

Implementing the Google Tag Manager on the Atypon Redesign of JACC.org

Please find code and positioning information below for the snippets necessary to support digital analytic tracking of JACC.org. It includes 4 snippets. The first 3 must be installed together in the sequence presented, as high in the <head> as possible. The 4th <noscript> must be added immediately after the opening <body>. This code **must be added to every page** of the website.

The sequence and placement of these snippets are deliberate and must be kept in this order for our tracking tools to work properly.

Note: The Google Tag Manager snippet must be placed directly in the page that you intend on tracking. Placing it in a hidden iframe or deploying it within another tag management system will prevent certain tags from accurately tracking the parent page.

For more information, see Google's documentation at [Google Tag Manager Quick Start Guide](#) or [Google Tag Manager Developer Guide - Using a Data Layer](#). If you have any questions or concerns, please contact, Carol Johnson, Sr Digital Analyst, cjohnson@acc.org.

The following 3 snippets must be placed together in this order as high in the <head> section as possible of every webpage being tracked.		
Element & Notes	Position	Code
1 of 4 Foresee, optional JavaScript variable to exclude internal or vendor traffic from receiving a survey invite. Use case: To prevent surveys from being offered on Heart House network or vendor IP addresses. Item(s) highlighted in blue below must be supplied programmatically.	Position: If used, this snippet <u>must</u> precede the dataLayer & the GTM container tag.	<code><!-- This script is just an example of the code created for ACC.org to pass a variable to Foresee to let it know if this session can be shown a survey. --> <script type="text/javascript"> var \$LTjQuery = jQuery; var foresee_show_survey = true; </script></code>
2 of 4 dataLayer This script passes user ids and member types to Google Analytics via the Google Tag Manager. The dataLayer <u>must</u> collect userid and membertype from every page regardless of authentication method (login during the session or pre-authenticated via a "remember me" type feature). Item(s) highlighted in blue must be supplied programmatically. The code to the left is just an example copied from the ACC.org implementation. The code required for JACC.org on the Atypon platform may be different. Specifics need to be worked out between ACC IT and Vendor.	Position: Must follow the Foresee tag if used and precede the GTM container tag.	<code><!-- DATALAYER for passing data to Google Analytics --> <script> var dataLayer = []; var userId = ''; var membertype = ('True' == 'True' ? '' : ''); var gtmTag = { 'userID': userid, 'memberType': membertype }; dataLayer = [gtmTag]; </script></code>

3 of 4 Google Tag Manager (GTM) Container snippet Google Tag Manager passes GA code and other tags asynchronously.	Position: Must be the last in sequence snippet.	<pre> <!-- Google Tag Manager --> <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= 'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f); })(window,document,'script','dataLayer','GTM-WBGT97Q'); <!-- End Google Tag Manager --> </pre>
<body>		
Element & Notes	Position	Code
4 of 4 Google Tag Manager (GTM) noscript Note: This placement is essential for our continued access to Google's Search Console. The Search Console tracks our content's performance in the Google Search Engine. The Search Console looks for the <noscript> immediately following the opening <body> tag to verify our ownership of the account. If it does not find it there, it cannot verify us or access the search data.	Position: Must be pasted immediately after opening <body> tag on every page.	<pre> <!-- Google Tag Manager (noscript) --> <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-WBGT97Q" height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript> <!-- End Google Tag Manager (noscript) --> </pre>