CMS System		Drupal
Supported Versions	All Versions	Current version:
Supported Google Products	All Products	Level of complexity: Low Typical effort: 30-60 Min Level of Regalix rep experience: High
Notes	No known issues	
Related Products	N/A	

Google Analytics
 	
(Approx. 30 min)
	Via Drupal Admin
	
	Google analytics:
	1. Install google analytics plugin
	2. Go to https://www.drupal.org/project/google_analytics
	3. for ecommerce https://www.drupal.org/project/google_analytics_ecommerce
		Sample
		\<script\>
		(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
		
		  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
		
		m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
		
		  })(window,document,'script','//www.google-analytics.com/analytics.js','ga');
		
		  ga('create', 'UA-1234567-1', 'auto');
		
		  ga('send', 'pageview');
		
		\</script\>

Google Tag Manager	Via Drupal Admin	Sample

(Approx. 30 min)	Tag Manager:
	1. GO to site building from navigation go to blocks
	2. Search for blocks which are active in header
	3. if any block there which been added for for custom content edit it
	4. Or add a new block (after adding active that block to header)
	5. change the filter html drop down to full html
	6. click on text editor button (just below content box)
	7. paste the code in the box and save the block
	8. click on save blocks
		`<!-- Google Tag Manager -->`
		
		`<noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-N333SF"`
		
		`height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>`
		
		`<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=`
		
		`'//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);`
		
		`})(window,document,'script','dataLayer','GTM-XXXXXX');</script>`
		
		`<!-- End Google Tag Manager -->`

Conversion Tracking
 	
(Approx. 30 min)
	Via Drupal admin
	
	Adwrods conversion tracking:
	1. install google adwords conversion tracking plugin
	2. Go to https://www.drupal.org/project/google_adwords
		`<script type="text/javascript">`
		`/* <![CDATA[ */`
		`var google_conversion_id = 123456789;`
		`var google_conversion_language = "en";`
		`var google_conversion_format = "2";`
		`var google_conversion_color = "ffffff";`
		`var google_conversion_label = "AAAAAAAAAAAAAAAAAAA";`
		`var google_conversion_value = %%ORDER_AMOUNT%%;`
		`/* ]]> */`
		`</script>`
		`<script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js">`
		`</script>`
		`<noscript>`
		`<div style="display:inline;">`
		`<img height="1" width="1" style="border-style:none;" alt=""src="//www.googleadservices.com/pagead/conversion/123456789/?value=%%ORDER_AMOUNT%%&?label=AAAAAAAAAAAAAAAAAA&guid=ON&script=0"/>`
		`</div>`
		`</noscript>`

| Remarketing

(Approx. 30 min) | **Via Drupal Admin**

Remarketing:
1. GO to site building from navigation go to blocks
2. search for blocks which are active in footer
3. if any block there which been added for for custom content edit it
4. Or add a new block (after adding active that block to footer)
5. change the filter html drop down to full html
6. click on text editor button (just below content box)
7. paste the code in the box and save the block
8. click on save blocks | **Sample**

<!-- Google Code for Remarketing Tag -->

<script type="text/javascript">

/* <![CDATA[*/

var google_conversion_id = xxxxxxxxx;

var google_custom_params = window.google_tag_params;

var google_remarketing_only = true;

/*]]> */

</script>

<script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js">

</script>

<noscript>

<div style="display:inline;">

</div>

</noscript> |
| | | |