



# DATA DRIVEN PRODUCT & SERVICE DESIGN: GOOGLE UTM CODE & TAG MANAGER

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Center for  
Entrepreneurship

# **QUICK RECAP**

Analytics

Tag Manager

Optimize

Data Studio

Surveys

Attribution

Audience Center

Analytics 360 Suite

Overview

Capabilities

Features

Compare

Mobile Access

Success Stories

Resources



Improve the  
customer  
experience with  
digital analytics.

Google Analytics gives you the digital analytics tools you need to analyze data from all touchpoints in one place, for a deeper understanding of the customer experience. You can then share the insights that matter with your whole organization.

SIGN UP FOR FREE

 Analytics

ADMIN    USER

Property [+ Create Property](#)

[Property Settings](#)

[User Management](#)

[Tracking Info](#)

**Tracking Code**

- Data Collection
- Data Retention
- User-ID
- Session Settings
- Organic Search Sources
- Referral Exclusion List
- Search Term Exclusion List

**PRODUCT LINKING**

- Google Ads Linking
- AdSense Linking
- Ad Exchange Linking

**All Products**

[Postbacks](#)

Tracking ID **UA-20477509-1**

Status  
Receiving traffic in past 48 hours.  
1 active users right now. See details in [real-time traffic reports](#).

[Send test traffic](#) [?](#)

### Website Tracking

#### Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the `config` line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-20477509-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'UA-20477509-1');
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

#### Google Tag Manager

Our free tool Google Tag Manager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Manager if:

- You use multiple analytics and ad performance tracking tools that require site tags.
- Adding tags to your website slows down your ability to run marketing campaigns.

[Learn how to get started with Google Tag Manager.](#)



# **DEFINING CONVERSION GOALS**



ADMIN

USER

Account [+ Create Account](#)

- [Account Settings](#)
- [User Management](#)
- [All Filters](#)
- [Change History](#)
- [Trash Can](#)

Property [+ Create Property](#)

- [Property Settings](#)
- [User Management](#)
- [Tracking Info](#)
- [Tracking Code](#) **Tracking Code**
- [Data Collection](#)
- [Data Retention](#)
- [User-ID](#)
- [Session Settings](#)
- [Organic Search Sources](#)
- [Referral Exclusion List](#)
- [Search Term Exclusion List](#)
- [PRODUCT LINKING](#)
- [Google Ads Linking](#)
- [AdSense Linking](#)
- [Ad Exchange Linking](#)
- [All Products](#)
- [Postbacks](#)

View [+ Create View](#)

- [View Settings](#)
- [User Management](#)
- [Goals](#)
- [Content Grouping](#)
- [Filters](#)
- [Channel Settings](#)
- [Ecommerce Settings](#)
- [Calculated Metrics BETA](#)
- [PERSONAL TOOLS & ASSETS](#)
- [Segments](#)
- [Annotations](#)
- [Attribution Models](#)
- [Custom Channel Grouping BETA](#)
- [Custom Alerts](#)

The screenshot shows the Google Analytics Admin interface. On the left, there's a vertical sidebar with various icons. The main area is divided into three columns: **Account**, **Property**, and **View**. Each column has a header with a 'Create' button and a settings gear icon at the bottom.

- Account Column:**
  - Account Settings
  - User Management
  - All Filters
  - Change History
  - Trash Can
- Property Column:**
  - Property Settings
  - User Management
  - Tracking Info
  - PRODUCT LINKING**
    - Google Ads Linking
    - AdSense Linking
    - Ad Exchange Linking
    - All Products
- View Column:**
  - View Settings
  - User Management
  - Goals** (highlighted with a red oval)
  - Content Grouping
  - Filters
  - Channel Settings
  - Ecommerce Settings
  - Calculated Metrics **BETA**



HOME

REPORTING

CUSTOMIZATION

ADMIN

VIEW

hksec.hk

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Goal setup

Edit

Custom

Goal description

Name

Click the Contact Page Button|

Goal slot ID

Goal Id 3 / Goal Set 1 ▾

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video
- Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

Continue

Cancel

## VIEW

hksec.hk ▾

 View Settings User Management Goals Content Grouping Filters Channel Settings Ecommerce Settings Calculated Metrics BETA

## PERSONAL TOOLS &amp; ASSETS

 Goal setup

Edit

Custom

 Goal description

Edit

Name: Click the Contact Page Button  
Goal type: Destination

 Goal details

## Destination

Equals to ▾

://dev-com5961-demo.pantheonsite.io/stanley4/theme/contact.html

 Case sensitive

For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.

## Value optional

Assign a monetary value to the conversion.

## Funnel optional

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

## Verify this Goal

See how often this Goal would have converted based on your data from the past 7 days.



HOME

REPORTING

CUSTOMIZATION

ADMIN

Success.

## CfE Website / http://hksec.hk / hksec.hk

VIEW

hksec.hk



Goal setup

Edit

Custom



Goal description

Edit

Name: *Click the Contact Page Button*  
Goal type: *Destination*



Goal details

Edit

Done

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

CfE Website / http://hksec.hk / hksec.hk

VIEW

hksec.hk

 View Settings

 User Management

 Goals

 Content Grouping

 Filters

 Channel Settings

 Ecommerce Settings

 Calculated Metrics BETA

+ NEW GOAL

Import from Gallery

Search

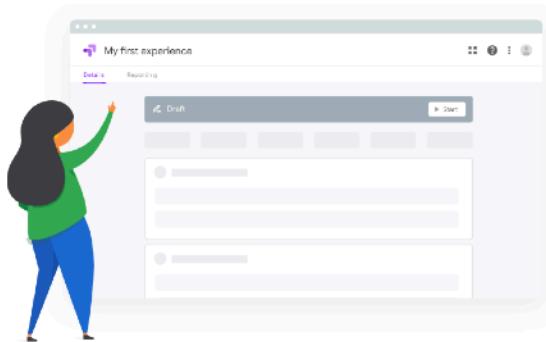
<input type="checkbox"/>	Goal	Id	Past 7 day conversions	Recording
<input type="checkbox"/>	Click the Contact Page Button	Goal ID 3 / Goal Set 1	0	 ON
<input type="checkbox"/>	Duration Count	Goal ID 1 / Goal Set 1	100	 ON
<input type="checkbox"/>	Registration Page	Goal ID 2 / Goal Set 1	25	 ON

17 goals left

# **SETUP A/B TEST WITH GOOGLE OPTIMISE**

## Experiences

## Activity



## Create your first experience

This is where you'll create experiments and personalizations for your website.

[Let's go](#)

 [Learn more about creating your first experience](#)

[Terms of Service](#) • [Privacy Policy](#)

### Container setup

#### CONTAINER INFORMATION

com5961 ab test demo 2  
GTM-NPCWWHV

#### CONTAINER CHECKLIST



 Create account & container 

 Create an experience 

An experience can either be a test (A/B, redirect, or MVT) or a personalization.

 [Learn more](#)

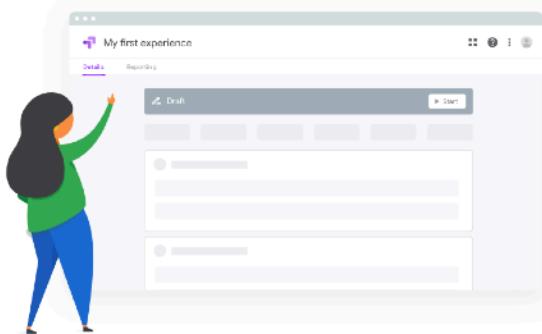


Optimize

All accounts > com5961 Stanley Demo 2  
com5961 ab test demo 2 ▾

Experiences

Activity



## Create your first experience

This is where you'll create experiments and personalizations for your website.

[Let's go](#) [Learn more about creating your first experience](#)

25%

Create account & container ▾

Create an experience ▾

Link to Google Analytics ▾

Your Optimize account must be linked to an Analytics property in order to collect data.

[Link property](#)

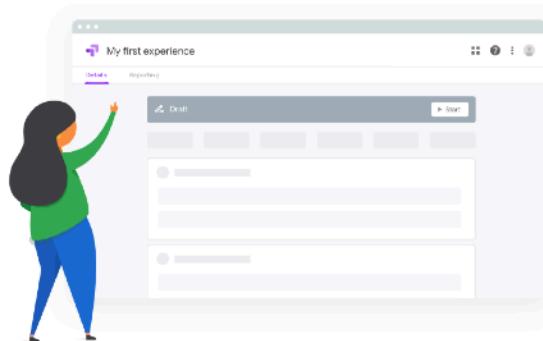
- [How to create a property](#)
- [Learn more about linking](#)

Start an experience ▾

[Terms of Service](#) • [Privacy Policy](#)

## Experiences

## Activity



## Create your first experience

This is where you'll create experiments and personalizations for your website.

Let's go

 [Learn more about creating your first experience](#)

25%

 Create account & container ▾

 Create an experience ▾

 Link to Google Analytics ▾

Your Optimize account must be linked to an Analytics property in order to collect data.

 [How to create a property](#)  
 [Learn more about linking](#)

 Start an experience ▾



Experiences

Activity



## Create your f

This is where you'll crea  
personalizations for you

Let's go

Learn more about creatin

[Terms of Service](#) • [Privacy Policy](#)

## Create experience

Create

Name \*

com5961 ab test demo 2

22 / 255

What is the URL of the page you'd like to use? This is called your **editor page**. \* ⓘ

What type of experience would you like to create?

### A/B test

Tests two or more variants of a page. Also called an A/B/n test. [Learn more](#)

### Multivariate test

Tests variants with two or more different sections. [Learn more](#)

### Redirect test

Tests separate web pages identified by different URLs or paths. [Learn more](#)

### Personalization

Personalize your page for targeted visitors. [Learn more](#)



Optimize

com5961 ab test demo 2

com5961 ab test demo 2

A/B test



Details

Reporting

ⓘ Draft. Some setup steps must still be completed.



