

# GA VIA GTM

## SOORT VAN RECEPTENBOK

Presentatie van Hans Kuijpers

# GOOGLE ANALYTICS

Momenteel de meest gebruikte tool voor analyseren  
van de websiteprestaties.

# GOOGLE TAG MANAGER

Tag beheer systeem om snel en eenvoudig tags op je website te laten uitvoeren.

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Tag beheer systeem om snel en eenvoudig tags op je website te laten uitvoeren.

Bijvoorbeeld de Google Analytics tag.

# WAT KOMT AAN BOD

- Google Tag Manager op jouw website

# WAT KOMT AAN BOD

- Google Tag Manager op jouw website
- Google Universal Analytics via GTM

# WAT KOMT AAN BOD

- Google Tag Manager op jouw website
- Google Universal Analytics via GTM
- Nog een keer, maar dan beter.

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- Google Tag Manager op jouw website
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- Nog een keer, maar dan beter.  
Google Universal Analytics voor multisite via GTM

# WAT KOMT AAN BOD

- Google Tag Manager op jouw website
- Google Universal Analytics via GTM
- Nog een keer, maar dan beter.  
Google Universal Analytics voor multisite via GTM
- Google Analytics V4

# I'M SO EXCITED!



# GOOGLE TAG MANAGER OP JOUW WEBSITE

[TagManager.Google.com](https://TagManager.Google.com)

# GOOGLE TAG MANAGER OP JOUW WEBSITE

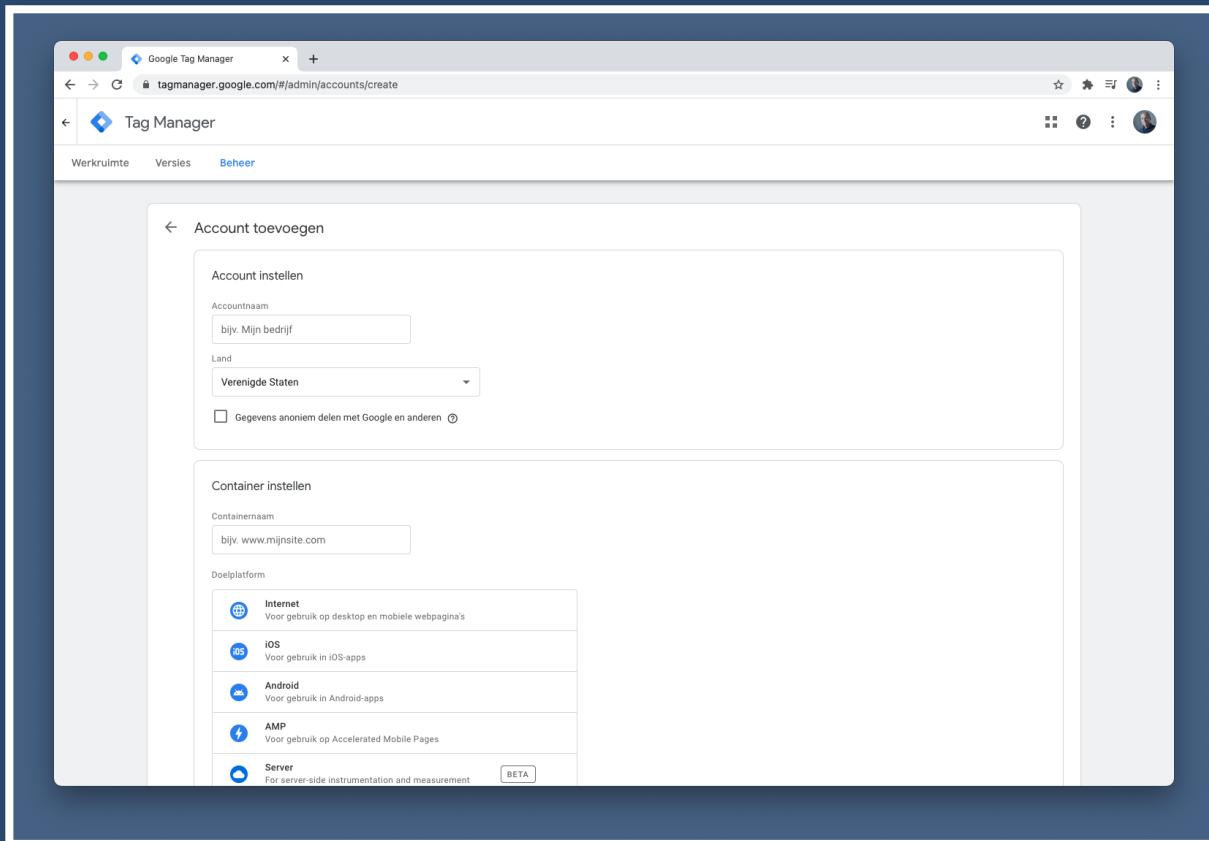
[TagManager.Google.com](https://tagmanager.google.com)

uitleg via [Google Support](#)

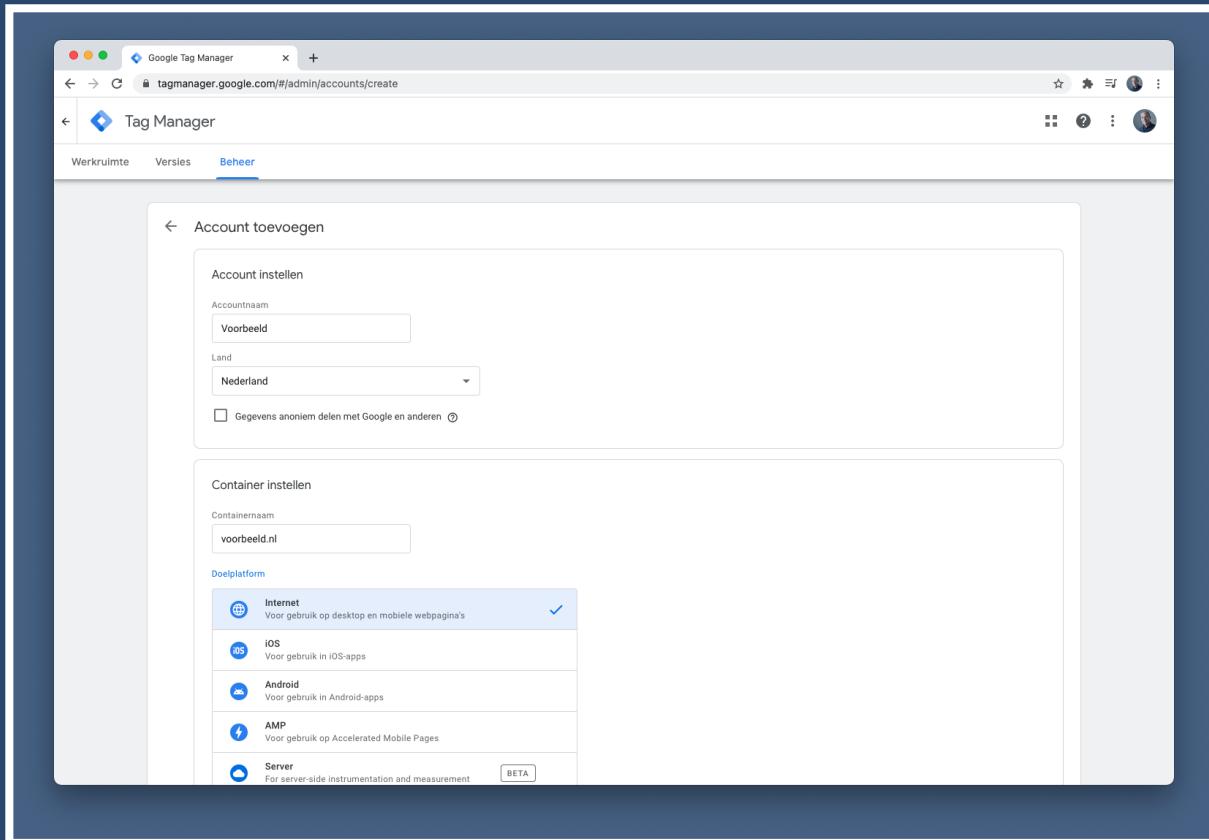
**STAP 1. GA NAAR  
[HTTPS://TAGMANAGER.GOOGLE.  
COM](https://tagmanager.google.com)**

# Maak een account en container aan

Dit gaat in 1 keer als je er nog nooit geweest bent.

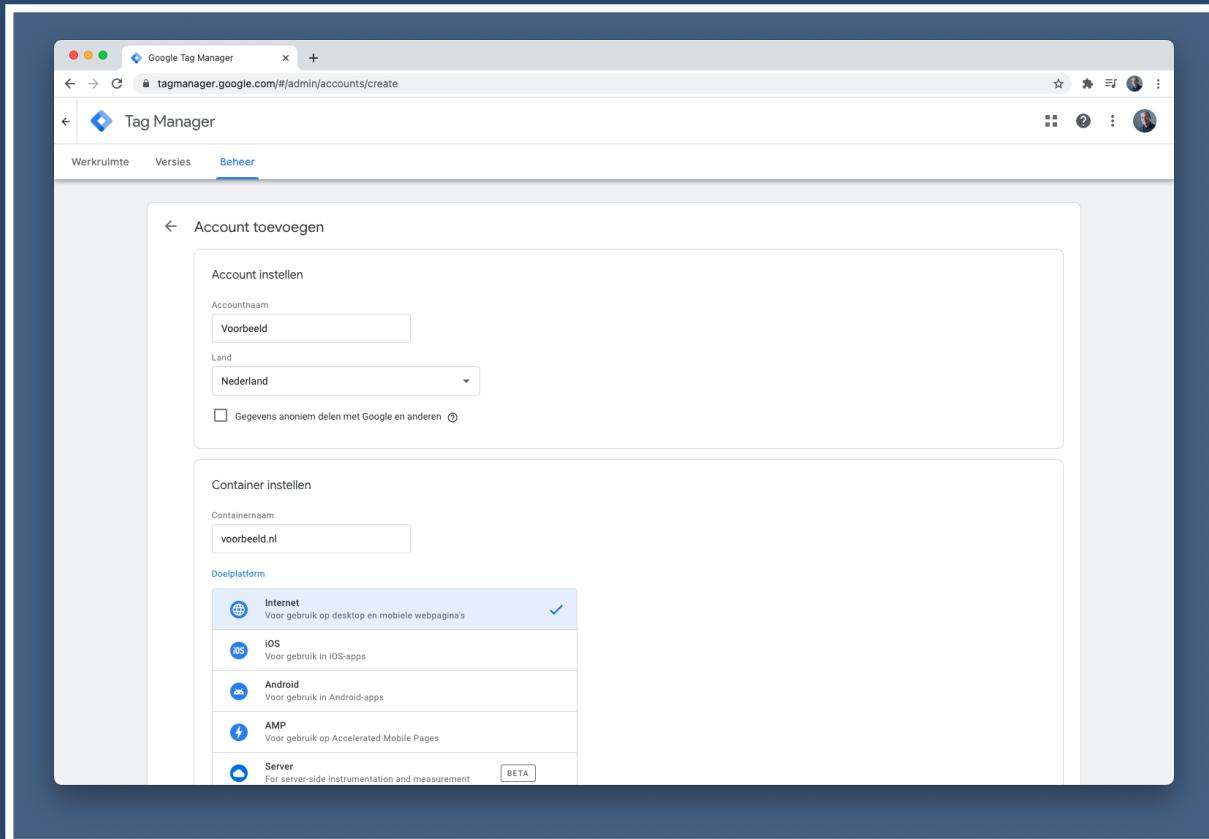


# Accountnaam = klantnaam, container = domein

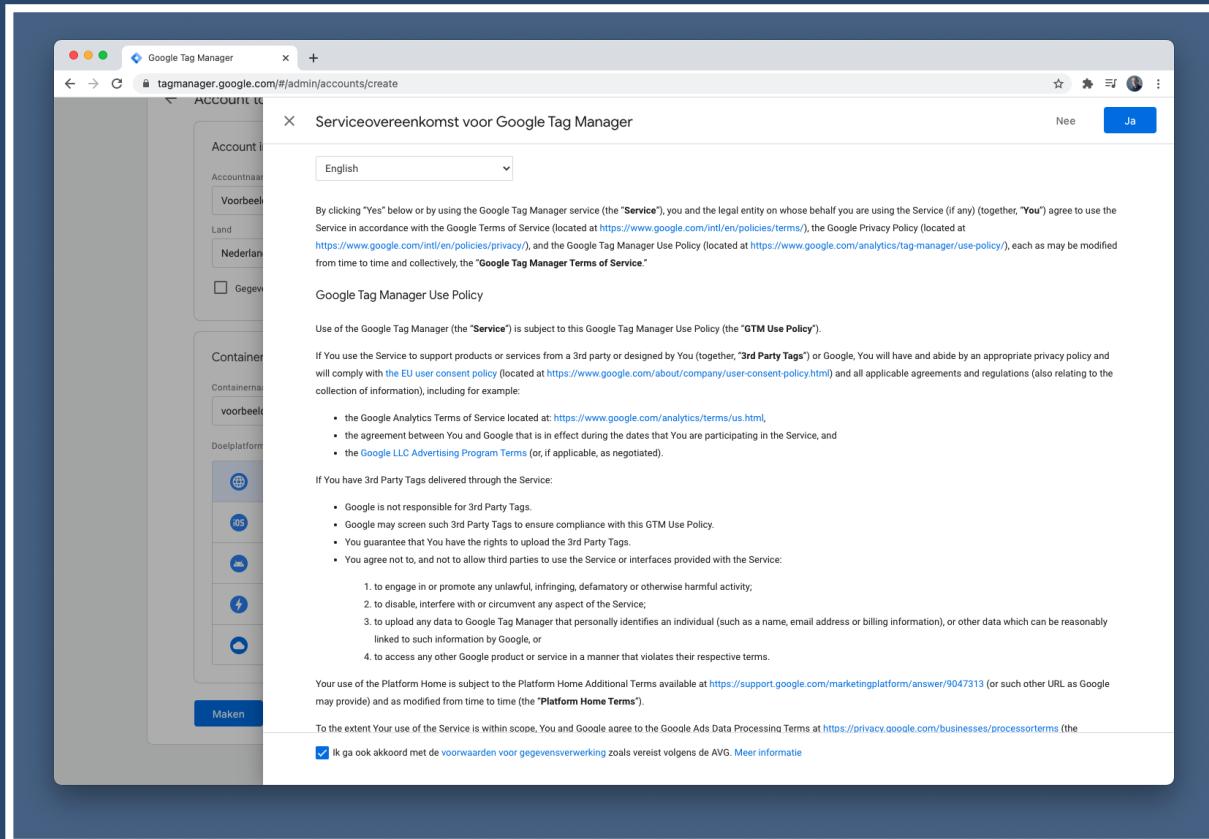


# Accountnaam = klantnaam, container = domein

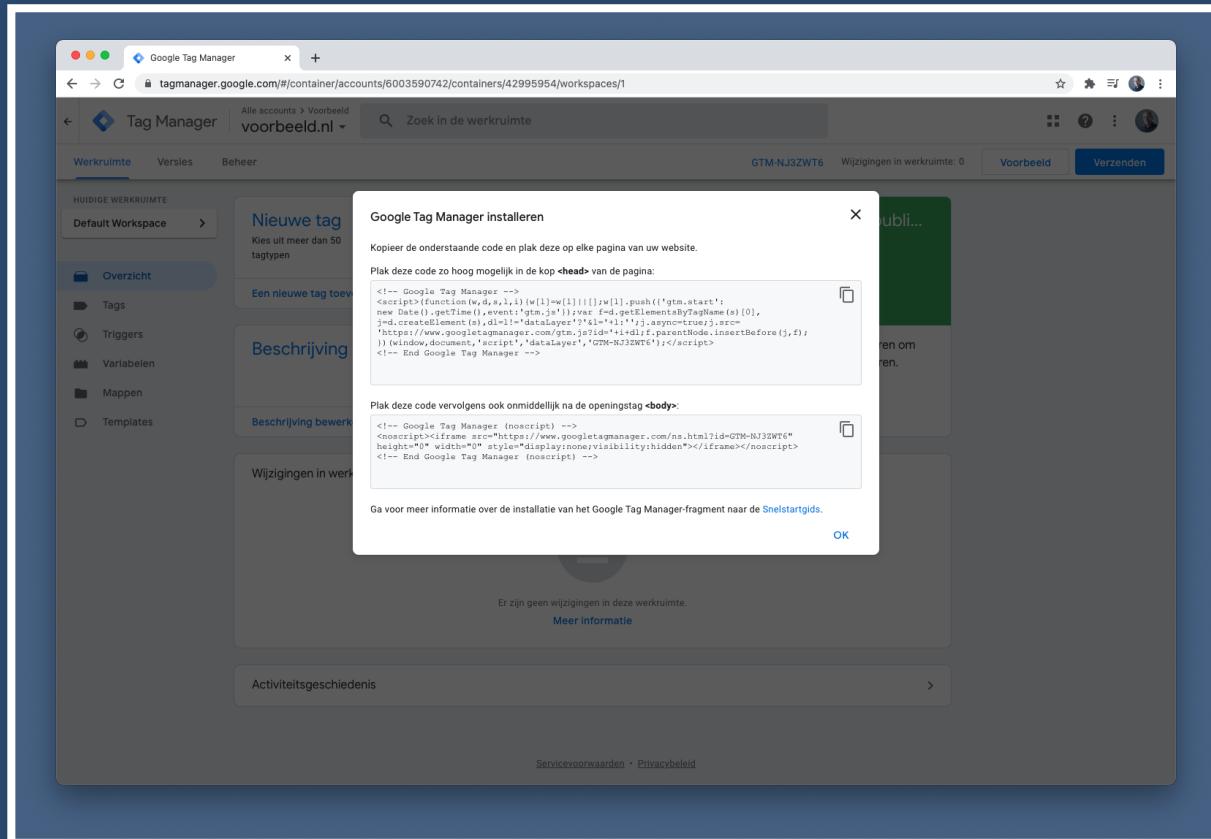
## Vind ikzelf handig.



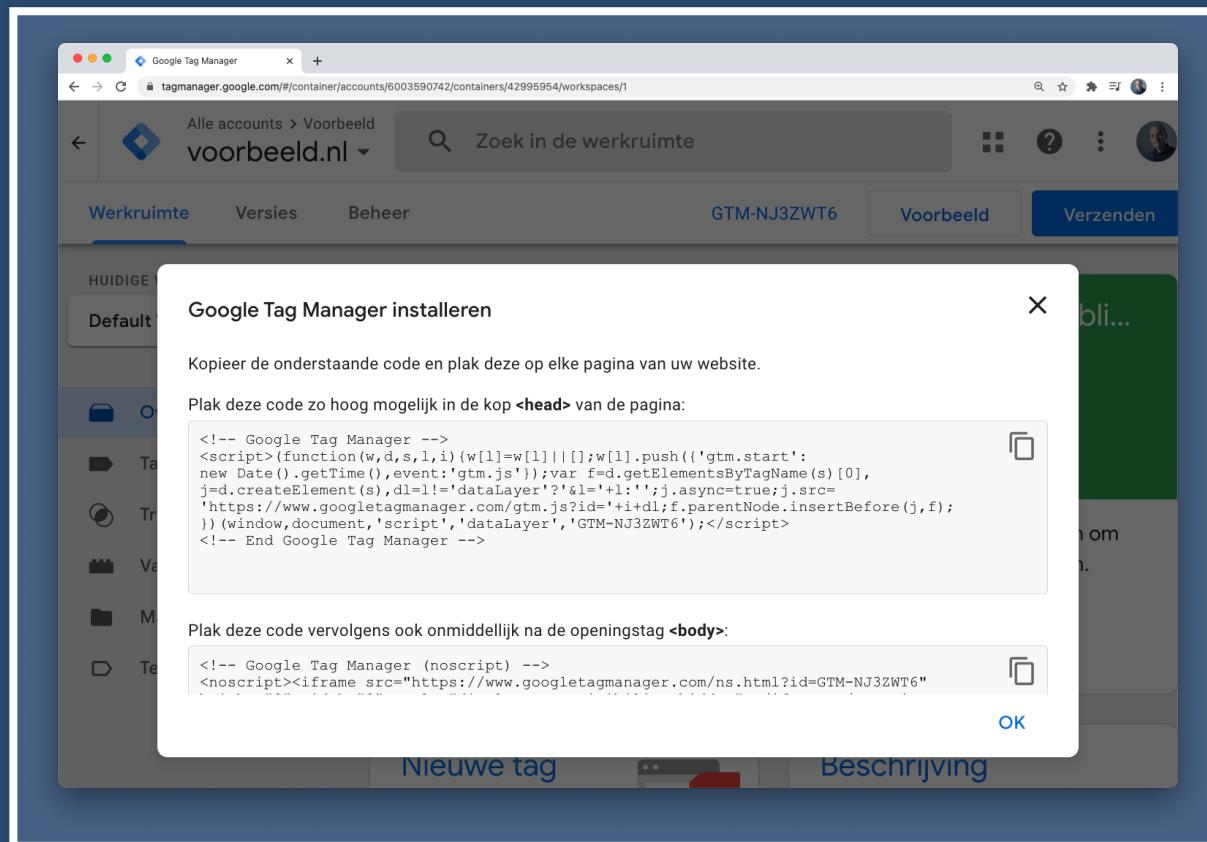
# Serviceovereenkomst met Google Tag Manager



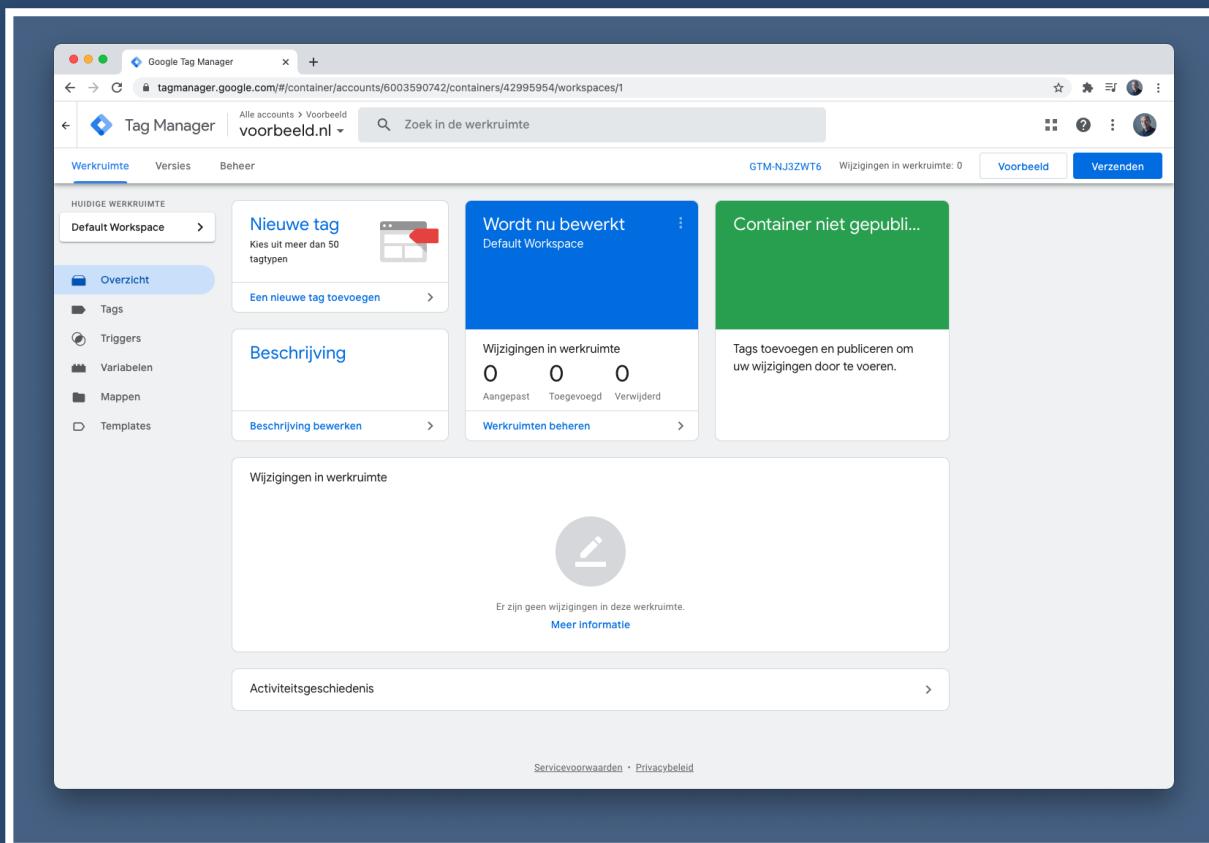
# Stap 2. Code om te kopiëren naar je website



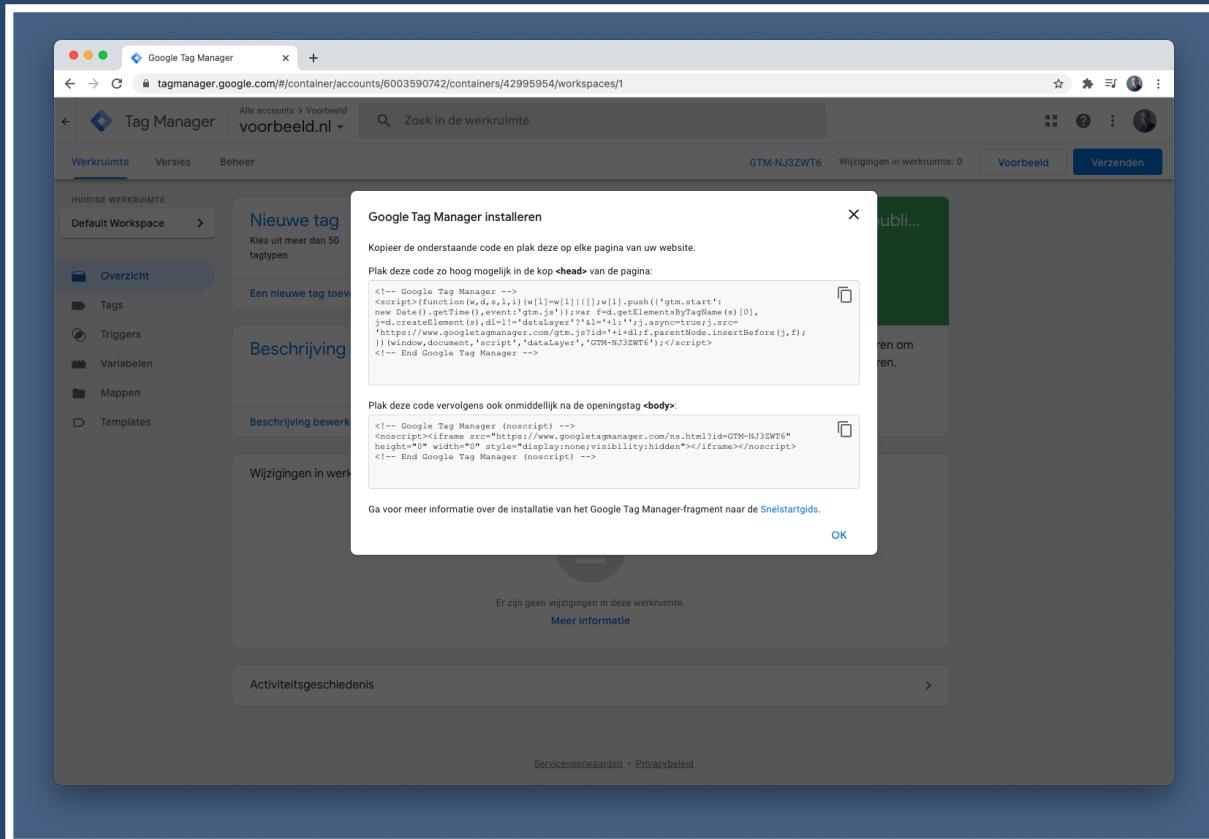
# Stukje in de <head> en stukje in de <body>



