Google Tag Manager and Google Analytics Setup for Event Tracking
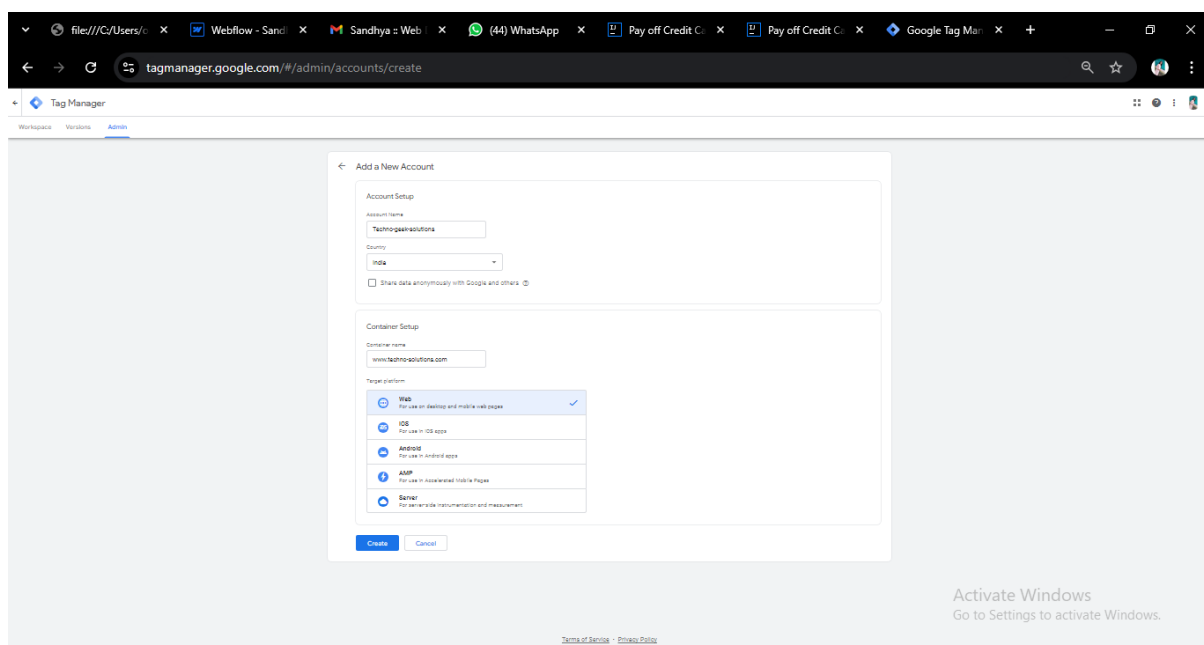
Steps for GTM and GA Setup

The detailed steps for configuring GTM and GA are outlined below:

Step 1: GTM Container Setup

A new GTM container was created to track interactions such as page views and button clicks on the website.
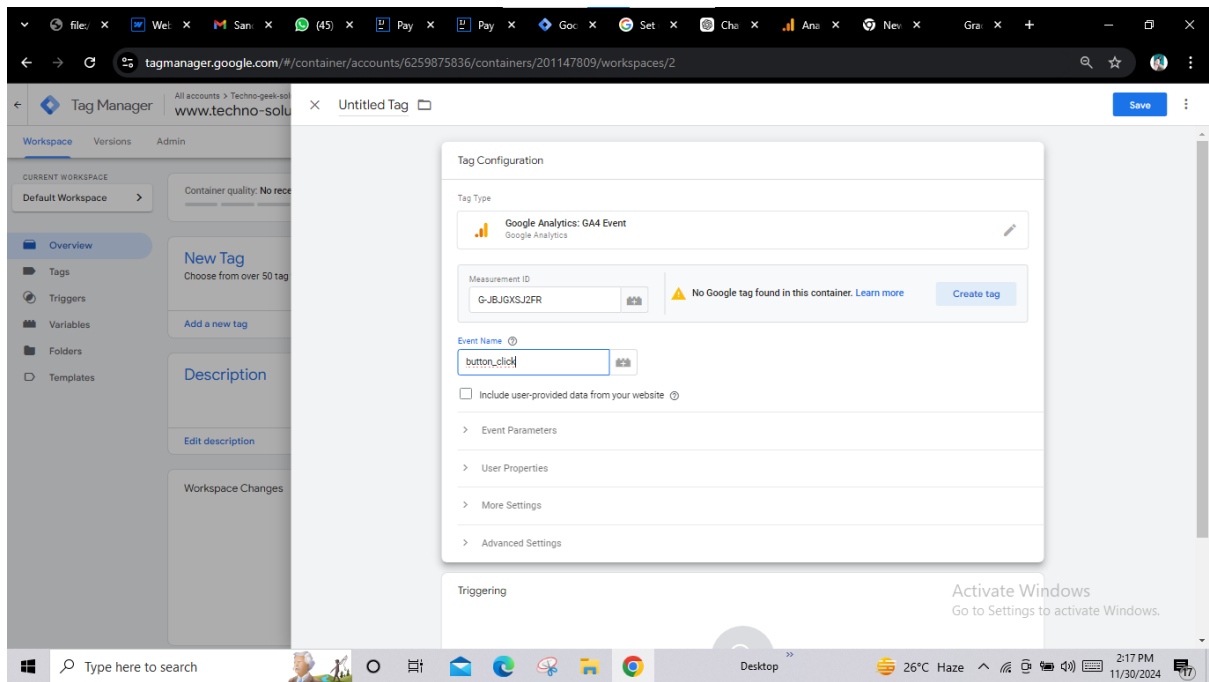
Screenshot 1: GTM Container Creation

