
Marzo 2024

Google Analytics 4

Google Tag Manager

SoftRugs

Eventi personalizzati

Test e Debug

EPICODE

Veronica Zausio

Google Tag Manager

The screenshot shows the Google Tag Manager Admin interface. At the top, it displays the account name "Veronica Zausio" and the container ID "1f464a-80.myshopify.com". The "Amministrazione" tab is selected. The left sidebar under "ACCOUNT" includes links for "Impostazioni account", "Attività dell'account", and "Gestione utenti". The right sidebar under "CONTENITORE" includes links for "Impostazioni contenitore", "Attività del contenitore", "Gestione utenti", "Installa Google Tag Manager" (which is highlighted with a mouse cursor), "Importa contenitore", "Esporta contenitore", "Link ad account esterni", and "Coda di approvazione".

ACCOUNT

Veronica Zausio

+

Impostazioni account

Attività dell'account

Gestione utenti

CONTENITORE

1f464a-80.myshopify.com GTM-T8ZNKN3J

+

Impostazioni contenitore

Attività del contenitore

Gestione utenti

Installa Google Tag Manager

Importa contenitore

Esporta contenitore

Link ad account esterni

Coda di approvazione

<https://tagmanager.google.com/#/admin?accountId=6221102177&containerId=1796752318&containerDraftId=2>

The screenshot shows the 'Tag Manager' interface with the title 'Istruzioni sull'installazione' (Installation Instructions). The main content area is titled 'Installa Google Tag Manager' and contains two steps for installation:

