

Google Tag Manager

GUIDE



Total Completion Time
Pros: 37 min – 1hr 52 min
Beginners: +4 hrs





Creating Your Google Tag Manager Account

Steps 1-4 take 5 minutes. Step 5 can take 1 hour.

Setting Up Your First Facebook Custom Audience

Steps 1-10 take 10 minutes.

Setting Up Google Analytics with Google Tag Manager

Steps 1-6 take 5 minutes.

Setting Up Google AdWords Remarketing with Google Tag Manager

Steps 1-10 take 10 minutes.

Publishing Your Google Tag Manager Container

Steps 1-3 take 2 minutes.

Setting Up Facebook Conversion Tracking

Steps 1-9 take 10 minutes.

Setting Up Google AdWords Conversion Tracking

Steps 1-11 take 10 minutes.

Google Tag Manager Tips

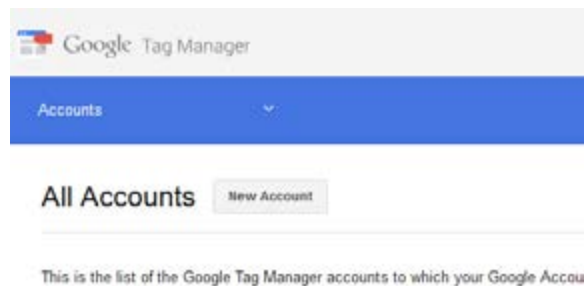
Total Completion Time: 37 min. – 1hr 52 min.

*These times are based on complexity and assuming the user is a trained analyst performing these tasks. If these kind of tasks are new to you, then assume the completion time to take up to 4 hours.

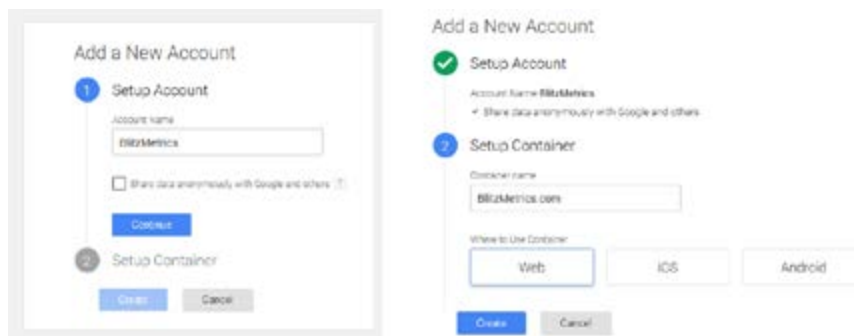
Setting Up Google Tag Manager with Facebook Custom Audiences, Google Analytics & Google AdWords Remarketing

Creating Your Google Tag Manager Account

1. Go to <http://google.com/tagmanager> to set up a Google Tag Manager account
2. Click **New Account** to set up an account for your tags.



3. Set up your account name as your brand (i.e. BlitzMetrics) and the container name as the website that you will be setting up the tags on (e.g. blitzmetrics.com).



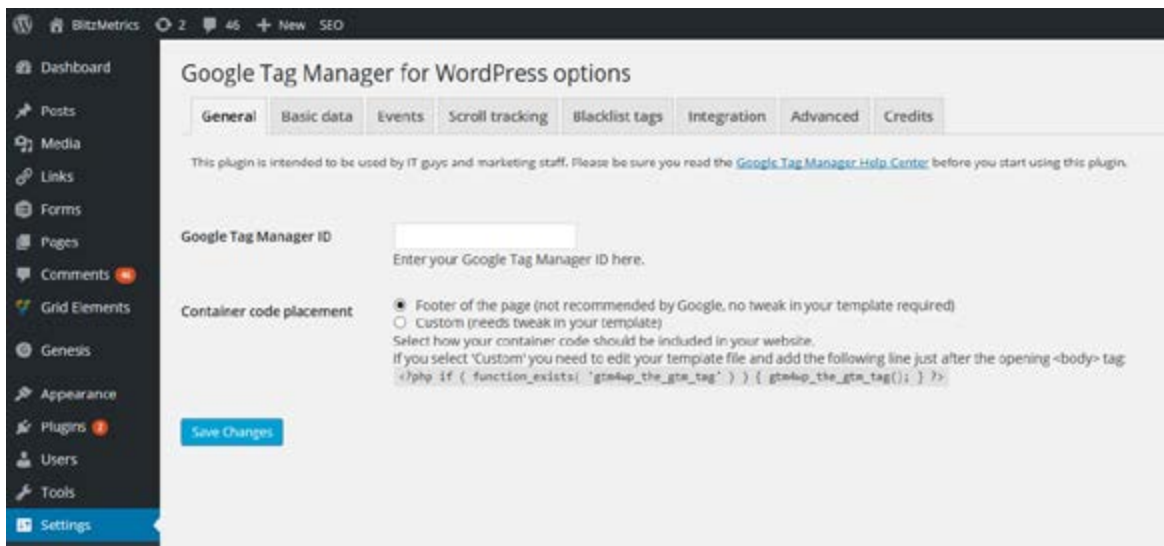
4. Agree to the Google Tag Manager Terms of Service to bring up the Tag Manager code that you will need to install on your site.



5. Paste the code into your website to complete the integration.

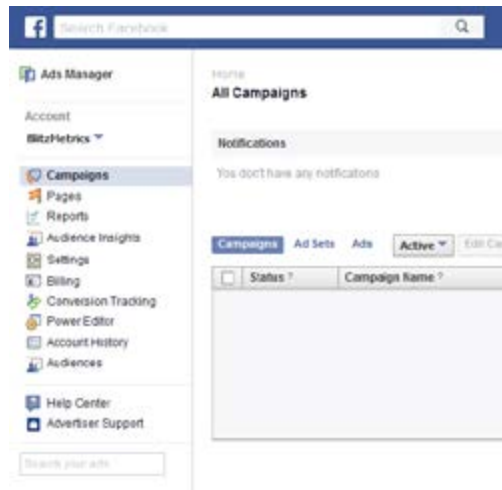
HTML Sites: If your site uses HTML then copy the code and open up your websites HTML page template. Find the code "<body>" within your page template and paste in the Google Tag Manager code directly after and hit save. You will need to do this for all pages or page templates that you want to use Google Tag Manager with.

WordPress Sites: There is a really useful [plugin for Google Tag Manager](#). You can just copy your Tag ID which is shown next your account name in the GTM dashboard or from the code itself after "?id=" and then paste it into the plugin settings page.

