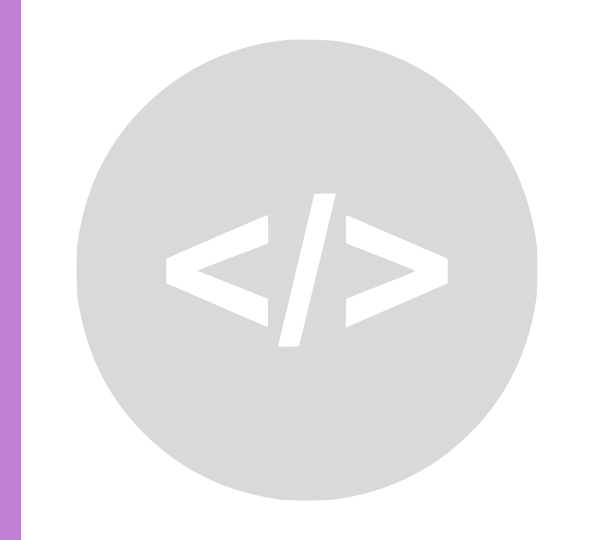
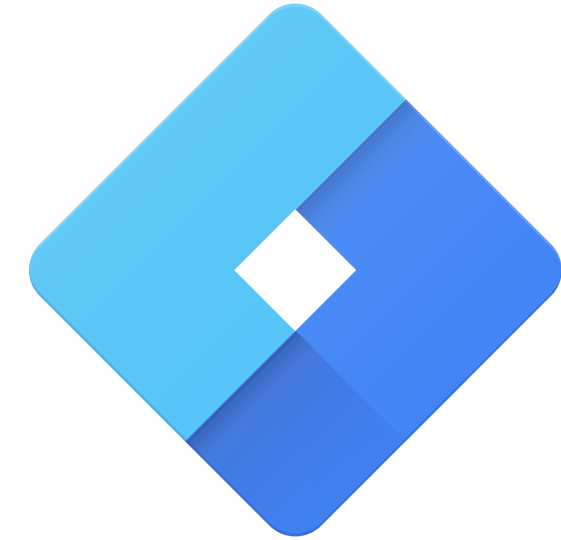


GOOGLE TAG MANAGER PROJECT.

ARIANNA POLLETTA.



INDEX.

- Install GTM on the site.

-

- Install Analytics on Tag Manager.

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- Set up an action.

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- Customized HTML.

INSTALL GTM IN THE SITE.

Creation of the Google Tag Manager account for the website www.miosito.com.

The screenshot shows the Google Tag Manager 'Amministrazione' (Administration) tab. The main heading is 'Aggiungi un nuovo account' (Add a new account). The 'Configurazione dell'account' (Account configuration) section includes a 'Nome account' (Account name) field with 'miosito' and a 'Paese' (Country) dropdown menu set to 'Italia'. There is an unchecked checkbox for 'Condividi i dati anonimamente con Google e altri servizi' (Share anonymous data with Google and other services). The 'Configurazione contenitore' (Container configuration) section shows the 'Nome contenitore' (Container name) as 'www.miosito.com' and the 'Piattaforma di destinazione' (Destination platform) as 'Web', which is selected with a blue checkmark. The 'iOS' option is also visible but not selected.

← Tag Manager

Area di lavoro Versioni **Amministrazione**

← Aggiungi un nuovo account

Configurazione dell'account

Nome account

miosito

Paese

Italia

☐ Condividi i dati anonimamente con Google e altri servizi ⓘ

Configurazione contenitore

Nome contenitore

www.miosito.com

Piattaforma di destinazione

☒ Web
Per l'utilizzo nelle pagine web per dispositivi mobili e co...

☐ iOS
Per l'utilizzo nelle app per iOS

INSTALL GTM IN THE SITE.

copy the 2 javascript snippets that appear and paste them:

- The first snippet at the top inside the <Head> tag.
- The second snippet immediately after the <Body> tag.

Incolla questo codice quanto più in alto possibile nella sezione **<head>** della pagina:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
  j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-KGD3NBC');</script>
<!-- End Google Tag Manager -->
```



Inoltre, incolla questo codice immediatamente dopo il tag **<body>** di apertura:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-KGD3NBC"
  height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```



INSTALL GTM IN THE SIDE.