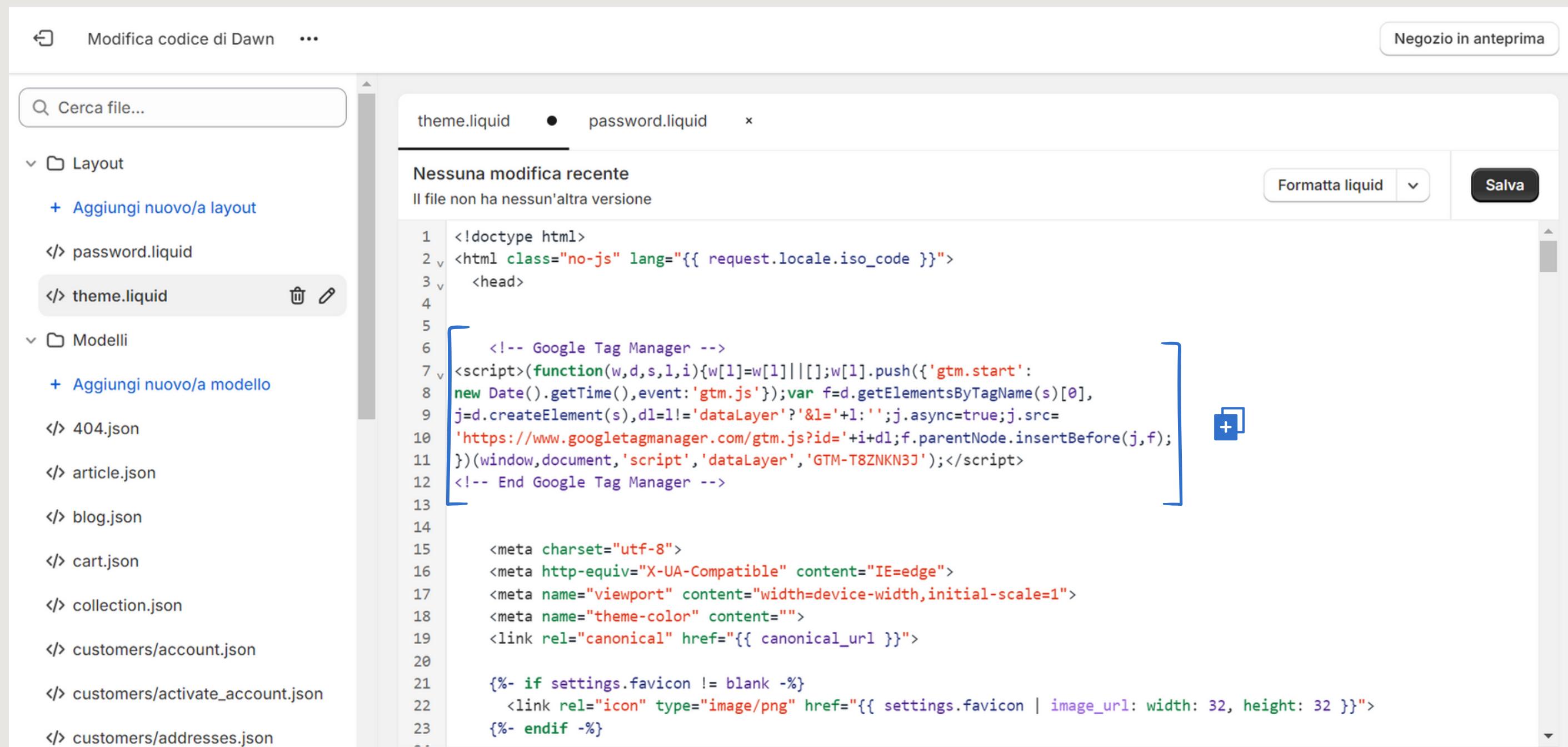
1. Incolla questo codice quanto più in alto possibile nella sezione **<head>** della pagina:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?l+'l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-T8ZNKN3J');</script>
<!-- End Google Tag Manager -->
```
2. Incolla questo codice immediatamente dopo il tag **<body>** di apertura:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-T8ZNKN3J"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

<head>

Negozio Online > Temi > :> Modifica Codice

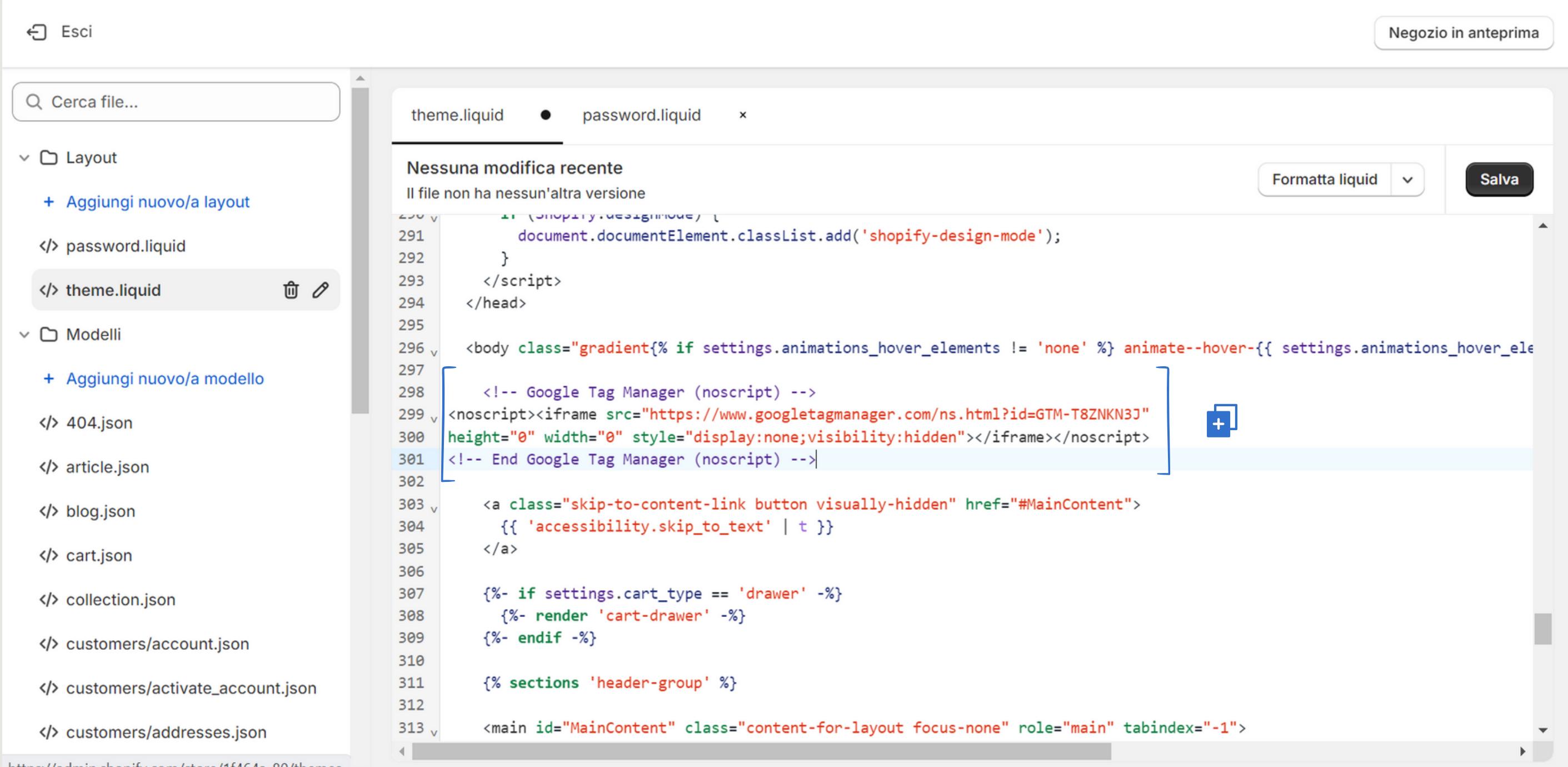


The screenshot shows the Shopify theme editor interface. The left sidebar lists files under 'Modifica codice di Dawn': Layout (password.liquid, theme.liquid), Modelli (404.json, article.json, blog.json, cart.json, collection.json, customers/account.json, customers/activate_account.json, customers/addresses.json), and others. The right main area shows the 'theme.liquid' file content:

