



## Checklist 9 - Google Tag Manager: Google Analytics

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*What is Google Tags Manager? Google Tags Manager is a tag management system, which allows a person to create and monitor tags on a user interface preventing from writing new code each time a person wants to construct a tag. If you do not have knowledge of GTM and it's setting up, here is a checklist to help you:*

### Setting Up Google Tag Manager

- |   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| 1 | Visit <a href="https://www.google.com/analytics/tag-manager">https://www.google.com/analytics/tag-manager</a> .                                | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Click on the green option that says Sign Up for Free.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Provide your account name (company), website URL, country.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | It will ask where you want to use Google Tag, i.e. iOS, web, AMP or android.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Once you're finished with the details, click on the blue button that says Create.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | You will now be provided with codes and instructions to include one code high in the <head> of your page and one after the opening <body> tag. | <input type="checkbox"/> | <input type="checkbox"/> |

*Notes*

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- 7
- 7 Do this now or apply the codes to the site later.
- 8
- 8 Once finished, click on "Ok."
- Setting up a Tag**
- 1
- 1 Go to the Google Tag Manager dashboard.
- 2
- 2 Click on the "Add a New Tag" option.
- 3
- 3 Give a title to your tag and then click on anywhere in the top "Tag Configuration" box. Do this to choose a tag type.
- 4
- 4 Choose from the dozens of tag types.
- 5
- 5 If you wish that your tag should be tracked: Provide your Property ID.
- 6
- 6 Choose a "Track Type."

*Notes*

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- 7
- Choose the trigger depending upon your purpose and aim.
- 8
- Now click on the "Save" button.
- 9
- You will now click on the blue "Submit" button.
- 10
- A Submission Configuration page will appear. If you are ready to push the tag onto all of your site pages, click on "Publish and Create Version."
- 11
- Then click on the "Publish" button in the top right corner.
- 12
- Provide a name and some description in the "Container Version Description."
- 13
- Lastly, make sure your tag shows up in the "Version Summary" report.

*Notes*