```
<head>
<!-- This site is optimized with the Yoast SEO plugin v7.6.1 -
https://yoast.com/wordpress/plugins/seo/ -->
<!-- / Yoast SEO plugin. -->
<link rel='https://api.w.org/' href='https://www.ciaobuses.com/wp-json/' />
<link rel="EditURI" type="application/rsd+xml" title="RSD"
href="https://www.ciaobuses.com/xmlrpc.php?rsd" />
<link rel="wlwmanifest" type="application/wlwmanifest+xml"
href="https://www.ciaobuses.com/wp-includes/wlwmanifest.xml" />
<meta name="generator" content="WordPress 4.9.15" />
<link rel='shortlink' href='https://www.ciaobuses.com/' />

<link rel="alternate" type="text/xml+oembed" href="https://www.ciaobuses.com/wp-
json/oembed/1.0/embed?url=https%3A%2F%2Fwww.ciaobuses.com%2F&#038;format=xml" />

<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0,
user-scalable=0"/>
<link rel="pingback" href="https://www.ciaobuses.com/xmlrpc.php"/>
<meta charset="UTF-8"/>
<style type="text/css" media="all"

<link rel="icon" href="https://www.ciaobuses.com/wp-content/uploads/2018/06/cropped-Wingfi-
copia-PNG-1-2-192x192.png" sizes="192x192" />

<link rel="apple-touch-icon-precomposed" href="https://www.ciaobuses.com/wp-
content/uploads/2018/06/cropped-Wingfi-copia-PNG-1-2-180x180.png" />

<meta name="msapplication-TileImage" content="https://www.ciaobuses.com/wp-
content/uploads/2018/06/cropped-Wingfi-copia-PNG-1-2-270x270.png" />

!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-KGD3NBC');</script>
<!-- End Google Tag Manager -->

</head>
```

```
<body>
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-KGD3NBC"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->

class="home page-template-default page page-id-647 siteorigin-panels siteorigin-panels-
before-js siteorigin-panels-home sidebar-none">

<div class="outer" id="top">
<div class="wrapper">
<div id="topbar" class="topbar">
<div class="container">

<div class="clear"></div>

</div>
</div>
<header id="header" class="header">
<div class="container">

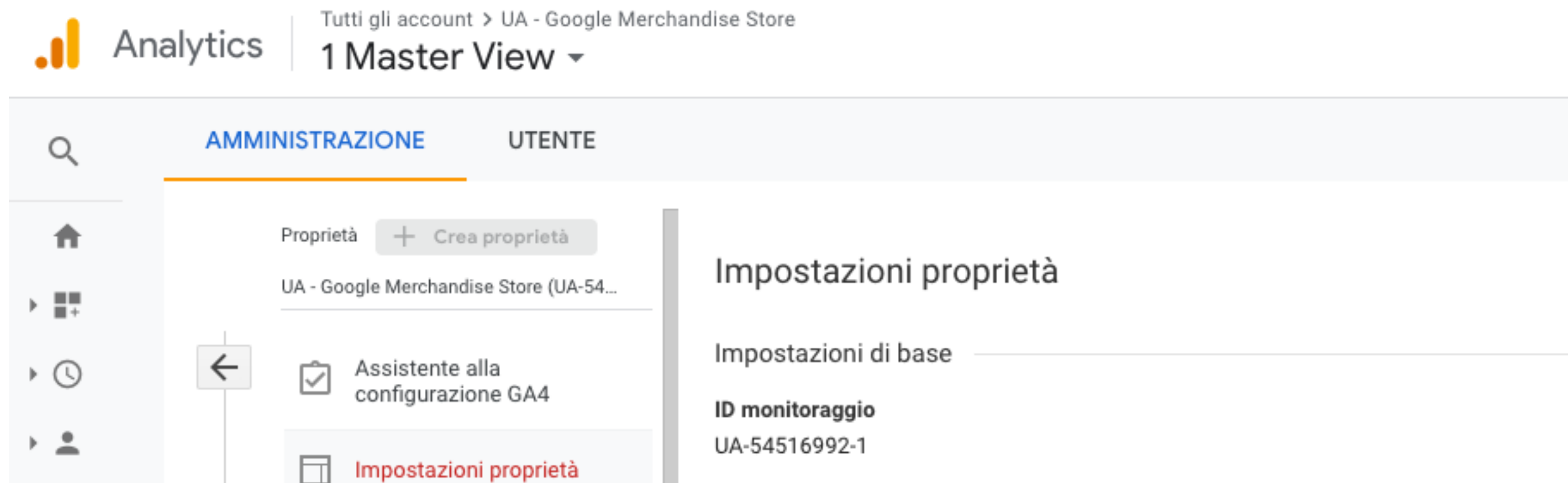
<li id="menu-item-407" class="menu-item menu-item-type-post_type menu-item-object-page
menu-item-407"><a href="https://www.ciaobuses.com/coach-hire/">Coaches</a></li>

