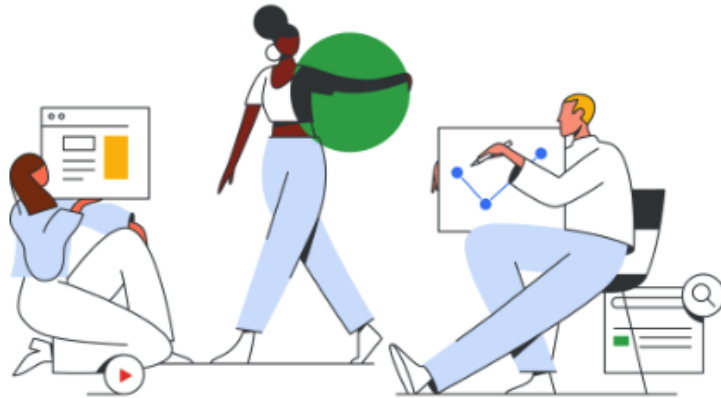


Next is Google Ads conversions

Go to Tools & Settings - Conversions



Click + New Conversion Actions



Set up conversion tracking

Conversion tracking helps you track your customers's important actions, such as online purchases, mobile app downloads, and calls to your business. [Learn more](#)

New conversion action

First conversion - Website

Start tracking conversions

Conversion tracking is critical to successful online marketing. It lets you track a single conversion action at a time, but you can track multiple conversion actions at once.

Select the kind of conversions you want to track. ?

Website conversions:

- Online sales
- Link clicks
- Page views
- Sign-ups

App



Track actions on your app

Enter the URL for the website where you want to measure your conversions.

Scanning your website will determine if it's already set up to measure conversions. If not, we'll help you set it up.

Website domain

|


Scan

Save and continue

Cancel

You will create conversion actions automatically from website events:

Create conversion actions automatically from website events



Set up conversion actions without code if you can identify events on your website to count as conversions, such as loading a thank you page or confirmation page.

Add a page load

Select conversion goal
Select category ▼

Choose match type
URL starts with ▼

Enter url

Add Cancel

Select Conversion Goal: **Submit Lead Form**
Choose Match Type: **URL is**
Enter URL: **company.com/success**
(make sure the website has a success page!)

Click ADD

Add a page load

Select conversion goal
Submit lead form ▼

Choose match type
URL is ▼

Enter url
leasetexas.com/success

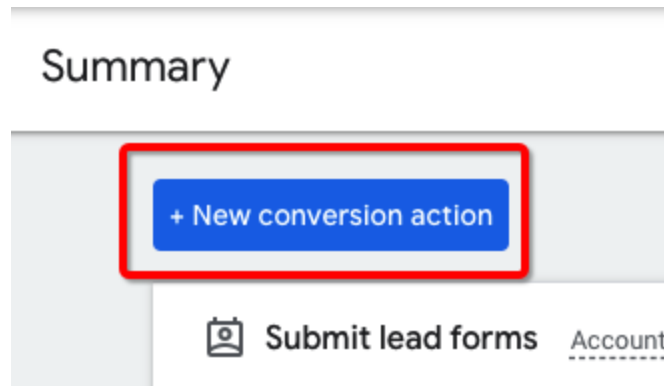
Add Cancel

Click **Save & Continue**

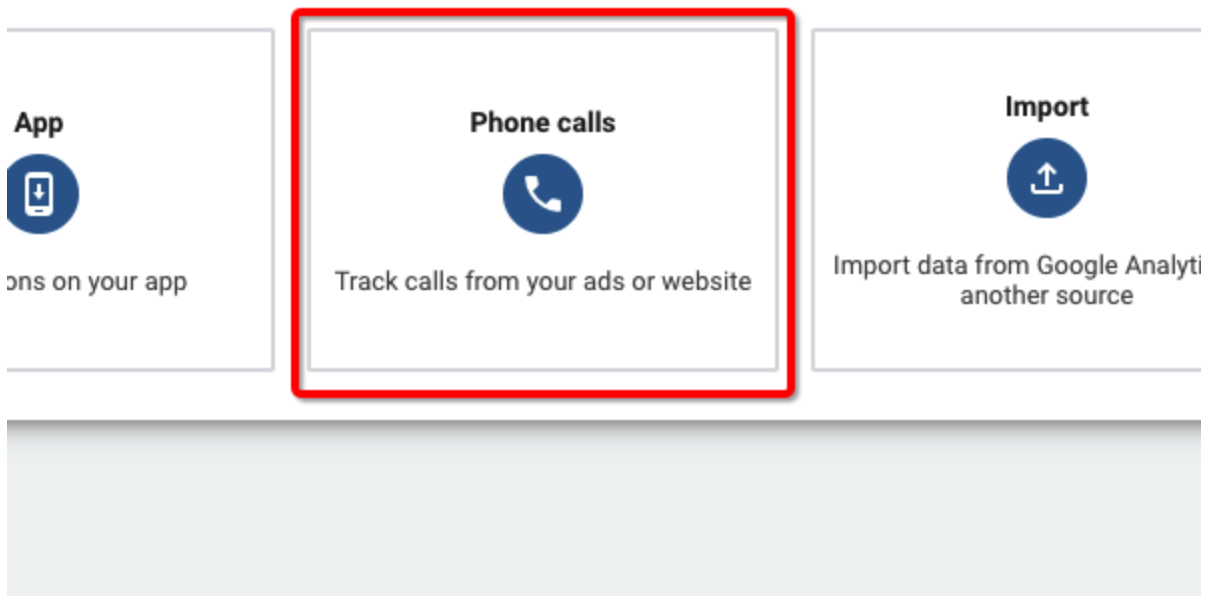
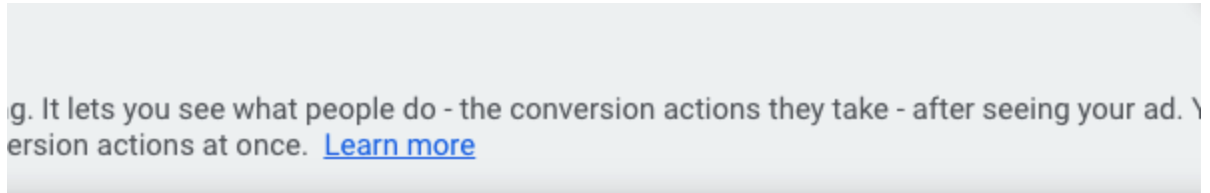
+ Add a conversion action manually

Save and continue Cancel

You will then go back to the conversions page - click **+ New Conversion Action**



Click **Phone Calls**



Click **Calls From Ads** using call extensions or call-only ads

Click **continue**

Select the source of the phone calls you'd like to track

- Calls from ads using call extensions or call-only ads
- Calls to a phone number on your website
- Clicks on your number on your mobile website

Conversion Name: **Calls From Ads**

Value: **Don't use a value for this conversion action**

Count: **One**

Create a conversion action to track calls from your call extension, location extension, and call-only ads

Use the settings below to determine how your conversions are tracked. [Learn more](#)

Goal and action optimization Phone call leads, Primary action

Conversion name **Calls From Ads** 14 / 100

Example: "June newsletter sign-ups", "Manager job applications", or "Big cookie sales"

Value

Measure the impact of your advertising by giving conversions a value

Use the same value for each conversion

US Dollar (USD \$) 1

Don't use a value for this conversion action (not recommended)

Not recommended for most conversions because a value helps you measure the impact of your ads. With this choice, the conversion value is always 0.

Select this option if you don't want a value reported for your phone call conversions.

If you don't use a value, you won't be able to track the amount of revenue your advertising helps you earn.

[Learn more](#)

Count

Select how many conversions to count per click or interaction

Every

Recommended for purchases because every purchase is valuable.

One

Recommended for leads, sign-ups, and other conversions because only the first interaction is valuable.

You are tracking leads. Someone clicks your ad and enters their information twice on your website. Only 1 conversion is reported per click.

[Learn more](#)

Call Length: 1 Second
Attribution Model: Position Based
Create & Continue

Call length Enter the minimum length a call needs to last to count as a conversion

seconds

Enter a whole number

Click-through conversion window 30 days

Attribution model The [attribution model](#) determines how much credit each ad interaction gets for a conversion

i For the most accurate conversion credit calculation possible, this model uses your account's conversion contribution of each ad interaction across the board

Click Done

You will go back to Conversions again - click + New Conversion Action

Summary

Acc

Click **Phone Calls** Again





Click **Calls to a phone number on your website**

Continue

Start tracking conversions

Conversion tracking is critical to successful online marketing. It lets you see what people do - the conversion actions they take - after seeing your conversion action at a time, but you can track multiple conversion actions at once. [Learn more](#)

Select the kind of conversions you want to track. ?

| | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Website</p>  <p>Track actions on your website</p> | <p>App</p>  <p>Track actions on your app</p> | <p>Phone calls</p>  <p>Track calls from your ads or website</p> | <p>Import</p>  <p>Import data from Google or another source</p> |
|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|

Select the source of the phone calls you'd like to track

Calls from ads using call extensions or call-only ads

Calls to a phone number on your website

Clicks on your number on your mobile website

Track when someone interacts with your business and then calls your business from a number on your website.

