



Conversion Tracking For Agencies

Stop showcasing only pretty websites—start proving they perform. With conversion tracking, your agency can show real results, win more clients, and turn data into a billable service.



Table of Contents

What Is Conversion Tracking?	4
Conversion Tracking Makes Your Work Look Better & Sales Easier	5
Conversion Tracking is Another Billable Service	6
It's Easier To Do Than You Think	7
Which Analytics Platform Should You Use as an Agency?	9
Pretty Is Nice, Proven Is Better	11





I bet your agency builds stunning websites. They load fast, use elegant typography, and look great on every screen. But there's a common problem: when it comes time to show off those projects in a portfolio, the only proof of success is how good it looks. And while visuals matter, they don't tell the whole story.

Clients want to know their site actually accomplished something.

Conversion tracking is what bridges that gap. It turns a pretty website into a performance-driven case study. By showing exactly how a site helped generate leads, sales, or signups, you move from being "just another agency" to one that delivers measurable results.





What Is Conversion Tracking?

Conversion tracking is simply a way of measuring whether users are taking the actions you want them to. That could be anything from clicking a button to filling out a form to completing a purchase. You define what counts as a conversion based on the business goals of the site.

This isn't just for ecommerce stores. A landscaper's site can track [form submissions](#). A nonprofit can [track donations](#). A software product can track demo requests. If it has a call-to-action, it can be tracked.





Conversion Tracking Makes Your Work Look Better & Sales Easier

Your design and development work might already be getting results, but without data, there's no way to prove it. Conversion tracking gives you before-and-after snapshots. You can point to the old site's metrics, compare them to the post-launch numbers, and clearly demonstrate the impact of your work.

Imagine being able to say, "Before our redesign, their site converted at 1.2%. After we launched, it jumped to 3.6%." **Now you're not just showing good design—you're showing growth, value, and ROI.**

This kind of data transforms a portfolio from a set of screenshots into a series of mini case studies. And that can be the difference between a prospect choosing your agency or someone else's.





Conversion Tracking is Another Billable Service

According to [The Admin Bar's 2025 annual survey](#), only 14.4% of agencies currently offer conversion tracking (or [Conversion Rate Optimization](#)) as a service. That means most are leaving money—and value—on the table.

Adding conversion tracking to your services isn't just about data; it's a clear upsell. You can charge for initial setup, ongoing reporting, or optimization. It's also a great way to reconnect with past clients by offering to audit and try new strategies to increase conversions.

Conversion Bridge makes this easy to deliver. Setup takes minutes and it works with the platforms and plugins you are already using. You can scale this across all projects without it becoming another time-sink.



It's Easier To Do Than You Think

Many agencies avoid conversion tracking because it sounds technical. They picture JavaScript snippets, Google Tag Manager chaos, and endless troubleshooting. But the truth is, it's gotten a lot easier (thanks to Conversion Bridge).

With a tool like Conversion Bridge, tracking key actions takes just a few clicks. You can track:

