

**Google Tag Manager and Datalayer Concept**

**Google Tag Manager:** Google Tag Manager helps us to insert marketing/any scripts into website without editing the website source code directly.

**Tags:** The action name that will be taken on the website

**Triggers:** Defining the conditions when the action will happen.

**Variable:** Sending extra information about Tags and giving more specified conditions to triggers

**Two types of Variable are there**

1. Built-in Variable
2. User Defined Variable

**Datalayer Concept**

**Presentation layer:** Which we see when we browse a website.

**Datalayer:** Datalayer is a piece of JavaScript codes which store product/service information in the website backend.

**Scraping Data From Datalayer**It’s Very easy…

**Object:** Information after

{

*second bracket*

Is called object

After **object** everytime will be (.) dot

***For example:***

ecommerce.value

ecommerce.currency

**Array:** Information after

[

*Third bracket*

Is called array

And after **array** we have to follow the sequence to scrap value (0.value), (1.value), (2.value)

***For example:***

ecommerce.items.0.item\_name

ecommerce.items.0.item\_id

ecommerce.items.1.item\_name

ecommerce.items.1.item\_id

**Basic Website Code Structure**

**<html>**

**<head>**

This is my Website Title

**</head>**

**<body>**

Paragraph

Picture

Videos

Ecommerce Products

Every Contents

**</body>**

**</html>**

**Datalayer developer guide:** [**https://developers.google.com/analytics/devguides/collection/ga4/ecommerce?client\_type=gtm**](https://developers.google.com/analytics/devguides/collection/ga4/ecommerce?client_type=gtm)

**https://www.facebook.com/business/help/402791146561655?id=1205376682832142**

**Some required chrome extensions:**

Google Tag Assistance: <https://chrome.google.com/webstore/detail/tag-assistant-legacy-by-g/kejbdjndbnbjgmefkgdddjlbokphdefk?hl=en>

Facebook Pixel Helper: <https://chrome.google.com/webstore/detail/facebook-pixel-helper/fdgfkebogiimcoedlicjlajpkdmockpc?hl=en>

Datalayer Checker: <https://chrome.google.com/webstore/detail/datalayer-checker/ffljdddodmkedhkcjhpmdajhjdbkogke?hl=en>

Simple DataLayer Viewer: <https://chrome.google.com/webstore/detail/simple-data-layer-viewer/mkdjegdakgimmckobdnfiimhgmabbido?hl=en>

Wappalyzer: <https://chrome.google.com/webstore/detail/wappalyzer-technology-pro/gppongmhjkpfnbhagpmjfkannfbllamg>