Bigcommerce *sell more*

Bigcommerce Inc. Phone: +1 512-865-4500 Webs ite: http://www.bigcommerce.com	Bigcommerce	CMS System
Current vers ion:	All Versions	Supported Versions
Level of complexity: Low Typica l effort: 30-60 Min Level of Rega lix rep experience: High	All Products	Supported Google Products
	No known issues	Notes
	N/A	Related Products

Sample
`<s cript> (function(i,s ,o,g,r,a ,m){i['GoogleAna lytics Object']=r;i[r]=i[r]||f unction(){`
 	
`  (i[r].q=i[r].q||[]).pus h(a rguments )},i[r].l=1*new Da te();a =s .crea teElement(o),`
 	
`m=s .getElements ByTa gNa me(o)[0];a .a s ync=1;a .s rc=g;m.pa re ntNode.ins ertBefore(a ,m)`
 	
`})(window,document,'s cript','//www.google-a na lytics .com/a n a lytics .js ','ga ');`
 	
`  ga ('crea te', 'UA-1234567-1', 'a uto');`
	Via Bigcommerce Admin
	1. I n you r Bi gcomme rce Con trol
	
	Pa n e l , s e l e ct Se tu p & Tool s ,
	
	th e n We b An a l yti cs .
	
	2. Ch e ck th e b ox for Googl e
	
	An a l yti cs a n d s e l e ct Sa ve .
	
	3. Se l e ct th e Googl e An a l yti cs
	
	ta b .
	
	4. Pa s te th e cod e from th e
	
	p re vi ou s s e cti on a n d cl i ck Sa ve .
		Google Analytics
		
		(Approx. 30 mi n)

ga ('s end', 'pa geview'); </s cript>		
Sample <!-- Google Ta g Ma na ger --> <nos cript><ifra me s rc="//www.googleta gma na ger.com/ns .html?id=GTM-N333SF " height="0" width="0" s tyle="dis pla y:none;vis ibility:hidden"></ifra me></nos cript> <s cript>(function(w,d,s ,l,i){w[l]=w[l]||[];w[l].pus h({'gtm.s ta rt': new Da te().getTime(),event:'gtm.js '});va r f=d.getElements ByTa gNa me(s)[0], j=d.crea teElement(s),dl=l!='da ta La yer'?'&l='+l:'';j.a s ync=true;j .s rc= '//www.googleta gma na ger.com/gtm.js ?id='+i+dl;f.pa rentNod e.ins ertBefore(j,f); })(window,document,'s cript','da ta La yer','GTM-XXXXXX');</s cri pt> <!-- End Google Ta g Ma na ger -->	Via Bigcommerce Admin 1.) Logi n to you r s tore 's con trol p a n e l . 2.) Cl i ck on De s i gn . 3.) Cl i ck on th e Te mp l a te Fi l e s ta b . 4.) Scrol l d own to th e Pa n e l s fol d e r , a n d cl i ck th e p l u s s i gn n e xt to i t. 5.) Fi n d th e fi l e ca l l e d h e a d e r.h tml , a n d cl i ck Ed i t. 6)Ad d th e ta g ma n a g e r cod e	Google Tag Manager (Approx. 30 mi n)
Sample <s cript type="text/ja va s cript"> /* <![CDATA[*/ va r google_convers ion_id = 123456789; va r google_convers ion_la ngua ge = "en"; va r google_convers ion_forma t = "2"; va r google_convers ion_color = "ffffff"; va r google_convers ion_la bel = "AAAAAAAAAAAAAAAAAAA"; va r google_convers ion_va lue = %%ORDER_AMOUNT%%; /*]]> */ </s cript> <s cript type="text/ja va s cript" s rc="//www.googlea ds ervices .com/pa gea d/convers ion.js "> </s cript> <nos cript> <div s tyle="dis pla y:inline;"> </div>	Via Bigcommerce Admin 1. Logi n to you r Bi gcomme rce Con trol Pa n e l . 2. Cl i ck on Se tti n gs -> Con ve rs i on s 3. Pa s te you r con ve rs i on cod e i n to th e b ox p rovi d e d . 4. Mod i fy va r googl e _con ve rs i on _va l u e = 0; to re a d va r googl e _con ve rs i on _va l u e = %%ORDER_AMOUNT%%; a n d a d d ?va l u e =%%ORDER_AMOUNT%%& p ri or to l a b e l = a l re a d y p rovi d e d i n th e URL, a s s e e n b e l ow.	Conversion Tracking (Approx. 30 mi n)