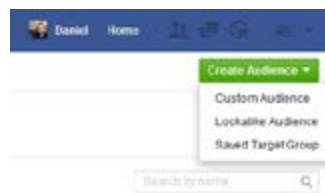


Setting Up Your First Facebook Custom Audience

1. Go to your [Facebook Ads dashboard](#) and click on the Audiences menu item.



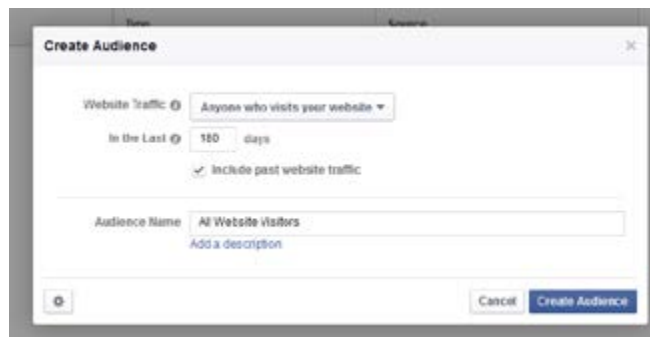
2. Click the Create Audience button and select to create a Custom Audience.



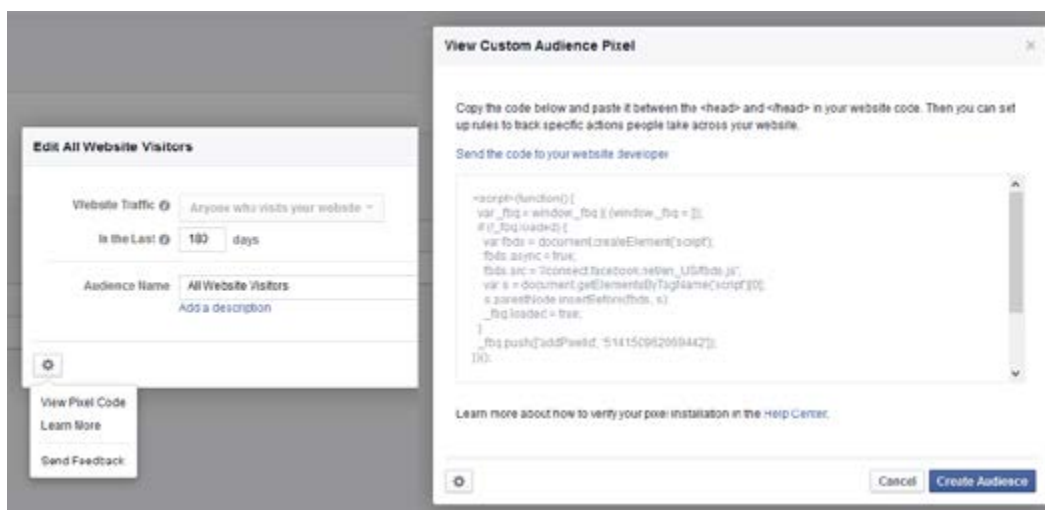
3. Select **Website Traffic** so that you can build an audience from your website visitors



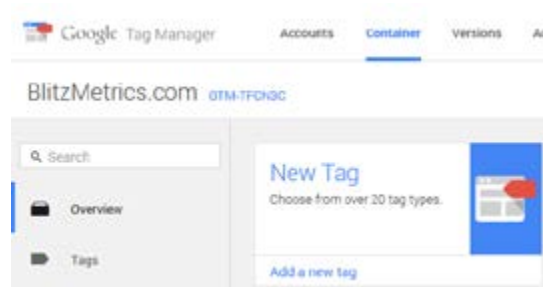
- 4. Configure the tag to target **Anyone who visits your website** and set a period of **180 days**. Make sure you also give it a name you'll remember such as All BlitzMetrics.com Visitors.



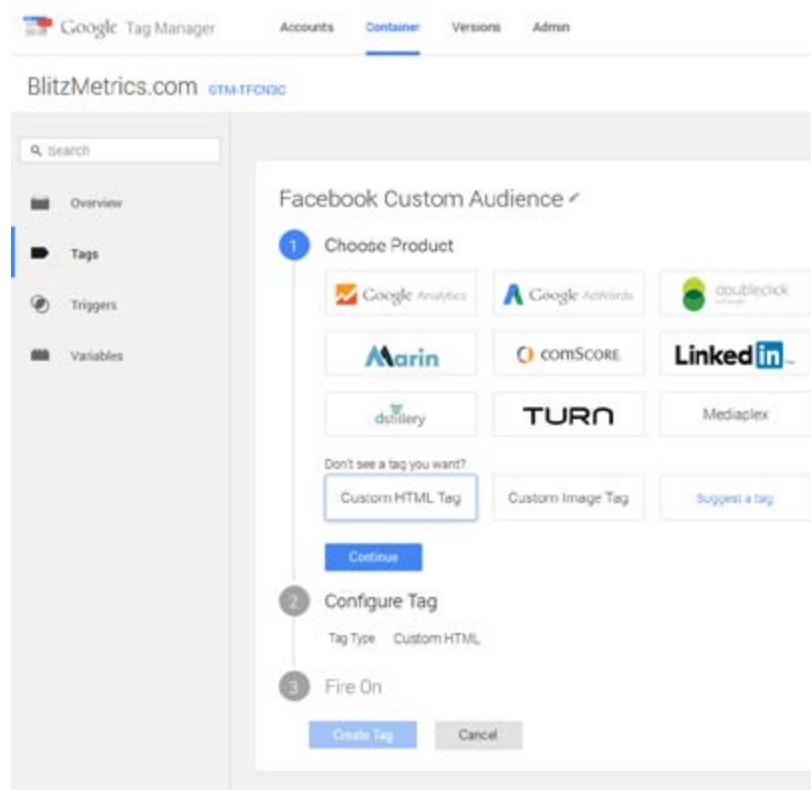
- 5. After creating your audience you should be presented with your pixel. If you don't see it then you can click the gear in the lower left corner to bring up your pixel code.



