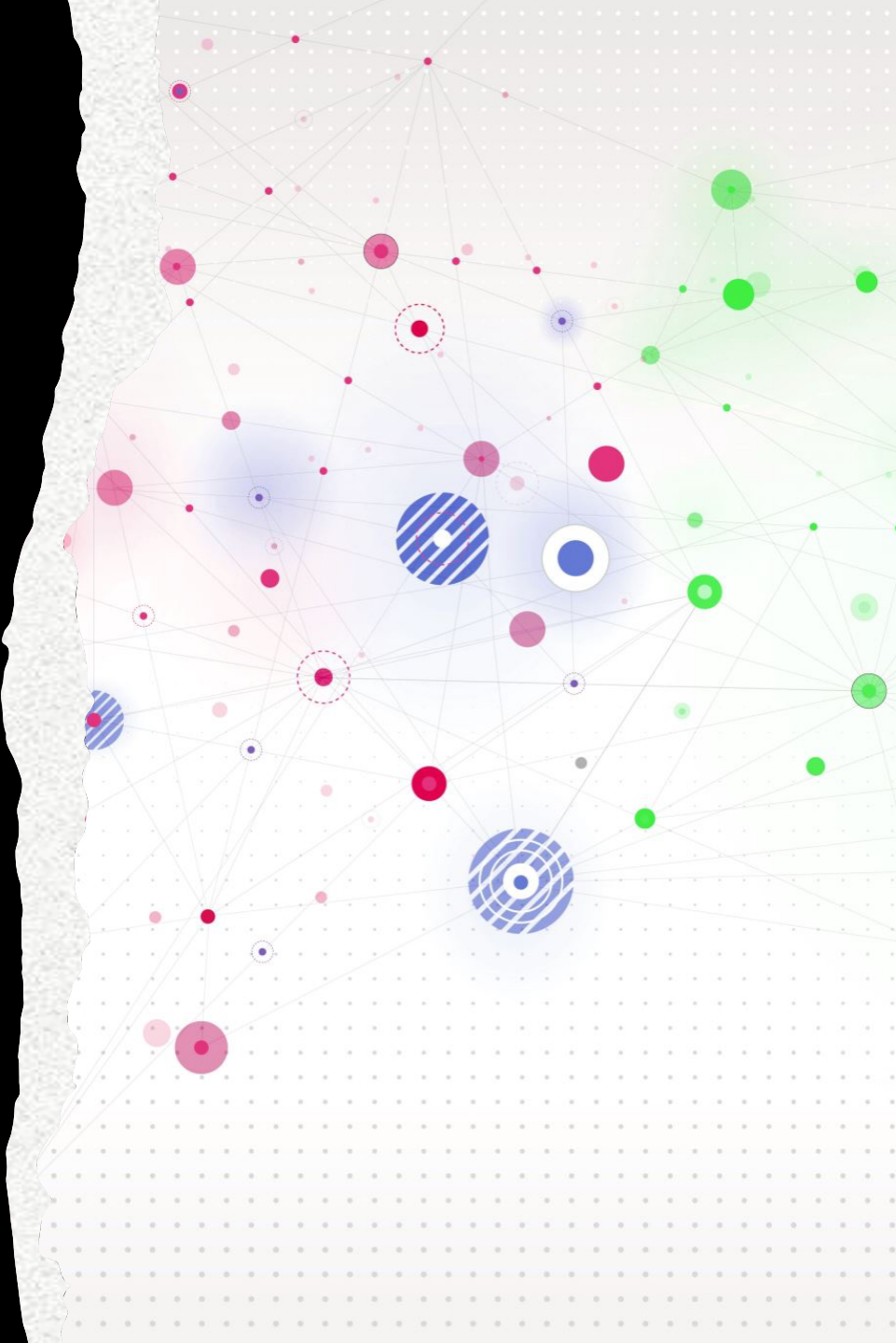


Collection and Reporting of Web Analytics Using Google Tag Manager

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Create your own site

- It seems to be easier/cheaper to build a site as a developer as solutions like Wix have done their best to limit what we can do on their platforms on free tiers

Create your own site

- You will need
 - an HTML template
 - Somewhere to upload your template to

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- an HTML template
 - <https://www.free-css.com/free-css-templates>
- Somewhere to upload your template to
 - <https://pages.github.com/>

