

How to validate/debug tracking for your store?

To verify the same, adhere to the steps below!

(Disclaimer: If you are logged into the WordPress backend, please log out before proceeding with the steps below (OR) start verifying your store in an Incognito window.)

Step 1:

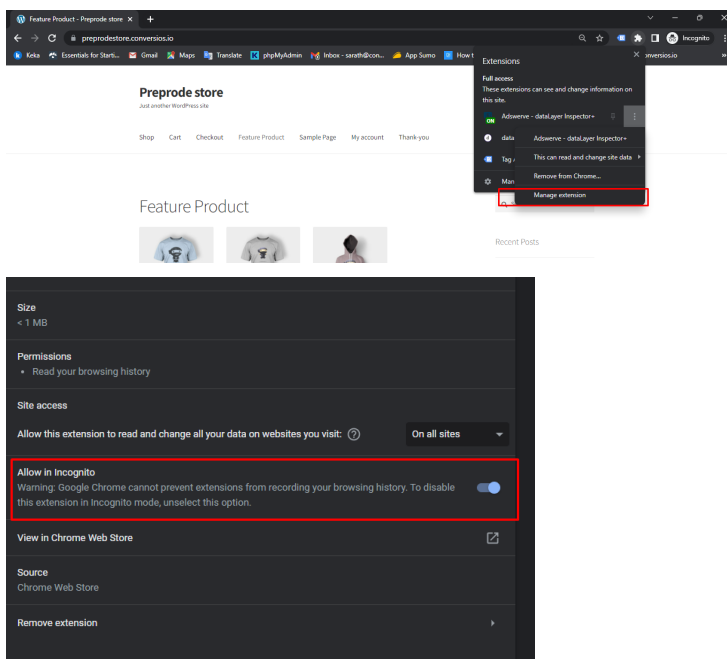
Add the below chrome extension to your Chrome browser :

You can download the same from here :

<https://chrome.google.com/webstore/detail/adswerve-datalayer-inspec/kmcbdogdandhihlalknlcjfpdjcleom>

Step 2 :

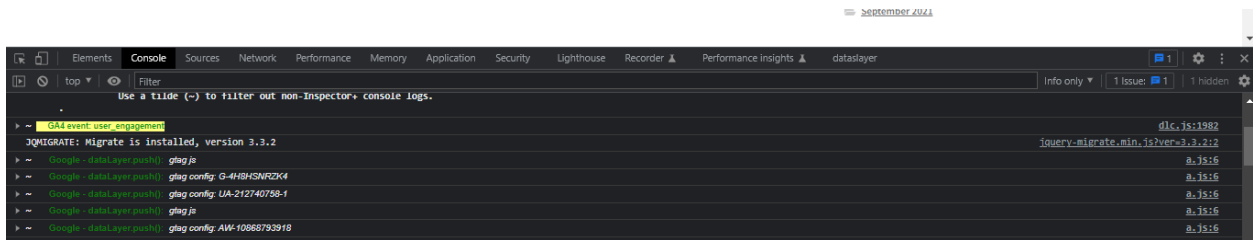
The extension is currently active, as you can see. If you are using an Incognito Window, click Allow the extension under Manage Extensions.



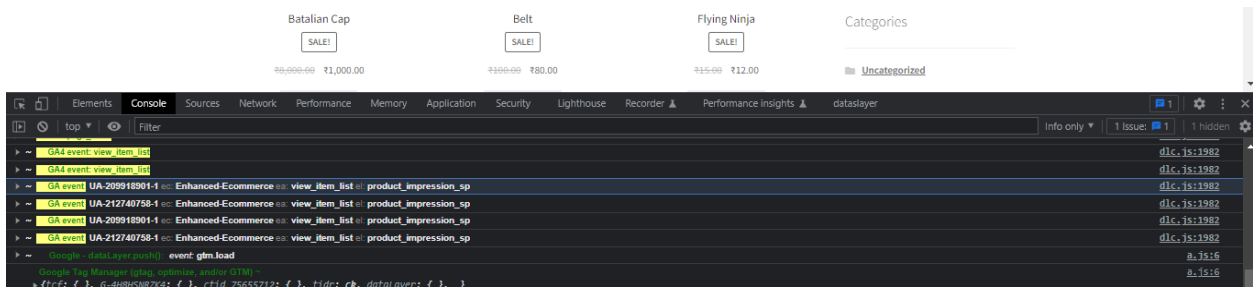
Step 3 :

