

AMPY GTM + GA4 + Looker Studio Setup

Note - Complete set up details are in the screenshots, such as tags, triggers, variables, configs, connections, streams, events etc. If you don't see them in the text!

1. Google Tag Manager (GTM)

- **Master container** created for Ampy → deployed across all local electrician sites (e.g., elektriker-solna.com, täby).
- **Core events tracked:**
 - `form_submit` (lead form submissions)
 - `phone_click` (click-to-call)
 - `email_click` (click-to-email)
 - Engagement & advanced interactions (scroll depth, etc. as needed).
- **Site differentiation:**
 - Hidden field `site_id` added to forms.
 - GTM variables pick up `site_id` and send it with each event.
- **Tagging approach:**
 - GA4 Event tags fire on triggers.
 - All sites run on the same container → scalable & easy to maintain.

Tag Manager | All accounts > Web Tracking | Elektriiker Sites – Global Co... | Search workspace

Workspace | Versions | Admin | GTM | Workspace Changes: 0 | Preview

CURRENT WORKSPACE: Default Workspace

Overview | **Tags** | Triggers | Variables | Folders | Templates

Tags

<input type="checkbox"/> Name ↑	Type	Firing Triggers	Last Edited
<input type="checkbox"/> GA4 Event - click_outbound	Google Analytics: GA4 Event	Trigger - Outbound Click	21 days ago
<input type="checkbox"/> GA4 Event - cta_click	Google Analytics: GA4 Event	Trigger - CTA Click	21 days ago
<input type="checkbox"/> GA4 Event - email_click	Google Analytics: GA4 Event	Trigger - Email Click	21 days ago
<input type="checkbox"/> GA4 Event - phone_click	Google Analytics: GA4 Event	Trigger - Phone Click	21 days ago
<input type="checkbox"/> GA4 Event - scroll_depth	Google Analytics: GA4 Event	Trigger - Scroll Depth	21 days ago
<input type="checkbox"/> GA4 Event - form_start	Google Analytics: GA4 Event	Form Start - Elementor	21 days ago
<input type="checkbox"/> GA4 Event - service_interest	Google Analytics: GA4 Event	All Pages	21 days ago
<input type="checkbox"/> GA4 - Event - form_submit	Google Analytics: GA4 Event	Click - Elementor Submit Button	21 days ago
<input type="checkbox"/> GA4 - Event - form_submit_success	Google Analytics: GA4 Event	CE - elementor_form_submit_success	21 days ago
<input type="checkbox"/> Google Tag - GA4	Google Tag	Initialization - All Pages	11 days ago
<input type="checkbox"/> Helper - Elementor form success to dataLayer	Custom HTML	Initialization - All Pages	21 days ago

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CURRENT WORKSPACE: Default Workspace

Overview | Tags | **Triggers** | Variables | Folders | Templates

Triggers

<input type="checkbox"/> Name ↑	Event Type	Filter	Tags	Last Edited
<input type="checkbox"/> CE - elementor_form_submit_success	Custom Event		1	21 days ago
<input type="checkbox"/> Click - Elementor Submit Button	All Elements	Click Element matches CSS selector .elem...	1	21 days ago
<input type="checkbox"/> Form Start - Elementor	All Elements	Click Classes contains elementor-field	1	21 days ago
<input type="checkbox"/> Form Submit - All Forms	Form Submission		0	23 days ago
<input type="checkbox"/> Thank You Page View	Page View	Page URL contains /thank-you	0	22 days ago
<input type="checkbox"/> Trigger - CTA Click	All Elements	Click Classes contains elementor-button	1	22 days ago
<input type="checkbox"/> Trigger - Email Click	Just Links	Click URL contains mailto:	1	22 days ago
<input type="checkbox"/> Trigger - Outbound Click	Just Links	Click URL does not contain elektriiker-soln...	1	22 days ago
<input type="checkbox"/> Trigger - Phone Click	Just Links	Click URL starts with tel:	1	22 days ago
<input type="checkbox"/> Trigger - Scroll Depth	Scroll Depth		1	22 days ago

Tag Manager | All accounts > Web Tracking | Elektriker Sites – Global Co... | Search workspace

Workspace | Versions | Admin | GTM | Workspace Changes: 0 | Preview

CURRENT WORKSPACE

Default Workspace >

- Overview
- Tags
- Triggers
- Variables**
- Folders
- Templates

Built-In Variables ⓘ

Name ↑	Type
Click Classes	Data Layer Variable
Click Element	Data Layer Variable
Click ID	Data Layer Variable
Click Text	Auto-Event Variable
Click URL	Data Layer Variable
Event	Custom Event
Page Hostname	URL
Page Path	URL
Page URL	URL
Referrer	HTTP Referrer
Scroll Depth Threshold	Data Layer Variable