# Dashboard

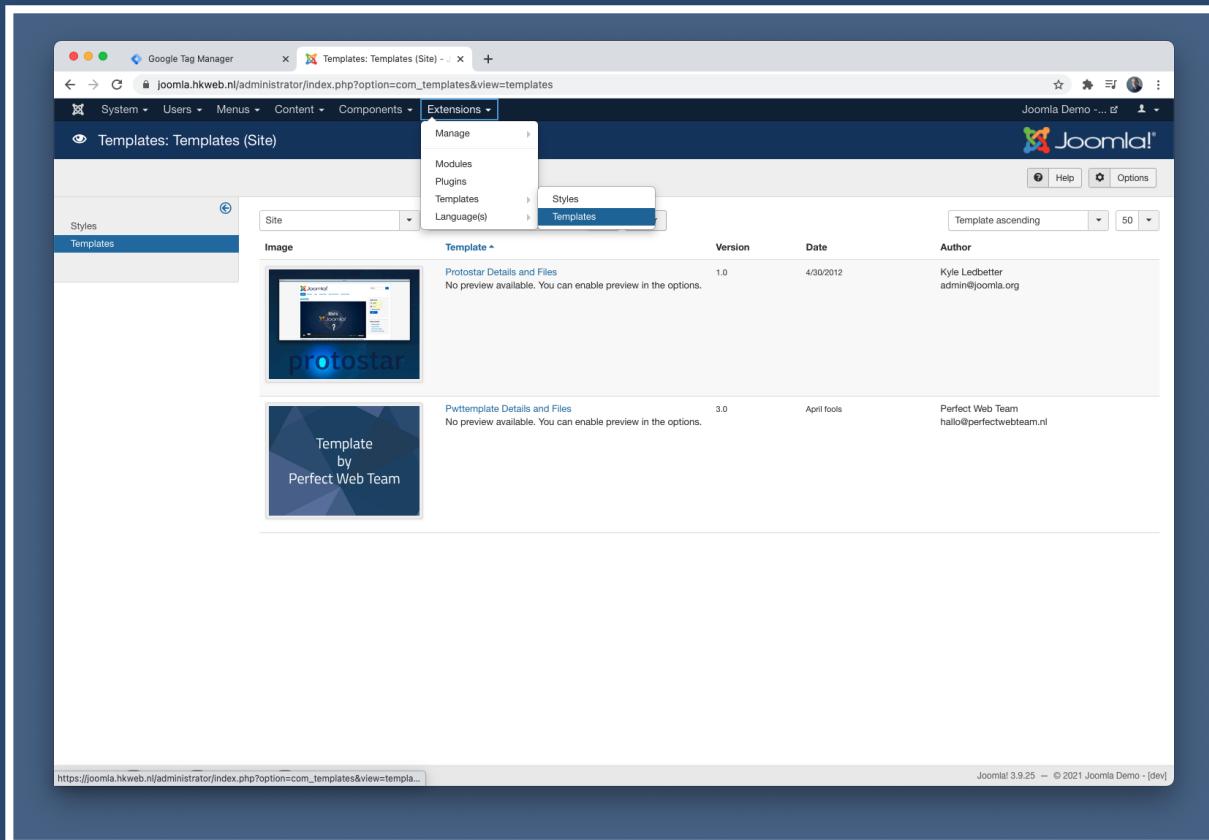


# Klik op GTM ID en krijg wederom je code in beeld

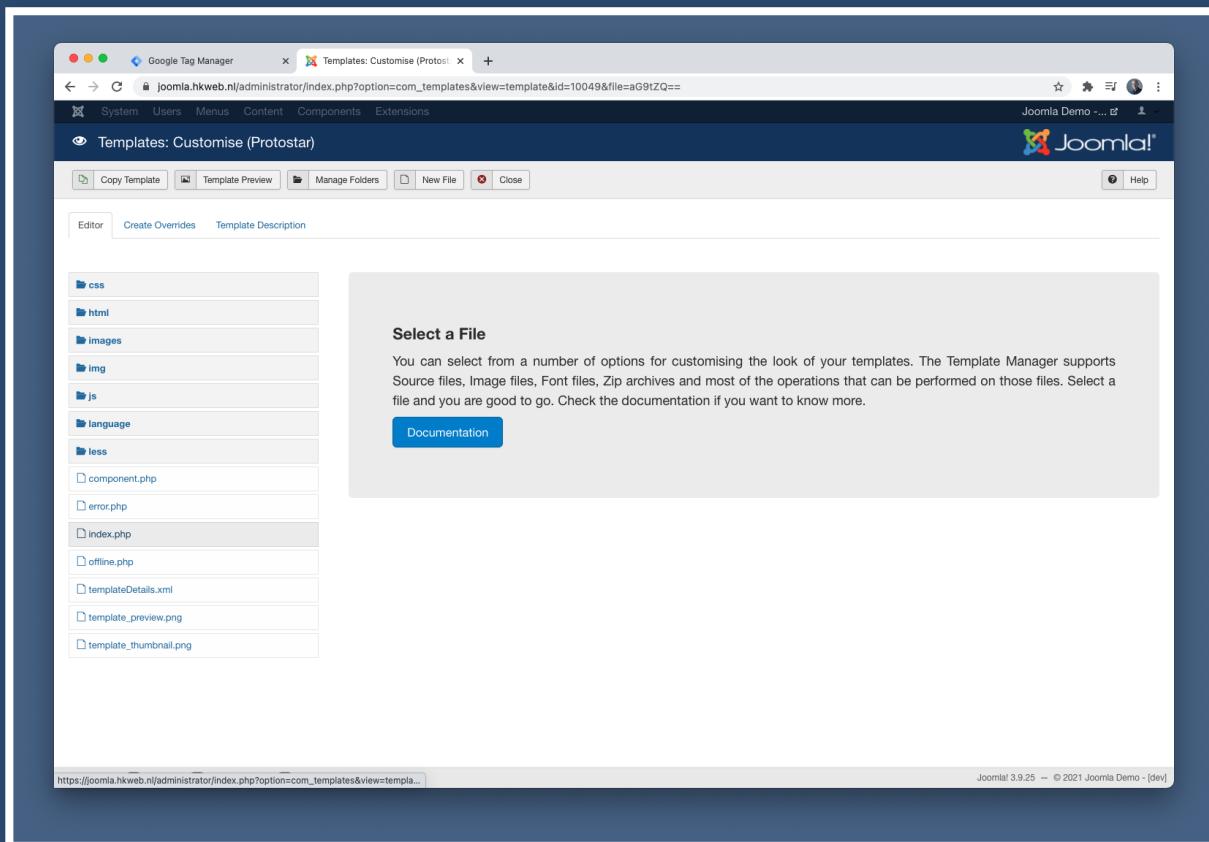


# Verwerken in je template

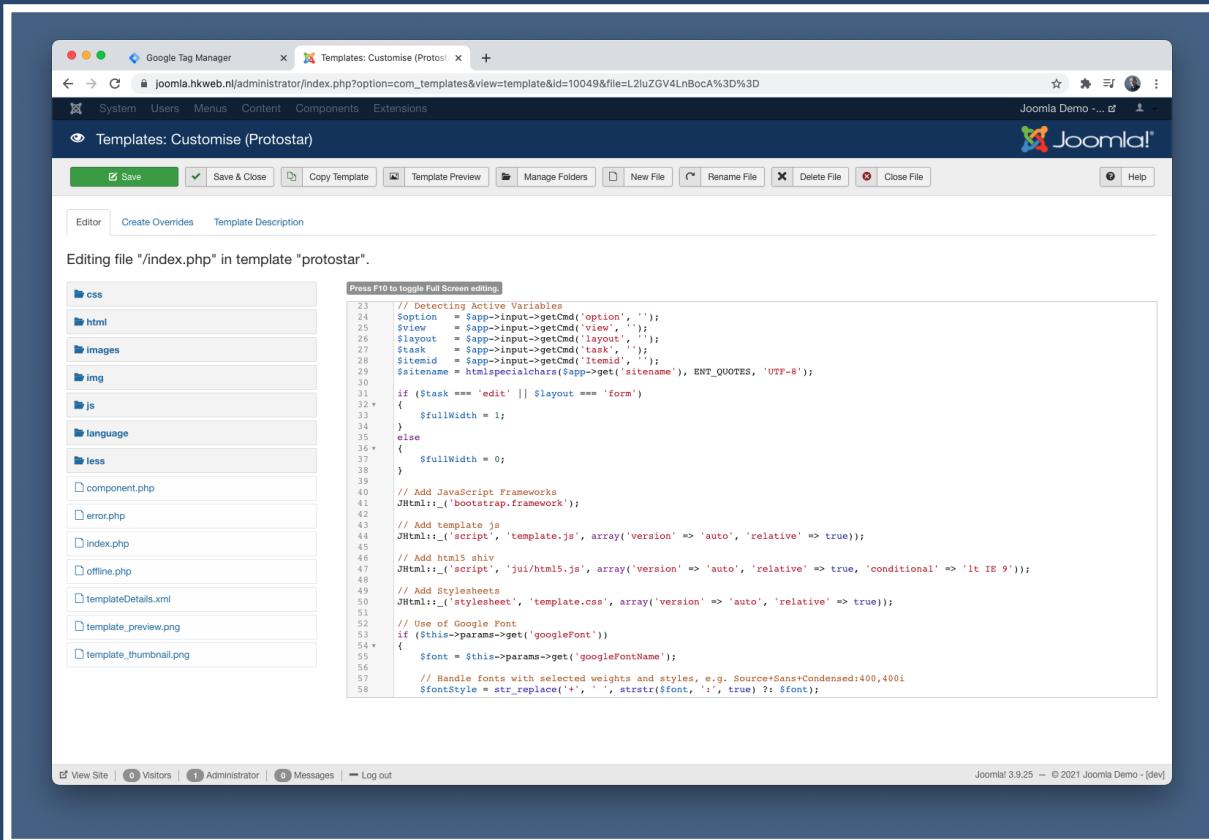
Extensions > Templates > Templates



# Klik op index.php



# Om deze te kunnen bewerken



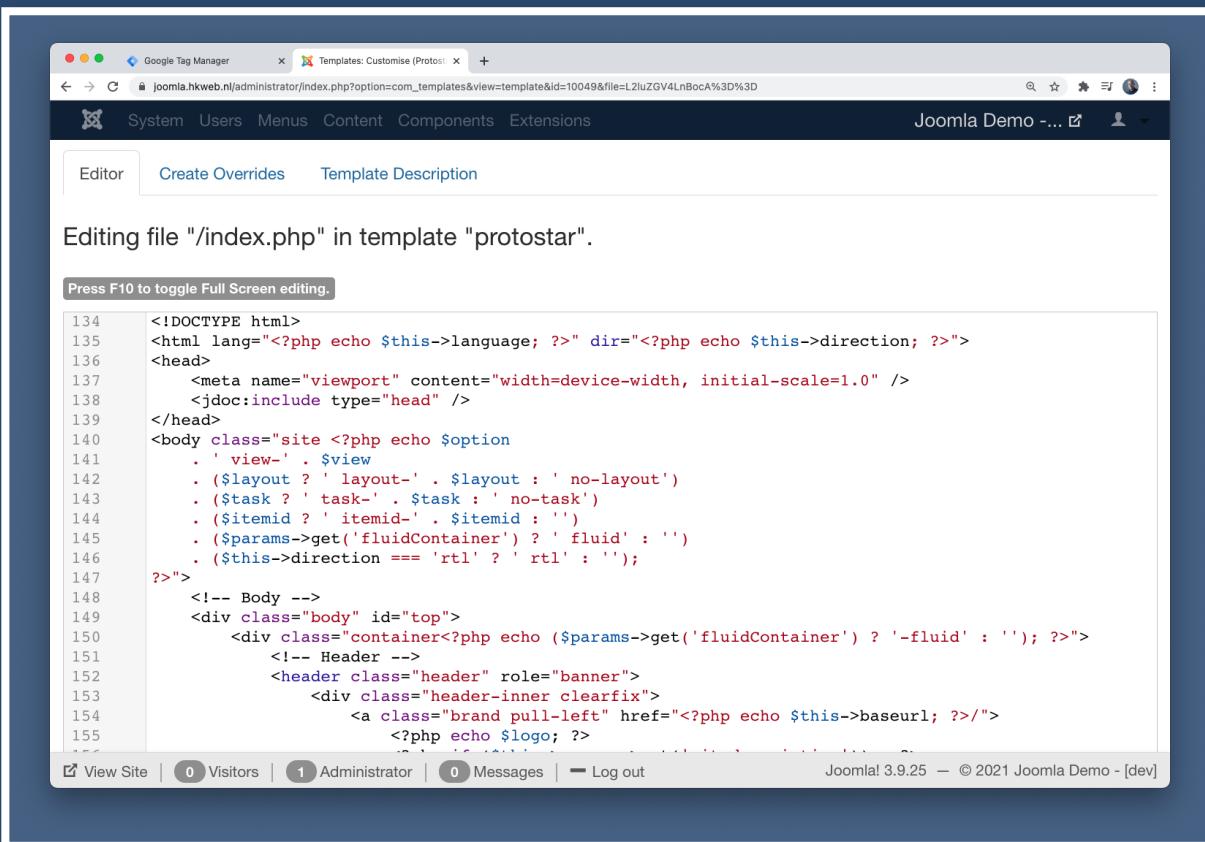
The screenshot shows the Joomla administrator interface for editing templates. The top navigation bar includes links for System, Users, Menus, Content, Components, Extensions, and a search bar. Below the navigation is a toolbar with buttons for Save, Save & Close, Copy Template, Template Preview, Manage Folders, New File, Rename File, Delete File, and Close File. A help button is also present.

The main content area is titled "Templates: Customise (Protostar)". It displays the code for the file "/index.php" in the "protostar" template. The code is a PHP script with various conditional statements and template variables. On the left side, there is a sidebar listing other files and components related to the template, such as component.php, error.php, index.php, offline.php, templateDetails.xml, template\_preview.png, and template\_thumbnail.png.

```
Press F10 to toggle Full Screen editing.
23 // Detecting active variables
24 $option = $app->input->getCmd('option', '');
25 $view = $app->input->getCmd('view', '');
26 $layout = $app->input->getCmd('layout', '');
27 $task = $app->input->getCmd('task', '');
28 $itemid = $app->input->getCmd('Itemid', '');
29 $sitename = htmlspecialchars($app->get('sitename'), ENT_QUOTES, 'UTF-8');
30
31 if ($task === 'edit' || $layout === 'form')
32 {
33     $fullWidth = 1;
34 }
35 else
36 {
37     $fullWidth = 0;
38 }
39
40 // Add JavaScript Frameworks
41 JHtml::_('bootstrap.framework');
42
43 // Add template js
44 JHtml::_('script', 'template.js', array('version' => 'auto', 'relative' => true));
45
46 // Add html5 shiv
47 JHtml::_('script', 'jui/html5.js', array('version' => 'auto', 'relative' => true, 'conditional' => 'lt IE 9'));
48
49 // Add Stylesheets
50 JHtml::_('stylesheet', 'template.css', array('version' => 'auto', 'relative' => true));
51
52 // Use of Google Font
53 if ($this->params->get('googleFont'))
54 {
55     $font = $this->params->get('googleFontName');
56
57     // Handle fonts with selected weights and styles, e.g. Source+Sans+Condensed:400,400i
58     $fontStyle = str_replace('+', ' ', strstr($font, ':', true) ?: $font);
}
```

At the bottom of the screen, there are links for View Site, Visitors, Administrator, Messages, and Log out. The footer also displays the Joomla version (3.9.25) and the copyright year (© 2021 Joomla Demo - [dev]).

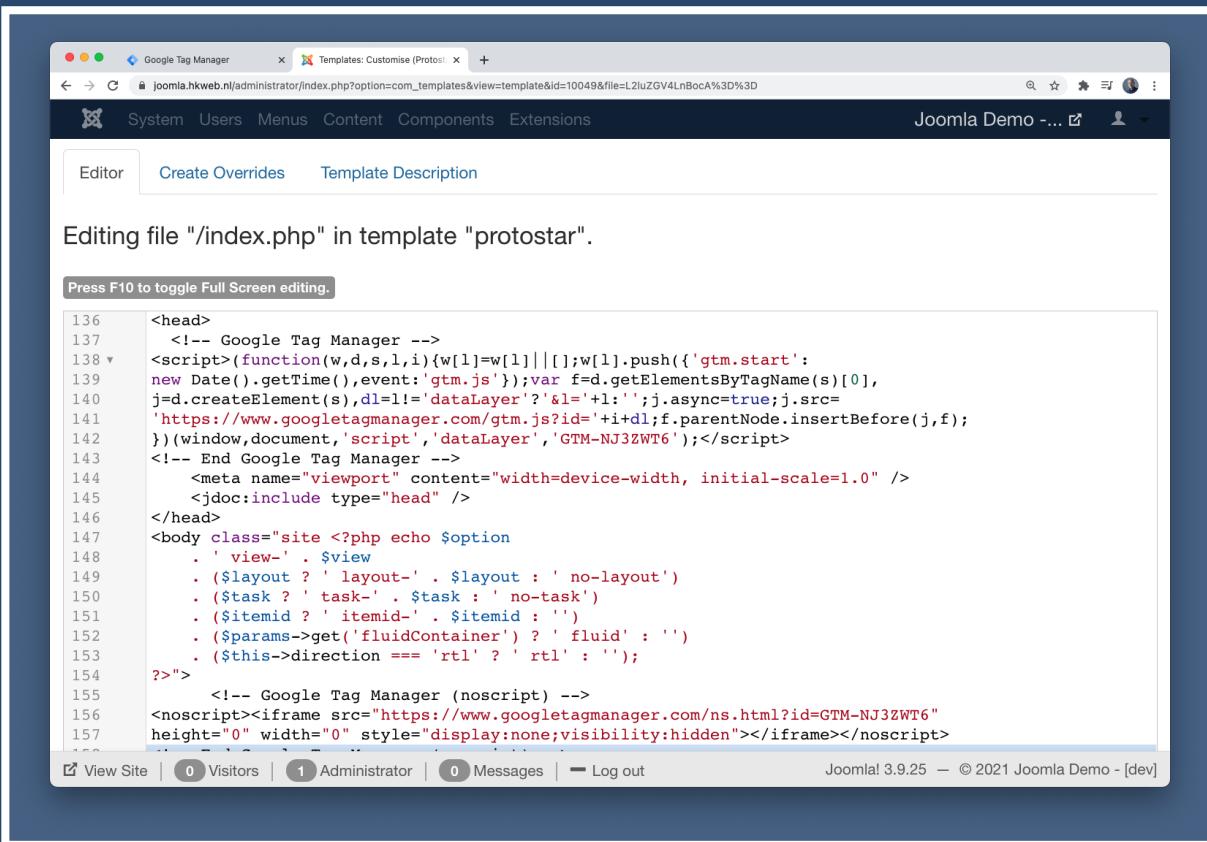
# Scroll naar <head>



The screenshot shows the Joomla administrator interface with the URL `joomla.hkweb.nl/administrator/index.php?option=com_templates&view=template&id=10049&file=L2luZGV4LnBocA%3D%3D`. The page title is "Templates: Customise (Protostar)". The menu bar includes System, Users, Menus, Content, Components, Extensions, and Joomla Demo - [dev]. The top navigation has tabs for Editor, Create Overrides, and Template Description, with Editor selected. A message at the top says "Editing file "/index.php" in template "protostar". A tooltip "Press F10 to toggle Full Screen editing." is visible. The main content is a code editor displaying the PHP code for index.php. The code starts with the DOCTYPE declaration and includes logic for device width, layout, task, itemid, and direction. It then defines a body class based on these variables and begins the body structure with a top container and header. The footer of the page includes links for View Site, Visitors (0), Administrator (1), Messages (0), and Log out, along with the Joomla version information "Joomla! 3.9.25 — © 2021 Joomla Demo - [dev]".

```
<!DOCTYPE html>
<html lang=<?php echo $this->language; ?>> dir=<?php echo $this->direction; ?>>
<head>
    <meta name="viewport" content="width=device-width, initial-scale=1.0" />
    <jdoc:include type="head" />
</head>
<body class="site <?php echo $option
. ' view-' . $view
. ($layout ? ' layout-' . $layout : ' no-layout')
. ($task ? ' task-' . $task : ' no-task')
. ($itemid ? ' itemid-' . $itemid : '')
. ($params->get('fluidContainer') ? ' fluid' : '')
. ($this->direction === 'rtl' ? ' rtl' : '')";
?>>
    <!-- Body -->
    <div class="body" id="top">
        <div class="container<?php echo ($params->get('fluidContainer') ? '-fluid' : ''); ?>>
            <!-- Header -->
            <header class="header" role="banner">
                <div class="header-inner clearfix">
                    <a class="brand pull-left" href=<?php echo $this->baseurl; ?>/>
                    <?php echo $logo; ?>
                    <!-- Brand -->
                    <!-- Header -->
                    <!-- Container -->
                    <!-- Content -->
                </div>
            </header>
        </div>
    </div>
</body>
</html>
```

# En plak de code van GTM



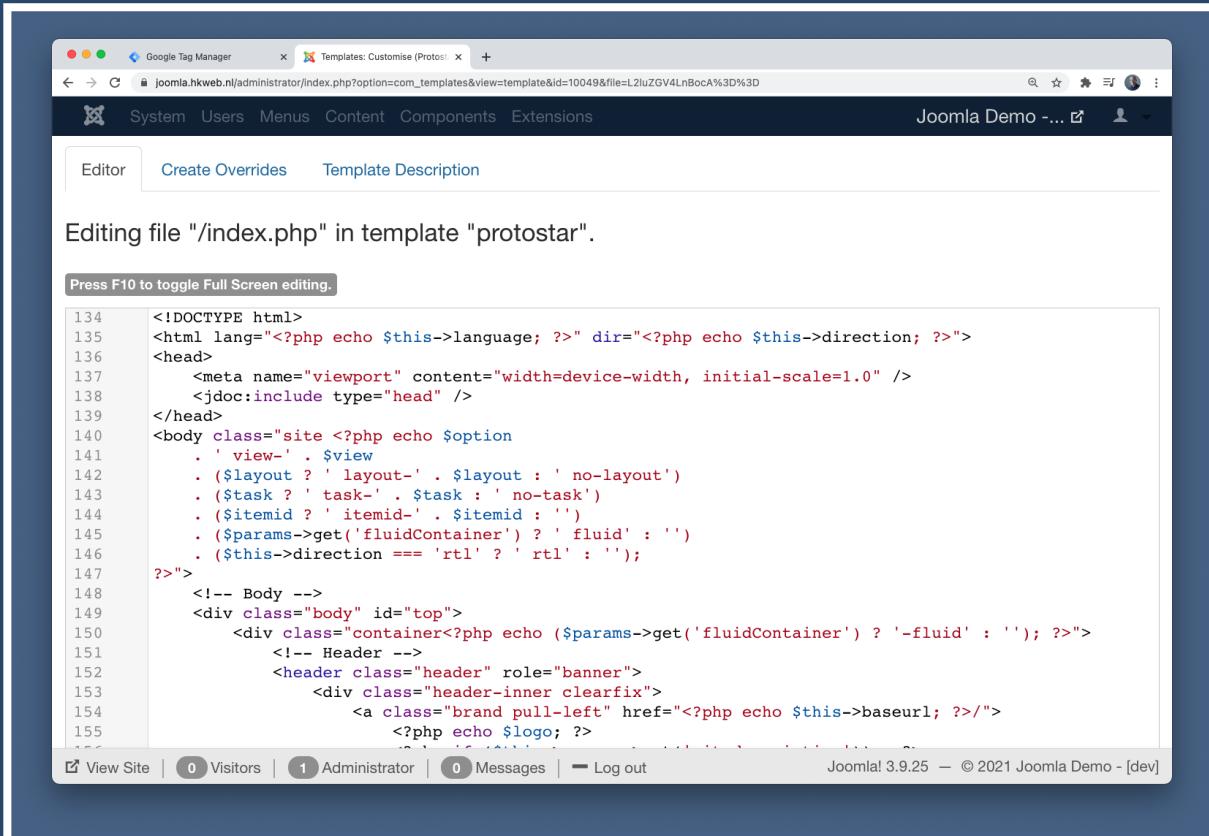
The screenshot shows a Joomla administrator interface with the following details:

- Header:** Google Tag Manager, Templates: Customise (Protostar)
- Breadcrumbs:** System > Components > Google Tag Manager
- Page Title:** Joomla Demo - [dev]
- Toolbar:** Editor, Create Overrides, Template Description
- Message:** Press F10 to toggle Full Screen editing.
- Content:** A code editor displaying the PHP code for the GTM implementation in the index.php template file. The code includes the GTM start snippet and a noscript tag for fallback support.

```
136 <head>
137     <!-- Google Tag Manager -->
138     <script>(<function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
139         new Date()).getTime()},event:'gtm.js'});var f=d.createElementByTagName(s)[0],
140         j=d.createElement(s),dl=l!='dataLayer'?`&l=${l}`:'';j.async=true;j.src=
141         'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
142     })(window,document,'script','dataLayer','GTM-NJ3ZWT6');
143     <!-- End Google Tag Manager -->
144     <meta name="viewport" content="width=device-width, initial-scale=1.0" />
145     <jdoc:include type="head" />
146 </head>
147 <body class="site <?php echo $option
148     . ' view-' . $view
149     . ($layout ? ' layout-' . $layout : ' no-layout')
150     . ($task ? ' task-' . $task : ' no-task')
151     . ($itemid ? ' itemid-' . $itemid : '')
152     . ($params->get('fluidContainer') ? ' fluid' : '')
153     . ($this->direction === 'rtl' ? ' rtl' : '');
154 ?>">
155     <!-- Google Tag Manager (noscript) -->
156 <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-NJ3ZWT6"
157 height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
```

- Footer:** View Site, 0 Visitors, 1 Administrator, 0 Messages, Log out, Joomla! 3.9.25 — © 2021 Joomla Demo - [dev]

# Herhaal dit zodra Joomla van een update voorzien is.

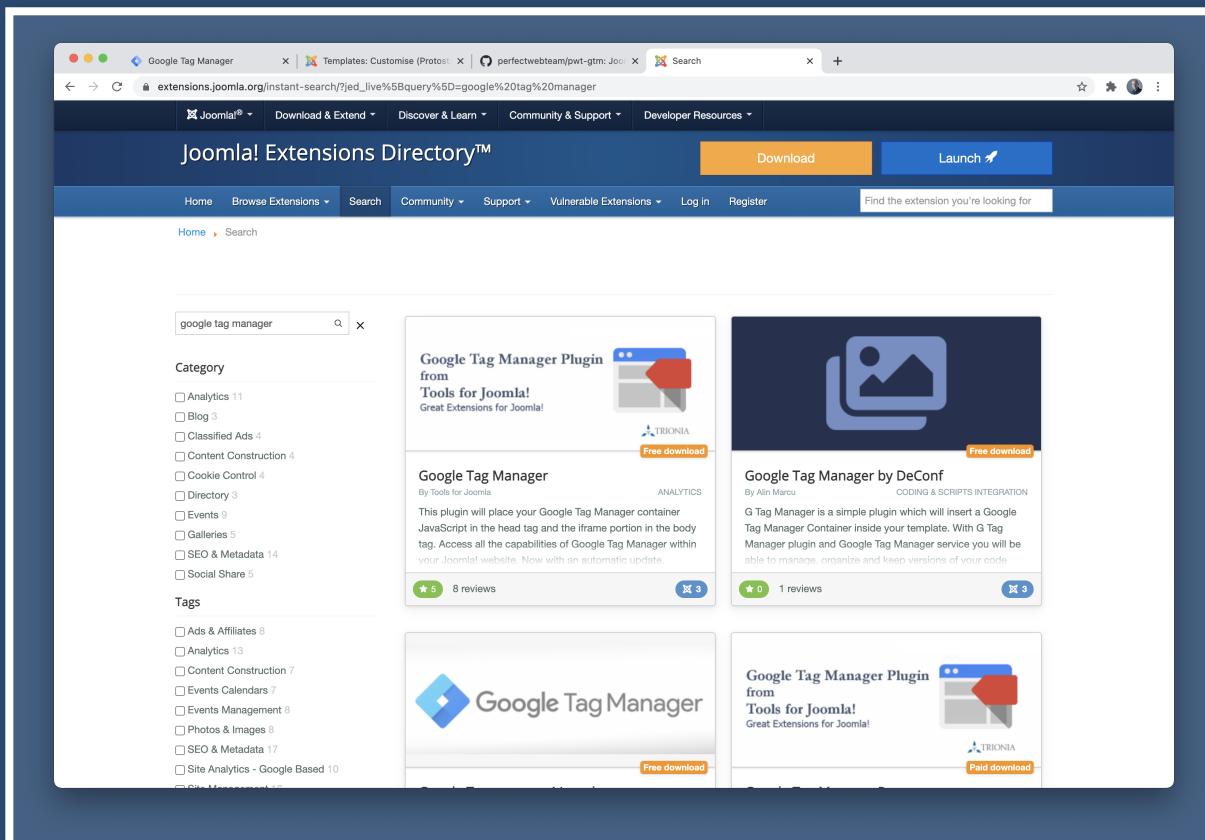


The screenshot shows the Joomla administrator interface with the URL `joomla.hkweb.nl/administrator/index.php?option=com_templates&view=template&id=10049&file=L2luZGV4LnBocA%3D%3D`. The page title is "Templates: Customize (Protostar)". The top menu includes System, Users, Menus, Content, Components, Extensions, and a Joomla Demo dropdown. Below the menu, there are tabs for Editor (selected), Create Overrides, and Template Description. A message says "Editing file "/index.php" in template "protostar". A note "Press F10 to toggle Full Screen editing." is displayed. The main area contains the PHP code for the index.php template, with line numbers from 134 to 155. The code handles various layout and header configurations based on Joomla parameters like \$this, \$view, \$layout, \$task, \$itemid, \$params, and direction. At the bottom, there are links for View Site, Visitors (0), Administrator (1), Messages (0), and Log out. The footer indicates Joomla 3.9.25 - © 2021 Joomla Demo - [dev].

```
<!DOCTYPE html>
<html lang=<?php echo $this->language; ?>> dir=<?php echo $this->direction; ?>>
<head>
    <meta name="viewport" content="width=device-width, initial-scale=1.0" />
    <jdoc:include type="head" />
</head>
<body class="site <?php echo $option
. ' view-' . $view
. ($layout ? ' layout-' . $layout : ' no-layout')
. ($task ? ' task-' . $task : ' no-task')
. ($itemid ? ' itemid-' . $itemid : '')
. ($params->get('fluidContainer') ? ' fluid' : '')
. ($this->direction === 'rtl' ? ' rtl' : '')";
?>>
    <!-- Body -->
    <div class="body" id="top">
        <div class="container<?php echo ($params->get('fluidContainer') ? '-fluid' : ''); ?>>
            <!-- Header -->
            <header class="header" role="banner">
                <div class="header-inner clearfix">
                    <a class="brand pull-left" href=<?php echo $this->baseurl; ?>/>
                    <?php echo $logo; ?>
                    <!-- Brand -->
                    <!-- Header Content -->
                </div>
            </header>
        </div>
    </div>
</body>
</html>
```

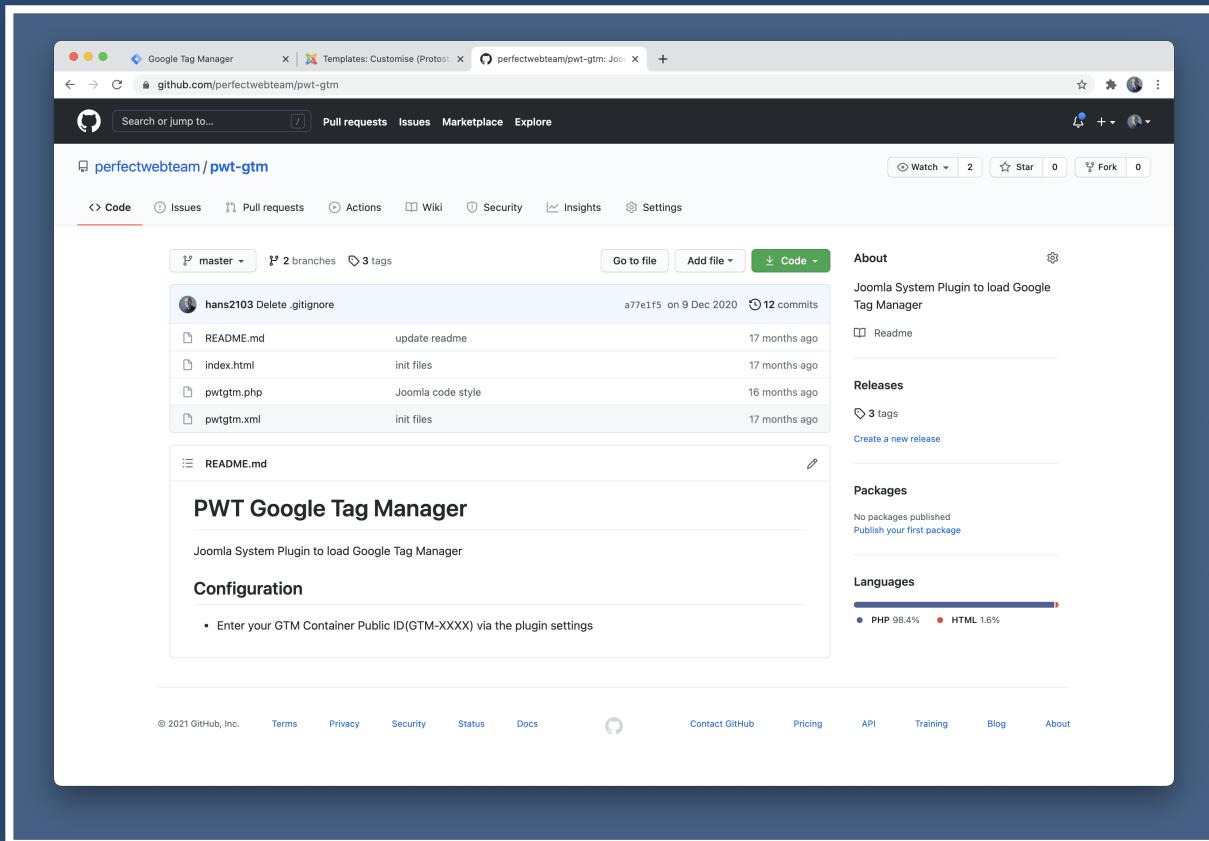
# Joomla Extension Directory

Oplossingen die vaak meer doen dan hetgeen jij wil



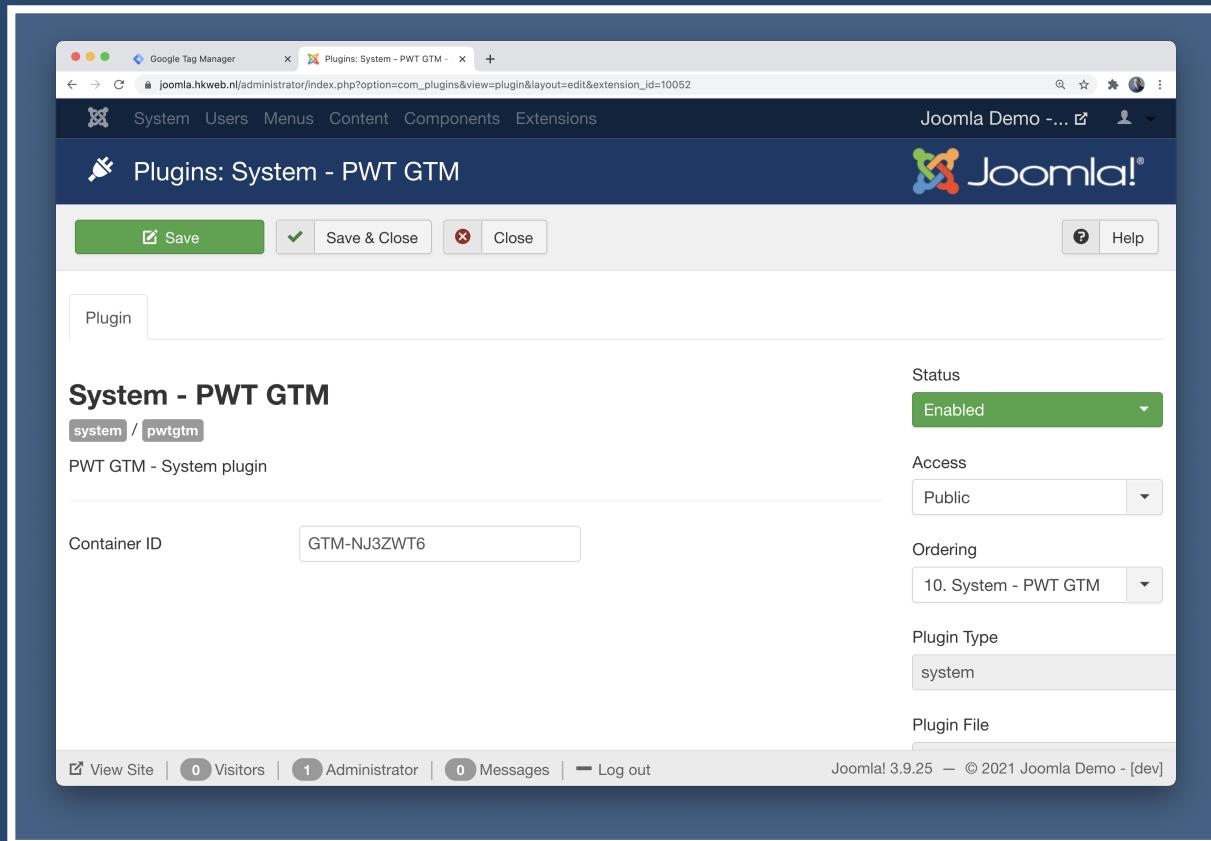
# Of maak je eigen Joomla System Plugin

<https://github.com/perfectwebteam/pwt-gtm>



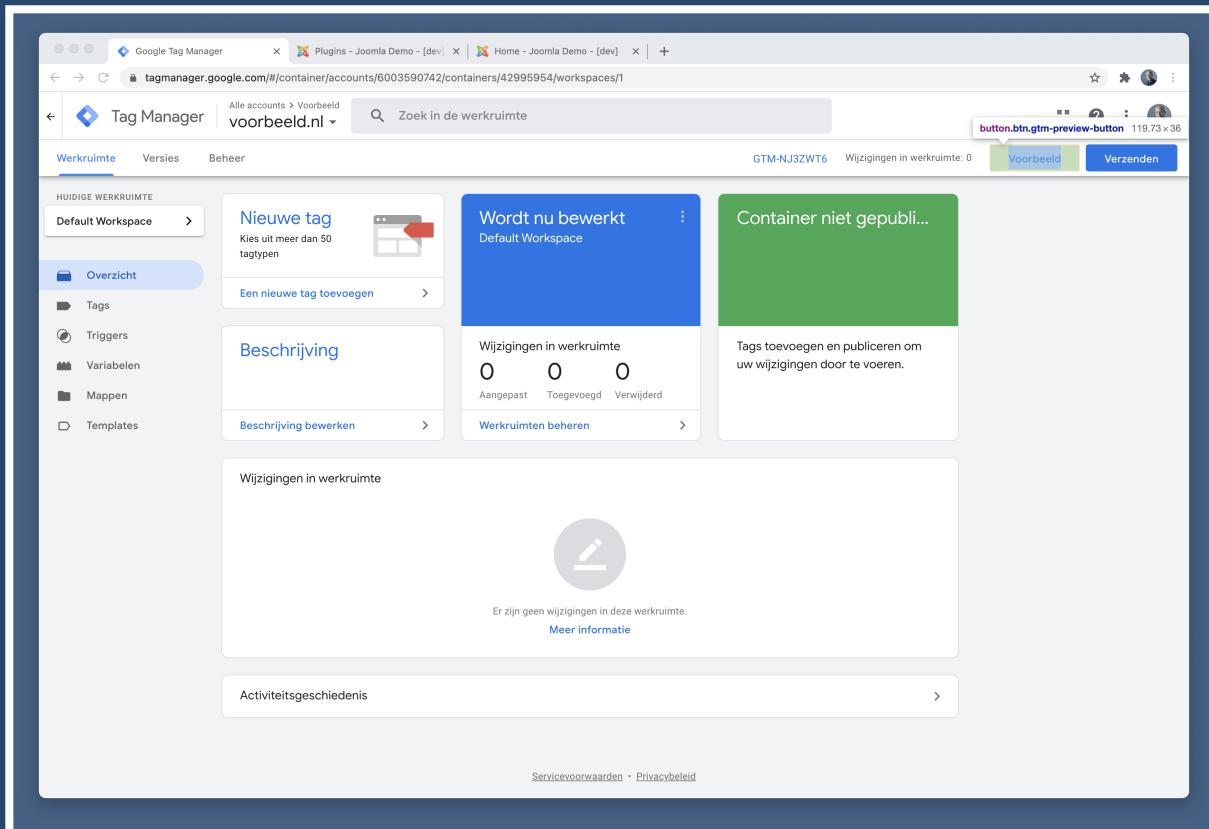
# Installeren, configureren en publiceren

