

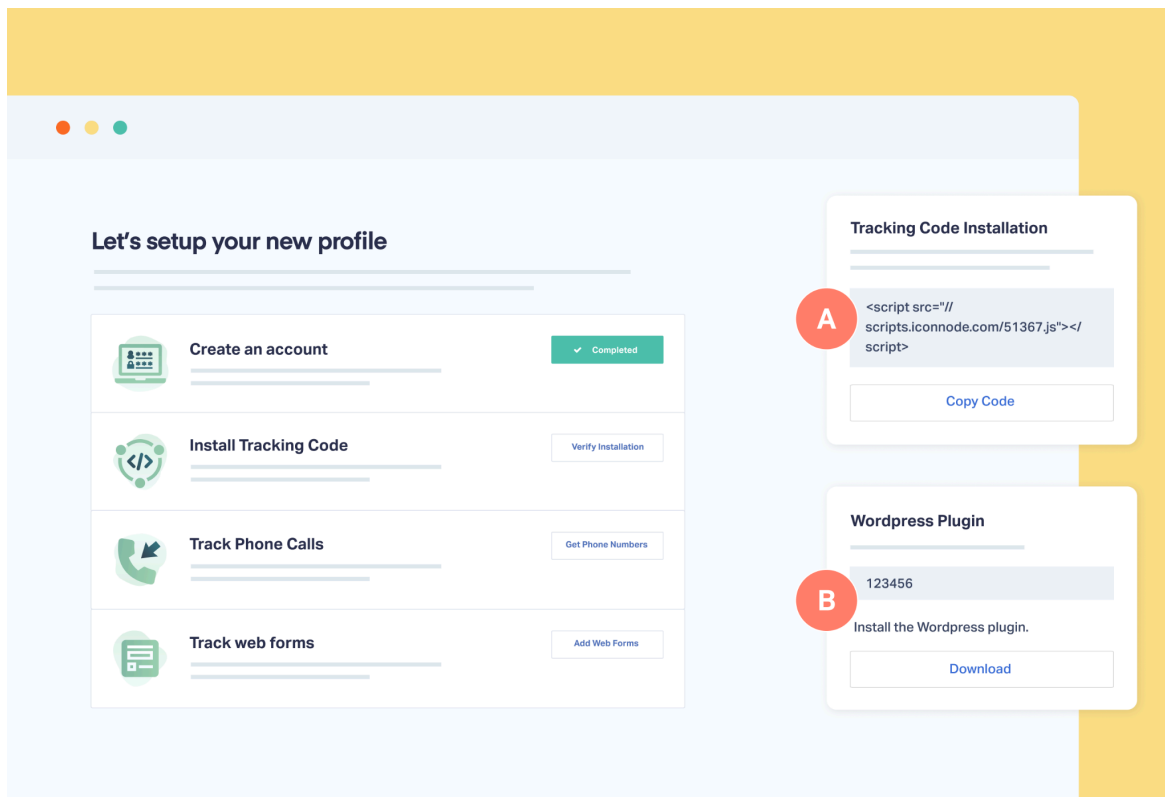
HOW-TO GUIDE

Set Up Standard Tracking

1

Add the Tracking Code to Your Site

This tracking code enables WhatConverts to collect **70+ data points** throughout each lead's journey, from first click to final conversion.