User-Defined Variables ⓘ

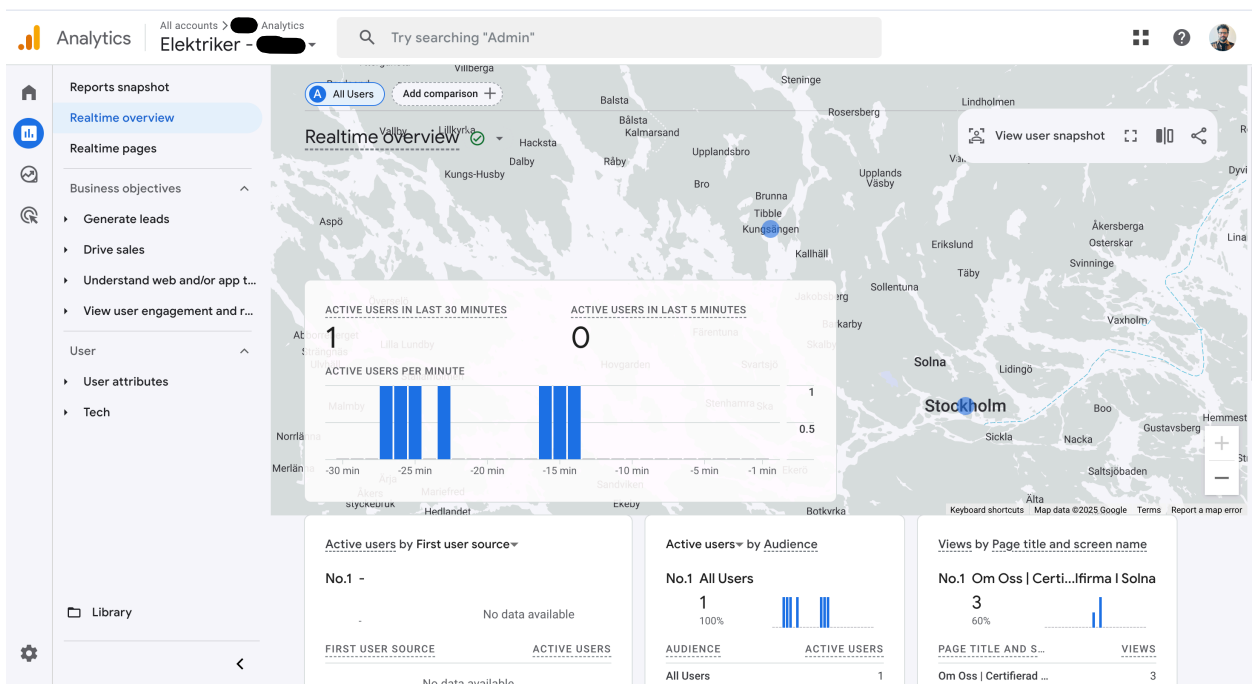
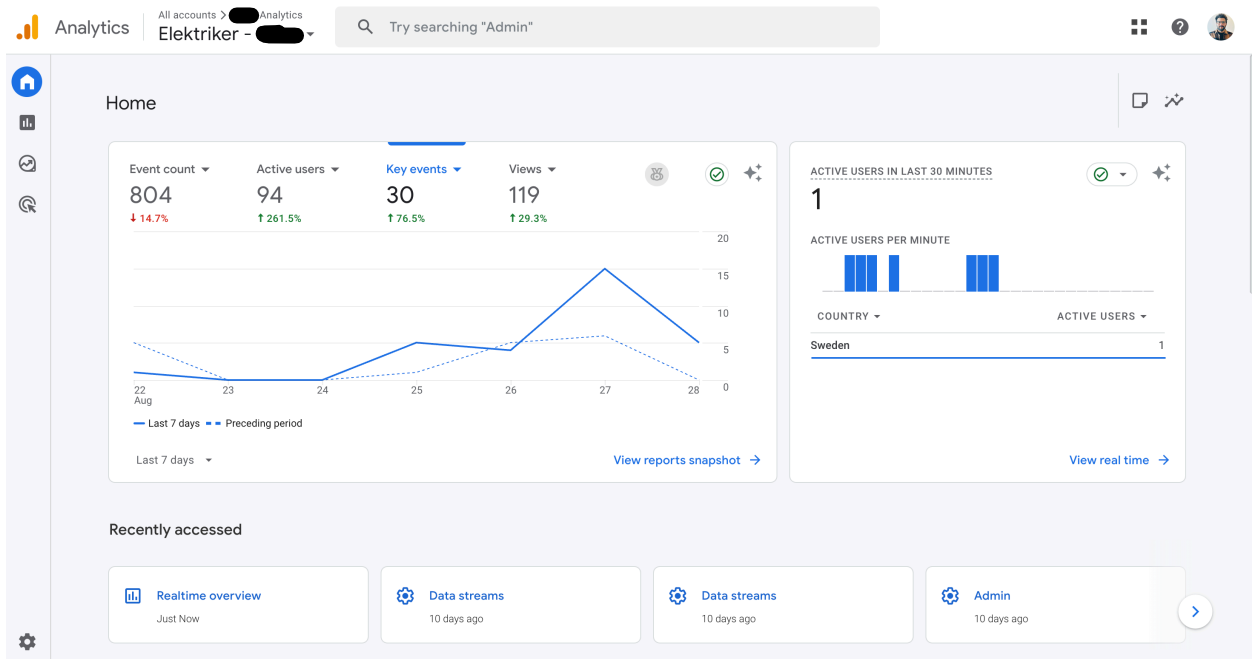
<input type="checkbox"/> Name ↑	Type	Last Edited
<input type="checkbox"/> DLV - city	Data Layer Variable	23 days ago
<input type="checkbox"/> DLV - pageType	Data Layer Variable	23 days ago
<input type="checkbox"/> DLV - serviceName	Data Layer Variable	23 days ago
<input type="checkbox"/> DLV - form_id	Data Layer Variable	21 days ago
<input type="checkbox"/> DLV - form_name	Data Layer Variable	21 days ago
<input type="checkbox"/> DLV - form_tab	Data Layer Variable	21 days ago
<input type="checkbox"/> DOM - Active Form Tab	DOM Element	21 days ago
<input type="checkbox"/> JS - form_tab_normalized	Custom JavaScript	21 days ago
<input type="checkbox"/> Lookup - ga4_mid	Lookup Table	11 days ago
<input type="checkbox"/> Lookup - site_id	Lookup Table	11 days ago

