


GOOGLE TAG MANAGER

Several thin, white, parallel lines of varying lengths and slopes are positioned in the lower right quadrant of the image, creating a sense of motion or a modern design element.

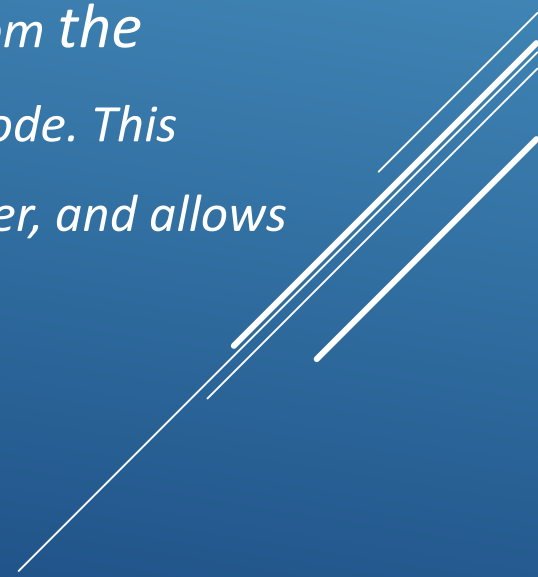
INTRODUCTION

- ▶ **Google Tag Manager (GTM)** is a free solution, introduced in October 2012.
 - ▶ GTM is for managing Google Analytics, advertising and other tracking tags across your website or multiple websites.
- 
- A series of white diagonal lines of varying lengths and thicknesses, located in the bottom right corner of the slide, creating a modern, abstract graphic element.

What is Google Tag Manager?

According to Google:

“Google Tag Manager allows you to conveniently manage tags (such as tracking and marketing optimization tags) on your site. You can add and update AdWords, Google Analytics and non-Google tags from the Google Tag Manager user interface instead of editing site code. This reduces errors, frees you from having to involve a webmaster, and allows you to quickly deploy tags on your site.”


A series of white diagonal lines of varying lengths and thicknesses are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

- Tags are tiny bits of website code that send information to third party to measure you measure traffic ,visitor behavior etc.
- If you don't use a tag management solution such as Tag Manager, you need to add these snippets of code directly to files on your website or mobile app.
- With Tag Manager, you no longer need to maintain each of these code snippets in your source files
- You specify the tags that you want to fire, and when you want them to fire, from within the Tag Manager user interface.

How Google Tags Works ?

- Tag Manager for web works via its own container tag that you place on all your website pages
- You place a small snippet of code on your website or mobile app. This code connects your app to the Tag Manager servers.
- Once the Tag Manager container tag has been added to your site or app, you update, add, and administer additional tags right from the Tag Manager web application.
- You can configure triggers to fire when an event occurs. An event could be a page load, a form submission, or a tap on a screen. When the trigger fires the tag, the tag's code executes.
- Google Tag Manager executes asynchronously and can be configured to fire tags only when they are needed, helping your pages to load more quickly

Benefits with GTM :-

- To Manage tags outside of development work.
 - GTM can be used in both Mobile sites and Normal sites.
 - Decrease page load time by firing tags in GTM.
 - GTM makes tag management very efficient
 - It is free.
- 
- A series of white diagonal lines of varying lengths and thicknesses, located in the bottom right corner of the slide, creating a modern, abstract graphic element.


Main Parts of Google Tag Manager

- **Tags** – Tell GTM *what* you want it to do. For example, “Send a page view to Google Analytics.”
- **Triggers** – Tell GTM *when* you want it to fire a tag. For example, “Anytime someone visits a page.”
- **Variable**-In Google Tag Manager, the term *Variable* is used to denote a helper function that your Tags, Triggers, and other Variables can invoke to retrieve values from. Invoking syntax `.{variablename}`

Initial Setup

Just visit the Google Tag Manger page and sign in. Follow the steps to create your first account and you'll be asked to set up something called a "container".

Typically, you'll create a container for each website you'll want to track.

A series of white diagonal lines of varying lengths and thicknesses, located in the bottom right corner of the slide.

