CONVERSION TRACKING · PROOF OF WORK

33 pages. 12 spas. One tracking system.

How a US beauty spa franchise went from patchy, unverified tracking to knowing which page, which location and which ad produced every lead, and which leads became booked appointments.

BEFORE

Patchy and unverified

Pages missing from the list, pixels mixed up, one location blocked by Meta, ads learning from form fills only.

AFTER

33/33 pages verified

One container, one naming system, every platform checked page by page, booked appointments flowing back to Meta.

33/33	23/23	12	4
landing pages verified end to end	server lead routes confirmed in Meta	locations on one Tag Manager container	platforms: GA4, Meta, Google Ads, Clarity

Client name, locations and account details withheld under NDA.

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01 / BEFORE AND AFTER

From guessing to knowing.

Ads were running for every location on Meta and Google, but nobody could say with confidence which page or ad produced a lead. This is what changed.

AREA	BEFORE	AFTER
Page list	The master tracker listed 29 pages. More live pages were running but missing from it.	One approved register of 33 pages, each with its own code for location, offer and source.
Meta Pixel	Some Google Ads pages loaded two different Meta pixels. One page had no identifiable pixel at all.	The right pixel for each location, kept off the Google Ads pages so channels stay separate.
Blocked location	Meta had restricted one location's data because of a category chosen in error. Its leads were not being processed.	Resolved with Meta Support. Leads from that location now reach Meta and are processed.
GA4 reporting	GA4 allows 30 key events. 33 pages meant per-page conversions would not fit.	One shared lead event carrying the full page identity, plus one event per page. Room for new locations.
Google and social pages	Server reporting to Meta covered the 10 Meta pages. Leads from the 23 Google and social pages were not reported to Meta reliably.	Server-side lead events from all 23 Google and social routes, each sent to the correct location, all confirmed received.
Bookings	Confirmed appointments stayed in the booking system. Meta only saw form fills.	Confirmed bookings sent to Meta as Schedule events, so ads can learn from real customers.
Visitor insight	No heatmaps or recordings. Broken form behaviour could go unnoticed.	Microsoft Clarity on every campaign page, privacy masked. It surfaced a form error, now fixed.

What this means for the owner: every lead now arrives labelled with its location, offer and traffic source, every platform is checked against the same page list, and the ads can optimise toward booked appointments instead of form fills.

02 / THE SYSTEM

How a lead travels now.

One Google Tag Manager container sits on all 33 pages and feeds four platforms at once. Every lead follows the same six steps.

01 **The visitor makes a cookie choice** — Consent

Advertising tracking stays off until the visitor chooses. Every tag reads that choice first.

02 **The form is accepted** — GoHighLevel

Only a real, accepted submission that reaches the thank-you page counts. Clicks and direct visits never do.

03 **GA4 records the lead and the page** — Tag Manager, GA4

One shared lead event with location, offer, source and page code, plus a unique event for that exact page.

04 **Meta hears it twice, counts it once** — Meta Pixel, Conversions API

Browser and server send the same lead with one shared ID, so Meta removes the duplicate.

05 **Google Ads gets paid search leads** — Google Ads

A lead action built from GA4 for the paid search pages only. Reporting added, live bidding left untouched.

06 **Bookings go back to Meta** — Booking system, Meta

When an appointment is confirmed, Meta receives a Schedule event. Verified with a controlled test booking.

Only real leads

Button clicks and thank-you page visits are never counted as leads.

Consent first

Advertising events respect the visitor's cookie choice, on the browser and the server.

Counted once

Browser and server events share one ID, so a lead is never double counted.

03 / PROOF

Every page, checked on every platform.

Anonymised from the handover register of 28 October 2026. Each tick means the check was run on the live page, not assumed from a template.