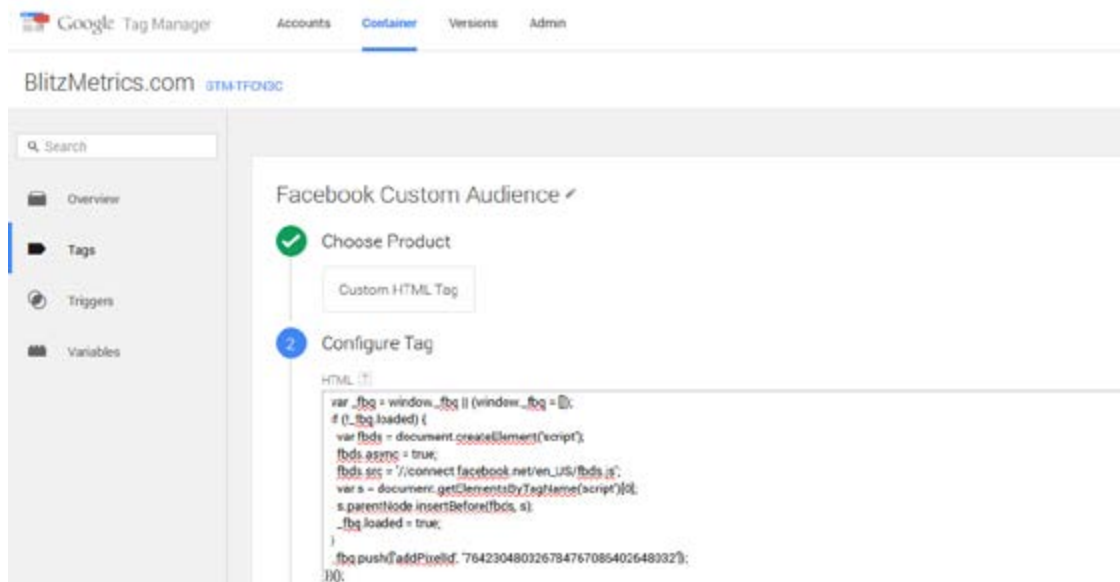
- 6. Copy your Facebook Audience pixel and go to Google Tag Manager to create a new tag.



- 7. Select Custom HTML as the Product and give the tag a recognisable name e.g. Facebook Custom Audience by clicking the pencil icon next to the tag title.



- 8. Click **Continue** and paste in the Custom Audience code provided by Facebook



- 9. Set the tag to fire on **All Pages**.

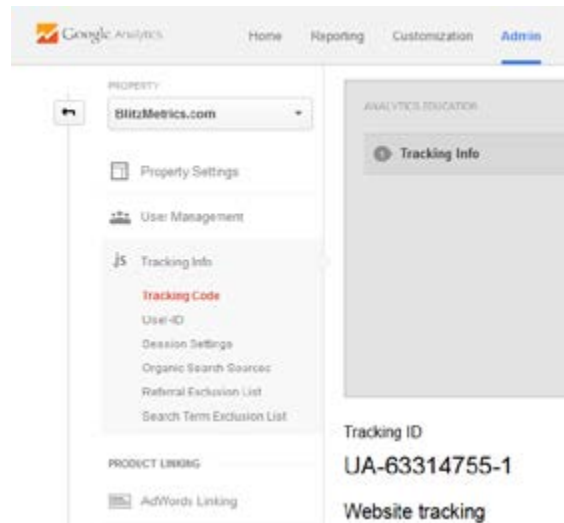
The screenshot shows the 'Fire On' configuration step in Google Tag Manager. It features a blue circle with the number '3' and the text 'Fire On'. Below this, it says 'Choose one or more triggers from the following types:'. There are four buttons: 'All Pages' (highlighted with a green border), 'Some Pages', 'Click', and 'Form'. To the right of these is a 'More' button. Below the buttons, it says 'This trigger will fire your tag' followed by a link 'Create Exceptions'. Underneath, there is a green box with the text 'All Pages' and a small 'x' icon. At the bottom, there are two buttons: 'Create Tag' (blue) and 'Cancel' (grey).

- 10. Your tag is complete and you can either hit publish to make the changes go live or add another tag.

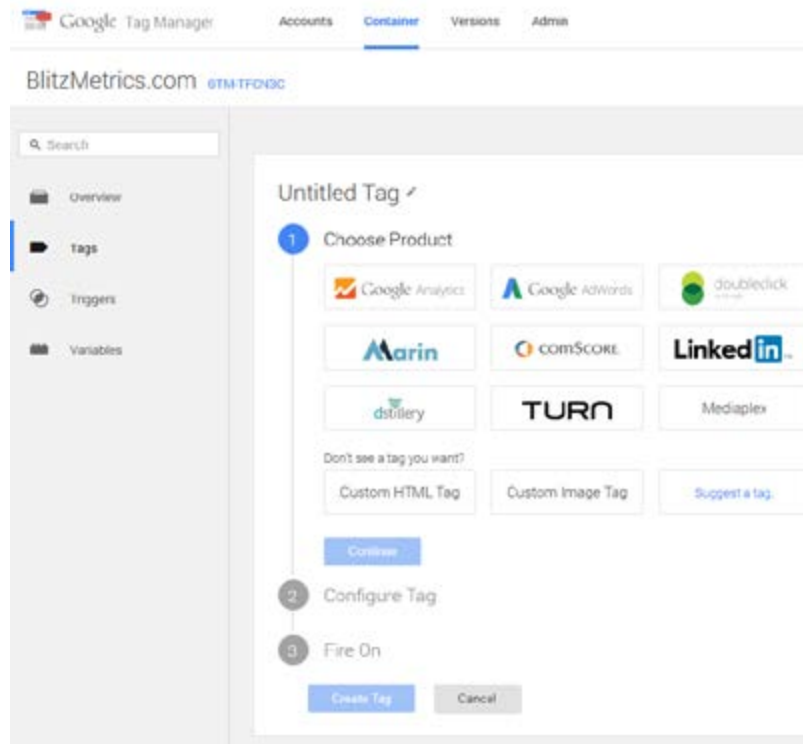
The screenshot shows the top of the Google Tag Manager interface. At the top right, there is a user profile icon with the email 'daniel@blitzmetrics.com' and a gear icon for settings. Below this, there is a status bar that says 'Now Editing Version: 1' and 'Unpublished Changes: 2'. To the right of this status bar is a red 'Publish' button with a small downward arrow.

Setting Up Google Analytics with Google Tag Manager

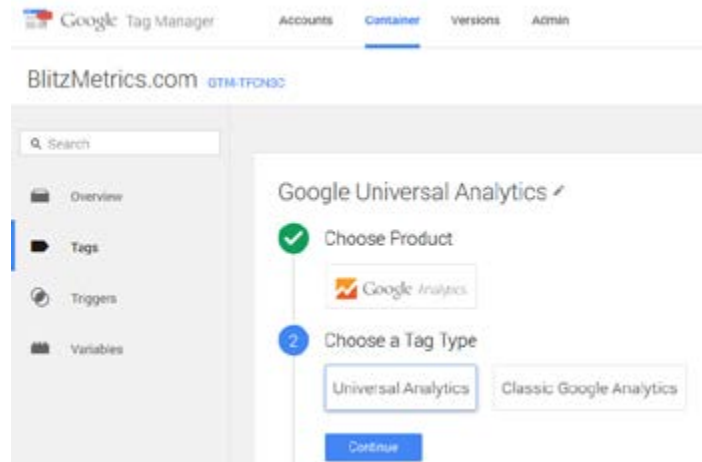
1. Go to the [Google Analytics website](#) and either create an account or log in to your existing site to get your Tracking ID. Make sure you copy the Tracking ID rather than the full code from **Admin > Tracking Info**.