```
1  <!doctype html>
2  <html class="no-js lang="{{ request.locale.iso_code }}>
3  <head>
4
5      <!-- Google Tag Manager -->
6      <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
7          new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
8          j=d.createElement(s),dl=l!='dataLayer'?&l='+l:'>;j.async=true;j.src=
9          'https://www.googletagmanager.com/gtm.js?id='+i+dl,f.parentNode.insertBefore(j,f);
10     })(window,document,'script','dataLayer','GTM-T8ZNKN3J');
11  <!-- End Google Tag Manager -->
12
13
14      <meta charset="utf-8">
15      <meta http-equiv="X-UA-Compatible" content="IE=edge">
16      <meta name="viewport" content="width=device-width,initial-scale=1">
17      <meta name="theme-color" content="">
18      <link rel="canonical" href="{{ canonical_url }}>
19
20      {%- if settings.favicon != blank -%}
21          <link rel="icon" type="image/png" href="{{ settings.favicon | image_url: width: 32, height: 32 }}>
22      {%- endif -%}
```

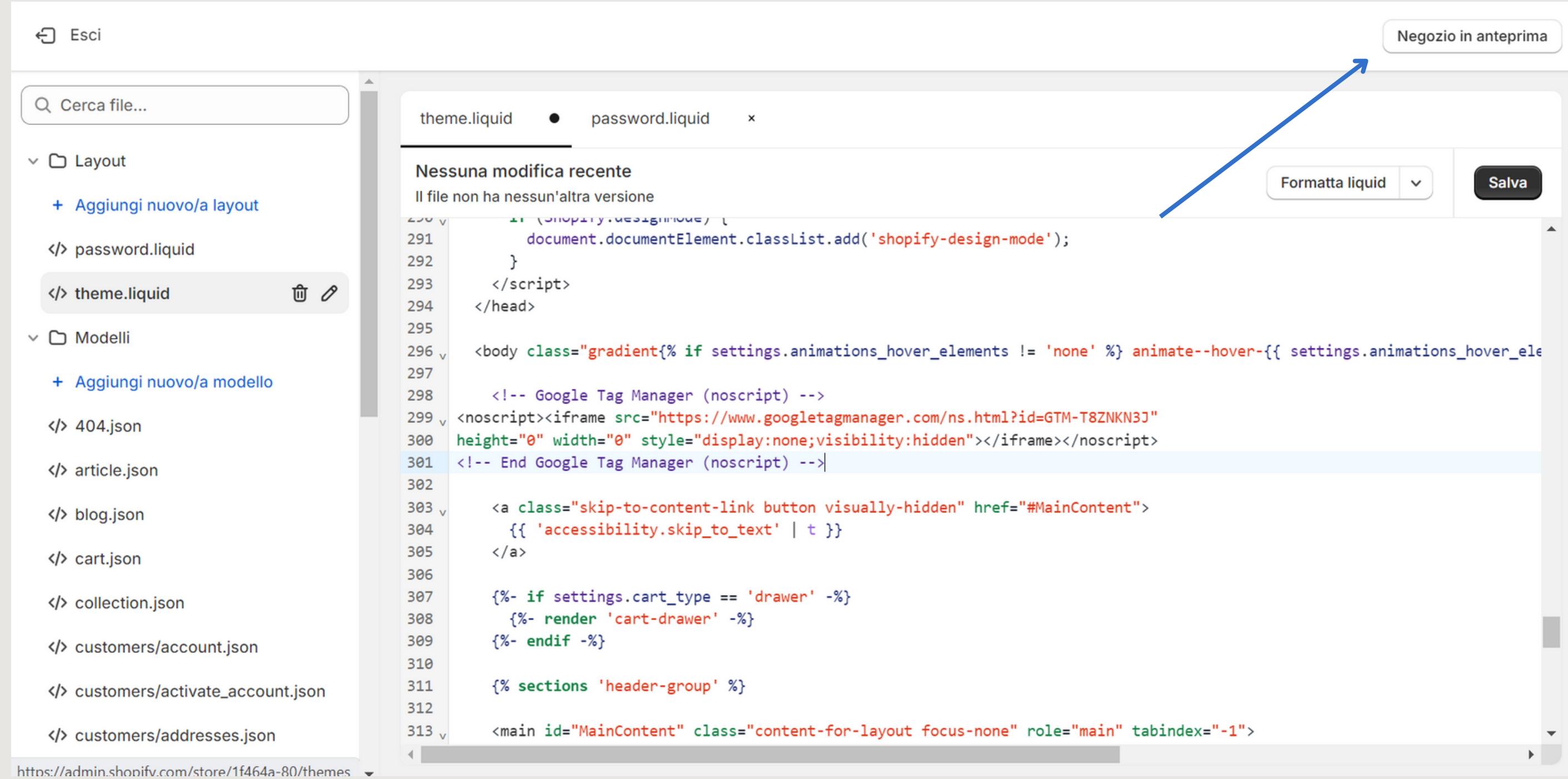
A blue bracket highlights the Google Tag Manager script from line 6 to line 11. A blue plus icon is located on the right side of the code editor.

<body>



The screenshot shows the Shopify theme editor interface. The left sidebar lists files under 'Layout' (password.liquid, theme.liquid) and 'Modelli' (404.json, article.json, blog.json, cart.json, collection.json, customers/account.json, customers/activate_account.json, customers/addresses.json). The right panel displays the 'theme.liquid' file content. A bracket highlights the Google Tag Manager noscript code (lines 298-302), which includes an iframe with a specific URL and height/width attributes. The code is syntax-highlighted in red, green, and blue.

