



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 \(video course\)](#)