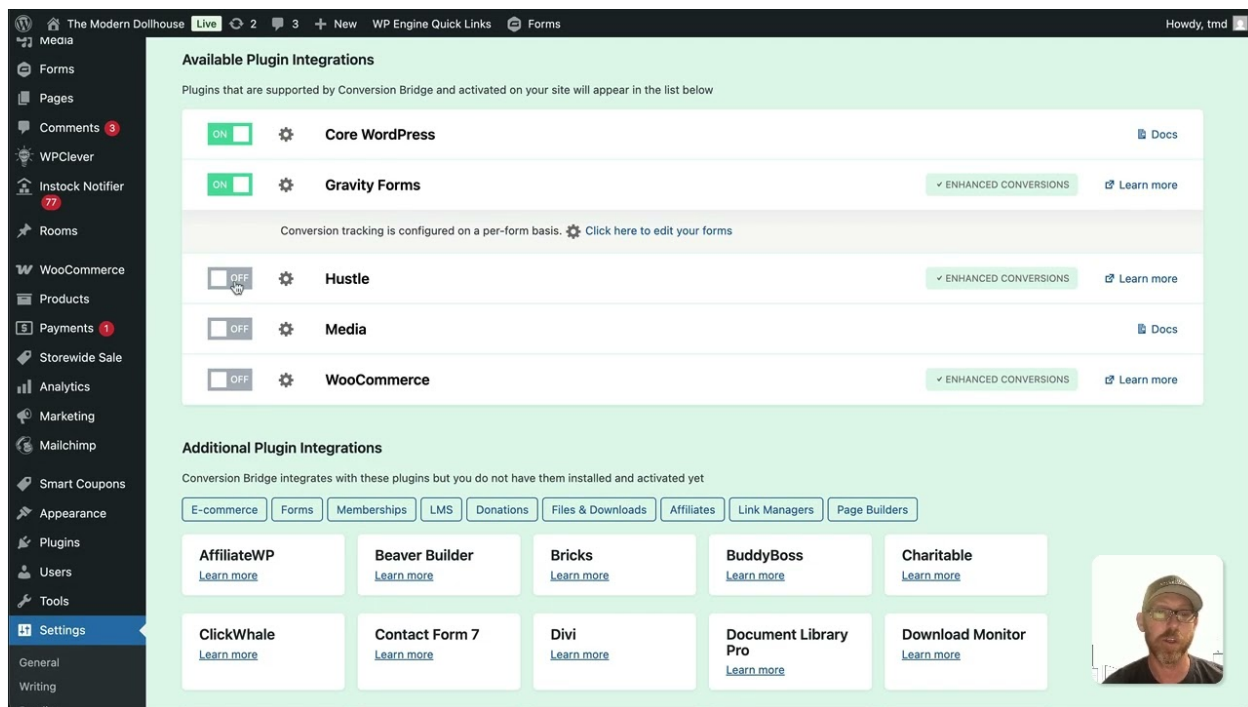
- **Button clicks** in your favorite page builder like [Elementor](#), [Bricks](#), [Beaver Builder](#), and [more](#)
- **Form submissions** across plugins like [WS Form](#), [Gravity Forms](#), [WPForms](#), and [more](#)
- **Purchases** from plugins like [WooCommerce](#), [Easy Digital Downloads](#), [SureCart](#), and [more](#)

There's no need to dive into code or fiddle with complex tag setups. It just works, and it supports 55 plugins, 16 analytics, and 8 ad platforms.

This ease of use means you can bake conversion tracking into every client project. It becomes part of your agency's standard offering.



In fact, check out this short walkthrough video where I demonstrate how easy it is to setup conversion tracking in WooCommerce, Gravity Forms and wpmudev's Hustle plugin using Conversion Bridge.



Watch video on YouTube

Which Analytics Platform Should You Use as an Agency?

Not every analytics tool fits every client. Choosing the right one depends on the type of site you're building and how data-savvy your client is.