</body>
```


INSTALL ANALYTICS IN TAG MANAGER.

To install Analytics in Tag Manager you need to find the Tracking ID:

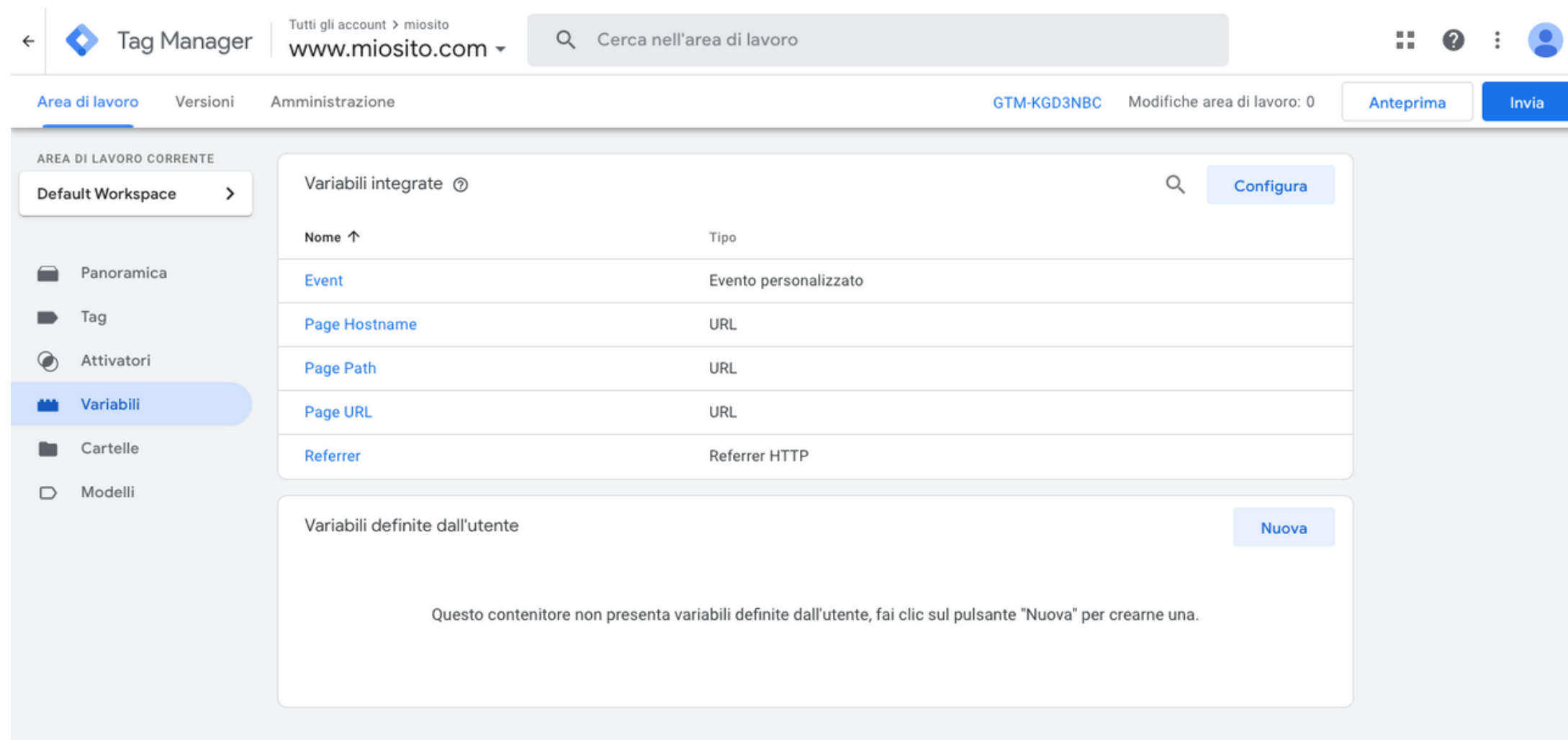
