

Training: Google Tag Manager Basics

March 2024



Today's agenda

- 00:00** ChairtyWise Introduction
- 00:10** Introduction to Google Tag Manager
- 00:15** Getting Started with GTM: LIVE DEMO
- 00:20** Getting to know Google Tag Manager
- 00:35** Setting Up GA4: LIVE DEMO
- 00:50** ChairtyWise GA4 Essentials
- 00:55** Live Q&A

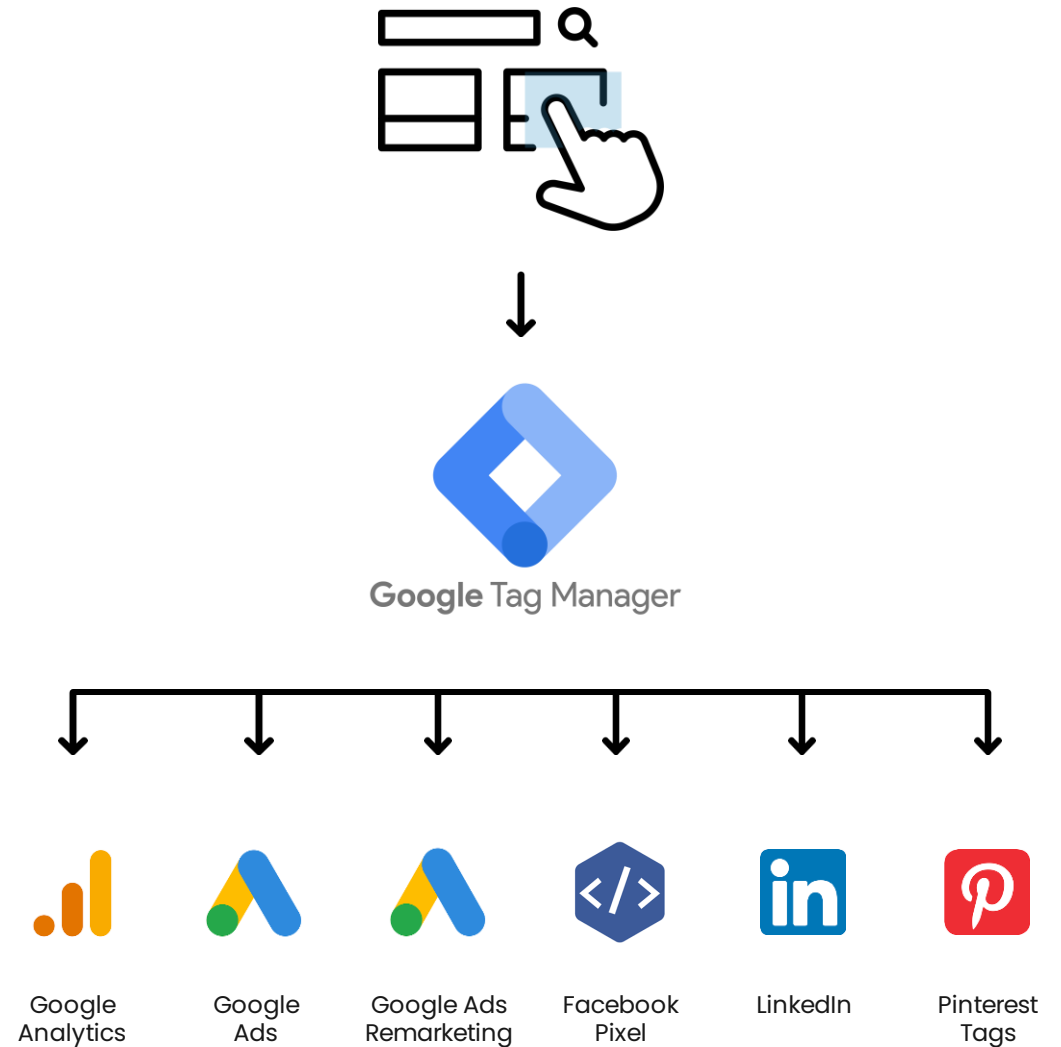
Introduction to Google Tag Manager

What is Google Tag Manager (GTM)?

GTM is Google's tag management system.

What is a tag management system?

It's a platform you can use to load tags (scripts or code) to your website without the requirement of changes from the developers.



