[](https://app.datalayerdoctor.com/)

[Data Layer Doctor](https://app.datalayerdoctor.com/)

Data Layer Specificatons

Project Seafolly, updated a month ago.

Run verification scan

Table of contents

1. [Checkout Page](https://app.datalayerdoctor.com/#checkout)
   * Checkout Step 4: Payment Method
   * Checkout Step 1: Start Checkout
   * Checkout Step 2: Contact Details
   * Checkout Step 3: Delivery Method
2. [Search Results Page](https://app.datalayerdoctor.com/#searchResults)
   * Search Listing Click
   * Search Results Listing
3. [Home Page](https://app.datalayerdoctor.com/#home)
4. [Product Page](https://app.datalayerdoctor.com/#product)
   * Product Detail
   * Add to Cart
5. [Product Listing Page](https://app.datalayerdoctor.com/#productListing)
   * Product Listing
   * Product Listing Click
6. [All Pages](https://app.datalayerdoctor.com/#allPages)
   * Internal Promotion Impression
   * Internal Promotion Click
   * Visitor Details
7. [Basket Page](https://app.datalayerdoctor.com/#basket)
   * Remove from Cart
   * Basket
   * Basket Page PayPal
8. [Sales Confirmation Page](https://app.datalayerdoctor.com/#salesConfirmation)

1. Checkout Page

**Any page in the checkout funnel, excluding the basket and sales confirmation page. For example, the page where shipping details or payment details are entered.**

Checkout Step 4: Payment Method

can be Gift card, Credit Card, PayPal, afterpay

<script>

dataLayer.push({

"ecommerce": {

"checkout\_option": {

"actionField": {

"option": "afterpay", *// Required*

"step": 4 *// Required*

}

}

},

"event": "checkoutOption", *// Required*

"stepName": "Payment Details"

});

</script>

Checkout Step 1: Start Checkout

A checkout page of the website

<script>

var dataLayer = [{

"page": {

"type": "checkout", *// This value must not change. Required*

"environment": "production" *// This value must not change. Required*

}

}];

dataLayer.push({

"ecommerce": {

"checkout": {

"actionField": {

"step": 1, *// Required*

"option": "start"

},

"products": [{

"size": "10AU",

"brand": "Seafolly",

"category": "Swimwear/Tops",

"id": "30501-100", *// Required*

"name": "Tropical Vacay Cold Shoulder Bandeau Bikini Top", *// Required*

"price": "129.95",

"variant": "Bahama",

"quantity": 2

}]

}

},

"event": "checkout", *// Required*

"stepName": "Start Checkout"

});

</script>

Checkout Step 2: Contact Details

options are guest or registered

<script>

dataLayer.push({

"ecommerce": {

"checkout": {

"actionField": {

"step": 2, *// Required*

"option": "guest"

},

"products": [{

"brand": "Seafolly",

"category": "Swimwear/One Piece",

"id": "10723-096", *// Required*

"name": "Silk Market Lace Up Halter Maillot One Piece", *// Required*

"price": "174.95",

"variant": "Bahama",

"quantity": 2,

"size": "10AU"

}]

}

},

"event": "checkout", *// Required*

"stepName": "Contact Details"

});

</script>

Checkout Step 3: Delivery Method

<script>

dataLayer.push({

"ecommerce": {

"checkout\_option": {

"actionField": {

"step": 3, *// Required*

"option": "Express\_Shipping" *// Required*

}

}

},

"event": "checkoutOption", *// Required*

"stepName": "Delivery Method"

});

</script>

2. Search Results Page

The page where search results are displayed after a search is performed

Search Listing Click

<script>

dataLayer.push({

"ecommerce": {

"click": {

"actionField": {

"list": "search: Rash Vest"

},

"products": [{

"brand": "Seafolly",

"category": "Swimwear/Tops",

"id": "60070-065", *// Required*

"name": "Seafolly 3/4 Sleeve Sunvest", *// Required*

"price": "114.95",

"variant": "Black"

}]

}

},

"event": "productClick", *// This value must not change. Required*

"eventCallback": "yourFunctionName"

});

</script>

Search Results Listing

The page where search results are displayed after a search is performed

<script>

var dataLayer = [{

"page": {

"environment": "production", *// This value must not change. Required*

"type": "searchresults", *// This value must not change. Required*

"title": "Search|Rash Vest"

}

}];

dataLayer.push({

"ecommerce": {

"impressions": [{

"list": "search: Rash Vest",

"position": 1,

"brand": "Seafolly",

"category": "Swimwear/Tops",

"id": "60070-065", *// Required*

"name": "Seafolly 3/4 Sleeve Sunvest", *// Required*

"price": "114.95",

"variant": "Black"

}],

"currencyCode": "AUD"

}

});

</script>

3. Home Page

The home page of the website.

Home

The main page of the website

<script>

var dataLayer = [{

"page": {

"type": "home", *// This value must not change. Required*

"environment": "production", *// This value must not change. Required*

"title": "Seafolly Australia Home"

}

}];

</script>

4. Product Page

This is a project detail page, where a single product is listed.