This option requires Google forwarding numbers. Numbers are only available in certain countries. To add a tag to your website, see [Learn more](#).

Continue Cancel

Conversion Name: **Calls From Website**

Value: **Don't use a value...**

Count: **one**

Create a conversion action to track calls to a number on your website

After creating your conversion action, you'll get tracking code that you'll need to add to your website to finish setting up

Goal and action optimization Phone call leads, Primary action

Conversion name

Calls From Website

18 / 100

Exa
ups
app
sal

Value

Measure the impact of your advertising by giving conversions a value

Use the same value for each conversion

US Dollar (USD \$) ▾

1

Don't use a value for this conversion action (not recommended)

Not recommended for most conversions because a value helps you measure the impact of your ads. With this choice, the conversion value is always 0.

Sel
wa
phc

If y
wor
am
adv

[Lea](#)

Count

Select how many conversions to count per click or interaction

Every

Recommended for purchases because every purchase is valuable.

One

Recommended for leads, sign-ups, and other conversions because only the first interaction is valuable.

You
Sor
ent
on
con

[Lea](#)

Phone Numbers: Enter the call tracking number into BOTH spots (destination Number & Display Number)

Call Length: 1 Second

Attribution Model: Position-based

Phone numbers

Destination number
Enter the phone number callers should reach when they call from your website

United States ▼ 123-456-7890

Example: (201) 555-0123

Display number
Enter the phone number people see currently on your website and that should be replaced by a Google Forwarding Number (GFN). Be sure to enter it exactly as it appears on the site.

123-456-7890

Call length
Enter the minimum length a call needs to last to count as a conversion

1 seconds

Enter a whole number

Click-through conversion window 30 days

Attribution model
The [attribution model](#) determines how much credit each ad interaction gets for your

Position-based ▼

i For the most accurate conversion credit calculation, select **Data-driven**. Where possible, this model uses your account's conversion data to calculate the actual contribution of each ad interaction across the conversion path.

Create and continue Cancel

Next, you will click [Install the Tag Yourself](#)

You've created a conversion action. Now, set up the tag to add to your website.

Tag setup

Select how you want to install your tag

Install the tag yourself



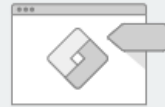
Add the tag to your website code

Email the tag



Email the tag to your webmaster

Use Google Tag Manager



Install the tag using Google Tag Manager

You will then copy and paste the Google Tag into Monday in the correct spot (you will later be entering this on the site in the resources tab)

Google tag

The Google tag adds visitors to your basic remarketing lists and sets new cookies on your domain, which will store information about the ad click that brought a user to your website. You must install this tag on every page of your website.

- The Google tag isn't installed on all your HTML pages
- The Google tag is already installed on all pages, but comes from another Google product (such as Google Analytics) or from another Google Ads account
- The Google tag on all pages was installed already when you created another conversion action in this Google Ads account (804-430-5948)

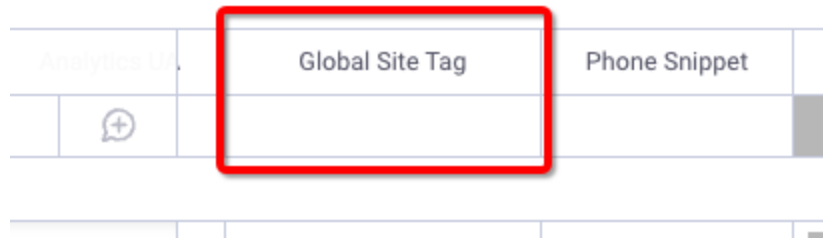
Copy the tag below and paste it in between the <head></head> tags of every page of your website. You only need to install the Google tag once per account, even if you are tracking multiple actions.

```
<!-- Global site tag (gtag.js) - Google Ads: 461643483 -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-461643483"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'AW-461643483');
</script>
```

[Download snippet](#)

Copy this and paste into Monday here:



Next, you will copy and paste the Phone Snippet into Monday as well

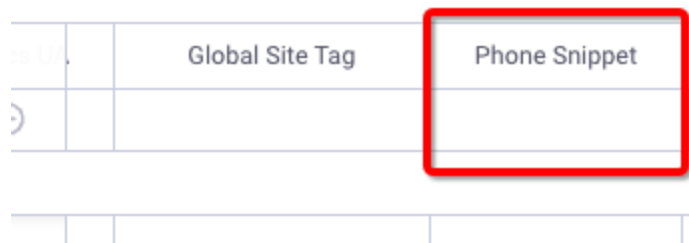
Phone snippet

The phone snippet replaces a phone number on your website with a Google forwarding number so you can see how effectively your ads lead to phone calls from your website.

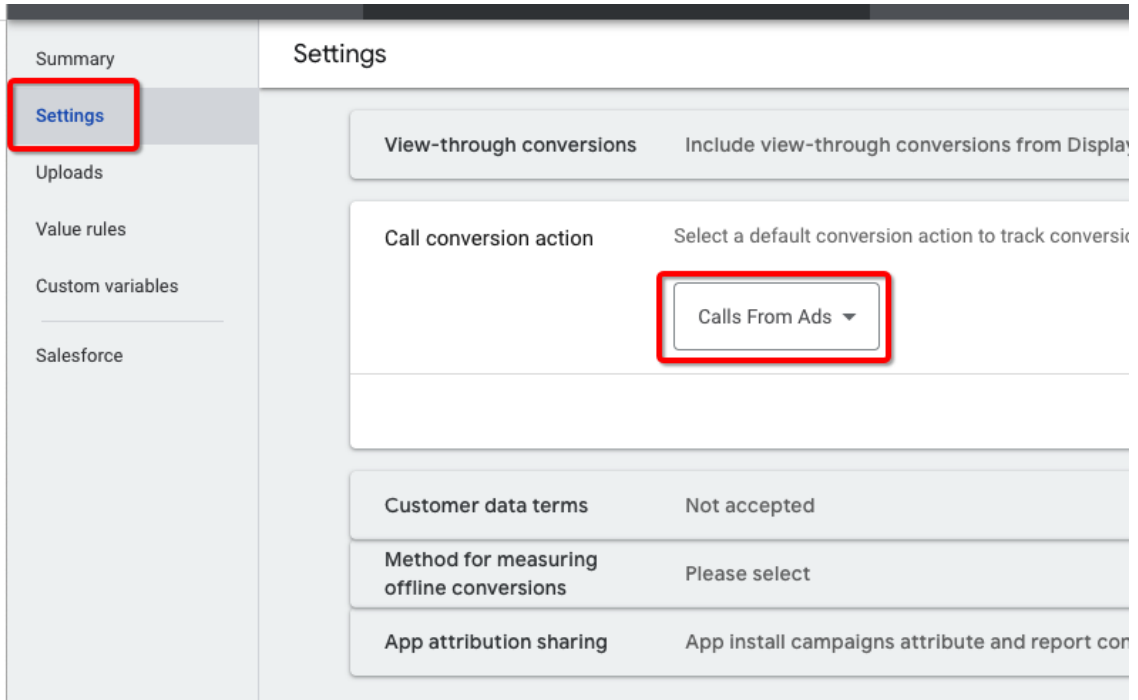
Copy the snippet below and paste it between the <head></head> tags of the page where your phone number appears, right after the Google tag

```
<script>  
  gtag('config', 'AW-461643483/e1WZCKagmtYDENu9kNwB', {  
    'phone_conversion_number': '2392077286'  
  });  
</script>
```

[Download snippet](#)

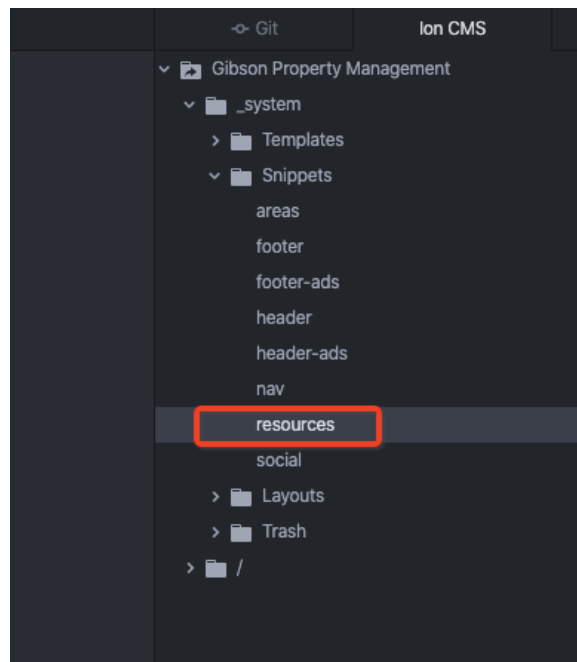


Next, you will change the call conversion actions to Calls From Ads (all capital letters)



