



Google Tag Manager Checklist

by analyticsmania.com

IMPORTANT:

If you want to learn more about each checklist item, please [check the complementary guide here](#)

	Planning
#1.	Think of the account/container structure, ownership, permissions
#2.	Prepare tag implementation plan
	Preparing the website and installation of Google Tag Manager
#3.	Add unique IDs to very important web elements
#4.	Make forms friendlier for tracking with Google Tag Manager
#5.	Use "data-" prefix for additional information and fetch it with variables in Google Tag Manager
#6.	If you can't figure out how to track an interaction by yourself, ask a developer to fire a <i>dataLayer.push</i> event
#7.	Single-page websites should use URL Fragments
#8.	If fragments are not possible, a developer should push the page data to the dataLayer on each pageview
#9.	One part of GTM container snippet should be placed in <head> and the second part right after the opening of the <body> tag
#10.	Check if Google Tag Manager code is added to all pages (possibly, with Web Crawler application)
#11.	Use Tag Assistant to check if GTM is added successfully
	Instructing your team about the Data Layer
#12.	If needed, introduce the concept of the Data Layer to developers
#13.	If some custom data is needed on 'Pageview' event, the Data Layer snippet must be above Google Tag Manager's container <script>
#14.	It's recommended to prefix the dataLayer with <i>window</i> . As a result, all snippets should use <i>window.dataLayer</i> .
#15.	It's better to use <i>push</i> (<i>window.dataLayer.push</i>) even when the page loads
	Preloading the Data Layer with user data
#16.	Is user logged in?
#17.	Pricing plan/membership status
#18.	User ID
#19.	IP address



Analyticsmania.com
Become a Google Tag Manager Pro

#20.	Satisfaction/Net Promoter Score
#21.	Demographic information, including age, gender, etc.
#22.	A number of payments/purchases
#23.	Number of sessions
#24.	Total spend
#25.	User preferences
Preloading the Data Layer with E-commerce data	
#26.	Transaction ID
#27.	Transaction subtotal
#28.	Transaction Total
#29.	Store or affiliation from which this transaction occurred (e.g. Google Store)
#30.	Currency code
#31.	Product ID (or SKU)
#32.	Product price
#33.	Product quantity
#34.	Tax and shipping
#35.	Product name
#36.	Product category
#37.	Product brand
#38.	Product variant, e.g. <i>black</i>
#39.	Product position in a list or collection, e.g. 2
#40.	Coupon code associated with a product, e.g. <i>BLACK_FRIDAY30</i>
#41.	Promotion ID, e.g. <i>BFCM_1234</i>
#42.	Promotion name, e.g. <i>Black Friday Sale</i>
#43.	Promotion creative, e.g. <i>black_friday_banner2</i>
#44.	Promotion position. The position of the creative, e.g. <i>banner_slot_1</i> .
Other page information	
#45.	Number of reviews and the final score (the data related to the Product Page)

#46.	Number of words in a blog post/article (can be split into ranges, e.g. 1-500, 501-1000 words, etc.)
#47.	Blog post/article author
#48.	Publication date
#49.	Number of comments
#50.	Number of upvotes, downvotes, the final score
#51.	Article/blog post category, tags
Tags, trigger, variables	
#52.	Use Google Analytics Settings Variable
#53.	Use Regular Expressions in triggers instead of creating multiple triggers and add them to one tag
Google Analytics E-commerce	
#54.	Standard E-commerce Tracking - create a Universal Analytics tag (type: Transaction) which fetches the data from the Data Layer.
#55.	Enhanced E-commerce - Send Product Impression data with a Universal Analytics Tag (if applicable)
#56.	Enhanced E-commerce - Send Product Click with a Universal Analytics Tag (if applicable)
#57.	Enhanced E-commerce - Send Product Detail Impression with a Universal Analytics Tag (if applicable)
#58.	Enhanced E-commerce - Send Add / Remove from the cart with a Universal Analytics Tag (if applicable)
#59.	Enhanced E-commerce - Send Promotion Impressions with a Universal Analytics Tag (if applicable)
#60.	Enhanced E-commerce - Send Promotion Clicks with a Universal Analytics Tag (if applicable)
#61.	Enhanced E-commerce - Send Checkout data with a Universal Analytics Tag (if applicable)
#62.	Enhanced E-commerce - Send Purchases with a Universal Analytics Tag (if applicable)
#63.	Triple-check whether all Enhanced E-commerce data is syntactically flawless
#64.	Prevent duplicate E-commerce transactions
Miscellaneous	
#65.	Implement GDPR-compliant tracking consent mechanism
#66.	Set the <i>anonymizeIp</i> field in GA tags to <i>true</i>
#67.	Configure <i>allowAdFeatures</i>
Miscellaneous	
#68.	Check if Cross-Domain Tracking in Google Analytics is set up correctly
#69.	Move <code><noscript></code> parts away from custom HTML tags and use Custom Image tags, instead

#70.	Ask developer to review custom tracking scripts you've found online
#71.	Use <i>transport:beacon</i> , especially in those GA tags, that fire right before the redirect or closing browser tab
#72.	Do the final test and say one last prayer before the deployment. Working with Enhanced E-commerce or iFrames? Say two prayers, then.
#73.	After the deployment. Are there any JavaScript errors on the console? Use TrackJS or any other tool of your choice to check.

This checklist was compiled by Julius Fedorovicius, www.analyticsmania.com
Contact the author via Twitter [@fedorovicius](https://twitter.com/fedorovicius) or [Linked In](#)