</nos cript>		

Sample	Via Bigcommerce Admin	Remarketing

`<!-- Google Code for Rema rketing Ta g -->`
 	
`<s cript type="text/ja va s cript">`
 	
`/* <![CDATA[ */`
 	
`va r google_convers ion_id = xxxxxxxxx;`
 	
`va r google_cus tom_pa ra ms = window.google_ta g_pa ra ms ;`
 	
`va r google_rema rketing_only = true;`
 	
`/* ]]> */`
 	
`</s cript>`
 	
`<s cript type="text/ja va s cript" s rc="//`www.googlea ds ervices .com/pa gea d/convers ion.js `">`
 	
`</s cript>`
 	
`<nos cript>`
 	
`<div s tyle="dis pla y:inline;">`
 	
`<img height="1" width="1" s tyle="border-s tyle:none;" a lt="" s rc="//`googlea ds .g.doubleclick.net/pa gea d/viewthroughconv ers ion/ xxxxxxxxx /?va lue=0&a mp;guid=ON&a mp;s cript=0`"/>`
 	
`</div>`
 	
`</nos cript>`
	1.) Logi n to you r s tore 's con trol
	
	p a n e l .
	
	2.) Cl i ck on De s i gn .
	
	3.) Cl i ck on th e Te mp l a te Fi l e s
	
	ta b .
	
	4.) Scrol l d own to th e Pa n e l s
	
	fol d e r, a n d cl i ck th e p l u s s i gn
	
	n e xt to i t.
	
	5.) Fi n d th e fi l e ca l l e d
	
	Foote r.h tml , a n d cl i ck Ed i t.
	
	6)Ad d re ma rke ti n g ta g a fte r th e
	
	cl os i n g `</d i v>` ta g
		(Approx. 30 mi n)

Sample Home Page <!-- Google Code for Remarketing Tag --> <!--- Remarketing tags may not be associated with personally identifiable information or placed on pages related to sensitive categories. See more information and instructions on how to set up the tag on : http://google.com/ads/remarketingsetup ---> <script type ="text/javascript">	VIA Bigcommerce Admin .) Login to your store 's control panel. 2.) Click on Design. 3.) Click on the Template Files tab. 4.) Scroll down to the Panels folder, and click the plus sign next to it. 5.) Find the product template, home template, cart template and category template, place	Dynamic Remarketing (Approx. 60 min)

```
va r googl e _ta g_p a ra ms = { e comm_p rod i d : ' ', e comm_p a ge typ e : 'h ome ', e comm_tota l

va l u e : ' ',

};
```

</s cri p t>

<s cri p t typ e ="te xt/ja va s cri p t">

```
/* <![CDATA[ */

va r googl e _con ve rs i on _i d = xxxxxxxxx;

va r googl e _cu s tom_p a ra ms =
wi n d ow.googl e _ta g_p a ra ms ;

va r googl e _re ma rke ti n g_on l y = tru e ;

/* ]]> */
```

</s cri p t>

<s cri p t typ e ="te xt/ja va s cri p t" s rc="//www.googl e a d s e rvi ce s .com/p a ge a d /con ve rs i on .js ">