What is a tag?

A tag is a snippet of code that executes on a page or mobile app.

GTM tags are most used to collect data from your website or app and send it to a third-party system, but they are not limited to this.

Custom HTML tags can be used to:

- Style the website
- Make changes to the website layout
- Deploy cookie consent banners

```
<script>  
  console.log  
    (“hello world”)  
</script>
```

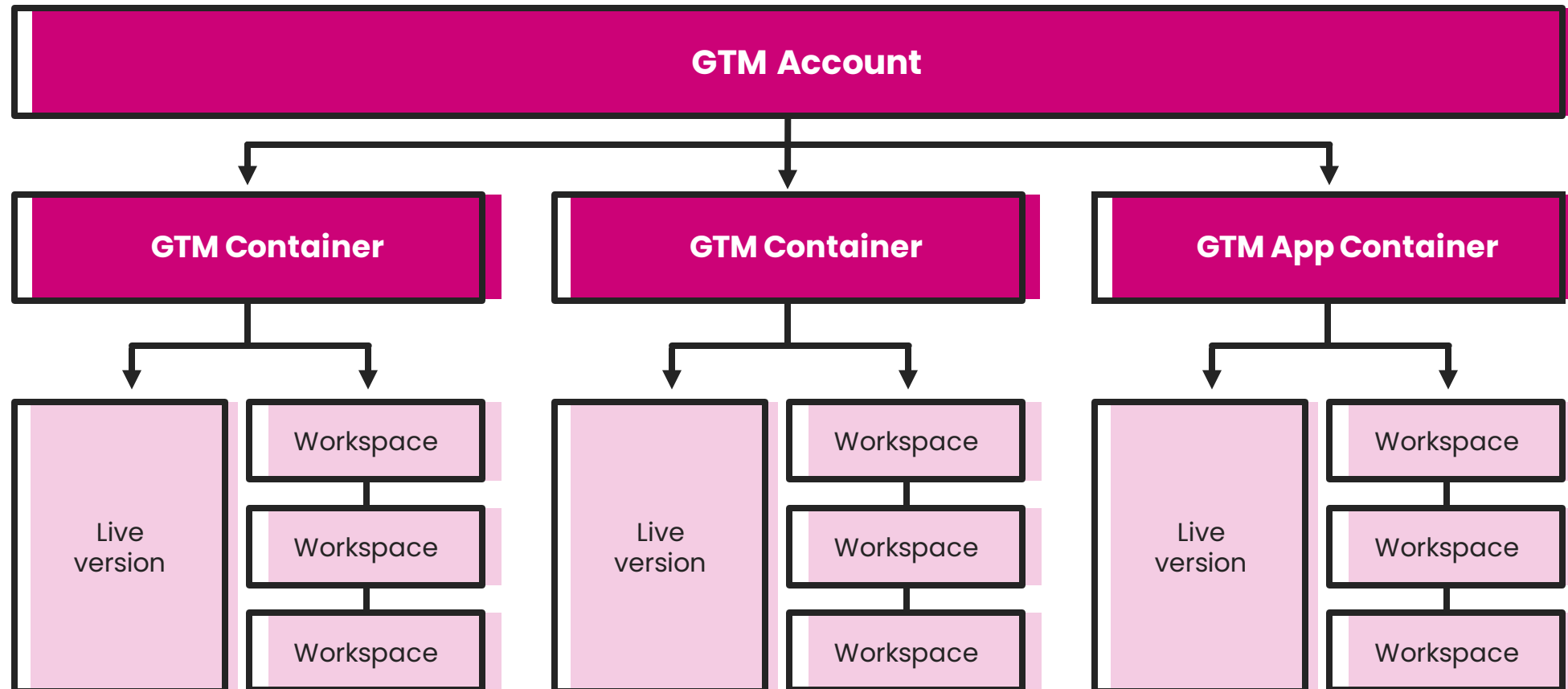
Tags in the digital marketing and analytics context are similar to, but distinct from, the standard HTML tags that developers will use to code web pages. The analytics version of the word "tag" is derived from the fact that the tags provided by vendors are often encapsulated by HTML `<script>` or `` tags.

Why is it GTM so popular?

Deploy and manage tags quickly, easily and accurately.