```
291     document.documentElement.classList.add('shopify-design-mode');
292   }
293 </script>
294 </head>
295
296 <body class="gradient{{ if settings.animations_hover_elements != 'none' %} animate--hover-{{ settings.animations_hover_ele
297
298   <!-- Google Tag Manager (noscript) -->
299 <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-T8ZNKN3J"
300 height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
301 <!-- End Google Tag Manager (noscript) -->
302
303   <a class="skip-to-content-link button visually-hidden" href="#MainContent">
304     {{ 'accessibility.skip_to_text' | t }}
305   </a>
306
307   {% if settings.cart_type == 'drawer' -%}
308     {- render 'cart-drawer' -%}
309   {- endif -%}
310
311   {% sections 'header-group' %}
312
313   <main id="MainContent" class="content-for-layout focus-none" role="main" tabindex="-1">
```



The screenshot shows the Shopify theme editor interface. On the left, there's a sidebar with a search bar and sections for Layout, Modelli, and various JSON files like 404.json, article.json, blog.json, cart.json, collection.json, customers/account.json, customers/activate_account.json, and customers/addresses.json. The main area shows the theme.liquid file open, with the password.liquid file tab also visible. The theme.liquid file contains Liquid template code. At the top right of the editor, there are buttons for 'Formatta liquid' and 'Salva'. A blue arrow points from the 'Salva' button towards the top edge of the code editor.