Google Analytics> Administration> Properties> Property Settings> Tracking ID (UA-54516992-1).



INSTALL ANALYTICS IN TAG MANAGER.

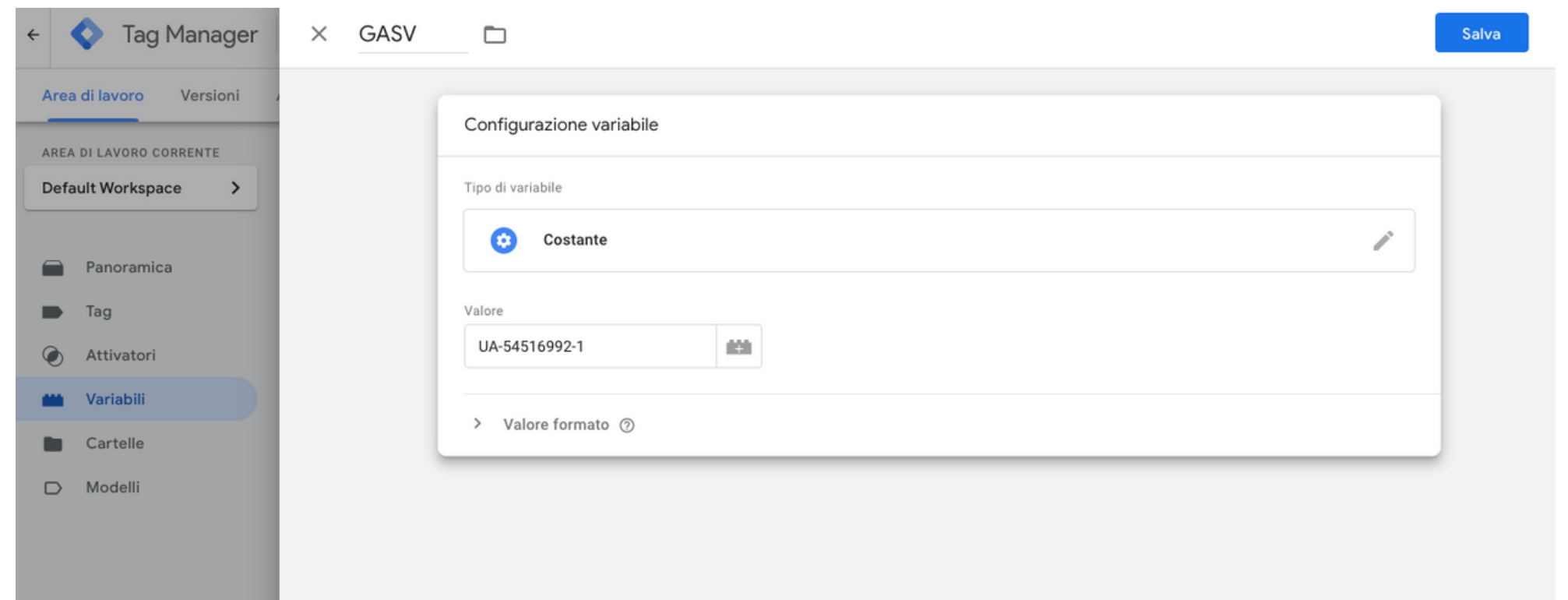
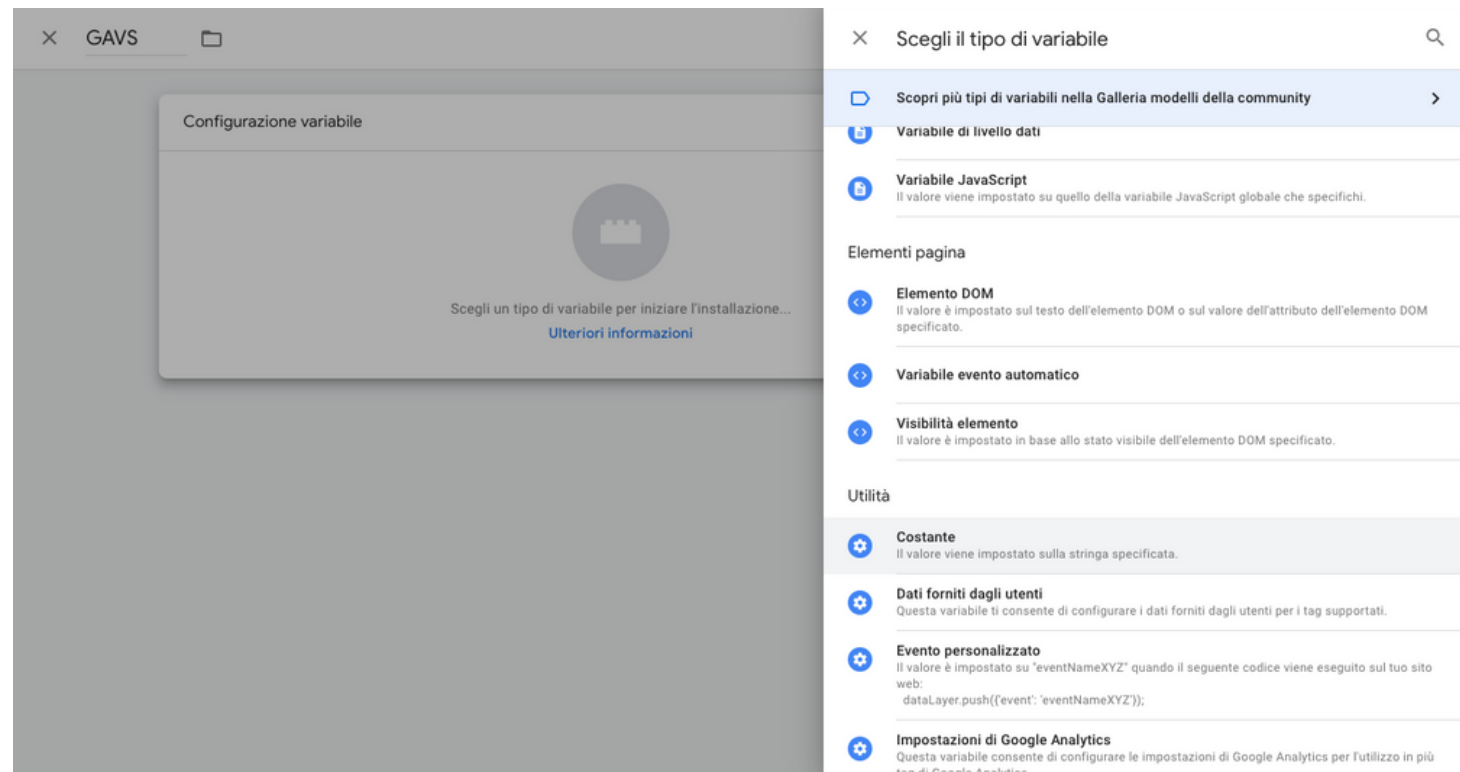