- ✓ **FREE & EFFECTIVE tag management**
- ✓ **Deploy or update tags with agility and speed**
- ✓ **No developer resource or coding knowledge is required**
- ✓ **Google tag templates plus community tag templates make it easy to use**
- ✓ **Very helpful and growing community with plenty of online resources**

GTM hierarchy chart



Getting Started with GTM: LIVE DEMO

Getting to know Google Tag Manager

The GTM Snippet

The higher the GTM snippet in the source code, the sooner GTM will load

The <script> snippet

Loads your GTM container.

In detail, it:

- Creates the basic dataLayer array
- Fires the first-page load event into the dataLayer
- Creates a SCRIPT tag to load the gtm.js JavaScript library and adds this to the page template to process the GTM container

The <noscript> snippet

In the rare case that Javascript is disabled in the user's browser, the <noscript> snippet loads an iframe version of GTM. When JavaScript is enabled, this snippet has no function.

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.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?
id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-XXXXXX');</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-XXXXXX"
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](#).

GTM Components

Tags

A tag is a snippet of code that executes on a page or mobile app that commonly sends data to a system such as Google Analytics

Triggers

A trigger listens for certain events, such as clicks, form submissions, or page loads. When an event is detected that matches the trigger definition, any tags that reference that trigger will fire.

Variables

A variable is a named placeholder for a value that will change, such as a product name, a price value, or a date.

The GTM Tag

A tag is a snippet of code that executes on a page or mobile app

Pre-Built Tag Templates

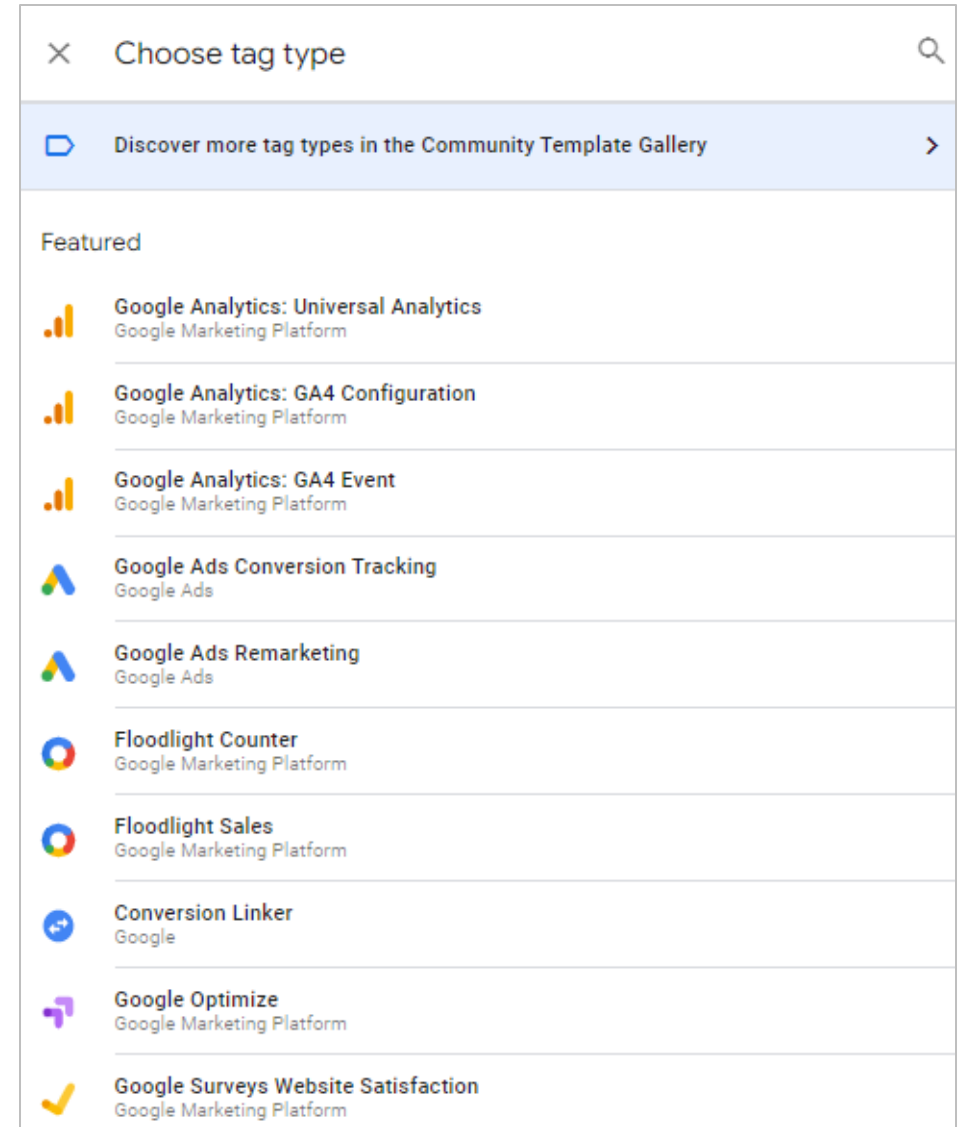
Tag templates that are natively supported by GTM

