

Google Analytics

使用 Google Analytics (GA) 紀錄使用者行為

Google Analytics (新增資源)

The screenshot shows the Google Analytics Admin interface. The top navigation bar includes the title "Analytics (分析)" and a search bar with the URL "analytics.google.com/analytics/web/#/a193800680p267931524/admin". The left sidebar has a "管理" (Management) tab selected, showing options like "帳戶" (Accounts), "使用者" (Users), "帳戶設定" (Account Settings), "所有量度規" (All Metrics), "帳戶變更記錄" (Account Change History), and "垃圾桶" (Trash). A red box highlights the "建立帳戶" (Create Account) button. The main content area shows a "資源" (Resource) section with "ajax-database (267931524)". Below it are sections for "資源設定" (Resource Settings), "資源變更記錄" (Resource Change History), and "其他設定" (Other Settings). At the bottom, there's a footer with the text "© 2021 Google | Analytics (分析) 首頁 | 服務條款 | 隱私權政策 | 提供意見".

Google Analytics (新增資源)

The screenshot shows the Google Analytics account creation process. The left sidebar has a 'Management' tab selected. The main area is titled 'Account Settings' (步驟 1) and contains a 'Account Details' section. A red box highlights the 'Account Name' input field, which currently contains '恢復設計工作室'. Below this, there's a 'Sharing Settings' section with a note about data security and privacy. Under 'Sharing Options', there are three checkboxes: 'Google products and services' (unchecked), 'Benchmarking' (checked), and 'Technical support' (checked). The bottom of the page includes a footer with copyright information.

Analytics (分析)

analytics.google.com/analytics/web/#/a193800680p267931524/admin/account/create

管理 使用者

1 帳戶設定

帳戶詳情

帳戶名稱 (必填)
帳戶所含追蹤 ID 可超過 1 個。
恢復設計工作室

帳戶資料共用設定 ②

您使用 Google Analytics (分析) 所收集、處理和儲存的資料 (「Google Analytics (分析) 資料」) 均以安全隱密的方式保管。如《[隱私權政策](#)》所述，我們只會使用這些資料來維護並保護 Google Analytics (分析) 服務、進行重大系統作業，以及在極少數的例外狀況下，出於法律上的考量而使用。

資料共用選項可讓您進一步掌控 Google Analytics (分析) 資料的共用方式。[瞭解詳情](#)

Google 產品和服務
將您的 Google Analytics (分析) 資料與 Google 共用，藉此協助提升產品和服務品質。啟用這項設定後，Google Analytics (分析) 便可提供業界一流的「情報快訊」和「深入分析」服務、維護能造福所有已連結的產品和使用者的重要「垃圾內容偵測」服務，並提供「[加強型客層和興趣](#)」報表 (如果啟用了 Google 信號)。如果您停用這個選項，資料仍可能傳送到與您資源連結的其他 Google 產品。如要查看或變更設定，請前往各資源的「產品連結」部分。

基準化
傳送匿名資料給匯總資料集以啟用更多功能，如基準化和取得有助於瞭解資料趨勢的發布資料。與他人分享您的資料前，我們會移除其中所有可用來辨識您網站的資訊，並與其他匿名資料彙整。[顯示範例](#)

技術支援
允許 Google 技術支援代表在必要時存取您的 Google Analytics (分析) 資料，以提供服務並尋求技術問題的解決方法。

© 2021 Google | [Analytics \(分析\) 首頁](#) | [服務條款](#) | [隱私權政策](#) | [提供意見](#)

Google Analytics (新增資源)

The screenshot shows the Google Analytics account creation interface. The left sidebar has a 'Management' tab selected. The main area is titled 'Resource Settings' (步驟 2). It contains a section for 'Resource Details' with a red box highlighting the 'Resource Name' field, which is filled with '官方網站'. Below this, there are fields for 'Report Timezone' (set to Taiwan (GMT+08:00) - Taiwan Time) and 'Currency' (set to New Taiwan Dollars (TWD \$)). A note at the bottom says 'You can always edit these resource details in the "Management" section.' At the bottom, there are 'Next Step' and 'Previous Step' buttons.

Analytics (分析)

analytics.google.com/analytics/web/#/a193800680p267931524/admin/account/create

管理 使用者

資源設定

資源詳情
每項資源都代表一個商家的網站和/或應用程式資料。每個帳戶可包含一或多項資源。 [瞭解詳情](#)
如要為現有的 Firebase 專案建立新資源，[請前往您的 Firebase 帳戶](#)。

建立 Google Analytics (分析) 4 資源以評估您的網路和/或應用程式資料。

資源名稱

報表時區
台灣 (GMT+08:00) 台灣時間

幣別
新台幣 (TWD \$)

您之後可以在「管理」中修改這些資源詳情

顯示進階選項

下一步 上一步

提供商家相關資訊

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Google Analytics (新增資源)

The screenshot shows the Google Analytics account creation process. The left sidebar has a navigation menu with various icons. The main content area is titled 'Analytics (分析)' and shows the '管理' tab selected. A '商家資訊' section asks questions about business type and size, with '小 - 1 到 10 名員工' selected. It also lists several checkboxes for how Google Analytics will be used, with the first three checked: '評估客戶與我網站或應用程式的互動', '最佳化我的網站或應用程式體驗', and '評估多種裝置或平台的資料'.

Analytics (分析)

管理

使用者

商家資訊

回答下列問題，協助我們為您調整服務。

產業類別
請選取一個 *

商家規模

小 - 1 到 10 名員工

中 - 11 到 100 名員工

大 - 101 到 500 名員工

超大 - 超過 500 名員工

您打算如何將 Google Analytics (分析) 用於您的商家？(可複選)

評估客戶與我網站或應用程式的互動

最佳化我的網站或應用程式體驗

評估多種裝置或平台的資料

最佳化我的廣告費用

增加我的轉換次數

評估內容營利成效

分析我的線上銷售業績

評估應用程式安裝

評估待開發客戶產生

其他

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Google Analytics (新增資源)

The screenshot shows the Google Analytics interface for setting up a new data stream. The left sidebar is titled '管理' (Management) and lists various options like '資源', '使用者', '設定輔助程式', and '資料串流'. The main content area has a heading '後續步驟：設定資料串流來開始收集資料' (Next step: Set up a data stream to start collecting data). It includes a note about getting website stream code and evaluation IDs, and a link to learn more about adding streams and collecting data. Below this, there's a section titled 'Choose a platform' with three options: '網站' (Website), 'Android 應用程式' (Android App), and 'iOS 應用程式' (iOS App). The '網站' option is highlighted with a red border. A large red box covers the bottom portion of the screenshot, obscuring the footer and some of the sidebar.

Analytics (分析)

analytics.google.com/analytics/web/#/a195434787p270185284/adminstreams/promo

應用程式 喜好項目 音樂退單 閱讀列表 正修 網頁設計 赫羅 平面設計 影音製作 圖庫 字體 軟體 外接硬碟 調酒 酒吧設計 音樂 樂器 影片 網購 其他

Analytics (分析) 官方網站

請嘗試搜尋「網址產生器 + Urchin 流量監視器 (UTM)」

管理 使用者

資源 + 建立資源

官方網站 (270185284)

設定輔助程式

資源設定

資源使用者管理

資料串流

資料設定

資料匯入

預設報表識別資訊

資源變更記錄

資料刪除要求

產品連結

Google Ads 連結

BigQuery 連結

其他設定

後續步驟：設定資料串流來開始收集資料

建立 資料串流 後，您就會取得網站串流的代碼資訊和 評估 ID。

進一步瞭解：新增資料串流並設定資料收集

Choose a platform

網站 Android 應用程式 iOS 應用程式

選擇網站

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Google Analytics (新增資源)

The screenshot shows the Google Analytics interface for creating a new stream. The left sidebar is titled 'Analytics (分析)' and includes sections like '管理' (Management), '使用者' (Users), '資源' (Resources), '+ 建立資源' (Create Resource), '官方網站 (270185284)' (Official Website), '設定輔助程式' (Setup Assistant), '資源設定' (Resource Settings), '資源使用者管理' (Resource User Management), '資料串流' (Data Stream) which is highlighted in red, '資料設定' (Data Settings), '資料匯入' (Data Import), '預設報表識別資訊' (Default Report Identifier Information), '資源變更記錄' (Resource Change Log), '資料刪除要求' (Data Deletion Requests), '產品連結' (Product Links), 'Google Ads 連結' (Google Ads Link), and 'BigQuery 連結' (BigQuery Link). The main content area is titled '設定資料串流' (Set up Data Stream) and contains a sub-section '設定您的網頁串流' (Set up your website stream). It shows the '網站網址' (Website URL) as 'https://huihuidesign.com.tw' and the '串流名稱' (Stream Name) as '官方網站' (Official Website), both of which are highlighted with a red border. Below this, there's a section for '加強型評估' (Enhanced Assessment) with a note about automatically evaluating website interactions and content. It shows '正在評估' (Assessing) with categories: 網頁瀏覽 (Page View), 滾動 (Scroll), 外連點擊 (External Click), and '還有 3 個' (And 3 more). A blue '建立串流' (Create Stream) button is at the bottom.

Google Analytics (加入追蹤碼)

The screenshot shows the Google Analytics web interface for managing a website resource. The left sidebar lists various settings like management, users, resources, and product linking. The main content area displays a configuration page for adding tracking code. It includes sections for 'Code Setting Instructions' and 'Adding Internal Page Code'. A large red box highlights the 'Full Website Code (gtag.js)' section, which provides a script to be pasted into the website's head. Below this, there's a 'Google Code Management Tool' section and a 'New to <head>' button. At the bottom, there are other settings like 'Connected Website Code' and 'Measurement Protocol API Key ALPHA Version'.