At this point I go up on GTM and create a Constant through:

Workspace> Variables> New.



INSTALL ANALYTICS IN TAG MANAGER.

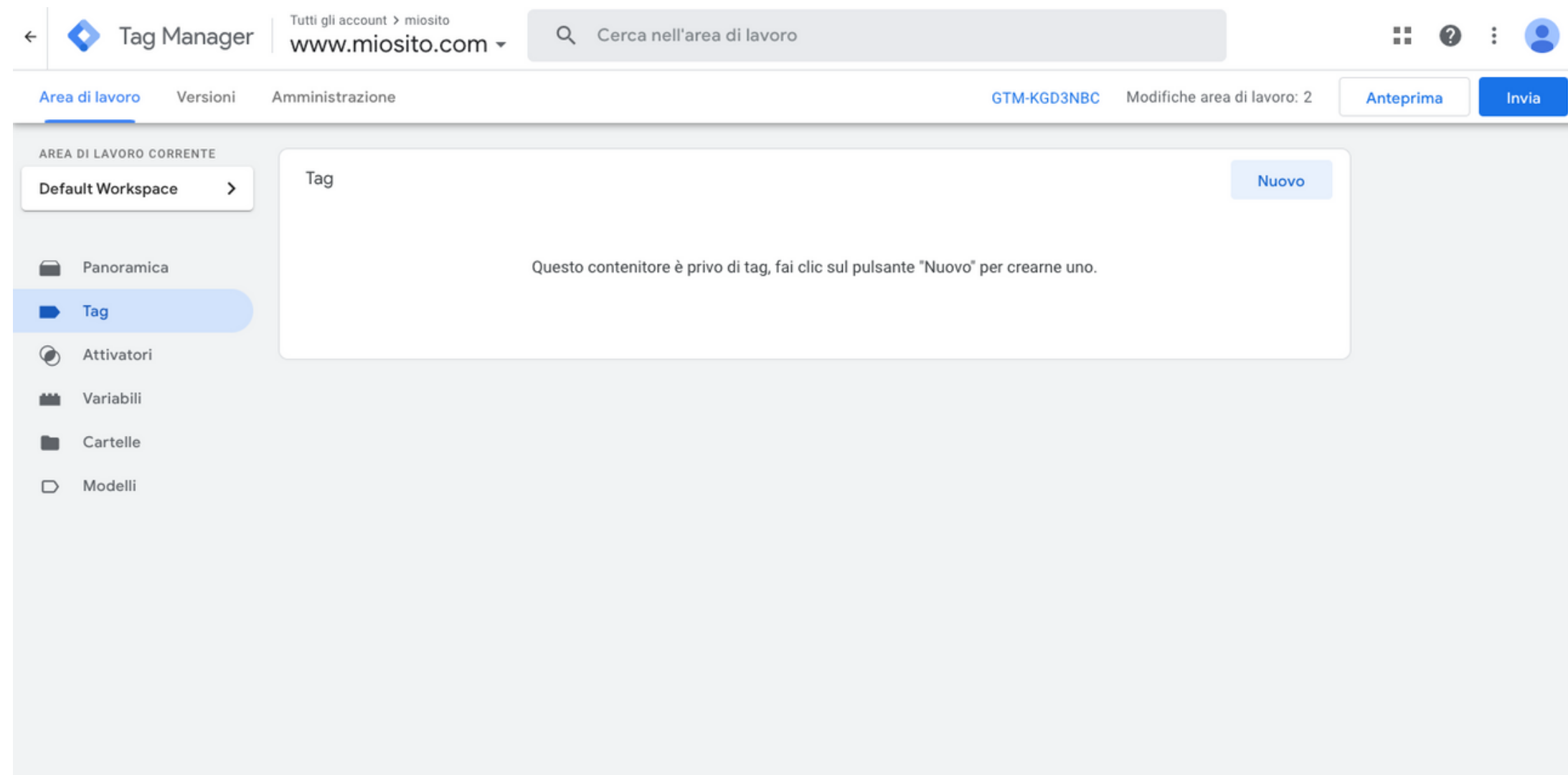
