Get started with Google Tag Manager

Set up Google Tag Manager
1. Log into your Google (Gmail) account
2. Visit Google Tag Manager
3. Follow the prompts to create an account
4. Follow the prompts to create a container
5. Insert the two code snippets from the container in the specified locations on every page of your website (this usually can be done only once in a master page template)

Create a Google Analytics settings variable
This variable lets you populate Google Analytics via Google Tag Manager. You'll need your Google Analytics property tracking ID.

1. In your Google Tag Manager container, select Variables from the left-hand menu
2. Under User-Defined Variables, click New
3. At the top, title your variable (something like GA Settings that will be easy to recognize)
4. Click Variable Configuration and select Google Analytics Settings as your variable type
5. Enter your Google Analytics property tracking ID in the Tracking ID field
6. Under More Settings > Advanced Configuration, set Enable Enhanced Link Attribution to True (this allows you to distinguish among different links on a page pointing to the same destination)

Create & populate Google Analytics custom dimensions & metrics
This lets you create custom definitions for numeric (metrics) and nonnumeric (dimensions) variables in Google Analytics.

1. In Google Analytics, go to your property under Administration
2. Go to Custom Definitions and select either Custom Dimensions or Custom Metrics
3. Create a new custom definition, check it as active, select a scope and give it a name (make note of the index value)
4. In your Google Analytics Settings variable in Google Tag Manager, go under More Settings > Custom Dimensions or Custom Metrics
5. Add a custom definition, enter the index value (from Google Analytics) and the variable (from Google Tag Manager) that will populate the custom dimension or metric

Where to start when creating a tag
- Develop a list of the variables you
  - Need to identify a specific event occurring (trigger)
    - Example – For tracking document downloads, you need to know that the user clicks a link with a URL ending in “.pdf”
  - Want to track in Google Analytics (tag)
    - Example – For tracking document downloads, you want to know the title of the document downloaded and its content ID

Learn Google Tag Manager
- Google Tag Manager support & how-to
- Google Tag Manager fundamentals (video course)