Start



Ⓐ ADD TARGETING RULES  
Target your site visitors

⠀ CREATE VARIANTS  
Customize your site

⠀ LINK TO ANALYTICS  
Select a property and view

⠀ SET UP OBJECTIVES  
Choose objectives to optimize

⠀ START  
Schedule or start

ⓘ Targeting and variants



Get started by creating a variant of your site to test.

ⓘ [Learn more](#)

[Add variant](#)

Or, start by adding [audience targeting rules](#) instead.

Editor page: [https://suenlabs.com/dataviz\\_demo/work.html](https://suenlabs.com/dataviz_demo/work.html) 

⠀ Description

← Optimize com5961 ab test demo 2 com5961 ab test demo 2 A/B test

Details Reporting

ⓘ Draft. Some setup steps must still be completed.

ADD TARGETING RULES > CREATE VARIANTS > LINK TO ANALYTICS

Target your site visitors Customize your site Select a property

ⓘ Targeting and variants

Get started by creating a variant

Learn more Add variant

Or, start by adding audiences

Editor page: [https://suenlabs.com/dataviz\\_demo/work.html](https://suenlabs.com/dataviz_demo/work.html) 🖊

Description

X Add variant

Variant name \*

Variant 1|

9 / 255

Done

com5961 ab test demo 2 (Status: Draft)

Variant 1

Standard

No changes

Done

Body <body>

STANLEY

WORK CHART TABLE MAP

jQuery + SQL Aggregation Demo

Aggregation Count of Items From Product Table

You can check out the product table from the menu. The red "Get Data" button below will let you aggregate the items by product category.

Visualization

January 11, 2018

Welcome to try out these which utilize several popular libraries for presenting

Edit element

DIMENSIONS

1265px 653px

LOCATION

0px 0px

0px -96px

TYPOGRAPHY

A Montserrat, sans-serif 14px 400

B 2

com5961 ab test demo 2 (Status: Draft)

Variant 1

Standard

1 change

Save

Link <a> X

STANLEY

WORK CHART TABLE MAP

jQuery + SQL Aggregation Demo

Aggregation Count of Items From Product Table

You can check out the product table from the menu. The red "Get Data" button below will let you aggregate the items by product category.

Visualization

January 11, 2018

Welcome to try out these which utilize several popular libraries for presenting

Close palette

BACKGROUND

- rgba(0, 0, 0, 0)
- none
- repeat

BORDER

- 0px 0px 0px -1!
- 15px
- none
- 0px
- .../0ff 0ff 0ff 0

optimise.google.com/optimize/home/?hl=en-US#accounts/4703180712/containers/13369210/experiments/7

Optimize com5961 ab test demo 2 com5961 ab test demo 2 A/B test

Details Reporting

Objectives [?](#)  
The website functionality you wish to optimize. [Learn more](#)

PRIMARY OBJECTIVE

Add experiment objective ▾

Settings

Optimize installation [⚠](#)  
Optimize installation verified with errors  
Last checked by the Optimize editor on Mon, Nov 4, 2019, 1:59 PM GMT+8 [Run diagnostics](#)

Email Notifications [?](#)  
Receive important notifications about this experience. [Learn more](#)

Traffic allocation [?](#)  
Percentage of all visitors eligible for this experience. 100.0%  2



Opt

## Choose an objective

Details

Report

	Name	Type ↑	Description
	Contact Me (Goal 1 Completions)	Google Analytics Goal	Destination
	Bounces	System	Bounces is the number of single-page visits.
	Pageviews	System	Pageviews is the total number of pages viewed. Repeated views of a single page are counted.
	Session Duration	System	The length of a session in seconds. A session lasts as long as there is continued activity.

Settings

Optim

Optimiz

Last ch

Email M

Received

Traffic

Percent



▶ ⚙ Acquisition

ADMIN

USER

▶ 📊 Behavior

▼ 🏁 Conversions

▶ Goals

Overview

Goal URLs

Reverse Goal Path

Funnel  
Visualization

Goal Flow

▶ Ecommerce

▶ Multi-Channel  
FunnelsAttribution BETA

View Settings



User Management



Goals



Content Grouping



Filters



Channel Settings



Ecommerce Settings

+ NEW GOAL

Import from Gallery

	Goal	Id	Goal Type
<input type="checkbox"/>	Contact Me	Goal ID 1 / Goal Set 1	Destination

19 goals left



 Optimize

com5961 ab test demo 2

com5961 ab test demo 2

A/B test



## Details Reporting

Objectives

The website functionality you wish to optimize. [Learn more](#)

## **PRIMARY OBJECTIVE**



### Contact Me (Goal 1 Completions)

Google Analytics Goal

三

## **ADDITIONAL OBJECTIVES**

Add additional objective ▾

Settings

## Optimize installation

Optimize installation verified with errors

## Run diagnostics

Last checked by the Optimize editor on Mon, Nov 4, 2019, 1:59 PM GMT+8

## Email Notifications

Receive important notifications about this experience. Learn more



landing page ab test (Status: Draft)

Variant 1

Standard ▾

5 changes

Save

body > div > MORE

STANLEY WORK CHART TABLE MAP MAP 2 TIMELINE CONTACT

Container <div> **jQuery + SQL Aggregation Demo** X

## Aggregation Count of Items From Product Table

You can check out the product table from the menu. The red "Get Data" button below will let you aggregate the items by product category.

## Visualization Demo

January 11, 2018

Welcome to try out these simple visualization demos which utilize several popular Javascript/JQuery libraries for presenting data.

January 11, 2018



Optimize

com5961 AB Test 1  
landing page ab test A/B test

Details

Reporting

### Google Analytics

Optimize uses Google Analytics for measurement.

Property

Stanley Data Visualisation Demo

View

All Web Site Data

Experiment ID

KajXNH7oQIm\_I67KSX9KXQ



### Objectives ?

The website functionality you wish to optimize. [Learn more](#)

PRIMARY OBJECTIVE

[Add experiment objective ▾](#)

### Settings

#### Optimize installation ⚠

Optimize installation verified with errors

Last checked by the Optimize editor on Mon, Nov 4, 2019, 2:15 PM GMT+8

[Run diagnostics](#)

#### Email Notifications ?



Optimize

com5961 AB Test 1  
landing page ab test A/B test

Details

Reporting

### Google Analytics

Optimize uses Google Analytics for measurement.

Property

Stanley Data Visualisation Demo

View

All Web Site Data

Experiment ID

KajXNH7oQIm\_l67KSX9KXQ



### Objectives ?

The website functionality you wish to optimize. [Learn more](#)

#### PRIMARY OBJECTIVE

**Contact Me (Goal 1 Completions)**

Google Analytics Goal



#### ADDITIONAL OBJECTIVES

[Add additional objective ▾](#)

### Settings

[Optimize installation](#) ⚠



Optimize

com5961 AB Test 1  
landing page ab test A/B test

Details

Reporting

Running

End



Started manually: Mon, Nov 4, 2019, 2:23 PM GMT+8

Expiration scheduled: Sun, Feb 2, 2020, 2:23 PM GMT+8

## Targeting and variants

### Audience targeting

Who should see this experience?

All visitors to the page(s) targeted above.

### Manage variants

Original

0

50% weight



Variant 1

0

50% weight



# **INTRODUCING UTM CODE**



HOME

## Demos & Tools

Autotrack

Account Explorer

### Campaign URL Builder

Dimensions & Metrics Explorer

Embed API

Basic Dashboard

Multiple Views

Interactive Charts

Working with Custom Components

Third Party Visualizations

Server-side Authorization

Enhanced Ecommerce

Hit Builder

Polymer Elements

Query Explorer

Request Composer

Spreadsheet Add-on

Tag Assistant

Usage Trends New!

## Resources



# Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

### Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* Website URL

The full website URL (e.g. <https://www.example.com>)

\* Campaign Source

The referrer: (e.g. [google](#), [newsletter](#))

Campaign Medium

Marketing medium: (e.g. [cpc](#), [banner](#), [email](#))

Campaign Name

Product, promo code, or slogan (e.g. [spring\\_sale](#))

Campaign Term

Identify the paid keywords

### How To Implement UTM Parameters

So now you know what they are; how do you implement them? It's really simple actually! Using the [Google Analytics URL builder](#), all you need to do is fill in the form and click 'Submit' and Hey Presto! So for the example above, the form would look as follows:

**Step 1:** Enter the URL of your website.

Website URL \*

(e.g. <http://www.urchin.com/download.html>)

**Step 2:** Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source \*

(referrer: google, citysearch, newsletter4)

Campaign Medium \*

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name \*

(product, promo code, or slogan)

**Submit**

\* Required field

Click and Ta-Da!

source: <https://ga-dev-tools.appspot.com/campaign-url-builder/>

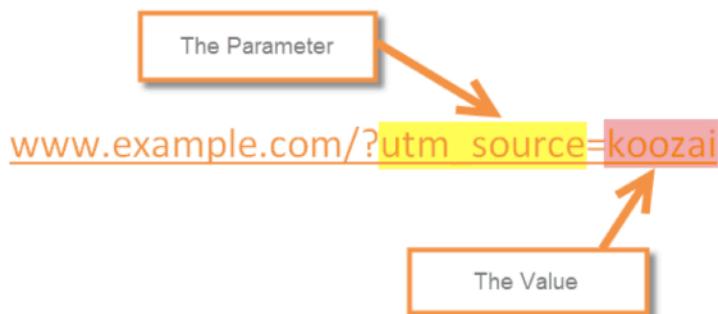
## What Is A UTM Parameter?