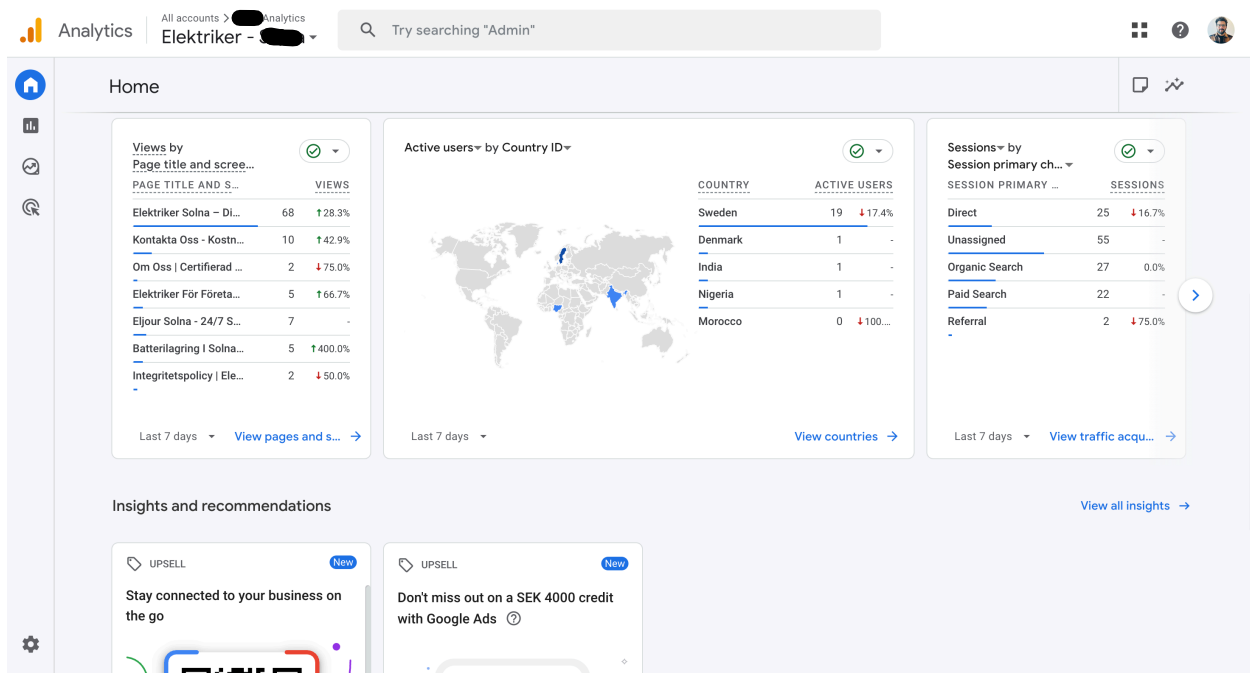
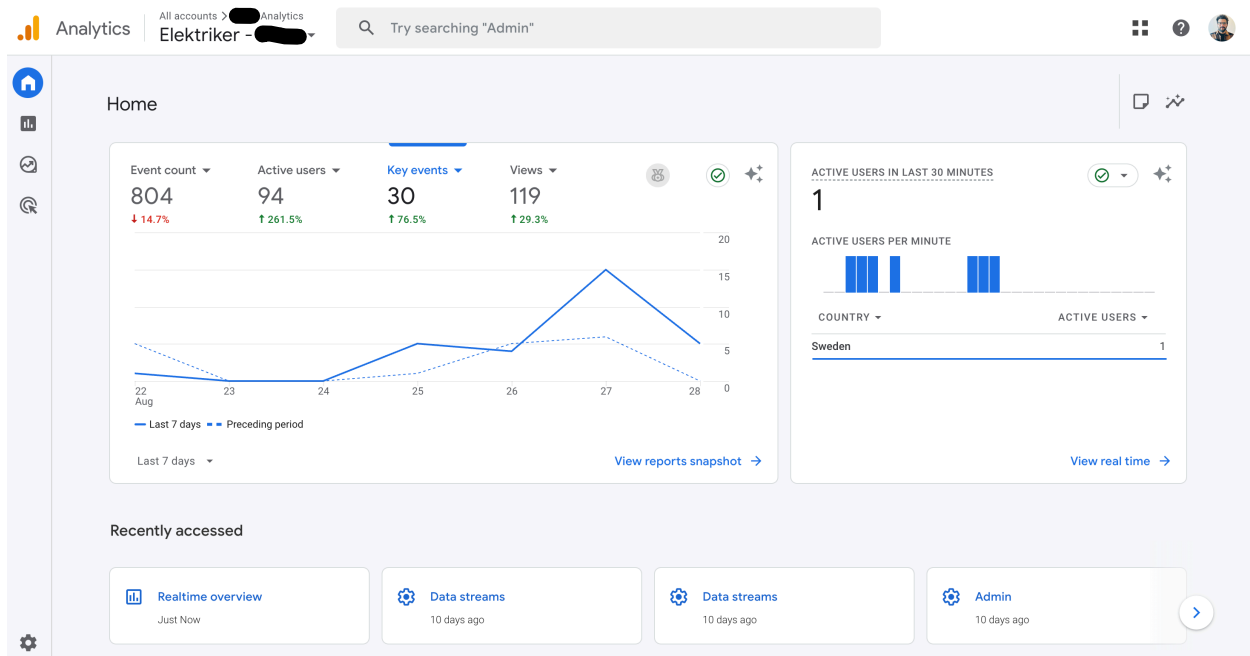
2. Google Analytics 4 (GA4)