Community Tag Templates

Tag types that are provided by third parties. The performance, quality or content of community tag templates are not guaranteed by Google

Custom Tags

Used for tags not natively supported by GTM. These can be custom image, to deploy a pixel tag, or custom HTML



GTM Triggers

Triggers are used to listen for events, they govern when a tag is fired or blocked.

New triggers default to fire on all events for the associated event type. You can specify when a trigger fires with trigger filters. These are comprised of:

Variables

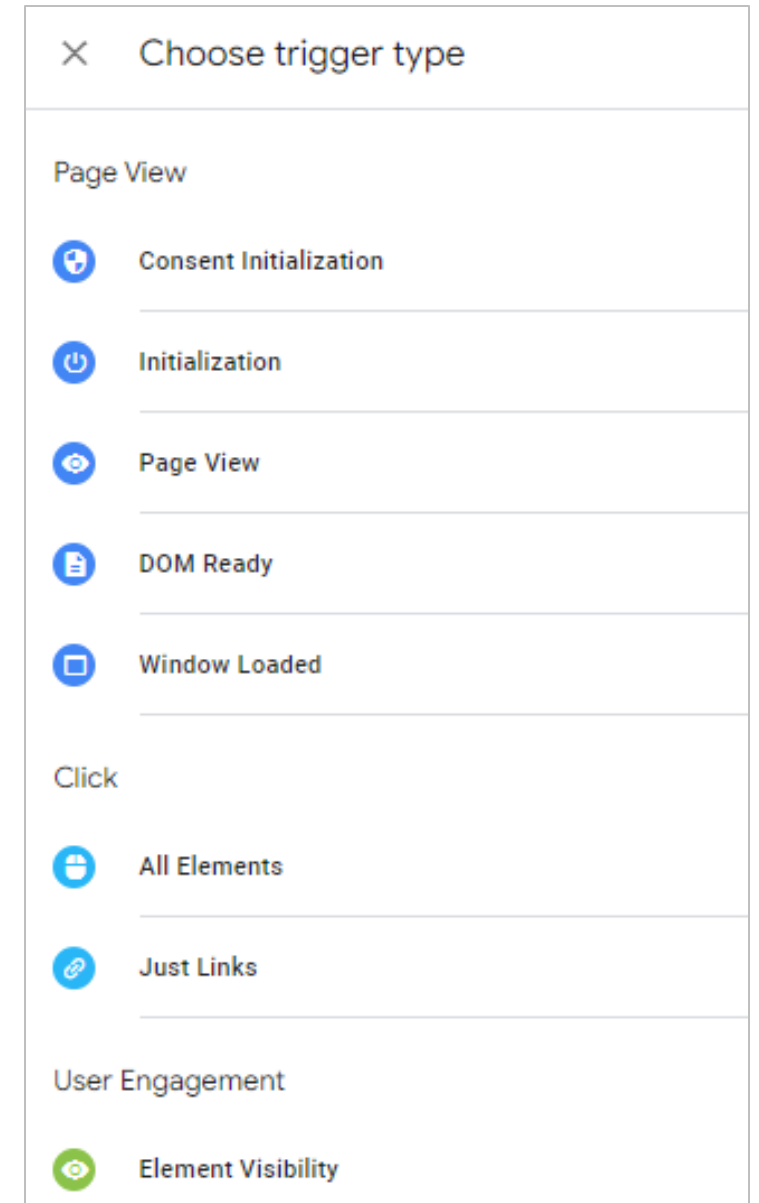
An existing GTM variables

Operators

A condition such as equals, contains, less than, matches RegEx, CSS selector

Values

A free text value for the variable and operator to be compared against



GTM Variables

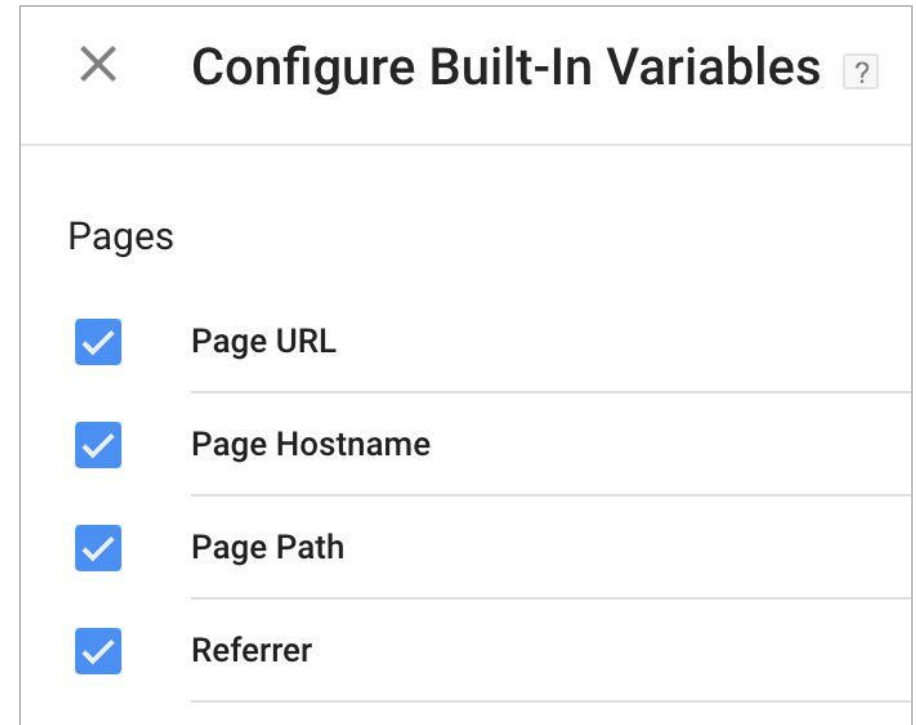
Variables are named placeholders for values that are populated when code is run on your website or mobile app.

Built-In variables

Built-in variables are a special category of variables that are pre-created and non-customisable

User-Defined Variables

User-defined variables are custom variables created in Google Tag Manager to suit specific requirements that aren't covered by built-in variables



User permissions

User Permissions control how users can access your Google Tag Manager.

Account Level Permissions

Admin – Can create new containers and modify user permissions for this account as well as its containers

User – Can view basic account information

If a team member who is the sole administrator of your Tag Manager account changes roles, you can get locked out of Google Tag Manager. Plan ahead and ensure that there are at least two active administrators on each account.

Container Level Permissions

Publish – can create versions, workspaces, make edits, and publish.

Approve – can create versions, workspaces, and make edits but not publish.

Edit – can create workspaces and make edits but not create versions or publish.

Read – can see the container listed and may browse the tags, triggers, and variables in the container, but will not have the ability to make any changes.

If a Tag Manager administrator has added a user to a Tag Manager account, that user will receive an invitation. The invitation card will appear on GTM's accounts screen and needs to be accepted.

GTM Governance

Ensuring that you follow best practice

User Permissions

Publish – create versions, workspaces, make changes, and publish.

Approve – make changes and versions but not publish.

Edit – make changes but not versions or publish.

Read – see the container but not be make changes.

Naming Conventions

A consistent naming convention for tags, triggers, variables makes GTM quicker and easier to use.

This translates, to easier onboarding for new team members, faster tag deployment and less risk of tag duplication.