Analytics (分析) | analytics.google.com/analytics/web/#/a195434787p270185284/adminstreams/table/2443010721

Analytics (分析) | 官方網站 -

管理 使用者

資源 + 建立資源
官方網站 (270185284)

設定輔助程式

資源設定

資源使用者管理

資料串流

資料設定

資料匯入

預設報表識別資訊

資源變更記錄

資料刪除要求

產品連結

Google Ads 連結

BigQuery 連結

其他設定

除了進行標準測量評估以外，還自動評估網站上的互動和內容。
連結和內嵌影片等網頁上元素的資料，可連同相關事件一起收集。請務必避免傳送任何個人識別資訊給 Google。瞭解詳情

正在評估： 網頁瀏覽 滾動 外連點擊 還有 3 個

代碼設定操作說明
請使用下列其中一個項目開始收集資料。

新增網頁內代碼 使用現有的網頁內代碼

全域網站代碼 (gtag.js) 如果您是使用網站製作工具或 CMS 代管的網站，請使用此代碼。只要將 Analytics (分析) 代碼加進網站，即可開始查看資源中的資料。

請複製全域網站代碼並貼進 HTML 的 <head> 部分。或者，如果您是使用網站製作工具 (例如：WordPress、Shopify 等等)，請複製全域網站代碼並貼進網站製作工具的自訂 HTML 欄位。

```
<!-- Global site tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-72XJXW7Z7Q"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-72XJXW7Z7Q');
</script>
```

新增至 <head> 中

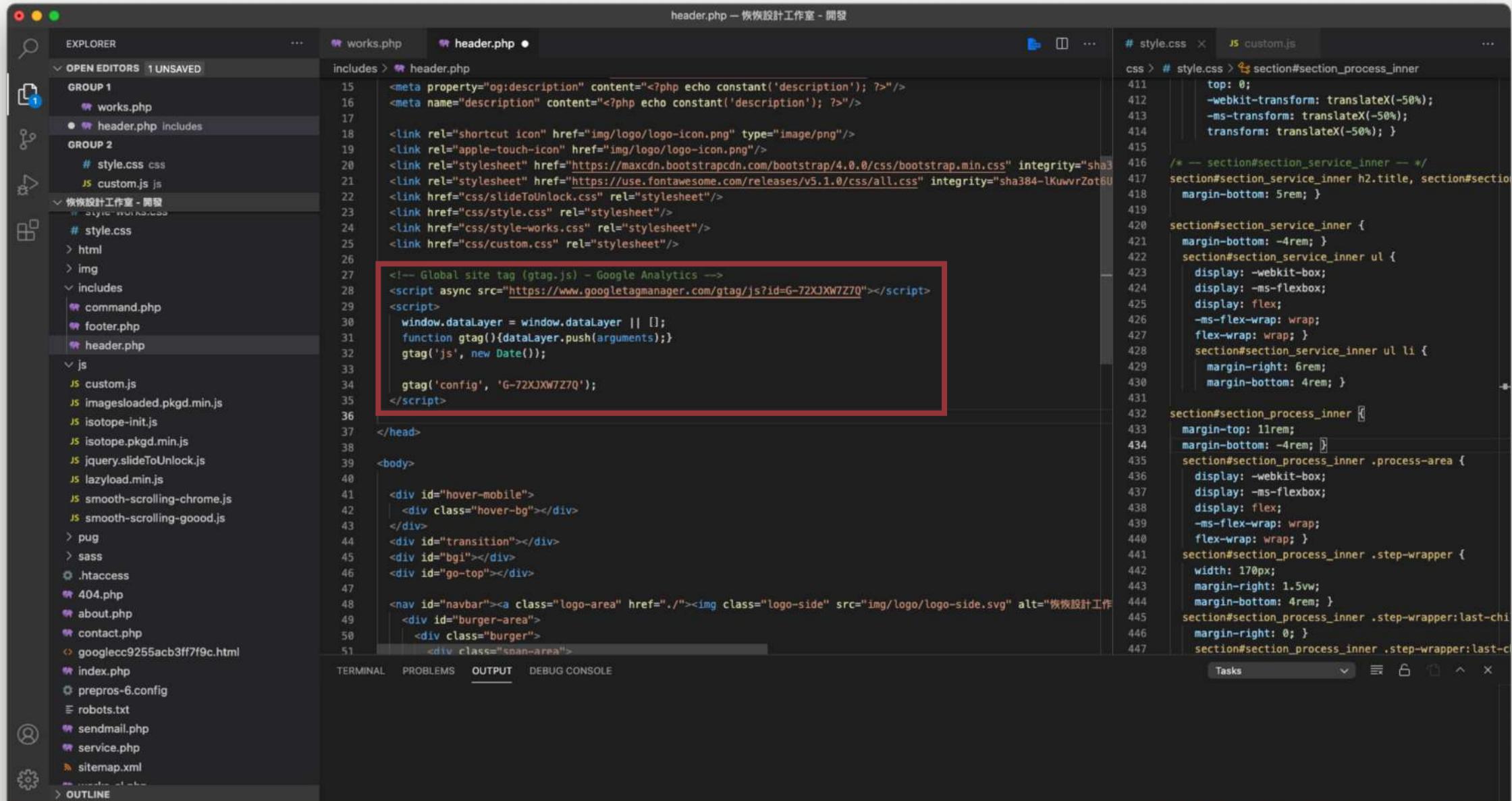
其他設定

已連結的網站代碼
透過這個串流的網頁內全域網站代碼載入其他資源或產品的代碼。瞭解詳情 已連結 0 個

Measurement Protocol API 密鑰 ALPHA 版
建立 API 密鑰即可透過 Measurement Protocol 將其他事件傳入此串流。瞭解詳情

更多代碼設定
設定用於端據行為，包括跨網域連結、內部流量 和事件修改。

Google Analytics (加入追蹤碼)