## Met alleen de code die GTM nodig heeft.

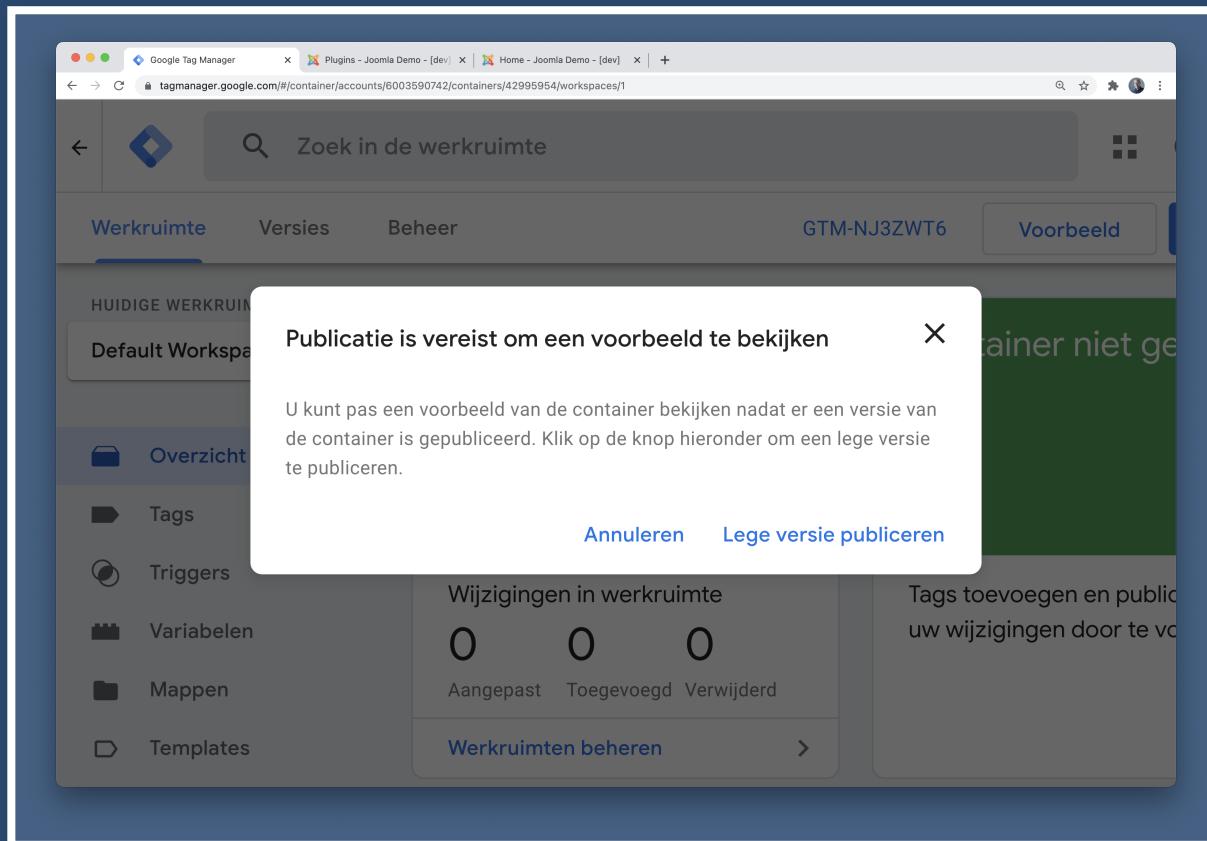


# Stap 3. Testen

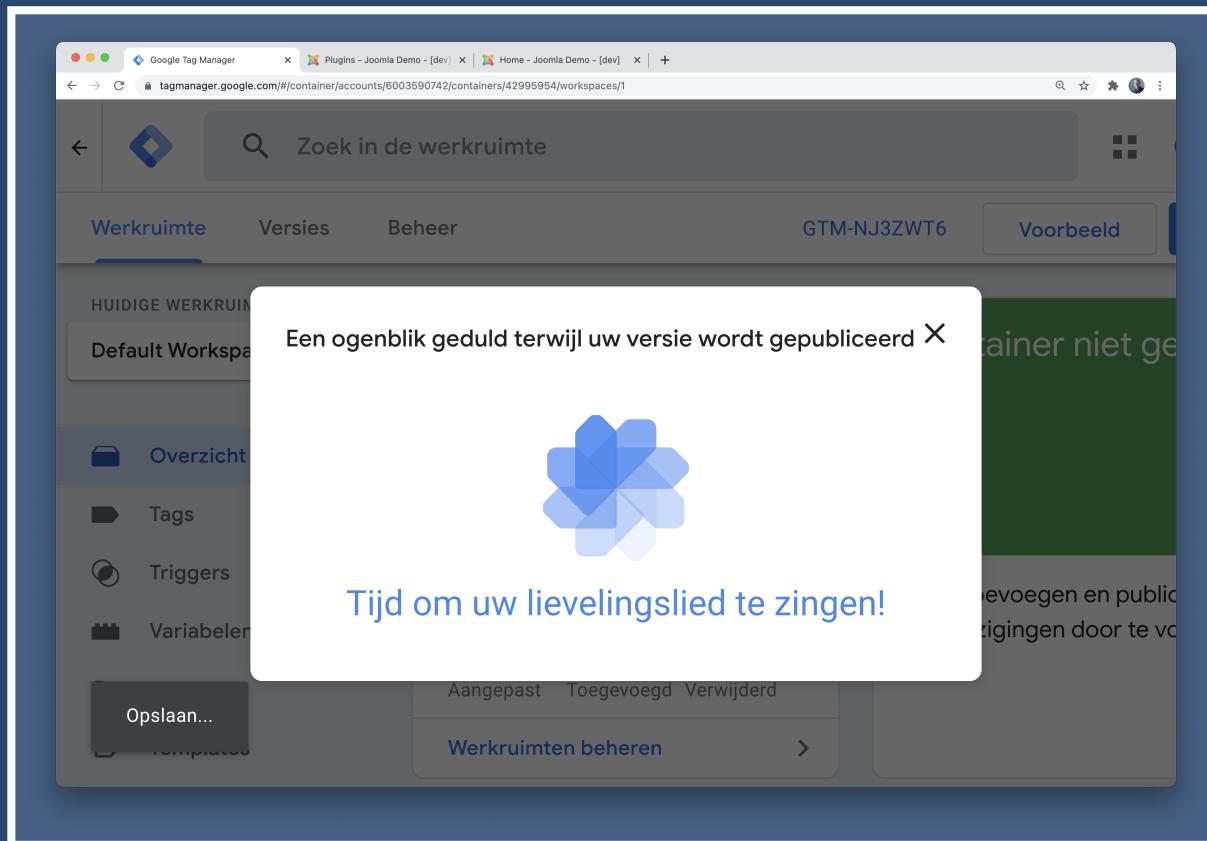
Klik op de knop voorbeeld



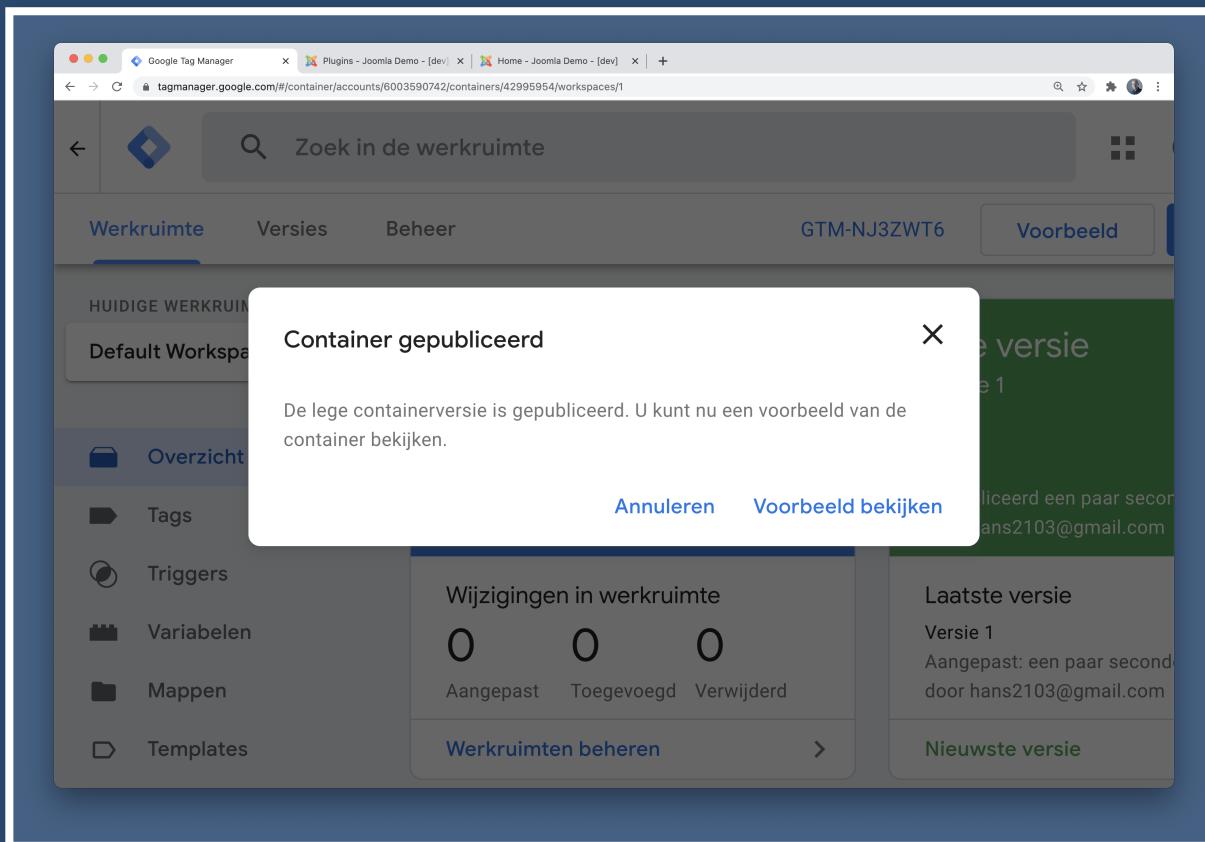
# Maar eerst een lege versie publiceren



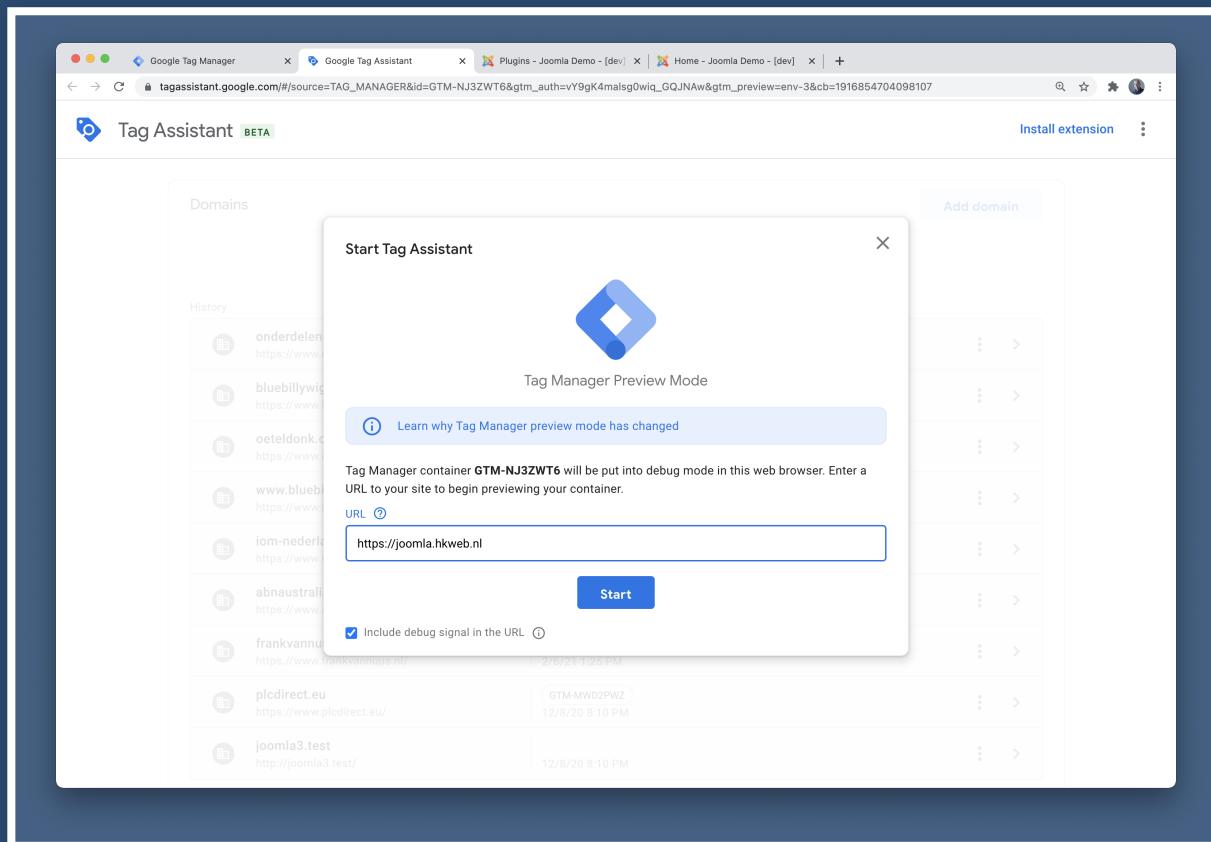
# Maar eerst een lege versie publiceren



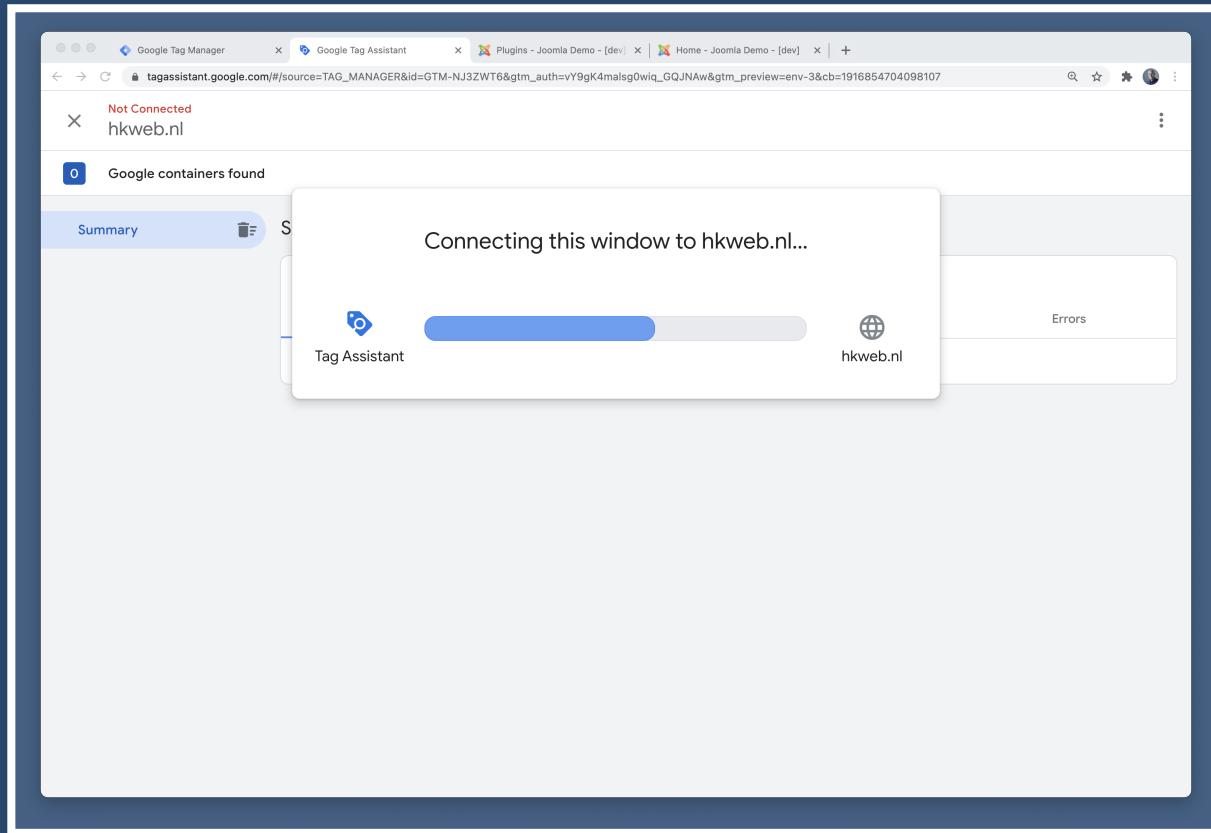
# Maar eerst een lege versie publiceren



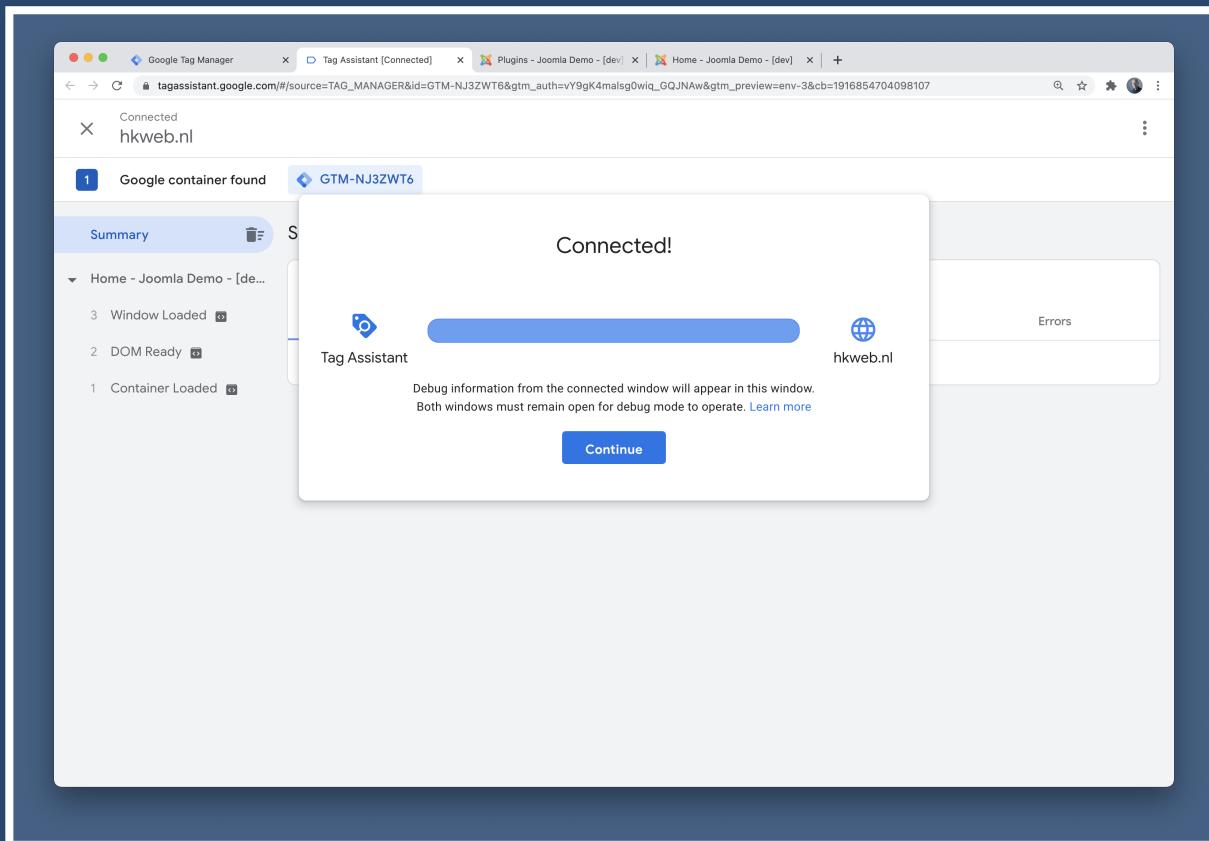
# Debug venster configureren



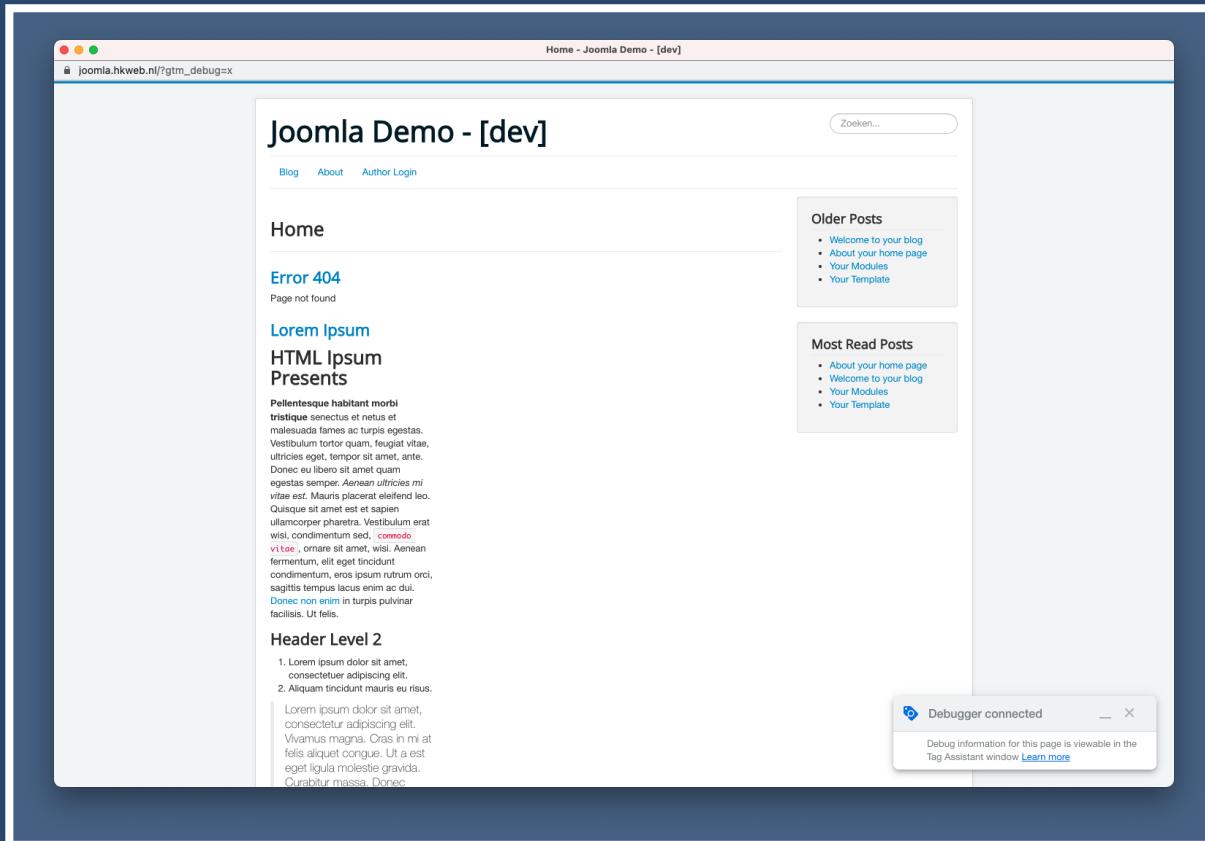
# Debug venster maakt connectie



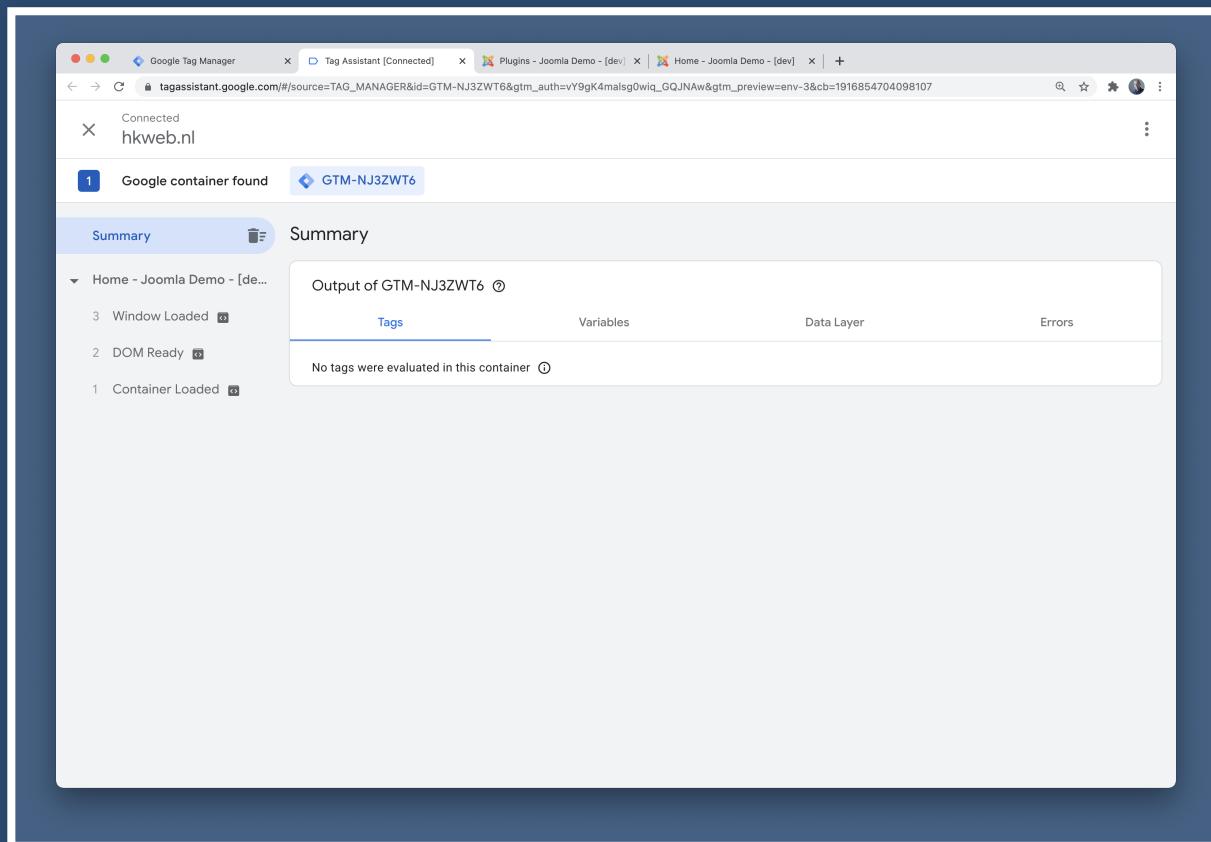
# Debug venster is verbonden



# Debug venster opent nieuw venster



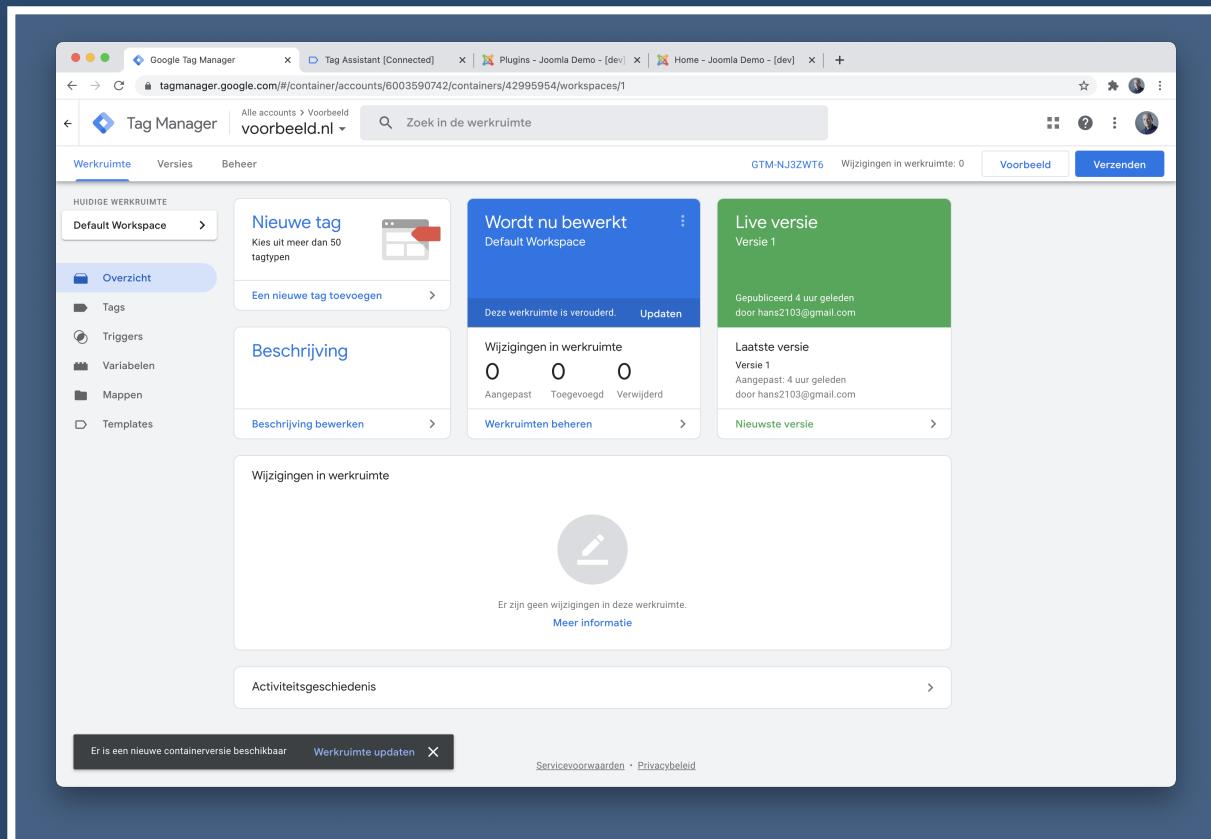
# Debug venster toont resultaat



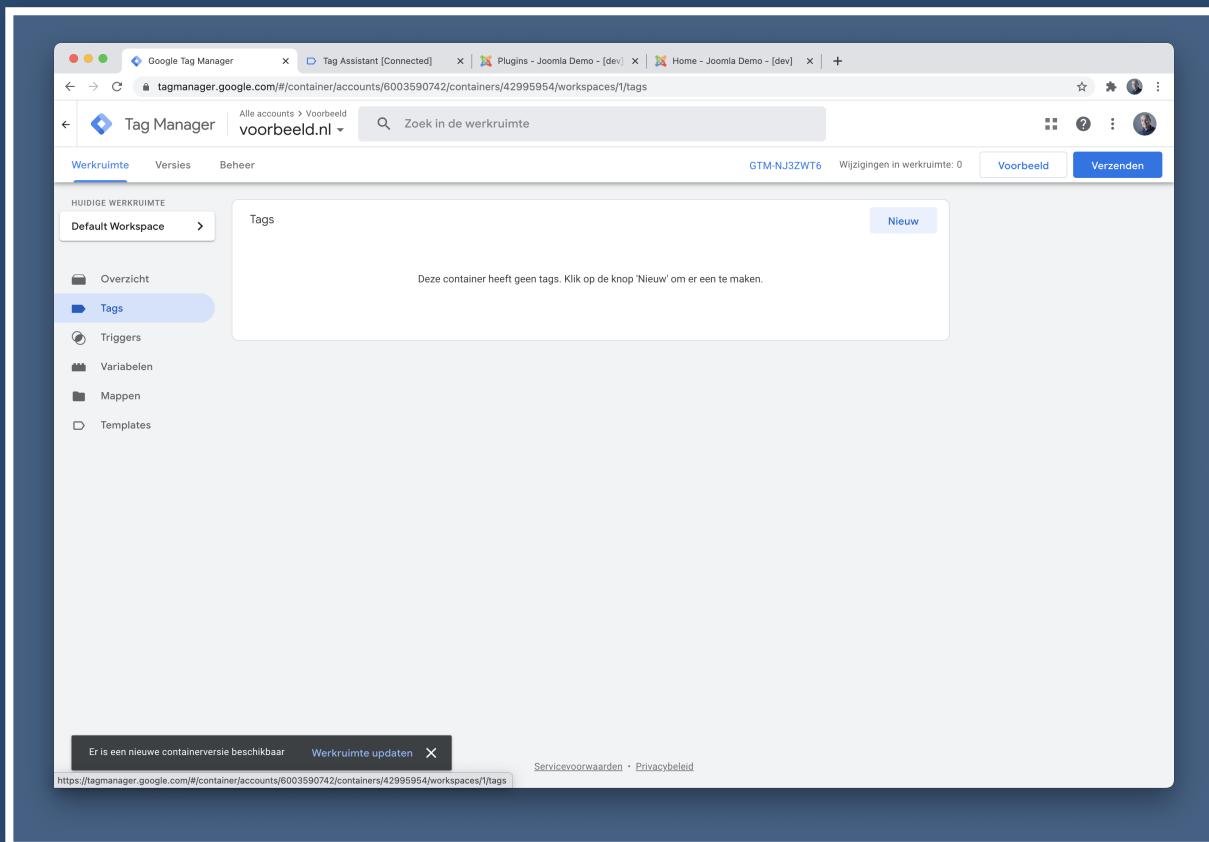