UTM stands for Urchin Tracking Module; the format used by Google to track your unique URLs.

So what actually are they? Let's start with the basics – Generally speaking, anything succeeding a question mark (?) within a URL is a parameter, for example:



A UTM parameter is a tag added to the end of a URL which, once clicked, sends data back to Google Analytics allowing you to track which elements of your online marketing strategy are most effective. A UTM parameter is made up of the parameter and its value:



There are 5 key UTM parameters used for campaign tracking within Google Analytics, 3 of which are required, 2 which are optional.

## Required

- *utm\_source* – Used to describe where the traffic is coming from, for example the name of the website displaying your adverts or the newsletter name.
- *utm\_medium* – Used to describe the specific element, for example you may refer to banner placements or sizes dependant on which aspect you are split testing. Or it could be a product image in the newsletter case.
- *utm\_campaign* – This refers to the overall campaign you are running. For example, if the new campaign you are launching is for a new phone (e.g. the K00z) then your campaign may be called 'K00z\_launch'

## Optional

- *utm\_term* – This is used for paid search to determine the particular keyword you were bidding on for that specific ad. For example, an ad for the term 'SEO services' would be tagged 'utm\_term=seo\_services'
- *utm\_content* – Used for split testing to differentiate between type A and type B.

So say we include a 200 x 100 banner within our monthly Koozmail email, which is advertising jobs at Koozai, the URL with UTM parameter would look as follows:

## Example:

[www.example.com/?utm\\_source=koozmail&utm\\_medium=200x100banner&utm\\_campaign=jobs](http://www.example.com/?utm_source=koozmail&utm_medium=200x100banner&utm_campaign=jobs)

Source : <https://www.koozai.com/blog/analytics/utm-parameters/>

# Traffic source dimensions

**Source:** Every referral to a web site has an origin, or source. Possible sources include: "google" (the name of a search engine), "facebook.com" (the name of a referring site), "spring\_newsletter" (the name of one of your newsletters), and "direct" (users that typed your URL directly into their browser, or who had bookmarked your site).

**Medium:** Every referral to a website also has a medium. Possible medium include: "organic" (unpaid search), "cpc" (cost per click, i.e. paid search), "referral" (referral), "email" (the name of a custom medium you have created), "none" (direct traffic has a medium of "none").

**Keyword:** When SSL search is employed, Keyword will have the value (*not provided*).

**Campaign** is the name of the referring AdWords campaign or a custom campaign that you have created.

**Content** identifies a specific link or content item in a custom campaign. For example, if you have two call-to-action links within the same email message, you can use different Content values to differentiate them so that you can tell which version is most effective.

source:support.google.com

SOURCES	MEDIUM	URL (e.g. <a href="http://x.com">http://x.com</a> )
1. event	1. qrcode	<a href="http://ybsuen.github.io?utm_source=event&amp;utm_medium=qrcode&amp;utm_campaign=epin181114">1. http://ybsuen.github.io?utm_source=event&amp;utm_medium=qrcode&amp;utm_campaign=epin181114</a>
2. facebook	2. cpc	<a href="http://x.com?utm_source=facebook&amp;utm_medium=cpc&amp;utm_campaign=jg180320">2. http://x.com?utm_source=facebook&amp;utm_medium=cpc&amp;utm_campaign=jg180320</a>
3. mailchimp	3. email	<a href="http://x.com?utm_source=mailchimp&amp;utm_medium=email&amp;utm_campaign=jg180320">3. http://x.com?utm_source=mailchimp&amp;utm_medium=email&amp;utm_campaign=jg180320</a>
4. google	4. organic, cpc	<a href="http://x.com?utm_source=google&amp;utm_medium=organic&amp;utm_campaign=jg180320">1. http://x.com?utm_source=google&amp;utm_medium=organic&amp;utm_campaign=jg180320</a>

# **ANOTHER UTM CODE CASE STUDY**



[https://www.youtube.com/watch?v=MNOsIdDS\\_pY](https://www.youtube.com/watch?v=MNOsIdDS_pY)

## **USER JOURNEY THROUGH VARIOUS TOUCH POINTS**

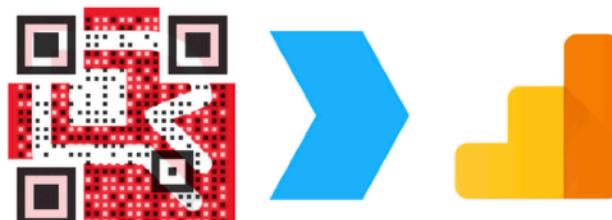
1. Web, email, QR code, social media promotion (using UTM code)
2. Registration invitation (e.g. Airtable form as a conversion goal)
3. Registration and payment tracking
4. Event attendance
5. Post-event evaluation (e.g. onsite Airtable form as a conversion goal)
6. Score keeping (conversion metrics)

Create successful mobile marketing campaigns with QR Codes

HOME QR CODE MANAGEMENT LANDING PAGES QR CODE TIPS

## Tracking QR Codes with Google Analytics

Leave a reply



[Free QR Code Generator](#)

<https://blog.qrd.by/2017/12/19/tracking-qr-codes-with-google-analytics/>

Our [QR Code Tracking](#) platform has detailed tracking capabilities of your QR Code scans like which mobile device has scanned your QR Code where and when. However, sometimes you want to include QR Codes in a bigger marketing campaign with various sources managed in your Google Analytic account.

To send QR Code scans to your Google Analytic account simple add your GA Tracking ID in your account settings:

### CATEGORIES

[Business Card](#) [Designer QR Code](#)

[Examples and ideas](#) [QR Code](#)

[QR Code Printing](#) [QR Code Reader](#)

[QR Code Tracking](#)

[Offline](#)

QR Code Generator

Pricing Sign In Free Register

Dynamic QR Codes with Logo trackable

URL Text Track a QR Code vCard Landing Pages More QR Codes

'ybsuen.github.io?utm\_source= event&utm\_medium=qrCode&utm\_campaign=epin181114

Yippee! Your landing page is optimized for mobile devices.  
The web page that the user is being redirected after scanning the QR Code is mobile-friendly.

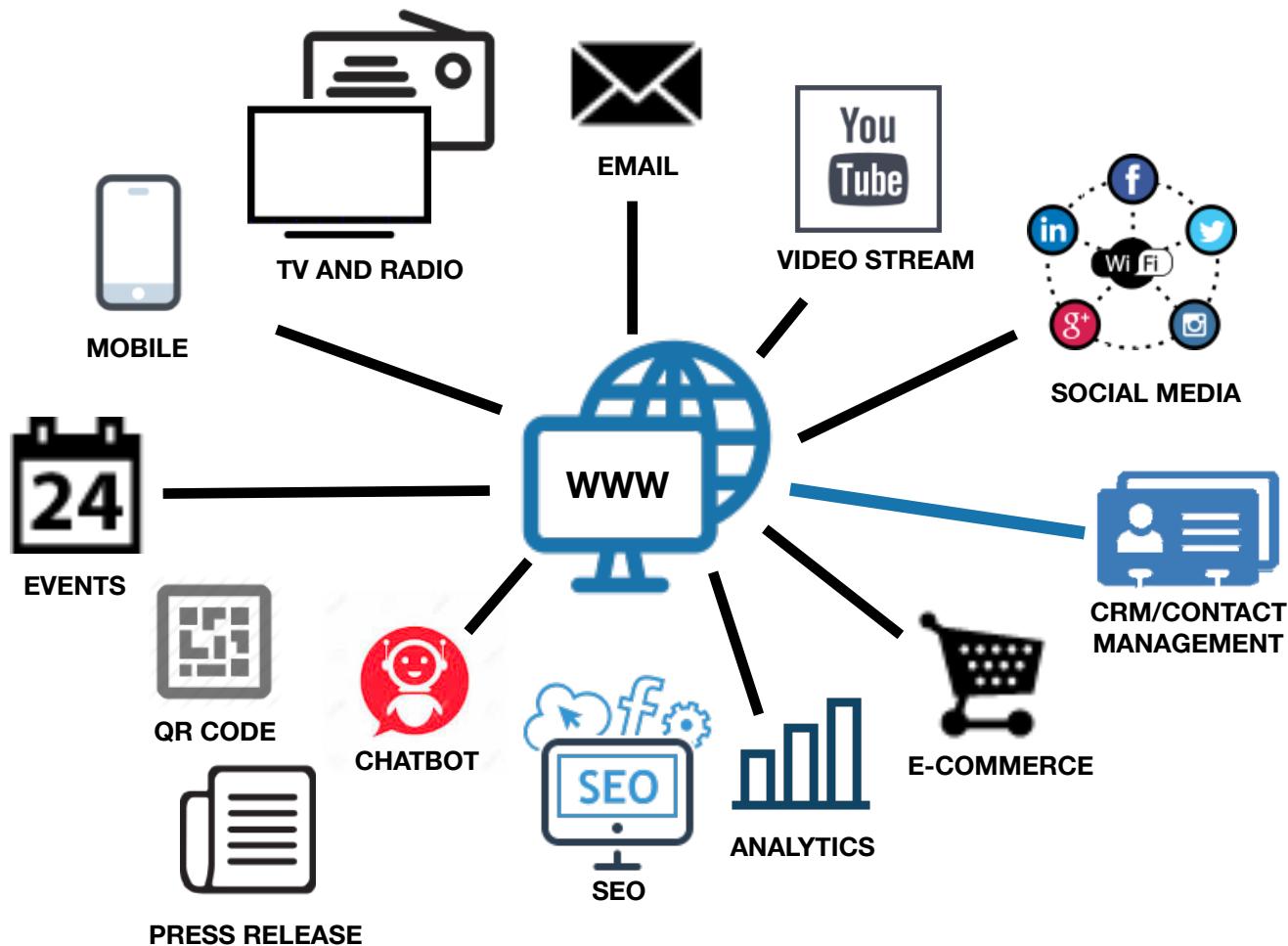
Hint: You are using an URL that is too long  
QR codes with long URLs can be decoded less by your Smartphone than shortened URLs.  
Create a free account to create optimally-readable QR codes with your URL automatically shortened.

