

PRESTASHOP Module

GOOGLE TAG MANAGER INTEGRATION



INSTALLATION AND CONFIGURATION GUIDE

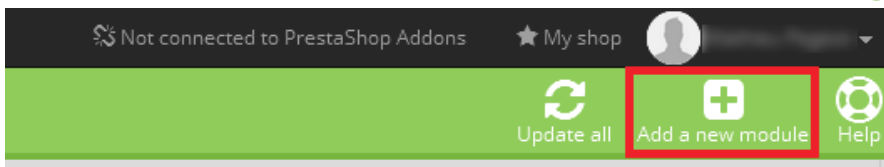
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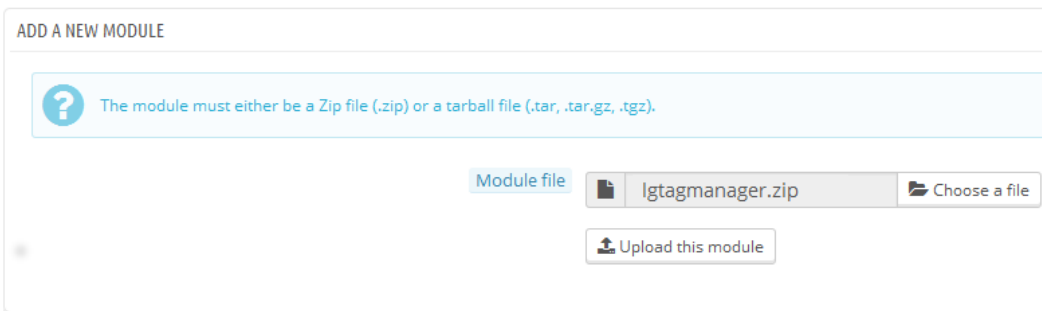
INSTALLATION

1.Go to the menu *Modules > Modules* of your PrestaShop

2.Click on *Add a new module* (on the top right corner)



3.Click on *Choose a file*

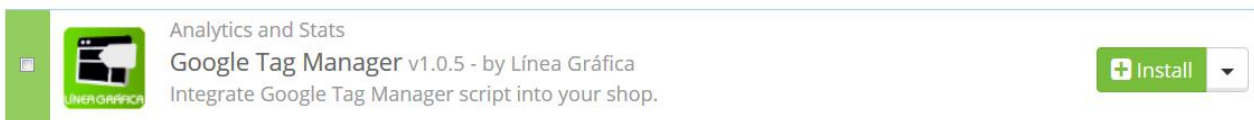


4.Select the *lgtagmanager.zip*

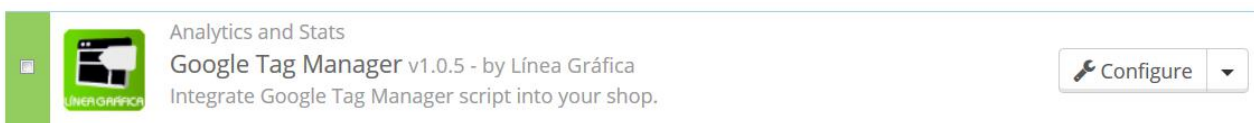
5.Click on *Upload this module*

6.Find the *Google Tag Manager*

7.Click on *Install*



8.Click on *Configure*



MODULE CONFIGURATION

1. Write your tag manager ID (available on your Google Tag Manager account)

* Your tag manager ID

GTM-

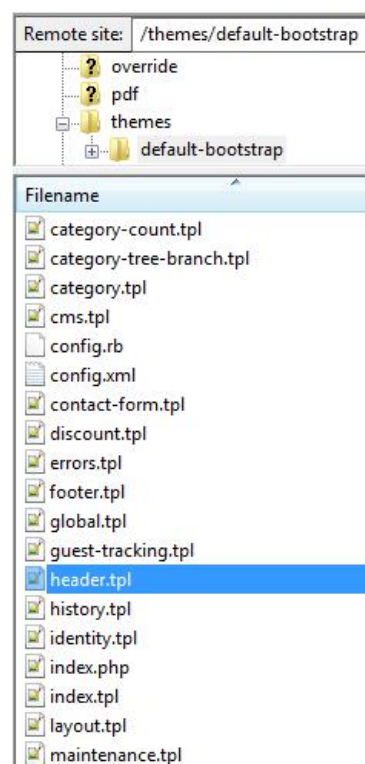
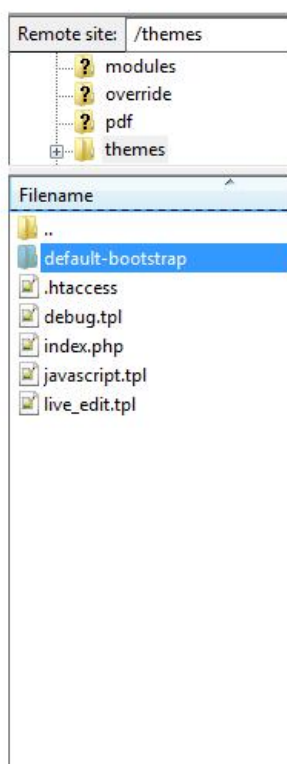
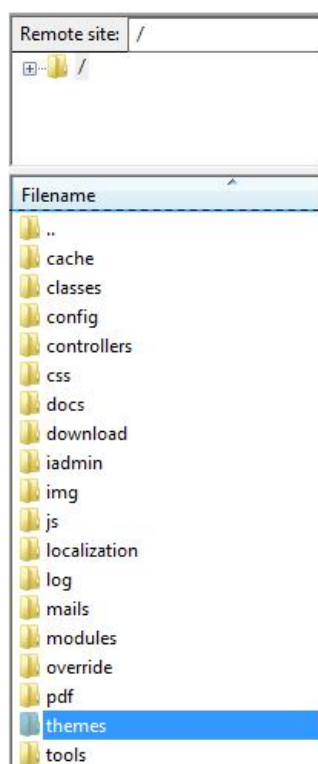
2. Click on the button