**IT'S TIME TO CELEBRATE**

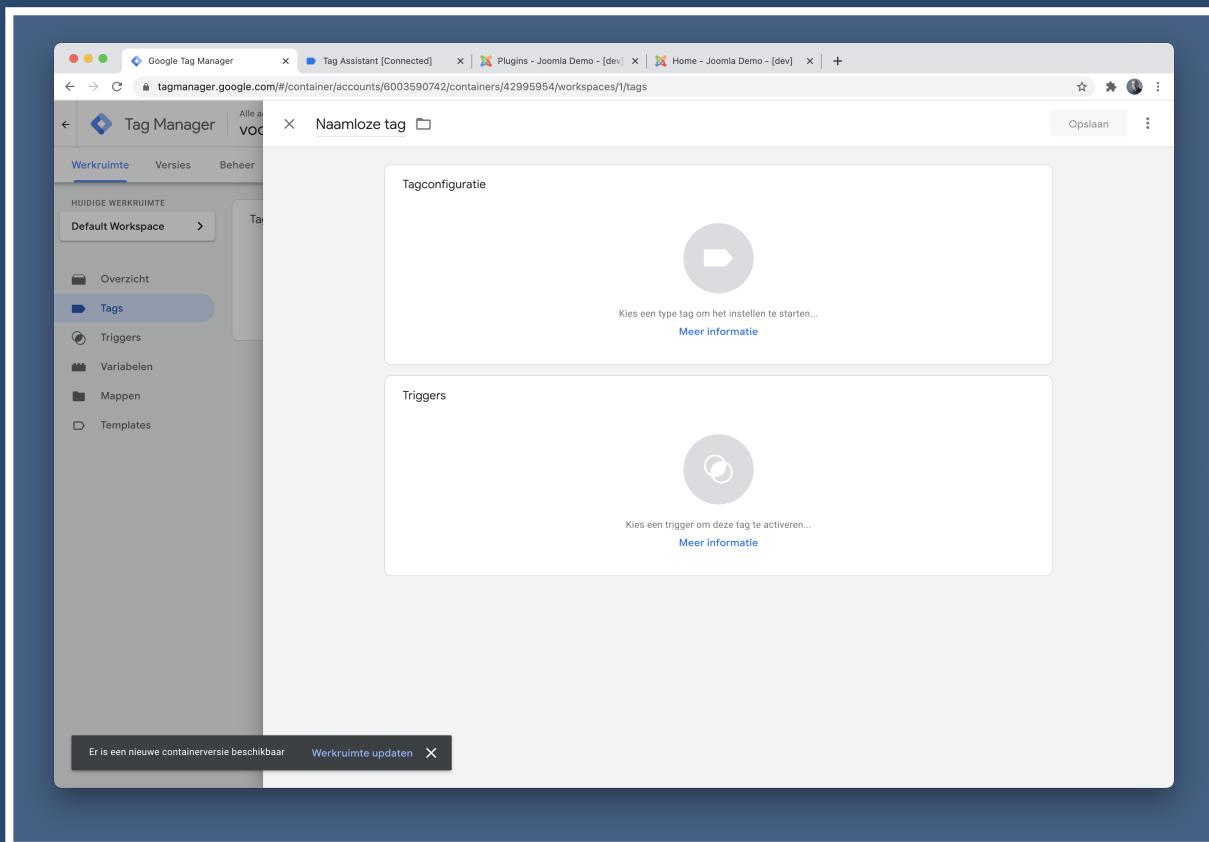
# GOOGLE UNIVERSAL ANALYTICS VIA GTM



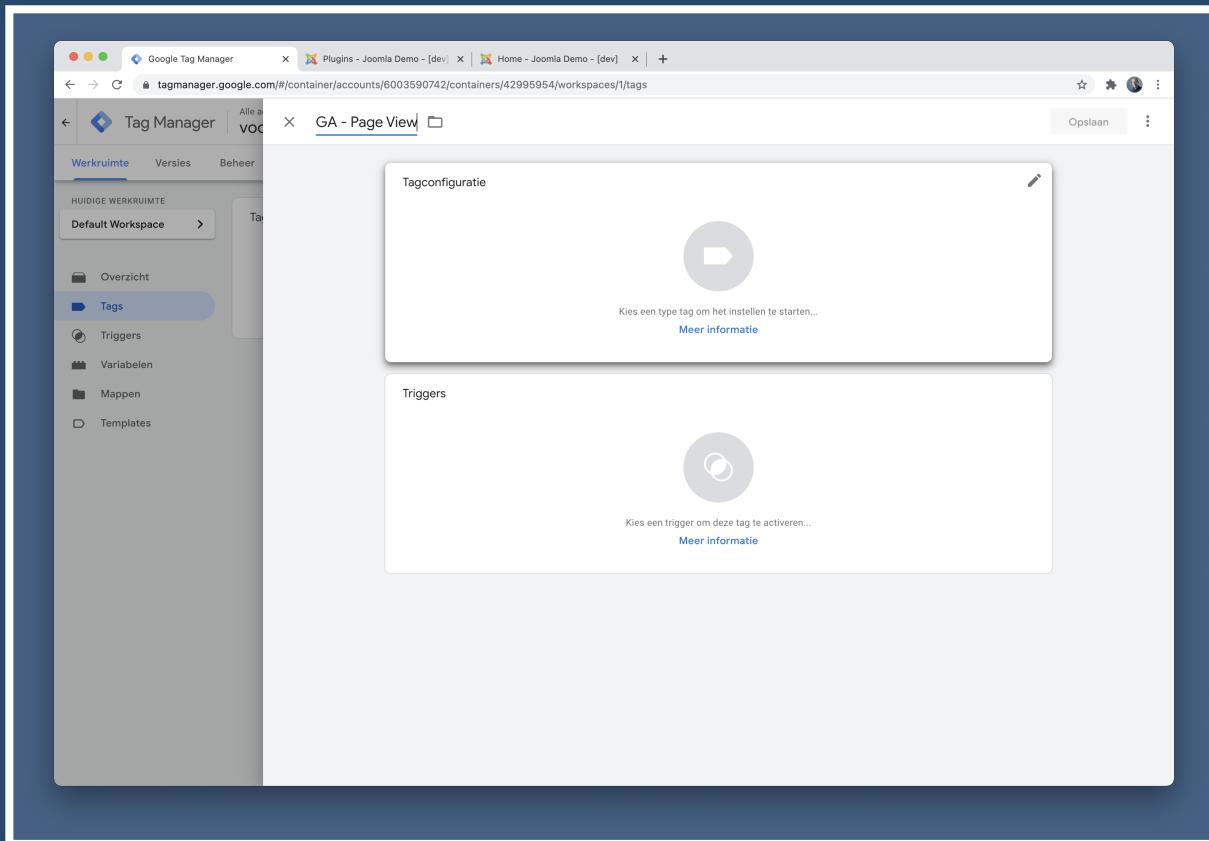
# Ga naar Variabelen



# Klik op nieuw

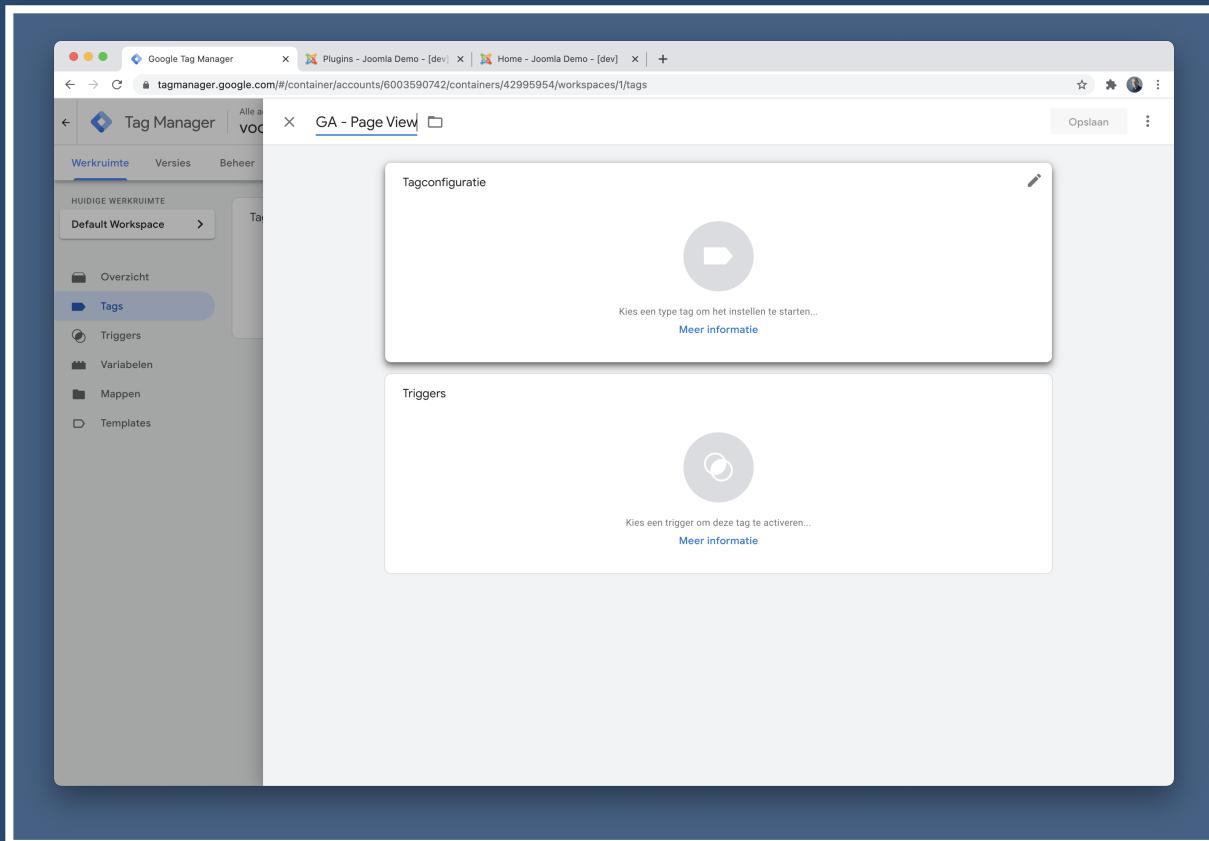


# Geef de tag een naam

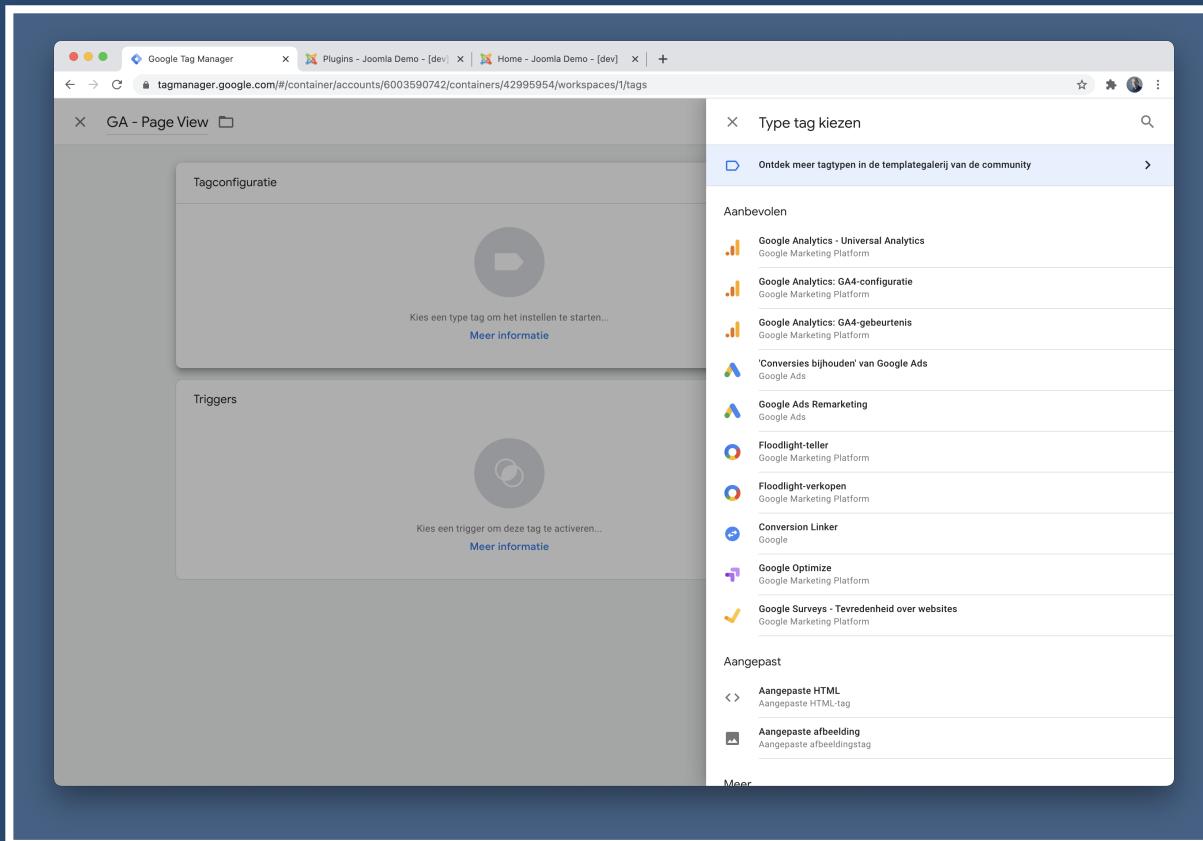


# Geef de tag een naam

## Voor Google Analytics gebruik ik GA

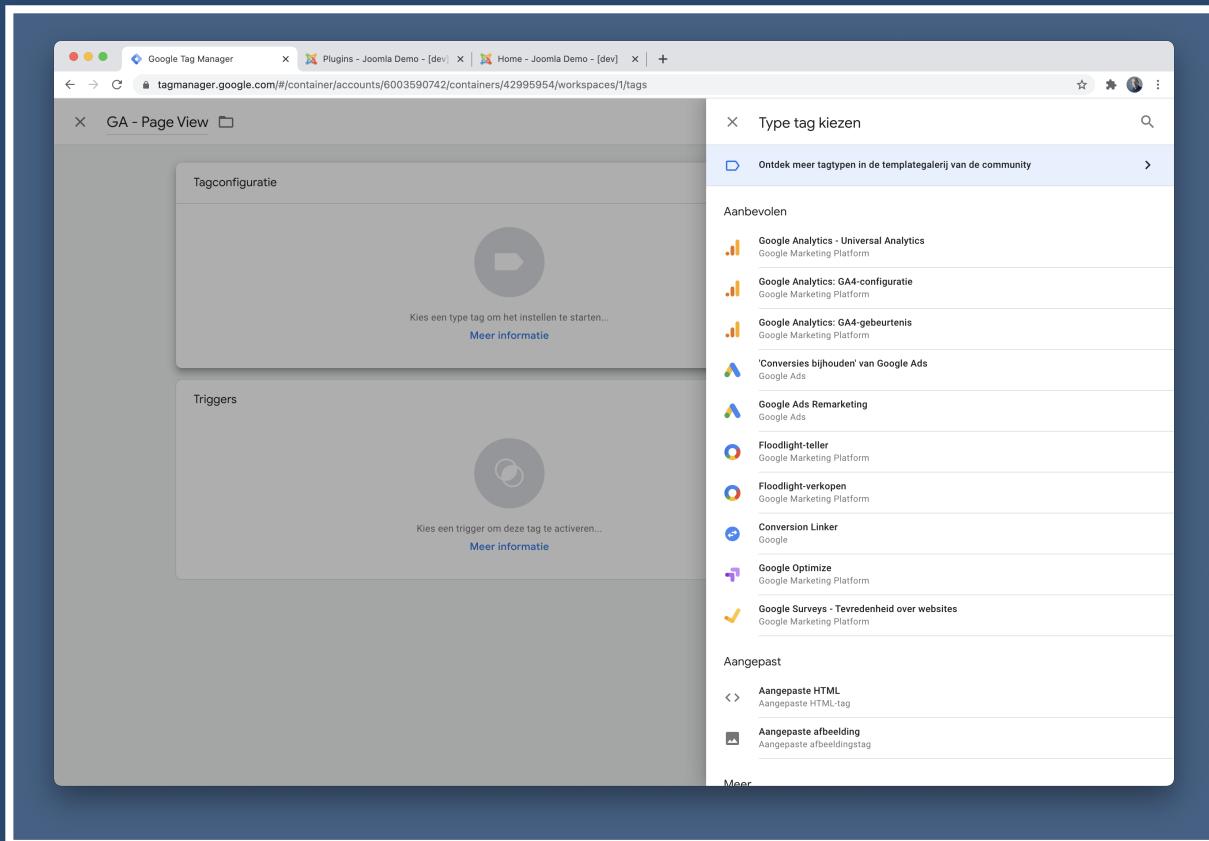


# Klik op het vlak Tagconfiguratie

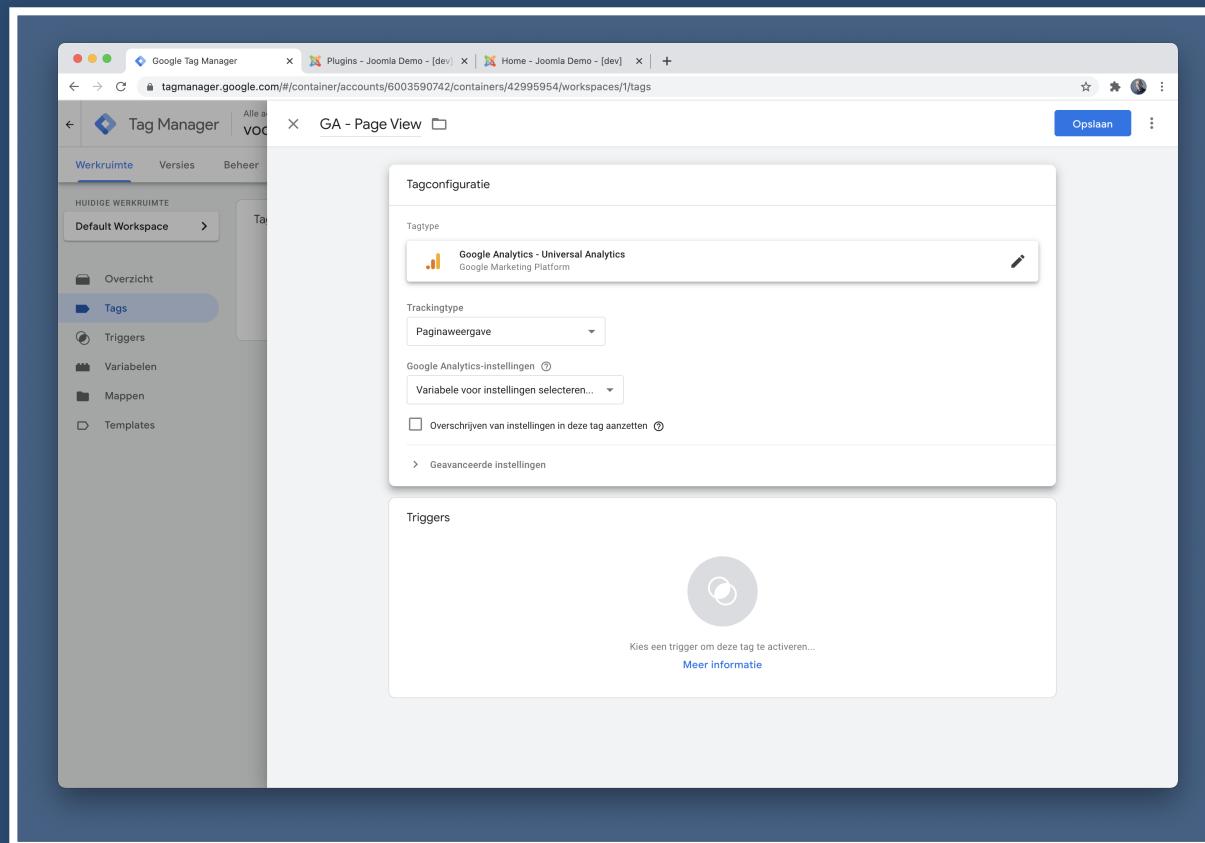


# Klik op het vlak Tagconfiguratie

## En selecteer *Google Analytics - Universal Analytics*

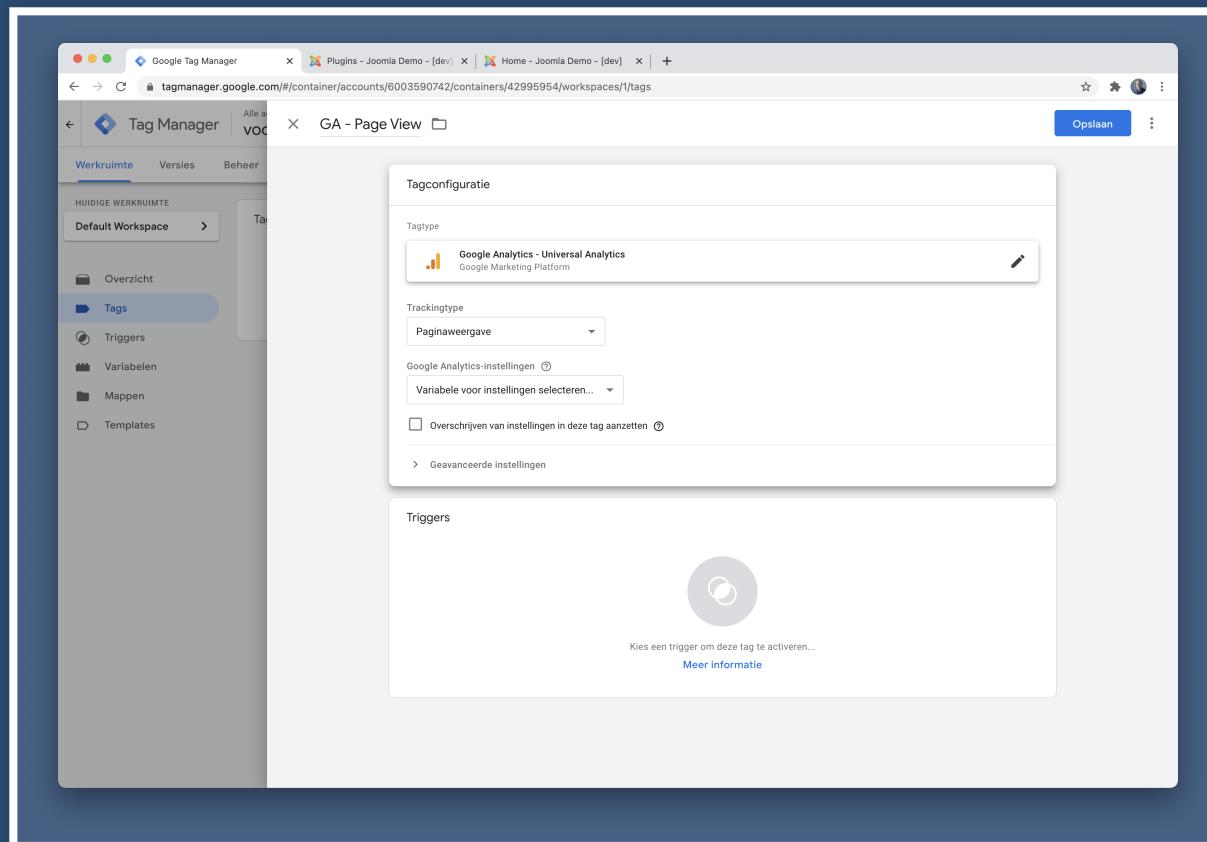


# Basisconfiguratie - tag

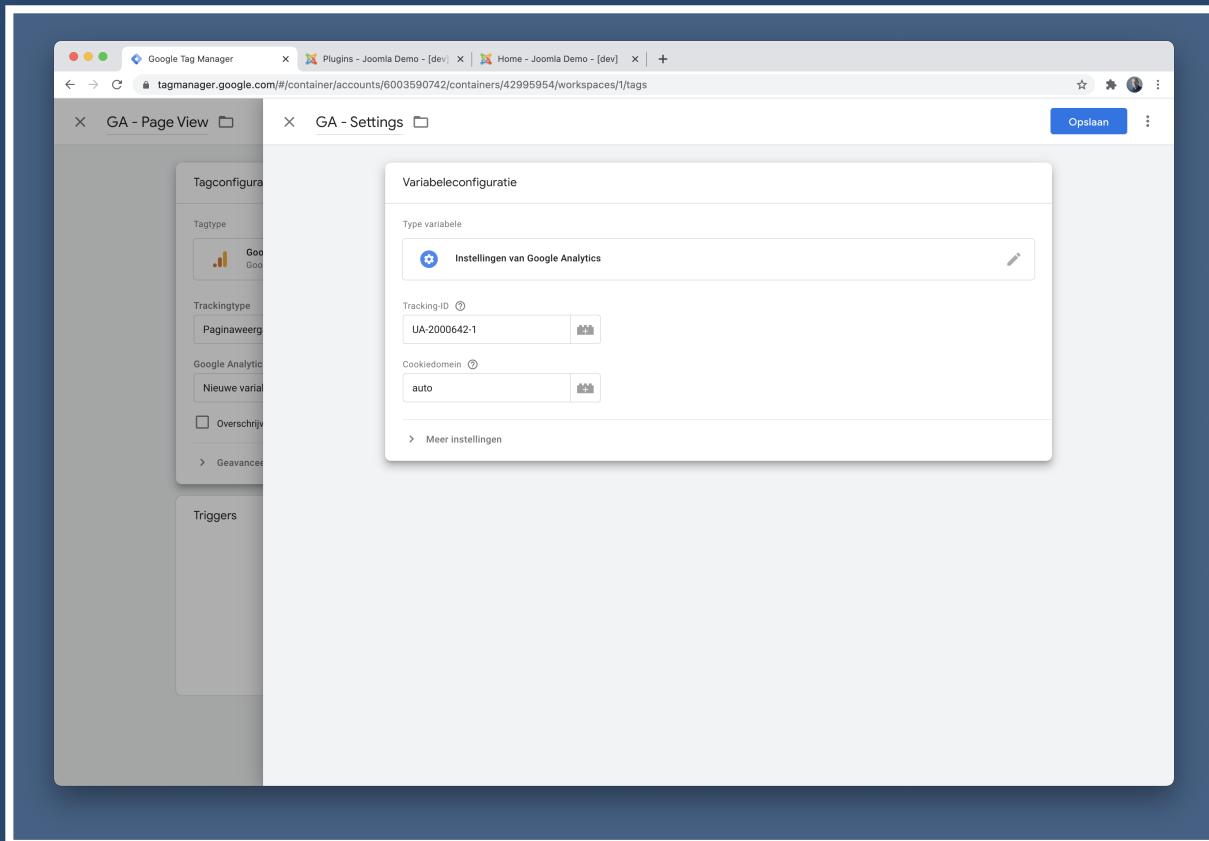


# Basisconfiguratie - tag

En selecteer in de dropdown *Google Analytics-instellingen voor nieuwe variabele*