Initial Setup

Once you've created your account, and your first container, GTM will give you a snippet of code that looks like this:

A screenshot of a code snippet provided by Google Tag Manager. The code is enclosed in a box with a torn paper effect at the bottom. Above the code box, there is a text instruction: "Copy the code below and paste it onto every page of your website. Place it immediately after the opening <body> tag." The code itself is a JavaScript snippet that initializes the Google Tag Manager container. It includes comments in both English and Chinese, an iframe for the container, and a script that pushes the 'gtm.start' event to the data layer and loads the GTM.js file. The code contains several placeholder values represented by grey boxes, which are likely the container ID and other configuration details.

```
<!-- Google Tag Manager -->
<noscript><iframe src="//www.googletagmanager.com/ns.html?id= "
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.insertBefore(j,f);
})(window,document,'script','dataLayer',' ');</script>
<!-- End Google Tag Manager -->
```

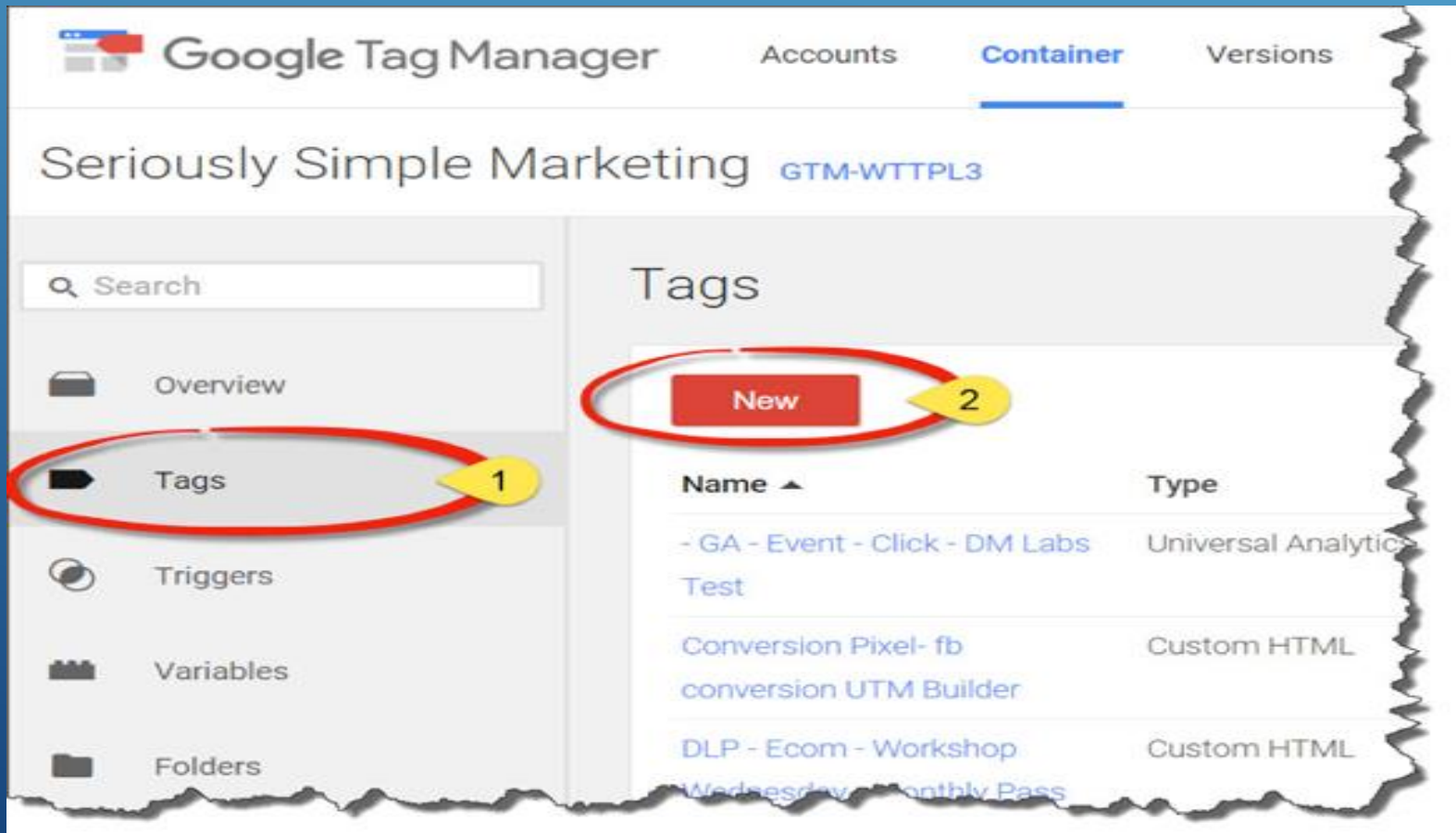
Snippet of code

Just copy and paste this code so it's right after the opening <body> tag of your site .