Delete redundant tags

Too many tags can pollute the GTM container and negatively affect site speed. Delete redundant tags to clean up GTM

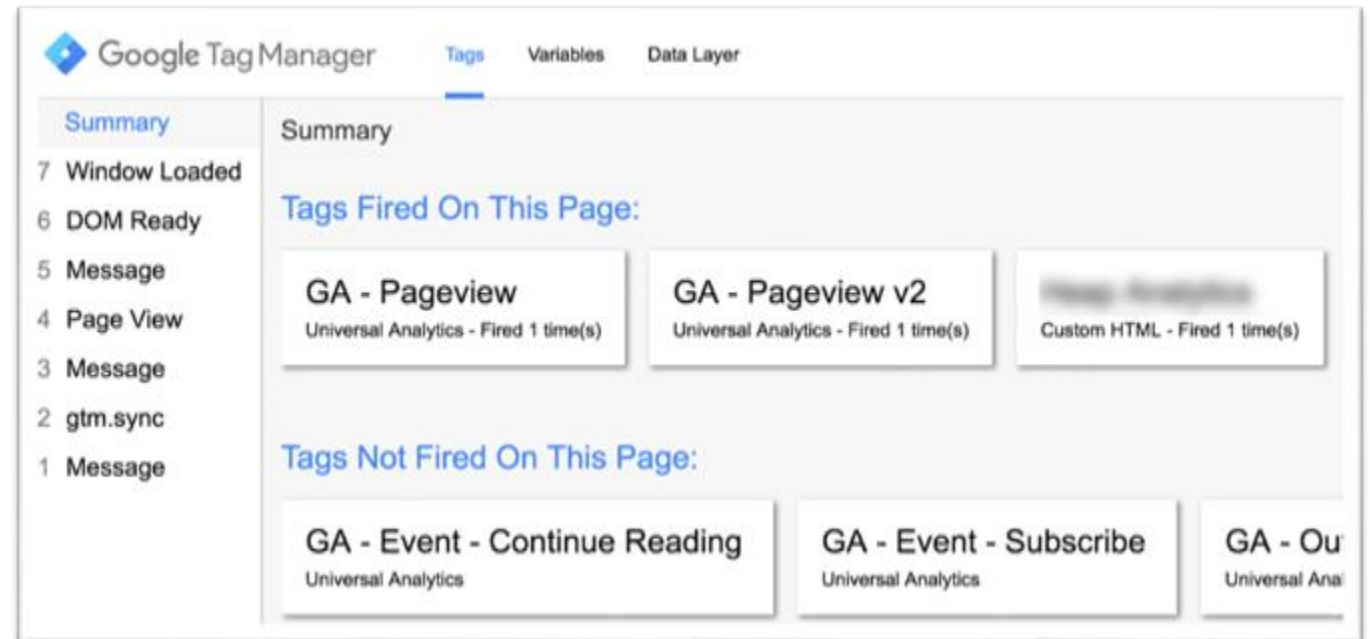
A common culprit is marketing tags. Campaigns often run for a short periods. Be fluid in creating tags, but organised in removing them when the campaign is finished.

The debug view

Preview a site where your GTM container is implemented as if the current workspace was deployed.

The debug interface shows detailed information about your tags, including how tags fired and what data has been processed.

Use the information in the debug interface to find out if tags and triggers fire properly and what data they pass to their respective platforms.



The screenshot displays the Google Tag Manager debug interface. At the top, there are tabs for 'Tags', 'Variables', and 'Data Layer'. The 'Tags' tab is selected. On the left side, a vertical list of events is shown, numbered 1 to 7. The main content area is titled 'Summary' and is divided into two sections: 'Tags Fired On This Page:' and 'Tags Not Fired On This Page:'. Under 'Tags Fired On This Page:', there are three boxes: 'GA - Pageview' (Universal Analytics - Fired 1 time(s)), 'GA - Pageview v2' (Universal Analytics - Fired 1 time(s)), and 'GA - Pageview v3' (Custom HTML - Fired 1 time(s)). Under 'Tags Not Fired On This Page:', there are three boxes: 'GA - Event - Continue Reading' (Universal Analytics), 'GA - Event - Subscribe' (Universal Analytics), and 'GA - Ou' (Universal Ana).

Setting Up GA4: LIVE DEMO

ChairtyWise

GA4 Essentials

Google Analytics 4 essentials

RegEx (regular expressions) is a sequence of characters that specifies a search pattern text.

RegEx expression can be heavily used in Google Tag Manager to reduce the amount of trigger you need to build for a single tag.