[When **gtag.js** is selected as a tracking mechanism]

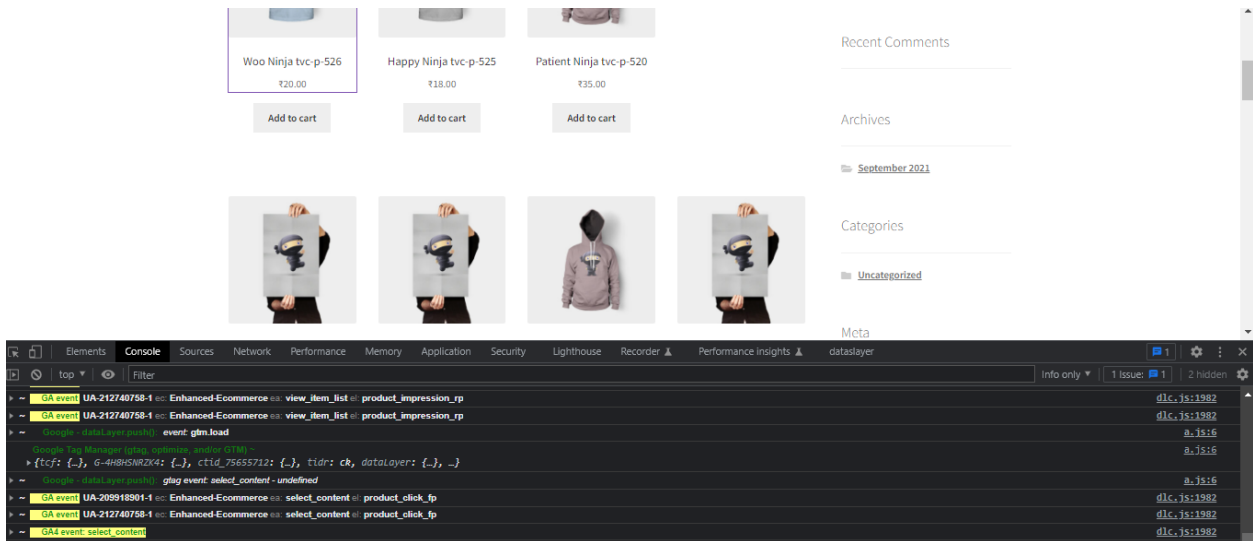
Under Console you can see the integrated Google Analytics and Google Ads details :



You Can see the events are getting fired (Product Impressions)



When you click on a product you can see the **product click** event tags are fired:



Product detail Page :

The screenshot shows a product detail page for 'Woo Ninja tvc-p-526' on a 'Preprode store'. The page includes a search bar, navigation links (Shop, Cart, Checkout, Feature Product, Sample Page, My account, Thank-you), and a shopping cart icon showing '₹0.00 0 items'. The product image and title are visible. A browser console overlay at the bottom shows several GA4 events, including 'view_item' and 'add_to_cart', with their respective data layers and timestamps.

Add to Cart :

The screenshot shows the 'Add to Cart' button on the product detail page for 'Woo Ninja tvc-p-526'. The button is highlighted with a red box. The page also displays a description, SKU, category, and a sidebar with 'Hello world!', 'Recent Comments', 'Archives', and 'Categories'. A browser console overlay at the bottom shows GA4 events for 'view_item' and 'add_to_cart', with their respective data layers and timestamps.

