

GTM Integration

Version 1.0.0



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1. Summary

This module helps you integrate Google Tag Manager (GTM) and some enhanced ecommerce tags for SiteGenesis website. This documentation explains how to install and implement cartridges so that events are sent to GTM, but it doesn't show how to configure GTM side.

2.Implementation Guide

a. Code deployment

Installation is easy if you follow these steps. First, clone this repository. You will have following folders:

- **int_gtm**: the cartridge adding GTM to SiteGenesis
- **metadata**: data to import in your Business Manager

Copy paste the cartridge directory (int_gtm) to your project cartridges directory, or you can make a symbolic link to it so that you can easily pull new versions of the repository for updates (or you can use git submodules system). Then you have to add this new cartridge to your dw.json file and to upload it to your sandbox (using npm or prophet uploader for example)

Once cartridges are correctly uploaded to your sandbox, log into your Business Manager and activate it: *Administration > Sites > Manage Sites > [the website you want] > "settings" tab* and add "int_gtm" to the cartridge path.

b. Configuration

The configuration part is easy to follow:

- compress the "metadata" folder into a zip file (metadata.zip)
- log into your Business Manager
- go to *Administration > Site Development > Site Import & Export*
- upload the metadata.zip file
- import it

Once the zip file is imported you will see a new Site Preference group called "GTM" inside your Merchant Tools. You can now add your own data (mainly the GTM code given on the official website for your account).

3.Implementation Guide

This implementation guide will be useful to update SiteGenesis templates and controllers.

a. Add the script file

File to override :

```
app_storefront_core/cartridge/templates/default/components/header/htmlhead.isml
```

Lines to add (at the end):

```
<iscomment>Add GTM behavior</iscomment>  
<isinclude url="${URLUtils.url('GTM-AddScript')}" />
```

b. Noscript file

File to override :

```
app_storefront_core/cartridge/templates/default/components/header/header.isml
```

Lines to add (at the end):

```
<iscomment>Add GTM noscript behavior</iscomment>  
<isinclude url="${URLUtils.url('GTM-AddNoscript')}" />
```

c. For JS script

Only if you have already overridden the following file (else you have nothing to do) :

```
app_storefront_core/cartridge/templates/default/components/footer/footer_UI.isml
```

Lines to add (at the end):

```
<isinclude template="components/footer/gtmfooter" />
```

d. Product page detail tag

File to override :

```
app_storefront_core/cartridge/templates/default/product/productdetail.isml
```

Lines to add (before "</div><!--/pdpMain -->"):

```
<iscomment> Add product detail GTM ecommerce tag </iscomment>  
<isinclude template="components/gtm/tag/productdetail"/>
```

e. Product impression tag

For cross sell

File to override :

```
app_storefront_core/cartridge/templates/default/slots/product/product_listing.isml
```

Lines to add (at the end):

```
<isset name="gtmImpressionProducts" value="{slotcontent.content}" scope="pdict" />  
<isset name="productImpressionList" value="Cross-sell" scope="pdict" />  
<isinclude template="components/gtm/tag/productimpression"/>
```

For last visited

File to override :

```
app_storefront_core/cartridge/templates/default/product/lastvisited.isml
```

Lines to add (at the end):

```
<isset name="gtmImpressionProducts" value="{pdict.LastVisitedProducts}" scope="pdict" />  
<isset name="productImpressionList" value="Last-visited" scope="pdict" />  
<isinclude template="components/gtm/tag/productimpression"/>
```