Next, the Global Site Tag you copy and pasted into Monday will need to go on the site

- Open Atom & open the account
- Go to the resources snippet
- Paste the code & DELETE the Google Analytics Code



```
15 <script src="https://oss.maxcdn.com/html5shiv/3.7.2/html5shiv.min.js"></script>
16 <script src="https://oss.maxcdn.com/respond/1.4.2/respond.min.js"></script>
17 <![endif]-->
18 <!-- Global site tag (gtag.js) - Google Ads: 604429062 -->
19 <script async src="https://www.googletagmanager.com/gtag/js?id=AW-604429062"></script>
20 <script>
21   window.dataLayer = window.dataLayer || [];
22   function gtag(){dataLayer.push(arguments);}
23   gtag('js', new Date());
24
25   gtag('config', 'AW-604429062');
26 </script>
27
```

Save your work on this page.

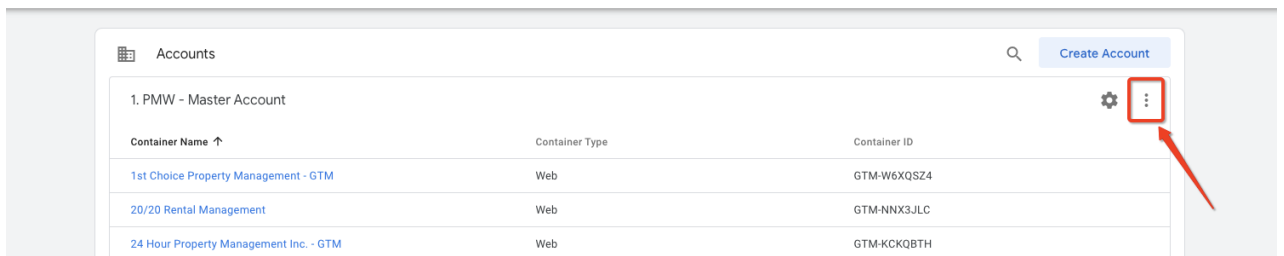
GOOGLE TAG MANAGER

<https://tagmanager.google.com/#/home>

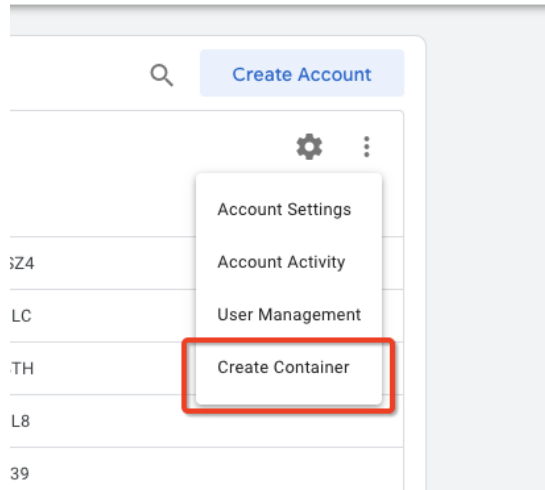
Login under pmw.webmaster@kohva.com

Normal password

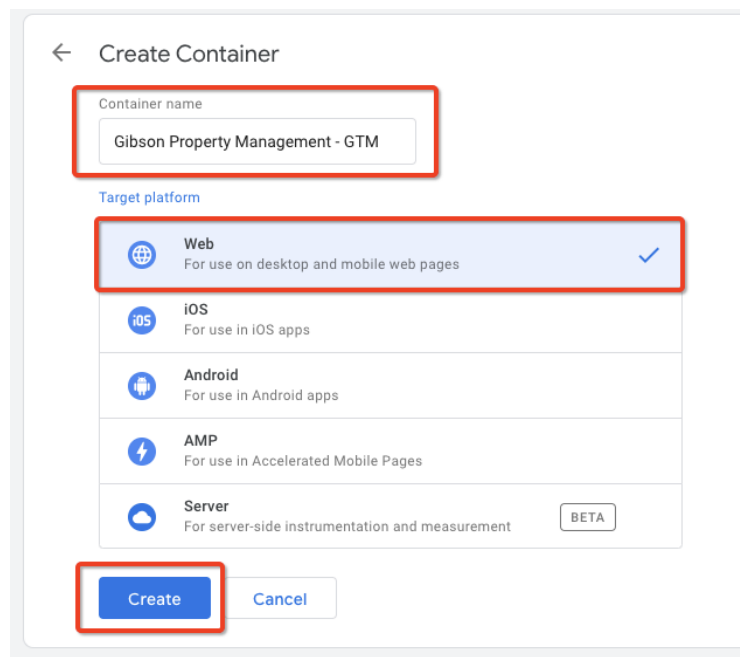
Once you log in, you will see all of the accounts. The first thing you will click on is the three dots on the right side of the page



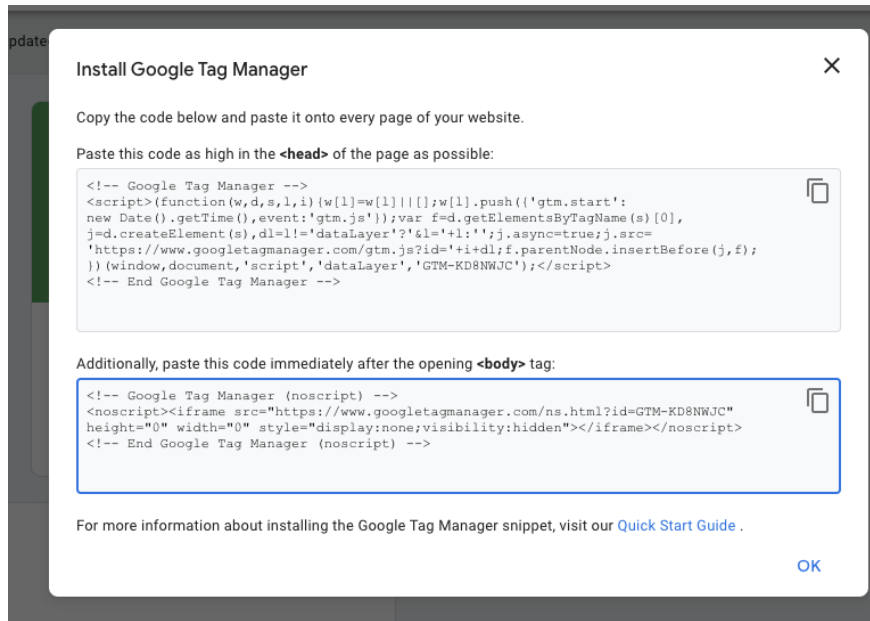
Click Create Container



Container name = company name
Click on web
CREATE

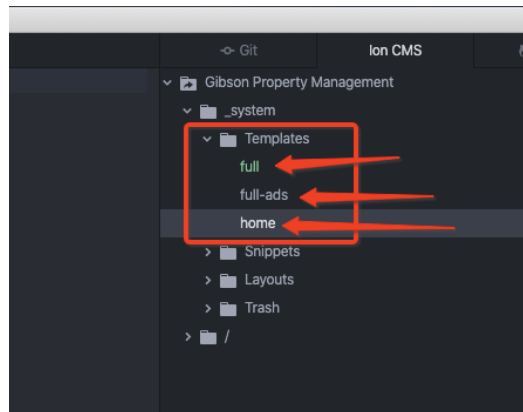


Install Google Tag Manager
2 codes will pop up on the screen



You will be copy and pasting these codes into atom
The first code will be in the HEAD
The second code will be in the BODY
These codes will be placed within ALL of the template pages on the site