Checkout 1 :

The screenshot shows a web browser displaying the checkout page for 'Preprode store'. The page has a navigation menu with 'Shop', 'Cart', 'Checkout', 'Feature Product', 'Sample Page', 'My account', and 'Thank-you'. A search bar is visible at the top right. The main heading is 'Checkout'. Below the heading, there is a search bar and a blue bar. The Chrome DevTools console is open at the bottom, showing several log entries:

- Object - Expand for details
- gtag event: begin_checkout - undefined
- event: gtm.load
- GA4 event: begin_checkout
- GA4 page_view - G-4H8HSNRZK4
- GA event UA-212740758-1 :: Enhanced-Ecommerce :: begin_checkout :: checkout_step_1
- GA event UA-209918901-1 :: Enhanced-Ecommerce :: begin_checkout :: checkout_step_1

Checkout Step 2 :

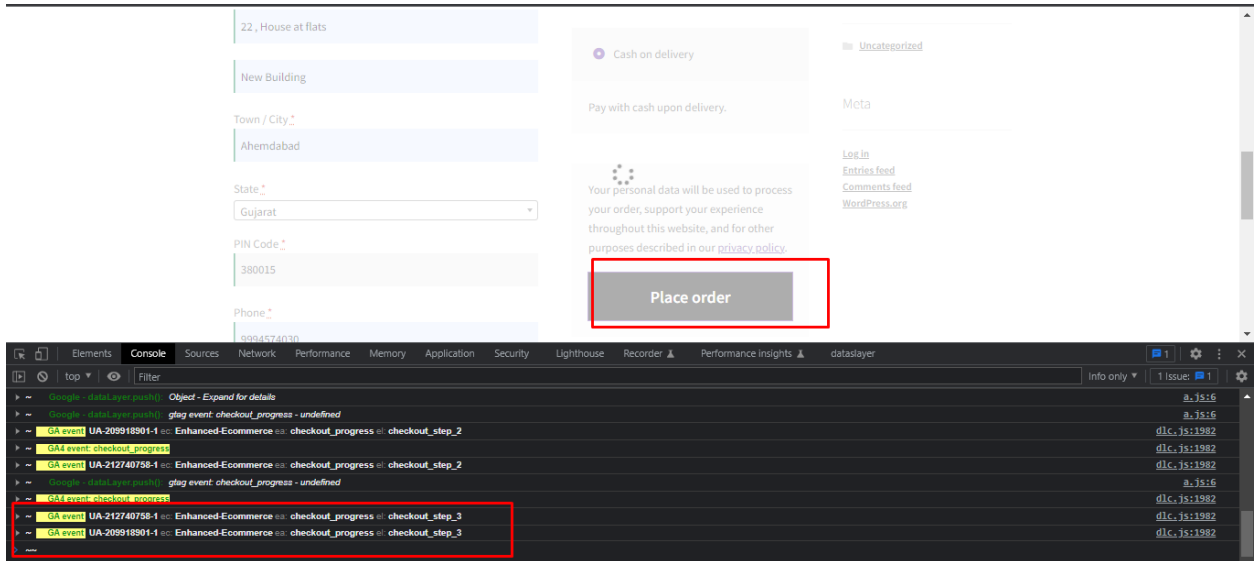
The screenshot shows the 'Billing details' and 'Your order' sections of the checkout page. The 'Billing details' section includes fields for 'First name' (TEST), 'Last name' (TEST), 'Company name (optional)', 'Country / Region' (United Kingdom (UK)), and 'Street address'. The 'Your order' section shows a table with columns 'Product' and 'Subtotal':