3. Connect to your FTP

4. Enter the folder “themes”, then enter the folder of your current template

5. Edit the file *header.tpl*



6. Find the tag <body>

7. Add just after this code {hook h ='displayAfterBody'}

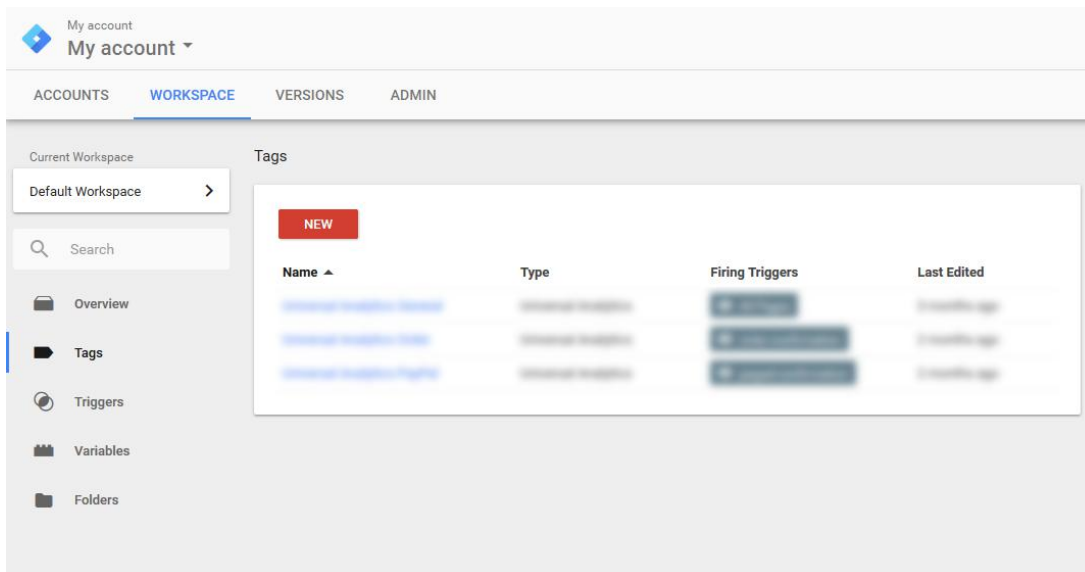
```

57      {$HOOK_HEADER}
58      <link rel="stylesheet" href="http{if
Tools::usingSecureMode()}s{/if}://fonts.googleapis.com/css?family=Open+Sans:300,600&am
p;subset=latin,latin-ext" type="text/css" media="all" />
59      <!--[if IE 8]>
60      <script src="https://oss.maxcdn.com/libs/html5shiv/3.7.0/html5shiv.js"></script>
61      <script src="https://oss.maxcdn.com/libs/respond.js/1.3.0/respond.min.js"></script>
62      <![endif]-->
63  </head>
64  <body{if isset($page_name)} id="{ $page_name|escape:'html':'UTF-8' }"/>{if} class="{if
isset($page_name)}{ $page_name|escape:'html':'UTF-8' }{/if}{if isset($body_classes) &&
$body_classes|@count} {implode value=$body_classes separator=' ' }{/if}{if
$hide_left_column} hide-left-column{/if}{if $hide_right_column}
hide-right-column{/if}{if isset($content_only) && $content_only} content_only{/if}
lang_{ $lang_iso }">
65  {hook h ='displayAfterBody'}
66  {if !isset($content_only) || !$content_only}
67      {if isset($restricted_country_mode) && $restricted_country_mode}
68          <div id="restricted-country">
69              <p>{l s='You cannot place a new order from your country.'} <span
class="bold">{ $geolocation_country|escape:'html':'UTF-8' }</span></p>
70          </div>
71      {/if}
72      <div id="page">
73          <div class="header-container">

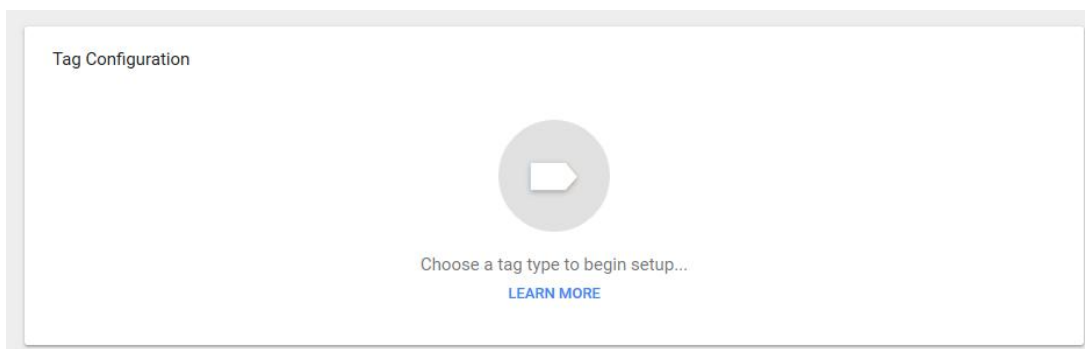
```