- **One GA4 property** for Ampy (centralized).
- **One data stream per site:**
 - Example: **Solna**, **Täby**, etc.
- **Site_id parameter** ensures events flow to the correct stream.

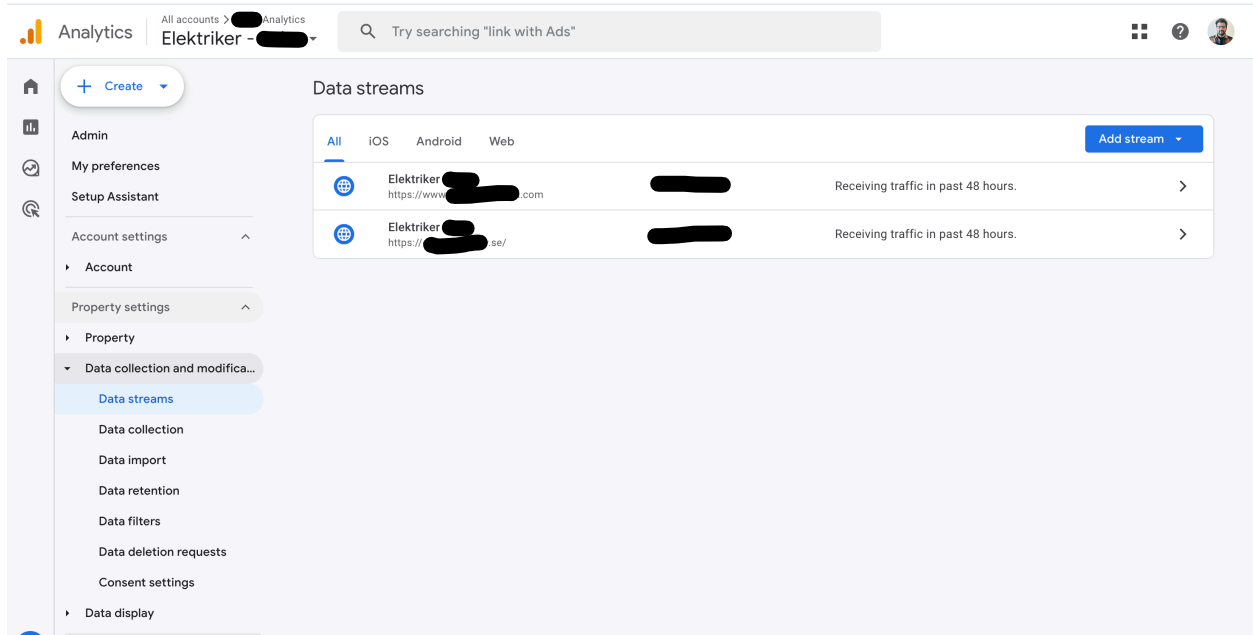
- Events (form_submit, phone_click, etc.) map consistently across all sites.