Product	Subtotal
Woo Ninja tvc- p-526 x 3	₹60.00
Subtotal	₹60.00
Total	₹60.00

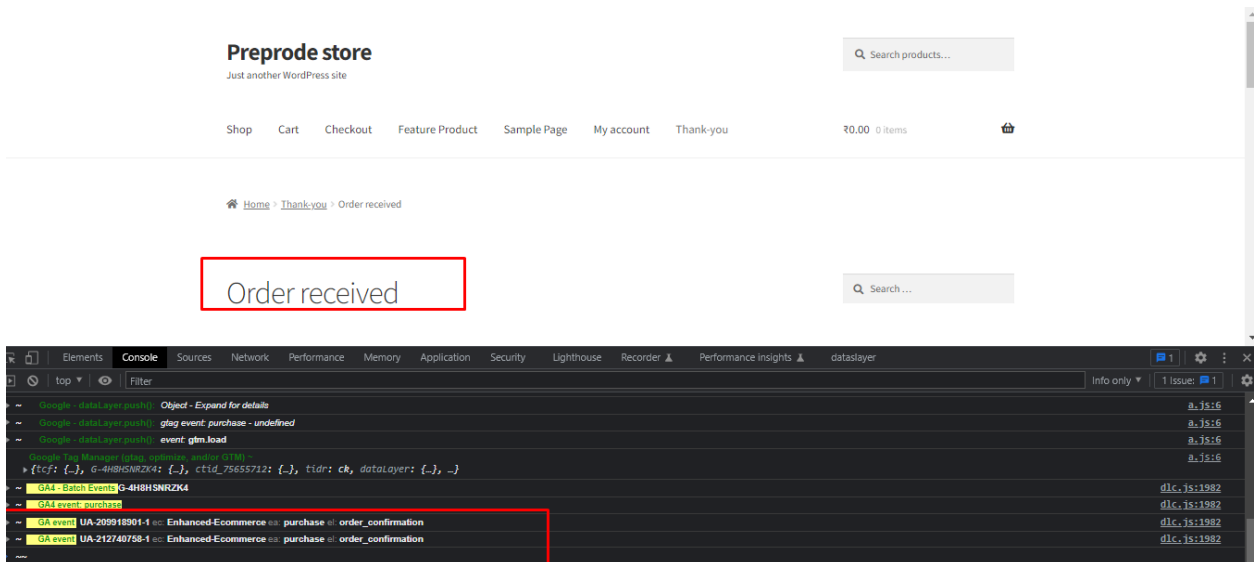
The 'Cash on delivery' option is selected. The Chrome DevTools console is open at the bottom, showing log entries for 'GA4 event: begin_checkout', 'GA4 page_view', and 'GA event' for 'begin_checkout :: checkout_step_1'. A red box highlights the following entries:

- GA event UA-209918901-1 :: Enhanced-Ecommerce :: checkout_progress :: checkout_step_2
- GA4 event: checkout_progress
- GA event UA-212740758-1 :: Enhanced-Ecommerce :: checkout_progress :: checkout_step_2

Checkout Step 3 :

