

CMS COMPATIBILITY DATA SHEET FOR GOOGLE TAG IMPLEMENTATION

CMS System		Concrete5
Supported Versions	All Versions	Current version:
Supported Google Products	All Products	<p>Level of complexity: Low</p> <p>Typical effort: 30-60 Min</p> <p>Level of Regalix rep experience: High</p>
Notes	No known issues	
Related Products	N/A	
Google Analytics (Approx. 30 min)	Via Concrete5 Admin Google analytics: 1. Go to dashboard 2. Click on Settings to access the sitewide settings menu 3. Paste your Google Analytics tracking code into the provided space "Tracking Code" and click save	Sample <pre> <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> </pre>

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Google Tag Manager (Approx. 30 min)	Via Concrete5 FTP Tag manager: 1. Login to ftp 2. Go to themes folder than go to themes select the theme if using customised else go into default folder 3. go to elements folder and edit the header file 4. place the code just below opening body tag 5. save the file	Sample <pre> <!-- 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.ins ertBefore(j,f); })(window,document,'script','dataLayer','GTM-XXXXXX');</script> <!-- End Google Tag Manager --> </pre>
Conversion Tracking (Approx. 30 min)	Via Concrete5 admin Customized code required	Sample <pre> <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 = "AAAAAAAAAAAAAAAAAAAA"; var google_conversion_value = %%ORDER_AMOUNT%%; /*]]> */ </script> <script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js"> </script> <noscript> <div style="display:inline;"> </div> </noscript> </pre>
Remarketing (Approx. 30 min)	Via Concrete5 Admin Remarketing code: 1. Login to ftp 2. Go to themes folder than go to themes select the	Sample <pre> <!-- Google Code for Remarketing Tag --> <script type="text/javascript"> </pre>

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	<p>theme if using customized else go into default folder</p> <p>3. go to elements folder and edit the footer file</p> <p>4. place the code just above closing body tag</p> <p>5. save the file</p>	<pre> /* <![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> </pre>