Real Time Overview





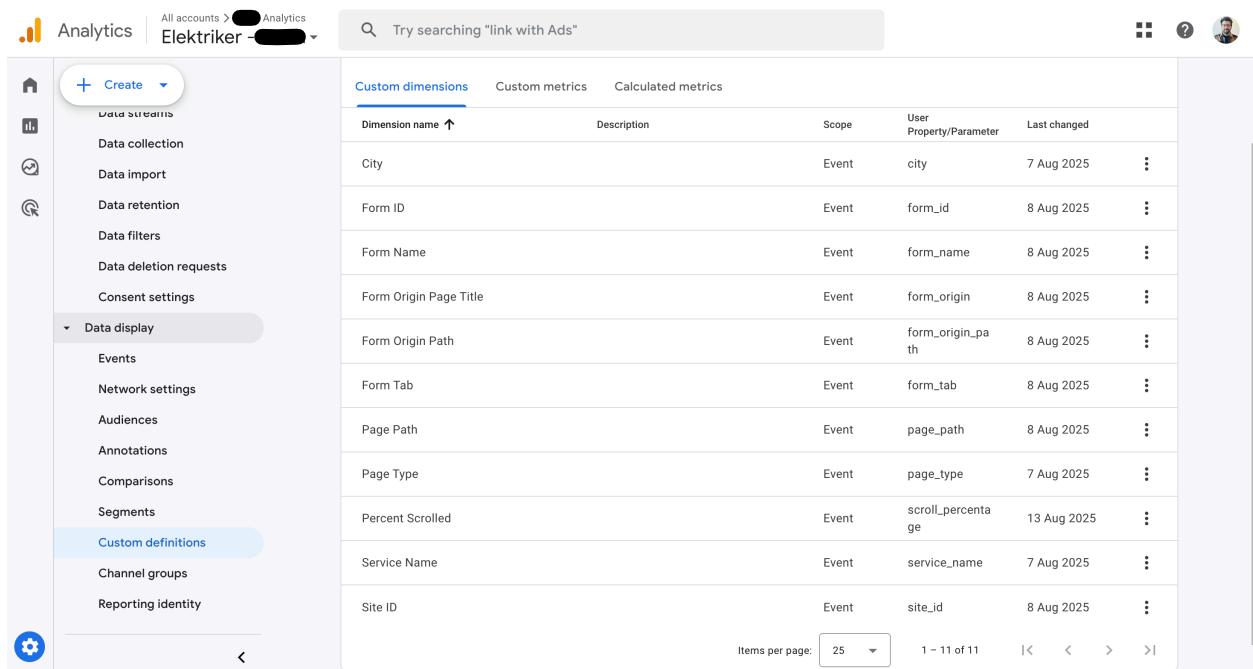
Data Streams



The screenshot shows the Google Analytics interface for the 'Elektriker' account. The left sidebar contains navigation options: Admin, My preferences, Setup Assistant, Account settings, Account, Property settings, Property, Data collection and modification (selected), Data streams (highlighted), Data collection, Data import, Data retention, Data filters, Data deletion requests, Consent settings, and Data display. The main content area is titled 'Data streams' and includes tabs for All, iOS, Android, and Web. A table lists two data streams, both for the 'Elektriker' property, showing they are receiving traffic in the past 48 hours. An 'Add stream' button is visible in the top right of the table.

Platform	Property	Status
Web	Elektriker https://www. [redacted].com	Receiving traffic in past 48 hours.
Web	Elektriker https:// [redacted].se/	Receiving traffic in past 48 hours.

