

## GA4 + Meta Ads:

# One-Page Setup, Attribution & Optimization

Clear goals. Clean labels. Same quick checks every week. Decide, don't guess.

<b>Goal</b>	See what happens after people click your ads. Spend more on what works, cut what doesn't.
<b>Setup</b>	<ul style="list-style-type: none"><li>• Set clear goals (sale, sign-up, call).</li><li>• Add clear labels to every ad link (where it came from, which campaign).</li><li>• Turn on tracking in your ads and on your site.</li><li>• Show a consent banner and follow local rules.</li></ul>
<b>Check each week</b>	<ul style="list-style-type: none"><li>• Did traffic arrive from Facebook/Instagram?</li><li>• Did people stay and interact on the page?</li><li>• How many sales or sign-ups came from these ads?</li></ul>
<b>Quick fixes (If X → Then Y)</b>	<ul style="list-style-type: none"><li>• <b>Many clicks, few stay</b> → Match page to ad promise; speed it up.</li><li>• <b>People stay, few act</b> → Stronger offer and proof; shorter forms.</li><li>• <b>Some groups buy more</b> → Shift spend to those ages/places/devices.</li></ul>
<b>Weekly routine (10–15 min)</b>	<ul style="list-style-type: none"><li>• Check results in Analytics.</li><li>• Check spend and results in your ads account.</li><li>• Add +10–20% to winners; pause weak ads.</li><li>• Make one small page tweak + two fresh ad versions.</li><li>• Note changes for next week.</li></ul>
<b>Budget rule</b>	Different tools count differently. Pick one way to judge results—and stick to it.
<b>Privacy basics</b>	Ask permission, explain what you track, offer an easy opt-out, collect only what you need.