The screenshot shows a code editor interface with multiple files open. The main file is `header.php`, which contains PHP and HTML code. A specific block of JavaScript code used for Google Analytics tracking is highlighted with a red box:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-72XJXW7Z70"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-72XJXW7Z70');
</script>
```

The code editor also shows other files like `style.css`, `custom.js`, and `works.php`. The sidebar on the left lists various files and folders, including `header.php` and `works.php`.

Google Analytics (建立完成)

The screenshot shows the Google Analytics dashboard for a newly created account. The left sidebar lists various report types: 即時 (Real-time), 生命週期 (Lifecycle), 客戶開發 (Customer Acquisition), 參與 (Engagement), 營利 (Revenue), 回訪率 (Return Rate), 使用者 (User), 客層 (Demographic), 科技 (Technology), 事件 (Events), 轉換 (Conversions), 事件 (Events), 探索 (Exploratory), and 分析 (Analysis). Under 分析 (Analysis), there are sections for 設定 (Setup), 目標對象 (Audience), 自訂定義 (Custom Definitions), and 管理 (Management).

The main content area displays the following data:

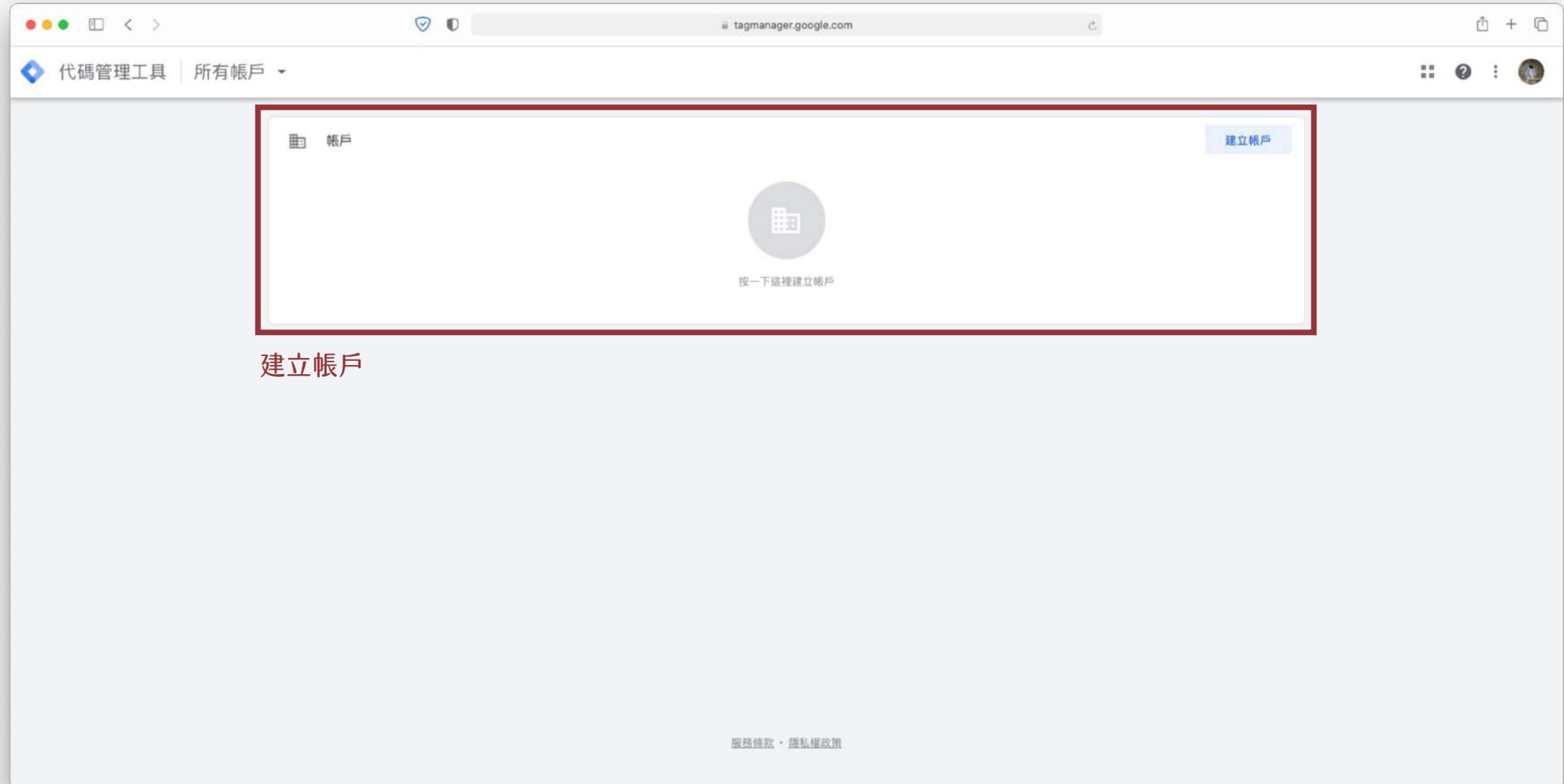
- 首頁**:
 - 使用者: 0
 - 新使用者人數: 0
 - 平均參與時間: 0 分 00 秒
 - 總收益: \$0.00
- 過去 30 分鐘的使用者**:
 - 1 每分鐘的使用者
 - 成效最佳的國家/地區: Taiwan (1)
- 您的新使用者來自何處?**:
 - 深入分析 (Deep Dive Analysis) - 提示: 深入分析資料很快就會顯示在這裡。
 - 新使用者人數 (依使用者媒介) - 提示: 在此同時，您可以建立新的自訂深入分析來監控最重要的指標。瞭解詳情
 - 工作階段 (依工作階段媒介) - 提示: 沒有可用資料

右侧栏显示了构建比较项目的设置，条件为“包含 目標對象名稱 = All Users”。摘要部分显示“包含 目標對象名稱 = All Users”。

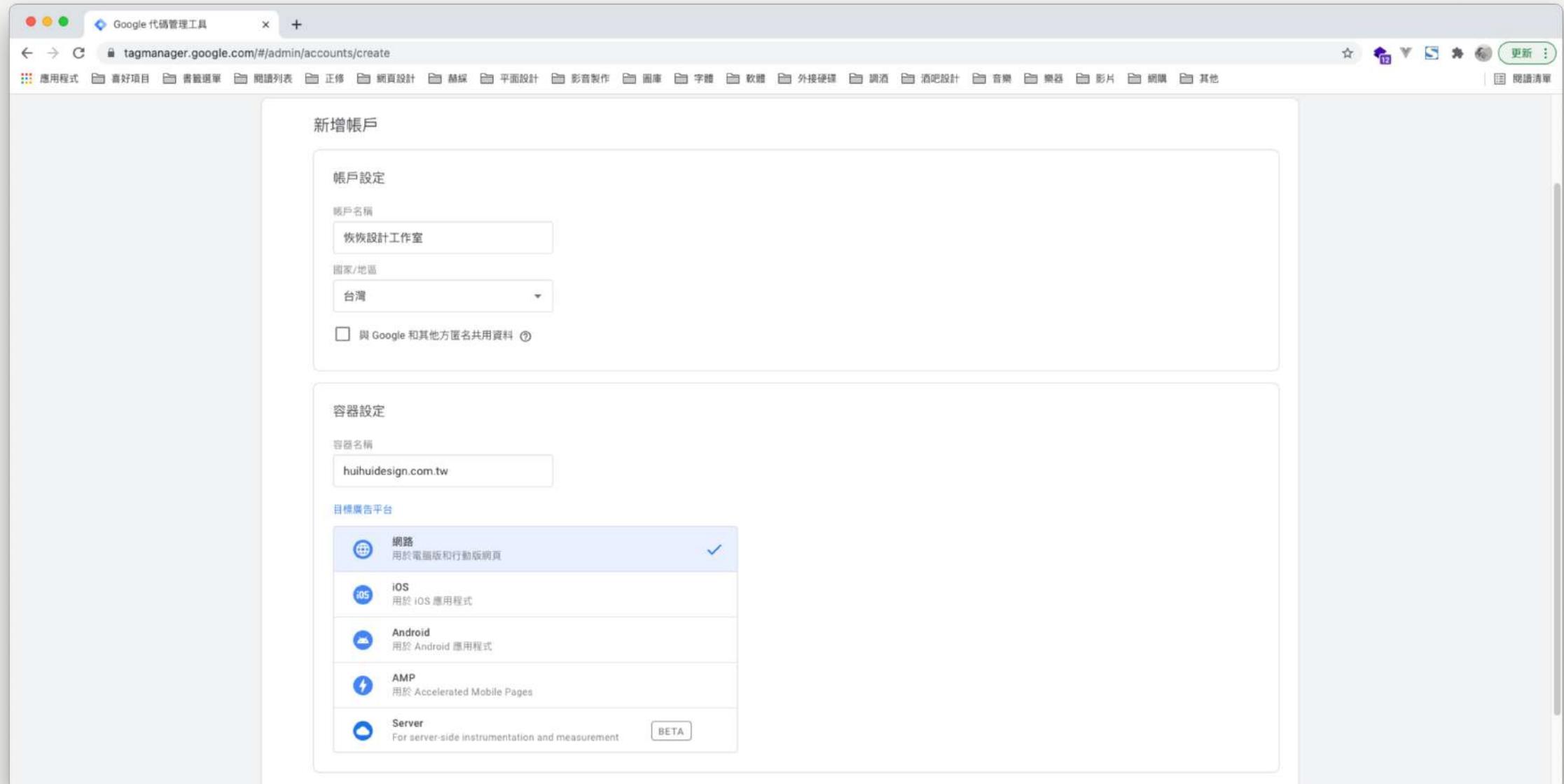
GTM 基本設置

創建 Google Tag Manager 並與 GA 繩定

Google Tag Manager (建立帳戶)



Google Tag Manager (建立帳戶)



The screenshot shows the 'Create Account' page in the Google Tag Manager interface. The page is titled '新增帳戶' (Create Account) and contains two main sections: 'Account Settings' and 'Container Settings'.

Account Settings:

- Account Name:** 恢恢設計工作室
- Country/Region:** 台灣
- Share Google account data with other accounts

Container Settings:

- Container Name:** huihuidesign.com.tw
- Target Advertising Platform:** 網路 (Selected, checked with a blue checkmark)
- Other Options:** iOS, Android, AMP, Server (BETA)

Google Tag Manager (加入追蹤碼)

The screenshot shows the Google Tag Manager interface on a Mac OS X system. The main window title is "Google 代碼管理工具". The URL in the address bar is tagmanager.google.com/#/container/accounts/6003772578/containers/44259006/workspaces/1. The sidebar on the left has tabs for "Default Workspace", "Code" (which is selected), "Triggers", "Conditions", "Variables", "Folders", and "Templates". The main content area displays a modal dialog titled "新增代碼" (Add Code). The dialog contains instructions and two code snippets. The top snippet is for the `<head>` section:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){(w[l]=w[l]||[]).push(['gtm.start']);
new Date().getTime(),event:'gtm.js');var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=1!=dataLayer?'l'+l+'i':j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;j.parentNode.insertBefore(j,f);
<!-- End Google Tag Manager -->
```

The bottom snippet is for the `<body>` section:

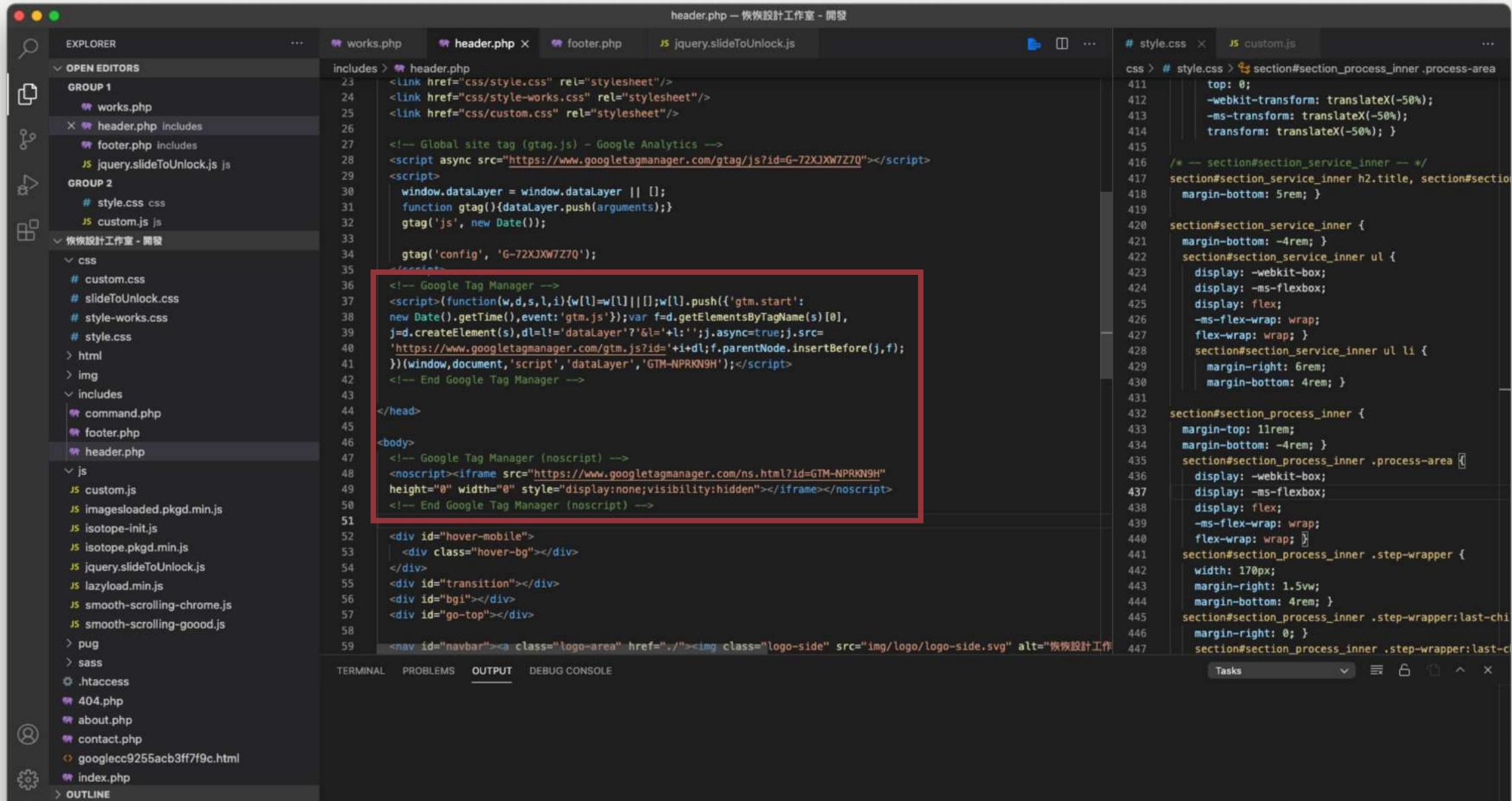
```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-NPRKN9H"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

Below the code snippets, there is a link to "View quick start guide". At the bottom right of the dialog is a "確定" (Confirm) button.

On the right side of the main window, there are two text annotations:

- "新增至 <head> 中" (Add to <head>) pointing to the first code snippet.
- "新增至 <body> 開頭正後方" (Add to the immediate end of <body>) pointing to the second code snippet.

Google Tag Manager (加入追蹤碼)



The screenshot shows a code editor interface with multiple tabs and panels. The main tab is 'header.php' with the file content displayed. A red box highlights a specific section of the code, which is the Google Tag Manager (GTM) tracking script. This script includes the GTM start tag, a script tag for the GTM.js file, and the end GTM tag. The code editor also shows other parts of the header.php file, including CSS imports and a JavaScript file 'jquery.slideToUnlock.js'. To the right of the main editor, there is another panel showing 'style.css' and 'custom.js' files.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-72XJXW7Z7Q"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-72XJXW7Z7Q');

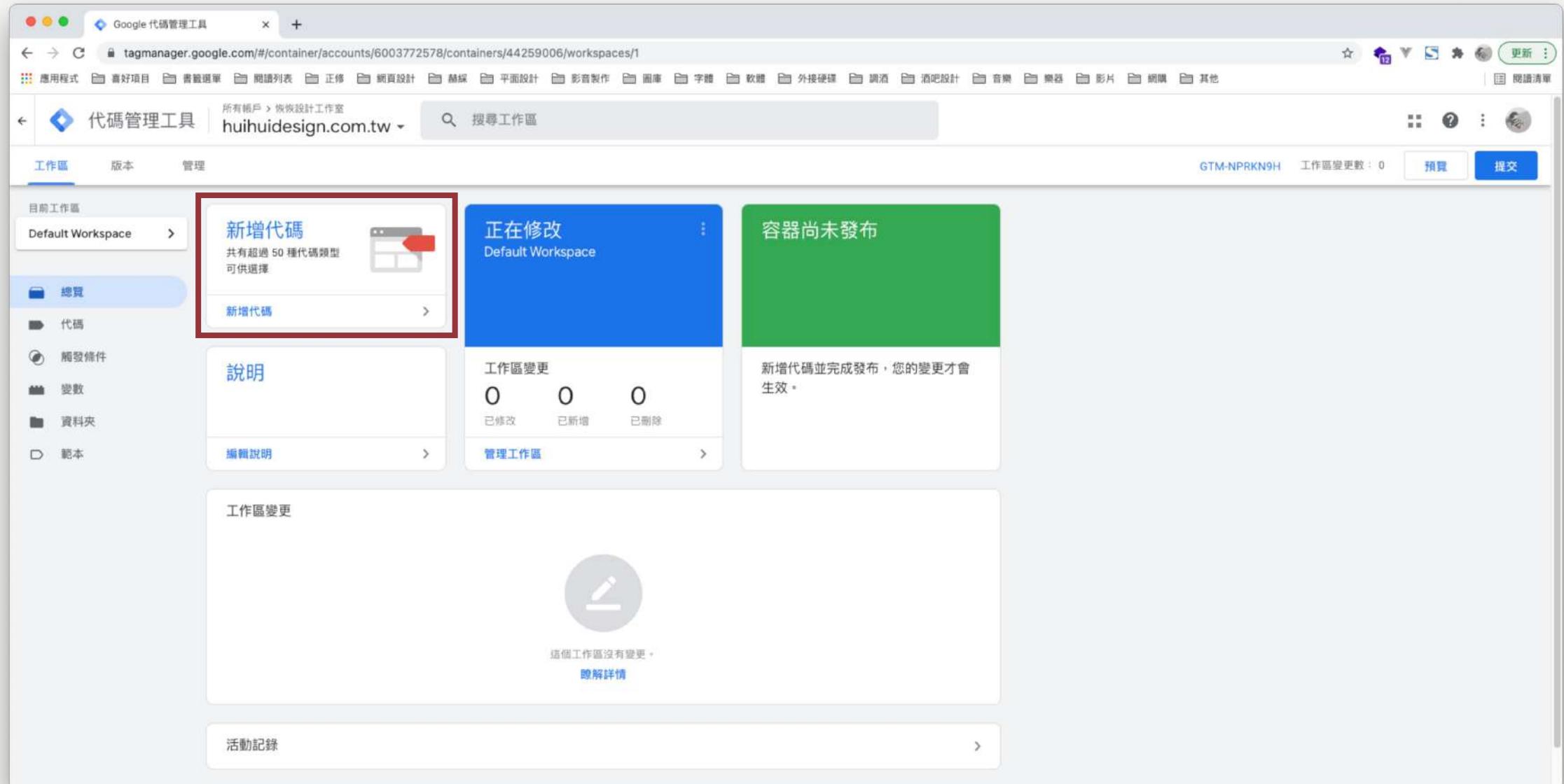
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
  j=d.createElement(s),dl=l!='dataLayer'?l:'';j.async=true;j.src=
  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-NPRKN9H');</script>
<!-- End Google Tag Manager -->

</head>

<body>
  <!-- Google Tag Manager (noscript) -->
  <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-NPRKN9H"
  height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
  <!-- End Google Tag Manager (noscript) -->

  <div id="hover-mobile">
    <div class="hover-bg"></div>
  </div>
  <div id="transition"></div>
  <div id="bgi"></div>
  <div id="go-top"></div>
<nav id="navbar"><a class="logo-area" href="/">
```

