

# Checklist for “Google Analytics event tracking via Google Tag Manager”

(based on [this blog post](#))

1. **Install Google Tag Manager** by creating a container and placing the JavaScript snippet in the <head> of the code of the corresponding domain.
2. **Enable built-in variables in Google Tag Manager (GTM)** that you plan to use with your triggers later. Common variables are for example *Page URL* & *Click Classes*.
3. **Implement the Google Analytics tracking code via GTM** by creating a *Universal Analytics* tag triggered by *Page View* on *All Pages*.
4. **Create generic click listeners** to ensure that GTM actively “listens” for any clicks (you can verify whether this “activation” is required by using the Preview mode).
5. **Decide what you want to track and what event naming structure to follow** in order to capture relevant data under the right labeling from the get-go.
6. **Go into Preview mode and perform the actions you like to track.** Observe the returned values under Variables when performing those actions.
7. **Decide on the Variable(s) and returned values** you like to base the event tracking of the performed action on.
8. **Set up the trigger for the action you like to track** by selecting the trigger type and at least one variable and corresponding value as noted in the previous step.
9. **Create corresponding tag and append trigger to it.** Use naming structure from step 5 for the details of the tag.
10. **Verify that events are fired as intended** by using the GTM Preview mode and/or Google Analytics real-time tracking.