LOCATION	PAGE	TAG MGR	FORM	GA4	CONSENT	CLARITY	META	GOOGLE ADS
Location 01	WP Meta	✓	✓	✓	✓	✓	Browser + server events	n/a
	WP PPC	✓	✓	✓	✓	✓	Server receipt confirmed	Lead action
	WP Social	✓	✓	✓	✓	✓	Server receipt confirmed	n/a
	GO Meta	✓	✓	✓	✓	✓	Browser + server events	n/a
	GO PPC	✓	✓	✓	✓	✓	Server receipt confirmed	Lead action
	GO Social	✓	✓	✓	✓	✓	Server receipt confirmed	n/a
Location 02	WP Meta	✓	✓	✓	✓	✓	Browser + server events	n/a
	WP PPC	✓	✓	✓	✓	✓	Server receipt confirmed	Lead action
	WP Social	✓	✓	✓	✓	✓	Server receipt confirmed	n/a
Location 03	WP Social	✓	✓	✓	✓	✓	Server receipt confirmed	n/a
Location 04	WP Meta	✓	✓	✓	✓	✓	Browser + server events	n/a
	WP PPC	✓	✓	✓	✓	✓	Server receipt confirmed	Lead action
	WP Social	✓	✓	✓	✓	✓	Server receipt confirmed	n/a
Location 05	WP Meta	✓	✓	✓	✓	✓	Browser + server events	n/a
	WP PPC	✓	✓	✓	✓	✓	Server receipt confirmed	Lead action
	WP Social	✓	✓	✓	✓	✓	Server receipt confirmed	n/a
Location 06	WP Social	✓	✓	✓	✓	✓	Server receipt confirmed	n/a
Location 07	WP Meta	✓	✓	✓	✓	✓	Browser + server events	n/a
	WP PPC	✓	✓	✓	✓	✓	Server receipt confirmed	Lead action
	WP Social	✓	✓	✓	✓	✓	Server receipt confirmed	n/a
Location 08	WP Meta	✓	✓	✓	✓	✓	Browser + server events	n/a
	WP PPC	✓	✓	✓	✓	✓	Server receipt confirmed	Lead action
	WP Social	✓	✓	✓	✓	✓	Server receipt confirmed	n/a
Location 09	WP Social	✓	✓	✓	✓	✓	Server receipt confirmed	n/a
Location 10	WP Meta	✓	✓	✓	✓	✓	Browser + server events	n/a
	WP PPC	✓	✓	✓	✓	✓	Server receipt confirmed	Lead action
	WP Social	✓	✓	✓	✓	✓	Server receipt confirmed	n/a
Location 11	WP Meta	✓	✓	✓	✓	✓	Browser + server events	n/a
	WP PPC	✓	✓	✓	✓	✓	Server receipt confirmed	Lead action
	WP Social	✓	✓	✓	✓	✓	Server receipt confirmed	n/a
Location 12	WP Meta	✓	✓	✓	✓	✓	Browser + server events	n/a
	WP PPC	✓	✓	✓	✓	✓	Server receipt confirmed	Lead action
	WP Social	✓	✓	✓	✓	✓	Server receipt confirmed	n/a

WP = Welcome offer · GO = Grand Opening offer · Meta / PPC / Social = traffic source the page serves

04 / HANDOVER

Built so the team runs it without me.

Tracking only stays accurate if the team can maintain it. The handover gives them the full system on paper.

14
page technical guide: SOP, runbook and troubleshooting

33
row editable register of every page and its checks

1
reusable template for every future location

Adding a new location

1. Collect the approved inputs: offers, domain, location account, booking link.
2. Build up to 6 pages and 8 forms from the master template.
3. Extend the shared tag map with the new pages and naming.
4. Run the full checklist: forms, consent, GA4, Meta, Google Ads, Clarity.
5. Release, record the evidence and keep a rollback point.

Inside the guide

- System map and event naming reference
- Step-by-step: add a page
- Meta and consent operating rules
- Google Ads reporting setup
- Daily checks after any change
- Appointment reporting release steps
- Diagnosis and recovery for every platform

33/33 pages verified

23/23 server routes in Meta

10/10 Meta lead workflows active

1 booked-appointment signal verified

Scope note: this was a tracking and measurement build. It shows exactly where leads and bookings come from; it does not by itself change ad performance. Results reflect the handover of 28 October 2026 and the appointment test of 5 November 2026.