IMPLEMENT GOOGLE ANALYTICS

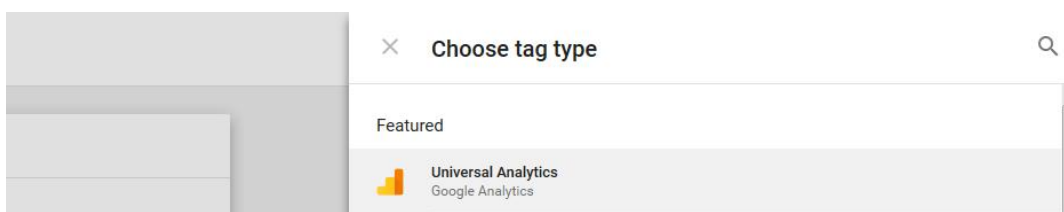
1. On your Google Tag Manager account, add a new tag:



2. Go to the section “Tag Configuration”

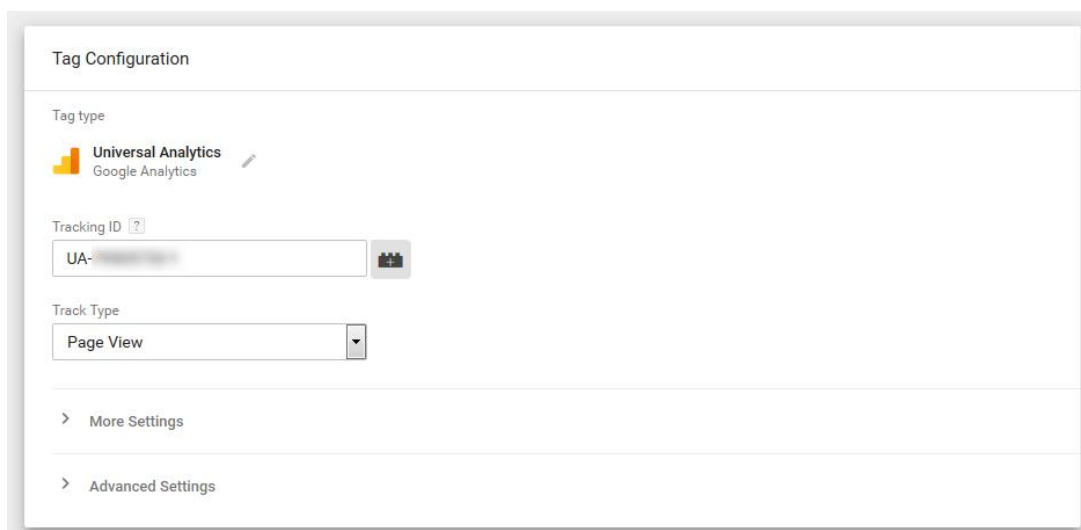


3. Choose the tag type “Universal Analytics”



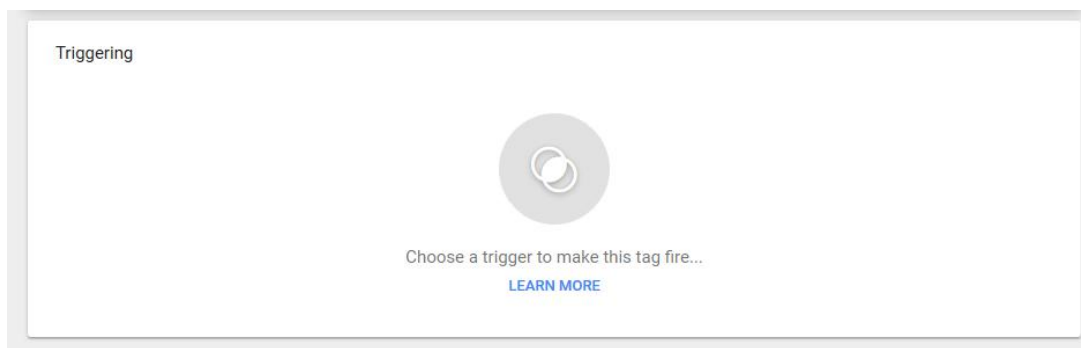
4.Add your Analytics tracking ID (available on your Google Analytics account)

5.And choose the track type “Page View”



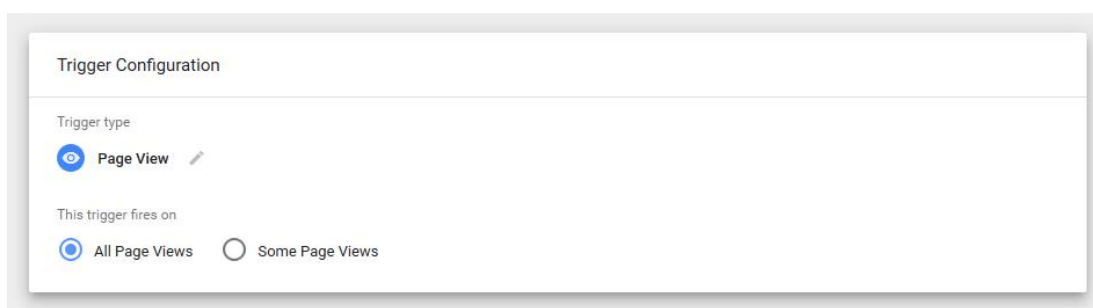
The screenshot shows the 'Tag Configuration' window. Under 'Tag type', 'Universal Analytics' is selected. The 'Tracking ID' field contains 'UA-'. The 'Track Type' dropdown menu is set to 'Page View'. At the bottom, there are links for 'More Settings' and 'Advanced Settings'.