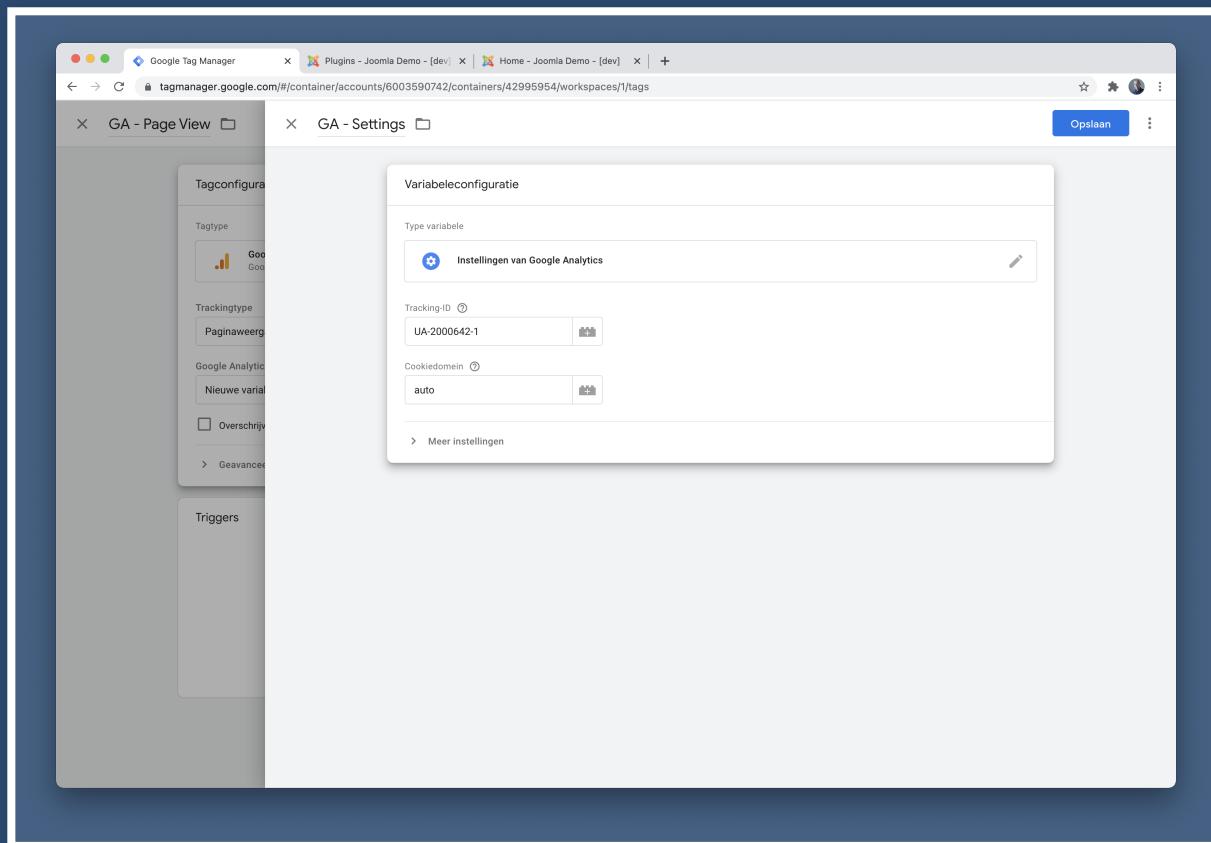


# Basisconfiguratie - specifieke variabele

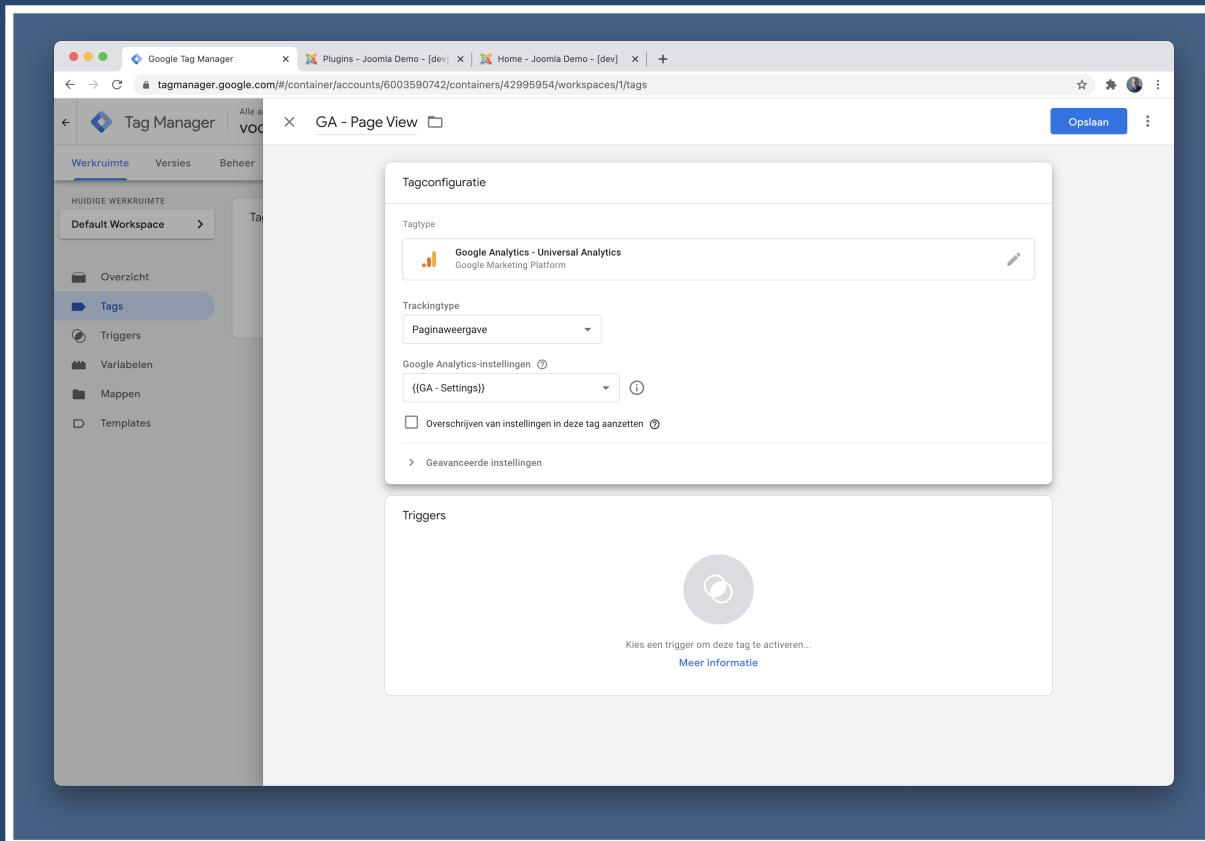


# Basisconfiguratie - specifieke variabele

Geef de variabele een naam en vul GA Property ID in

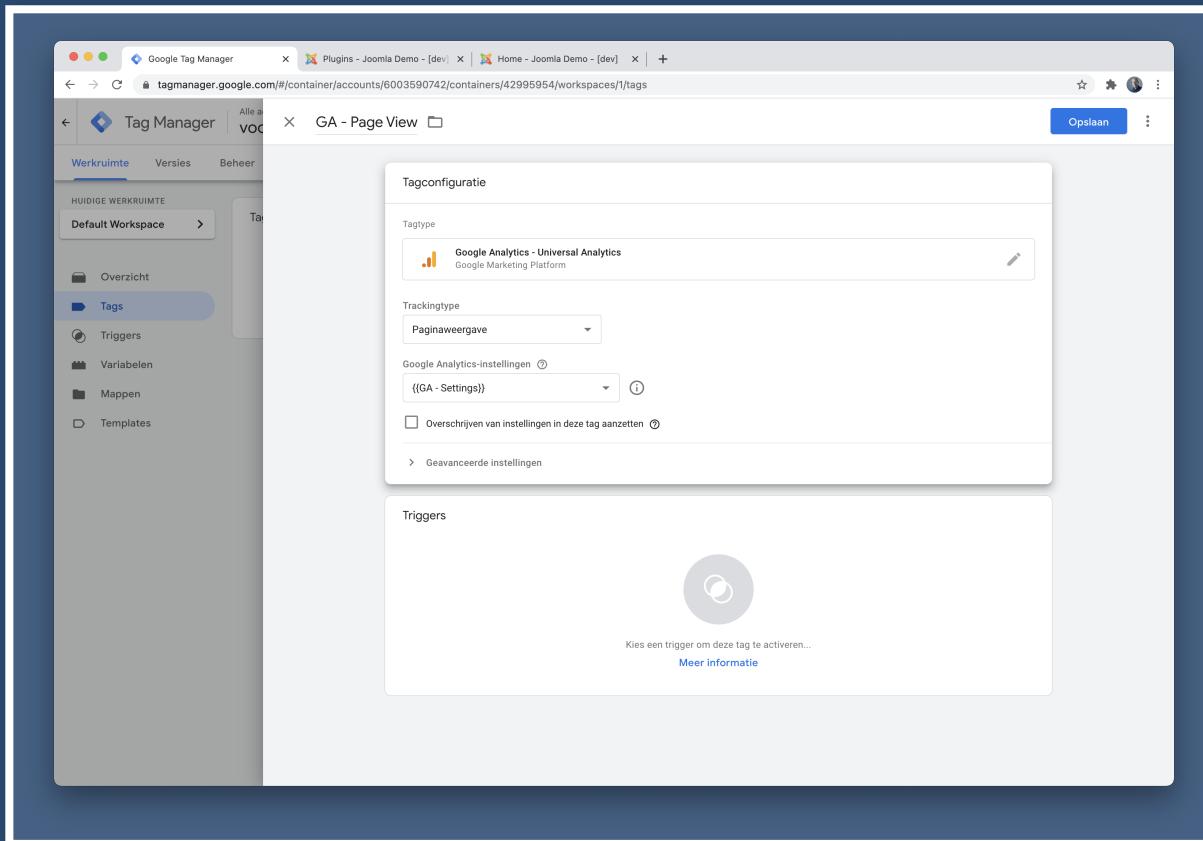


# Keer automatisch terug naar Tag

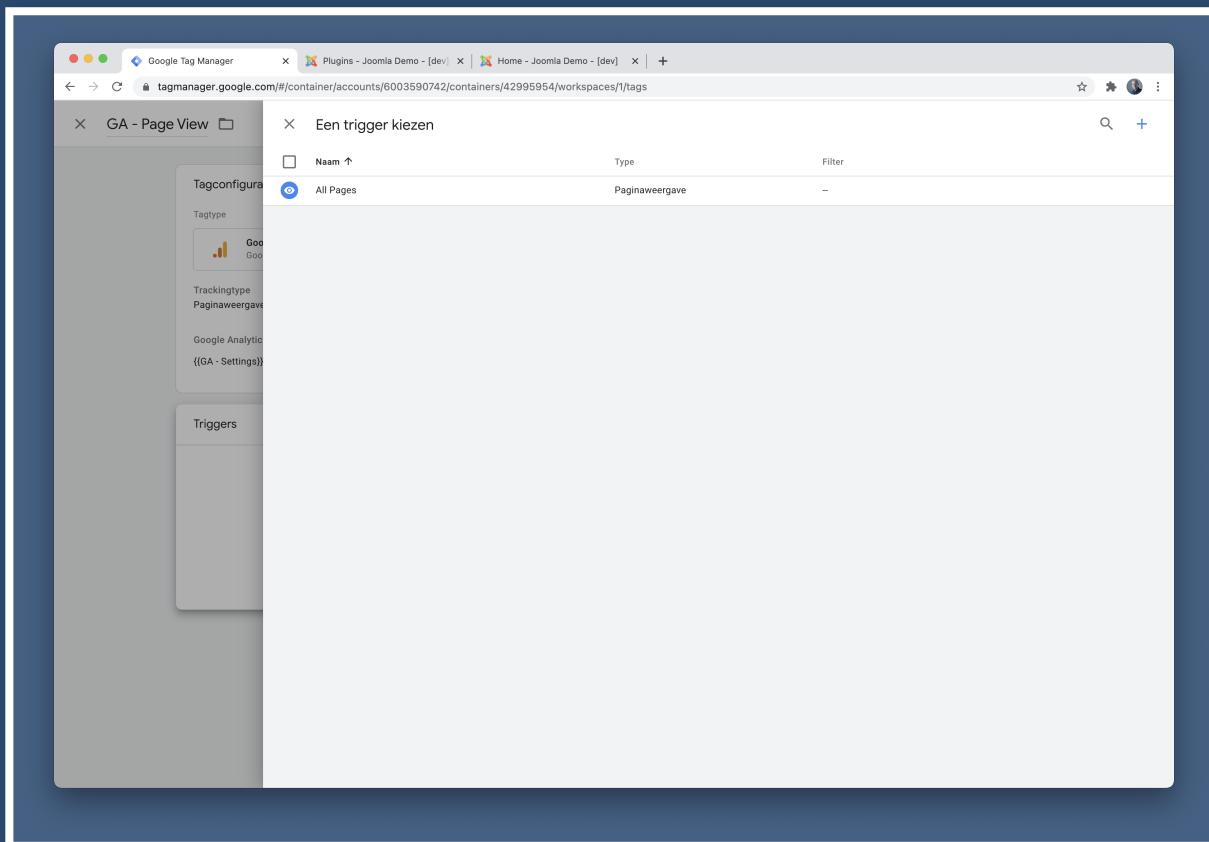


# Keer automatisch terug naar Tag

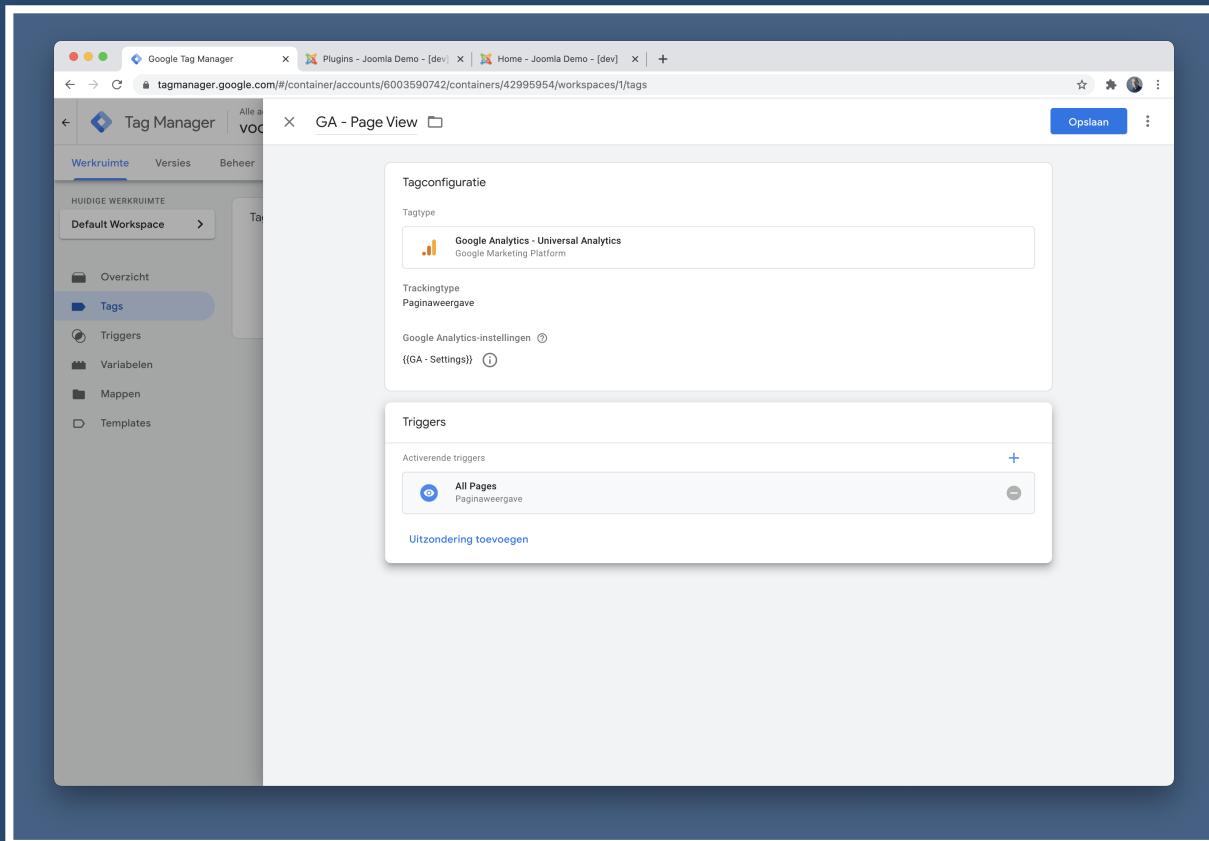
Klik op het vlak bij Trigger



# Selecteer een trigger

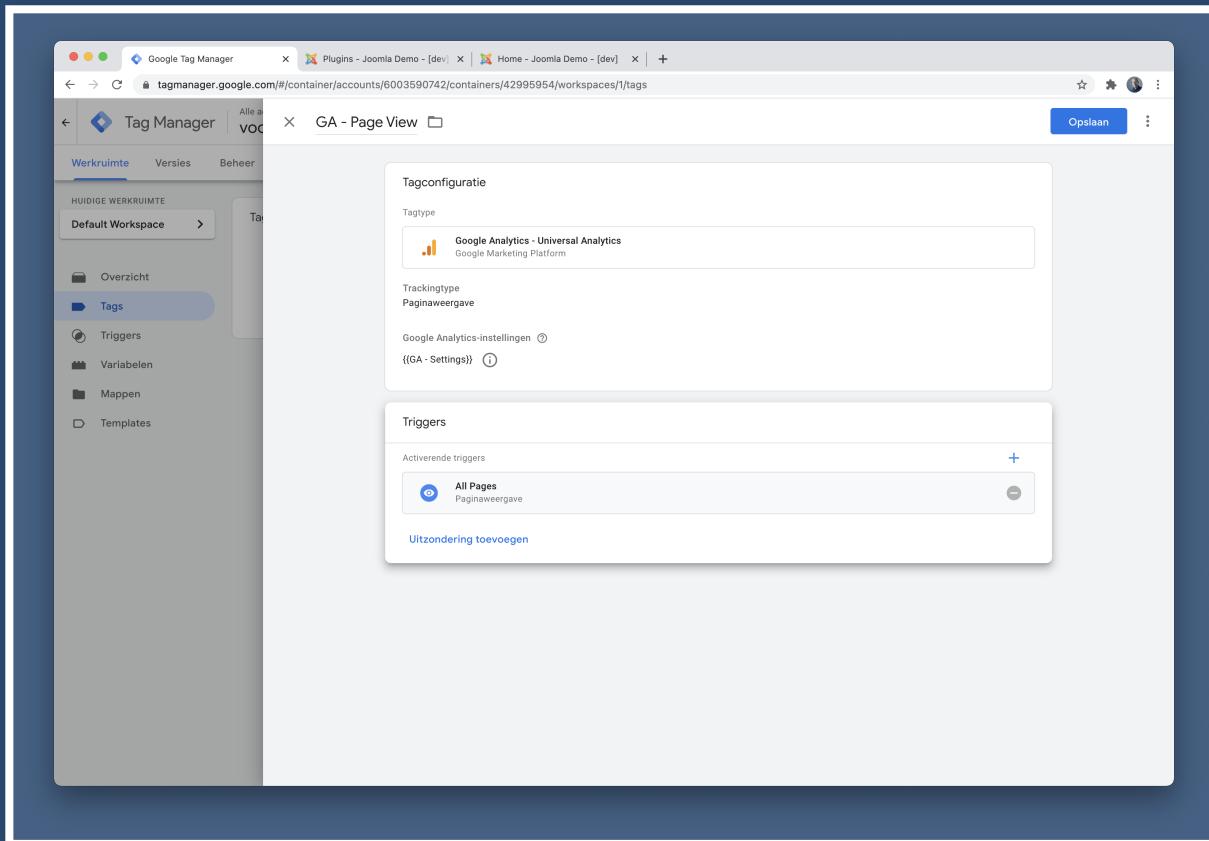


# Keer automatisch terug naar Tag

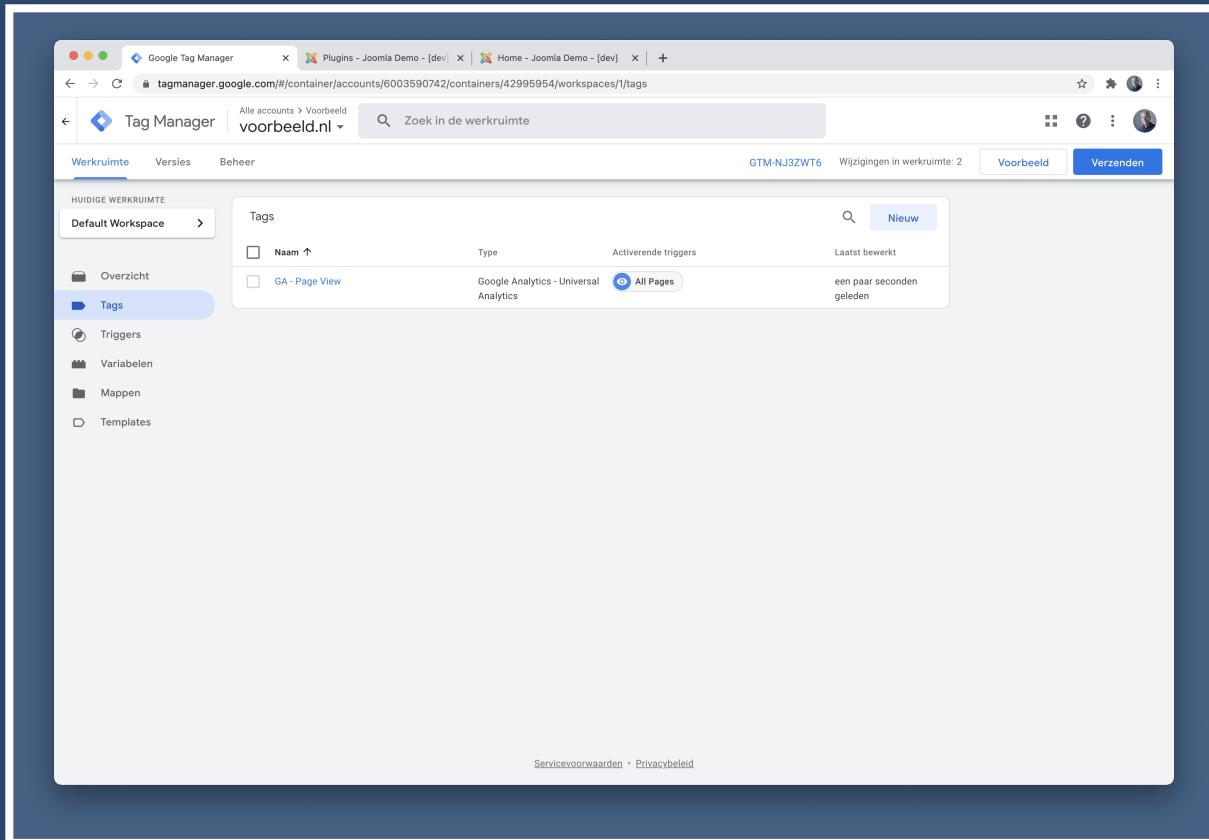


# Keer automatisch terug naar Tag

Klik op Opslaan

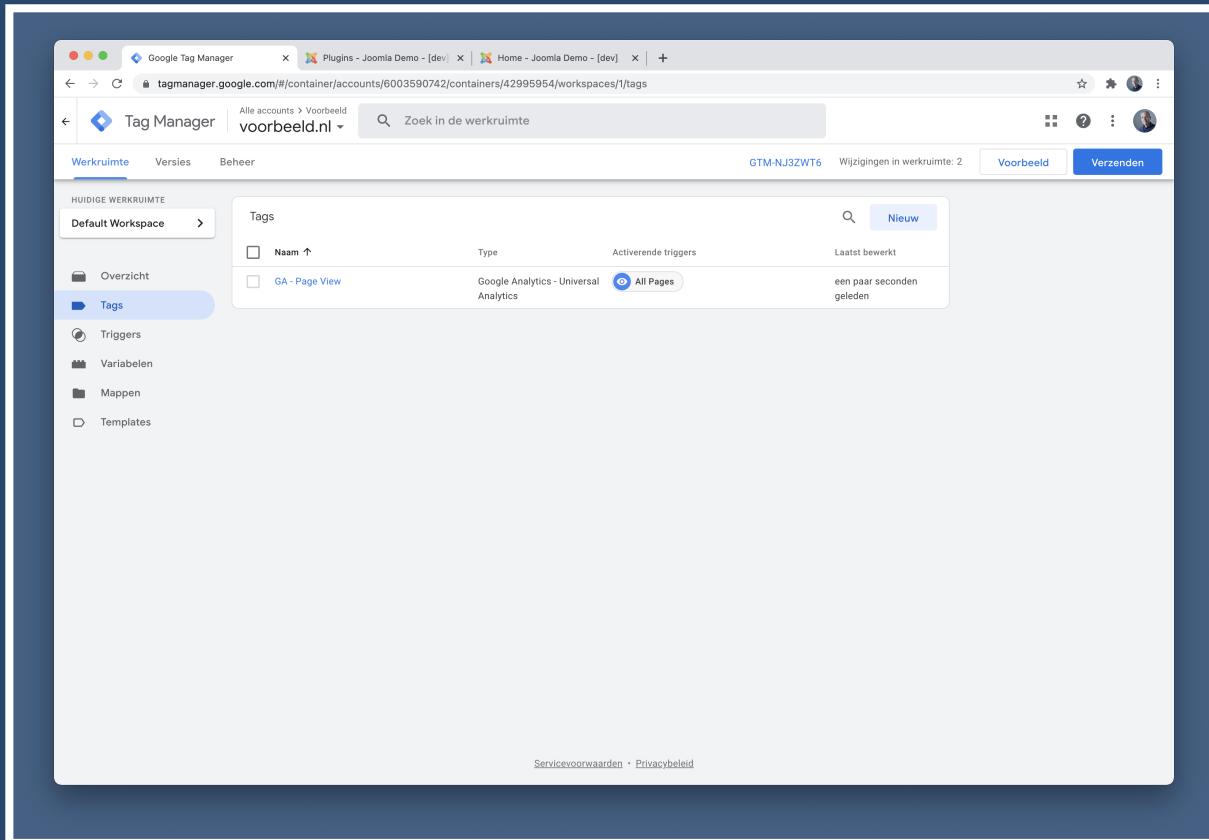


# Keer automatisch terug naar overzicht van Tags

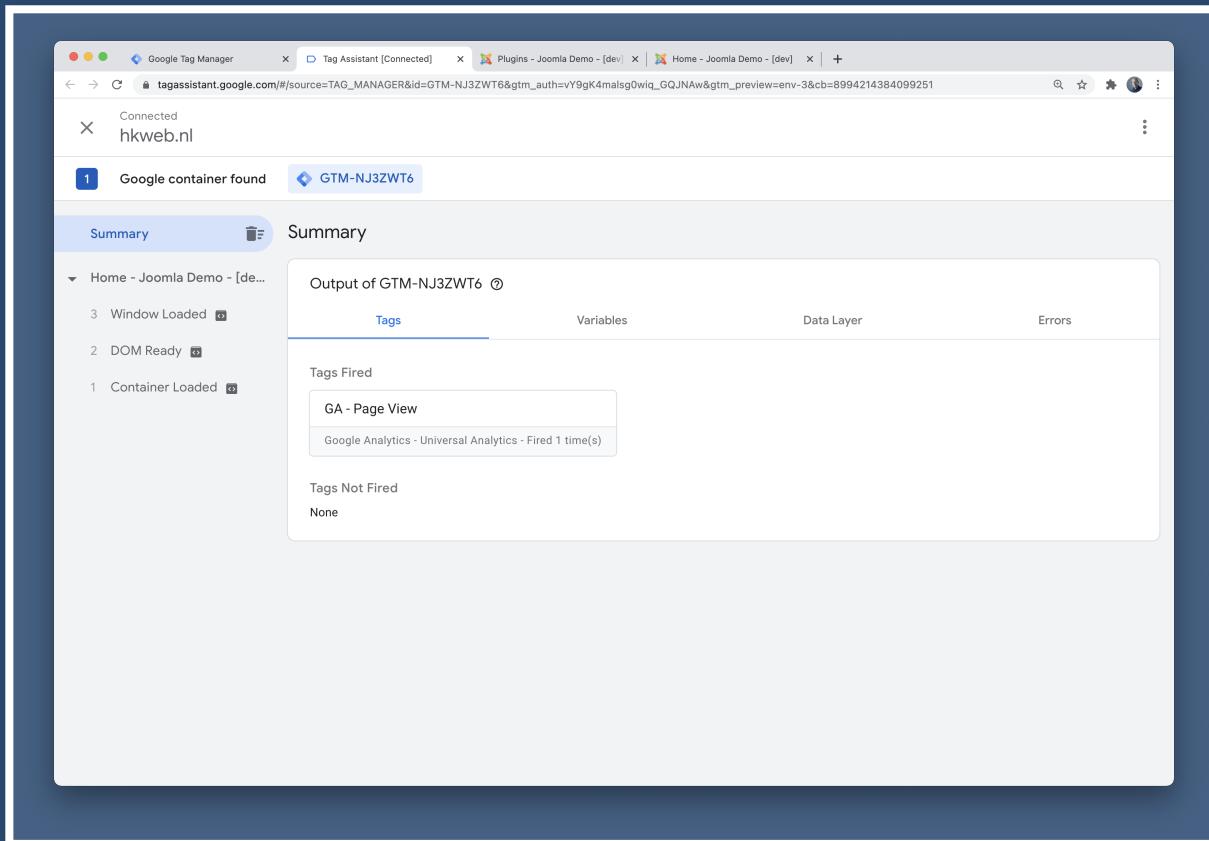


# Keer automatisch terug naar overzicht van Tags

Klik op Voorbeeld

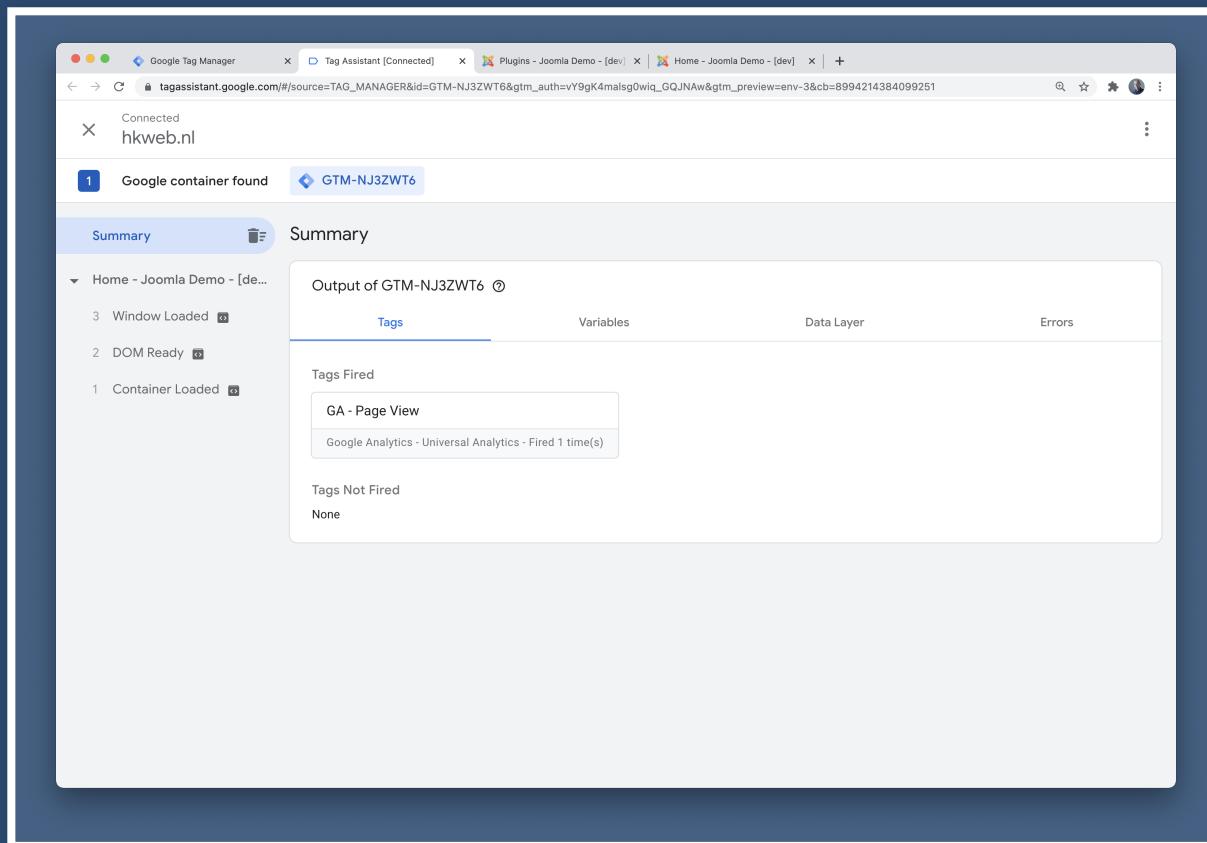


# Debugger start

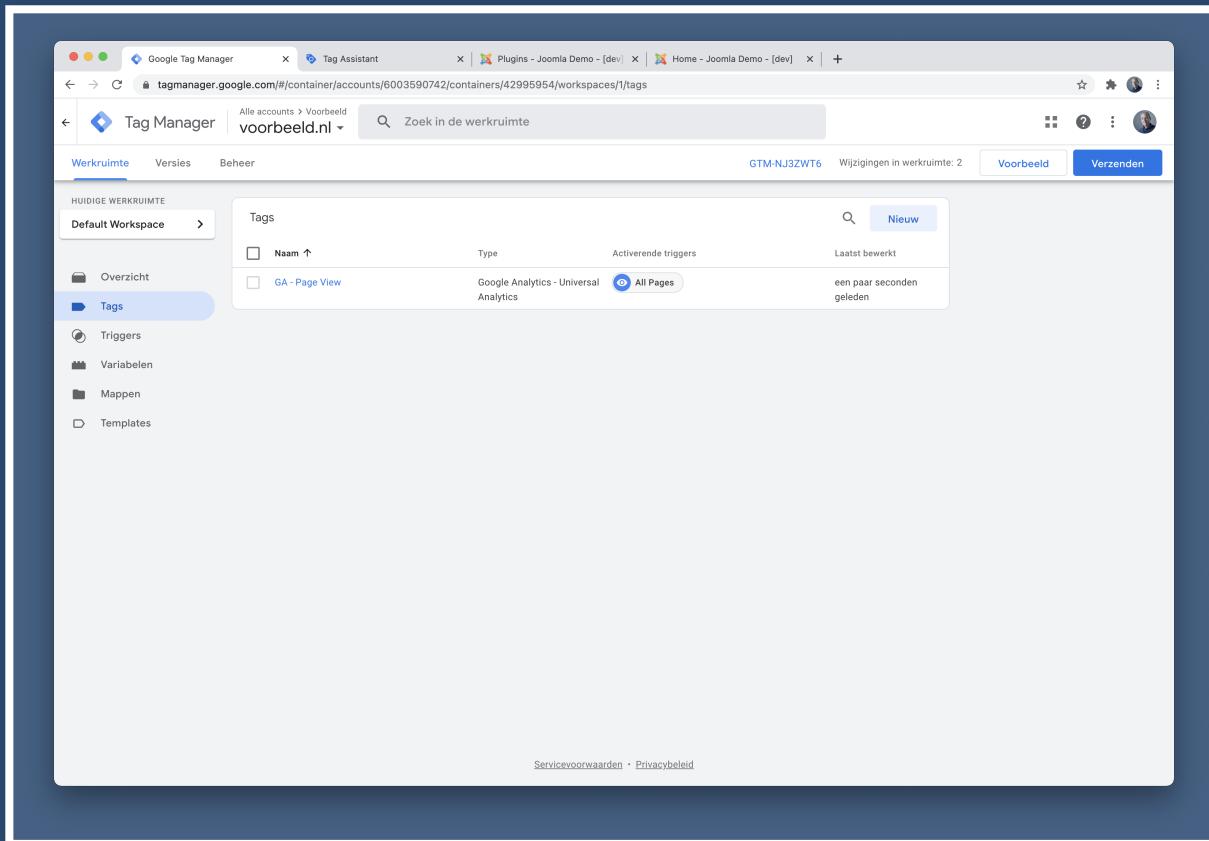


# Debugger start

Zie dat de tag *Ga - Page View* uitgevoerd is

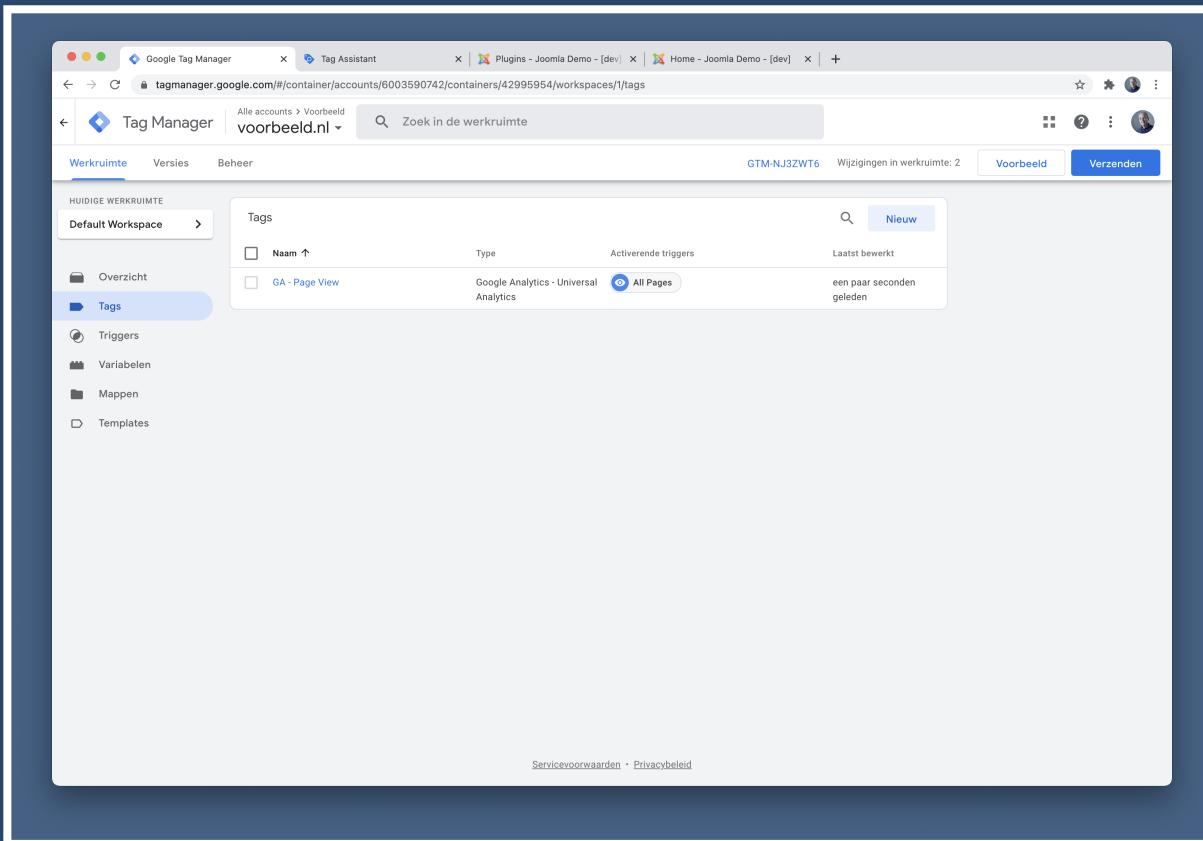


# Keer terug naar overzicht van Tags

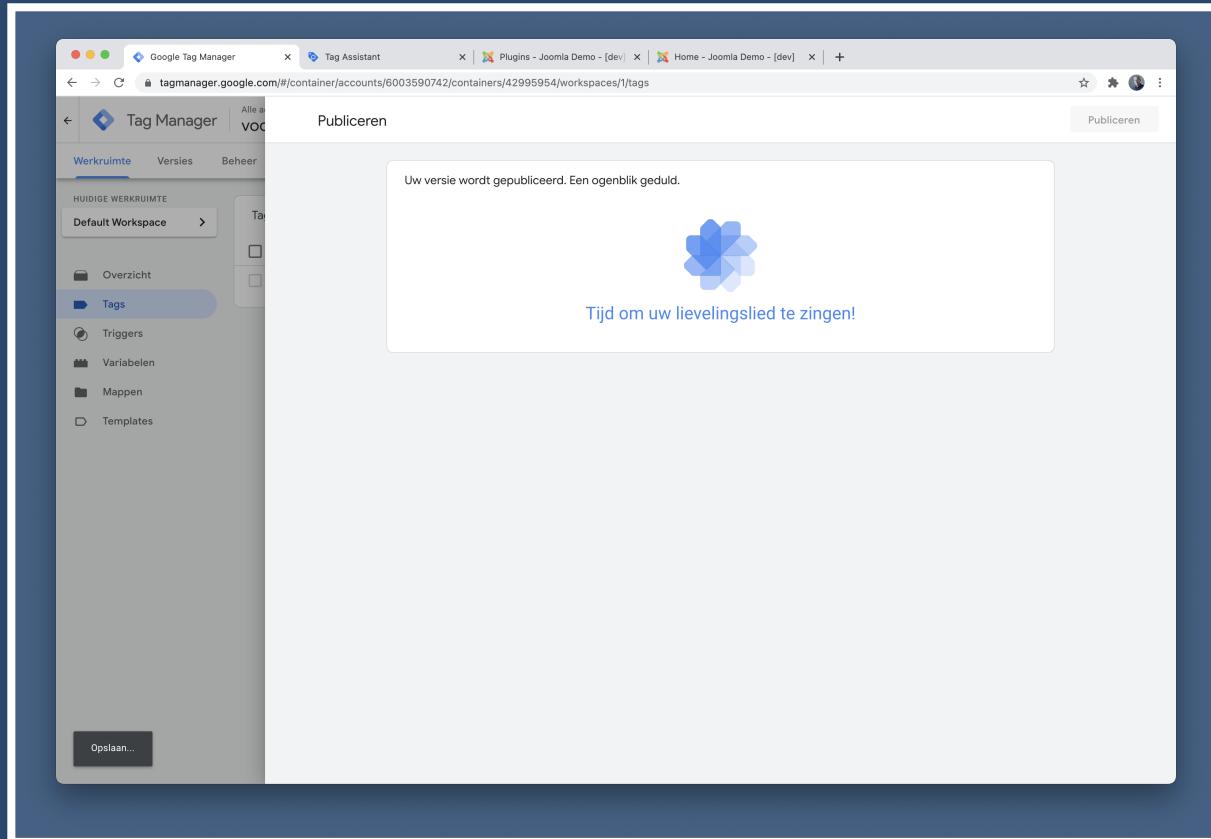


# Keer terug naar overzicht van Tags

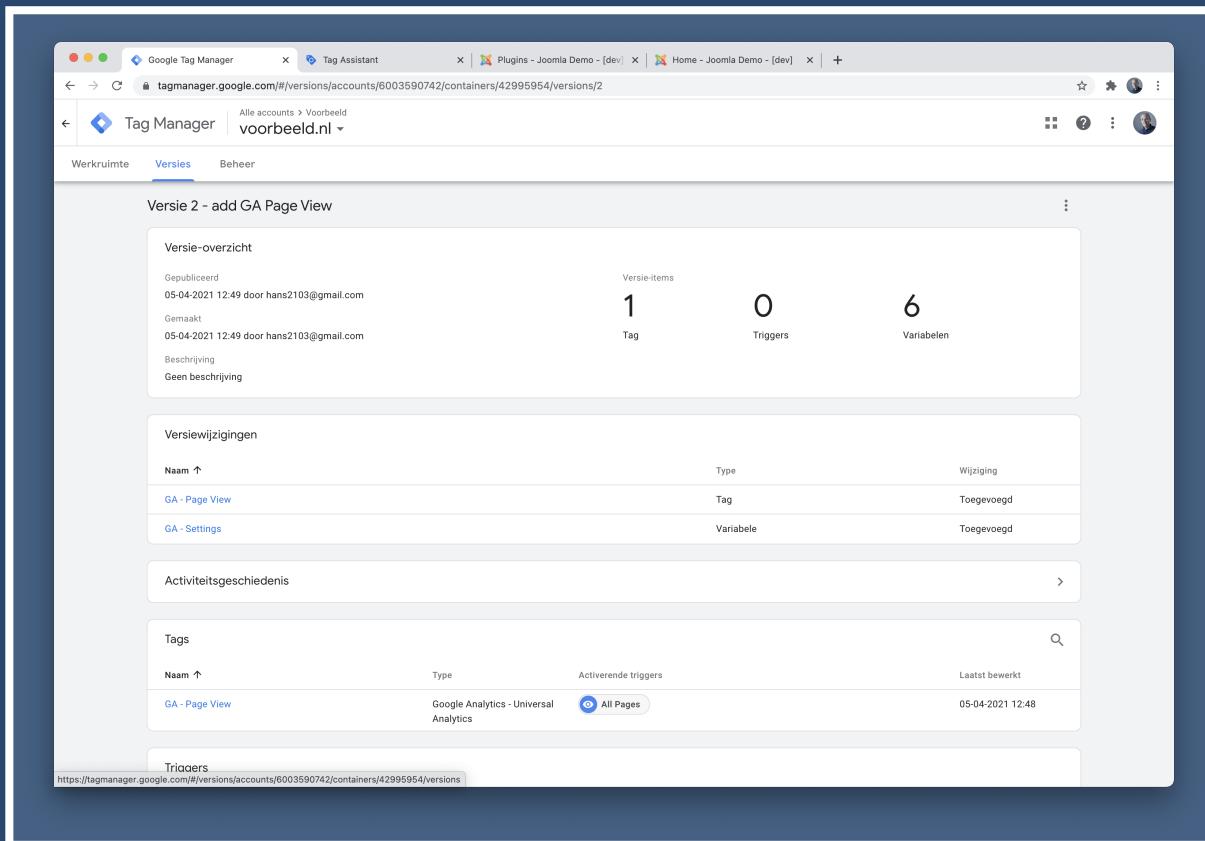