Step 2: GTM Tag Configuration

Next, tags for basic tracking were set up in GTM. This included:

- **Page View Tag**: To track each page load.
- **Button Click Tag**: To track button clicks, like form submissions or key actions.
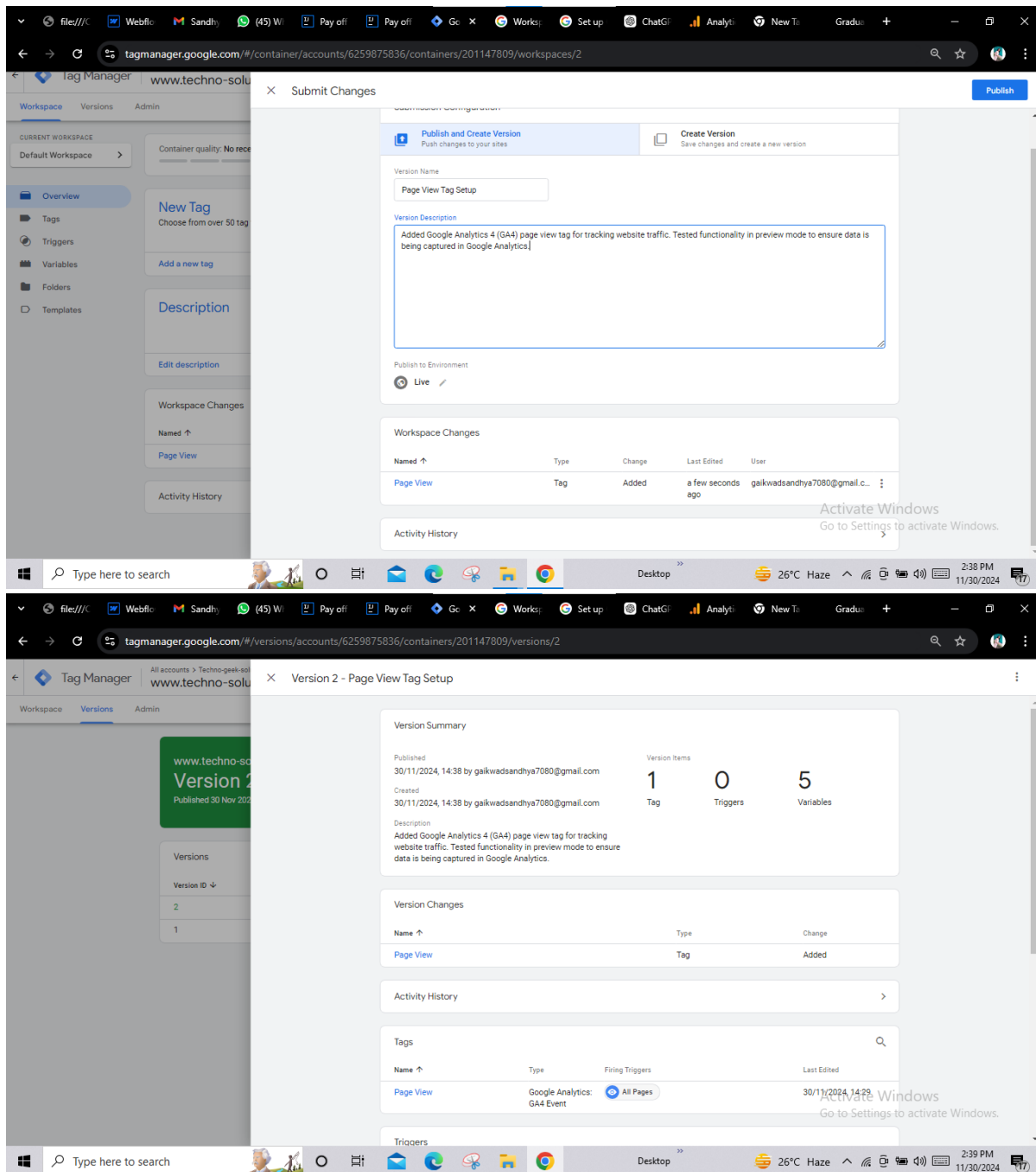
Screenshot 2: GTM Tag Configuration (Page View & Button Click Tag)