Register free account

Download QR Code

Next Steps...

The image shows a screenshot of a QR code generator website. At the top, there's a navigation bar with tabs for 'Pricing', 'Sign In', and 'Free Register'. Below the navigation, there are three icons: 'Dynamic QR Codes' (green checkmark), 'with Logo' (green checkmark), and 'trackable' (green checkmark). The main input field contains the URL 'ybsuen.github.io?utm\_source= event&utm\_medium=qrCode&utm\_campaign=epin181114'. This URL is highlighted with a red oval. Below the input field, a message says 'Yippee! Your landing page is optimized for mobile devices.' followed by a note about mobile-friendliness. A blue info icon is next to the note. A red button labeled 'Register free account' is visible. At the bottom, there's a QR code on the left and a smartphone icon on the right, both connected by a large yellow curved arrow. The smartphone screen shows a landing page with the word 'START UP' and some smaller text. A red button labeled 'Download QR Code' is located at the bottom left. The overall background is white with some light gray sections and green highlights.



# **USING AIRTABLE TO TRACK YOUR COMPAIN**

## Templates

Use these starter bases to get a jump start on your project. For inspiration from community-published bases, check out Universe.



Search templates

### CATEGORIES

Featured

Content

Creative

Event Plan

Everyday Life

Groups, Clubs & Hobbies

HR & Recruiting

Legal

Local Business

Marketing

Nonprofit

PR & Communications

# Marketing Campaign Tracking

[Use template](#)

<https://airtable.com/templates/marketing/expNoL0sYUbOogSCm/advertising-campaigns>

generating new creative assets. This campaign tracking template is perfect whether you are a small startup trying to make sure your digital marketing efforts get going smoothly or a large company who needs to track extensive ad campaigns with lots of components.

This template makes campaign tracking simple by letting you easily keep tabs on all the platforms your team relies on for marketing campaigns, whether you invest heavily in social media marketing, or spend more on Google AdWords and Facebook. The convenient URL builder also makes it easy to create and edit the perfect links with the UTM parameters of your choice.

Advertising Campaigns ?

	Campaigns	Ad Sets & Creative	UTM Builder	Platform Summary	Customer Stage Summary	<span>+</span>	
	Main View	Hide fields	Filter	Group	Sort	Color	...
1	Completed Link (incl. UTM Code)	<a href="#">Website URL</a>	<a href="#">UTM Snippet</a>	Medium	Source	Campaign	
2	<a href="http://www.porchcam.com/product?utm_medium=search&amp;utm_source=Google&amp;utm_campaign=Google-securityCamera-2016-09-18">www.porchcam.com/product?utm_medium=search&amp;utm_source=Google&amp;utm_campaign=Google-securityCamera-2016-09-18</a>	<a href="http://www.porchcam.com/product">www.porchcam.com/product</a>	?utm_medium=search&utm_source... search	Google	Google-securityCamera-2016-09-18		
3	<a href="http://www.porchcam.com/homesecurity?utm_medium=social&amp;utm_source=Facebook&amp;utm_campaign=Facebook-homeSecurity-2016-10-03">www.porchcam.com/homesecurity?utm_medium=social&amp;utm_source=Facebook&amp;utm_campaign=Facebook-homeSecurity-2016-10-03</a>	<a href="http://www.porchcam.com/homesecurity">www.porchcam.com/homesecurity</a>	?utm_medium=social&utm_source... social	Facebook	Facebook-homeSecurity-2016-10-03		
4	<a href="http://www.porchcam.com/homesecurity?utm_medium=social&amp;utm_source=Twitter&amp;utm_campaign=Twitter-homeSecurity-2016-10-03">www.porchcam.com/homesecurity?utm_medium=social&amp;utm_source=Twitter&amp;utm_campaign=Twitter-homeSecurity-2016-10-03</a>	<a href="http://www.porchcam.com/homesecurity">www.porchcam.com/homesecurity</a>	?utm_medium=social&utm_source... social	Twitter	Twitter-homeSecurity-2016-10-03		
5	<a href="http://www.porchcam.com/homesecurity?utm_medium=social&amp;utm_source=Facebook&amp;utm_campaign=Facebook-retargeting-2016-09-26">www.porchcam.com/homesecurity?utm_medium=social&amp;utm_source=Facebook&amp;utm_campaign=Facebook-retargeting-2016-09-26</a>	<a href="http://www.porchcam.com/homesecurity">www.porchcam.com/homesecurity</a>	?utm_medium=social&utm_source... social	Facebook	Facebook-retargeting-2016-09-26		
6	<a href="http://www.porchcam.com/homesecurity?utm_medium=search&amp;utm_source=Google&amp;utm_campaign=Google-homeSecurity-2016-10-10">www.porchcam.com/homesecurity?utm_medium=search&amp;utm_source=Google&amp;utm_campaign=Google-homeSecurity-2016-10-10</a>	<a href="http://www.porchcam.com/homesecurity">www.porchcam.com/homesecurity</a>	?utm_medium=search&utm_source... search	Google	Google-homeSecurity-2016-10-10		
7	<a href="http://www.porchcam.com/homesecurity?utm_medium=display&amp;utm_source=Google&amp;utm_campaign=Google-retargeting-2016-10-10">www.porchcam.com/homesecurity?utm_medium=display&amp;utm_source=Google&amp;utm_campaign=Google-retargeting-2016-10-10</a>	<a href="http://www.porchcam.com/homesecurity">www.porchcam.com/homesecurity</a>	?utm_medium=display&utm_source... display	Google	Google-retargeting-2016-10-10		
8	<a href="http://www.porchcam.com/homesecurity?utm_medium=social&amp;utm_source=Facebook&amp;utm_campaign=Facebook-addons-2016-10-24">www.porchcam.com/homesecurity?utm_medium=social&amp;utm_source=Facebook&amp;utm_campaign=Facebook-addons-2016-10-24</a>	<a href="http://www.porchcam.com/homesecurity">www.porchcam.com/homesecurity</a>	?utm_medium=social&utm_source... social	Facebook	Facebook-addons-2016-10-24		
9	<a href="http://www.porchcam.com/homesecurity?utm_medium=social&amp;utm_source=Facebook&amp;utm_campaign=Facebook-homeSecurity-2016-10-03">www.porchcam.com/homesecurity?utm_medium=social&amp;utm_source=Facebook&amp;utm_campaign=Facebook-homeSecurity-2016-10-03</a>	<a href="http://www.porchcam.com/homesecurity">www.porchcam.com/homesecurity</a>	?utm_medium=social&utm_source... social	Facebook	Facebook-homeSecurity-2016-10-03		
10	<a href="http://www.porchcam.com/homesecurity?utm_medium=social&amp;utm_source=Facebook&amp;utm_campaign=Facebook-homeowners-2016-10-10">www.porchcam.com/homesecurity?utm_medium=social&amp;utm_source=Facebook&amp;utm_campaign=Facebook-homeowners-2016-10-10</a>	<a href="http://www.porchcam.com/homesecurity">www.porchcam.com/homesecurity</a>	?utm_medium=social&utm_source... social	Facebook	Facebook-homeowners-2016-10-10		
+							

# **GOOGLE TAG MANAGER**

- a. GTM (Google Tag Manager) can be used to manage both GA tags and non-GA tags (e.g. FB tag such as pixel code)**
- b. Furthermore GTM can be used to track events, which is especially good for analysing which button or link has been clicked on both single-page and multiple-page apps.**

[https://www.youtube.com/watch?  
v=MmhDzIkllU&list=PLI5YfMzCfRtYLtw\\_djEwG0nR-F9r6B5JT&index=3](https://www.youtube.com/watch?v=MmhDzIkllU&list=PLI5YfMzCfRtYLtw_djEwG0nR-F9r6B5JT&index=3)

# **CREATING A NEW ACCOUNT**



Tag Manager

All accounts ▾



Accounts

Create Account



Click here to create an account

[Terms of Service](#) • [Privacy Policy](#)

[←](#) Add a New Account

## Account Setup

Account Name

e.g. My Company

Country

United States

 Share data anonymously with Google and others 

## Container Setup

Container name

e.g. www.mysite.com

Target platform

## [←](#) Add a New Account

### Account Setup

Account Name

Country

Share data anonymously with Google and others [?](#)

### Container Setup

Container name

Target platform



Web

For use on desktop and mobile web pages



iOS

For use in iOS apps

Share data anonymously with Google and others [?](#)

## Container Setup

Container name

ybsuen.github.io

### Target platform



Web

For use on desktop and mobile web pages



iOS

For use in iOS apps



Android

For use in Android apps



AMP

For use in Accelerated Mobile Pages

**Create**

**Cancel**

[Terms of Service](#) • [Privacy Policy](#)



## ← Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

Paste this code as high in the `<head>` of the page as possible:

```
<!-- 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.createElement(s),j=
d.createTextNode(l),dl=1!='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-K53QNKC');</script>
<!-- End Google Tag Manager -->
```



Additionally, paste this code immediately after the opening `<body>` tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-K53QNKC"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```



For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).

All accounts > ybsuen.github.io  
ybsuen.github.io

Tag Manager | [Preview](#) | [Submit](#)

Workspace Versions Admin GTM-K53QNKC Workspace Changes: 0

**New feature – Deploy tags easily using tag and variable templates from the Community Template Gallery.** [Browse templates](#) [Dismiss](#)

CURRENT WORKSPACE

Default Workspace >

Search

Overview (selected)

Tags

Triggers

Variables

Folders

Templates

**New Tag** Choose from over 50 tag types. 

Add a new tag >

**Description** Edit description >

**Now Editing** Default Workspace

Workspace Changes

0	0	0
Modified	Added	Deleted

Manage workspaces >

**Container Not Published**

Add tags and publish to make your changes live.