Open Atom and open all of the templates

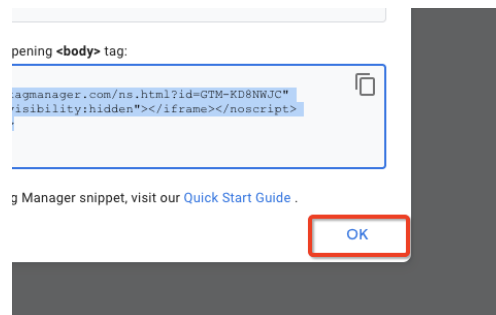


Paste the code in the HEAD AND BODY of each template

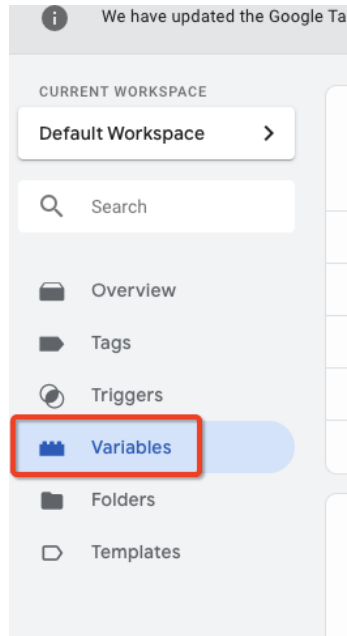
```
5 <meta name="viewport" content="width=device-width, initial-scale=1.0" />
6 <meta http-equiv="X-UA-Compatible" content="IE=edge" />
7 {% snippet name="resources" %}
8 <!-- Google Tag Manager -->
9 <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
10 new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
11 j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
12 'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
13 })(window,document,'script','dataLayer','GTM-KD8NWJC');</script>
14 <!-- End Google Tag Manager -->
15 </head>
16 <body>
17 <!-- Google Tag Manager (noscript) -->
18 <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-KD8NWJC"
19 height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
20 <!-- End Google Tag Manager (noscript) -->
21 {% snippet name="header" %}
22 <a name="maincontent" id="maincontent"></a>
23 {% content %}
24
25 <div class="banner-primary">
26 <div class="container">
27
28 </div>
29 </div>
```

Be sure to SAVE each page after you enter in the tag manager script

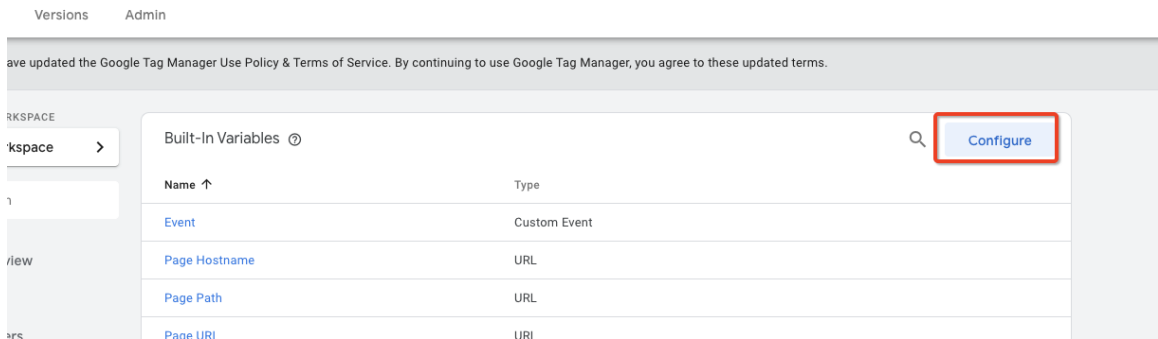
Back in Tag Manager - click ok



On the left side of the page - click VARIABLES



Then click CONFIGURE in Built-In Variables



Select:
PAGE URL
CLICK ELEMENT
CLICK CLASSES
CLICK ID
CLICK TARGET
CLICK URL
FORM URL

× Configure Built-In Variables ⓘ

Pages

- Page URL
- Page Hostname
- Page Path
- Referrer

Utilities

- Event
- Environment Name
- Container ID
- Container Version
- Random Number
- HTML ID

Errors

- Error Message
- Error URL
- Error Line
- Debug Mode

Clicks

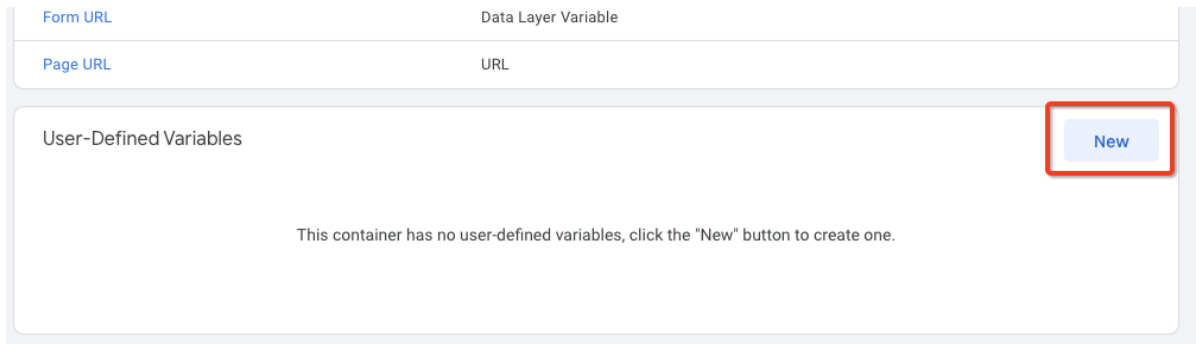
- Click Element
- Click Classes
- Click ID
- Click Target
- Click URL
- Click Text

Forms

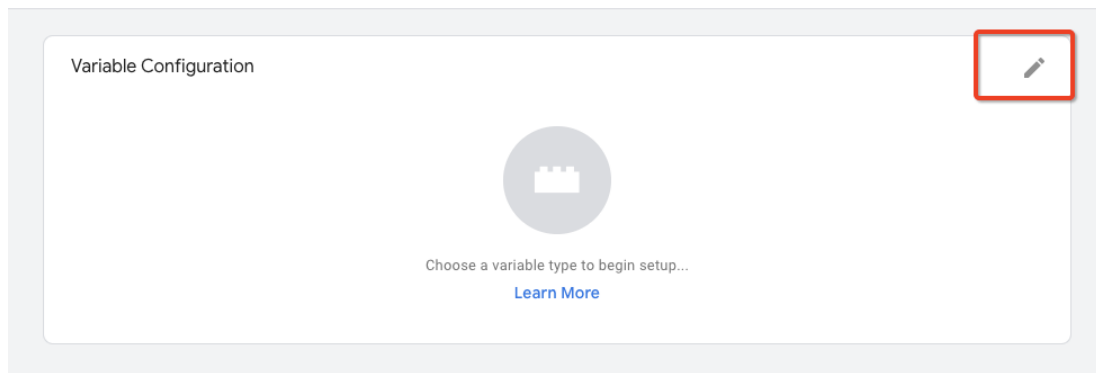
- Form Element
- Form Classes
- Form ID
- Form Target
- Form URL

Click the X at the top of the page

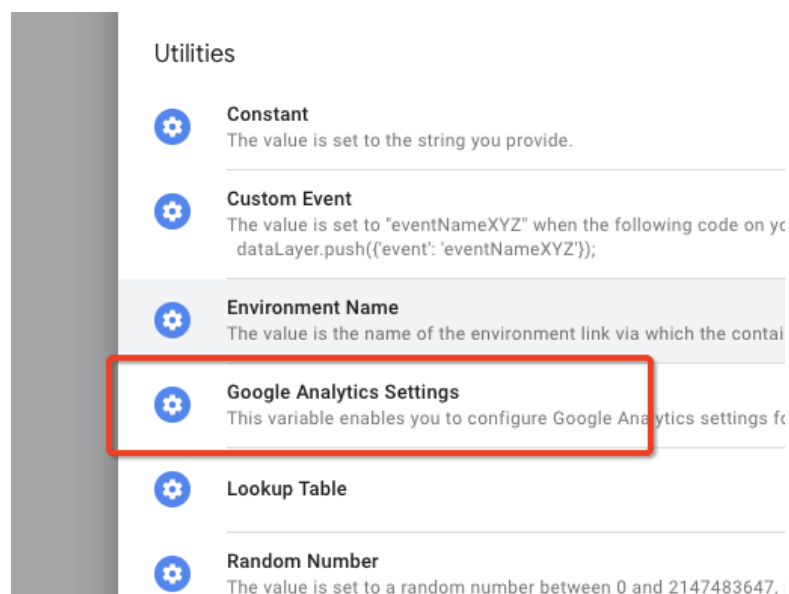
You will then click on NEW under User-Defined Variables



Hover over Variable Configuration and a pencil will appear - click on the pencil icon