Custom Definitions



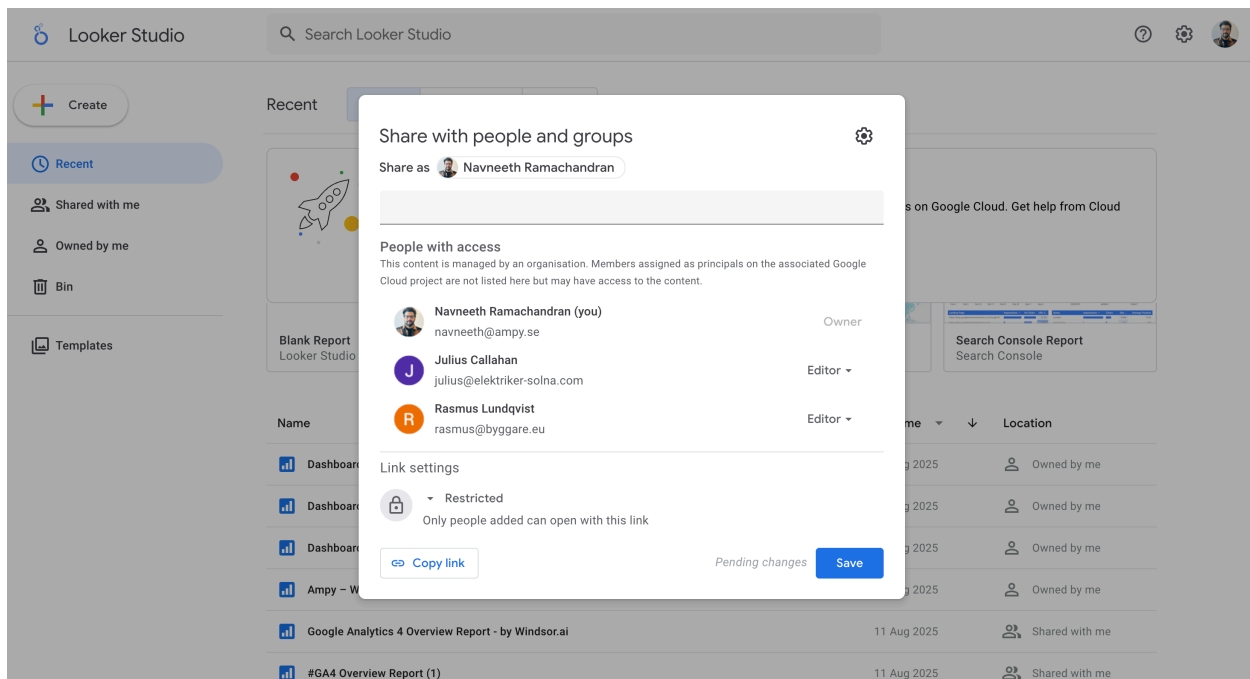
The screenshot shows the Google Analytics 'Custom definitions' page. The left sidebar is similar to the previous screenshot, but 'Custom definitions' is highlighted under the 'Data display' section. The main content area shows a table of custom dimensions. The table has columns for Dimension name, Description, Scope, User Property/Parameter, and Last changed. There are 11 dimensions listed, all with a scope of 'Event'. The bottom of the page shows pagination controls: 'Items per page: 25' and '1 - 11 of 11'.

Dimension name	Description	Scope	User Property/Parameter	Last changed
City		Event	city	7 Aug 2025
Form ID		Event	form_id	8 Aug 2025
Form Name		Event	form_name	8 Aug 2025
Form Origin Page Title		Event	form_origin	8 Aug 2025
Form Origin Path		Event	form_origin_path	8 Aug 2025
Form Tab		Event	form_tab	8 Aug 2025
Page Path		Event	page_path	8 Aug 2025
Page Type		Event	page_type	7 Aug 2025
Percent Scrolled		Event	scroll_percentage	13 Aug 2025
Service Name		Event	service_name	7 Aug 2025
Site ID		Event	site_id	8 Aug 2025

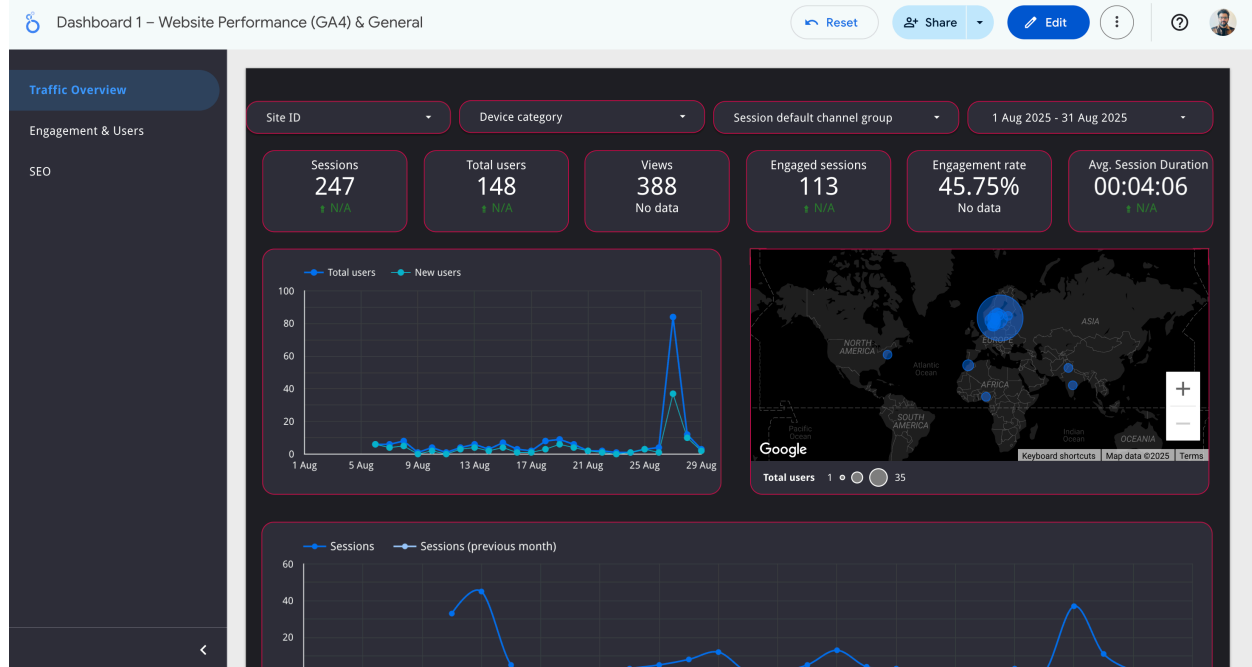
3. Looker Studio (Reporting)