6.Go to the section “Triggering” (just below the “Tag Configuration” section)



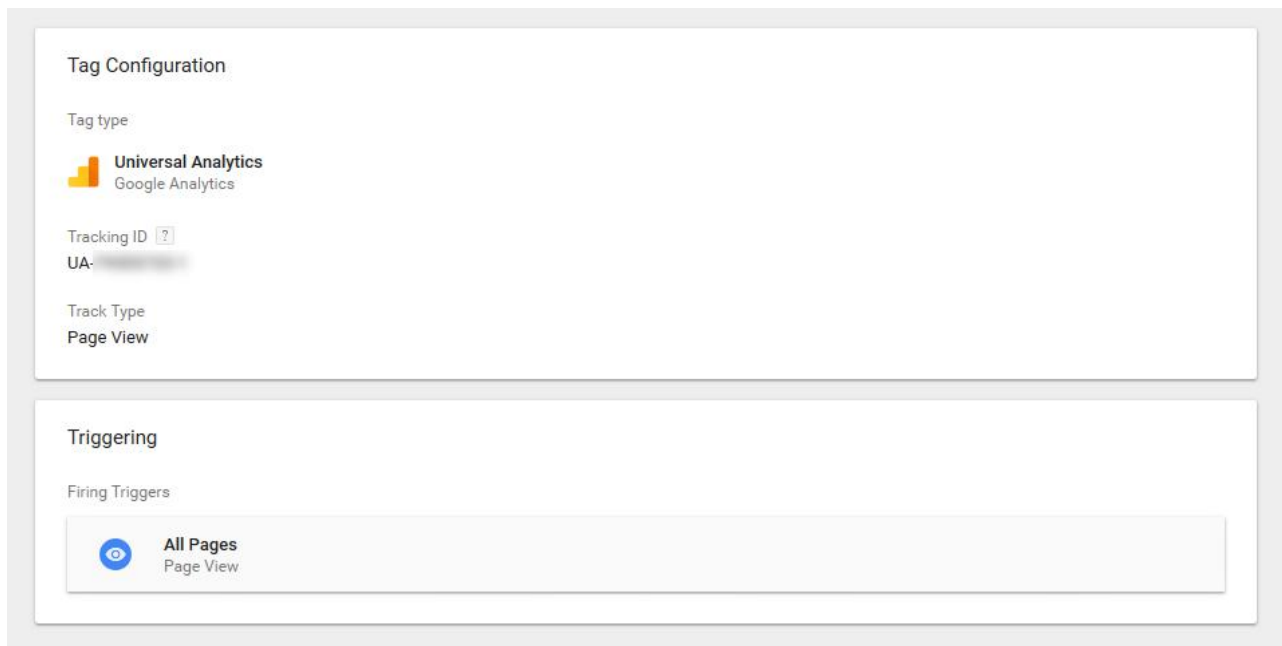
The screenshot shows the 'Triggering' section with a large circular icon in the center. Below the icon, it says 'Choose a trigger to make this tag fire...' and includes a 'LEARN MORE' link.

7.Create a new trigger with “Page View” type and “All Page Views” firing



The screenshot shows the 'Trigger Configuration' window. Under 'Trigger type', 'Page View' is selected. Under 'This trigger fires on', the 'All Page Views' radio button is selected, and the 'Some Page Views' radio button is unselected.

8.It should look like this:



The screenshot displays the Google Tag Manager configuration interface. It is divided into two main sections: "Tag Configuration" and "Triggering".

Tag Configuration:

- Tag type:** Universal Analytics Google Analytics
- Tracking ID:** UA- (with a help icon)
- Track Type:** Page View

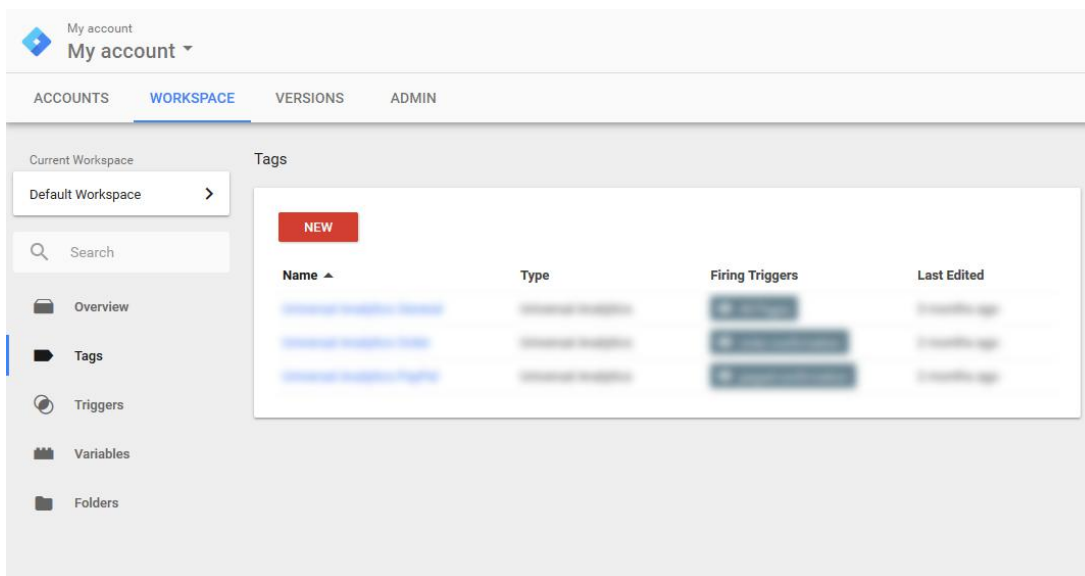
Triggering:

- Firing Triggers:** All Pages Page View

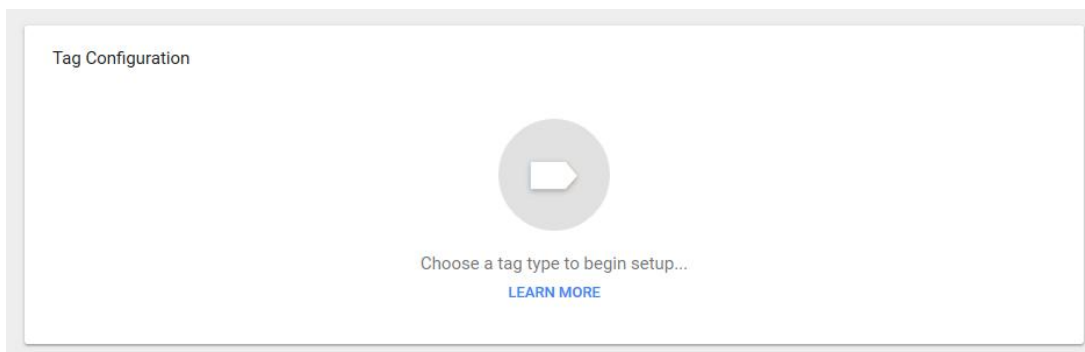
9.Click on "Create Tag" and then on the red button "Publish"

GET THE TRANSACTIONS IN ANALYTICS

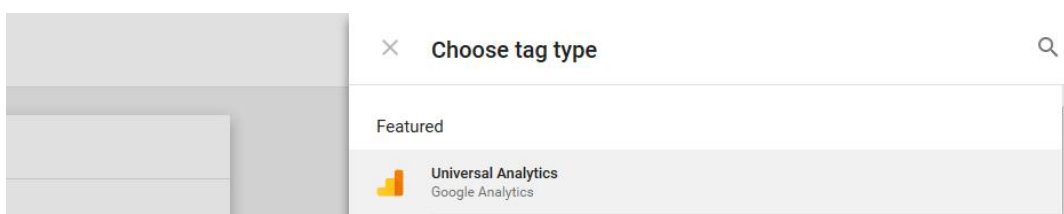
1. On your Google Tag Manager account, create a new tag (create a second tag, do not modify the tag created above)



2. Go to the section “Tag Configuration”

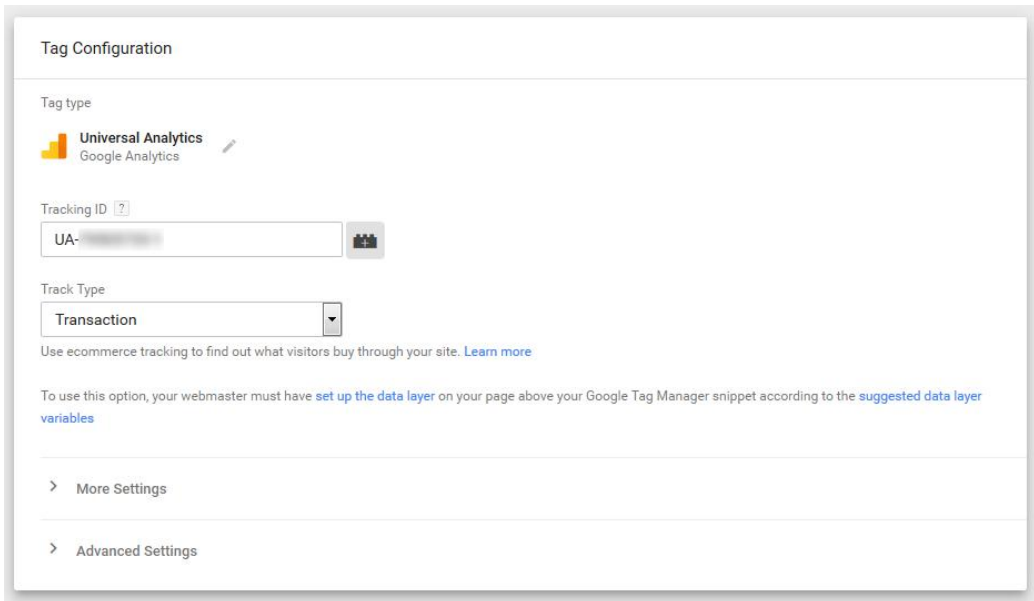


3. Choose the tag type “Universal Analytics”



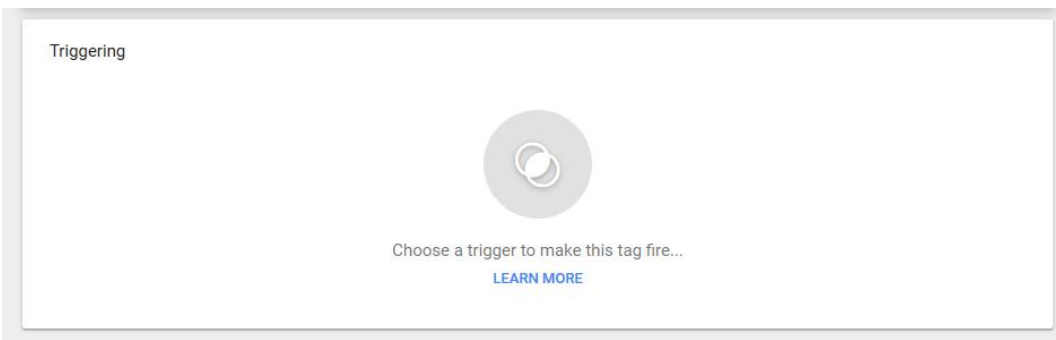
4.Add your Analytics tracking ID (available on your Google Analytics account)

5.And choose the track type “Transaction”