Github account creation

- Create an account on Github
- Create a new repository with the name of `<your-github-username>.github.io`
- Download and install Github Desktop <https://desktop.github.com/>
- Link Github Desktop to your Github account

Google Tag Manager account

- Sign in to <https://tagmanager.google.com/> with your own Google account
- GTM allows you to manage Tags of multiple websites or mobile apps at once under one GTM account. Even though GTM allows setting up multiple accounts under one single Google account, you typically will only need one GTM account
- A collection of tags, triggers, variables, and related configurations installed on a website or mobile app is called a container.

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Tags

- Tags are segments of code provided by analytics, marketing, and support vendors to help you integrate their products into your websites or mobile apps. With Google Tag Manager, you can configure and publish tags and decide how they fire from within the Tag Manager user interface
- Tag Manager natively supports many Google and 3rd party tag configurations. Custom tags may be used to implement tags that are not yet supported by Tag Manager's native templates.

Tags

Examples of tags in Google Tag Manager

The image shows a screenshot of the Google Tag Manager interface. On the left, a 'Sample Tag' configuration window is visible, showing a 'Tag Configuration' section. A large white box with an orange border is overlaid on the center, containing the text 'Examples of tags in Google Tag Manager'. Three orange arrows point from this box to the right-hand panel. The right-hand panel is titled 'Choose tag type' and lists various tag types under 'Featured' and 'Custom' categories.

Sample Tag

Tag Configuration

Examples of tags in Google Tag Manager

Choose a trigger to make this tag fire... [LEARN MORE](#)

Choose tag type

Featured

- Universal Analytics**
Google Analytics
- Classic Google Analytics**
Google Analytics
- AdWords Conversion Tracking**
AdWords
- AdWords Remarketing**
AdWords
- DoubleClick Floodlight Counter**
DoubleClick
- DoubleClick Floodlight Sales**
DoubleClick
- Google Optimize**
Google Optimize
- Google Surveys Website Satisfaction**
Google Surveys