Workspace Changes

<https://tagmanager.google.com/#/container/accounts/6000054848/containers/30057020/worksaces/1>

← Tag Ma X Untitled Tag ▾ Save ⋮

Workspace Version

New feature -

CURRENT WORKSPACE

Default Workspace

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Templates

### Tag Configuration



Choose a tag type to begin setup...

[Learn More](#)

### Triggering



Choose a trigger to make this tag fire...

[Learn More](#)

# **SETUP ALL PAGE TRACKING TAG**

Tag Ma X GA - Pageview - All Pages Save

Workspace Version

New feature -

CURRENT WORKSPACE

Default Workspace

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Templates

Tag Configuration



Choose a tag type to begin setup...

[Learn More](#)

Triggering



Choose a trigger to make this tag fire...

[Learn More](#)

X GA - Pageview - All Pages

Tag Configuration



Choose a tag type to begin setup

[Learn More](#)

Triggering



Choose a trigger to make this tag

[Learn More](#)

X Choose tag type



Discover more tag types in the Community Template Gallery >

Featured



**Google Analytics: Universal Analytics**  
Google Marketing Platform



**Google Analytics: App + Web Configuration**  
Google Marketing Platform BETA



**Google Analytics: App + Web Event**  
Google Marketing Platform BETA



**Google Ads Conversion Tracking**  
Google Ads



**Google Ads Remarketing**  
Google Ads



**Floodlight Counter**  
Google Marketing Platform



**Floodlight Sales**  
Google Marketing Platform



**Conversion Linker**  
Google



**Google Optimize**  
Google Marketing Platform

←  Tag Manager X GA - Pageview - All Pages

Save ⋮

Workspace Version

New feature -

CURRENT WORKSPACE

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Templates

### Tag Configuration

Tag Type

 Google Analytics: Universal Analytics  
Google Marketing Platform 

Track Type

Page View

Google Analytics Settings 

Select Settings Variable... 

Enable overriding settings in this tag 

> Advanced Settings

Triggering

← Tag Manager X GA - Pageview - All Pages ▾ Save ⋮

Workspace Version

New feature -

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Templates

### Tag Configuration

Tag Type

Google Analytics: Universal Analytics  
Google Marketing Platform

Track Type

Page View

Google Analytics Settings ②

✓ Select Settings Variable...

New Variable...

Advanced Settings

Triggering

The screenshot shows the 'Tag Configuration' screen in Google Tag Manager. The 'Tag Type' is set to 'Google Analytics: Universal Analytics'. The 'Track Type' is set to 'Page View'. Under 'Google Analytics Settings', there is a dropdown menu with two options: 'Select Settings Variable...' and 'New Variable...'. The 'New Variable...' option is highlighted with a red box. Below the dropdown, there is a link to 'Advanced Settings'. At the bottom of the screen, there is a section titled 'Triggering'.

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## Variable Configuration

Variable Type



Google Analytics Settings

Cookie Domain ?

auto

Tag C

Tag Ty

Track

Page

Google

Sele

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Trigg

## Variable Configuration

Variable Type



Google Analytics Settings

Tracking ID ②

UA-71445513-6

Cookie Domain ②

auto



&gt; More Settings



Try searching “Any anomalies in sessions this month?”



ADMIN

USER

Property [+ Create Property](#)

My Git

[Property Settings](#)[User Management](#)[Tracking Info](#)[Data Deletion Requests](#)

PRODUCT LINKING

[Google Ads Linking](#)[AdSense Linking](#)[Ad Exchange Linking](#)[Optimize and Tag Manager Linking](#)

## Property Settings

[Move property](#)[Move to Trash Can](#)

### Basic Settings

#### Tracking Id

UA-71445513-6

#### Property Name

My Git

#### Default URL

https:// ybsuen.github.io

#### Default View

All Web Site Data ▾

#### Industry Category

Jobs and Education ▾

#### Advanced Settings

 Allow manual tagging (UTM values) to override auto-tagging (GCLID values) for Google Ads and Search Ads 360 integration [?](#)

Tag C

Tag Ty

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Page

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Trigg

## Variable Configuration

Variable Type



Google Analytics

Tracking ID

UA-71445513-6

Cookie Domain

auto

## Rename Variable



You must name your variable before creation.

## Variable Name

UA-71445513-6

Cancel

Save

← Tag Ma X GA - Pageview - All Pages □ Save ⋮

Workspace Version

New feature -

CURRENT WORKSPACE

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### Tag Configuration

Tag Type

Google Analytics: Universal Analytics  
Google Marketing Platform

Track Type

Page View

Google Analytics Settings ?

?

Enable overriding settings in this tag ?

Advanced Settings

Triggering

This screenshot shows the 'Tag Configuration' page in Google Tag Manager. The tag is named 'GA - Pageview - All Pages'. The 'Tag Type' is set to 'Google Analytics: Universal Analytics'. The 'Track Type' is set to 'Page View'. In the 'Google Analytics Settings' section, the tracking ID variable is set to {{UA-71445513-6}}. A red box highlights this input field. There is also an unchecked checkbox for 'Enable overriding settings in this tag'. The 'Triggering' section is currently empty.

## X Choose a trigger

 Name ↑

Type

Filter

 All Pages

Page View

--

←  Tag Ma X GA - Pageview - All Pages ... Save ⋮

Workspace Version

New feature -

CURRENT WORKSPACE

Default Workspace

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Templates

### Tag Configuration

Tag Type



**Google Analytics: Universal Analytics**  
Google Marketing Platform

Track Type

Page View

Google Analytics Settings ②  
{{UA-71445513-6}}

### Triggering

Firing Triggers



**All Pages**  
Page View

## CURRENT WORKSPACE

Default Workspace &gt;



Search

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## New Tag



Choose from over 50 tag types.

Add a new tag &gt;

## Now Editing



Default Workspace

## Description

Edit description &gt;

## Workspace Changes

0	2	0
Modified	Added	Deleted

Manage workspaces &gt;

## Container Not Published

Add tags and publish to make your changes live.

## Workspace Changes

Name ↑	Type	Change	Last Edited	User	⋮
GA - Pageview - All Pages	Tag	Added	a few seconds ago	bsysin@gmail.com	⋮
UA-71445513-6	Variable	Added	7 minutes ago	bsysin@gmail.com	⋮

## Activity History &gt;

All accounts > ybsuen.github.io  
**ybsuen.github.io**

Tag Manager

Workspace Versions Admin

GTM-K53QNKC Workspace Changes: 2

Preview Submit

**i** New feature – Deploy tags easily using tag and variable templates from the Community Template Gallery.

[Browse templates](#) [Dismiss](#)

CURRENT WORKSPACE

Default Workspace >

Search

Overview

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Templates

Tags			
Name ↑	Type	Firing Triggers	Last Edited
<a href="#">GA - Pageview - All Pages</a>	Google Analytics: Universal Analytics	All Pages	6 minutes ago

[Terms of Service](#) • [Privacy Policy](#)



Tag Manager

All accounts > ybsuen.github.io  
ybsuen.github.io ▾

Workspace

Versions

Admin

## ACCOUNT

ybsuen.github.io



Account Settings

Account Activity

User Management

## CONTAINER

ybsuen.github.io

GTM-K53QNKC



Container Settings

Container Activity

User Management



Install Google Tag Manager



Import Container

Export Container

External Account Links

Approval Queue

Environments



## ← Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

Paste this code as high in the `<head>` of the page as possible:

```
<!-- 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.createElement(s)[0],
j=d.createElement(s),dl=1!='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-K53QNKC');
<!-- End Google Tag Manager -->
```



Additionally, paste this code immediately after the opening `<body>` tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-K53QNKC"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```



For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).

```
1  <!DOCTYPE html>
2  <html>
3  ...
4  ...<head>
5  ....<meta charset="utf-8">
6  ....<meta name="viewport" content="width=device-width, initial-scale=1">
7  ....<!-- Google Tag Manager -->
8  ....<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':-
9  ....new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],-
10 ....j=d.createElement(s),dl=l!='dataLayer'?&l='+l:'';j.async=true;j.src=-
11 ....'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);-
12 ....})(window,document,'script','dataLayer','GTM-K53QNKC');</script>
13  ....<!-- End Google Tag Manager -->
14  ....<script type="text/javascript" src="http://cdnjs.cloudflare.com/ajax/libs/jquery/2.0.3/-
15  ....jquery.min.js"></script>
16  ....<script type="text/javascript" src="http://netdna.bootstrapcdn.com/bootstrap/3.3.4/js/-
17  ....bootstrap.min.js"></script>
18  ....<link href="http://cdnjs.cloudflare.com/ajax/libs/font-awesome/4.3.0/css/font-
19  ....awesome.min.css">
...<link rel="stylesheet" type="text/css">
...<link rel="stylesheet" href="custom.css">
...<link rel="stylesheet" href="../../Desktop/desktop/putaway/Pingendo_workshop_copy/
```

```
21
22 <body>
23     <!-- Google Tag Manager (noscript) -->
24     <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-K53QNKC">
25         height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
26     <!-- End Google Tag Manager (noscript) -->
27     <div class="section" id="thumbnail_section">
28         <div class="container">
29             <div class="row">
30                 <div class="col-md-12">
31                     <div class="well">
32                         <h2>Sample Projects&ampnbsp</h2>
33                         <p>The following projects were developed to explore the use of some
34                             popular
35                             CSS and JS libraries for front-end and data visualization web
36                             development.
37                             For the backend, the Python Flask web service framework and
38                             Airtable REST
39                             API were used to support data provision and CRUD operations.</p>
40
41                     </div>
42                 </div>
43             </div>
44         </div>
45     </div>
```