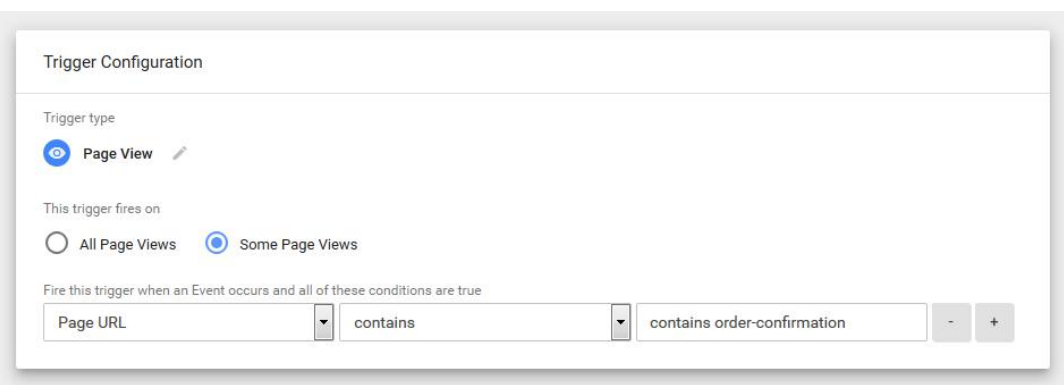
The screenshot shows the 'Tag Configuration' window for a Universal Analytics tag. The 'Tag type' is set to 'Universal Analytics Google Analytics'. The 'Tracking ID' field contains 'UA-123456789-1'. The 'Track Type' dropdown menu is set to 'Transaction'. Below the dropdown, there is a note: 'Use ecommerce tracking to find out what visitors buy through your site. [Learn more](#)'. At the bottom, there are two expandable sections: 'More Settings' and 'Advanced Settings'.

6.Go to the section “Triggering” (just below the “Tag Configuration” section)



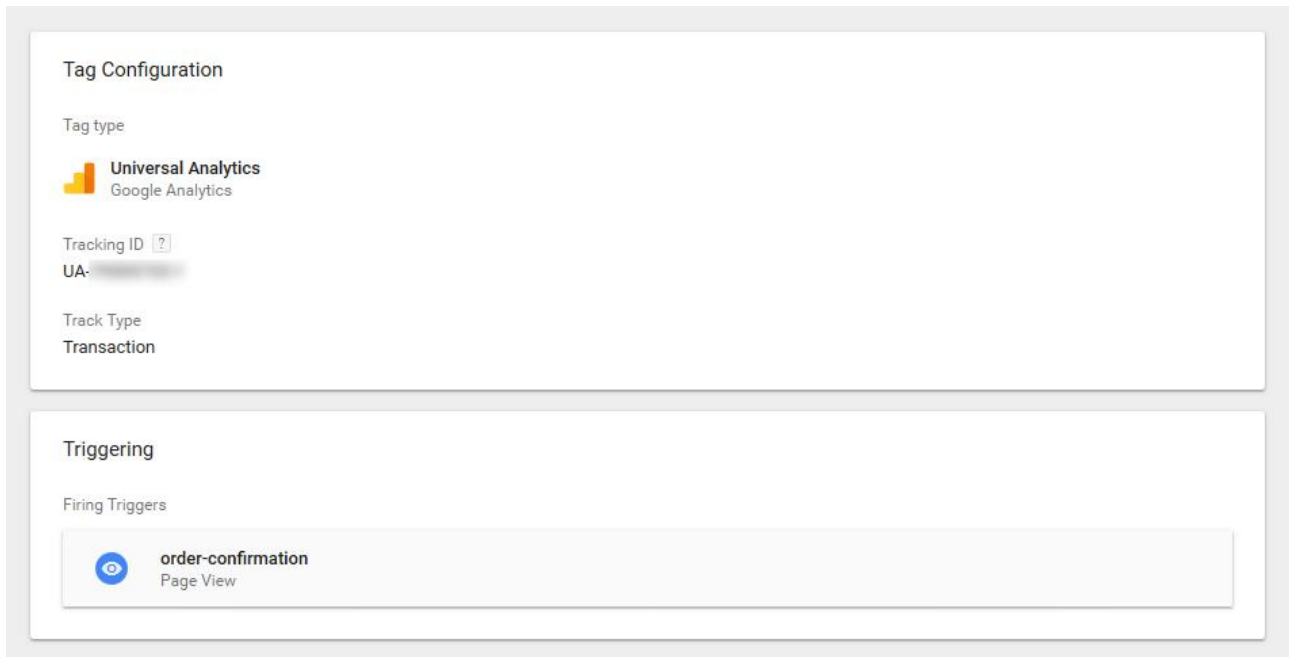
The screenshot shows the 'Triggering' section of the Google Tag Manager interface. It features a large circular icon with two interlocking rings. Below the icon, the text reads 'Choose a trigger to make this tag fire...' followed by a [LEARN MORE](#) link.

7.Create a new trigger with “Page View” type, “Some Page Views” firing and select the condition "Page URL" - "contains" - "order-confirmation"



The screenshot shows the 'Trigger Configuration' window. The 'Trigger type' is set to 'Page View'. Under 'This trigger fires on', the 'Some Page Views' radio button is selected. The configuration section shows a condition: 'Page URL' (selected from a dropdown) 'contains' (selected from a dropdown) 'contains order-confirmation' (entered in a text field). There are minus and plus buttons to the right of the text field to manage conditions.

