

## Set up a

## Installation instructions

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### Install with a CMS or website builder



#### Wordpress

#### 1 Copy your tag ID

G-PFER9F543Z

#### 2 Set up your Google tag on WordPress with Site Kit

1. Log in to your WordPress website. Make sure that your site is publicly accessible (your site isn't in maintenance mode or only accessible through a password).
  - **Note:** If you are unable to install plugins on your Wordpress account, follow these steps to [Set up your Google tag with WordPress Editor](#).
2. Follow steps 3-14 to download and install the “[Site Kit by Google](#)” plugin, which is free to use. If you have Site Kit, go to step 15.
3. In the navigation menu on the left, click **Plugins**.
4. Click **Add New** at the top of the “Plugins” page, then search for “Site Kit”.
5. Click **Install Now** on the Site Kit by Google.

