

Google Tag Manager Scripts Setup Guide

Google Webmaster will periodically validate the site ownership status by accessing the respective Search Console account. The admin can configure 'Google Tag Manager' settings by adding the 'Head Script' and 'Body Script' within the System Settings > General Settings > SEO tab as shown in figure 1.

| Google Tag Manager | | | | |
|--------------------|--|--|--|--|
| Head Script | | | | |
| | This Is The Code Provided By Google Tag Manager For Integration | | | |
| Body Script | | | | |
| | | | | |
| | This Is The Code Provided By Google Tag Manager For Integration. | | | |

Fig. 1: Google Tag Manager (Admin-end)

To get access to these scripts, the admin must follow the steps provided below:

1. The admin must login with their gmail account. If the admin doesn't have a gmail account they must create it first.



 Once logged in, the admin must visit <u>https://marketingplatform.google.com/about/tag-manager/</u> which will redirect them to the 'Tag Manager Sign In/Sign Up' page as shown in figure 2.



Fig. 2: Tag Manager Sign In/Sign Up page

3. Once logged in, the admin will be redirected to the '**All Accounts**' page on Tag Manager. If the admin has already created an account they can select it from the list of accounts displayed on this page. If the admin has not created an account, they must click on the '**Create Account**' button as shown in figure 3.



Fig. 3: Tag Manager 'All Accounts' page



| Workspace Versions Admin | |
|--------------------------|---|
| | ← Add a New Account Account Setup Account Name e.g. My Company Country United States Share data anonymously with Google and others ③ |
| | Container Name Container name e.g. www.mysite.com Target platform Target platform Image: Image of the second s |

Fig. 4: 'Add a New Account' Page

- 4. The admin will be redirected to the '**Add a New Account**' page as shown in figure 4. The admin must enter:
 - Account Name: Name of the account.
 - **Country:** Select their country from the drop-down list.
 - 'Share Data Anonymously with Google and Others' Check-box: Select this check-box if the admin wants to share their website data with Google.
 - **Container Name:** Enter the website URL as per the provided format.
 - Target Platform: Select 'Web' as the target platform.



Once all the necessary details have been entered, the admin must click on the '**Create**' button.

| | Google Tag Manager Terms of Service Agreement No 1 | | | | |
|---|--|---|--|--|--|
| | Erglish v | | | | |
| | By clicking "Yes" below or by using the Google Tag Manager service (the "Service"), you and the legal entity on whose behalf you are using the Service (if any) (together: "You") agree to use | | | | |
| the Service in accordance with the Google Terms of Service (located at https://www.google.com/int/ien/policies/terms/), the Google Privacy Policy (located at https://www.google.com/instytics/tag-manager/use-policy/), each as may be modified from time to time and collectively, the "Google Tag Manager Terms of Service." | | | | | |
| | | Google Tag Manager Use Policy Use of the Google Tag Manager (the "Service") is subject to this Google Tag Manager Use Policy (the "GTM Use Policy"). | | | |
| | | | | | |
| | will comply with the EU user consent policy (located at https://www.google.com/about/company/user-consent-policy/html) and all applicable agreements and regulations (also relating to | | | | |
| | the sollection of information), including for example: | | | | |
| | the Google Analytics Terms of Service located at: https://www.google.com/analytics/terms/us.html, | | | | |
| | the agreement between You and Google that is in effect during the dates that You are participating in the Service, and | | | | |
| | the Google LLC Advertising Program Terms (o; if applicable, as negotiated). | | | | |
| | If You have 3rd Party Tags delivered through the Service: | | | | |
| | Coogle is not responsible for 3rd Party Tags. | | | | |
| | Google may screen such 3rd Party Tags to ensure compliance with this GTM Use Policy. | | | | |
| | You guarantee that You have the rights to upload the 3rd Party Tags. | | | | |
| | You agree not to, and not to allow third parties to use the Service or interfaces provided with the Service: | | | | |
| | 1. to engage in or promote any unlawful, infringing, defamatory or otherwise harmful activity; | | | | |
| | 2 to deable interface with or aircumment any senset of the Service | | | | |

Fig. 5: 'Google Tag Manager Terms of Service Agreement' page

The 'Google Tag Manager Terms of Service Agreement' page will open in which the admin must accept the terms and conditions by clicking on the check-box provided at the bottom of the page and then click on the 'Yes' button provided on the top-right corner of this page (Please refer to figure 5).

 The 'Install Google Tag Manager' pop-up box will appear as shown in figure 6. Admin can copy and paste the 'Head Script' and 'Body Script' in their respective fields as shown in <u>figure 1</u>.





Fig. 6: 'Install Google Tag Manager'

 In case when the admin already has a created account, they must click on the 'Settings' button provided on the top-right corner of the respective account displayed on the 'All Accounts' page.

| ◇ | Tag I | Manager All accounts 👻 | | | | 0 | : | • |
|----------|-------|---|----------------|--------------|----------------|---|---|---|
| | | Accounts | | Q | Create Account | | | / |
| | | Fatbit | | | ۵ 🖌 | | | |
| | | Container Name 🛧 | Container Type | Container ID | | | | |
| | | - Andreas | Web | 010100000 | | | | |

Fig. 7: 'All Accounts' Page



 The admin will be redirected to the settings page as shown in figure 8. The Admin must click on the 'Install Google Tag Manager' option provided in the 'Container' section.

| ACCOUNT + Fatbit | | + |
|---------------------|----|----------------------------|
| Account Settings | = | Container Settings |
| Account Activity | 0 | Container Activity |
| User Management | ** | User Management |
| | \$ | Install Google Tag Manager |
| | ± | Import Container |
| | * | Export Container |
| | \$ | External Account Links |
| | 2 | Approval Queue |
| | S | Environments |

Fig. 8: Settings Page

 The admin will be redirected to the 'Install Google Tag Manager' page as shown above in figure 6. Admin can copy and paste the 'Head Script' and 'Body Script' in their settings within the respective input-fields as shown in figure 1.