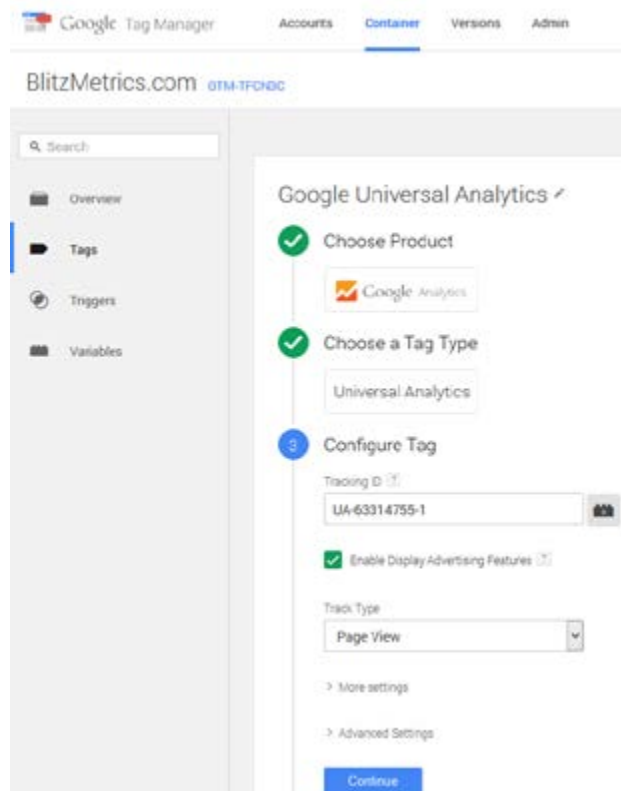
2. Go to your Google Tag Manager account and click to create a new tag with the Google Analytics Product type.



- ❑ 3. Select the **Universal Analytics** tag type and give your tag a name e.g. Google Universal Analytics.



- ❑ 4. Click Continue and paste in your **Tracking ID**. That you copied from the Analytics site. You will also want to make sure that you check the box to Enable Display Advertising Features.



- ❑ 5. Set the tag to fire on **All Pages** and click to **Create Tag**.

The screenshot shows the 'Configure Tag' interface in Google Tag Manager. The 'Fire On' section is selected, and 'All Pages' is chosen as the trigger. The 'Create Tag' button is highlighted.

Configure Tag

Tag Type: Universal Analytics

Tracking ID: UA-63314755-1

Enable Display Advertising Features: True

Track type: Page View

4 Fire On

Choose one or more triggers from the following types:

All Pages Some Pages Click Form More

This trigger will fire your tag. [Create Exceptions](#)

All Pages X

Create Tag Cancel

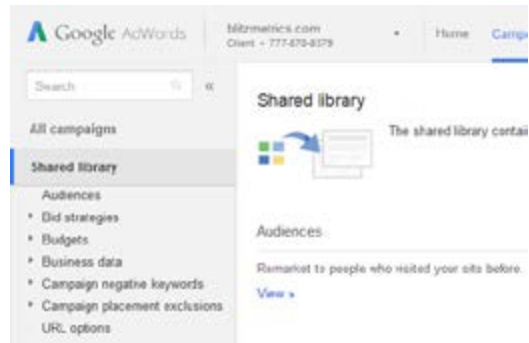
- ❑ 6. Once your tag is complete, you can click to **Publish** the container or add another tag.

The screenshot shows the 'Publish' button in Google Tag Manager. The button is red and labeled 'Publish'.

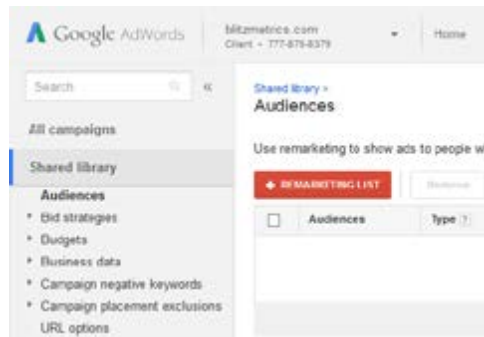
Now Editing Version: 1 Unpublished Changes: 2 Publish

Setting Up Google AdWords Remarketing with Google Tag Manager

1. Go to the **Shared Library** section of your [Google AdWords](#) account and click to **View Audiences**.



2. Click to **View Audiences** and then hit the big red **Remarketing List** button.



3. Give your list a memorable name and ensure that the **Remarketing Tag** option is selected. You will also want to set a **Membership Duration of 180 days** before saving the list.

The screenshot shows the Google AdWords interface for creating a new remarketing list. The left sidebar contains navigation links: All campaigns, Shared library, Audiences, Bid strategies, Budgets, Business data, Campaign negative keywords, and Campaign placement exclusions. The main content area is titled 'New remarketing list' and includes instructions on how to create a list. The form fields are as follows:

- Remarketing list name:** All Website Visitors
- Web or app:** Websites (selected), Mobile apps
- Who to add to your list:** Visitors of a page with a specific tag
- Select an existing tag below or create a new one to associate with this list:** A search box with 'Search by name' and a 'Search' button. Below the search box are two columns: 'Tags: 1' and 'Selected tags'. The 'Tags: 1' column contains a single entry 'Remarketing tag [Tag]' with an 'Added' status. The 'Selected tags' column is empty. A 'NEW TAG' button is located to the right of the search box.
- Membership duration:** 180 days
- Description:** Optional text field.
- Buttons:** 'Save' and 'Cancel' buttons at the bottom.

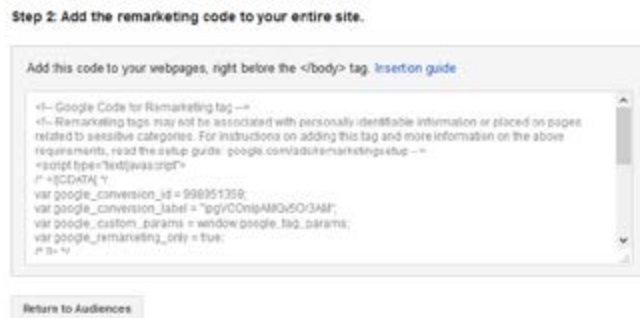
4. Once your tag has saved you can click on the blue **[Tag]** link to bring up the code that you need.