YPE html>

```
ead>
<meta charset="utf-8">
<meta name="viewport" content="width=device-width, initial-scale=1">
<!-- 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.createElement(s),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-K53QNKC');</script>
<!-- End Google Tag Manager -->
<script type="text/javascript">
  <a href="http://cdnjs.cloudflare.com/ajax/libs/jquery/2.0.3/jquery.min.js"></a></script>
  <script type="text/javascript">
    <a href="http://netdna.bootstrapcdn.com/bootstrap/3.3.4/js/bootstrap.min.js"></a></script>
    <link href="http://cdnjs.cloudflare.com/ajax/libs/font-awesome/4.3.0/css/font-awesome.min.css"
      rel="stylesheet" type="text/css">
    <link rel="stylesheet" href="custom.css">
    <link rel="stylesheet" href="../../Desktop/desktop/putaway/Pingendo_workshop_copy/custom.css">
head>

ody>
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-K53QNKC"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
<div class="section" id="thumbnail_section">
  <div class="container">
```

```
<link rel="stylesheet" href="../../Desktop/desktop/putaway/Pingendo_workshop_copy/custom.css">
</head>

<body>
    <!-- Google Tag Manager (noscript) -->
    <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-K53QNKC"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
    <!-- End Google Tag Manager (noscript) -->
    <div class="section" id="thumbnail_section">
        <div class="container">
            <div class="row">
                <div class="col-md-12">
                    <div class="well">
                        <h2>Sample Projects </h2>
                        <p>The following projects were developed to explore the use of some popular
                            CSS and JS libraries for front-end and data visualization web development.
                            For the backend, the Python Flask web service framework and Airtable REST
                            API were used to support data provision and CRUD operations.</p>
                    </div>
                </div>
            </div>
            <div class="row">
                <div class="col-md-3">
                    <div class="thumbnail">
                        <img class="img-responsive">
                        <div class="caption">
                            <h3>Flask-Leaflet-ChartJS</h3>
                            <p>This demonstration was inspired by a Python Flask and ChartJS tutorial
                                hosted on pythonspot.com titled "Flask and great looking charts using
                                art.js".</p>
                        </div>
                    </div>
                </div>
            </div>
        </div>
    </div>
```

# **ENTERING PREVIEW MODE TO DEBUG GTM DEPLOYMENT**

**i** New feature – Deploy tags easily using tag and variable templates from the Community Template Gallery.

[Browse templates](#) [Dismiss](#)

## CURRENT WORKSPACE

Default Workspace &gt;

Search

Overview

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## Now Previewing Workspace -- Default Workspace

You can preview and debug the workspace by visiting your site from this web browser.

Debug pane not loading? Try reloading your site, ignoring cached content (i.e. hard refresh).

[Refresh](#) [Leave Preview Mode](#)

[Share Preview](#)

### New Tag

Choose from over 50 tag types.



[Add a new tag](#) >

### Now Editing

Default Workspace



### Description

#### Workspace Changes

0      2      0  
Modified      Added      Deleted

[Edit description](#) >

[Manage workspaces](#) >

### Container Not Published

Add tags and publish to make your changes live.

# Sample Projects

The following projects were developed to explore the use of some popular CSS and JS libraries for front-end and data visualization web development. For the backend, the Python Flask web service framework and Airtable REST API were used to support data provision and CRUD operations.

## Flask-Leaflet-ChartJS

This demonstration was inspired by a Python Flask and ChartJS tutorial hosted on [pythonspot.com](http://pythonspot.com) titled "Flask and great looking charts using Chart.js". What I added was

## Bootstrap Stanley Template Demo

This demonstration covers data visualization using code libraries from Bootstrap, JQuery, JQueryTable, StoryManJS, TimelineJS

## Flask to Airtable

This simple code demonstration provides a quick starting point for making use of the Airtable REST API, jQuery dataTable, C3 chart, popup form from W3C school, and Leaflet map

## Dashboard Demo

This simple code demonstration provides a quick starting point for creating a dashboard by using the Airtable REST API, jQuery dataTable, C3 chart, popup form from W3C school, and

## Tag Manager

### Tags

### Variables

### Data Layer

### Errors (0)

Version: QUICK\_PREVIEW

GTM-PD3XSFM



4 Window Loa...

Page View >

Display Variables as  Names  Values

3 DOM Ready

✓ GA - Pageview - All Pages

2 Message

Properties

1 Page View

Name

Value

Type

Google Analytics: Universal Analytics

# **HANDLE CLICK EVENTS AND SINGLE PAGE APP WITH TAG MANAGER**



[https://www.youtube.com/watch?v=YEu6ujplBPI&list=PLgr\\_8Hk8l4ZHgni1H-mz2P7lbZ7PmAn1B&index=6](https://www.youtube.com/watch?v=YEu6ujplBPI&list=PLgr_8Hk8l4ZHgni1H-mz2P7lbZ7PmAn1B&index=6)

# **SETTING UP TRIGGERS**

All accounts > ybsuen.github.io  
ybsuen.github.io

Tag Manager

Workspace Versions Admin GTM-PD3XSFM Workspace Changes: 2 Preview Submit

New feature – Deploy tags easily using tag and variable templates from the Community Template Gallery. Browse templates Dismiss

CURRENT WORKSPACE

Default Workspace >

Search

Overview

Tags

Triggers

Variables

Folders

Templates

Now Previewing Workspace -- Default Workspace

You can preview and debug the workspace by visiting your site from this web browser.  
Debug pane not loading? Try reloading your site, ignoring cached content (i.e. hard refresh). ⓘ

Refresh Leave Preview Mode Share Preview

Triggers

New

This container has no triggers, click the "New" button to create one.

Trigger deleted: click X

Terms of Service • Privacy Policy

← Tag Ma X click - Flask ChartJS Save :

Workspace Vers

New feature -

CURRENT WORKSPACE

Default Workspace

Search

Overview

Tags

Triggers

Variables

Folders

Templates

Trigger Configuration



Choose a trigger type to begin setup...

[Learn More](#)

## X click - Flask ChartJS

Added in this workspace

### Trigger Configuration

#### Trigger Type



Click - All Elements

This trigger fires on

All Clicks

Some Clicks

Fire this trigger when an Event occurs and all of these conditions are true

Click URL



contains



### References to this Trigger



GA - Event - Click Flask ChartJS

Tag

## X Choose trigger type



DOM Ready



Window Loaded

#### Click



All Elements



Just Links

#### User Engagement



Element Visibility



Form Submission



Scroll Depth



YouTube Video

Track  
EventCatego  
ClickAction  
Click FLabel  
{Page}Google  
{UA-7}

Trigger

Firing



Add

Added in this workspace

Abandon changes

## Trigger Configuration

Trigger Type



Click - All Elements



This trigger fires on

 All Clicks Some Clicks

Fire this trigger when an Event occurs and all of these conditions are true

Click URL

contains

https://github.com/ybsuen/Flask-Lea



## References to this Trigger

GA - Event - Click Flask ChartJS  
Tag

and Airtable REST API were used to support data provision and CRUD operations.

## Flask-Leaflet-ChartJS

This demonstration was inspired by a Python Flask and ChartJS tutorial hosted on [pythonspot.com](http://pythonspot.com) titled "Flask and great looking charts using Chart.js". What I added was the Leaflet map and MySQL integration so that the data array and object used for rendering the charts and map inside the HTML CANVAS and DIV area can be stored and retrieved from MySQL tables. By updating the values in the tables, the rendered map and charts can be updated dynamically.

[Visit Project](#)

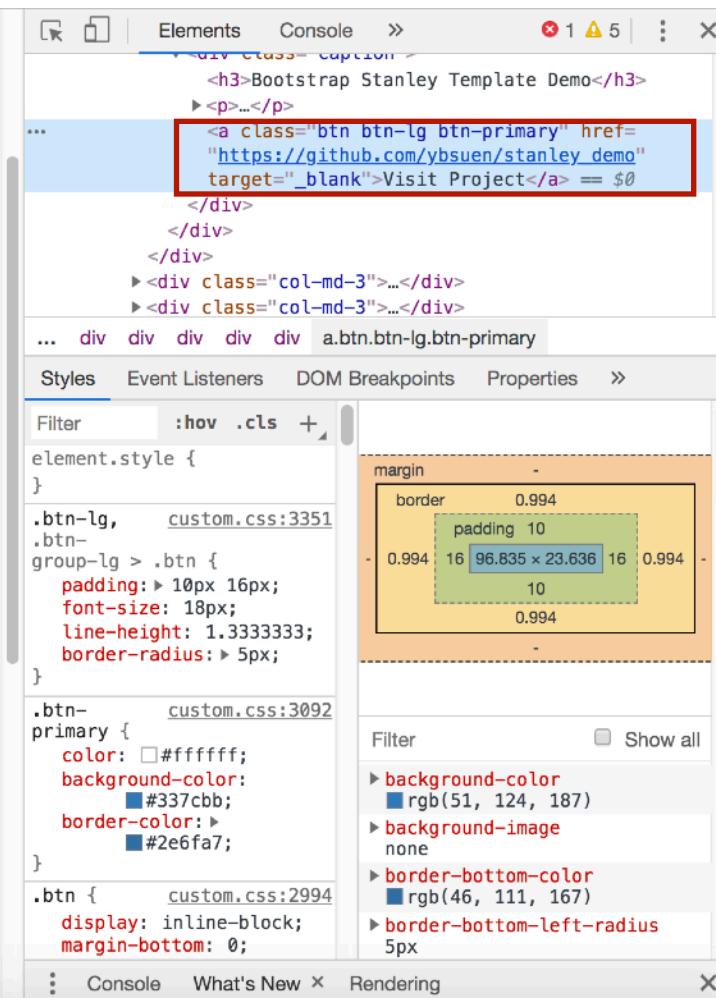
## Bootstrap Stanley Template Demo

This demonstration covers data visualization using code libraries from Bootstrap, JQuery, JQueryTable, [a.btn.btn-lg.btn-primary](#) 130.82 x 45.63 3js.