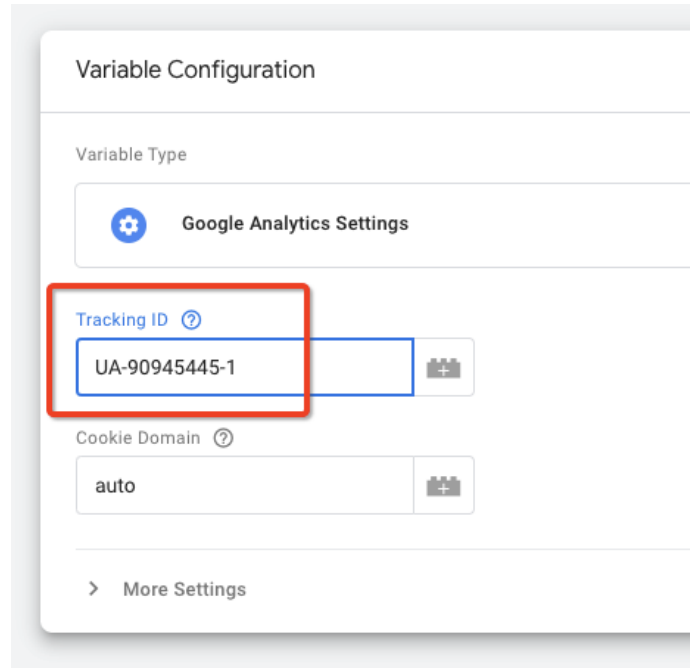


Scroll down to find GOOGLE ANALYTICS SETTINGS



Enter in the Google Analytics UA into the Tracking ID area - you can find the tracking code back in Monday

Paste the tracking code in here and click SAVE



Variable Configuration

Variable Type

Google Analytics Settings

Tracking ID [?](#)

UA-90945445-1

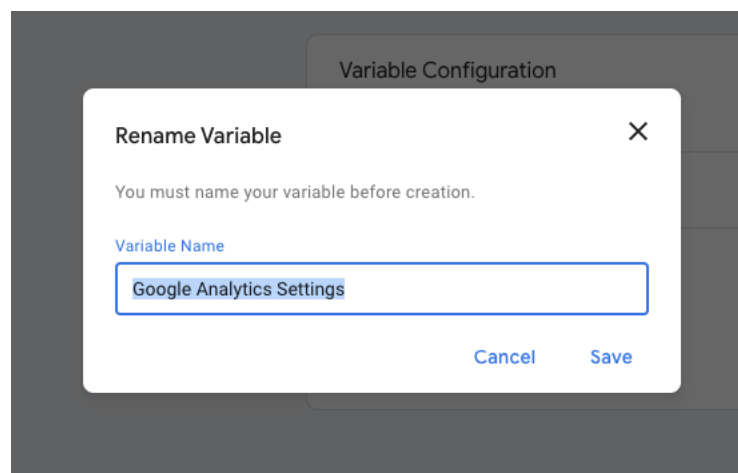
Cookie Domain [?](#)

auto

> More Settings

Once you click save, it will ask for a name

You can keep the Google Analytics Settings name and click SAVE



Variable Configuration

Rename Variable [×](#)

You must name your variable before creation.

Variable Name

Google Analytics Settings

Cancel Save

The variables area will look like this:

We have updated the Google Tag Manager Use Policy & Terms of Service. By continuing to use Google Tag Manager, you agree to these updated terms.

CURRENT WORKSPACE

Default Workspace >

Search

- Overview
- Tags
- Triggers
- Variables**
- Folders
- Templates

Built-In Variables

| Name ↑ | Type |
|-------------------------------|---------------------|
| Click Classes | Data Layer Variable |
| Click Element | Data Layer Variable |
| Click ID | Data Layer Variable |
| Click Target | Data Layer Variable |
| Click Text | Auto-Event Variable |
| Click URL | Data Layer Variable |
| Form URL | Data Layer Variable |
| Page URL | URL |

[Configure](#)

User-Defined Variables

| Name ↑ | Type | Last Edited |
|-------------------------------------------|---------------------------|-------------------|
| Google Analytics Settings | Google Analytics Settings | a few seconds ago |

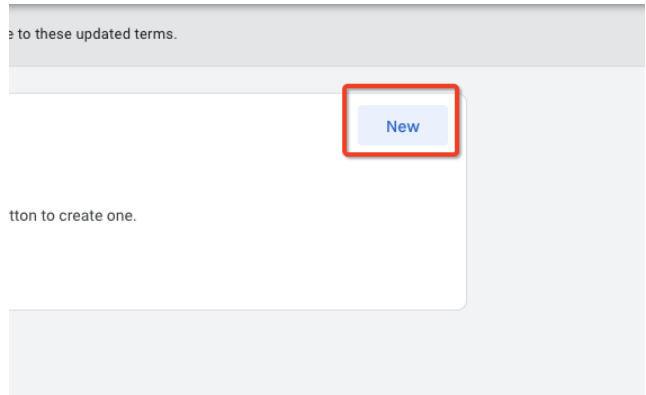
[New](#)

Next you will click on TAGS

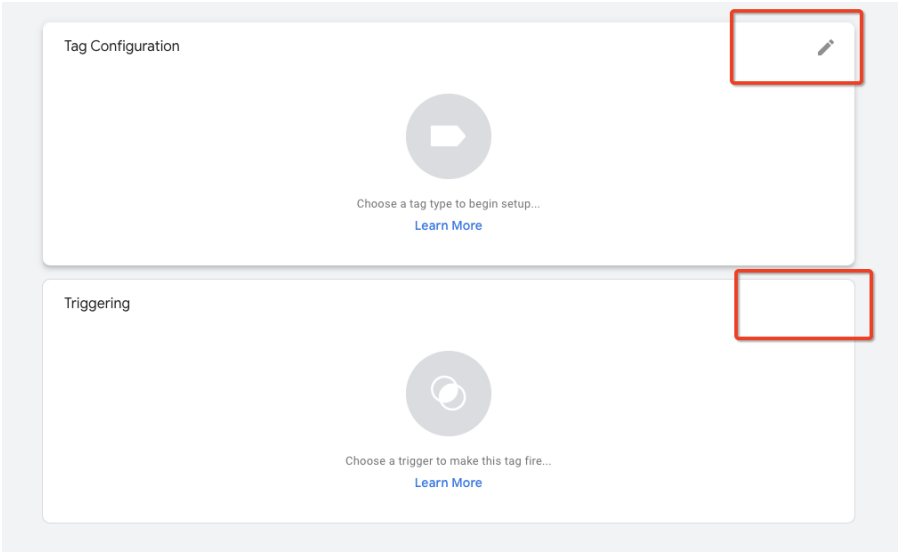
Search

- Overview
- Tags**
- Triggers
- Variables
- Folders
- Templates

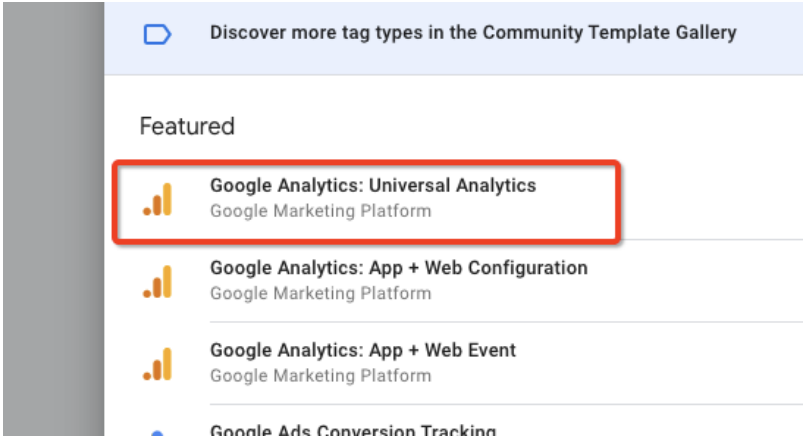
Click NEW



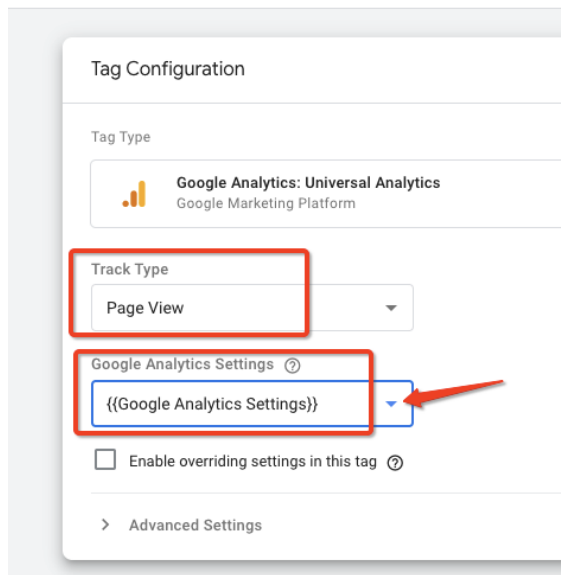
Click the pencil under Tag Configuration