Klik op Verzenden



# Geef de nieuwe versie een logische naam en klik op publiceren



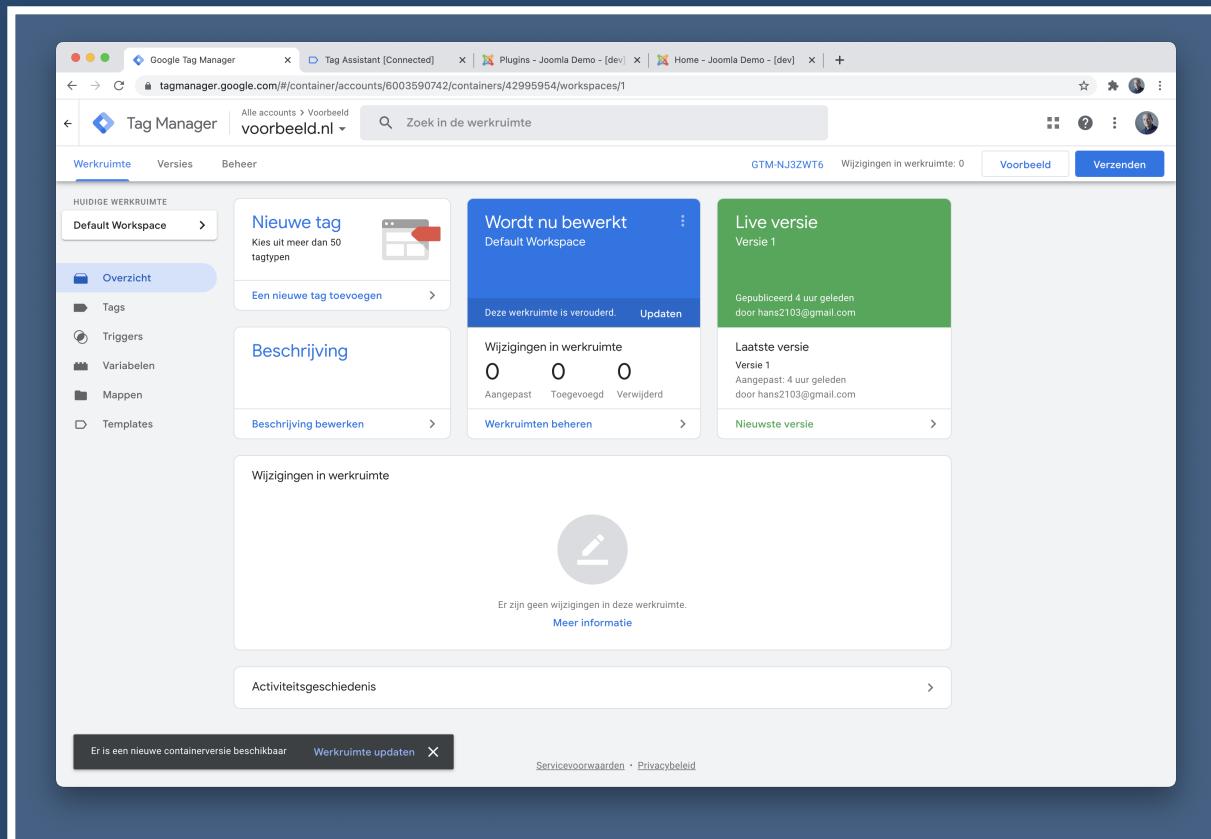
# De wijzigingen zijn actief



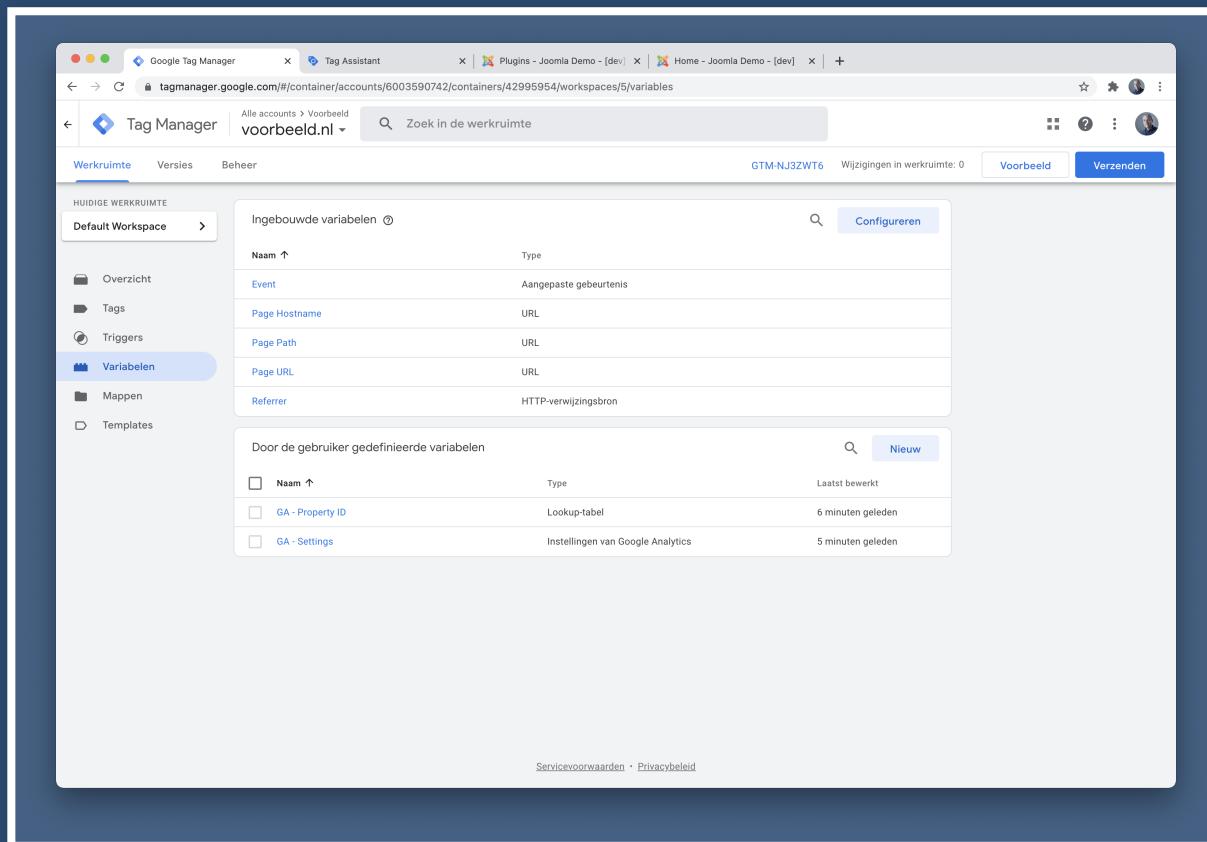


**IT'S TIME TO CELEBRATE**

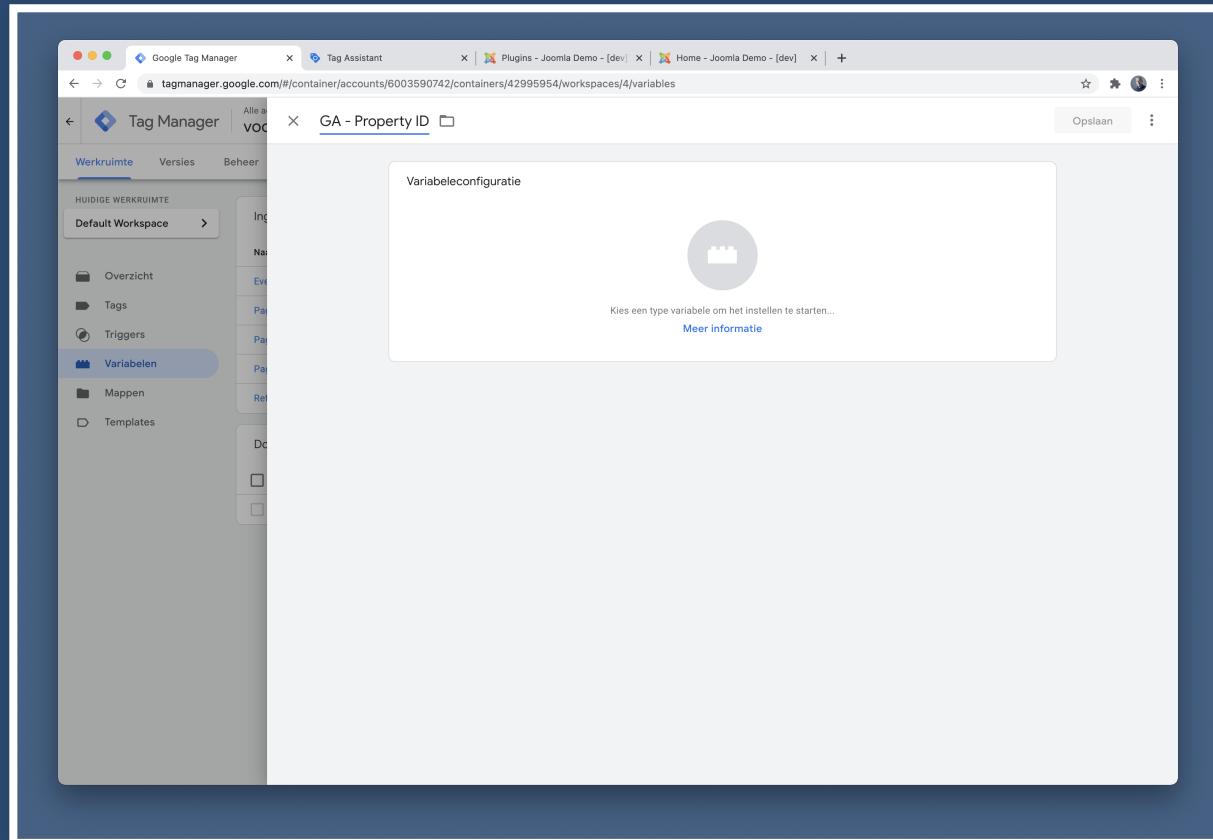
# GOOGLE UNIVERSAL ANALYTICS VOOR MULTISITE VIA GTM



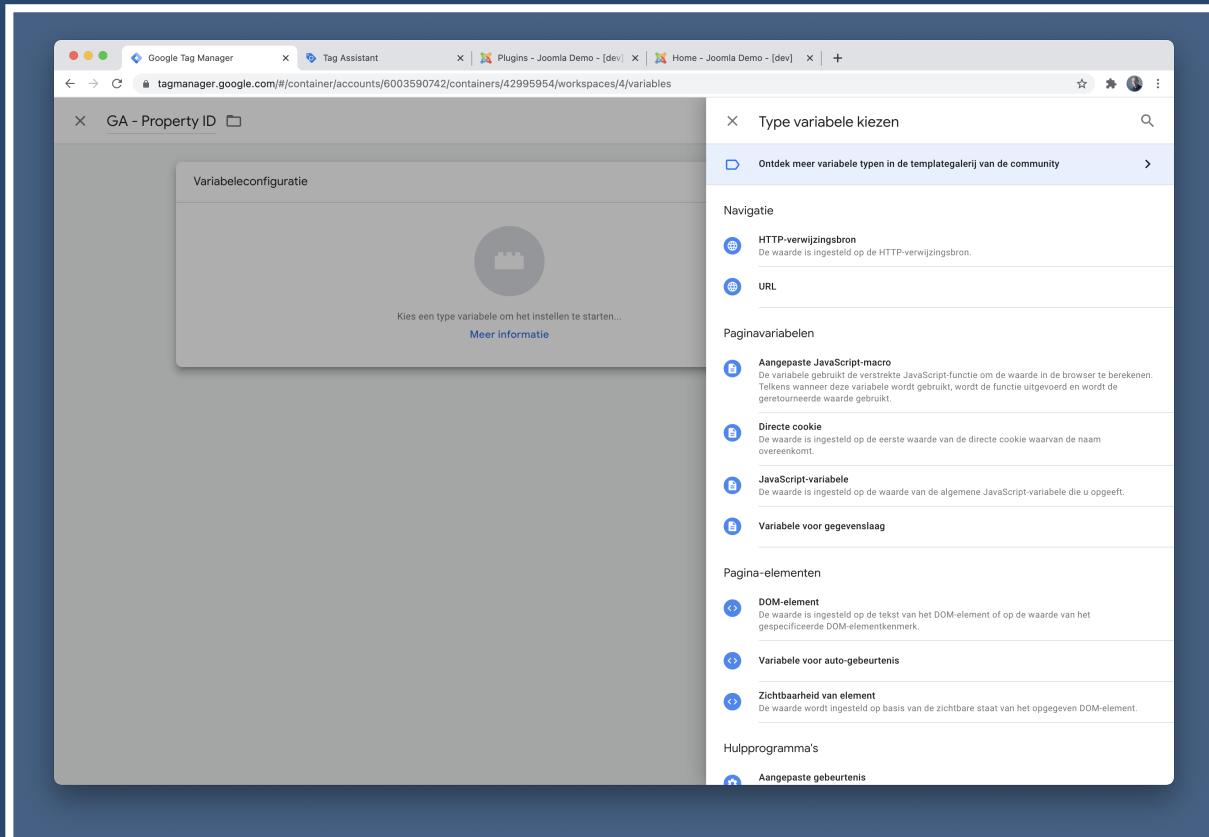
# Ga naar variabelen en klik op nieuw



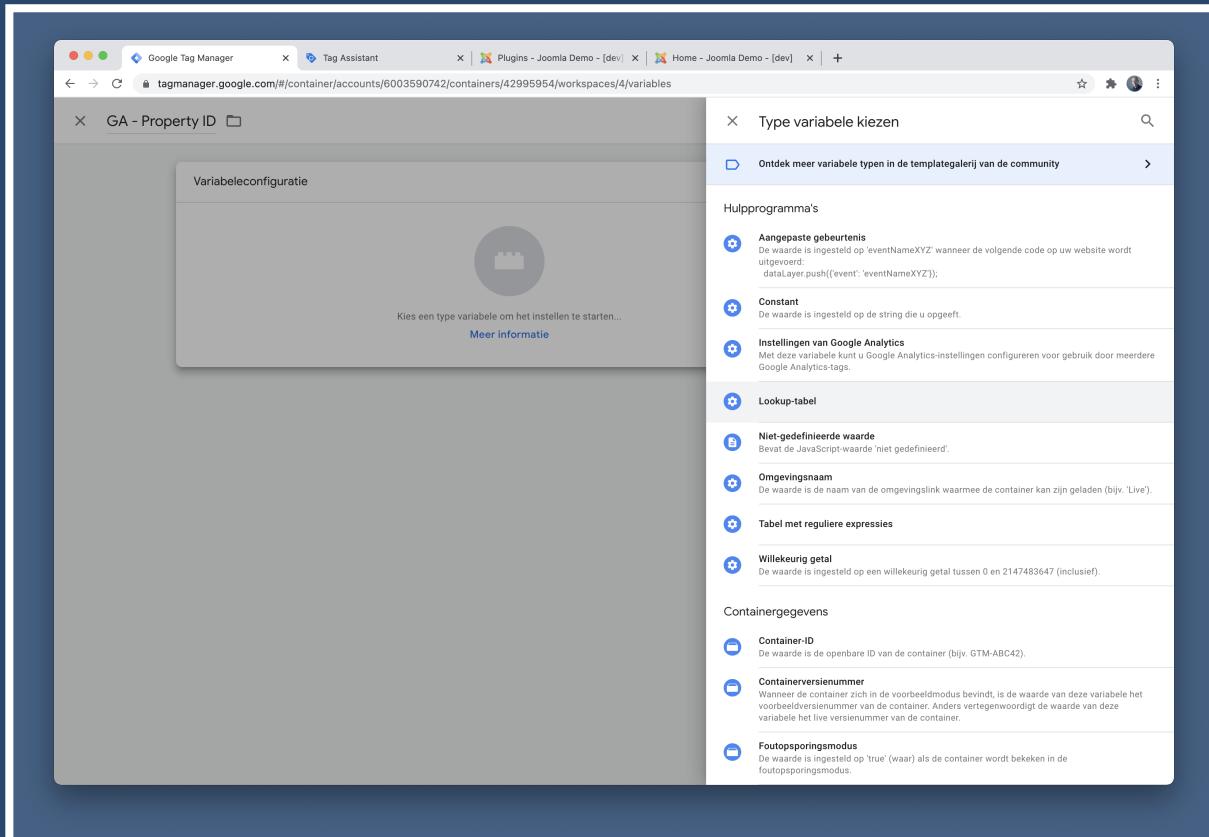
# Geef de nieuwe variabele een logische naam en klik variabeleconfiguratie



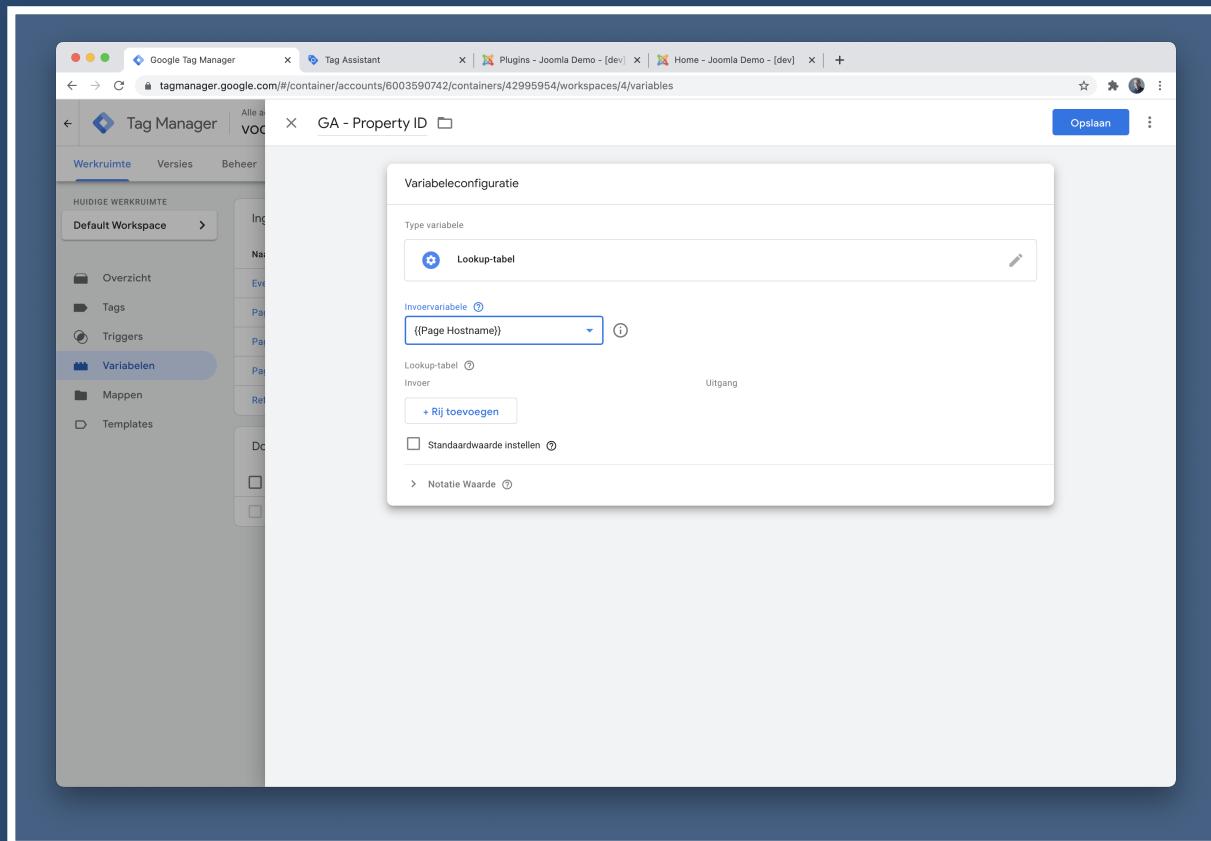
# Overzicht van *Type variabele* verschijnt en klik daarop



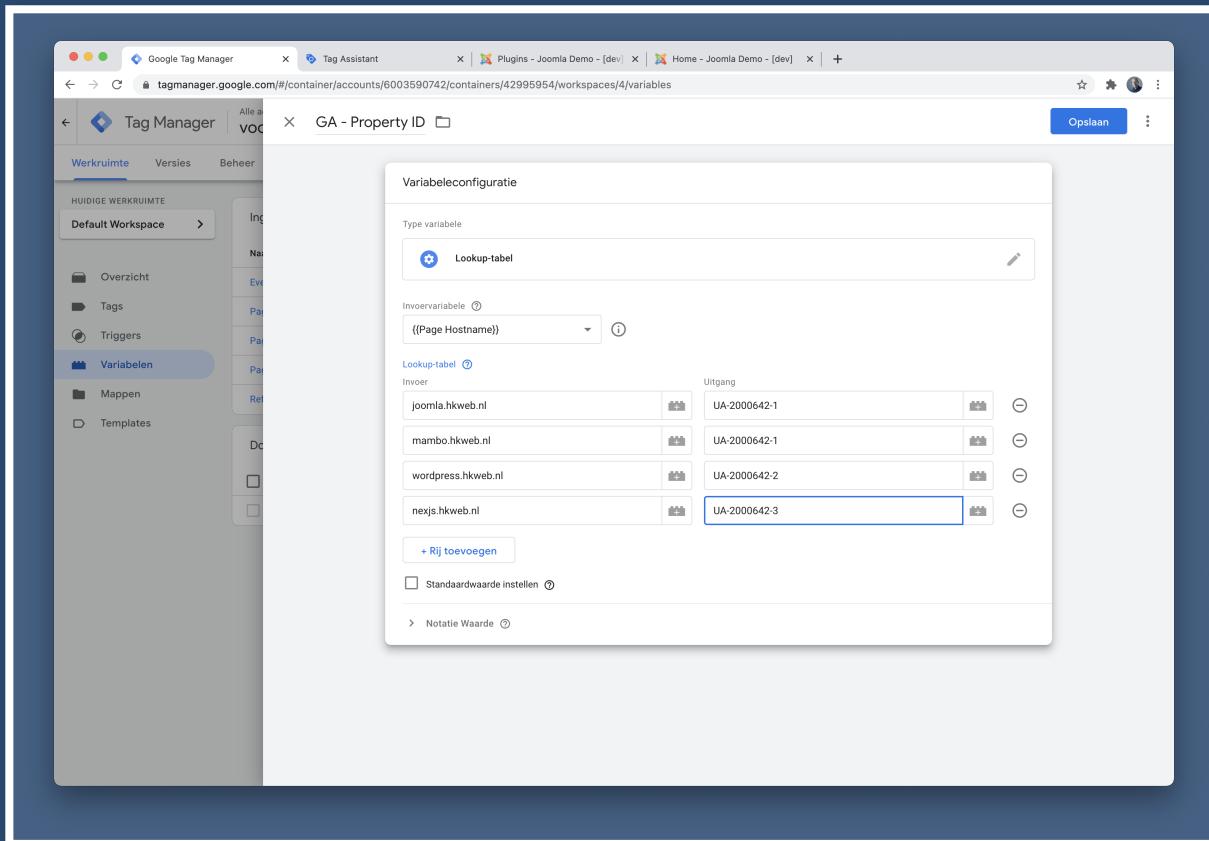
# Scroll naar beneden totdat je *Lookup Table* ziet



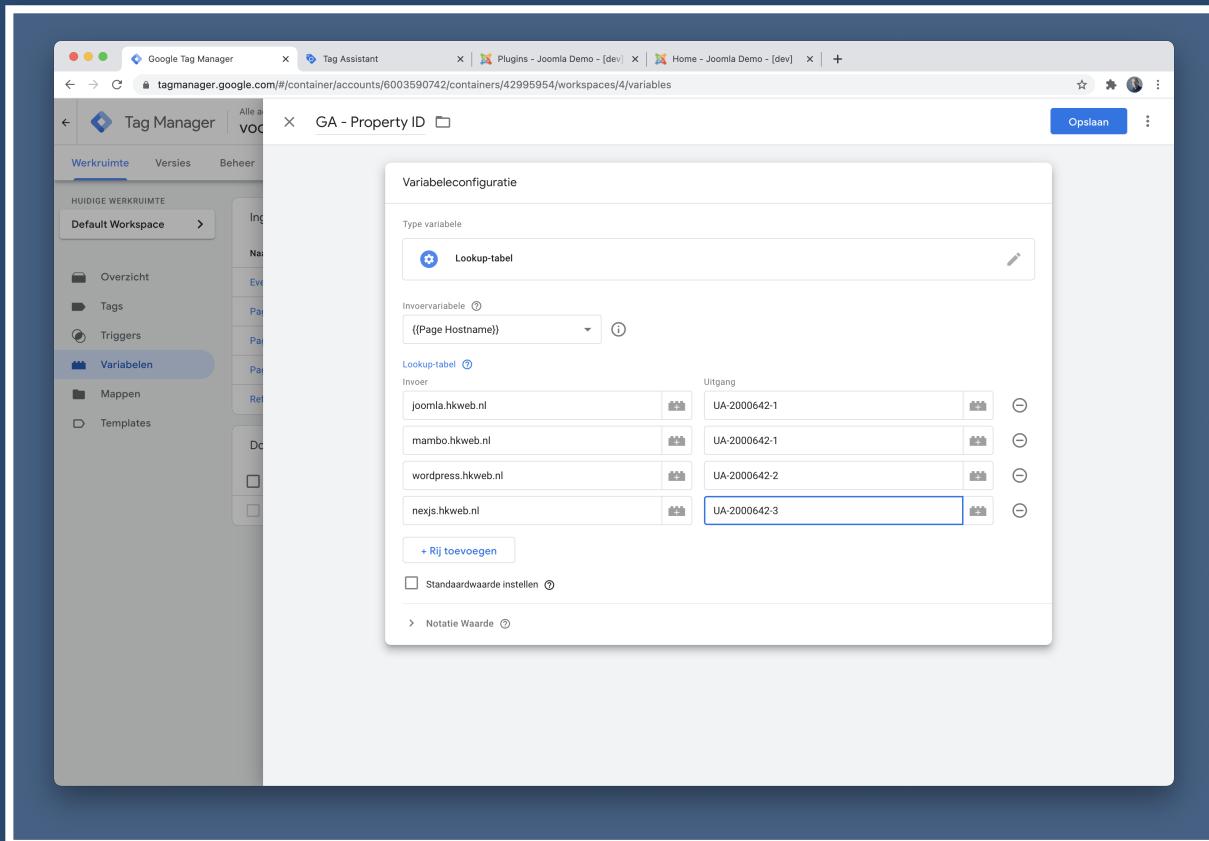
# Kies variabele {{Page Hostname}} als Invoervariabele



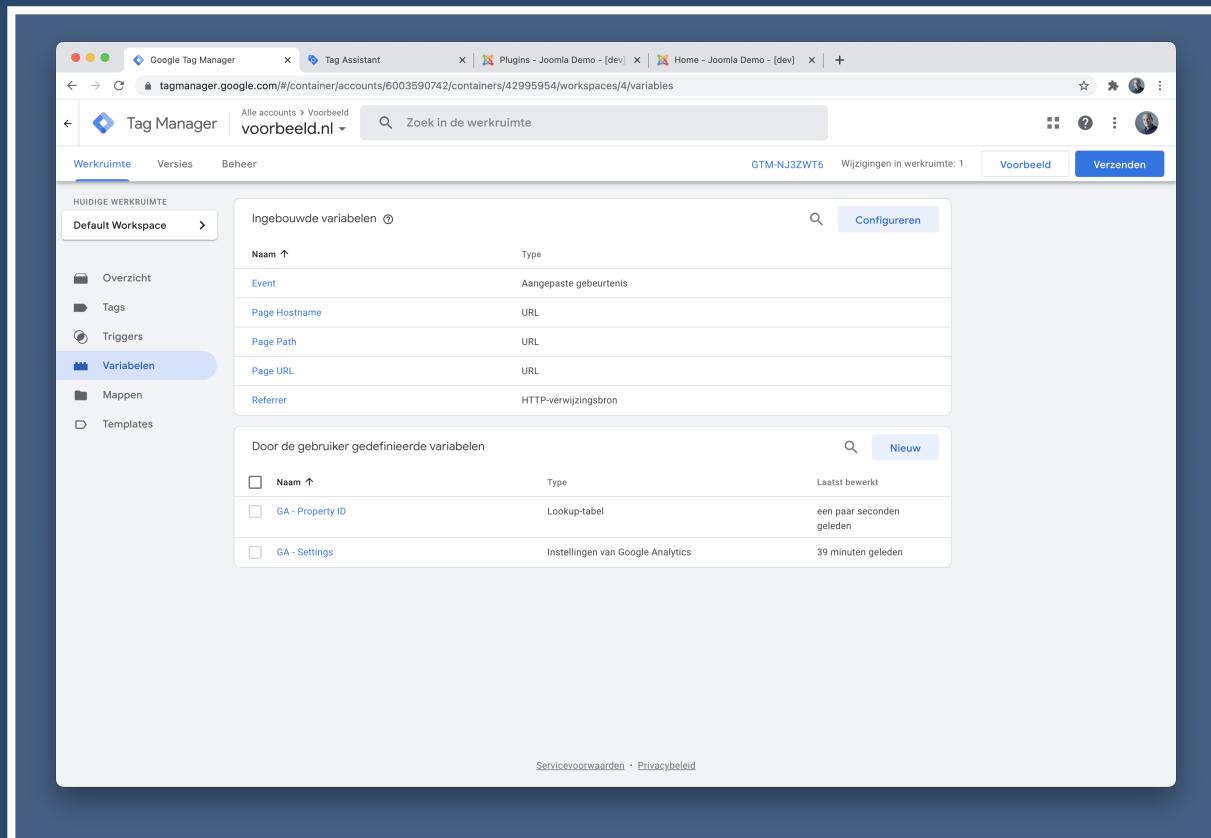
Klik op *Rij toevoegen* en vul *invoer* en *uitgang* in



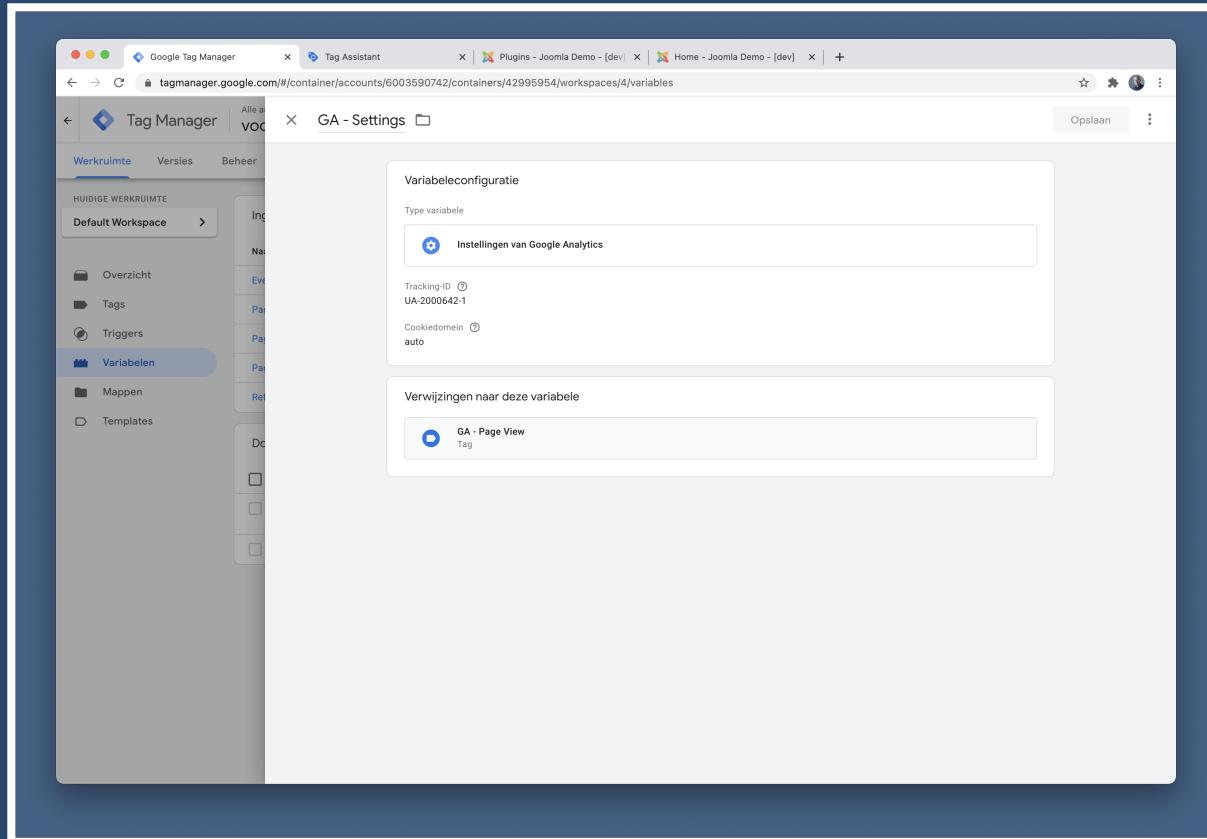
Klik op *Rij toevoegen* en vul *invoer* en *uitgang* in  
Voor elk domein een eigen GA Property ID.



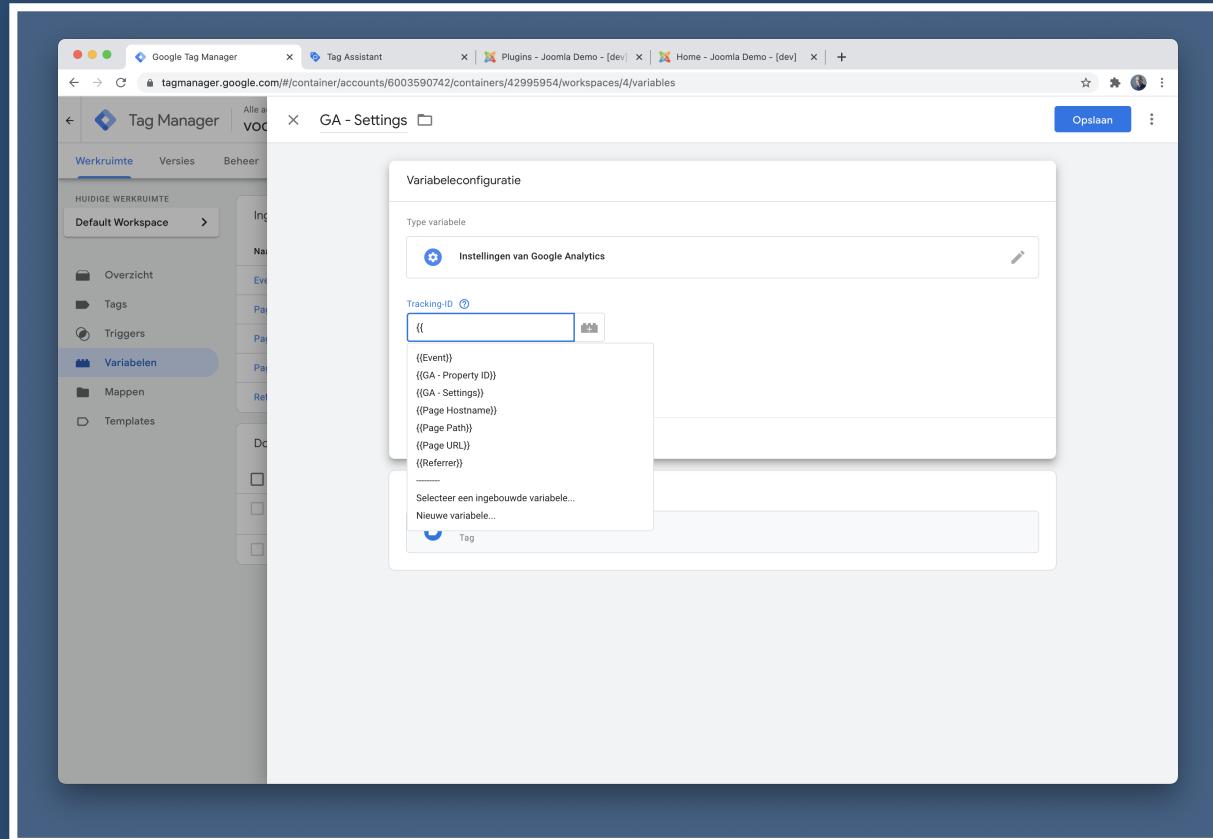
# Klik op opslaan en kom terug in het overzicht van variabelen.