Product Detail

A page listing details of a single product

<script>

var dataLayer = [{

"ecommerce": {

"detail": {

"products": [{

"size": "10AU",

"category": "New In/Tops",

"variant": "Black",

"id": "30501-100", *// Required*

"name": "Modern Geometry Soft Cup Halter Bikini Top", *// Required*

"price": "109.95",

"brand": "Seafolly"

}]

}

},

"page": {

"title": "Modern Geometry Soft Cup Halter Bikini Top",

"type": "product", *// This value must not change. Required*

"environment": "production" *// This value must not change. Required*

}

}];

</script>

Add to Cart

Track items being added to baskets

<script>

dataLayer.push({

"event": "addToCart", *// This value must not change. Required*

"ecommerce": {

"add": {

"products": [{

"quantity": 1, *// Required*

"brand": "Seafolly",

"id": "30800-099", *// Required*

"name": "Tropical Vacay Cold Shoulder Bandeau Bikini Top", *// Required*

"price": "129.95",

"variant": "Bahama",

"category": "Swimwear/Tops",

"size": "10AU"

}]

},

"currencyCode": "AUD" *// Required*

}

});

</script>

5. Product Listing Page

**A page where multiple products are shown, for example a product category page on an ecommerce site.**

Product Listing

A category page, typically containing lists of products

<script>

dataLayer.push({

"ecommerce": {

"impressions": [{

"position": 1,

"id": "30547-167", *// Required*

"name": "Modern Love Slide Tri Bikini Top", *// Required*

"price": "79.95",

"variant": "Peach",

"list": "Swimwear",

"brand": "Seafolly",

"category": "Swimwear"

}],

"currencyCode": "AUD"

}

});

var dataLayer = [{

"page": {

"type": "category", *// This value must not change. Required*

"environment": "production", *// This value must not change. Required*

"title": "Swimwear"

}

}];

</script>

Product Listing Click

When someone clicks a product listing. This should fire anywhere products are listed - homepage, category pages, search results, product pages, etc.

<script>

dataLayer.push({

"event": "productClick", *// This value must not change. Required*

"ecommerce": {

"click": {

"actionField": {

"list": "Swimwear"

},

"products": [{

"price": "109.95",

"variant": "Black",

"brand": "Seafolly",

"category": "Swimwear/Tops",

"name": "Modern Geometry Soft Cup Halter Bikini Top", *// Required*

"id": "30501-100" *// Required*

}]

}

},

"eventCallback": "yourFunctionName"

});

</script>

6. All Pages

Represents code which should be triggered on all pages of the website.

Internal Promotion Impression

Track views of promotional items like banners

<script>

dataLayer.push({

"ecommerce": {

"promoView": {

"promotions": [{

"id": "JUNE\_PROMO", *// Required*

"name": "June Sale", *// Required*

"creative": "banner\_skyscraper\_1",

"position": 1

}]

}

}

});

</script>

Internal Promotion Click

Track clicks on promotional items like banners

<script>

dataLayer.push({

"event": "promotionClick", *// Required*

"ecommerce": {

"promoClick": {

"promotions": [{

"id": "JUNE\_PROMO", *// Required*

"name": "June Sale", *// Required*

"creative": "banner\_skyscraper\_1",

"position": 1

}]

}

}

});

</script>

Visitor Details

many of these are only available after login

<script>

var dataLayer = [{

"user.id": "13062"

}];

</script>

7. Basket Page

The page where a user can see the contents of their shopping basket.

Remove from Cart

Track items being removed from baskets

<script>

dataLayer.push({

"event": "removeFromCart", *// This value must not change. Required*

"ecommerce": {

"remove": {

"products": [{

"quantity": 1, *// Required*

"brand": "Seafolly",

"category": "Swimwear/Tops",

"id": "30501-100", *// Required*

"name": "Modern Geometry Soft Cup Halter Bikini Top", *// Required*

"price": "109.95",

"variant": "Black"

}]

}

}

});

</script>

Basket

The basket page of the website

<script>

var dataLayer = [{

"page": {

"environment": "production", *// This value must not change. Required*

"type": "bag", *// This value must not change. Required*

"title": "My Bag"

}

}];

</script>

Basket Page PayPal

customer selects the PayPal express option in the basket/bag/cart rather than clicking checkout

<script>

dataLayer.push({

"ecommerce": {

"checkout\_option": {

"actionField": {

"option": "PayPal", *// Required*

"step": 4 *// Required*

}

}

},

"event": "checkoutOption" *// Required*

});

</script>

8. Sales Confirmation Page

The page shown after an order has been placed.

Sales Confirmation

An sales confirmation page, following a transaction address fields are billing revenue is ex-tax

<script>

dataLayer.push({

"ecommerce": {

"purchase": {

"actionField": {

"city": "Sydney",

"country": "Australia",

"region": "NSW",

"affiliation": "seafolly.com.au",

"coupon": "COUPON1",

"revenue": "318.08", *// Required*

"shipping": "0",

"tax": "31.80",

"id": "100124704" *// Required*

},

"products": [{

"size": "10AU",

"brand": "Seafolly",

"category": "Swimwear/One Piece",

"coupon": "SAVE20",

"id": "10723-096", *// Required*

"name": "Silk Market Lace Up Halter Maillot One Piece", *// Required*

"price": "174.95",

"variant": "Bahama",

"quantity": 2

}]

}

}

});

var dataLayer = [{

"page": {

"environment": "production", *// This value must not change. Required*

"title": "Thank You",

"type": "purchase" *// This value must not change. Required*

}

}];

</script>

© 2016 DataLayerDoctor.co.uk