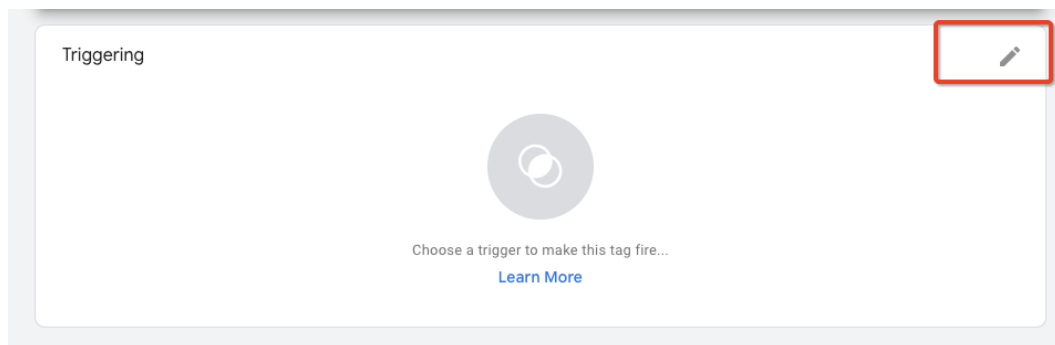
Select Google Analytics: Universal Analytics



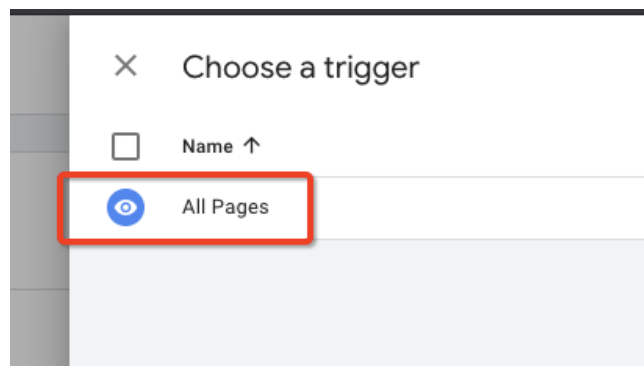
Track type: Page View
Google Analytics Settings: Select {{Google Analytics Settings}}



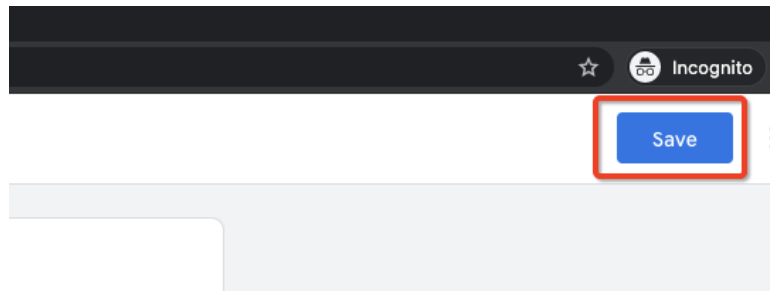
Under Triggering - click the pencil



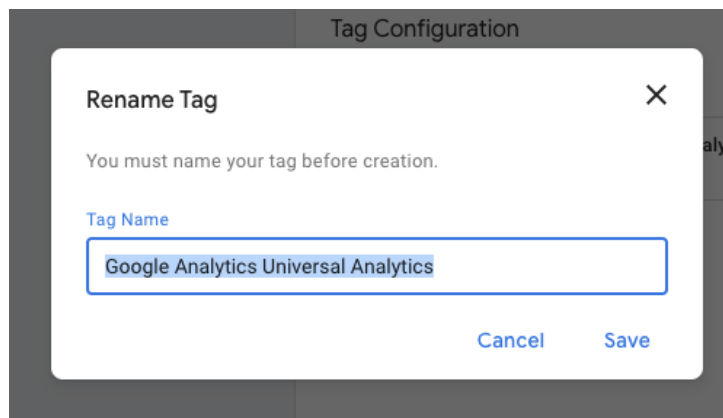
Select All Pages



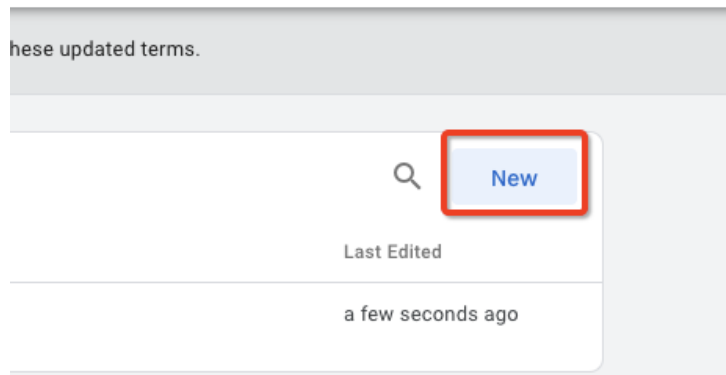
SAVE



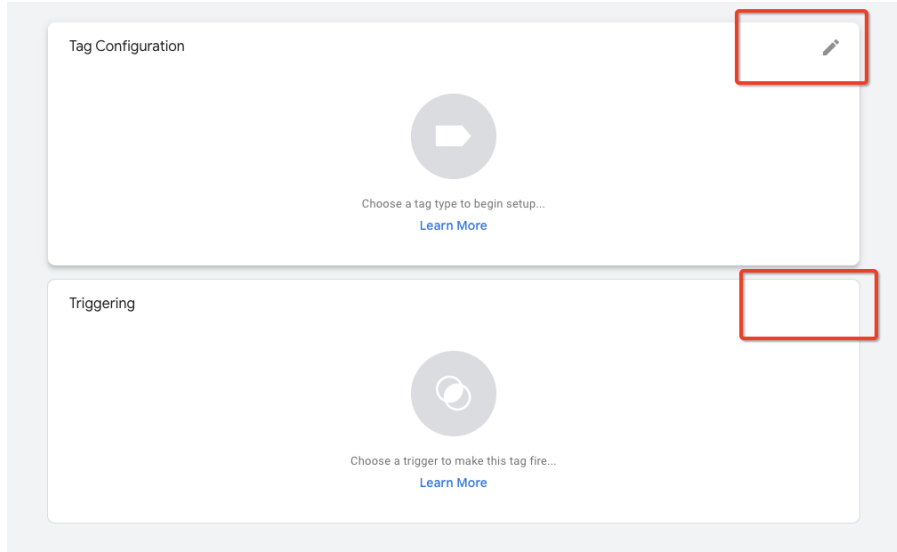
Keep name - SAVE



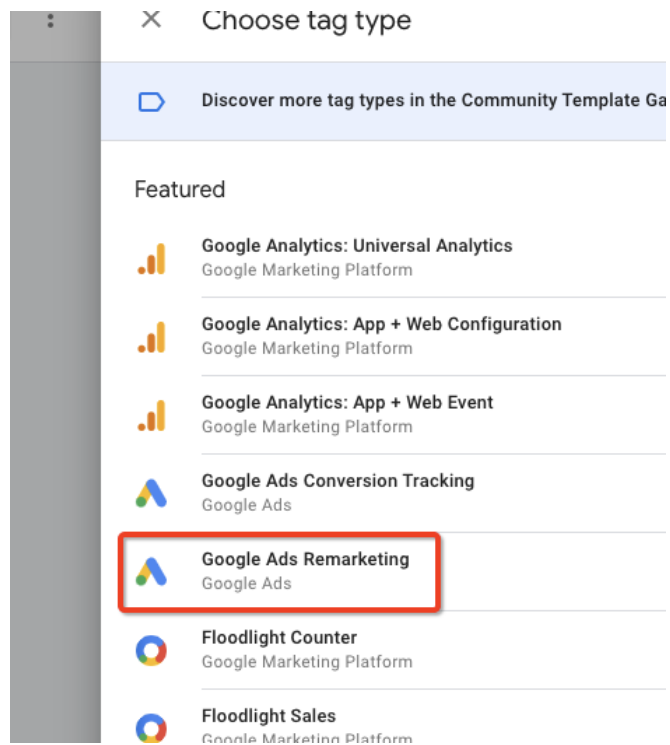
Back to the TAGS - click NEW



Tag Configuration - click the Pencil



Click on Google Ads Remarketing




Back in ClickUp - grab the Remarketing Code


Paste into the Conversion ID space

Tag Configuration


Tag Type

 **Google Ads Remarketing**
Google Ads

Conversion ID [?](#)


604429062 

Conversion Label (Optional) [?](#)



Send dynamic remarketing event data

Enable Restricted Data Processing [?](#)

False 


Custom Parameters

None

Use Data Layer [?](#)

Manually Specify [?](#)


User ID [?](#)


Not set 

[Advanced Settings](#)

Click Triggering

Triggering

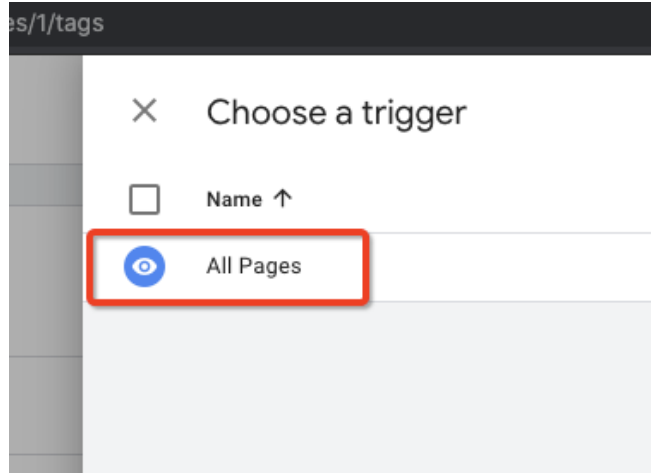




Choose a trigger to make this tag fire...