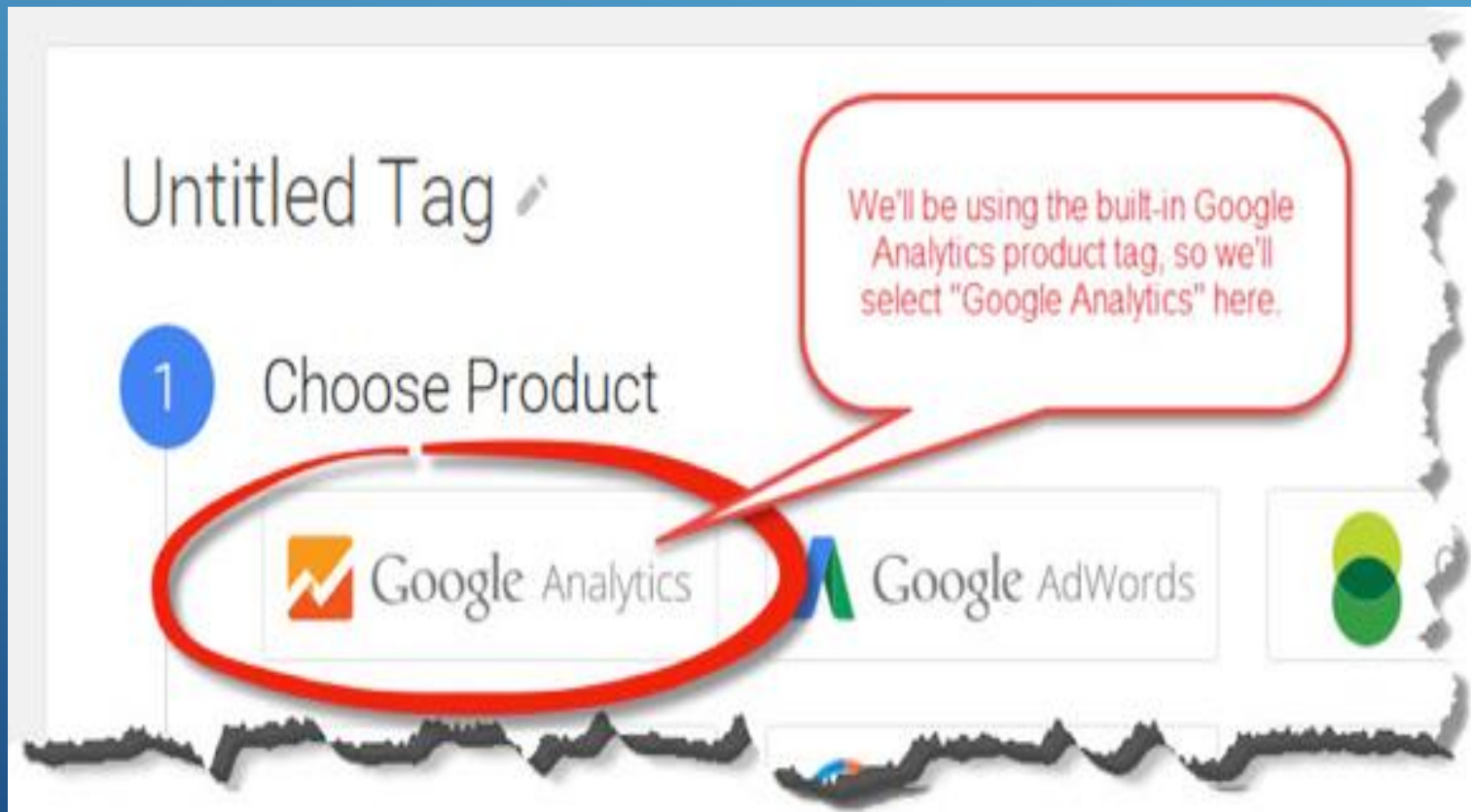
Usage with Google Analytics.

Step #1: Create a New Tag

Create a new tag by clicking on “Tags” on the left menu and then “New”.