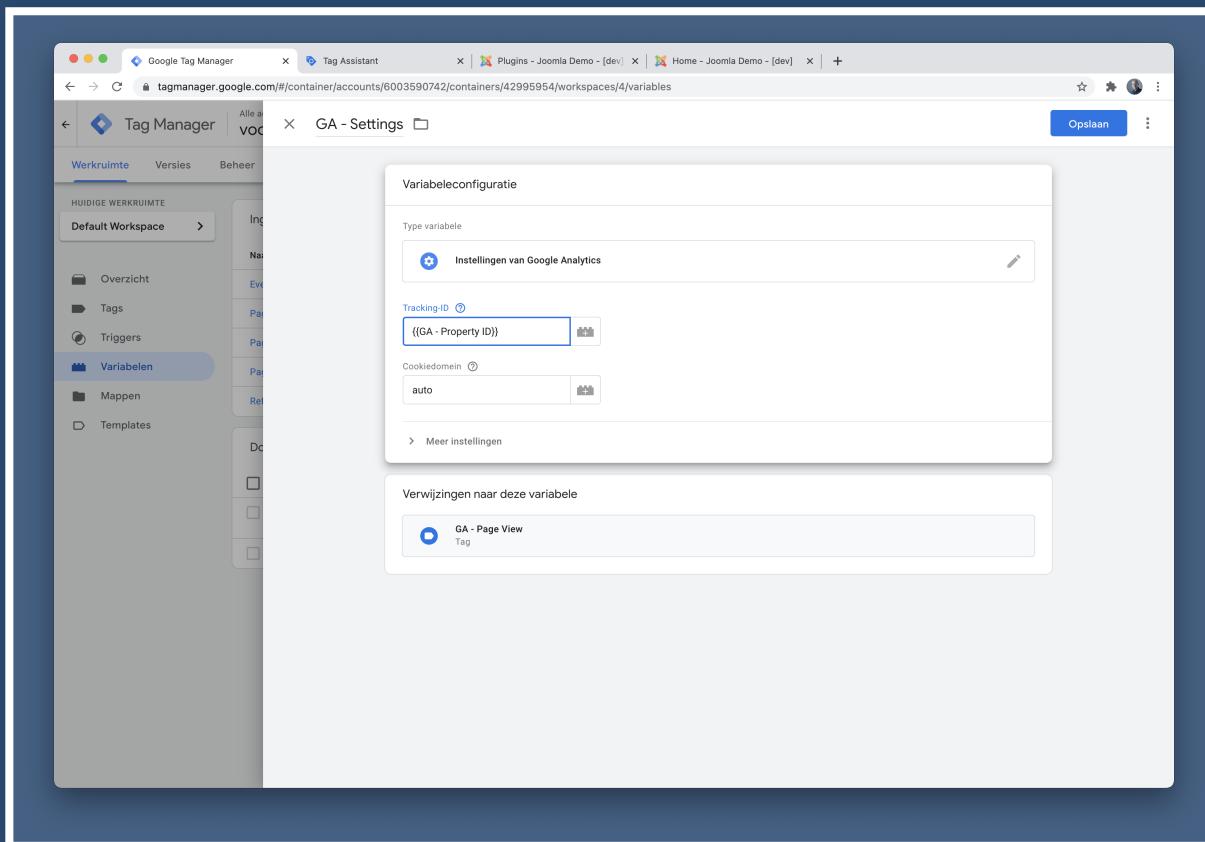
# Klik op variabele *GA - Property ID* om de configuratie te bewerken



# Wijzig het veld *Tracking ID* en zoek variabele op door te starten met tikken van {{



# Selecteer {{GA - Property ID}} en klik op opslaan



# Doorloop het riedeltje voor aanmaken nieuwe versie.

The screenshot shows the Google Tag Manager interface in a web browser. The URL is tagmanager.google.com/#/container/accounts/6003590742/containers/42995954/workspaces/4/variables. The sidebar on the left shows 'HUIDIGE WERKRUIMTE' with 'Default Workspace' selected. The main area is titled 'Ingebouwde variabelen' (Built-in variables) and lists five variables:

Naam	Type
Event	Aangepaste gebeurtenis
Page Hostname	URL
Page Path	URL
Page URL	URL
Referrer	HTTP-verwijzingsbron

Below this is a section titled 'Door de gebruiker gedefinieerde variabelen' (User-defined variables) with two entries:

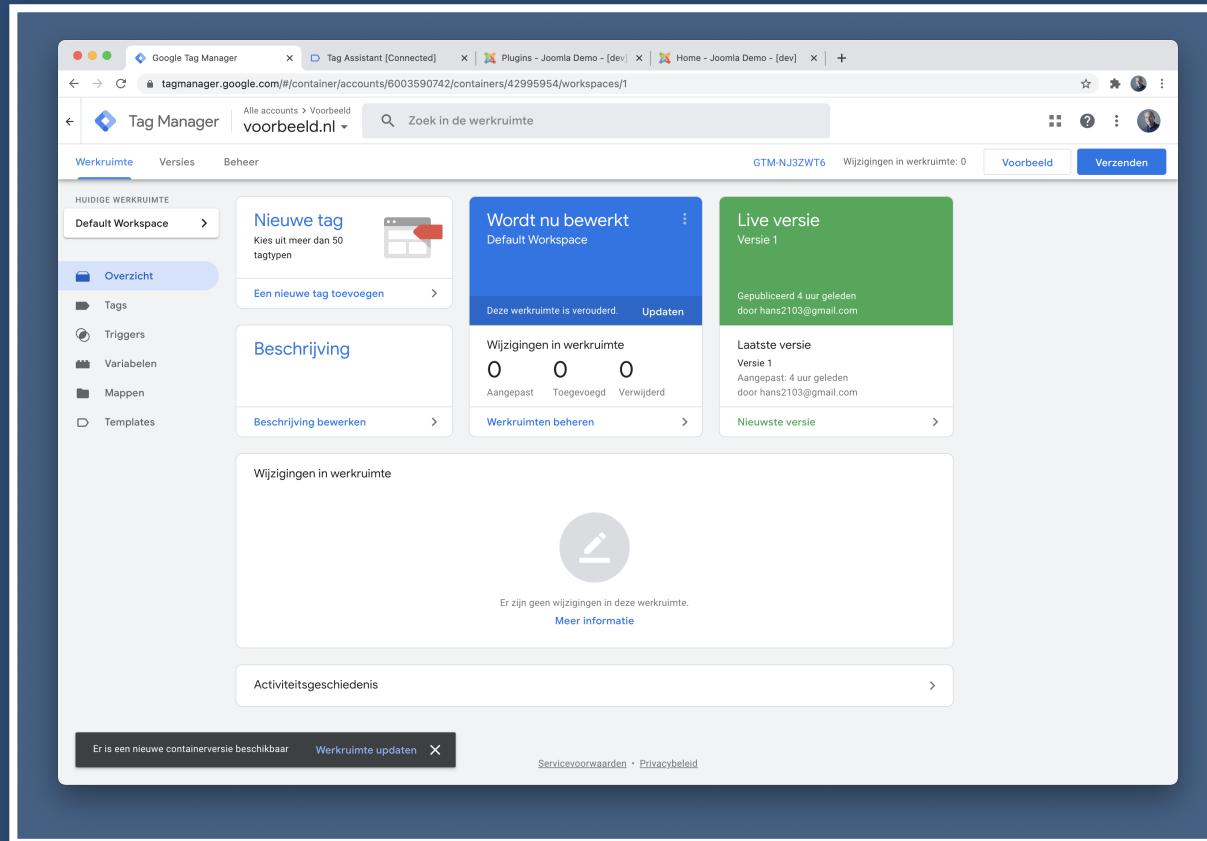
Naam	Type	Laatst bewerkt
GA - Property ID	Lookup-tabel	een paar seconden geleden
GA - Settings	Instellingen van Google Analytics	een paar seconden geleden

At the bottom of the page are links for 'Servicevooraarden' and 'Privacybeleid'.



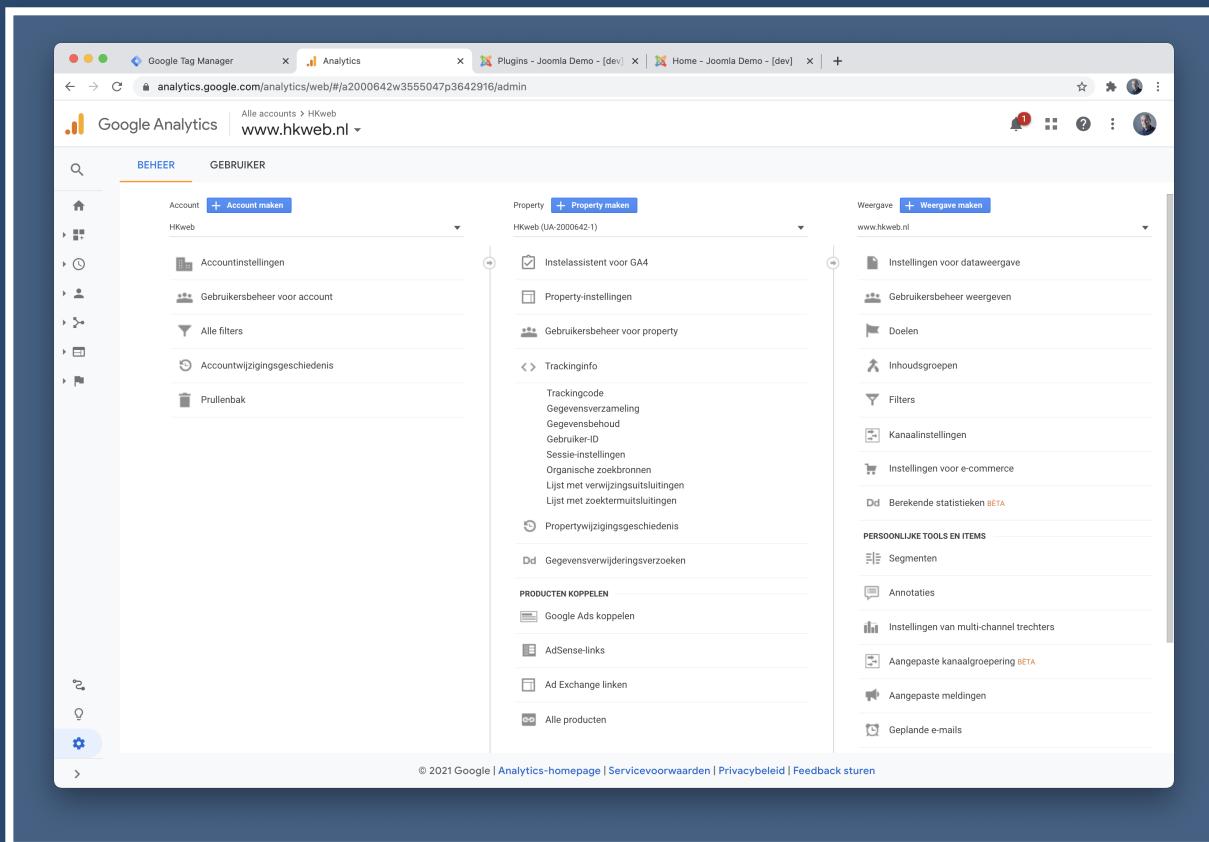
IT'S TIME TO CELEBRATE

# GOOGLE ANALYTICS V4 VIA GTM

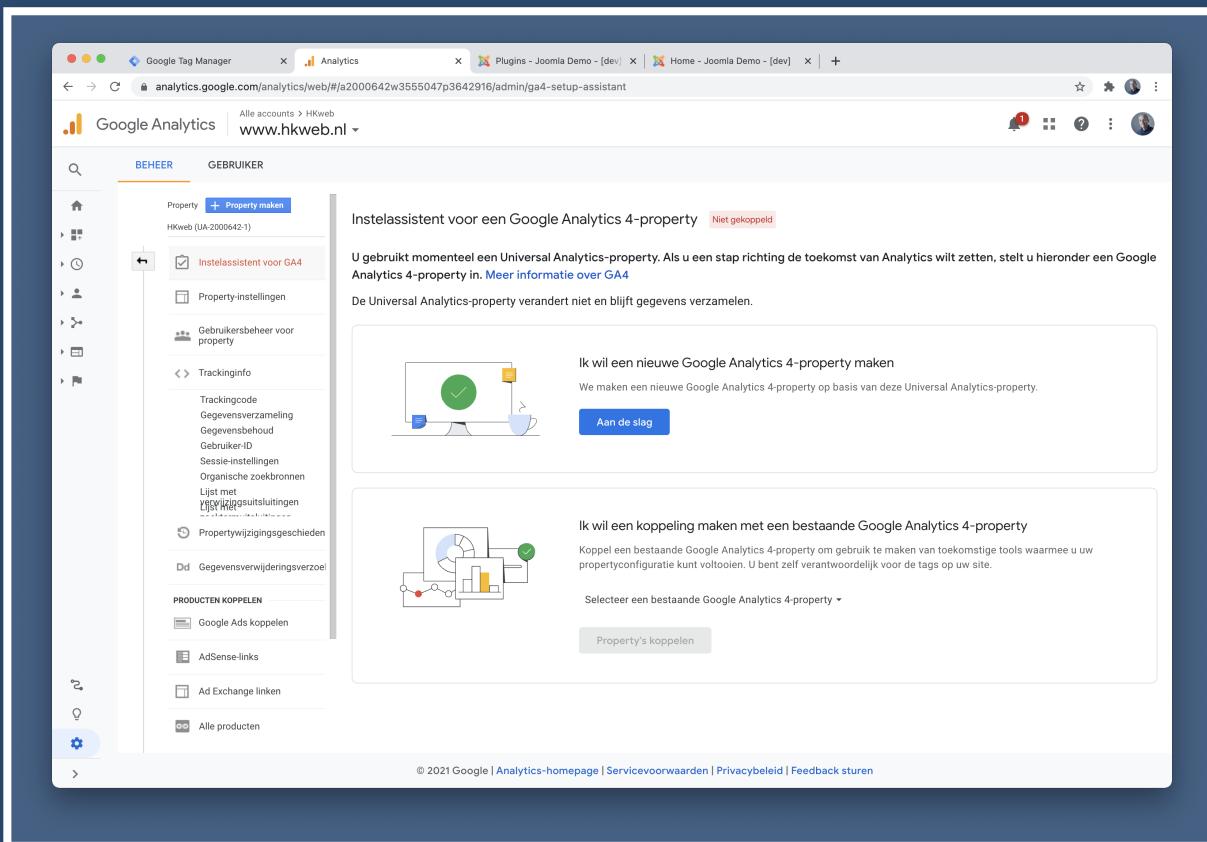


# Als nog niet gedaan...

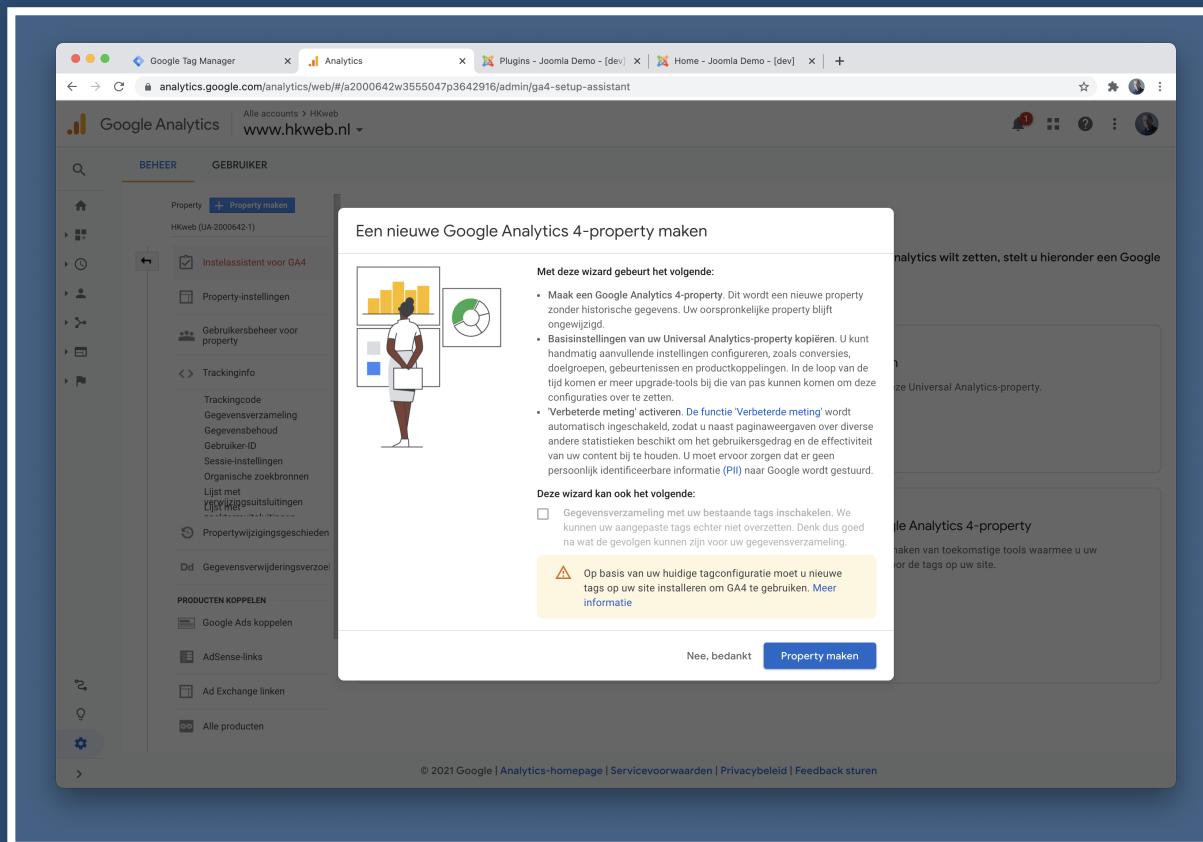
Ga naar [analytics.google.com](https://analytics.google.com) en klik bij Property op  
"Instellassistent voor GA4"



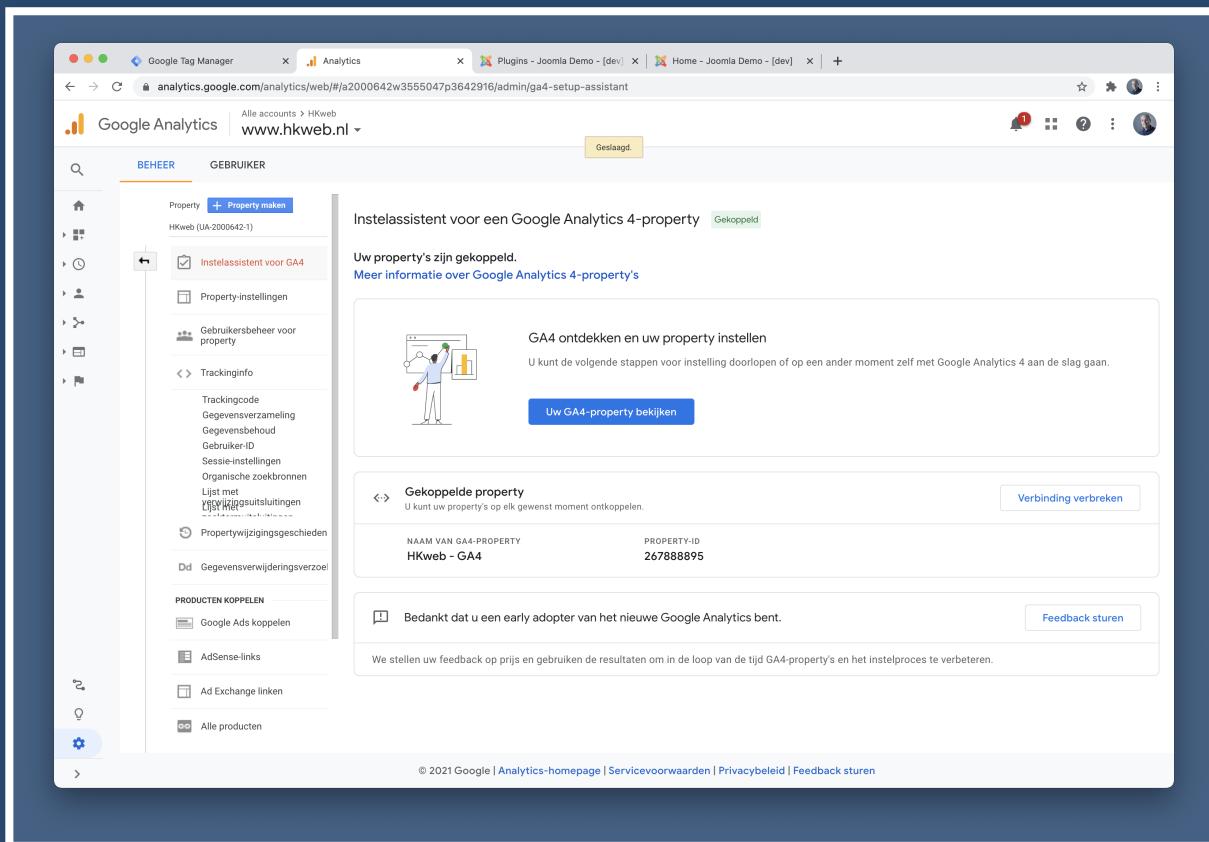
# Klik Aan de slag



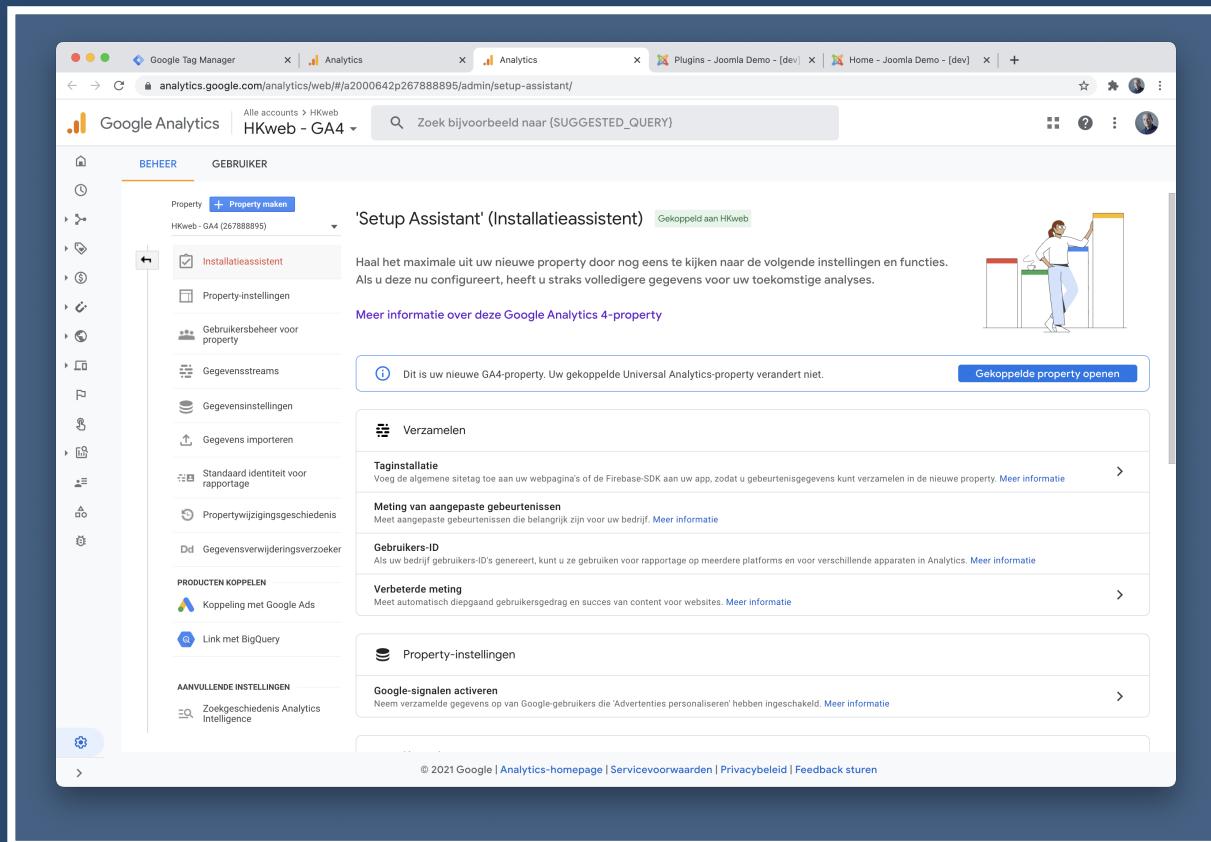
# Klik *Property maken*



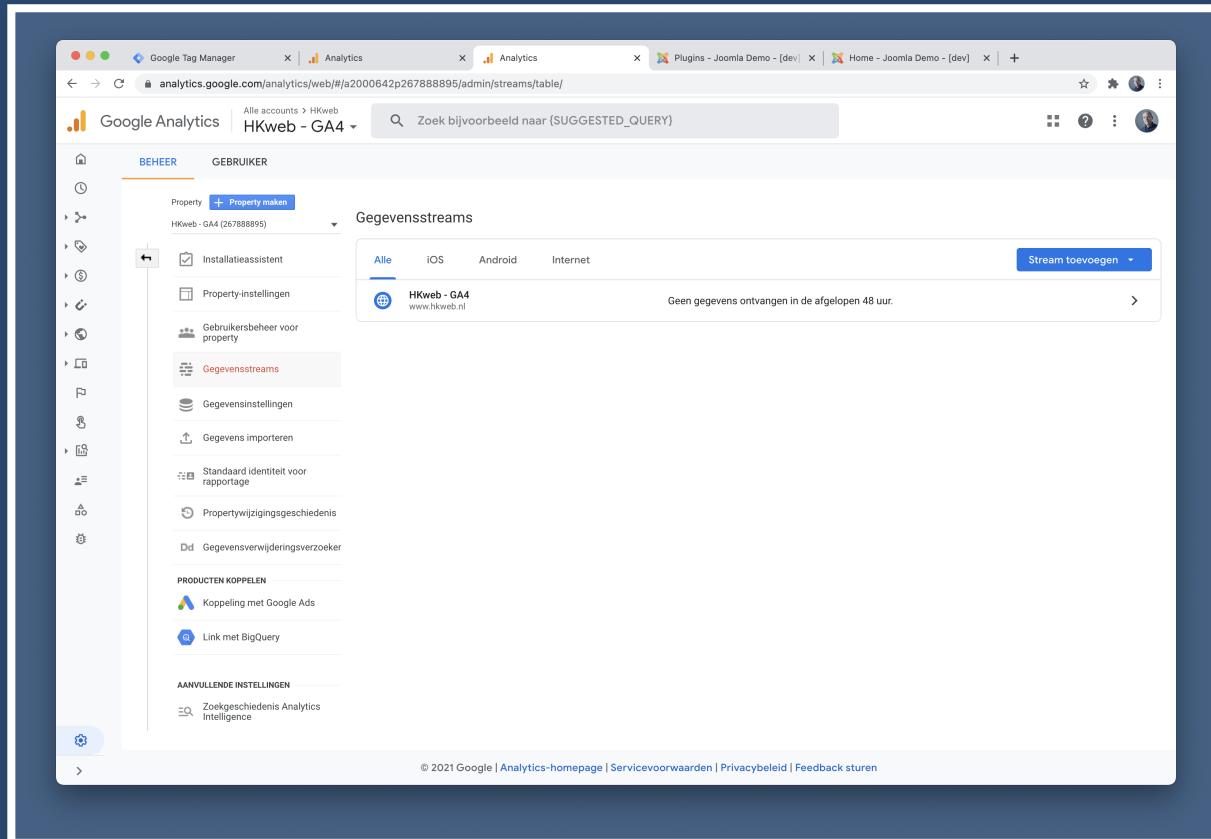
# Klik Uw GA4-property bekijken



# Klik rechts van Taginstallatie op chevron-right



# Klik rechts van *HKweb - GA4* op chevron-right



# Zie rechtsboven *Metings-ID*

The screenshot shows the Google Analytics interface for managing a stream. The main title is "Webstreamgegevens". Key details visible are:

- STREAM-URL:** www.hkweb.nl
- NAAM VAN STREAM:** HKweb - GA4
- METINGS-ID:** G-BZQ2GE23B2
- STREAM-ID:** 2409459885
- STATUS:** Geen gegevens ontvangen in de afgelopen 48 uur. [Meer informatie](#)

Below this, there's a section titled "Verbeterde meting" (Enhanced measurement) with a toggle switch turned on. It explains how automatic interactions like scrolls and clicks are tracked. Under "Meten:" (Measure), "Paginawergaven" (Page views) is selected, along with "Scrolls" and "Uitgaande klikken" (Outbound clicks). There's also a "+ nog 3" button.

Further down, under "Instructies voor het gebruik van tags" (Instructions for using tags), there are two options: "Nieuwe tag op pagina toevoegen" (Add new tag to page) and "Bestaande tag op pagina gebruiken" (Use existing tag on page).

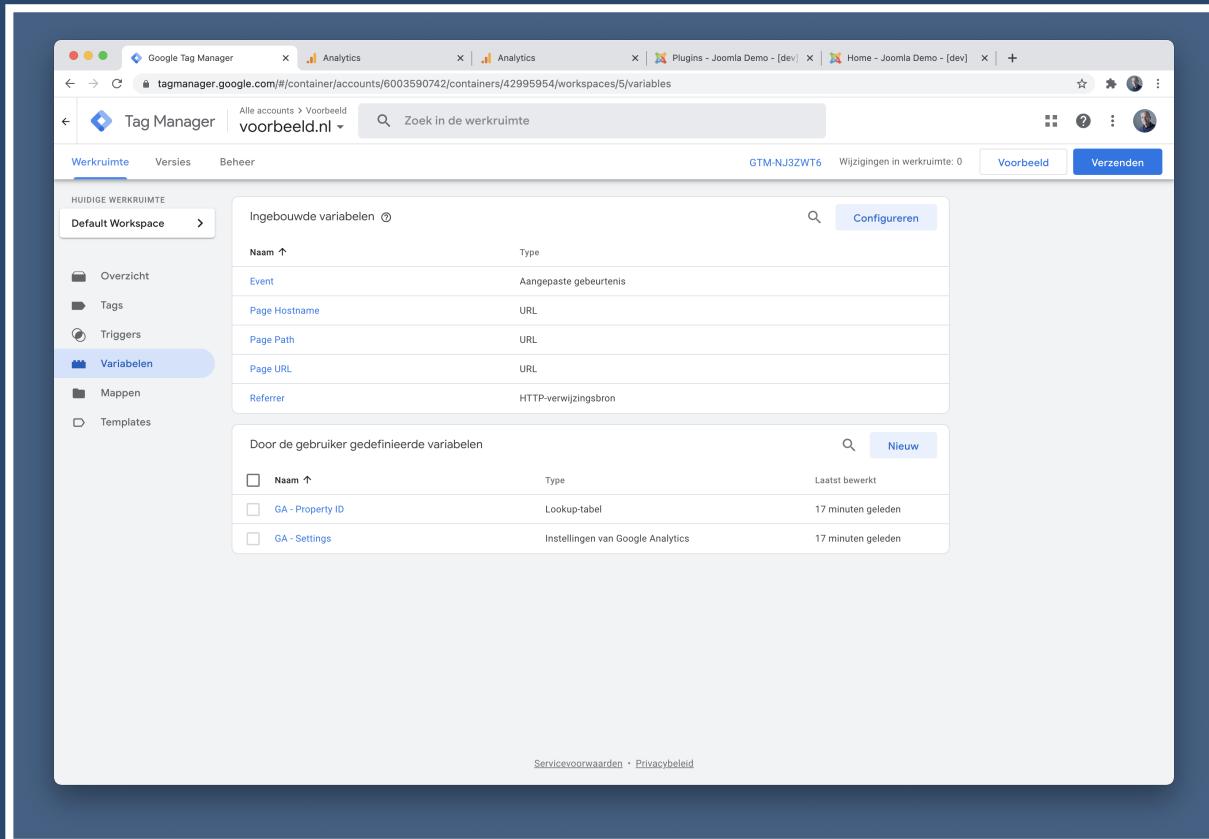
The bottom section, "Aanvullende instellingen" (Additional settings), includes:

- Gekoppelde sitetags:** 0 gekoppeld. Description: Laad tags voor aanvullende property's of producten die de algemene sitetag van deze stream gebruiken. [Meer informatie](#)
- API-geheimen voor Measurement Protocol:** ALFA. Description: Maak een API-geheim zodat er via het Measurement Protocol aanvullende gebeurtenissen naar deze stream kunnen worden gestuurd. [Meer informatie](#)
- Meer instellingen voor taggen:** Description: Configureer taggedrag aan de clientzijde, waaronder koppelingen tussen verschillende domeinen, intern verkeer en aanpassingen van gebeurtenissen. [Meer informatie](#)

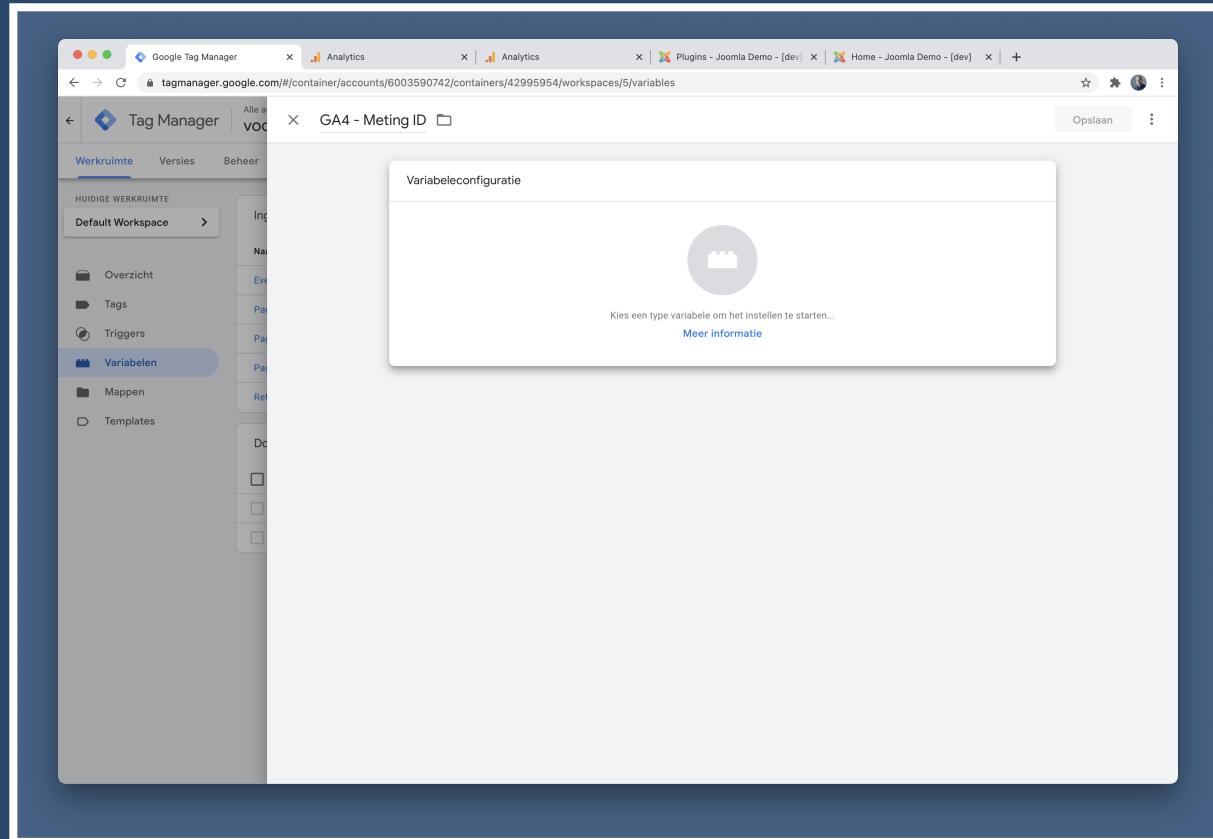
# Kopieer Metings-ID

The screenshot shows the Google Analytics Stream configuration page. At the top, the Stream URL is [www.hkweb.nl](http://www.hkweb.nl), the Stream Name is HKweb - GA4, and the Measurement ID is G-BZQ2GE23B2. A 'Kopieren' (Copy) button is visible next to the Measurement ID. Below this, there's a section for 'Verbeterde meting' (Enhanced measurement) which is turned on. It includes options to track 'Paginawergaven', 'Scrolls', and 'Uitgaande klikken'. Under 'Instructies voor het gebruik van tags' (Instructions for using tags), there are sections for 'Nieuwe tag op pagina toevoegen' (Add new tag to page) and 'Bestaande tag op pagina gebruiken' (Use existing tag on page). The 'Nieuwe tag op pagina toevoegen' section lists 'Algemene sitetag (gtag.js)' and 'Google Tag Manager'. The 'Gekoppelde sitetags' section shows '0 gekoppeld'. The 'API-geheimen voor Measurement Protocol' section is marked as 'ALFA'. At the bottom, there are sections for 'Meer instellingen voor taggen' (More settings for tags) and 'Meer informatie' (More information).