[Visit Project](#)

## Flask to Airtable

This simple code demonstration provides a quick starting point for making use of the Airtable REST API.



# **SETTING UP “CLICK” VARIABLES**

## Now Previewing Workspace -- Default Workspace

You can preview and debug the workspace by visiting your site from this web browser.

Debug pane not loading? Try reloading your site, ignoring cached content (i.e. hard refresh). [?](#)

[Refresh](#) [Leave Preview Mode](#)

[Share Preview](#)



Search



Overview



Tags



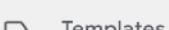
Triggers



Variables



Folders



Templates

### Built-In Variables [?](#)



[Configure](#)

Name ↑	Type
--------	------

Event	Custom Event
-------	--------------

Page Hostname	URL
---------------	-----

Page Path	URL
-----------	-----

Page URL	URL
----------	-----

Referrer	HTTP Referrer
----------	---------------

### User-Defined Variables



[New](#)

Name ↑	Type	Last Edited
--------	------	-------------

UA-71445513-6	Google Analytics Settings	2 hours ago
---------------	---------------------------	-------------

Screenshot of a workspace configuration interface showing built-in variables.

The interface includes a top navigation bar with tabs: Workspace, Versions, Admin, and a search bar.

A sidebar on the left lists current workspace items: Default Workspace, Search, Overview, Tags, Triggers, **Variables** (selected), Folders, and Templates.

The main content area displays a preview message: "Now Previewing Workspace -- Default Work". Below it are buttons for Refresh and Leave Preview Mode.

The workspace content shows a list of built-in variables under the heading "Built-In Variables". The list includes:

- Click Classes
- Click Element
- Click ID
- Click Target
- Click URL
- Click Text

The "Click Element", "Click Classes", "Click ID", "Click Target", "Click URL", and "Click Text" options are highlighted with a red box.

On the right, a modal titled "Configure Built-In Variables" lists additional options:

- Error URL
- Error Line
- Debug Mode

Below these, sections for "Clicks" and "Forms" are shown, each with a list of checkboxes:

**Clicks**

- Click Element
- Click Classes
- Click ID
- Click Target
- Click URL
- Click Text

**Forms**

- Form Element
- Form Classes
- Form ID

Tag Manager

GA - Event - Click Flask ChartJS

Save

Event

Event Tracking Parameters

Category

Click

Action

Click Flask ChartJS

Label

Value

Non-Interaction Hit

False

Google Analytics Settings

Select Settings Variable...

✓ {{UA-71445513-6}}

New Variable...

Workspace

New feature -

CURRENT WORKSPACE

Default Workspace

Search

Overview

Tags

Triggers

Variables

Folders

Templates

X GA - Event

X Choose a trigger



Category	Name ↑	Type	Filter
Click	All Pages	Page View	--
Action	click - Flask ChartJS	All Elements	Click URL contains https://github.com/ybsue...



Label

{{Page}}

Google

{{UA-7}}

Trigger

← Tag Ma X GA - Event - Click Flask ChartJS ⏮

Save ⋮

Workspace Vers

New feature -

CURRENT WORKSPACE

Default Workspace

Search

Overview

Tags

Triggers

Variables

Folders

Templates

Tag Type

Google Analytics: Universal Analytics  
Google Marketing Platform

Track Type

Event

Category

Click

Action

Click Flask ChartJS

Label

{{Page Path}}

Google Analytics Settings ⓘ

{{UA-71445513-6}}

Triggering

Firing Triggers

+ -

click - Flask ChartJS  
All Elements

The screenshot shows the Google Tag Manager interface with a new tag configuration. The tag type is set to 'Google Analytics: Universal Analytics' (Google Marketing Platform). The track type is 'Event', category is 'Click', action is 'Click Flask ChartJS', and the label is '{{Page Path}}'. Under 'Google Analytics Settings', the tracking ID is listed as '{{UA-71445513-6}}'. In the 'Triggering' section, the 'Firing Triggers' list contains a single item: 'click - Flask ChartJS All Elements', which is highlighted with a red box. The sidebar on the left lists various workspace components: Workspace, New feature -, CURRENT WORKSPACE (Default Workspace), Search, Overview, Tags (selected), Triggers, Variables, Folders, and Templates.

The following projects were developed to explore the use of some popular CSS and JS libraries for front-end and data visualization web development. For the backend, the Python Flask web service framework and Airtable REST API were used to support data provision and CRUD operations.

Tag Manager

Tags Variables Data Layer Errors (0) Version: QUICK\_PREVIEW GTM-PD3XSFM ▾

Event Type	Count
Summary	Click (gtm.click)
8 Click	Tags Fired On This Event
7 Click	GA - Event - Click Flask ChartJS
6 Click	Google Analytics: Universal Analytics - Succeeded
5 Click	Tags Not Fired On This Event
4 Window Loaded	GA - Pageview - All Pages
3 DOM Ready	Google Analytics: Universal Analytics
2 Message	
1 Page View	

# **INSTALL CHROME EXTENSION - GOOGLE TAG ASSISTANT**

## Extensions

Extensions

Keyboard shortcuts



Google Tag Assistant



Developer mode



Extension Update

No search results found

Open Chrome Web  
Store



<https://chrome.google.com/webstore/category/extensions?hl=en-GB>



chrome web store



bsysin@gmail.com

Google Tag Assistar ×

google tag assistant  
google tag assistantpublisher  
google tag assistantapp  
google tag assistantbeta  
google tag assistantprice  
google tag assistantprice trac  
google tag assistantfor chrom

- Runs Offline
- By Google
- Free
- Available for Android
- Works with Google Drive

Ratina

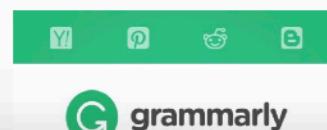


○ ○ ● ○ ○

## Editor's Picks

[View all](#)

Chrome favourites in extensions





chrome web store



bsysin@gmail.com

 google tag a... x

## Extensions

[More extensions](#)[« Home](#) Extensions Themes

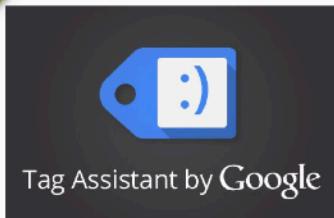
## Features

 Runs Offline By Google Free Available for Android Works with Google Drive

## Ratings

 ★★★★★

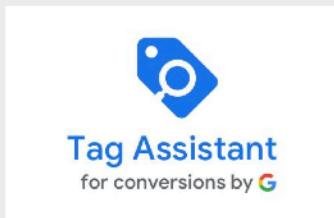
Added

**Tag Assistant (by Google)**

Offered by: Google

Tag Assistant helps to troubleshoot installation of various Googl

★★★★★ 1,129 Developer Tools

[Rate it](#)**Tag Assistant for Conversions Beta**

Offered by: Google

Tag Assistant for Conversions helps validate your website

★★★★★ 5 Developer Tools

[Add to Chrome](#)

The following projects were developed to explore the use of some popular CSS and JavaScript frameworks in web development. For the backend, the Python Flask web service framework and Airtable were used for database operations.

Tag Manager

Tags Variables Data Layer Errors (0)

Event Type	Count
Click	8
Click	7
Click	6
Click	5
Window Loaded	4
DOM Ready	3
Message	2
Page View	1

Click (gtm.click)

Tags Fired On This Event

- GA - Event - Click Flask ChartJS
- Google Analytics: Universal Analytics - Succeeded

Tags Not Fired On This Event

- GA - Pageview - All Pages
- Google Analytics: Universal Analytics

Google Tag Assistant

Result of Tag Analysis 3 In total

- Global site tag (gtag.js)  
UA-71445513-6
- Google Analytics  
UA-71445513-6
- Google Tag Manager  
GTM-PD3XSFM

Disable Record VIEW RECORDINGS

The following projects were developed to explore the use of some popular CSS and JavaScript frameworks in web development. For the backend, the Python Flask web service framework and Airtable were used for database operations.

Tag Manager

Tags Variables Data Layer Errors (0)

Summary

8 Click

7 Click

6 Click

5 Click

4 Window Loaded

3 DOM Ready

2 Message

1 Page View

Click (gtm.click)

Tags Fired On This Event

GA - Event - Click Flask ChartJS

Google Analytics: Universal Analytics - Succeeded

Tags Not Fired On This Event

GA - Pageview - All Pages

Google Analytics: Universal Analytics

Google Tag Assistant

Google Analytics UA-71445513-6

Metadata

Web Property ID UA-71445513-6

Code Version/Syntax Universal

Protocol version number 1

2 Pageview Requests

1 Events

Where to optimize

Same web property ID is tracked twice.

Non-standard implementation

Disable Record VIEW RECORDINGS

The following projects were developed to explore the use of some popular CSS and JavaScript frameworks in web development. For the backend, the Python Flask web service framework and Airtable API were used for database operations.