8.It should look like this:

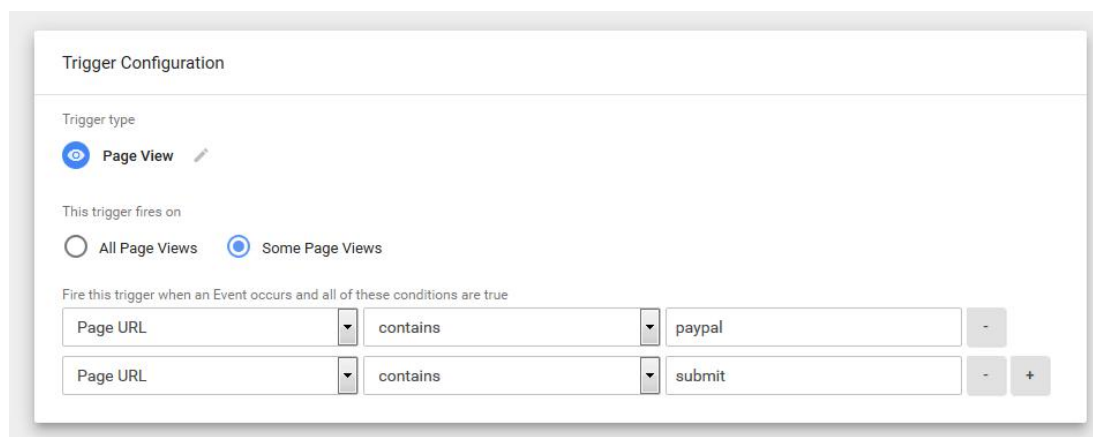


The screenshot shows a 'Tag Configuration' window. Under 'Tag type', 'Universal Analytics' is selected. The 'Tracking ID' field is partially filled with 'UA-'. The 'Track Type' is set to 'Transaction'. Below this, the 'Triggering' section shows a single trigger: 'order-confirmation' with a 'Page View' type.

9.Click on "Create Tag" and then on the red button "Publish"

10.If you use PayPal, please follow these points:

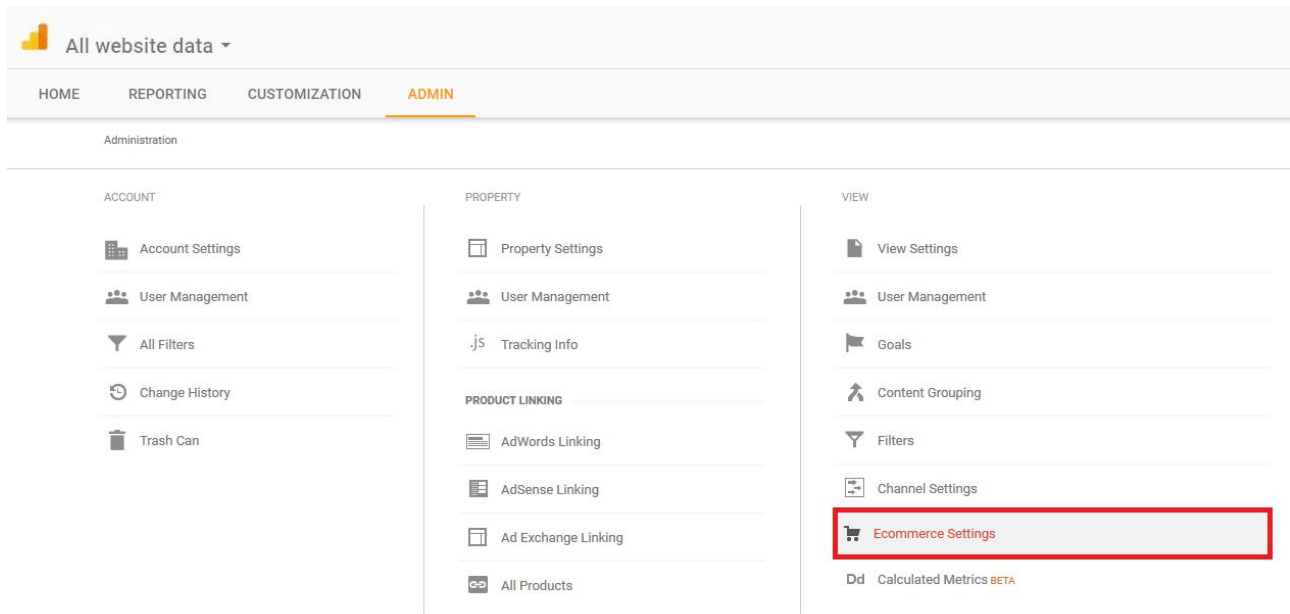
- create a new tag (do not modify the tag created above)
- follow the points 1, 2, 3, 4, 5, 6 above (same instructions)
- at the point 7, create a new trigger with “Page View” type, “Some Page Views” firing and add 2 conditions:
 - "Page URL" - "contains" - "paypal"
 - "Page URL" - "contains" – "submit"



The screenshot shows a 'Trigger Configuration' window. The 'Trigger type' is 'Page View'. Under 'This trigger fires on', 'Some Page Views' is selected. Below, there are two conditions: 'Page URL' contains 'paypal' and 'Page URL' contains 'submit'. Each condition has a minus button to its right, and a plus button is at the bottom right to add more conditions.

- click on "Create Tag" and then on the red button "Publish"

11. On your Google Analytics account, go to "Admin" and click on "Ecommerce Settings"



12. Choose the option "Enable Ecommerce: ON" and save

Ecommerce set-up

1 Enable Ecommerce

Status

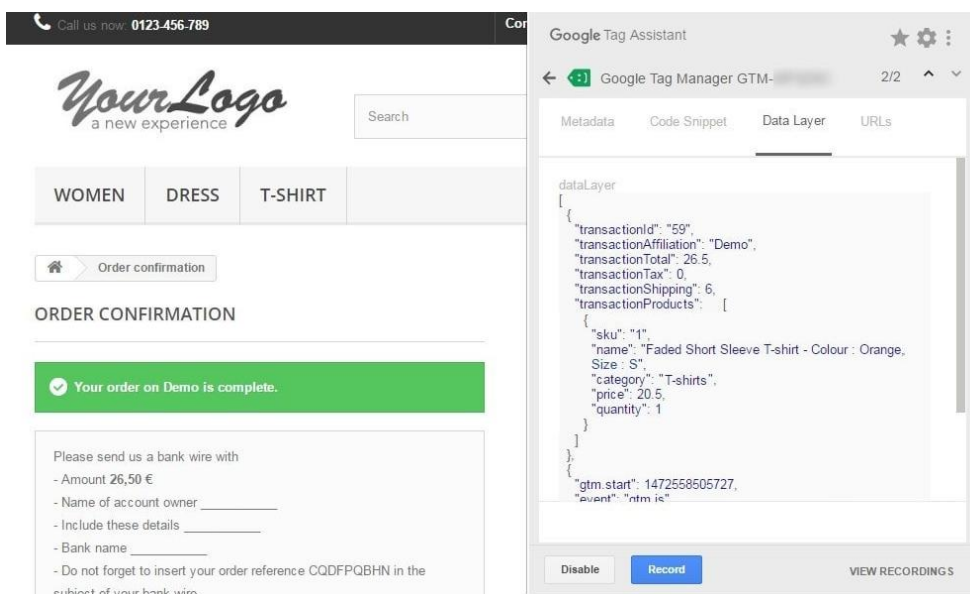
Use the Ecommerce developer reference guide to properly set-up the tracking code for your site.