The screenshot shows the Google Tag Manager interface. At the top, there is a header bar with the Manager ID '687-220-6131' and the email 'daniel@blitzmetrics.com'. Below the header, there is a search bar and a table with the following columns: 'List size (Google search)', 'List size (Display Network)', 'Tags / Definitions', and 'Labels'. The table contains one row with the following data:

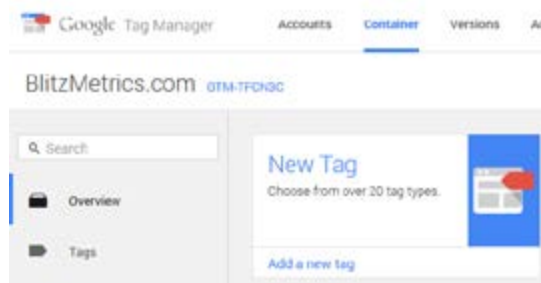
List size (Google search)	List size (Display Network)	Tags / Definitions	Labels
==	==	Remarketing tag [Tag]	==

At the bottom right of the table, there is a 'Show rows: 50' dropdown and a '1 - 1 of 1' indicator.

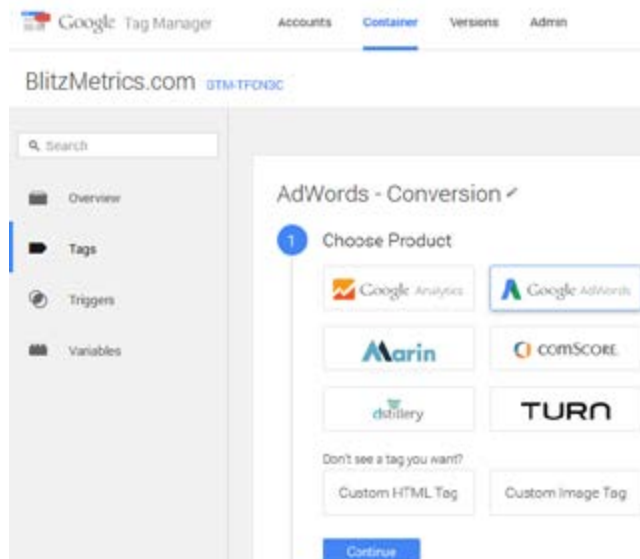
- 5. Copy your Remarketing tag into a text editor so that you can copy specific details from it.



- 6. Go to Google Tag Manager account and click to create a **New Tag**.



- 7. Select **Google AdWords** as the Product type.



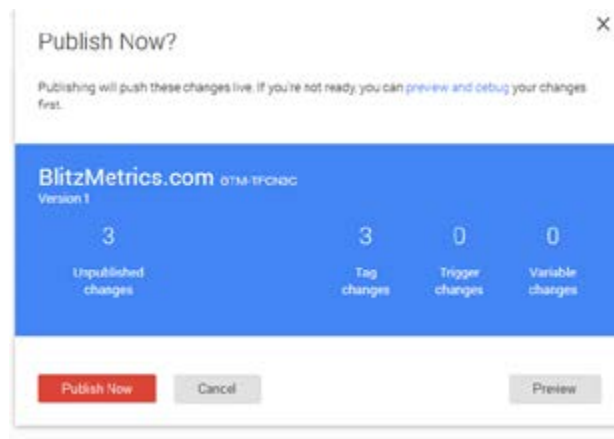
- 8. Select **AdWords Remarketing** as the Tag Type.
- 9. Paste in your **Conversion ID** and **Conversion Label** from your Remarketing tag.
- 10. Click to **Create Tag** and then you can either publish your container it or add another tag.

Publishing Your Google Tag Manager Container

- 1. Make sure you have completed any tags you were building and click **Publish**.



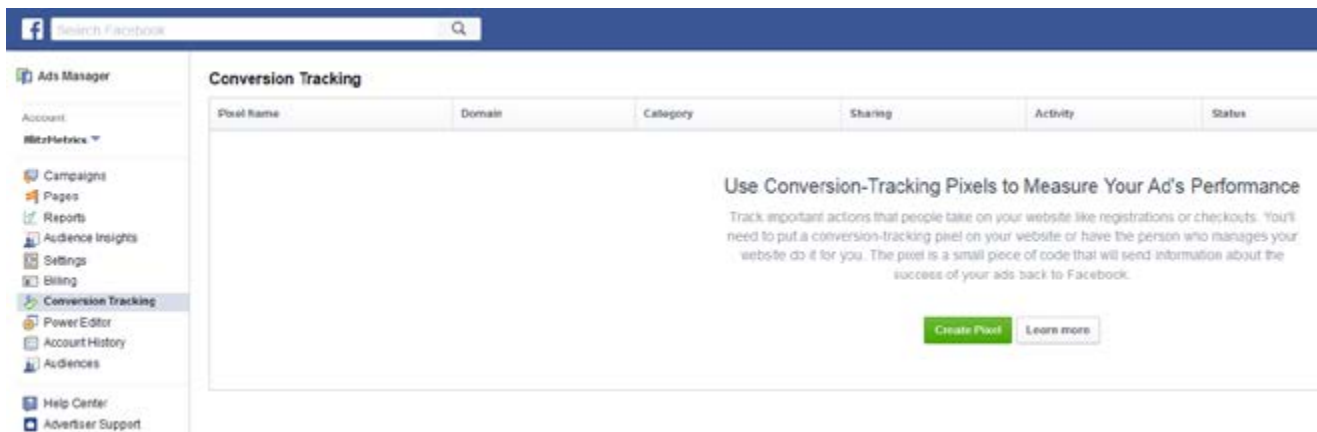
- 2. Google Tag Manager will confirm the details that have changed since you last published. If you are happy click Publish Now.



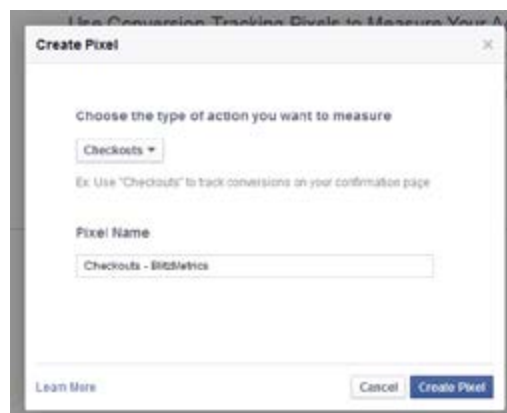
- 3. Your tags will now be live on any pages where you have added the Google Tag Manager code.

