WEB GROWTH HUB

FREE META ADS CHECKLIST

YOUR ADS.
FULLY CONNECTED.

Meta Website Conversion Ads

A practical guide to connect your website, analytics, CRM and conversion tracking before launch.

THE SYSTEM YOU ARE BUILDING

01 Attract the right person

02 Capture and follow up with the lead

03 Measure meaningful outcomes

START HERE

Your setup roadmap

THE OBJECTIVE

Send visitors to a working landing page, measure their actions with GA4 and Meta, and connect form submissions to Web Growth Hub for follow-up.

WHAT YOU NEED BEFORE STARTING

- A live website or landing page and working form
- Access to Meta Ads Manager and the website settings
- Access to GA4, GTM (if used), and Web Growth Hub

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STEP 01 / LANDING PAGE

Prepare the destination

Make sure visitors can understand your offer and take one clear next step.

WHAT IT IS

A landing page is the destination after someone clicks your ad.

WHY IT MATTERS

The page turns interest into a measurable action, such as a form or booking.

WHERE TO GO

Your website builder > Landing page / Form settings

SETUP CHECKLIST

- [ ] Check mobile layout, speed, offer and call to action.
- [ ] Connect the form or calendar to Web Growth Hub.
- [ ] Use a reliable thank-you page or successful-submit event.

QUICK QUESTION / Why not send everyone to the homepage?

A focused page keeps visitors close to the promise in the ad and reduces distractions.

STEP 02 / GOOGLE ANALYTICS

Measure website behavior with GA4

Understand where visitors arrive from and what they do after clicking.

WHAT IT IS

Google Analytics 4 measures website visits, engagement and configured events.

WHY IT MATTERS

GA4 provides a second view of the customer journey alongside Meta reporting.

WHERE TO GO

analytics.google.com > Admin > Data streams > Web

SETUP CHECKLIST

- [ ] Create or choose the GA4 property and web stream.
- [ ] Record the Measurement ID and install the Google tag.
- [ ] Check Realtime and mark useful events as key events.

QUICK QUESTION / Does GA4 replace the Meta Pixel?

No. GA4 is for website analytics; Meta Pixel is used for Meta event measurement and optimization.

STEP 03 / TAG MANAGER

Organize your tracking tags

Manage website tracking without scattering separate snippets across every page.

WHAT IT IS

Google Tag Manager (GTM) is a container that deploys supported tracking tags.

WHY IT MATTERS

It makes setup and maintenance easier, especially when multiple tools are involved.

WHERE TO GO

tagmanager.google.com > Container > Tags

SETUP CHECKLIST

- [ ] Install the GTM container once on the site.
- [ ] Add a Google tag for GA4 if not already installed directly.
- [ ] Preview, test and publish; avoid duplicate GA4 tags.

QUICK QUESTION / Is GTM mandatory?

No. It is recommended when you need a central place to manage multiple tags.

STEP 04 / META EVENTS

Set up Pixel and Conversions API

Tell Meta which on-site actions matter to your business.

WHAT IT IS

Pixel measures browser events; Conversions API sends supported events server-side.

WHY IT MATTERS

Together they can improve event coverage, while deduplication prevents double-counting.

WHERE TO GO

business.facebook.com/events_manager > Dataset

SETUP CHECKLIST

- [ ] Select or create the correct dataset and install Pixel.
- [ ] Configure an appropriate Lead, Purchase or other standard event.
- [ ] Test browser/server events and matching event IDs if both send the same action.

QUICK QUESTION / Does the Pixel track every visitor?

No. Consent, browser restrictions and technical settings can affect what is measured.

STEP 05 / CRM INTEGRATION

Connect website leads to Web Growth Hub

Make form submissions useful to your sales team immediately.

WHAT IT IS

Your website form or calendar sends new inquiries into Web Growth Hub contacts.

WHY IT MATTERS

The CRM holds the lead, assigns ownership and starts follow-up after the conversion.

WHERE TO GO

Web Growth Hub > Sites > Forms / Calendars

SETUP CHECKLIST

- [ ] Embed or connect your form and calendar correctly.
- [ ] Create pipeline assignment, notifications and follow-up workflows.
- [ ] Test a submission from the actual published landing page.

QUICK QUESTION / What if my site is hosted elsewhere?

Use a supported embed, integration or webhook, then verify field mapping and consent.

STEP 06 / ATTRIBUTION

Add UTMs and later-stage signals

Connect the ad click, website visit and resulting customer journey.

WHAT IT IS

UTM parameters label campaign traffic; CRM outcomes can reflect later sales stages.

WHY IT MATTERS

Clear naming helps compare sources and prevents reporting from becoming guesswork.

WHERE TO GO

Ads Manager > Ad > URL parameters

SETUP CHECKLIST

- [ ] Add utm_source, utm_medium and utm_campaign consistently.
- [ ] Check GA4 traffic acquisition and capture UTMs in the CRM if supported.
- [ ] Configure eligible CRM-to-Meta outcome events with appropriate permissions.

QUICK QUESTION / Why do GA4 and Meta show different numbers?

They use different attribution rules, windows, identity signals and privacy constraints.

FINAL STEP

Test the full journey

Before spending your budget, follow the same path a real customer would take.

- [ ] Check the correct ad account, Page, budget and geography.
- [ ] Open the ad destination or Meta Instant Form on mobile.
- [ ] Submit a test lead using permitted test information.
- [ ] Confirm the contact appears in Web Growth Hub.
- [ ] Verify assignment, notifications and follow-up workflow.
- [ ] Confirm relevant events appear in Meta Events Manager.
- [ ] For website ads, also check GA4 traffic and UTM reporting.

THE BIG PICTURE

The ad creates interest. Your form or website captures it. Web Growth Hub organizes the lead and follow-up. Tracking helps you understand what happened next.

Need help connecting the pieces? webgrowthhub.com