Step 3: GTM Trigger Setup

Triggers were configured to detect specific events, such as a button click with the ID `subscribe-btn`.

Screenshot 3: GTM Trigger Setup for Button Clicks

Step 4: Google Analytics Setup in GTM

Google Analytics was configured in GTM, ensuring that data would be sent to the correct GA property.

Screenshot 4: Google Analytics Setup in GTM

Step 5: Event Tracking Validation

Once the setup was complete, the event tracking was verified using Google Analytics'
Real-Time reports. The button click event was confirmed to be captured in GA.

Screenshot 5: Google Analytics Event Tracking (Real-Time Data)
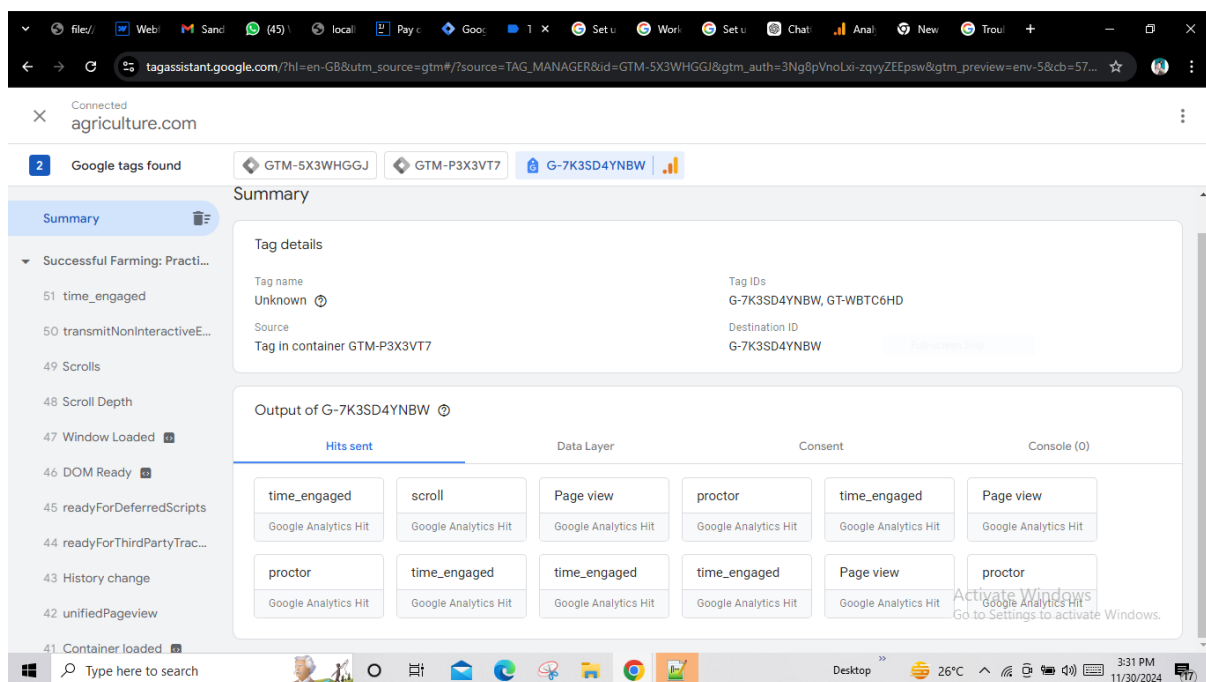
3. Conclusion

In this project, a Google Tag Manager container was successfully created to track page
views and button clicks. Google Analytics was configured to capture these events, and
the setup was validated via real-time reports. This will provide valuable insights into
user behavior and interactions on the website.