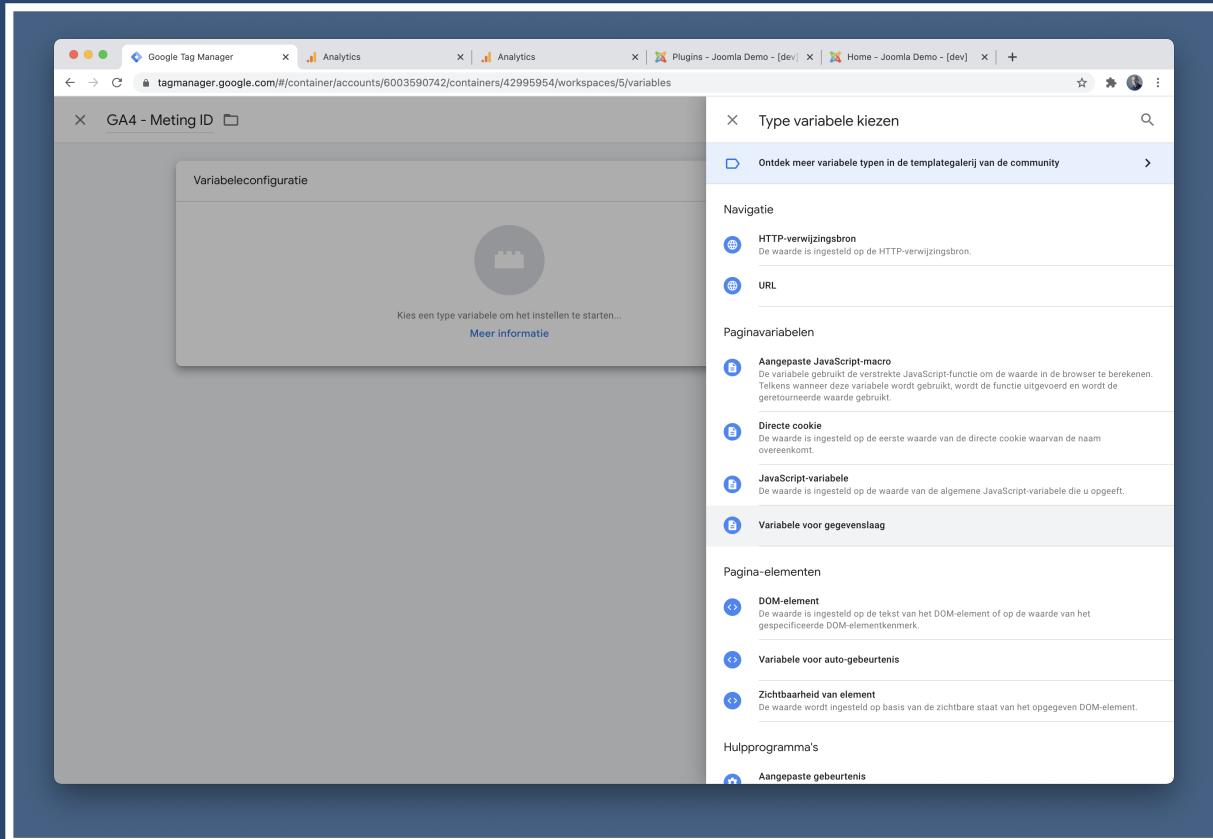
# Ga naar Google Tag Manager en ga naar Variabelen



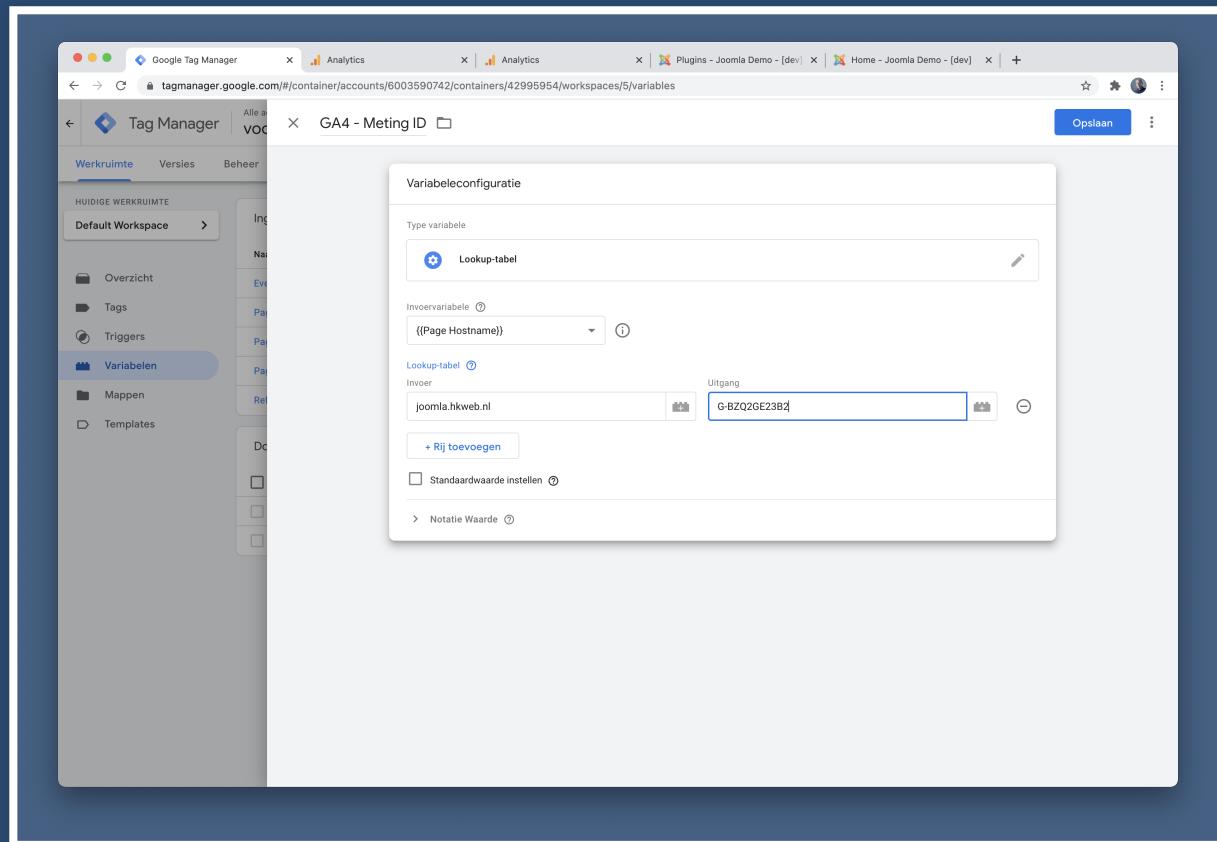
Klik op *Nieuw* om een nieuwe variabele aan te maken  
en geef de naam *GA4 - Meting ID*



# Klik op grote vlak Variabeleconfiguratie en selecteer Lookup Table



Wijzig Invoervariabele naar {{Page Hostname}} en vul de Lookup Table met je gekopieerde Meting ID



# Klik Opslaan en kom terug in overzicht van variabelen

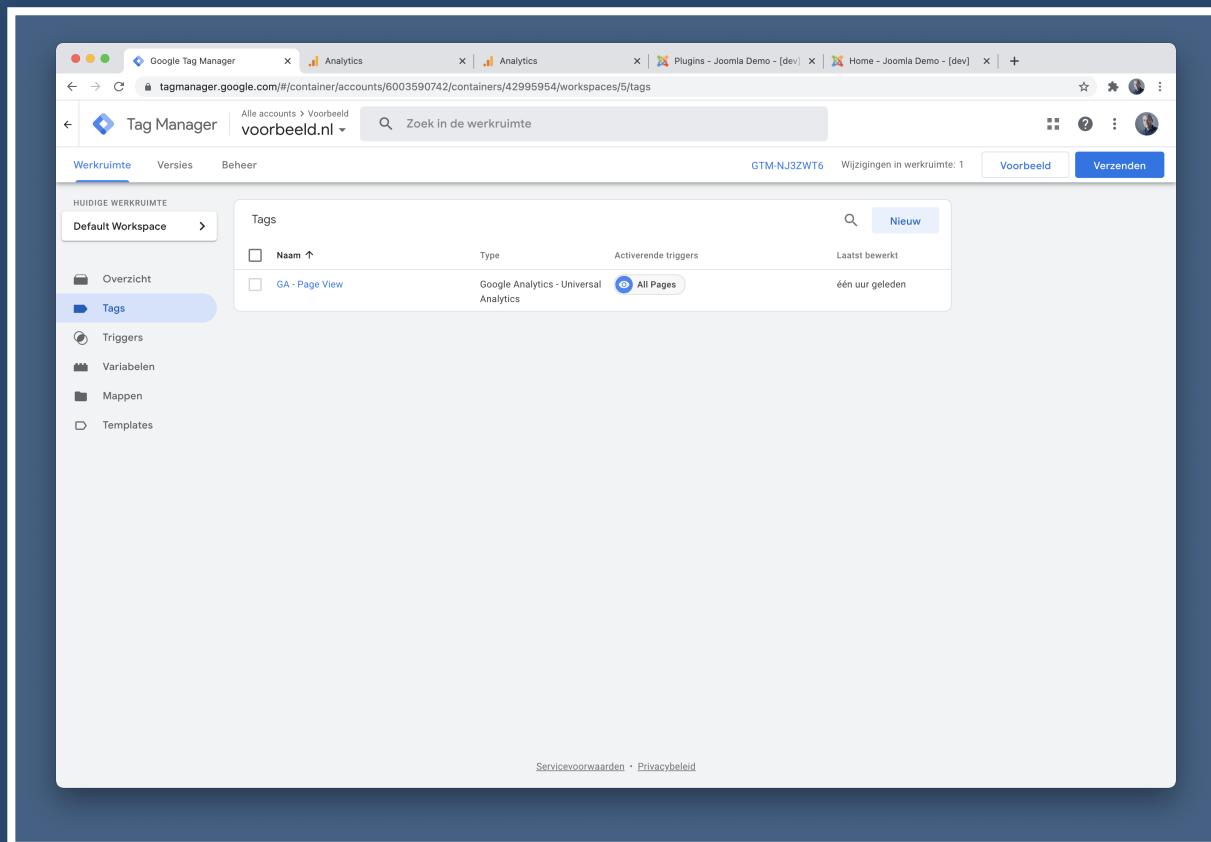
The screenshot shows the Google Tag Manager interface with the following details:

- Header:** tagmanager.google.com/#/container/accounts/6003590742/containers/42995954/workspaces/5/variables
- Page Title:** Tag Manager
- Search Bar:** Zoek in de werkruimte
- Toolbar:** Alle accounts > Voorbeeld voorbeeld.nl
- Buttons:** GTM-NJ3ZWT6, Wijzigingen in werkruimte: 1, Voorbeeld, Verzenden
- Sidebar (HUIDIGE WERKRUIMTE):**
  - Default Workspace
  - Overzicht
  - Tags
  - Triggers
  - Variabelen (selected)
  - Mappen
  - Templates
- Content Area:**
  - Ingebouwde variabelen:**

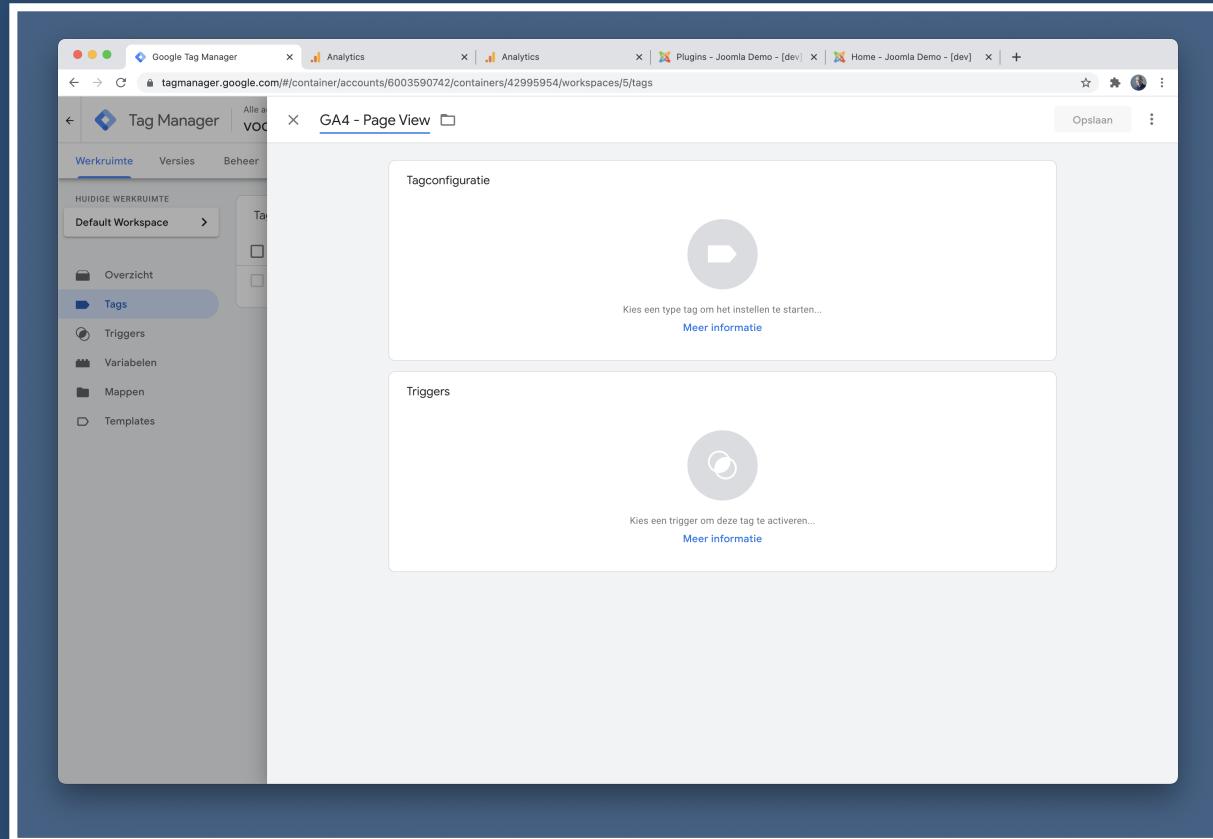
Naam	Type
Event	Aangepaste gebeurtenis
Page Hostname	URL
Page Path	URL
Page URL	URL
Referrer	HTTP-verwijzingsbron
  - Door de gebruiker gedefinieerde variabelen:**

Nam	Type	Laatst bewerkt
GA - Property ID	Lookup-tabel	18 minuten geleden
GA - Settings	Instellingen van Google Analytics	17 minuten geleden
GA4 - Meting ID	Lookup-tabel	een paar seconden geleden
- Footer:** Servicevooraarden • Privacybeleid

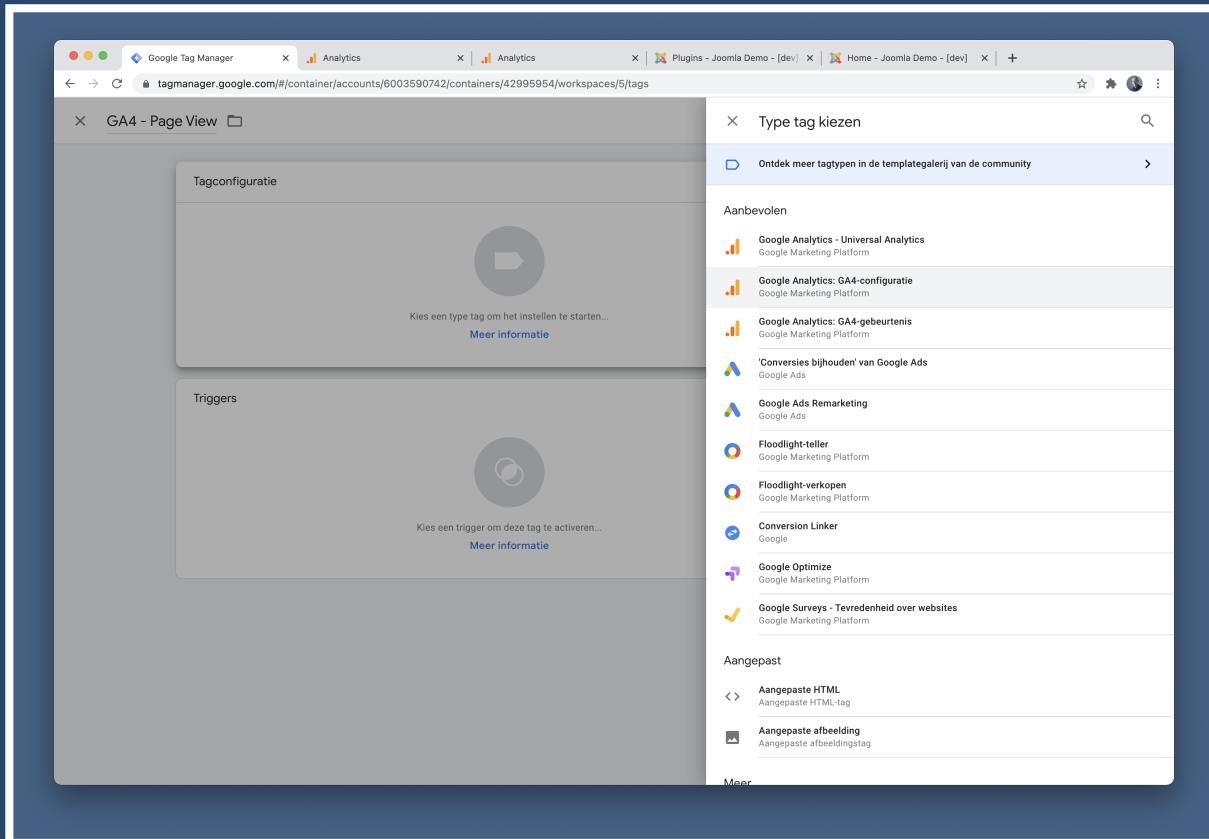
# Ga naar Tags en klik op Nieuw



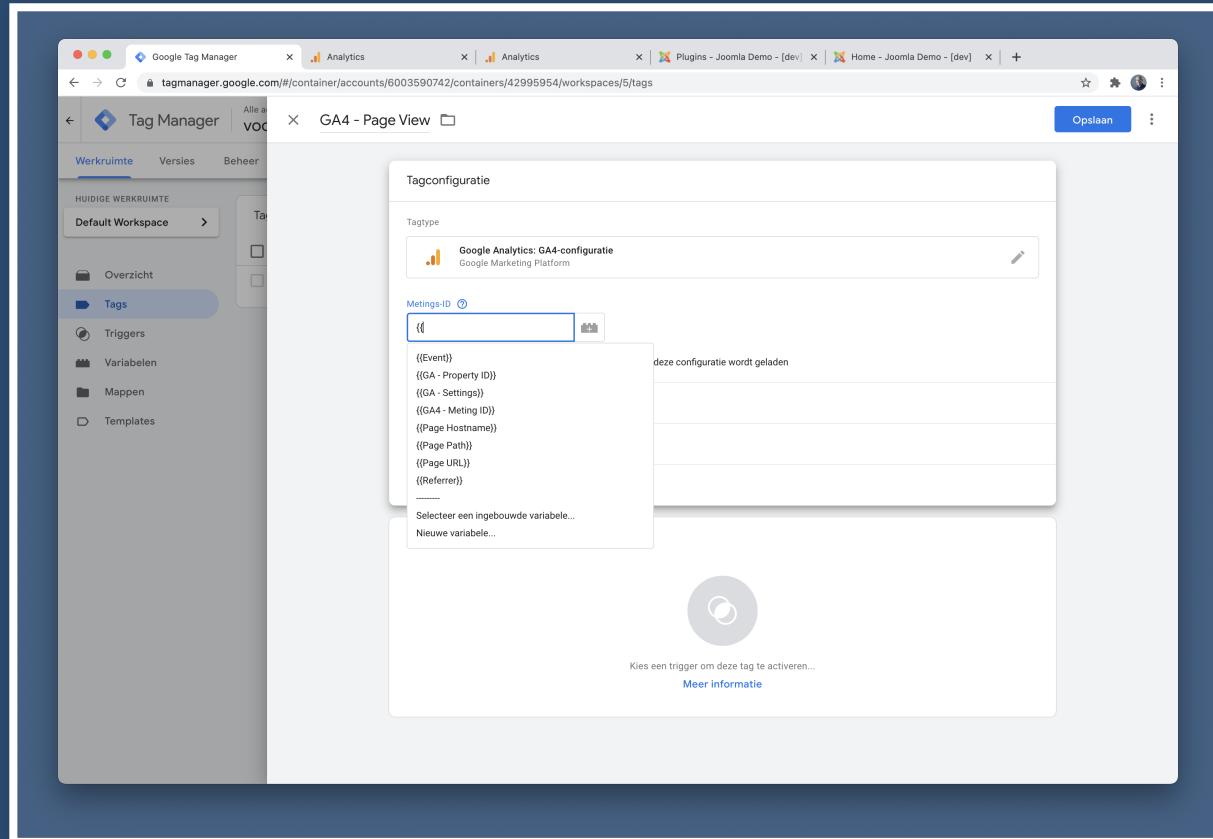
Geef de tag een logische naam *GA4 - Page View* en klik op grote vlak *Tagconfiguratie*



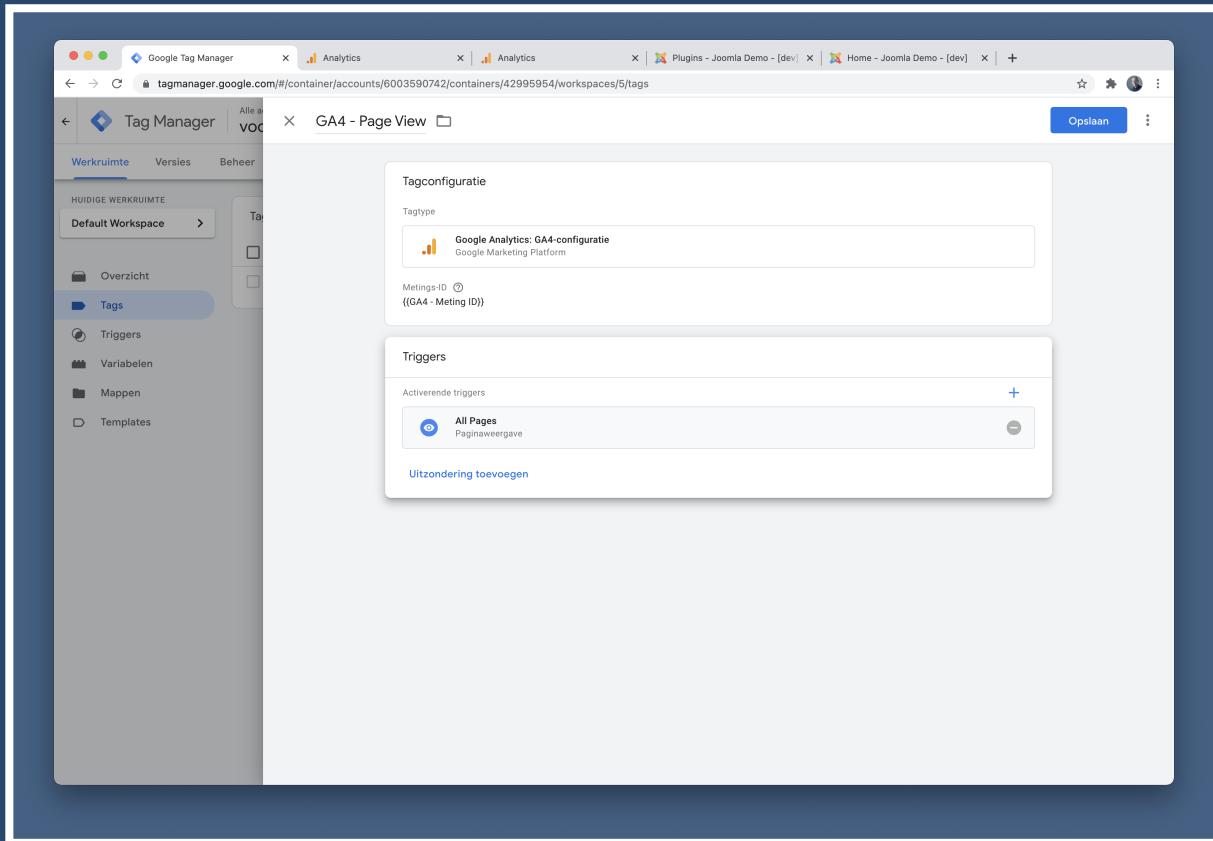
# Selecteer de optie *Google Analytics: GA4-configuratie*



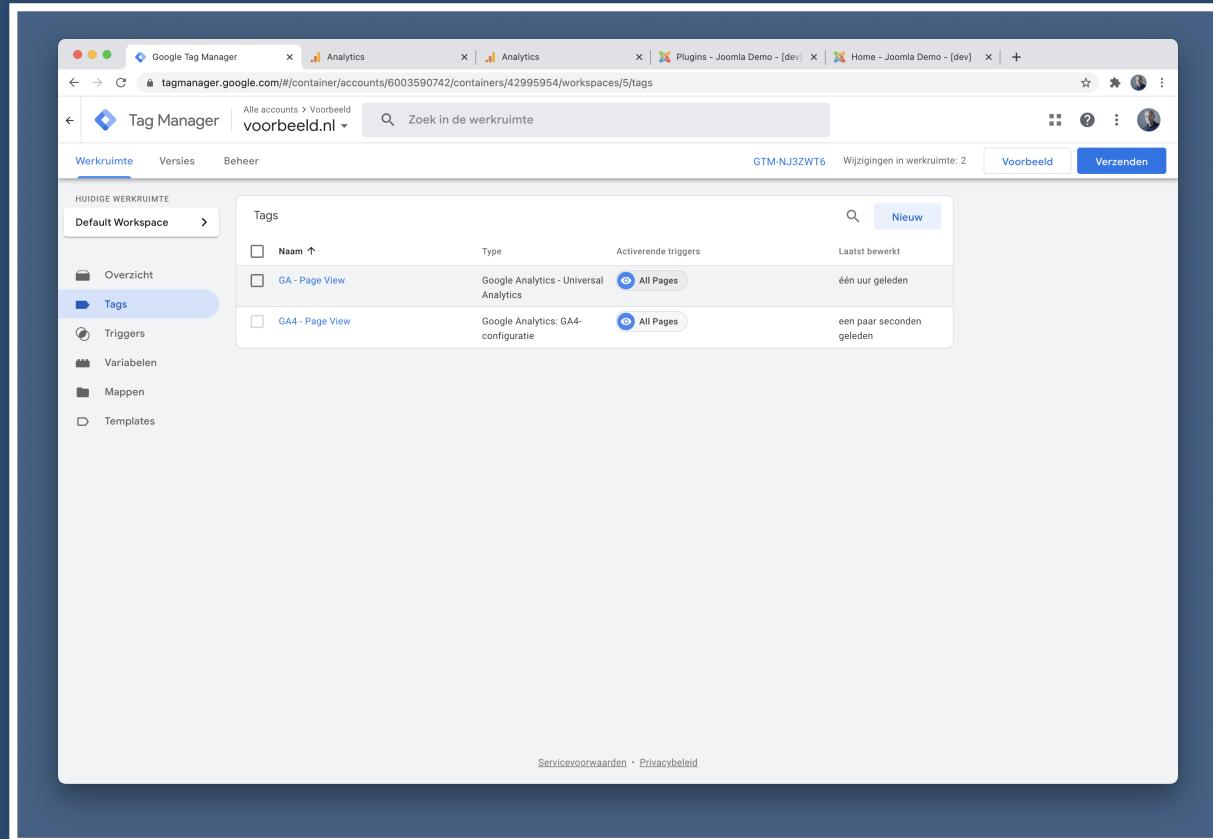
# Start bij *Meting-ID* met tikken en zoek de variabele $\{{\text{GA4} - \text{Meting ID}}\}$



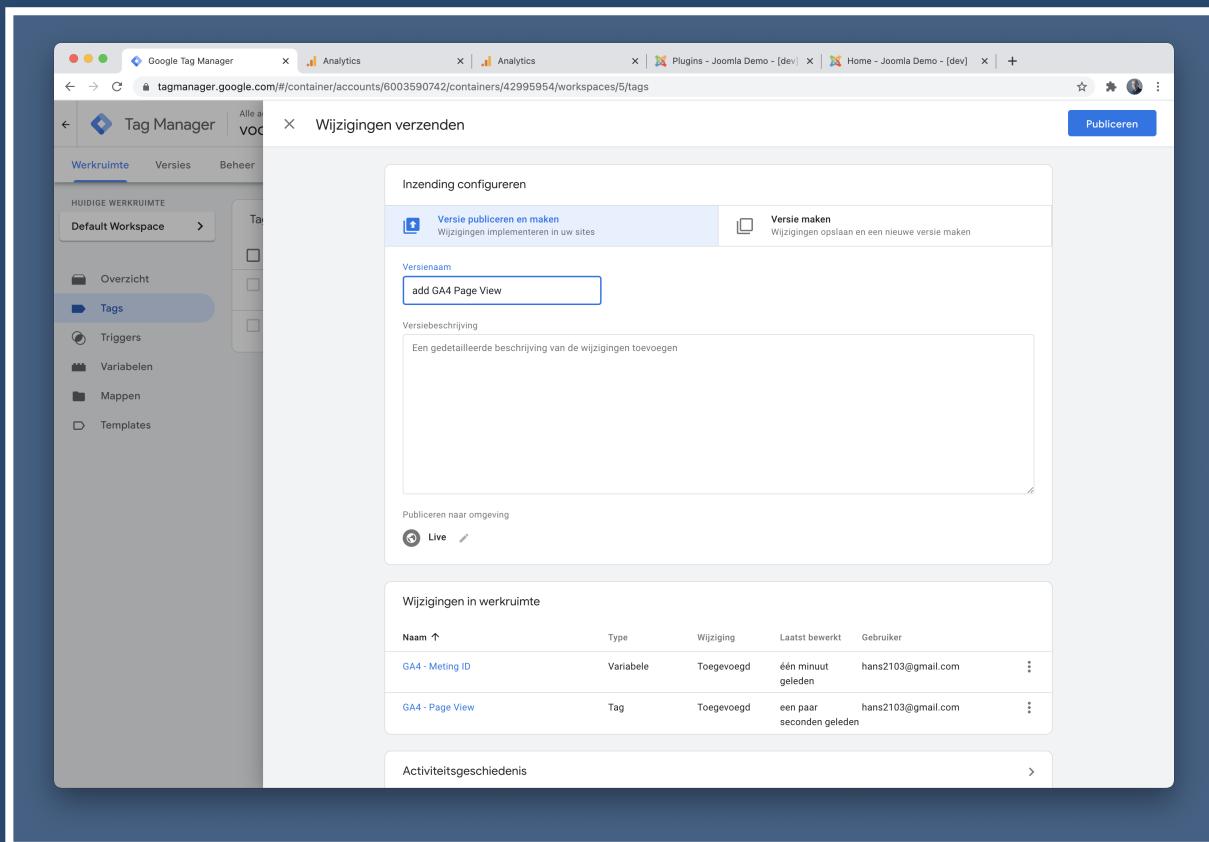
# Klik op grote vlak bij *Triggers* en selecteer *All Pages*



# Twee tags... eentje voor Google Universal Analytics, de ander voor Google Analytics V4



# Klik op Verzenden om nieuwe versie te publiceren





**IT'S TIME TO CELEBRATE**

A photograph of Leonardo DiCaprio as Jay Gatsby from the 2013 film "The Great Gatsby". He is wearing a black tuxedo and bow tie, smiling and holding a small glass of champagne towards the camera. The background is dark with some blurred lights and foliage.

**THANK YOU**