```
theme.liquid ● password.liquid
```

Nessuna modifica recente
Il file non ha nessun'altra versione

```
291     document.documentElement.classList.add('shopify-design-mode');
292 }
293 </script>
294 </head>
295
296 <body class="gradient{{ if settings.animations_hover_elements != 'none' %} animate--hover-{{ settings.animations_hover_ele
297
298     <!-- Google Tag Manager (noscript) -->
299 <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-T8ZNKN3J"
300 height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
301 <!-- End Google Tag Manager (noscript) -->
302
303     <a class="skip-to-content-link button visually-hidden" href="#MainContent">
304         {{ 'accessibility.skip_to_text' | t }}
305     </a>
306
307     {% if settings.cart_type == 'drawer' -%}
308         {- render 'cart-drawer' -%}
309     {- endif -%}
310
311     {% sections 'header-group' %}
312
313     <main id="MainContent" class="content-for-layout focus-none" role="main" tabindex="-1">
```

 Tag Ma X Istruzioni sull'installazione

Area di lavoro

ACCO Ver

Calendario

Aggiungi

Installa Google Tag Manager

Copia la porzione di codice seguente e incollala in tutte le pagine del tuo sito web.

1. Incolla questo codice quanto più in alto possibile nella sezione **<head>** della pagina:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-T8ZNKN3J');</script>
<!-- End Google Tag Manager -->
```

2. Incolla questo codice immediatamente dopo il tag **<body>** di apertura:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-T8ZNKN3J"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

3. (Facoltativo) Testa il tuo sito web:

Test

The screenshot shows the Google Tag Manager interface for the account 'Veronica Zausio' at '1f464a-80.myshopify.com'. The 'Area di lavoro' tab is selected. On the left, a sidebar lists 'Default Workspace' and other sections: Panoramica (selected), Tag, Attivatori, Variabili, Cartelle, and Modelli. The main area displays the following components:

- Nuovo tag**: A card with a calendar icon and a red arrow pointing to it, indicating a new tag can be created. It says 'Puoi scegliere tra oltre 50 tipi di tag' and has a link 'Aggiungi un nuovo tag'.
- Stai modificando Default Workspace**: A large blue box containing the workspace description and modification statistics.
- Modifiche non pubblic...**: A green box with a placeholder message: 'Aggiungi i tag ed effettua la pubblicazione per applicare le modifiche online.'

Below these cards, there is a section titled 'Modifiche area di lavoro' with a pencil icon.