Setting Up Facebook Conversion Tracking

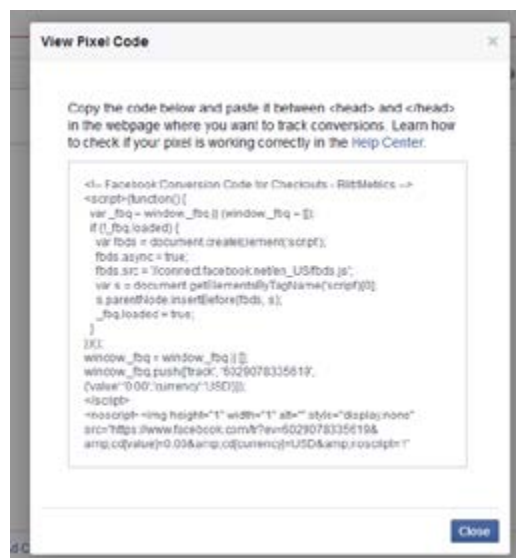
1. Go to the **Conversion Tracking** menu item in your Facebook Ads dashboard and click to **Create Pixel**.



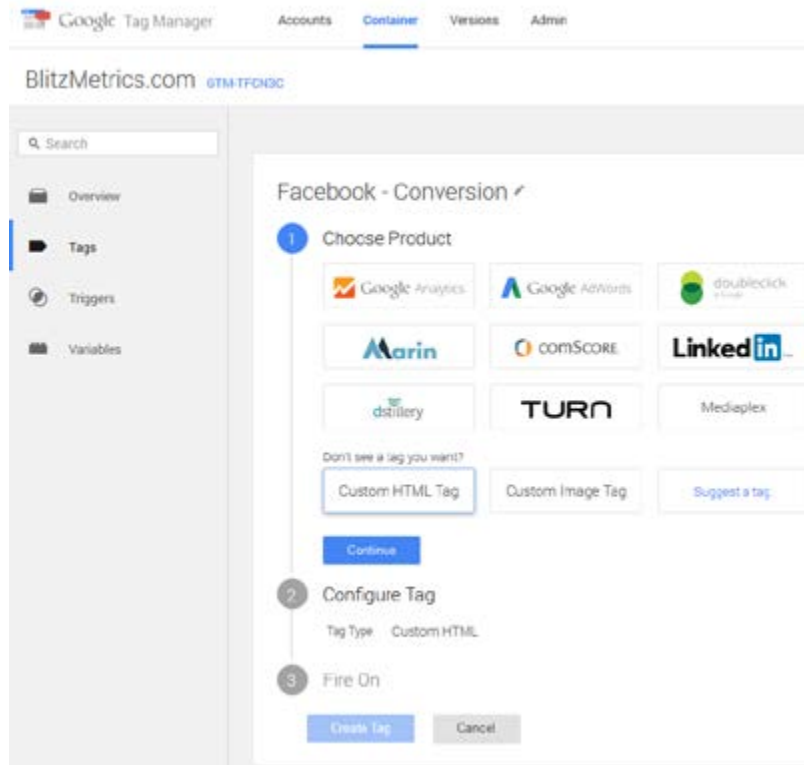
2. Select the type of conversion that you want to measure and give it an easily recognisable name.



3. Copy the Conversion Pixel code that Facebook presents you.



- ❑ 4. Go to your Google Tag Manager account and click to create a **New Tag** of the **Custom HTML** product type.



- ❑ 5. Paste in the Facebook conversion code. If you look through the code you will see two instances of “value” and “currency” in the code. If you want to track values in Facebook you can replace these details with specific values or by making use of dynamic variables (an advanced topic beyond the scope of this guide).



- ❑ 6. Click to continue and then set the tag to fire on Some Pages



- ❑ 7. Click **New** to create a custom firing rule and complete the required details. You will need to select a variable to check which will probably be the Page URL and a matching rule. The simplest matching Operation to use is **contains**. If your conversion completion page was example.com/thankyou.html then you could either enter "example.com/thankyou.html" or enter "thankyou.html".

The benefit of only using a part of the URL such as "thankyou.html" is that it will match all pages which contain the value e.g. It would match both of the following links if you sold multiple products:

- example.com/product/thankyou.html
- example.com/service/thankyou.html

Name	Variable	Operation	Value
New Trigger	Page URL	matches RegEx	*

- ❑ 8. Click **Save** to confirm the new rule and then **Create Tag** to add the conversion tag to your container.

3 Fire On

Choose one or more triggers from the following types

All Pages Some Pages Click Form More

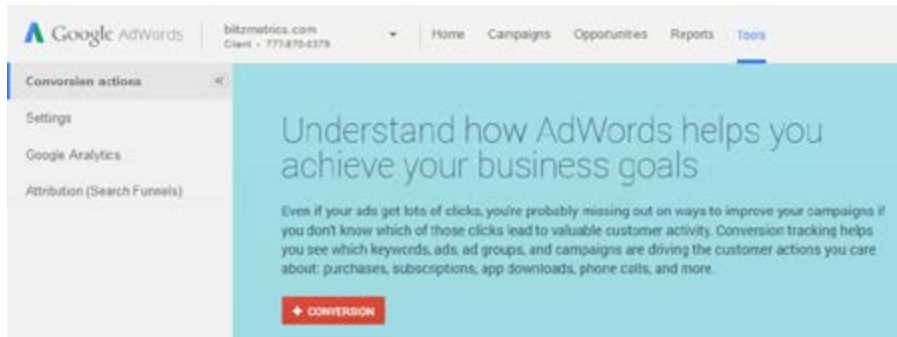
This trigger will fire your tag: Checkout Co... x

Create Tag Cancel

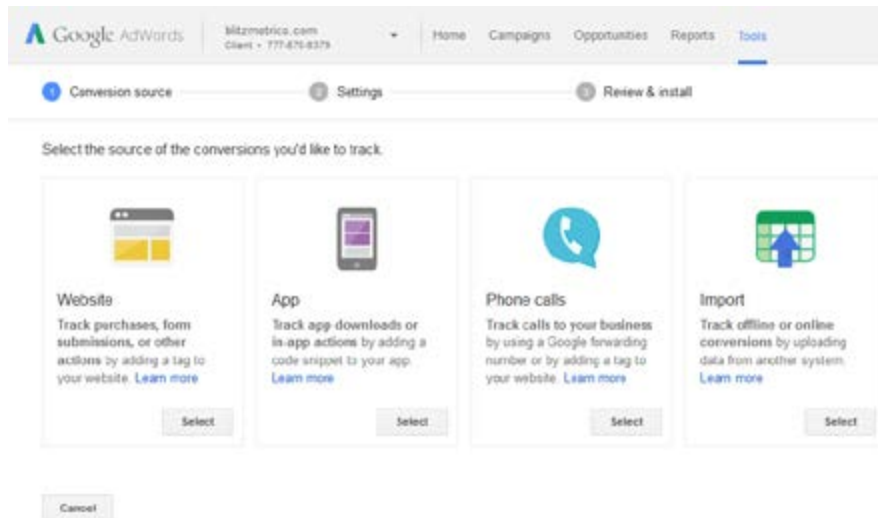
- ❑ 9. Your new tag is now complete and you can either publish to activate the tag or add another tag.