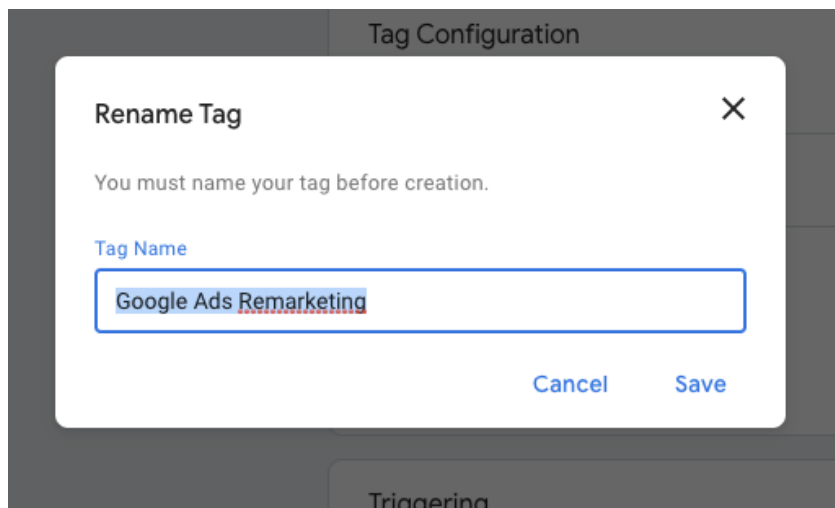
[Learn More](#)

All Pages

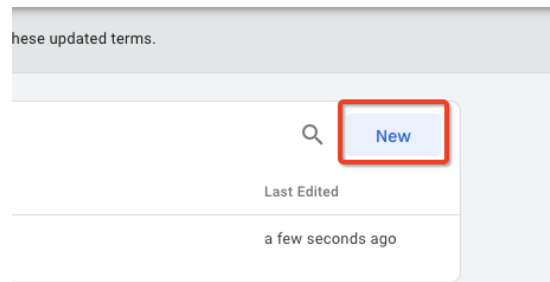


SAVE

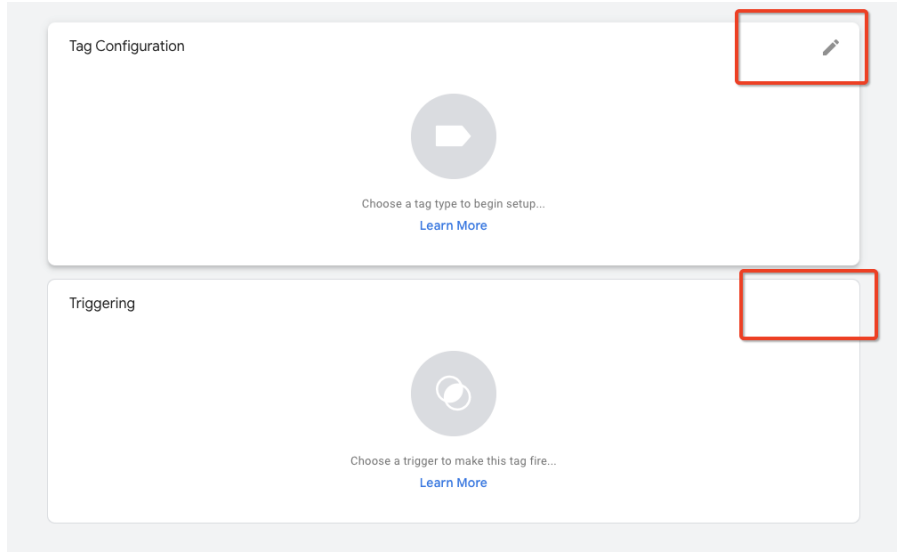
Keep name as is - SAVE



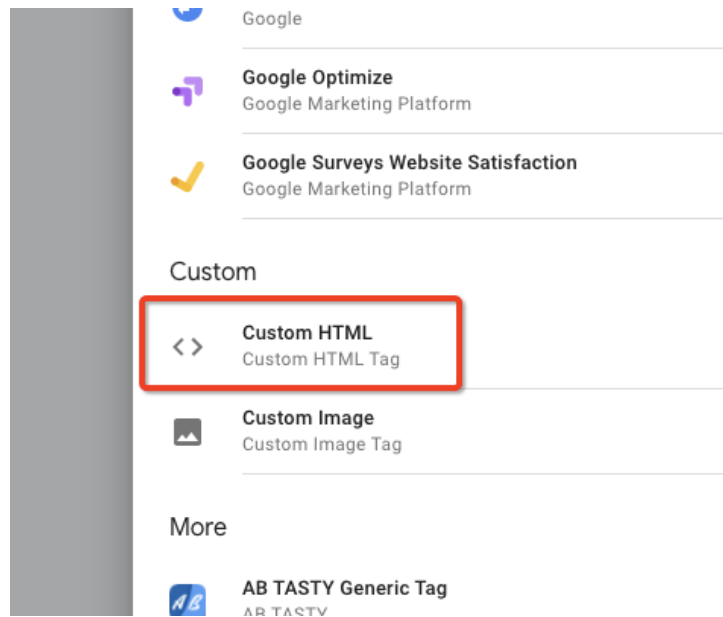
Tags - NEW



Click Tag configurations pencil



Select Custom HTML



Paste the Call Tracking code from ClickUp into the HTML space

Tag Configuration

Tag Type

<> **Custom HTML**
Custom HTML Tag

HTML ?



```
1 <script>
2
3 gtag('config', 'AW-604429062/wba0CKvkodsBEIa2m6AC', {
4   'phone_conversion_number': '954.953.4918'
5 });
6
7 });
8
9 </script>
```

Support document.write ?

> Advanced Settings

Click Triggering

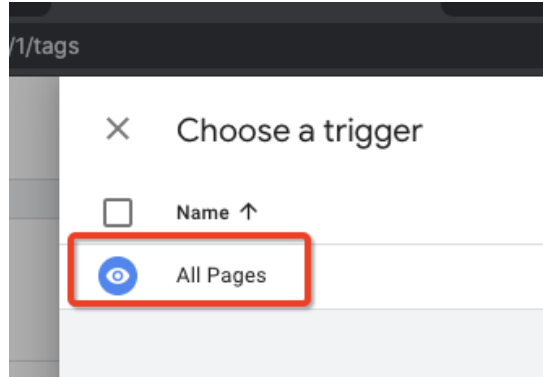
Triggering



Choose a trigger to make this tag fire...