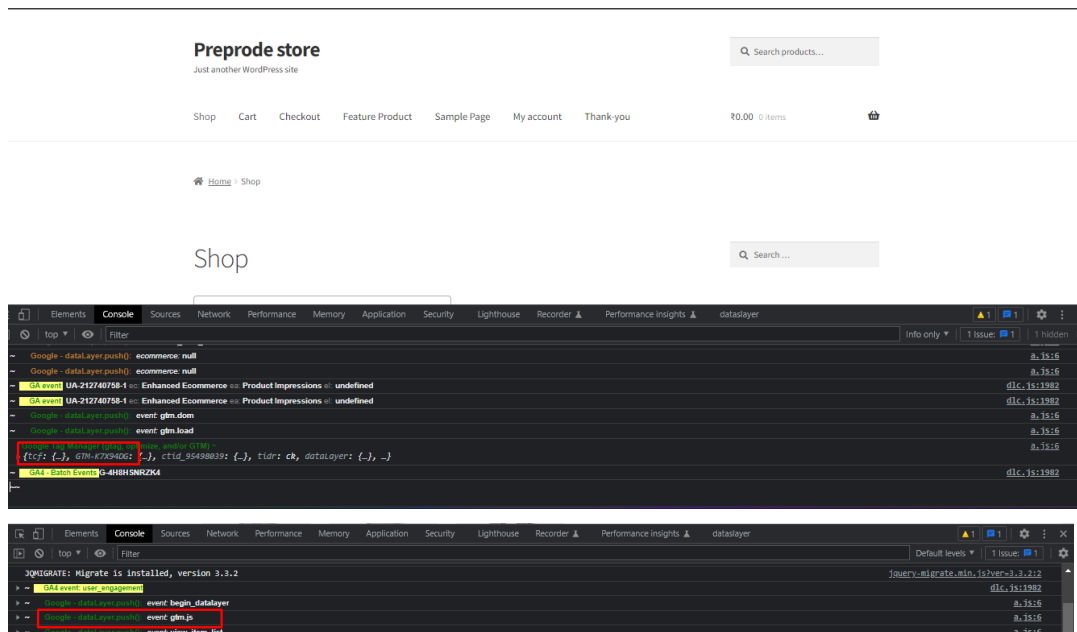


Thank you Page :

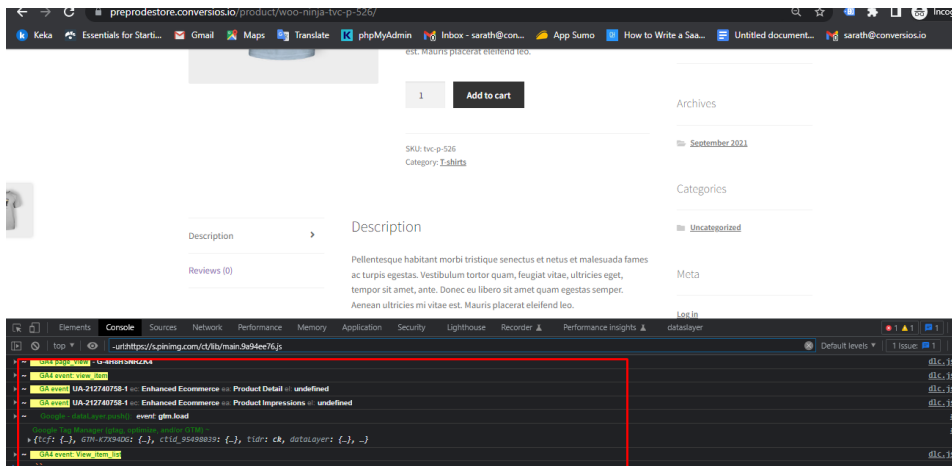


[When **GTM** is selected as the tracking mechanism]

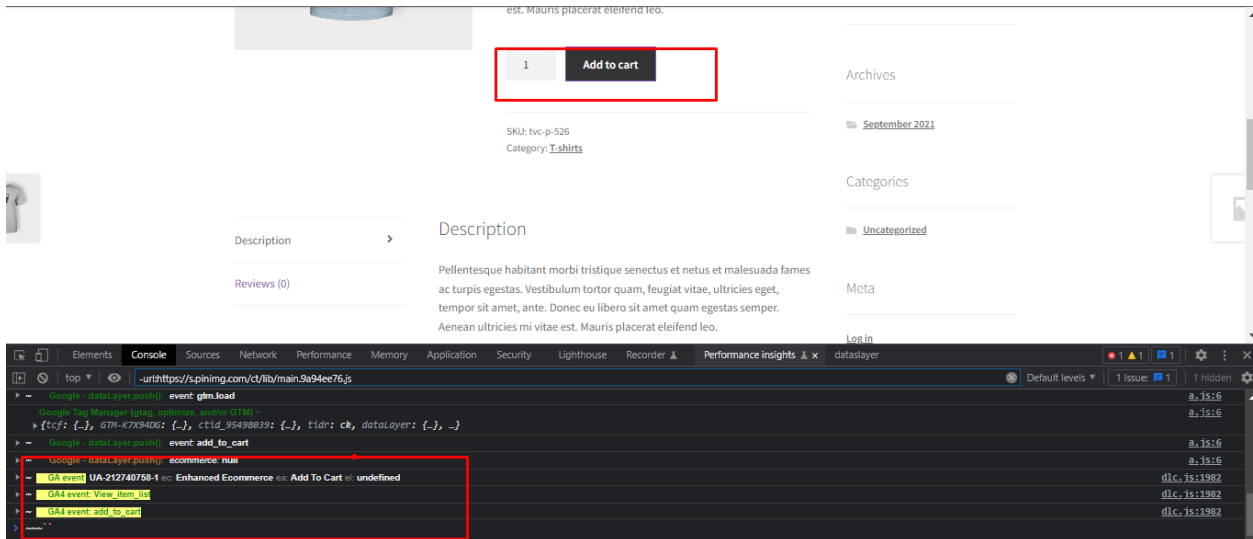
You can see the GTM id that as mentioned below in the screenshot:



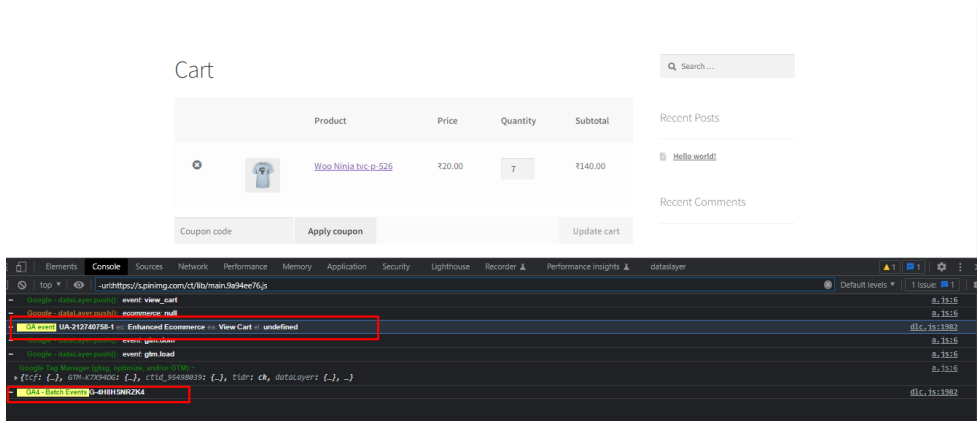
Product Detail page :



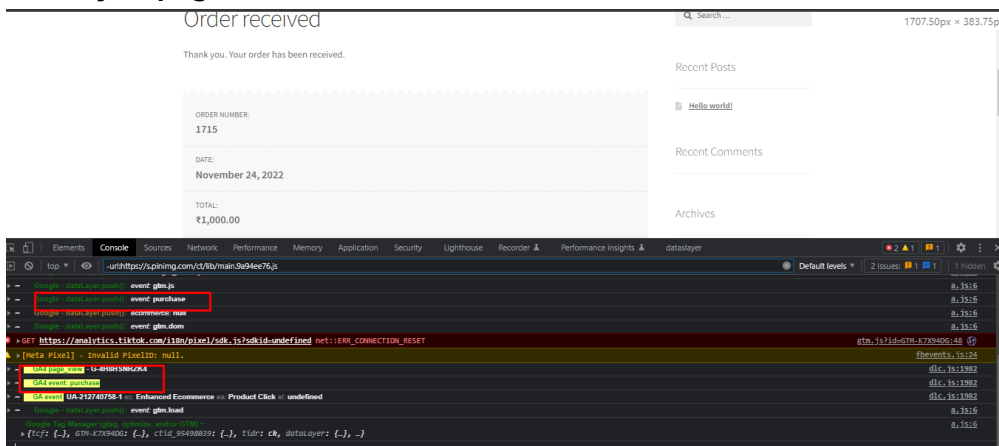
Add to Cart :



View Cart :



Thank you page :



If you find any discrepancy, feel free to contact us at info@conversios.io and we will be happy to assist you.