Setting Up Google AdWords Conversion Tracking

1. Go to the **Tools > Conversions** section of your Google AdWords account and click the + **Conversion** button.



2. Click to add a new Conversion item and then select Website as the source of conversion



3. You only need to set a memorable name for your conversion tag as you can leave the rest of the details to Google Tag Manager so click **Save and Continue**.

Google AdWords blitzmetrics.com

Home Campaigns Opportunities Reports Tools

Conversion source Settings Review & install

New conversion action: Website

Let's start with some basic information about this conversion action, including how much it's worth to your business.

Name Pick a name that you'll easily recognize in your reports.
Checkouts - BlitzMetrics
Done Cancel

Value Enter how much each conversion is worth to your business

Count All conversions

Conversion windows 30-day conversion window, 30-day view-through conversion window

Category Other

Optimization Include in Conv. (opt.) columns

Save and continue Cancel

4. Copy your conversion tag to a text editor so you can copy the **Conversion ID** and **Conversion Label** later.

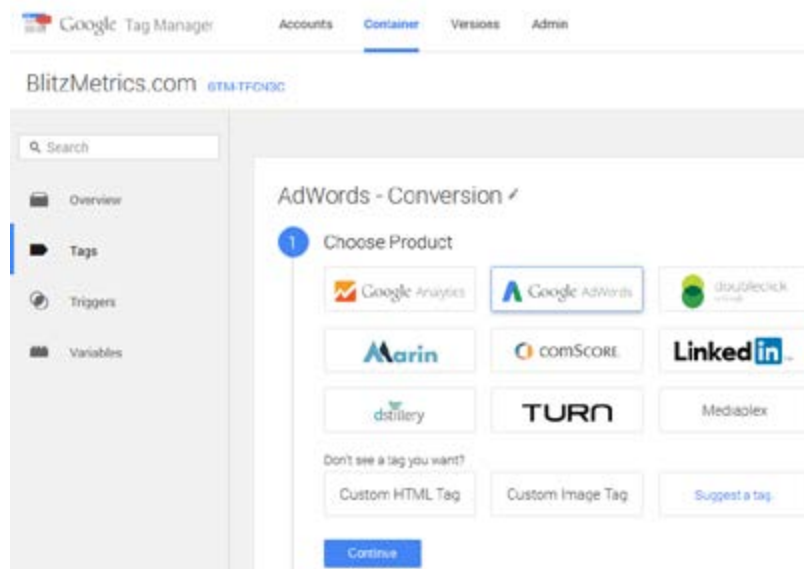
Advanced tag settings

Tag for Checkouts - BlitzMetrics

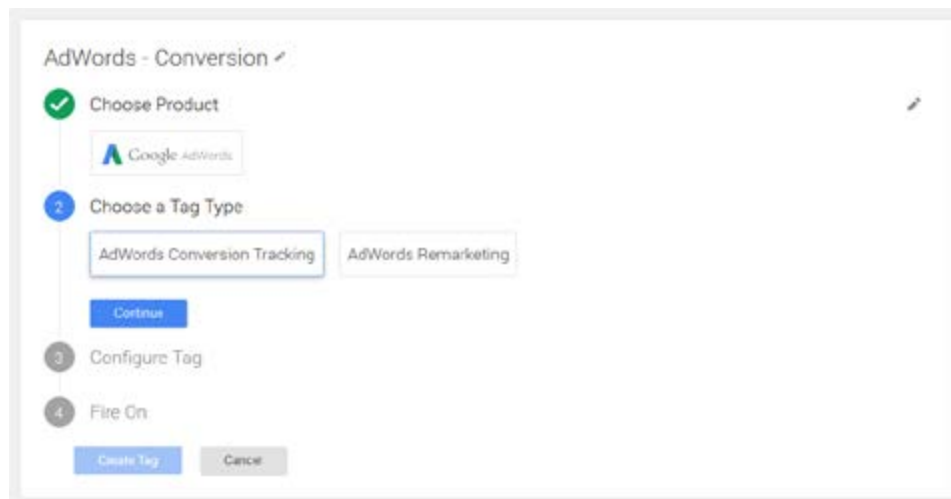
To send a value with each conversion, you'll need to customize the tag to accept transaction-specific values.

```
<!-- Google Code for Checkouts - BlitzMetrics Conversion Page -->
<script type="text/javascript">
  /*  */
  var google_conversion_id = 998951359;
  var google_conversion_language = "en";
  var google_conversion_format = "3";
  var google_conversion_color = "cccccc";
  var google_conversion_label = "KODcCKur21wQv6Qr3AM";
  var google_conversion_value = 0.00;
  ]]]&gt;</pre><p>Save instructions and tag Email instructions and tag</p></div><div data-bbox="385 958 609 974" data-label="Page-Footer"><p>blitzmetrics.com | Google Tag Manager V2.6</p></div><div data-bbox="911 957 950 979" data-label="Page-Footer"><p>19</p></div>
```

- ❑ 5. Go to your [Google Tag Manager](#) account and click to create a **New Tag** of the **Google AdWords** product type.



- ❑ 6. Give the tag a memorable name and select **AdWords Conversion Tracking** as the tag type.



7. Find your **Conversion ID** and **Conversion Label** in the code you copied from AdWords earlier and then paste them into the tag configuration. You can also set a specific conversion value and currency here, or use dynamic variables (advanced method beyond the scope of this guide).

The screenshot shows the Google Tag Manager interface for configuring an AdWords conversion tag. The left sidebar contains a search bar and navigation links for Overview, Tags, Triggers, and Variables. The main content area is titled 'AdWords - Conversion' and shows a progress bar with three steps: 'Choose Product' (completed), 'Choose a Tag Type' (completed), and 'Configure Tag' (current step). The 'Configure Tag' section includes the following fields:

- Conversion ID:** 998951359
- Conversion Label:** KXDeCKur21wQy5Or3AM
- Conversion Value:** 99
- Currency Code:** USD

Below these fields is a link for '> Advanced Settings' and a blue 'Continue' button at the bottom.