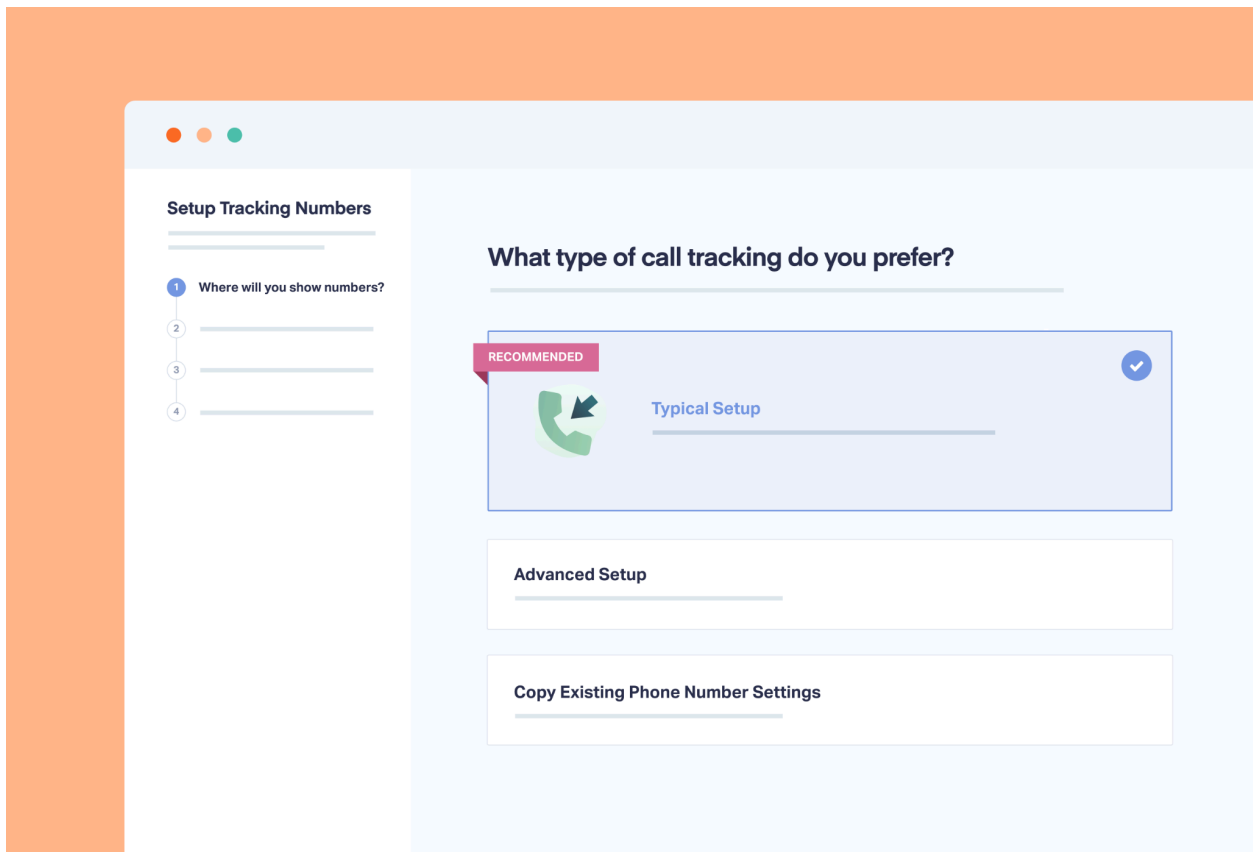


There are two ways to add your tracking code:

- A. Paste the code** across your site
- B. Enter your Profile ID** into the **Wordpress Plugin**

2 Set Up Call Tracking

Dynamic Number Insertion automatically tracks every call's marketing source by displaying **unique tracking phone numbers** to visitors from different channels.



1. Click **Tracking** → **Calls** → **Phone Numbers**
2. Follow the **setup wizard** to choose your call tracking numbers

Once your numbers are set up, they'll automatically swap out for the phone number on your website.

3 Set Up Form Tracking

Form tracking captures lead information and marketing attribution data from **every form submission** on your website.

The screenshot shows a four-step setup wizard for form tracking. Step 1, 'How can we find your form?', offers 'Form Finder' (selected) and 'Manual Setup'. Step 2, 'On which page is your form located?', has a text input field and a 'Find Form' button. Step 3, 'Which form would you like to track?', shows a selected 'web-form' with a code snippet: `<form action="random_action">
<input type="text" placeholder="web form">`. Step 4 is a red 'Finish' button with a cursor icon. A large, faint 'B' is visible in the background of the wizard interface.

1. Click **Tracking** → **Forms** → **Web Forms**
2. Add the URL for your form page
3. Select the form you'd like to track
4. Click **Finish**