</s cri p t>

<n os cri p t>

<d i v s tyl e ="d i s p l a y:i n l i n e ;">

<i mg h e i gh t="1" wi d th ="1" s tyl e ="b ord e r-s tyl e :n on e ;" a l t="" s rc="//googl e a d s .g.d ou b l e cl i ck.n e t/p a ge a d /vi e wth ro u gh con ve rs i on / xxxxxxxxx
/?va l u e =0&a mp ;gu i d =ON&a mp ;s cri p t=0"/>

</d i v>

</n os cri p t>

Ca te gory or Col l e cti on Pa ge s

<!-- Googl e Cod e for Re ma rke ti n g Ta g -->

<!---

CMS COMPATI BI LI TY DATA SHEET FOR GOOGLE TAG I MPLEMENTATI ON

th e re s p e cti ve cod e s wi th i n th e s e te mp l a te s .

CMS COMPATIBILITY DATA SHEET FOR GOOGLE TAG IMPLEMENTATION

Remarketing tags may not be associated with personally identifiable information or placed on pages related to sensitive categories.
See more information and instructions on how to set up the tag on: http://google.com/ads/remarketingsetup

```
------------------------------------------------------>

<script type="text/javascript"> var google_tag_params =

{ ecomm_prodid : ' ', e

comm_pagetype : 'category',

ecomm_totalvalue : ' ',

};

</script>

<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;">

<img height="1" width="1" style="border-style:none;" alt="" src="//googleads.g.doubleclick.net/pagead/viewthroughconversion/xxxxxxxxx/?value=0&amp;guid=ON&amp;script=0"/>
```

CMS COMPATI BI LI TY DATA SHEET FOR GOOGLE TAG I MPLEMENTATI ON

</d i v>

</n os cri p t>

Prod u ct Pa ge

```
<!-- Googl e Cod e for Re ma rke ti n g Ta g -->
<!------------------------------------------------ Re ma rke
ti n g ta gs ma y n ot b e a s s oci a te d wi th
p e rs on a l l y i d e n ti fi a b l e i n forma ti on or p l a
ce d on p a ge s re l a te d to s e n s i ti ve ca te gori e s .
Se e more i n forma ti on a n d i n s tru cti on s on h ow
to s e tu p th e ta g on : h ttp ://googl e .com/a d s /re
ma rke ti n gs e tu p

------------------------------------------------------>

<s cri p t typ e ="te xt/ja va s cri p t">

        va r p rod u ctI d = d ocu me n t.ge tEl e me n ts
ByNa me ("p rod u ct_i d ")[0].va l u e ;

        va r p ri ce =
$($(".Prod u ctPri ce ")).h tml ().re p l a ce

        ("$",""); va r googl e _ta g_p a ra ms

        = { e comm_p rod i d : p rod u ctI d ,

        e comm_p a ge typ e : 'p rod u ct', e

        comm_tota l va l u e : p ri ce

        };
</s cri p t>

<s cri p t typ e ="te xt/ja va s cri p t">

/* <![CDATA[ */

va r googl e _con ve rs i on _i d = xxxxxxxxx;

va r googl e _cu s tom_p a ra ms =
wi n d ow.googl e _ta g_p a ra ms ;

va r googl e _re ma rke ti n g_on l y = tru e ;

/* ]]> */
```

```
</s cri p t>

<s cri p t typ e ="te xt/ja va s cri p t" s rc="//www.googl e
a d s e rvi ce s .com/p a ge a d /con ve rs i on .js ">

</s cri p t>

<n os cri p t>

<d i v s tyl e ="d i s p l a y:i n l i n e ;">

<i mg h e i gh t="1" wi d th ="1" s tyl e ="b ord e r-s tyl e :n
on e ;" a l t="" s rc="//googl e a d s .g.d ou b l e cl i ck.n e
t/p a ge a d /vi e wth ro u gh con ve rs i on / xxxxxxxxx
/?va l u e =0&a mp ;gu i d =ON&a mp ;s cri p t=0"/>

</d i v>

</n os cri p t>
```