Google Analytics 4

The screenshot shows the 'Impostare lo stream di dati' (Set up data stream) page in Google Analytics 4. The left sidebar is visible with various navigation options like Home, Admin, and Reports. The main form is titled 'Configurare lo stream web' (Configure web stream). It includes fields for 'URL sito web' (https:// 1f464a-80.myshopify.com) and 'Nome stream' (SoftRugs). A section titled 'Misurazione avanzata' (Advanced measurement) is expanded, showing a toggle switch for tracking interactions and content on the site in addition to standard page views, which is turned on. Below this, a 'Misurazione:' (Measurement:) section lists 'Visualizzazioni di pagina' (Page views), 'Scorimenti' (Scrolling), 'Clic in uscita' (Exit clicks), and '+ altri 4' (+ other 4). At the bottom is a large blue 'Crea stream' (Create stream) button, which is being clicked by a cursor icon.

Google Analytics & Impostazione tramite app Shopify

Negozio Online > Preferenze > Google Analytics > Configura Google

The screenshot shows the Shopify Admin interface with the following details:

- Header:** The top navigation bar includes the Shopify logo, a search bar with placeholder "Cerca" and keyboard shortcut "Ctrl K", a notification bell icon, and the account name "SoftRugs Sof".
- Sidebar:** On the left, there's a sidebar with links: Home, Ordini, Prodotti, Clienti, Contenuto, Analisi, Marketing, Sconti, Canali di vendita (with sub-links: Negozio online, Point of Sale, Shop), and App (with sub-link: Aggiungi app). The "Google & YouTube" app is currently selected.
- Main Content Area:** The main area displays a "Google & YouTube" card titled "Inizia a utilizzare Google Analyti...". It features a section for "Google Analytics 4" which is described as "Gratuita" and provides a brief overview of its benefits. A "Scopri di più" link is present. To the right, there's a note about receiving suggestions, surveys, best practices, etc., and a green "Attiva" button.
- Properties Section:** Below the card, there's a section titled "La tua proprietà Google Analytics" showing the property name "GOOGLE ANALYTICS" and the tracking ID "G-VH46SG3H (467615280778-1f464a-80.myshopify.com)". A "Scollega" (Disconnect) button is next to it.
- Success Message:** A green box contains a checkmark icon and the text "Hai configurato Google Analytics 4", followed by the message "Ora puoi ottenere informazioni sul rendimento del tuo negozio online con Google Analytics".
- Footer Note:** At the bottom, a note states "I dati del tuo sito vengono condivisi con Google Analytics."

The screenshot shows the Google Analytics 4 interface. The top navigation bar includes the 'Analytics' logo, account information ('Tutti gli account > Veronica Zausio'), a search bar ('Prova a cercare "Panoramica web"'), and a user profile icon. On the left, a sidebar menu is open under 'Raccolta e modifica dei dati' (Data Collection and Modification). The 'Stream di dati' (Data Stream) option is selected and highlighted in blue. The main content area displays a table titled 'Stream di dati' with columns: 'Tutte', 'iOS', 'Android', and 'Web'. A single row is visible for 'SoftRugs' with the URL 'https://1f464a-80.myshopify.com' and ID '7615280778'. A status message indicates 'Non sono stati ricevuti dati durante le ultime 48 ore.' (No data has been received during the last 48 hours.)

Tutte	iOS	Android	Web
SoftRugs https://1f464a-80.myshopify.com			7615280778

Non sono stati ricevuti dati durante le ultime 48 ore.

Tag

The screenshot shows the Google Tag Manager interface. On the left, there's a sidebar with options: Area di lavoro (Area of Work), AREA DI LAVORO CORRENTE (Current Work Area) set to Default Workspace, Panoramica (Overview), Tag, Attivatori (Triggers), Variabili (Variables), Cartelle (Folders), and Modelli (Models). The main area is titled 'Configurazione tag' (Tag Configuration). It shows a 'Tipo di tag' (Type of tag) section with 'Tag Google Google' selected. Below it, the 'ID tag' is listed as 429826542, followed by a blue arrow pointing right and the text 'Google Analytics > Proprietà > Dettagli Proprietà > ID Proprietà'. The 'Attivazione' (Activation) section contains a 'Attivatori' (Triggers) list with 'Initialization - All Pages' selected. There are '+' and '-' buttons for managing triggers. At the bottom, there's a link 'Aggiungi eccezione' (Add exception). In the top right corner, there are 'Salva' (Save) and three-dot buttons.