Description	RegEx Statement
Or statement	
Any character	.
Wildcard	*
Ignore case	i

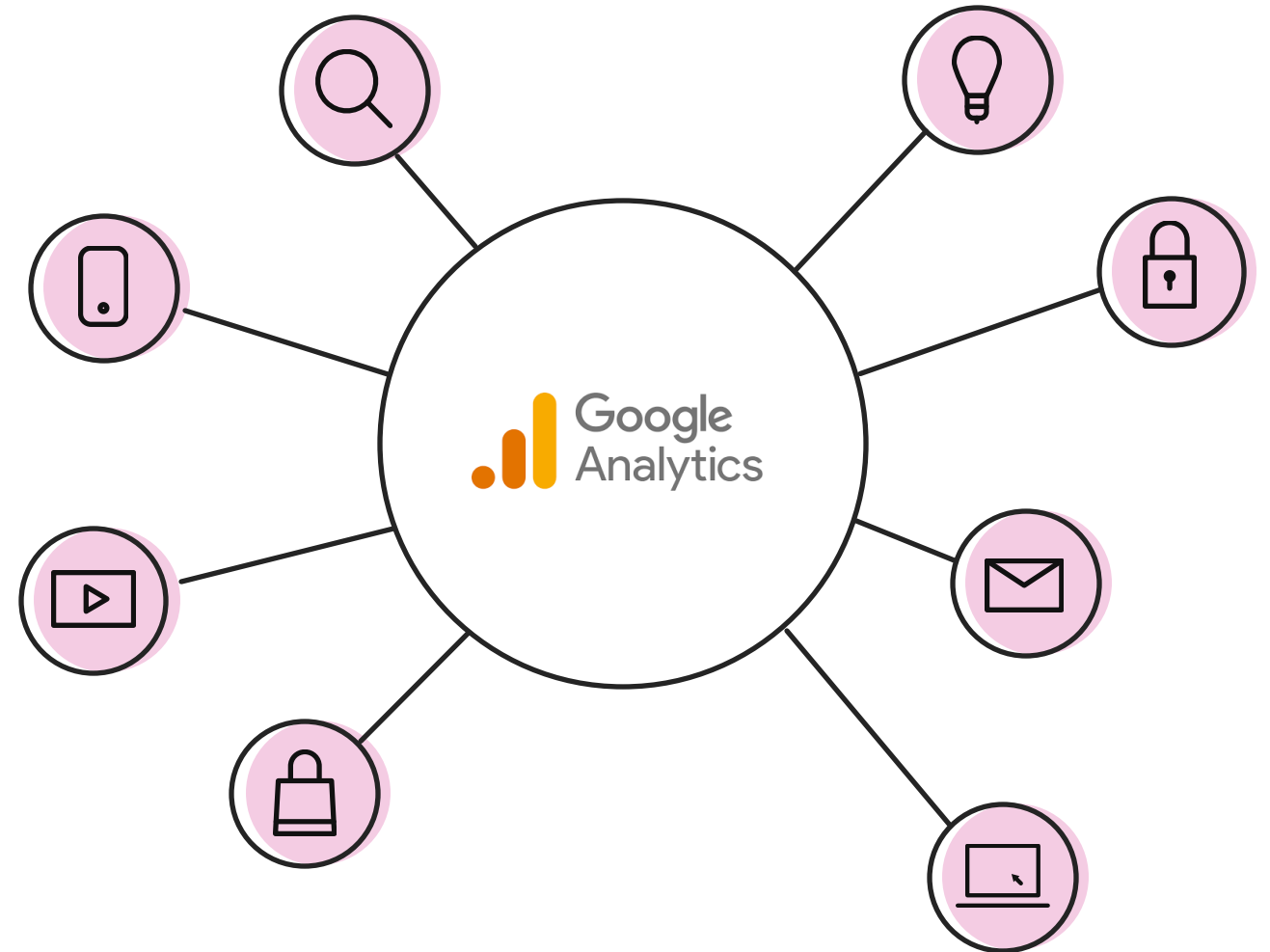


/(reg)ex/

Google Analytics 4 essentials

CharityWise Top 3 Custom Dimensions for Google Analytics 4 to configure in GTM.

- ✓ **GTM Tag Name**
- ✓ **GTM Container ID**
- ✓ **GTM Container Version**



Thank you

If you have any questions, please contact us:

hello@getcharitywise.co.uk

CharityWise.

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**fresh
egg**