Volusion Inc. Phone: 800-646-3517 Website: http://www.volusion.com	**Volusion**	**CMS System**
Current version:	**All Versions**	**Supported Versions**
Level of complexity: Low Typical effort: 30-60 Min Level of Regalix rep experience: High	**All Products**	**Supported Google Products**
	No known issues	**Notes**
	N/A	**Related Products**

Sample
 	
`<script>`
`(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||f`
`unction(){`
`  (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.pare`
`ntNode.insertBefore(a,m)`
 	
`})(window,document,'script','//www.google-analytics.com/an`
`alytics.js','ga');`
`  ga('create', 'UA-1234567-1', 'auto');`
`  ga('send', 'pageview');`
`</script>`
	Via Volusion Admin
	1. Go to Design > File Editor in your Admin Area
	2. In the Shortcuts table on the Live Edit page, click template_xxx.html (where xxx is the number or name of your Volusion store template)
	3. In the Live Edit window, scroll through your template code to find the closing head tag marked </head>.
	4. Paste the Google Analytics Java Script code into your Live Editor just above this tag.
	5. Click Save and you're done!
		Google Analytics
		
		(Approx. 30 min)

Sample	Via Volusion Admin	Google Tag Manager

Sample
 	
`<!-- 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 -->`
	Via Volusion Admin
	
	1. Go to Design > File Editor in your Admin Area
	2. In the Shortcuts table on the Live Edit page, click template_xxx.html (where xxx is the number or name of your Volusion store template)
	3. In the Live Edit window, scroll through your template code to find the opening body tag marked <body>.
	4. Paste the tag manager Script code into your Live Editor just above this tag.
	5. Click Save and you're done!
		Google Tag Manager
		
		(Approx. 30 min)

Sample
 	
`<script type="text/javascript" >`
`document.write('<img height="1" width="1" style="border-style:none;" alt=""`
`src="//www.googleadservices.com/pagead/conversion/xxxxxxx/?value='+Order[2]`
`+'&label=kZy_CKjWqAcQgPaT1QM&guid=ON&script=0"/>');`
`</script>`
	Via Volusion Admin
	1. From your Admin Area, go to Design > Site Content.
	2. Scroll down until you find Article ID 130.
	3. In the Article Body field, click the HTML icon in the Easy Editor toolbar
	4. Replace the conversion id and label, then in the provided code, then paste your script into the Article Body field and click Save.
		Conversion Tracking
		
		(Approx. 30 min)

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;`
	Via Volusion Admin
	1. Go to Design > File Editor in your Admin Area
	2. In the Shortcuts table on the Live Edit page, click template_xxx.html (where xxx is the number or name of your Volusion store template)
	3. In the Live Edit window, scroll through your template code to find the closing body tag marked </body>.
		Remarketing
		
		(Approx. 30 min)

/*]]>*/ </script> <script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"> </script> <noscript> </noscript>	4. Paste the remarketing Script code into your Live Editor just above this tag. 5. Click Save and you're done!	

Sample
`<!-- DYNAMIC REMARKETING THE COMPLETE CODE CONFIGURED FOR VOLUSION -->`
`<!-- ecommercestreak.com-->`
`<script type="text/javascript">`
`<!-- DEFAULT CUSTOM PARAM VALUES-->`
`var pagetype = 'site-view'`
`var googleprice = ';`
`var googleprodid =';`
`<!--URL DETAILS-->`
`var pathname = window.location.pathname;`
`<!--If home page-->`
`if(pathname == "/" || pathname == "Default.asp" || pathname == "default.asp"){`
`var pagetype = 'home';`
`var googleprice = ';`
`var googleprodid =';`
`};`
`<!--If Category Page-->`
`if(pathname.indexOf('-s/') > -1){`
`var pagetype = 'category';`
`var googleprice = ';`
`var googleprodid =';`
`}`
`<!--If Product Page-->`
`if(pathname.indexOf('-p/') > -1){`
`var pagetype = 'product';`
`var googleprice = $('span[itemprop="price"]').html().replace(/[^\d.,]+/,');`
`var googleprodid = global_Current_ProductCode;`
`};`
`<!--If Cart Page-->`
`if(pathname.indexOf('shoppingcart') > -1 ||`
`pathname.indexOf('ShoppingCart') > -1){`
`var pagetype = 'cart';`
`var googleprice = $(".pricecolor.colors_productprice b").html().replace(/[^0-9.]/g, ');`
	Via Volusion Admin
	1. Go to Design > File Editor in your Admin Area
	2. In the Shortcuts table on the Live Edit page, click template_xxx.html (where xxx is the number or name of your Volusion store template)
	3. In the Live Edit window, scroll through your template code to find the closing body tag marked </body>.
	4. Now the code on the right represents the custom parameters, append your remarketing code to this custom parameter and add same just below the closing body tag.
	5. Click Save and you're done!.
		Dynamic Remarketing
		
		(Approx. 60 min)

```
var productIdArray = new Array();
var cartquantity = $('a .cart-item-name').length;
for (var i=0; i < cartquantity; i++) {
var link = $('a.cart-item-name').eq(i).attr('href');
var substr = link.split('&');
var pcode = substr[0].split('=');
googleprodid = pcode[1].replace("%","-");
productIdArray.push(googleprodid);
};
googleprodid = productIdArray;
};
<!--If Order Complete-->
if(pathname.indexOf('OrderFinished') > -1 ||
pathname.indexOf('orderfinished') > -1){
var pagetype = 'purchase';
var googleprice = Order[2];
var productIdArray = new Array();
for (var i=0; i < OrderDetails.length; i++) {
productIdArray.push(OrderDetails[i][2]);
}
googleprodid = productIdArray;
};
<!--GOOGLE TAG PARAM INITIALIZATION-->
var google_tag_params = {
ecomm_prodid: googleprodid,
ecomm_pagetype: pagetype,
ecomm_totalvalue: googleprice
};
</script>
```