Google Tag Manager will then want to know which type of product you would like to create a tag for. Fortunately, Google Analytics is deeply integrated with GTM. We'll take advantage of this integration by selecting "Google Analytics."




Choose Your Analytics

From there, GTM will ask you if you want to use Universal or Classic Analytics. You'll want to use Universal Analytics. It's selected by default and is the newest version of GA.

Untitled Tag ✎

✓ Choose Product

 Google Analytics

2 Choose a Tag Type

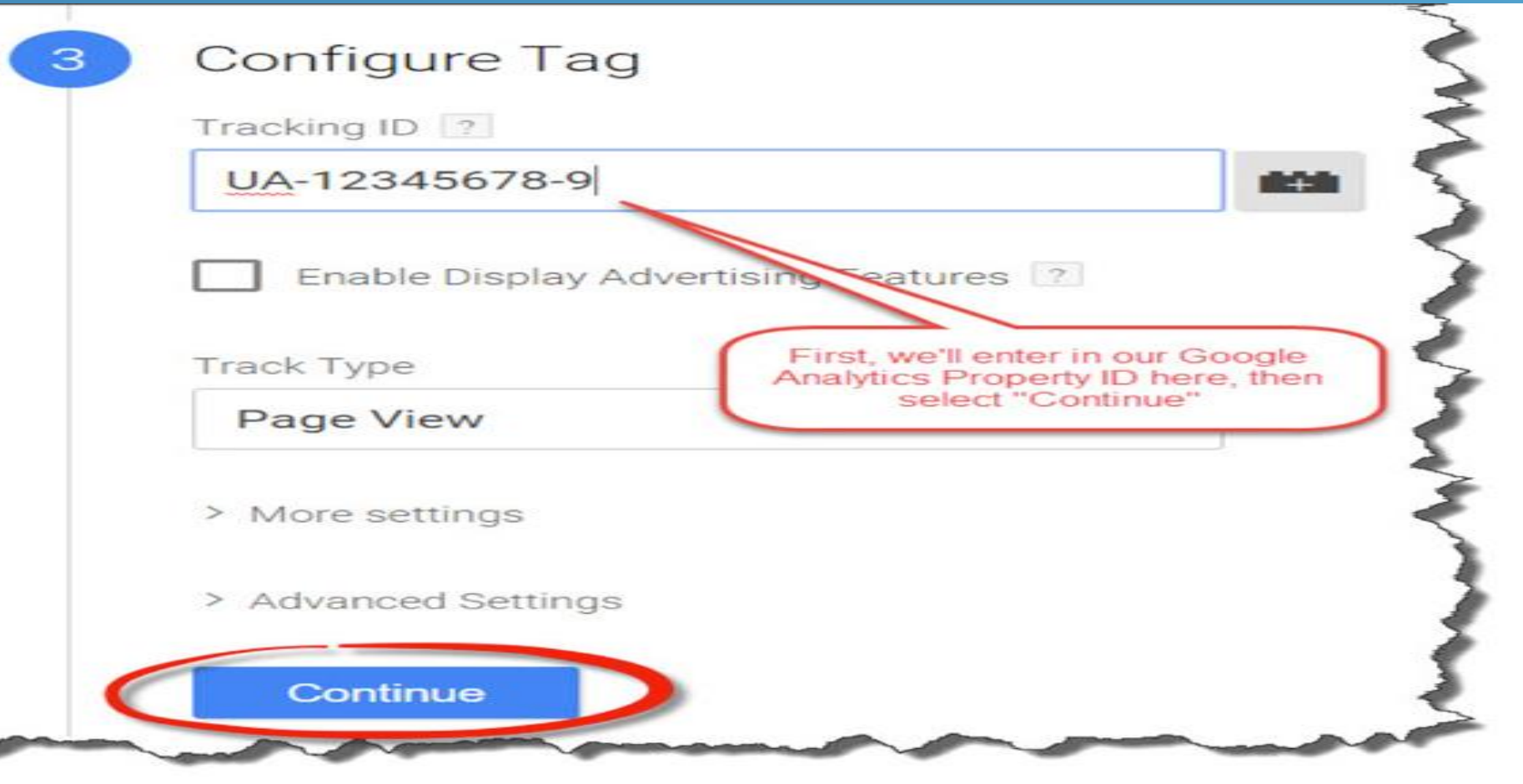
Universal Analyti... Classic Google A...