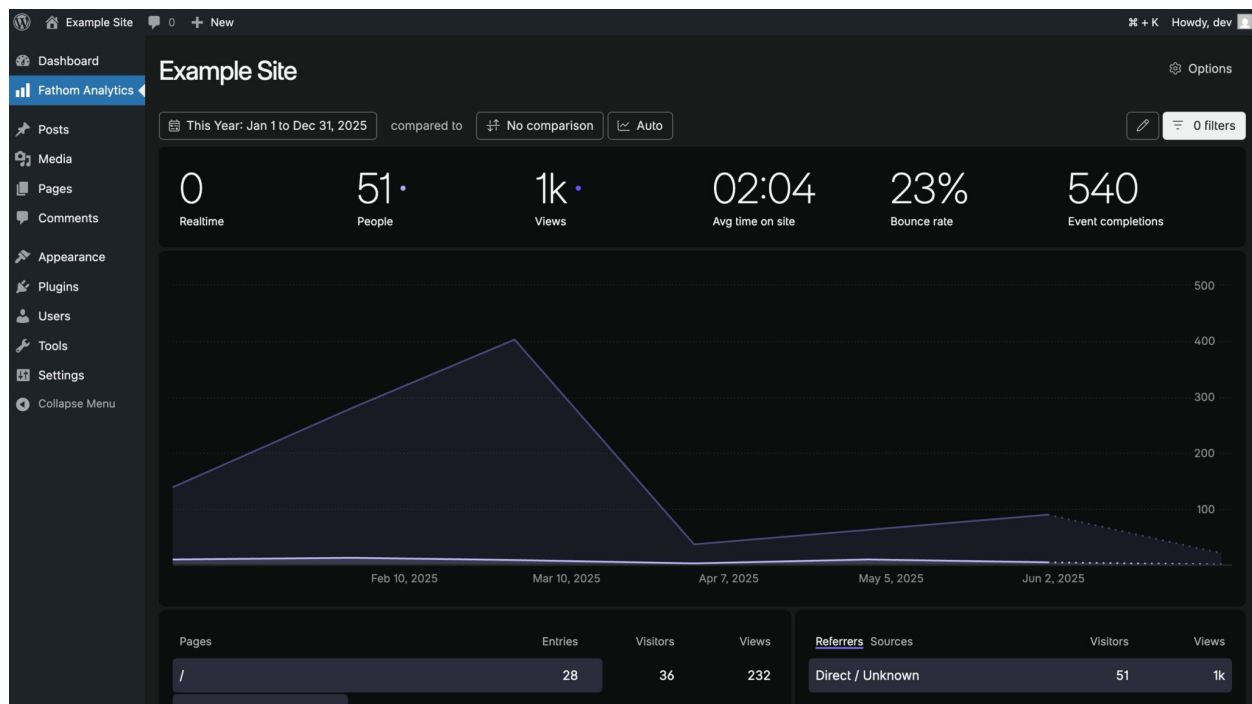
[Google Analytics 4 \(GA4\)](#) is still the most powerful platform, especially for complex ecommerce stores. However, it has a steep learning curve, and the interface can be intimidating for clients, but it handles high-volume, high-detail sites well. It doesn't hurt that it's "free" either.

For simpler projects like informational sites, landing pages, or brochure-style sites, privacy-friendly platforms like [Plausible](#), [Fathom](#), [Pirsch](#), and [Usermaven](#) are often a better fit. These tools offer clean, simple dashboards that clients can actually understand. When the main goal is form submissions or button clicks, these platforms make it easy to track performance without overwhelming anyone. These alternatives have the added bonus of being more [privacy-friendly](#) and not requiring you to use a cookie banner to include them on a site.

Bonus! If white labeling is important, Pirsch is a standout. It allows full custom branding, including domain, logo, colors, and access controls. Learn more about their [agency program](#).



In fact, Conversion Bridge makes it easy to embed the analytics dashboards for many of the supported platforms directly into the WordPress admin. This gives the appearance of a fully branded, native analytics tool without any custom development. Clients stay in the dashboard they know, and you look like a genius.



Fathom Analytics embedded into the WordPress admin

Another unique advantage of using Conversion Bridge is the ability to enable multiple analytics platforms at once. This allows you to test some of the alternative options (many of which have free trials) and compare which platform is best suited for you and your clients while still collecting data in GA4.

Check out a complete comparison table with reviews on many of our supported analytics platforms to see which may be the [best analytics platform](#) for you.



Pretty Is Nice, Proven Is Better

Good design matters, but data makes it meaningful. When your agency includes conversion tracking in every project, you stop relying on visuals alone to sell your work. Instead, you create a feedback loop where you build, measure, improve, and repeat.

Clients get more value. Your portfolio gets more credibility. And your agency stands out in a crowded market.

Adding conversion tracking isn't just about analytics. It's about proving you know how to move the needle. And that's what clients really want from their agency.