- **Centralized dashboard** connected to GA4 property.
- Reporting includes:
 - New users, active users (30-day), sessions.
 - Conversion KPIs: form submissions, phone/email clicks.
 - Engagement metrics.
- **Filtering options:**
 - View all sites combined.
 - Filter by `site_id` → site-specific reporting (e.g., only Solna or only Täby).

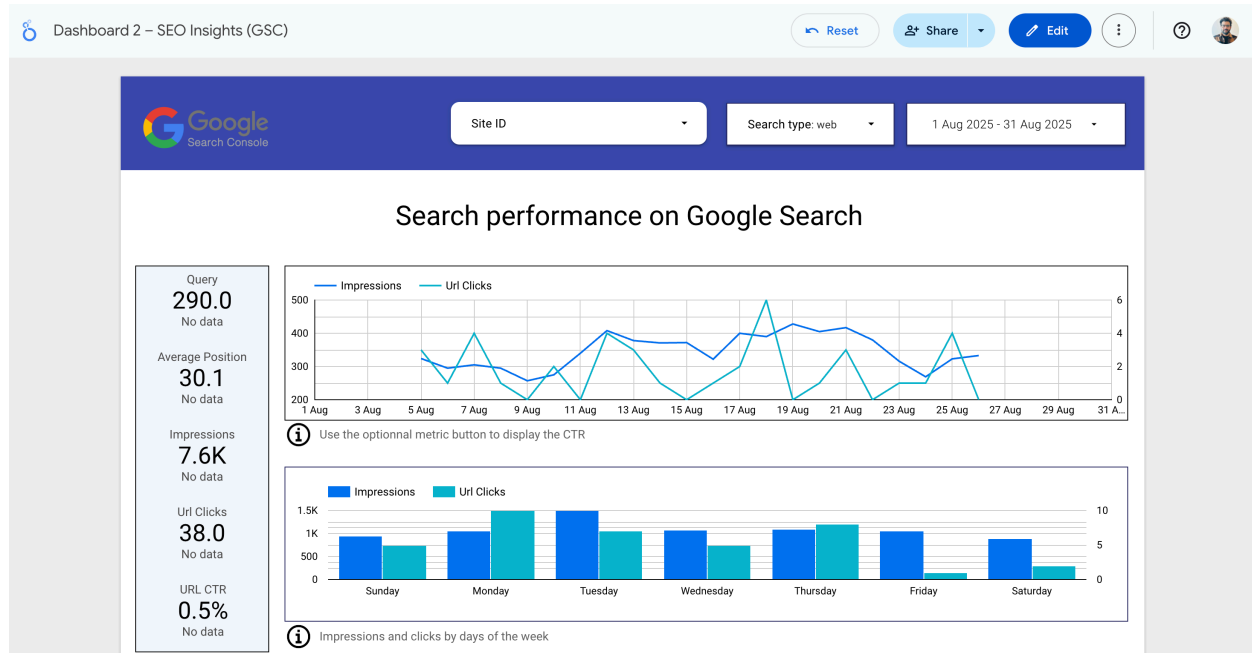
Use this, to give access to other editors/viewers.