8. Click to **Continue** and set the tag to fire on **Some Pages**.

- ❑ 9. Click **New** to create a custom firing rule and complete the required details. You will need to select a variable to check which will probably be the Page URL and a matching rule. The simplest matching Operation to use is **contains**. If your conversion completion page was example.com/thankyou.html then you could either enter "example.com/thankyou.html" or enter "thankyou.html".

The benefit of only using a part of the URL such as "thankyou.html" is that it will match all pages which contain the value e.g. It would match both of the following links if you sold multiple products:

- example.com/product/thankyou.html
- example.com/service/thankyou.html

Name	Variable	Operation	Value
New Trigger	Page URL	matches RegEx	*

- ❑ 10. Click **Save** to select your new firing rule and then **Create Tag** to complete the setup.
- ❑ 11. Your new tag is now complete and you can Publish your changes or add another tag.

Google Tag Manager Tips

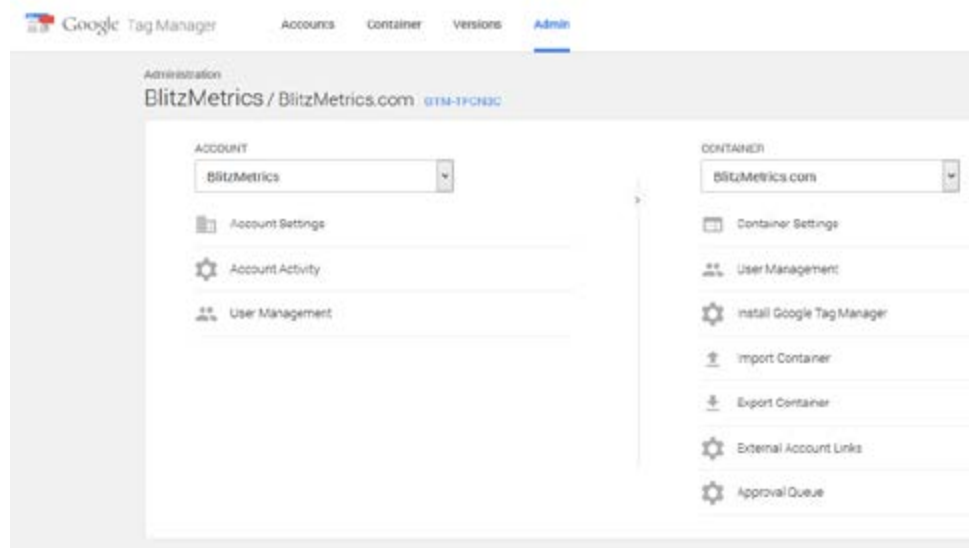
Version Control

Once you publish a container the existing version goes live onto your website and the version shown in your Google Tag Manager editor becomes a draft. You can then edit this draft freely until you next hit Publish without changing the code that is being served on your live site.

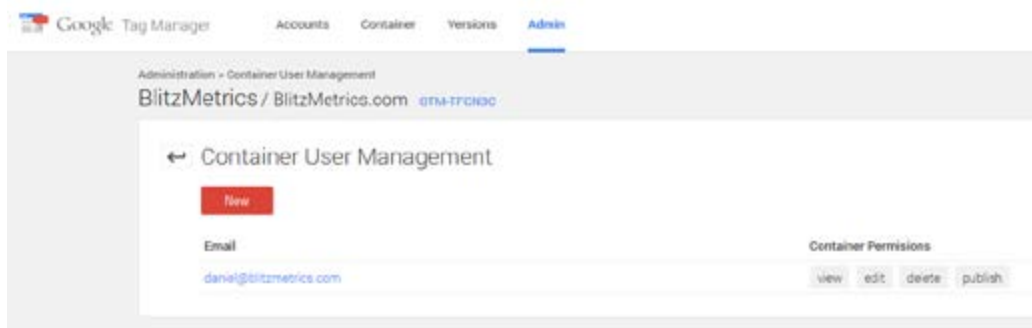
Managing Users

If you need to add more users to your Google Tag Manager account such as an agency or web developer then you can do this in just a few click.

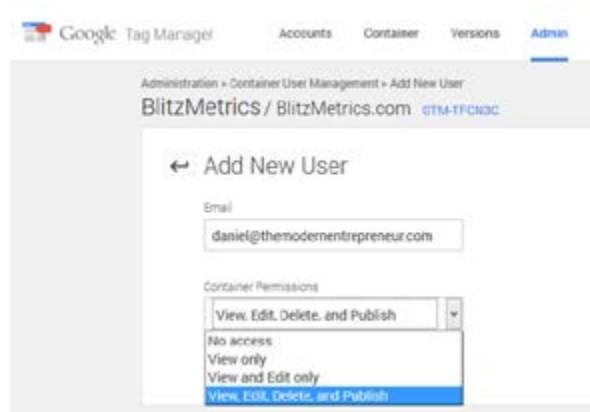
1. Go to the **Admin** section of your Google Tag Manager account and click **User Management**.



2. Click **New** to add new user and then enter the email address of the person you would like to invite.

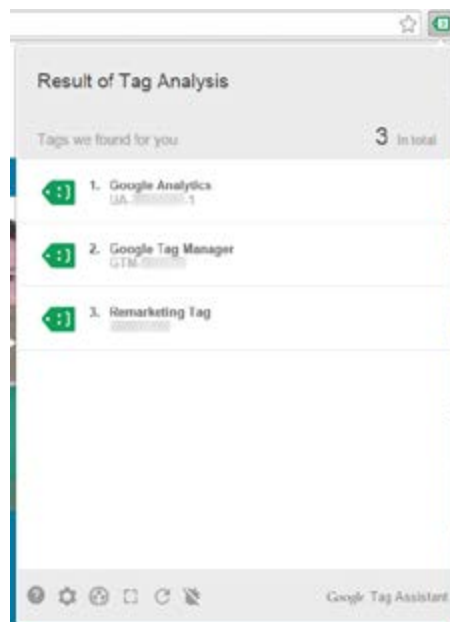


- ❑ 3. Select the features that you want to grant access to under **Container Permissions** and then click **Confirm**.



Verifying Your Tag on the Published Site

To verify that Google Tag Manager is installed on your site you can install the [Tag Assistant extension](#) to the Google Chrome browser and visit your website. If everything has worked you will see a green icon in your toolbar which you can click on to view the details about your tag.



You have completed the Google Tag Manager Guide!



Would you rather have this done for you for \$500?
Go [HERE](#) to have us implement it for you!

What's next?

- ☒ Set up plumbing
- ☐ Set goals
- ☐ Create content
- ☐ Target audiences
- ☐ Create ads
- ☐ Optimize on campaigns (once a week)