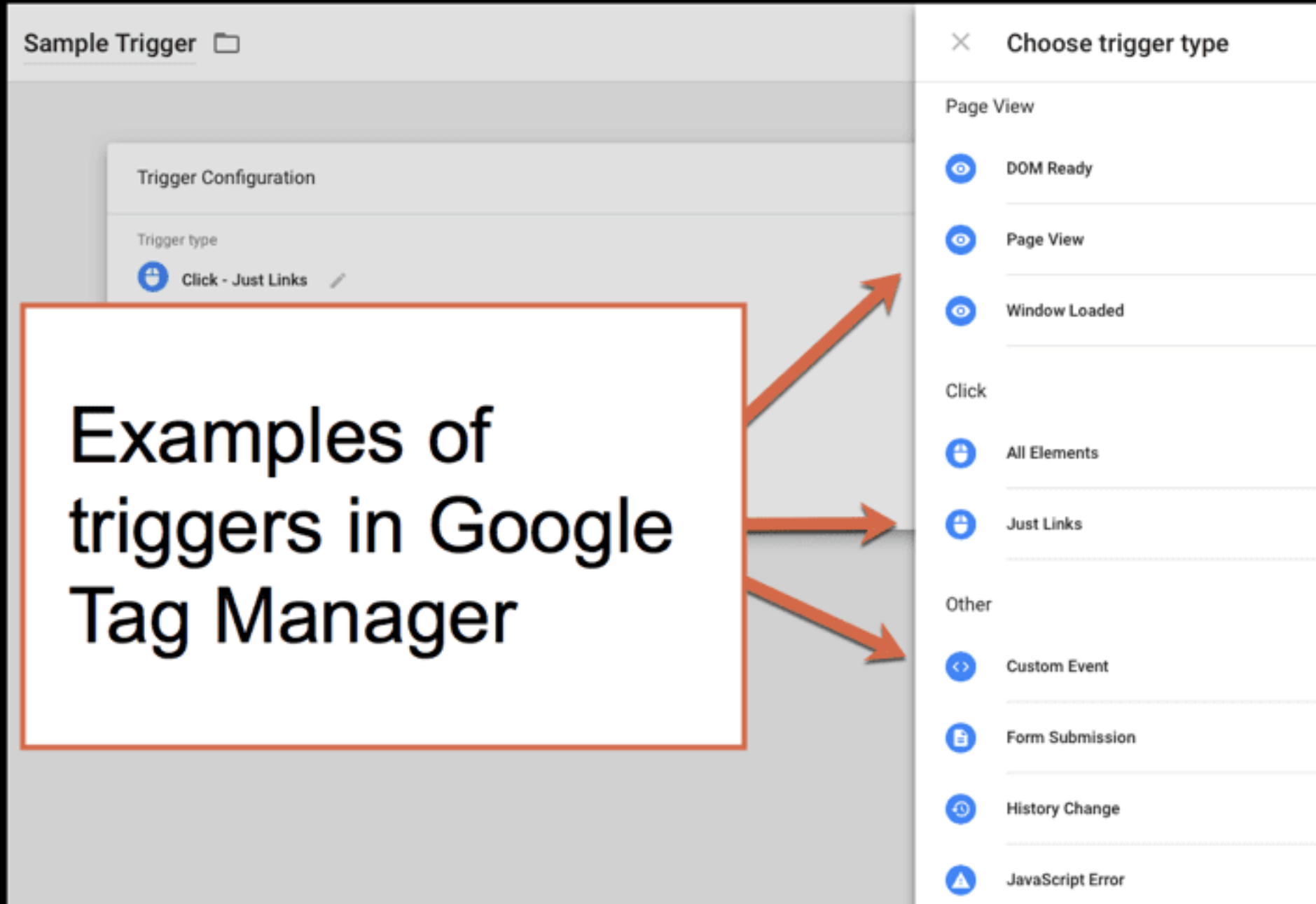
Custom

- Custom HTML**
Custom HTML Tag

Triggers

- Tags fire in response to events. In Google Tag Manager, a trigger listens to your web page or mobile app for certain types of events like form submissions, button clicks, or page views. The trigger tells the tag to fire when the specified event is detected. Every tag must have at least one trigger in order to fire.
- Triggers are evaluated when code on the page or app is executed, and associated tags are fired or blocked when the trigger conditions are met.

Triggers



The image shows the Google Tag Manager 'Trigger Configuration' interface. A central white box with an orange border contains the text 'Examples of triggers in Google Tag Manager'. Three orange arrows originate from the right side of this box: one points to the 'Page View' section of the trigger type list, another points to the 'Just Links' option under the 'Click' section, and the third points to the 'Custom Event' option under the 'Other' section.

Sample Trigger

Trigger Configuration

Trigger type

☒ Click - Just Links

Choose trigger type

Page View

- ☒ DOM Ready
- ☒ Page View
- ☒ Window Loaded

Click

- ☒ All Elements
- ☒ Just Links

Other

- ☒ Custom Event
- ☒ Form Submission
- ☒ History Change
- ☒ JavaScript Error

Variables

- Can be understood as additional information that GTM may need for your tag or trigger to work
- There are built-in variables and you can also define new custom variables

Variables

Built-In Variables ?	
CONFIGURE	
Name ▲	Type
Click Classes	Data Layer Variable
Click Element	Data Layer Variable
Click ID	Data Layer Variable
Click Target	Data Layer Variable
Click Text	Auto-Event Variable
Click URL	Data Layer Variable
Event	Custom Event
Form Classes	Data Layer Variable
Form Element	Data Layer Variable

Variables

GA - Universal Analytics

Tag Configuration

Tag type

Universal Analytics
Google Analytics

Tracking ID ?

{{GA - Orbit UA}}

Track Type

Page View

> More Settings

> Advanced Settings

Example of a variable in Google Tag Manager

Preview and Debug mode in GTM

- Google Tag Manager's preview and debug mode allows you to browse a site on which your container code is implemented as if the current container draft was deployed, so that you can test a container configuration before it is published. Your previewed site is connected to Tag Assistant so that you can inspect which tags fired and in which order.
- <https://support.google.com/tagmanager/answer/6107056?hl=en>

Tasks

- Visit analytics.google.com and register for an analytic account, obtain the GA ID
- Add a custom variable in GTM
- Trigger a GA Tag with the above GA ID in GTM on every page load