

CMS COMPATIBILITY DATA SHEET FOR GOOGLE TAG IMPLEMENTATION



CMS System	Wordpress	wordpress Inc. Phone: Not available Website: http://www.wordpress.com
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 Wordpress Admin Plugin	https://wordpress.org/plugins/google-analytics-for-wordpress/
Google Tag Manager (Approx. 30 min)	Via Wordpress Admin 1. Login to wordpress 2. Click on Appearance > Editor 3. On the right select the header.php template. 4. Place tag manager code just before the opening body tag	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>

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Conversion Tracking (Approx. 30 min)	Via Wordpress Admin (Contact Form 7) 1. Login to wordpress admin. 2. Click on Contact 3. Click on Edit Contact Form 4. Click on Messages 5. Paste conversion image pixel just next to the thank you message.	Sample <pre></pre>
Remarketing (Approx. 30 min)	Via Wordpress Admin 1. Login to wordpress 2. Click on Appearance > Editor 3. On the right select the footer.php template. 4. Place remarketing code just before the closing body tag	Sample <pre><!-- Google Code for Remarketing Tag --> <script type="text/javascript"> /* <![CDATA[*/ var google_conversion_id = xxxxxxxx; 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>
Dynamic Remarketing (Approx. 60 min)	Via Wordpress Admin Plugin	https://wordpress.org/plugins/woocommerce-google-dynamic-retargeting-tag/