ON

Enable Related Products ?

OFF

13. Then make a purchase on your website or wait until a customer does it

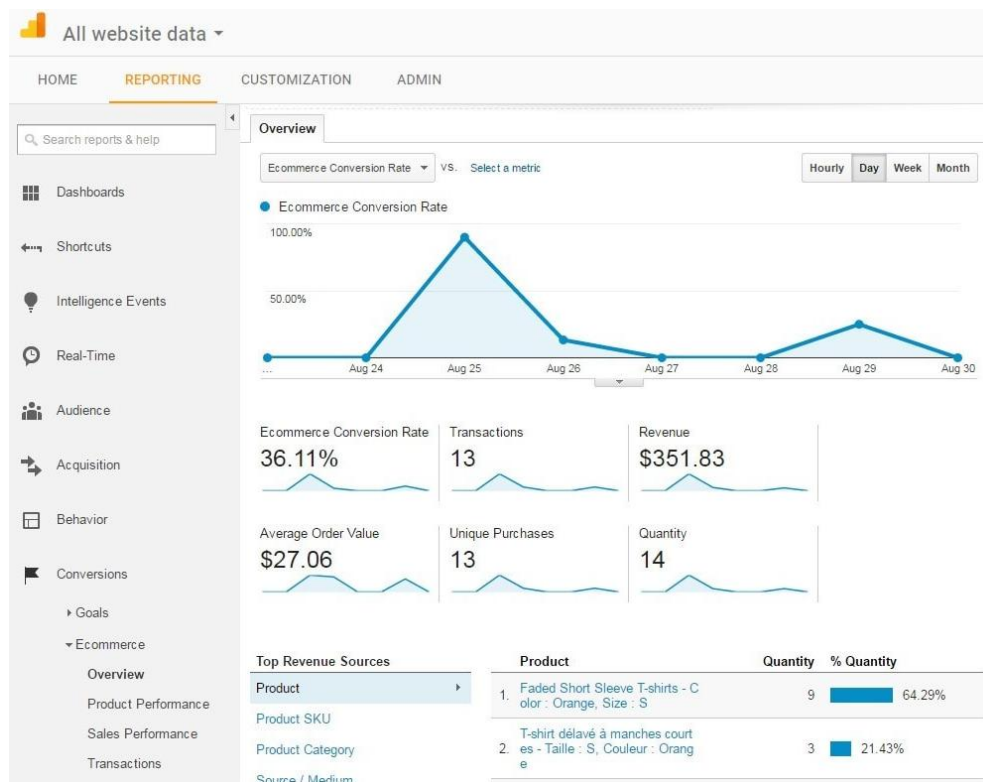


Keep in mind that the data layer is only displayed on the order confirmation page.

You can install the free addon “Tag Assistant (by Google)” to Chrome browser in order to check it easily:

<https://chrome.google.com/webstore/detail/tag-assistant-by-google/kejbdjndbnbjgmefkgdddjlbokphdefk>

14. On your Google Analytics account, go to "Reporting > Conversions > Ecommerce > Overview" (make sure that the date interval is correctly set)



YOUR OPINION

Please take the time to rate our module after buying it. This is quick, constructive for other PrestaShop users and it helps us develop our activity.

<http://addons.prestashop.com/en/ratings.php>

If you have a problem with our module, please get in touch with us before leaving a feedback, our technical support will do all its best to solve your problem.

Quality of the module	<input type="radio"/> ★ ★ ★ ★ ★
Quality of the documentation	<input type="radio"/> ★ ★ ★ ★ ★
Ease of installation	<input type="radio"/> ★ ★ ★ ★ ★
Comment and improvement :	
<div></div>	
<div>Apply</div>	

CONTACT US


A problem? A question? We are here to help you,
Please use PrestaShop form to get in touch with us.

https://addons.prestashop.com/en/write-to-developper?id_product=20261

If you have issues with the module, please provide us with:

- an access to your back-office (url, email password) with sufficient permissions to configure the module
- an access to your FTP (server, username and password)

Contact a community member

Email * email@domain.com	Your PrestaShop version Choose a version ▼	Attachment 
Topic *		Module
Your message * <div></div>		
<div>SEND</div>		

OUR OTHER MODULES



COOKIES



REDIRECTS



SITEMAPS



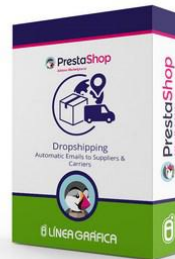
SORT PRODUCTS



FREE SHIPPING



EASY DESIGN



DROPSHIPPING



VERIFIED REVIEWS



CREDIT NOTES



MOVE PRODUCTS



TOTAL EKOMI



REGENERATOR



ACCESS ORDERS



MOVING TEXT



BANNER ADS



QUESTIONS FAQ

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