→ Salva > Invia > Nome dell'azione (es. Aggiunta Google Analytics 4) > Pubblica
• i dati si aggiorneranno e si vedranno in modo visibile sulla Home di GA4

Tag

The screenshot shows the Google Tag Manager interface. At the top, there's a header with the 'Tag Manager' logo, account information ('Tutti gli account > Veronica Zausio'), a search bar ('Cerca nell'area di lavoro'), and various navigation icons. Below the header, there are three tabs: 'Area di lavoro' (which is selected and highlighted in blue), 'Versioni', and 'Amministrazione'.

The main content area features a green banner with the following information:

- Shopify URL: 1f464a-80.myshopify.com
- Container ID: GTM-T8ZNKN3J
- Message: La versione 2 è disponibile online
- Last publication: Ultima pubblicazione in data 8 mar 2024, effettuata da verozausio2@gmail.com
- Statistics: 1 Tag, 0 Attivatori, 0 Variabili

Below the banner is a table titled 'Versioni' (Versions). The table has columns for ID versione, Stato, Nome, Data/ora di creazione, Data/ora pubblicazione, and Pubblicato da. It contains two rows:

ID versione ↓	Stato	Nome	Data/ora di creazione	Data/ora pubblicazione	Pubblicato da
2	In corso di pubblicazione, Aggiunta Google Analytics 4 Più recente		08/03/2024	08/03/2024	verozausio2@gmail.com
1		Empty Container	08/03/2024	08/03/2024	verozausio2@gmail.com

Tag Personalizzato

STEP1

The screenshot shows the 'Tag Manager' interface. On the left, a sidebar lists 'Area di lavoro', 'AREA DI LAVORO CORRENTE', 'Default Workspace', 'Panoramica', 'Tag', 'Attivatori' (which is selected), and 'Variabili'. The main panel is titled 'Configurazione attivatore' under 'Shop'. It shows 'Tipo di attivatore' as 'Visualizzazione di pagina - Finestra caricata'. Below it, a note says 'Questo attivatore si attiva su' followed by a URL: 'Page URL è uguale a https://1f464a-80.myshopify.com/collections/'. A 'Salva' button is at the top right.

STEP 1: sezione Attivatori
STEP 2: sezione Tag
> Google Analytics: evento GA4

STEP2

The screenshot shows the 'Tag Manager' interface. On the left, a sidebar lists 'Area di lavoro', 'AREA DI LAVORO CORRENTE', 'Default Workspace', 'Panoramica', 'Tag' (which is selected), 'Attivatori', 'Variabili', 'Cartelle', and 'Modelli'. The main panel is titled 'Configurazione tag' under 'SHOP_COLLECTION'. It shows 'Tipo di tag' as 'Google Analytics: evento GA4'. Below it, 'ID misurazione' is set to 'G-VH46SG3H46'. A checkmark indicates 'Tag Google trovato in questo contenitore'. In the 'Nome evento' field, 'SHOP_COLLECTION' is entered. The 'Attivazione' section shows 'Attivatori' as 'Shop Finestra caricata'. A 'Salva' button is at the top right.