Ca rt Pa ge :

```
<!-- Googl e Cod e for Re ma rke ti n g Ta g -->
<!------------------------------------------------ Re ma rke
ti n g ta gs ma y n ot b e a s s oci a te d wi th
p e rs on a l l y i d e n ti fi a b l e i n forma ti on or p l a
ce d on p a ge s re l a te d to s e n s i ti ve ca te gori e s .
Se e more i n forma ti on a n d i n s tru cti on s on h ow
to s e tu p th e ta g on : h ttp ://googl e .com/a d s /re
ma rke ti n gs e tu p

------------------------------------------------------>

<s cri p t typ e ="te xt/ja va s cri p t">

va r l e n gth = d ocu me n t.ge tEl e me n ts ByCl a s s Na
me ("Ca rtTh u mb ").l e n gth ;

va r p rod u ctI d s = n e w Arra y();

va r p rod u ctPri ce =
d ocu me n t.ge tEl e me n ts ByCl a s s Na me ("Prod u ctPri ce ")[
0].i n n e rHTML.re p l a ce ("$","");

for(va r i =0; i <l e n gth ; i ++)

{
```

```
            var prodId
                =
document.getElementsByClassName ("CartThumb ")[i ]
.childNodes [1].childNodes [0].src.split("/")[6];

            productIds.push (prodId );

}

var google _tag_params = { ecomm_prod

        id : productIds , ecomm_page

        type : 'cart', ecomm_total value

        : productPrice

        };

</script>

<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.google
adservices .com/pagead /conversion .js ">

</script>

<noscript>

<div style ="display:inline ;">

<img height="1" width ="1" style ="border-style :n
one ;" alt="" src="//googleads .g.doubleclick.ne
t/pagead /viewthrough conversion / xxxxxxxxx
/?value =0&guid =ON&script=0"/>

</div>
```

</n os cri p t>

Con fi rma ti on Pa ge :

```
<!-- Googl e Cod e for Re ma rke ti n g Ta g -->
<!------------------------------------------------- Re ma rke
ti n g ta gs ma y n ot b e a s s oci a te d wi th
p e rs on a l l y i d e n ti fi a b l e i n forma ti on or p l a
ce d on p a ge s re l a te d to s e n s i ti ve ca te gori e s .
Se e more i n forma ti on a n d i n s tru cti on s on h ow
to s e tu p th e ta g on : h ttp ://googl e .com/a d s /re
ma rke ti n gs e tu p

----------------------------------------------------->

<s cri p t typ e ="te xt/ja va s cri p t">

va r googl e _ta g_p a ra ms = {

e comm_p rod i d : '%%GLOBAL_Prod u ctI d

%%', e comm_p a ge typ e : 'p u rch a s e ', e

comm_tota l va l u e : '%%GLOBAL_tota l s %%',

};

</s cri p t>

<s cri p t typ e ="te xt/ja va s cri p t">

/* <![CDATA[ */

va r googl e _con ve rs i on _i d = xxxxxxxxx;

va r googl e _cu s tom_p a ra ms =
wi n d ow.googl e _ta g_p a ra ms ;

va r googl e _re ma rke ti n g_on l y = tru e ;

/* ]]> */

</s cri p t>

<s cri p t typ e ="te xt/ja va s cri p t" s rc="//www.googl e
a d s e rvi ce s .com/p a ge a d /con ve rs i on .js ">

</s cri p t>

<n os cri p t>
```

CMS COMPATI BI LI TY DATA SHEET FOR GOOGLE TAG I MPLEMENTATI ON

```
<d i v s tyl e ="d i s p l a y:i n l i n e ;">

<i mg h e i gh t="1" wi d th ="1" s tyl e ="b ord e r-s tyl e :n
on e ;" a l t="" s rc="//googl e a d s .g.d ou b l e cl i ck.n e
t/p a ge a d /vi e wth ro u gh con ve rs i on / xxxxxxxxx
/?va l u e =0&a mp ;gu i d =ON&a mp ;s cri p t=0"/>

</d i v>

</n os cri p t>
```