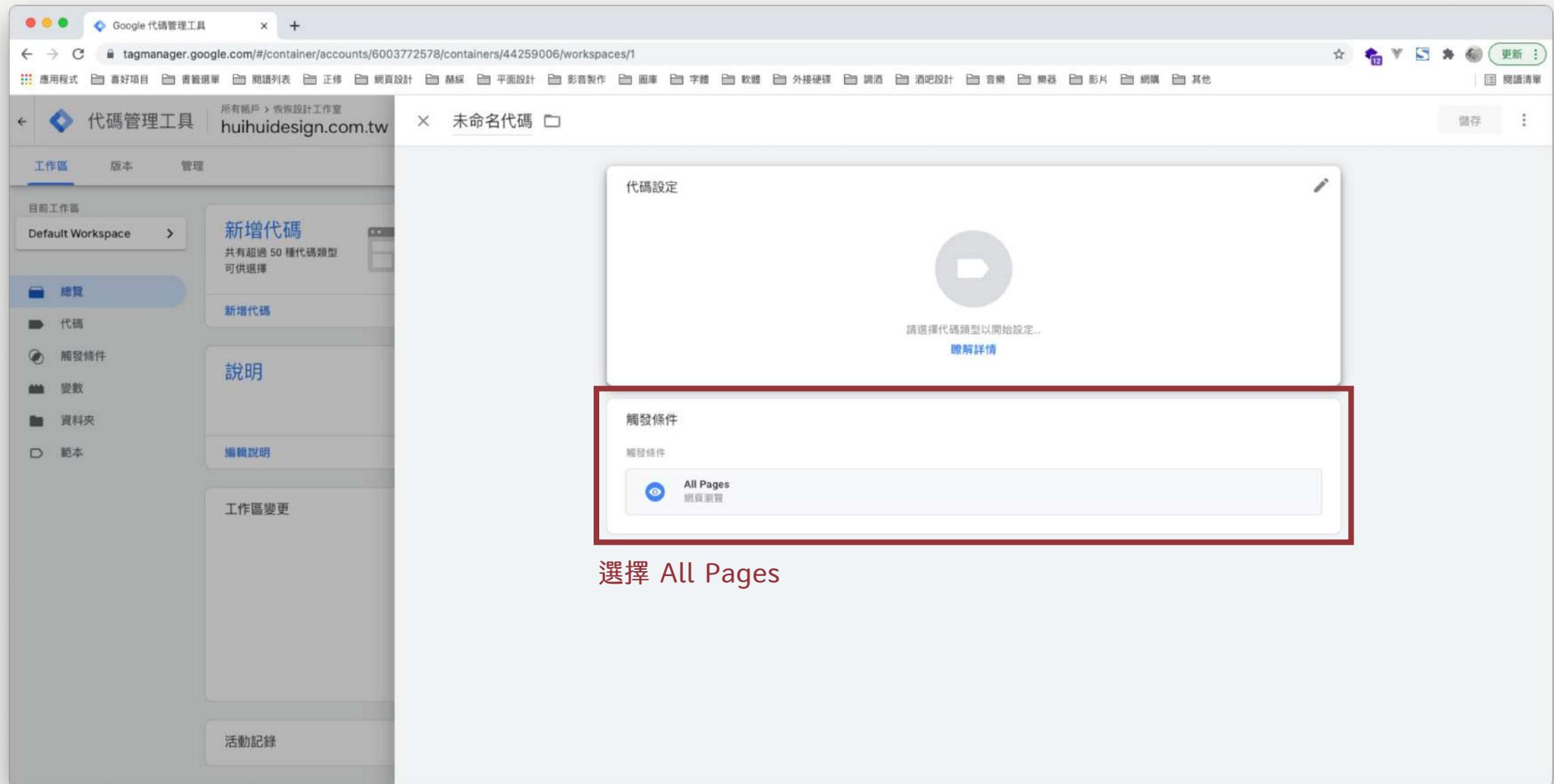
Google Tag Manager (串連GA)



The screenshot shows the Google Tag Manager interface for the account `huihuidesign.com.tw`. The left sidebar is collapsed, and the main area displays the following sections:

- 新增代碼** (Add Code): A red box highlights this section, which contains a message: "共有超過 50 種代碼類型可供選擇" (More than 50 code types available) and a "新增代碼" (Add Code) button.
- 正在修改 Default Workspace**: Shows "工作區變更" (Workspace changes) with counts: 0 已修改 (Modified), 0 已新增 (Added), and 0 已刪除 (Deleted). A "管理工作區" (Manage workspace) button is below.
- 容器尚未發布** (Container has not been published): A green box containing the message: "新增代碼並完成發布，您的變更才會生效。" (Add code and complete publishing, your changes will take effect.)
- 工作區變更** (Workspace changes): Displays a large circular icon with a pencil and the message: "這個工作區沒有變更。" (This workspace has no changes.) and a "瞭解詳情" (View details) link.
- 活動記錄** (Activity log): A small section at the bottom.

Google Tag Manager (串連GA)



Google Tag Manager (串連GA) 的操作界面。左侧是左侧栏，包含“工作區”（Default Workspace）、“總覽”（当前选中）、“代碼”、“觸發條件”、“變數”、“資料夾”和“範本”。右侧是主要操作区域，显示“未命名代碼”并带有“儲存”按钮。上方有一个名为“huihuidesign.com.tw”的网站预览。

在右侧中心，有一个名为“代碼設定”的对话框，显示“請選擇代碼類型以開始設定...”和一个“瞭解詳情”链接。下方的“觸發條件”部分被一个红色边框包围，显示“觸發條件”、“觸發條件”（All Pages 網頁瀏覽）和一个编辑图标。

下方文字说明：選擇 All Pages

Google Tag Manager (串連GA)

The screenshot shows the Google Analytics (分析) homepage. The top navigation bar includes links for 'Analytics (分析) | 首頁', 'Analytics (分析) | 喜好項目', 'Analytics (分析) | 書籤選單', 'Analytics (分析) | 閱讀列表', 'Analytics (分析) | 正修', 'Analytics (分析) | 網頁設計', 'Analytics (分析) | 赫媒', 'Analytics (分析) | 平面設計', 'Analytics (分析) | 影音製作', 'Analytics (分析) | 圖庫', 'Analytics (分析) | 字體', 'Analytics (分析) | 軟體', 'Analytics (分析) | 外接硬碟', 'Analytics (分析) | 調酒', 'Analytics (分析) | 酒吧設計', 'Analytics (分析) | 音樂', 'Analytics (分析) | 樂器', 'Analytics (分析) | 影片', 'Analytics (分析) | 網購', and 'Analytics (分析) | 其他'. The search bar says '請嘗試搜尋『管理』'.

The main dashboard displays real-time data: 0 new users, 0 average participation time (0分00秒), and \$0.00 total revenue. It also shows 0 users in the last 30 minutes and the best-performing countries/regions. A sidebar on the left lists categories like '首頁', '即時', '所有使用者', '新增比較項目', '生命週期', '客戶開發', '參與', '營利', '回訪率', '使用者', '客層', '科技', '事件', '轉換', '事件', '探索', and '分析'. The '分析' section is expanded, showing '您的新使用者來自何處?' (New user sources), '您的使用者最常觀看哪些廣告活動?' (Most viewed ads), and '您的使用者位於何地?' (User location). At the bottom, there are sections for '至 GA 點擊管理' (To GA Click Management), '工作階段' (Workstage), and '使用者' (User). A red box highlights the '管理' (Management) link in the sidebar.

Google Tag Manager (串連GA)

The screenshot shows the Google Analytics (分析) Admin interface. The left sidebar has a '管理' tab selected. The main area shows a '資源' section with a '官方網站 (270185284)' listed under '資源'. A red box highlights the '資料串流' (Data Stream) option in the list of available streams. To the right of the stream list, the text '點擊資料串流' (Click Data Stream) is displayed.

Analytics (分析)

analytics.google.com/analytics/web/#/a195434787p270185284/admin

所有帳戶 > 恢復設計工作室

官方網站

請嘗試搜尋「管理」

管理 使用者

帳戶 + 建立帳戶

恢復設計工作室

帳戶設定

帳戶使用者管理

所有篩選器

帳戶變更記錄

垃圾桶

資料串流

資料設定

資料匯入

預設報表識別資訊

資源變更記錄

資料刪除要求

產品連結

Google Ads 連結

BigQuery 連結

其他設定

點擊資料串流

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<https://analytics.google.com/analytics/web/#/a195434787p270185284/adminstreams>

Google Tag Manager (串連GA)

The screenshot shows the Google Tag Manager interface for a stream named "官方網站" (Official Website) associated with the website <https://huihuidesign.com.tw>. The stream ID is 2443010721. A red box highlights the "評估 ID" (Evaluation ID) field, which contains "G-72XJXW7ZQ". To the right of this field, the text "複製評估 ID" (Copy Evaluation ID) is displayed in red. The interface includes sections for "加強型評估" (Enhanced Measurement), "正在評估" (Being assessed), "代碼設定操作說明" (Code setup instructions), and "其他設定" (Other settings). The left sidebar lists various management options like "資源", "設定輔助程式", and "資料串流".

Analytics (分析)

所有帳戶 > 诙微設計工作

Analytics (分析) 官方網站

管理 使用者

資源 + 建立資源
官方網站 (270185284)

設定輔助程式

資源設定

資源使用者管理

資料串流

資料設定

資料匯入

預設報表識別資訊

資源變更記錄

資料刪除要求

產品連結

Google Ads 連結

BigQuery 連結

其他設定

Analytics (分析) 官方網站

網頁串流詳情

串流網址: <https://huihuidesign.com.tw>

串流名稱: 官方網站

評估 ID: G-72XJXW7ZQ

串流 ID: 2443010721

狀態: 過去 48 小時皆未收到任何資料。瞭解詳情

加強型評估:

除了進行標準測量評估以外，還自動評估網站上的互動和內容。
連結和內嵌影片等網頁上元素的資料，可連同相關事件一起收集。請務必避免傳送任何個人識別資訊給 Google。瞭解詳情

正在評估: 網頁瀏覽、捲動、外連點擊、還有 3 個

代碼設定操作說明: 請使用下列其中一個項目開始收集資料。

新增網頁內代碼

全域網站代碼 (gtag.js) 如果您是使用網站製作工具或 CMS 代管的網站，請使用此代碼
只要將 Analytics (分析) 代碼加進網站，即可開始查看資源中的資料。

Google 代碼管理工具
透過網頁介面加入及維護代碼，將資料傳送到 Google Analytics (分析) Google 以及其他 Google 和非 Google 工具。

其他設定

已連結的網站代碼
透過這個串流的網頁內全域網站代碼載入其他資源或產品的代碼。瞭解詳情
已連結 0 個

Measurement Protocol API 密鑰 ALPHA 版
建立 API 密鑰即可透過 Measurement Protocol 將其他事件傳入此串流。瞭解詳情

Google Tag Manager (串連GA)

The screenshot shows the Google Tag Manager interface. On the left, the sidebar includes sections for Workspaces, Versions, and Management. The current workspace is 'Default Workspace'. The main area shows a 'New Tag' configuration for 'Google Analytics (Analysis) : GA4 Setting'. The configuration includes the 'Tag Type' as 'Google Analytics (Analysis) : GA4 Setting' (Google Marketing Platform), the 'Tag ID' as 'G-72XJXW7Z7Q', and a checked checkbox for 'Send a pageview event when this setting is applied'. Below this, there are sections for 'Trigger Settings', 'User Properties', and 'Advanced Settings'. A red box highlights the 'Tag Type' and 'Tag ID' fields. At the bottom, a callout box with red text reads: '回到 GTM 選擇代碼類型「GA4 設定」並貼上評估 ID' (Return to GTM and select code type 'GA4 Setting' and paste the evaluation ID). The URL in the browser bar is tagmanager.google.com/#/container/accounts/6003772578/containers/44259006/worksheets/1.