Tag Personalizzato - Attivatori

The screenshot shows the Google Tag Manager interface for a workspace named 'Default Workspace'. The left sidebar lists categories: Panoramica, Tag, Attivatori (which is selected and highlighted in blue), Variabili, Cartelle, and Modelli. The main area displays a table of triggers:

<input type="checkbox"/>	Nome ↑	Tipo di evento	Filtro	Tag	Ultima modifica
<input type="checkbox"/>	clic_homebutton	Solo link		1	35 minuti fa
<input type="checkbox"/>	Contatti	Finestra caricata	Page URL è uguale a https://1f464a-80....	1	12 ore fa
<input type="checkbox"/>	FAQ	Finestra caricata	Page URL è uguale a https://1f464a-80....	1	12 ore fa
<input type="checkbox"/>	registrazione_newsletter	Invio modulo	Form ID contiene newsletter	1	14 minuti fa
<input type="checkbox"/>	Shop	Finestra caricata	Page URL è uguale a https://1f464a-80....	1	12 ore fa
<input type="checkbox"/>	SoftRugs Blog	Finestra caricata	Page URL è uguale a https://1f464a-80....	1	12 ore fa

Tag Personalizzato - Tag

The screenshot shows the Google Tag Manager interface for a Shopify account. The top navigation bar includes the 'Tag Manager' logo, the account name 'Tutti gli account > Veronica Zausio 1f464a-80.myshopify.com', a search bar 'Cerca nell'area di lavoro', and various navigation icons.

The main area is titled 'Area di lavoro' (Workspace) with tabs for 'Area di lavoro', 'Versioni', and 'Amministrazione'. It displays the workspace 'GTM-T8ZNKN3J' and 'Modifiche area di lavoro: 3'. Below this, there are buttons for 'Anteprima' (Preview) and 'Invia' (Send).

The left sidebar lists categories: 'Default Workspace', 'Panoramica', 'Tag' (which is selected and highlighted in blue), 'Attivatori', 'Variabili', 'Cartelle', and 'Modelli'.

The central content area is titled 'AREA DI LAVORO CORRENTE' and shows the 'Tag' section. It has a header with a search icon and a 'Nuovo' (New) button. The table lists the following tags:

Nome	Tipo	Attivatori	Ultima modifica
CLIC_HOMEBUTTON	Google Analytics: evento GA4	clic_homebutton	29 minuti fa
CONTATTI	Google Analytics: evento GA4	Contatti	12 ore fa
FAQ	Google Analytics: evento GA4	FAQ	12 ore fa
GA4	Tag Google	Initialization - All Pages	13 ore fa
REGISTRAZIONE_NEWSLETTER	Google Analytics: evento GA4	registrazione_newsletter	13 minuti fa
SHOP_COLLECTION	Google Analytics: evento GA4	Shop	12 ore fa
SOFTRUGS_BLOG	Google Analytics: evento GA4	SoftRugs Blog	12 ore fa
Tag Google	Tag Google	Initialization - All Pages	12 ore fa

At the bottom of the page, there are links to 'Termini di servizio' and 'Norme sulla privacy'.

Debug

The screenshot shows the Google Tag Manager interface with a green overlay indicating a debug session.

Header: Tag Manager, 1f464a-80.myshopify.com, GTM-T8ZNKN3J, Modifiche area di lavoro: 0, Anteprima, Invia (with a cursor icon).

Toolbar: Area di lavoro (selected), Versioni, Amministrazione.

Area di Lavoro Corrente: Nuovo tag, Stai modificando, Verso pubblicazione.

Summary: Connected! (Large blue button).
For an improved debugging experience for untagged pages, install the Tag Assistant Companion browser extension. [Install](#).

Tag Assistant: 1f464a-80.myshopify.com
Debug information from the connected window will appear in this window.
Both windows must remain open for debug mode to operate. [Learn more](#).
[Continue](#)

Event List: SoftRugs (expanded):

- 10 Window Loaded
- 9 Scrolls
- 8 Scroll Depth
- 7 DOM Ready
- 6 History Change
- 5 Consent
- 4 Container Loaded
- 3 Container Loaded
- 2 Initialization
- 1 Consent Initialization

GA4: Tag Google - Fired 1 time(s)

Inset: Inserisco URL del mio sito web