Google Tag Manager Course Outline

Learn to use Google Tag Manager to apply and organize on-page tagging, whether for Google Analytics or other analytics, advertising, remarketing, or user experience tracking. Discover how to apply tags to track interactions more easily on your website. Find out how to place tags and tracking code on pages without needing developers or access to the entire website. Learn to track information about user behavior that goes beyond standard analytics. Learn to use GTM to gain more visibility into specific on-page behaviors, as well and managing and organize various tags so that a site runs efficiently.

Google Tag Manager training topics covered*:*

Why GTM

Limits of Default GA configuration
does not track

Why GTM is needed

Tag management overview

Google Analytics vs. Google Tag Manager

GTM Implementation Planning

How GTM Works

Tags and triggers

GTM Account Set-up

Using GTM with multiple users

GTM Containers

GTM Container & WordPress

Verifying GTM installation

GTM for Web vs. Apps.

GTM Container Dashboard

About the Data Layer

How Data Layer receives Key Value Pairs

Seeing the Data Layer

Pushing content to data layer

Extracting from data layer

Preview process

Using Preview Mode

Tag Container Publishing Options

Container Versions

Testing and Debugging GA data

Version Control

Tags in Depth

Examples of Tag Usage

Most Common GTM Tags

Creating a Tag

Creating GA Pageview Tag

Testing and QA of tags

Scripts and Pixels: Custom HTML

Google Ads tag for Remarketing

Conversion Linker Tag

Third-Party tags

Tags vs. Triggers

Triggers

Trigger Types

Creating a Trigger

Planning for Triggers

Variables in Depth

Variable Examples

Using Variables in GTM

Click Variables

Verifying Variables

Built-in Variables

User Defined Variables

Variable Operators

Variable Values

Examples of variables used by tags

Examples of variables used by Triggers

Adding Variables

Create GA Property Variable

Creating a New Variable for GA Property

Replace GA Pageview Property ID with gaProperty Variable

Sending page interaction data to GA as Events

GA Events and Tags

Using Variables to send Event data

Easily Create GA Event

Engagement Tracking

Engagement Tracking: Variables

Engagement Tracking: Triggers

Engagement Tracking: Finding Triggers

Engagement Tracking: Link Clicks

Engagement: Time on page

Engagement: Time on page

Scroll Tracking

Create GA Tag for Scroll Depth:

Create Trigger for Scroll Depth

Element Visibility Trigger

Engagement Tracking: Tags

Tracking Button Clicks: YouTube Videos

Ecommerce

Account administration & organization

Workspaces

Admin area

Users

Containers

Folders

Tag naming

Variable naming

Tag Sequencing

Monitoring user-input Forms

Cross Domain Tracking

Deploy Google Ads Code

Custom Dimensions and Metrics

Collecting dynamic variables

Formatting User Defined Variables

Importing & Exporting Containers

Troubleshooting

Resources