Tag Manager

Tags   Variables   Data Layer   Errors (0)

Summary

8 Click

7 Click

6 Click

5 Click

4 Window Loaded

3 DOM Ready

2 Message

1 Page View

Click (gtm.click)

Tags Fired On This Event

GA - Event - Click Flask ChartJS

Google Analytics: Universal Analytics - Succeeded

Tags Not Fired On This Event

GA - Pageview - All Pages

Google Analytics: Universal Analytics

Google Tag Assistant

Event Click - Click Flask ChartJS

Event   URLs

Category   Click

Action   Click Flask ChartJS

Label   /

Non-Interaction   Yes

Disable   Record   VIEW RECORDINGS



Try searching “Top countries by users”



ACTIVE PAGE: / X

## Events

[Create Shortcut BETA](#)

# Right now

# 1

active users on site

**DESKTOP**

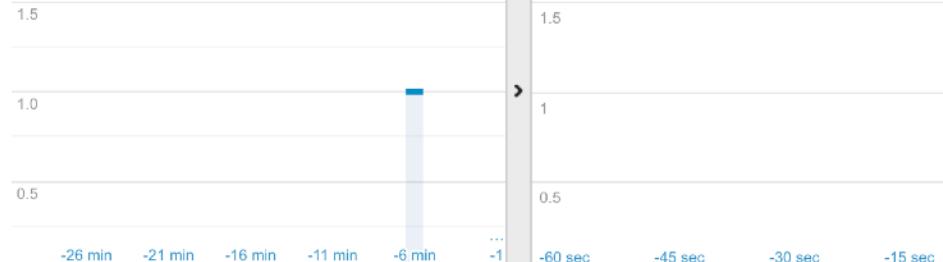
100%

Viewing: Active Users Events (Last 30 min)

### Events

Per minute

Per second



Active Users with Events: 1 (100% of total)

**Event Category****Event Action****Active Users** ▾

1	<a href="#">Click</a>	<a href="#">Click Flask ChartJS</a>	1	100.00%
---	-----------------------	-------------------------------------	---	---------



Workspace

Versions

Admin

GTM-PD3XSFM

Workspace Changes: 10

Preview

Submit

i New feature – Deploy tags easily using tag and variable templates from the Community Template Gallery.

[Browse templates](#) [Dismiss](#)

## CURRENT WORKSPACE

Default Workspace

SearchOverviewTagsTriggersVariablesFoldersTemplates

## Tags



New

Name ↑	Type	Firing Triggers	Last Edited
GA - Event - Click Flask ChartJS	Google Analytics: Universal Analytics	click - Flask ChartJS	an hour ago
GA - Pageview - All Pages	Google Analytics: Universal Analytics	All Pages	3 hours ago

← Tag Manager X Submit Changes Publish

Workspace Versions

New feature -

CURRENT WORKSPACE

Default Workspace

Search

Overview

Tags

Triggers

Variables

Folders

Templates

### Submission Configuration

**Publish and Create Version**  
Push changes to your sites

**Create Version**  
Save changes and create a new version

Version Name  
ybsuen.github.io version 1

Version Description  
Set up GTM codes for tracking page views and click and link events on ybsuen.github.io.]

Publish to Environment  
**Live**

All accounts > ybsuen.github.io  
[ybsuen.github.io](#) ▾

Tag Manager

Workspace Versions Admin

Version 1 - ybsuen.github.io version 1

⋮

### Version Summary

Published  
11/11/19 2:09 AM by bsysin@gmail.com

Created  
11/11/19 2:09 AM by bsysin@gmail.com

Description  
Set up GTM codes for tracking page views and click and link events on ybsuen.github.io.

Version Items			
2	1	1	
Tags	Trigger	Variable	

### Version Changes

Name ↑	Type	Change
click - Flask ChartJS	Trigger	Added
GA - Event - Click Flask ChartJS	Tag	Added
	Tag	Added

<https://tagmanager.google.com/#/versions/accounts/6000054853/containers/30057025/versions>

**SEE SOME DEPLOYMENT EXAMPLES**

# **DASHBOARD & REPORT**

<https://www.youtube.com/watch?v=IBDARZDJdoU>

Analytics | All accounts > My Git | All Web Site Data ▾

Search reports and help

Home

Customization 3

Dashboards

Custom Reports

Saved Reports

Custom Alerts

REPORTS

Real-Time

Audience

Acquisition

Behavior

Conversions

Google Analytics Home

Users Sessions Bounce Rate Session Duration

50 83 45.78% 7m 36s

0% vs last 7 days

When do your users visit?

Users by time of day

Active Users right now

Page views per minute

Top Active Pages / Active Users 1

REAL-TIME REPORT ➔

19 Nov

Last 7 days ▾ AUDIENCE OVERVIEW ➔ Last 30 days ▾

The screenshot shows the Google Analytics Home dashboard. On the left, a sidebar lists various report categories like Home, Customization, Dashboards, and Audience. The main area features a summary card with key metrics: Users (50), Sessions (83), Bounce Rate (45.78%), and Session Duration (7m 36s). Below this is a line chart showing user sessions over the last 7 days, with a notable dip on November 24th. To the right, there are three main sections: 'When do your users visit?' displaying a heatmap of user activity by hour and day, 'Active Users right now' showing a count of 1, and 'Page views per minute' with a bar chart. At the bottom, there are links for 'AUDIENCE OVERVIEW' and 'REAL-TIME REPORT'.

Analytics All accounts > My Git All Web Site Data ▾

Search reports and help Google Analytics Home

INSIGHTS

Home Customization Dashboards (Red Box) Custom Reports Saved Reports Custom Alerts

REPORTS

Real-Time Audience Acquisition Behavior Conversions

**Users** Sessions Bounce Rate Session Duration

50 83 45.78% 7m 36s

0% ↓13.5% ↓33.4% ↑137.1%

vs last 7 days

When do your users visit?

Users by time of day

12am 2am 4am 6am 8am 10am 12pm 2pm 4pm 6pm 8pm 10pm

Sun Mon Tue Wed Thu Fri Sat

1 6 10 15 19

Last 7 days ▾ AUDIENCE OVERVIEW >

Active Users right now

1

Page views per minute

Top Active Pages / Active Users 1

REAL-TIME REPORT >

How do you acquire users?

Where are your users?

This image shows a screenshot of the Google Analytics dashboard. The left sidebar includes links for Home, Customization, Dashboards (which is highlighted with a red box), Custom Reports, Saved Reports, and Custom Alerts. Under REPORTS, there are links for Real-Time, Audience, Acquisition, Behavior, and Conversions. The main content area features several cards: 1) A summary card with key metrics: Users (50), Sessions (83), Bounce Rate (45.78%), and Session Duration (7m 36s). It also shows a comparison to the previous 7 days with a 0% change in users and a 13.5% decrease in sessions. 2) A line chart showing user sessions over the last 7 days, with a blue solid line for sessions and a dashed blue line for page views. The x-axis shows dates from Nov 19 to 25. 3) A heatmap titled 'Users by time of day' showing active users across a 24-hour period from 12am to 10pm, broken down by day of the week. 4) A blue box titled 'Active Users right now' showing 1 active user. Below it are charts for 'Page views per minute' (with three bars) and 'Top Active Pages' (showing a single page with 1 active user). 5) A section titled 'How do you acquire users?' and 'Where are your users?' which are likely part of the Audience Overview report.

 Search reports and helpSee your audiences, acquisitions and behaviors visualized in a brand new way. Try [Google Data Studio now!](#) Home Customization

Dashboards

 CREATE

All

Shared

Private

 Search

## Dashboards

Name	Creation Date	Type
Mobile Ecommerce Dashboard	Nov 26, 2018	Private
Site Performance Dashboard	Nov 26, 2018	Private
My Dashboard	Nov 26, 2018	Private

Show rows

10 ▾

1 - 3 of 3

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REPORTS

 Real-Time Audience Acquisition Behavior Conversions Discover Admin

Analytics | All accounts > My Git | All Web Site Data ▾

Search reports and help

Home

Customization

Dashboards

Custom Reports

Saved Reports

Custom Alerts

Real-Time

Audience

Acquisition

Behavior

Conversions

Discover

Admin

3

?

⋮

Customization

Blank Canvas

Starter Dashboard

My Dashboard Create Dashboard Import from Gallery Cancel

All accounts > My Git

All Web Site Data ▾

Analytics

Search reports and help

Home

Customization

Dashboards

Custom Reports

Saved Reports

Custom Alerts

Real-Time

Audience

Acquisition

Behavior

Conversions

Discover

Admin

3

?

...

All Solutions Type: Dashboard X

Sort by

- Most popular
- Latest
- Highest rating

Filter by ranking

1 2 3 4 5

Show unrated

Filter by category

- Show all categories
- Acquisition
- Analytics Academy
- Branding
- Campaign
- Conversion
- Display Advertising
- Ecommerce
- Engagement
- Enhanced Ecommerce
- Lead Generation
- Mobile
- Organic Search
- Paid Search

Occam's Razor Awesomeness

By Avinash Kaushik Aug 20, 2013

★★★★★ (373) + 284,288

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A collection of my top Segments, custom reports and dashboards critical for any Analytics user.

More by Avinash Kaushik

New Google Analytics User Starter Bundle

By The Google Analytics Team Sep 20, 2013

★★★★★ (165) + 271,407

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A bundle of the must-have dashboards, custom reports and segments for any new Google Analytics user. Includes: Really Engaged Traffic segmentation analysis, Visitor Acquisition Efficiency analysis, Mobile metrics by hour segment, SEO: Referring Pages custom...

More by The Google Analytics Team

Content Analysis Dashboard

By Vagelis Varfis | Nudge Digital Mar 14, 2014

★★★★★ (98) + 131,129

[g+1](#) [Like](#) [Tweet](#) [Email](#)

This Content Analysis Dashboard is all about analysing and providing insightful data that will help you evaluate the efficiency of the content in your website. Based on these widgets you will be able to see which one of the pages are underperforming/overper...

More by Vagelis Varfis | Nudge Digital

Go to Gallery Close

**THE END**