回到 GTM 選擇代碼類型「GA4 設定」並貼上評估 ID

Google Tag Manager (Debug mode)

The screenshot shows the Google Tag Manager interface in Debug mode. The main area displays a workspace titled "Default Workspace" which is currently "正在修改" (Being Modified). A summary indicates there is 1 change made. The workspace list table shows one entry:

名稱	類型	變更	上次修改時間	使用者
GA串GTM	代碼	已新增	幾秒前	jarvis.pro73045@gmail.com

A large green box on the right states "容器尚未發布" (Container has not been published) and provides instructions: "新增代碼並完成發布，您的變更才會生效。" (Add code and publish, your changes will take effect.)

On the left sidebar, under the "總覽" tab, there is a red arrow pointing to the "新增代碼" button. On the top right, there is a red box around the "提交" (Submit) button, with the text "點擊提交" (Click to submit) overlaid.

Google Tag Manager (Debug mode)

The screenshot shows the Google Tag Manager interface in Debug mode. On the left, the sidebar includes sections for Workspaces, Versions, and Management. The workspace is set to 'Default Workspace'. The main area displays a 'New Code' section with a note about over 50 code types available, followed by a 'New Code' button, a 'Description' section with a 'Edit Description' button, a 'Workspace Change' section with a 'Name' dropdown containing 'GA串GTM' and a 'Live' button, and an 'Activity Log' section.

提交設定

1. 輸入資料

2. 點擊發布

发布及建立版本
將變更推送到您的網站

建立版本
儲存變更並建立新版本

版本名稱
設定 GA 事件

版本說明
無

發布到環境
Live

工作區變更

名稱	類型	變更	上次修改時間	使用者
GA串GTM	代碼	已新增	1 分鐘前	jarvis.pro73045@gmail.com

活動記錄

Google Tag Manager (Debug mode)

The screenshot shows the Google Tag Manager interface in Debug mode. The main area displays a workspace titled "Default Workspace" which is currently being modified. A red box highlights the "上線版本" (Live Version) section, which shows "版本 1" (Version 1) was published 1 minute ago by "jarvis.pro73045@gmail.com". To the right of this section, the text "點擊預覽" (Preview) is displayed in red, with a red box around the "預覽" (Preview) button in the top right corner. The left sidebar lists various sections: "新增代碼" (Add Code), "說明" (Description), and "活動記錄" (Activity Log). The "總覽" (Overview) section is currently selected and highlighted in blue.

點擊預覽

上線成功

新增代碼

說明

活動記錄

總覽

代碼

觸發條件

變數

資料夾

範本

Default Workspace

正在修改
Default Workspace

工作區變更
0 0 0
已修改 已新增 已刪除

上線版本
版本 1
發布時間：1 分鐘前
由「jarvis.pro73045@gmail.com」更新

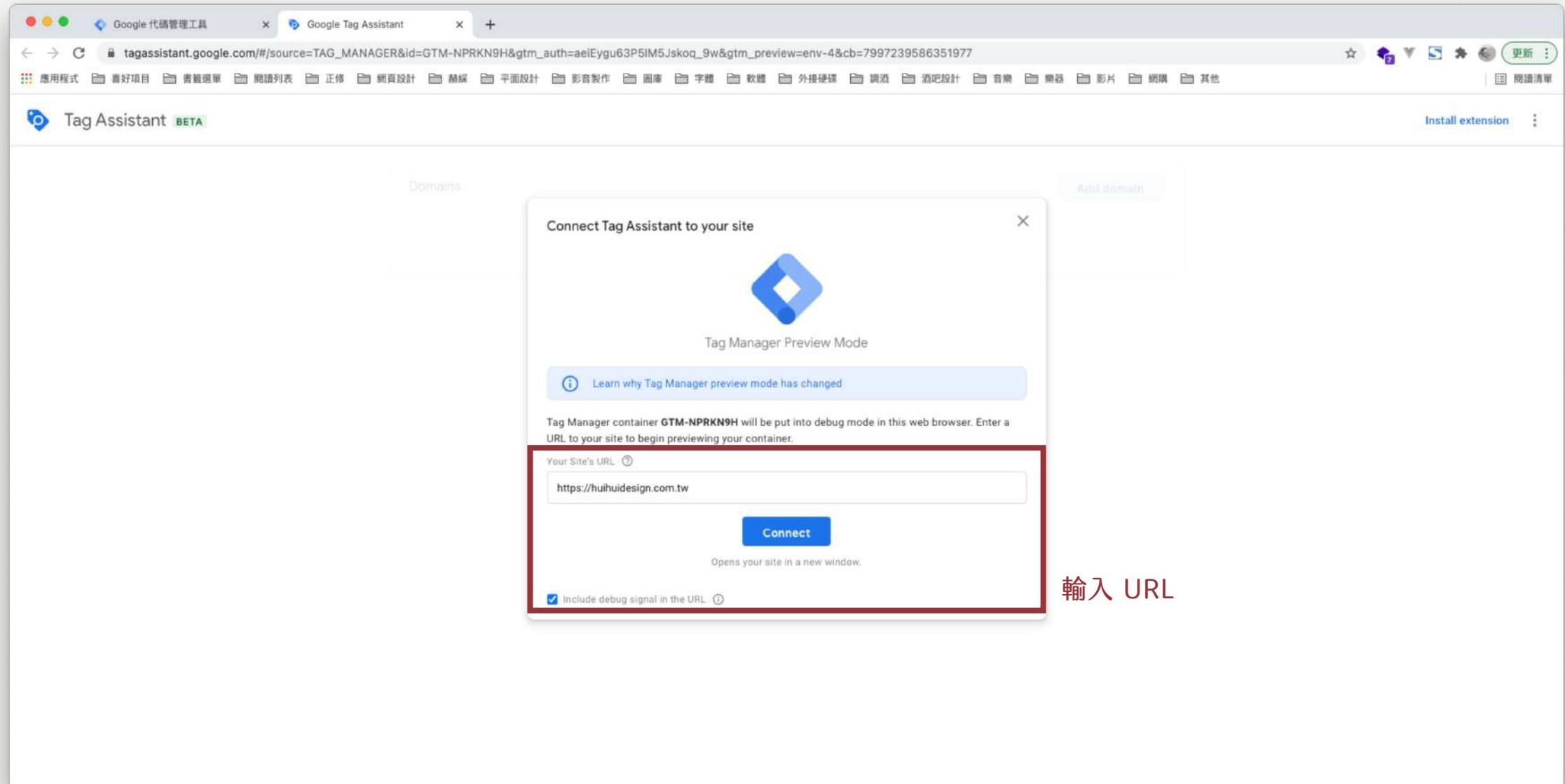
最新版本
版本 1
已於 1 分鐘前修改
由「jarvis.pro73045@gmail.com」更新