By default, "Universal Analytics" will be selected. You'll want to keep this selected and click "Continue"

Continue

Configure Your Tag

In this case, we'll need to type in our Property ID.
"UA-12345678-9" as an example here.



The screenshot shows a 'Configure Tag' interface with a blue sidebar on the left containing a circle with the number '3'. The main content area has the title 'Configure Tag'. Below the title is a 'Tracking ID' field with a question mark icon, containing the text 'UA-12345678-9'. To the right of the field is a grey button with a plus sign. Below this is a checkbox labeled 'Enable Display Advertising Features' with a question mark icon. Underneath is a 'Track Type' dropdown menu currently set to 'Page View'. At the bottom are two expandable sections: '> More settings' and '> Advanced Settings'. A blue 'Continue' button is at the bottom left. A red speech bubble points to the 'Tracking ID' field with the text: 'First, we'll enter in our Google Analytics Property ID here, then select "Continue"'. A red oval highlights the 'Continue' button.

3 Configure Tag

Tracking ID ?

UA-12345678-9

☐ Enable Display Advertising Features ?

Track Type

Page View

> More settings

> Advanced Settings

Continue

First, we'll enter in our Google Analytics Property ID here, then select "Continue"

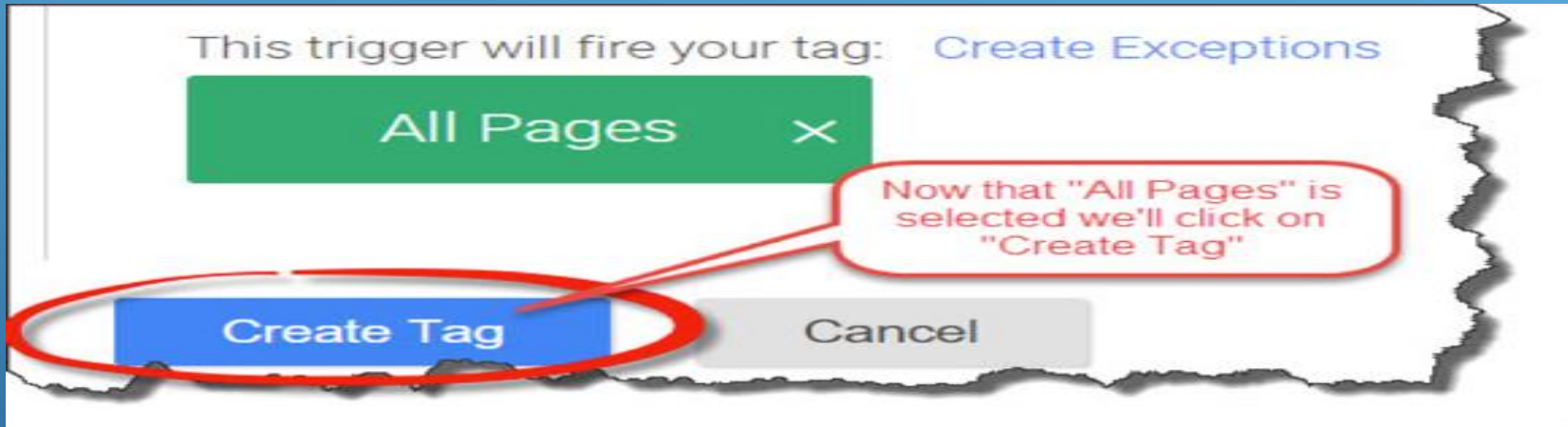
Define Your Trigger

After clicking “Continue”, we’ll need to define the Trigger..In this case, we want it to report Page views whenever someone visits a page, so we’ll select “All Pages” from the list of built-in Triggers listed.



Create & Name Your Tag

Once we've selected "All Pages", we'll click "Create Tag".



Google Tag Manager will ask us for a name for our new Tag. We'll call it "GA – Page view".



Publish Your Tag

You'll need to "Publish" your changes before they become live. In the upper right corner of your page, you'll see how many changes are currently waiting to be published and the "Publish" button.



Publish Your Tag

Once you click “Publish” your changes are live and your newly created Page view tag is officially passing data to Google Analytics!

And there you have it. Your first tag, telling GTM to send a Page view to Google Analytics and your first trigger, telling GTM to send that Page view every time a page is loaded.

Several white lines of varying lengths and angles are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.