[Learn More](#)

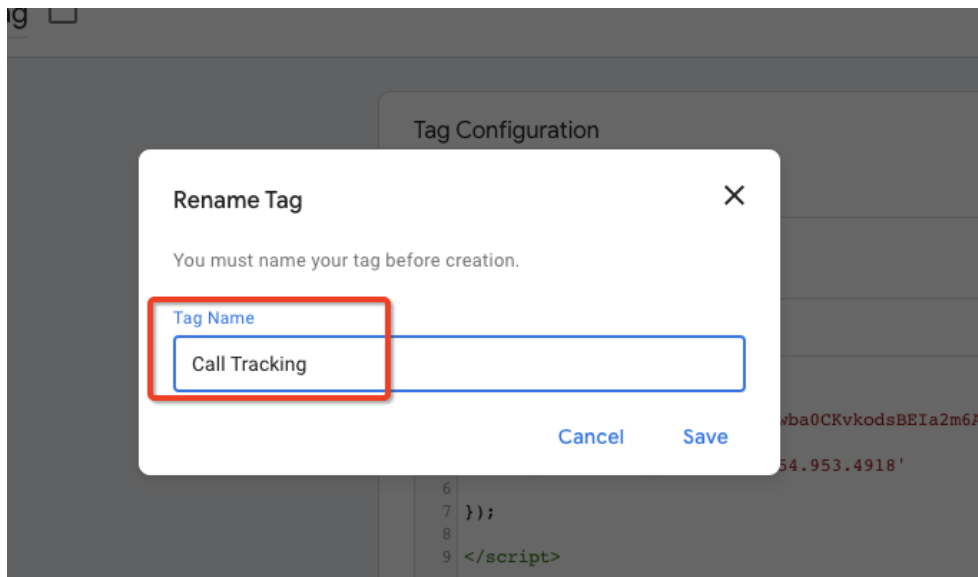
Choose All Pages



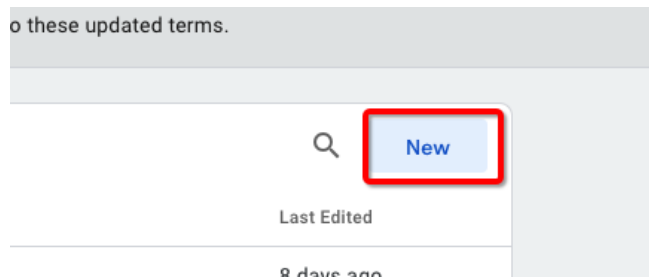
SAVE

Change the name to Call Tracking

SAVE

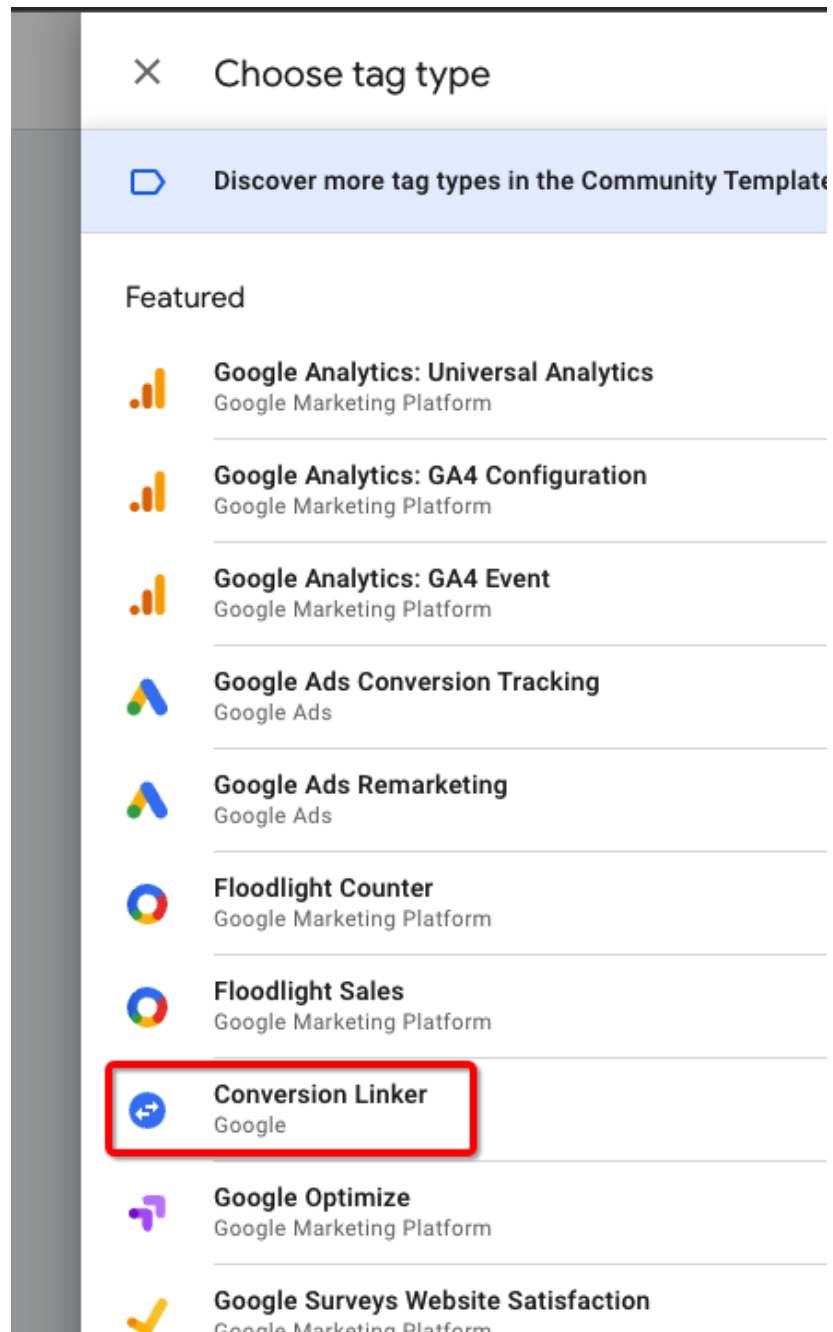


Back to Tags - Click New



Tag Configuration:


Conversion Linker



Triggering: All Pages

Tag Configuration


Tag Type

 **Conversion Linker**
Google

No configuration required. [Learn more.](#)

Triggering

Firing Triggers

 **All Pages**
Page View

[Add Exception](#)

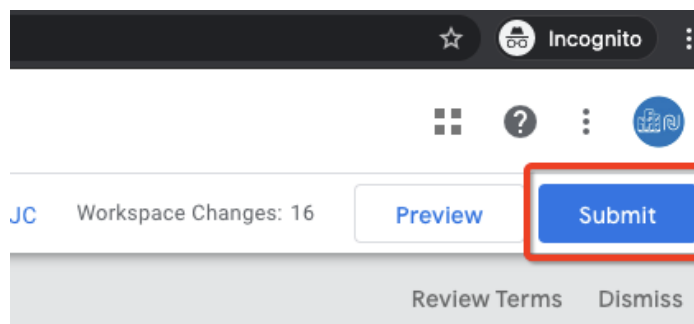
Save

Tag Name:

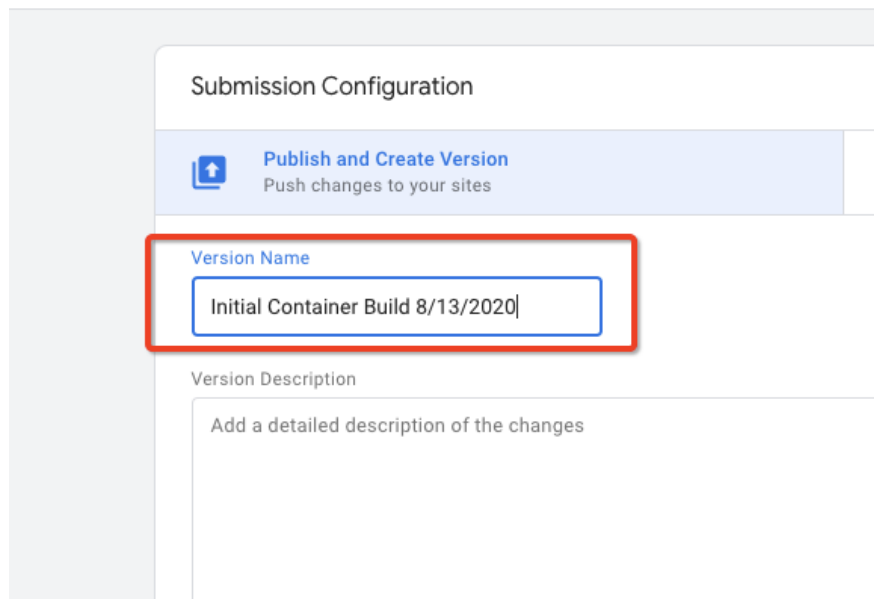
Conversion Linker

Save


It will bring you back to the main page - click SUBMIT in the top right corner



Version Name: Initial Container Build w/ the DATE



Submission Configuration

 **Publish and Create Version**
Push changes to your sites

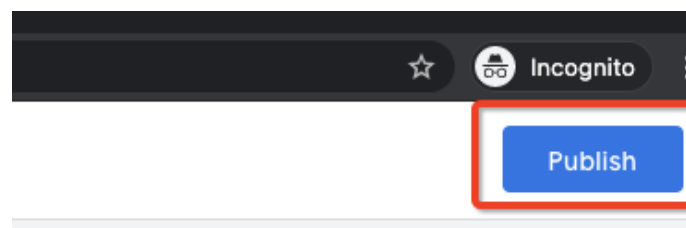
Version Name

Initial Container Build 8/13/2020

Version Description

Add a detailed description of the changes

Click PUBLISH



And you are DONE with the account build!!

Next, you will wait until you have the Launch Call & finish the remainder of the PPC Launch Process