最新版本

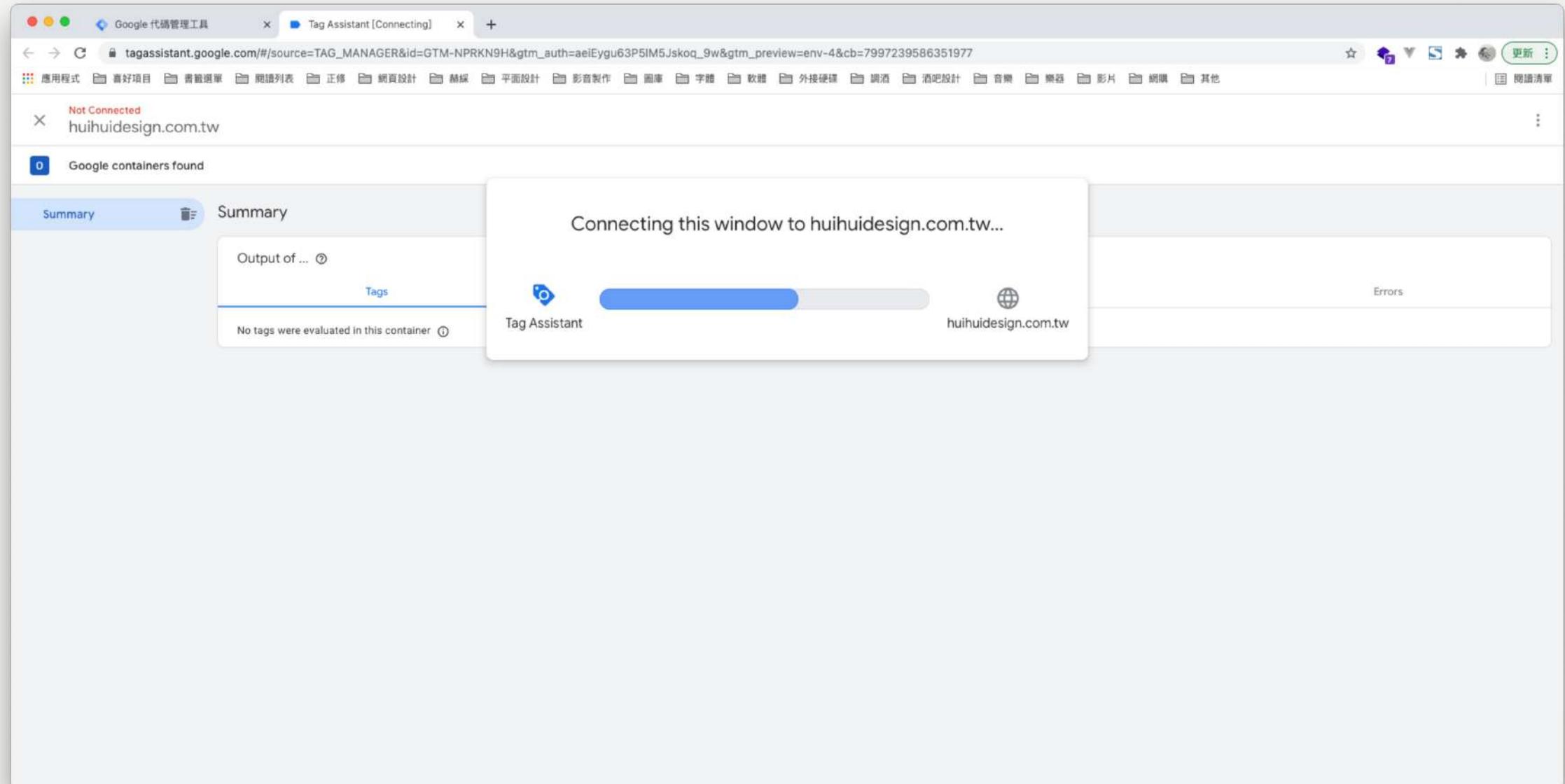
GTM-NPRKN9H 工作區變更數：0

預覽 提交

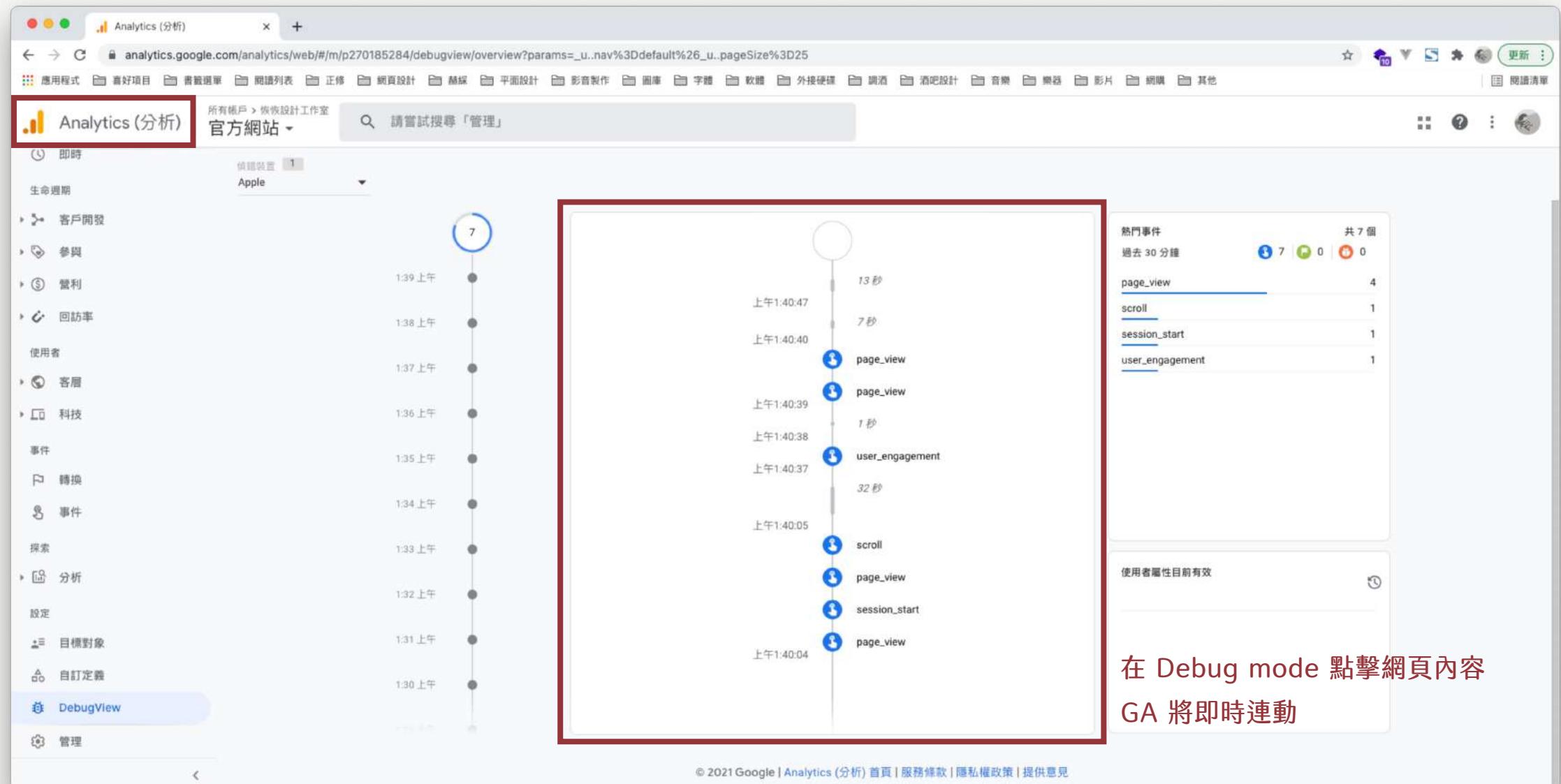
Google Tag Manager (Debug mode)



Google Tag Manager (Debug mode)



Google Tag Manager (Debug mode)



GTM 綁定事件

使用 Google Tag Manager 自訂行為事件

Google Tag Manager (自訂事件)

The screenshot shows the Google Tag Manager interface for a workspace named "Default Workspace".

1. 點擊觸發條件: A red box highlights the "觸發條件" (Triggers) option in the left sidebar.

2. 點擊新增: A red box highlights the "新增" (Add) button in the top right corner of the main triggers container.

The main area displays the message: "這個容器沒有任何觸發條件。按一下 [新增] 按鈕即可建立。" (This container has no triggers. Click the [Add] button to create one.)

At the bottom of the page, there is a footer with links to "服務條款" and "隱私權政策".

Google Tag Manager (自訂事件)

The screenshot shows the Google Tag Manager interface. On the left, the sidebar has '觸發條件' (Triggers) selected. The main area shows a trigger named '所有連結點擊' (All Link Clicks). A red box highlights the trigger name. Below it is a configuration panel titled '觸發條件設定' (Trigger Configuration) with a red border. The panel shows the following settings:

- 觸發條件類型**:
 - 點擊 - 僅連結
 - 等待代碼
 - 檢查驗證
- 這項觸發條件的啟動時機**:
 - 所有的連結點擊
 - 部分的連結點擊

Below the configuration panel, the text '2. 觸發條件類型「點擊-僅連結」' is displayed in red.

1. 命名「所有連結點擊」

2. 觸發條件類型「點擊-僅連結」

Google Tag Manager (自訂事件)

The screenshot shows the Google Tag Manager interface for a workspace named 'Default Workspace'. On the left sidebar, the 'Variables' option is selected and highlighted with a red box. The main content area displays a table of built-in variables:

名稱	類型
Event	自訂事件
Page Hostname	網址
Page Path	網址
Page URL	網址
Referrer	HTTP 參照網址

A red box highlights the '設定' (Set) button in the top right corner of the variable table. Below the table, there is a section for user-defined variables with a red box around the '新增' (Add) button.

1. 點擊變數

2. 點擊設定

Google Tag Manager (自訂事件)

The screenshot shows the Google Tag Manager interface. On the left, the sidebar has sections like '總覽', '代碼', '觸發條件', and '變數'. The '變數' section is highlighted with a red box. The main area shows a table of built-in variables:

名稱	類型
Click Classes	資料層變數
Click Element	資料層變數
Click ID	資料層變數
Click Target	資料層變數
Click Text	自動事件變數
Click URL	資料層變數
Event	自訂事件
Page Hostname	網址
Page Path	網址
Page URL	網址
Referrer	HTTP 參照網址

At the bottom, it says: '這個容器沒有使用者定義的變數。按一下 [新增] 按鈕即可建立。'

A modal window titled '設定內建變數' is open on the right. It lists several built-in variables with checkboxes. A red box highlights the '點擊' section, which contains six checked checkboxes: Click Element, Click Classes, Click ID, Click Target, Click URL, and Click Text. Below this, there are sections for '表單' and '記錄', each with four unchecked checkboxes.