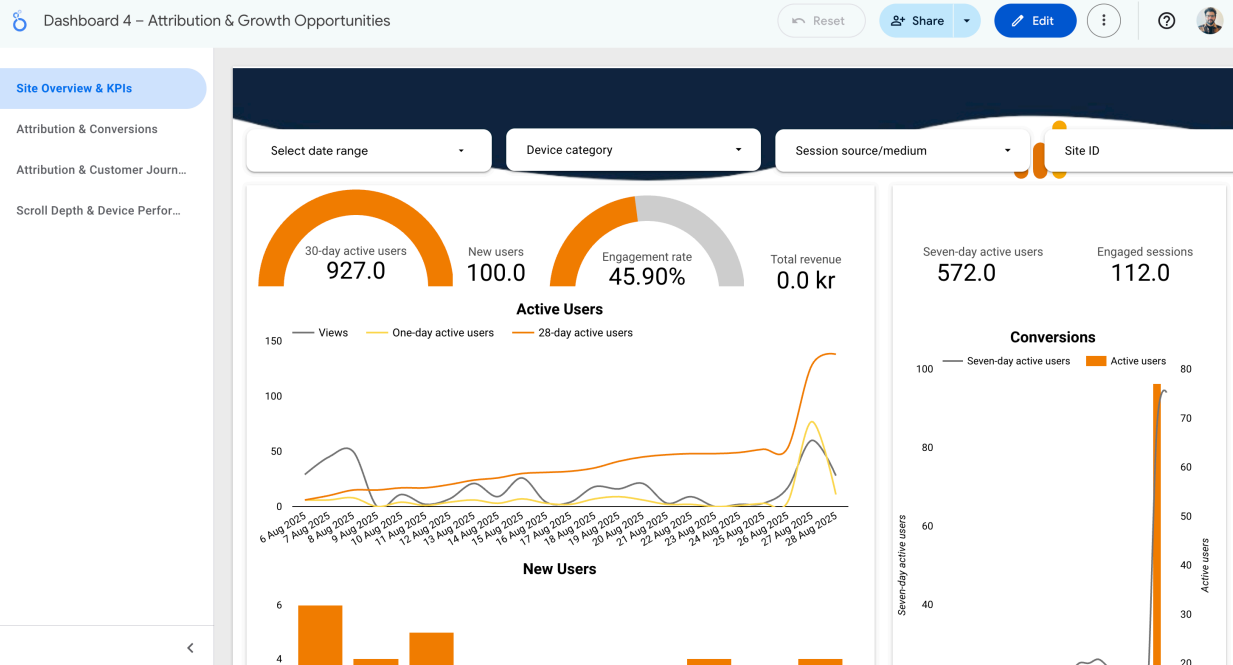
Dashboard 1 – Website Performance (GA4) & General



Dashboard 2 – SEO Insights (GSC)



Dashboard 4 – Attribution & Growth Opportunities



4. Process for Adding a New Site

1. Add new site domain to GTM master container.
2. Ensure hidden field `site_id` is set correctly in site's forms.
3. Create a new GA4 data stream for the site.
4. Confirm events pass `site_id` correctly.
5. Update Looker Studio to include the new site stream.



Outline: Adding a New Site to GA4 + GTM + Dashboard

This is the **standard flow** for onboarding a new site into our analytics setup. Follow these steps each time we launch a new location site (e.g., Uppsala).

1. Create a GA4 Data Stream

- Go to **GA4 Admin** → **Property** → **Data Streams** → **Add stream (Web)**.

- Enter the new site URL (e.g. `https://e[REDACTED].a.se`).
 - Copy the **Measurement ID (G-XXXXXXX)**.
 - Keep Enhanced Measurement aligned with other sites.
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2. Update GTM Variables

- **Lookup – site_id**
 - Input = `{{Page Hostname}}` .
 - Add rows:
 - `[REDACTED].se` → `uppsala`
 - `www.[REDACTED].se` → `uppsala`
- **Lookup – ga4_mid**
 - Input = `{{Page Hostname}}` .
 - Add rows:
 - `[REDACTED].se` → `G-XXXXXXX`
 - `www.[REDACTED].se` → `G-XXXXXXX`
- Confirm GA4 Config tag still points to:

`{{Lookup – ga4_mid}}`

3. Publish GTM Container

- Save changes with a clear version name, e.g. *"Add Uppsala site"*.
 - Publish the container.
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4. Install GTM Snippet on the New Site

- Ask the WordPress dev to add the **same GTM container snippet** (ID: `GTM-[REDACTED]`) on the new domain.

- Important: **Do not add GA4 snippets** (`gtag.js`). GTM handles GA4 for all sites.
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5. Test & Debug

- Open GTM Preview on the new domain.
 - Confirm Config tag fires with the new Measurement ID.
 - Confirm events include `site_id=uppsala` .
 - In **GA4 DebugView**, check that test events appear in the correct stream with `site_id=uppsala` .
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6. Dashboard Updates

- Looker Studio already uses `site_id` .
 - New site will automatically appear in filters (Solna / Täby / Uppsala).
 - Test switching between **All sites** and the new site to confirm.
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