勾選全部點擊事件

Google Tag Manager (自訂事件)

The screenshot shows the Google Tag Manager interface. On the left, a sidebar lists categories: 標覽 (Overview), 代碼 (Code), 觸發條件 (Triggers), 变數 (Variables) (which is highlighted with a red box), 資料夾 (Folders), and 範本 (Templates). The main content area is titled "內建變數" (Built-in Variables) and displays a list of variables with their types:

名稱	類型
Click Classes	資料層變數
Click Element	資料層變數
Click ID	資料層變數
Click Target	資料層變數
Click Text	自動事件變數
Click URL	資料層變數
Event	自訂事件
Page Hostname	網址
Page Path	網址
Page URL	網址
Referrer	HTTP 參照網址

At the bottom of the main content area, there is a note: "這個容器沒有使用者定義的變數。按一下 [新增] 按鈕即可建立。" (This container does not have user-defined variables. Click the [Add] button to create one.)

A red box highlights the "Event" variable in the list. To the right of the main content area, the text "新增完成" (Added successfully) is displayed.

Google Tag Manager (自訂事件)

The screenshot shows the Tag Assistant interface connected to a Google Tag Manager container (GTM-NPRKN9H) for the website huihuidesign.com.tw. A custom event named 'LINK CLICK' is selected. The 'API Call' section contains the JavaScript code: `dataLayer.push({event: 'gtm.linkClick', ...})`. The 'Output of GTM-NPRKN9H' table displays various variables and their values. The 'Variables' tab is active, showing the following data:

Variable	Variable Type	Return Type	Value
_event	自訂事件	string	'gtm.linkClick'
Click Classes	資料層變數	string	'p-btn'
Click Element	資料層變數	string	<code>https://huihuidesign.com.tw/about.php: html.index > body > nav#navbar > div.btn-area > ul > li > a.p-btn'</code>
Click ID	資料層變數	string	*
Click Target	資料層變數	string	*
Click Text	自動事件變數	string	'ABOUT'
Click URL	資料層變數	string	<code>https://huihuidesign.com.tw/about.php'</code>
Event	自訂事件	string	'gtm.linkClick'
Page Hostname	網址	string	'huihuidesign.com.tw'
Page Path	網址	string	'/'
Page URL	網址	string	<code>'https://huihuidesign.com.tw/?gtm_debug=x'</code>
Referrer	HTTP 參照網址	string	<code>'https://tagassistant.google.com/'</code>

**回到 Debug mode 點擊網頁內按鈕產生數據
我們將以此數據綁定事件並連動 GA**

Google Tag Manager (自訂事件)

The screenshot shows the Google Tag Manager interface for a workspace named "Default Workspace".

1. 點擊觸發條件: A red box highlights the "觸發條件" (Triggers) button in the sidebar.

2. 點擊新增: A red box highlights the "新增" (Add) button in the top right corner of the trigger list table.

The main table displays one trigger:

名稱	事件類型	觸選器	代碼	上次修改時間
所有點擊	僅連結		0	4 分鐘前

At the bottom of the page, there are links for "服務條款" and "隱私權政策".

Google Tag Manager (自訂事件)

The screenshot shows the Google Tag Manager interface. On the left, the sidebar has '觸發條件' (Triggers) selected and highlighted with a red box. The main area shows a trigger named '點擊 About' with a red box around it. A modal window titled '1. 事件名稱' (Event Name) is open, displaying the message '已加到這個工作區中' (Added to this workspace). The modal contains settings for the trigger type ('點擊 - 僅連結'), conditions ('Click Classes: 包含 p-btn; Click Text: 包含 ABOUT'), and options for triggering on '部分的連結點擊' (Partial link click). The right side of the interface shows a navigation bar with various categories like 應用程式, 喜好項目, 書籤選單, etc., and a '更新' (Update) button.

1. 事件名稱

已加到這個工作區中

觸發條件設定

觸發條件類型

點擊 - 僅連結

等待代碼

檢查驗證

所有的連結點擊 部分的連結點擊

Click Classes: 包含 p-btn

Click Text: 包含 ABOUT

2. 觸發條件類型「點擊-僅連結」

3. 綁定觸發條件數據

Google Tag Manager (自訂事件)

The screenshot shows the Google Tag Manager interface. On the left, there's a sidebar with navigation items: 總覽 (Overview), **代碼** (Code), 觸發條件 (Triggers), 變數 (Variables), 資料夾 (Folders), and 範本 (Templates). The '代碼' item is highlighted with a red box and labeled '1. 點擊代碼'. In the main area, there's a table titled '代碼' (Code) with columns: 名稱 (Name), 類型 (Type), 觸發條件 (Trigger), and 上次修改時間 (Last modified time). A single row is visible: 'GA串GTM' (Type: Google Analytics (分析) : GA4, Trigger: All Pages, Last modified: 23 分鐘前). To the right of the table, there's a search bar and a blue '新增' (Add) button, which is also highlighted with a red box and labeled '2. 點擊新增'.

1. 點擊代碼

2. 點擊新增

Google Tag Manager (自訂事件)

The screenshot shows the Google Tag Manager interface. On the left, the sidebar has 'Default Workspace' selected under '目前工作區'. The '代碼' (Code) section is highlighted with a red box. In the main area, a tag named '點擊 About' is being edited. A red box highlights the tag name. The '代碼設定' (Code Settings) section shows the tag type as 'Google Analytics (分析) : GA4 事件' (Google Marketing Platform). The '觸發條件' (Trigger Conditions) section shows a trigger named '點擊 About 僅連結'.

1. 事件名稱
2. 設定代碼類型「GA4 事件」連動 GA
3. 選擇剛剛設置的觸發條件

Google Tag Manager (自訂事件)

The screenshot shows the Tag Assistant interface connected to a Google Tag Manager container (GTM-NPRKN9H). The main view displays a 'Link Click' event triggered by a click on the 'About' link. The 'Tags Fired' section shows a tag named '點擊 About' that successfully triggered the 'Google Analytics (分析) : GA4 事件 - Succeeded' event. The 'Tags Not Fired' section shows another tag named 'GA串GTM' which did not trigger.

觸發事件並傳送至 GA

Tags Fired

點擊 About

Google Analytics (分析) : GA4 事件 - Succeeded

Tags Not Fired

GA串GTM

Google Analytics (分析) : GA4 設定

Google Tag Manager (自訂事件)

The screenshot shows the Google Analytics (Analysis) interface. On the left, the navigation menu is visible, including 'Analytics (分析)', '即時' (Real-time), '生命週期' (Lifecycle), '客戶開發' (Customer Development), '參與' (Engagement), '營利' (Revenue), '回訪率' (Return Rate), '使用者' (User), '客層' (Demographic), '科技' (Technology), '事件' (Events), '轉換' (Conversions), '事件' (Events), '探索' (Exploration), '分析' (Analysis), '設定' (Settings), '目標對象' (Audience), '自訂定義' (Custom Definitions), and '管理' (Management). A search bar at the top right contains the placeholder '請嘗試搜尋「新增使用者」'.

The main area displays a session timeline for a user on an Apple device. The timeline shows various events: page_view, scroll, user_engagement, session_start, and a highlighted custom event '點擊 About'. The '點擊 About' event is circled in blue and highlighted with a red box, labeled 'GA 成功連動事件' (GA successful trigger event). The timeline also shows other events like page_view, scroll, and user_engagement.

On the right side, there is a '熱門事件' (Popular Events) section showing 26 total events over the last 30 minutes. The top events are: page_view (16), scroll (4), user_engagement (4), session_start (1), and 點擊 About (1).

At the bottom, there is a section for '使用者屬性目前有效' (User properties currently active).

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Google Tag Manager (客製事件)

自訂義事件及事件名稱

使用 JavaScript 事件，當事件觸發時於 GTM 建立的 dataLayer 推入自定義事件名稱。

```
<script>
(function() {
    // Use events from https://developer.mozilla.org/en-US/docs/Web/Events
    const eventName = 'click'

    const el = document.querySelector('.unlocked_handle')

    el.addEventListener(eventName, function() {
        dataLayer.push({'event': 'slide_to_unlock'})
    })
})()
</script>
```

Google Tag Manager (客製事件)

The screenshot shows the Google Tag Manager interface. On the left, the sidebar has tabs for Workspaces, Versions, and Management. The 'Triggers' tab is selected and highlighted with a red box. The main area shows a trigger configuration for a 'Custom Event'. A red box highlights the title '1. 事件名稱' (Event Name). The trigger is named 'slide_to_unlock'. A red box highlights the 'Trigger Type' section, which is set to 'Custom Event'. Another red box highlights the 'Event Name' input field containing 'slide_to_unlock'. Below the trigger configuration, there are two radio buttons for 'This trigger fires at the following times': 'All custom events' (selected) and 'Some custom events'.

1. 事件名稱

已加到這個工作區中

觸發條件設定

觸發條件類型

自訂事件

事件名稱

slide_to_unlock

所有的自訂事件 部分的自訂事件

2. 觸發條件類型「自訂事件」

3. 數入自定義事件名稱

Google Tag Manager (客製事件)

The screenshot shows the Google Tag Manager interface. On the left, the sidebar has 'Default Workspace' selected under '目前工作區'. The '代碼' (Code) section is highlighted with a red box. In the main area, a modal window titled '表單解鎖' (Form Unlocked) is open, also with a red box around its title bar. The modal displays the message '已加到這個工作區中' (Added to this workspace). It includes sections for '代碼設定' (Code settings), '事件名稱' (Event name), and '觸發條件' (Trigger conditions). Under '事件名稱', 'GA串GTM' is selected. Under '觸發條件', '自訂事件' (Custom event) is selected. A green button at the top right of the modal says '捨棄變更' (Discard changes).

1. 事件名稱
2. 設定代碼類型「GA4 事件」連動 GA
3. 選擇剛剛設置的觸發條件