I nominate the Variable "GASV" and select the type of variable (constant) and insert the Monitoring ID previously copied from Google Analytics.



INSTALL ANALYTICS IN TAG MANAGER.

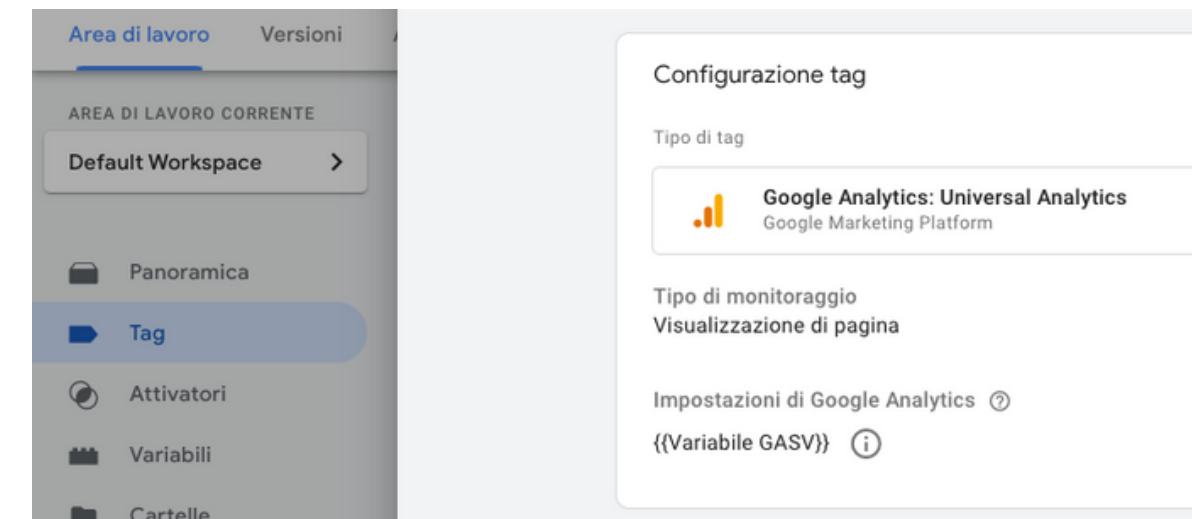
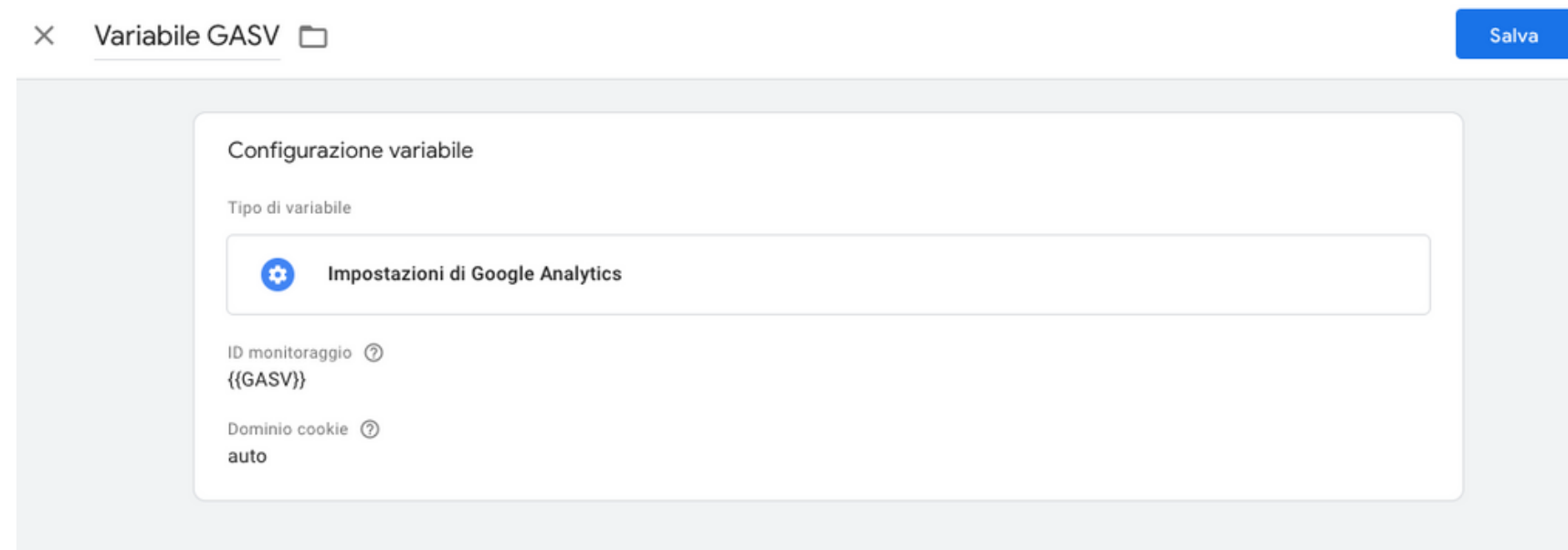
Now I can start with the configuration of the Tag to say what needs to be tracked:

Tag> New> Tag Configuration.



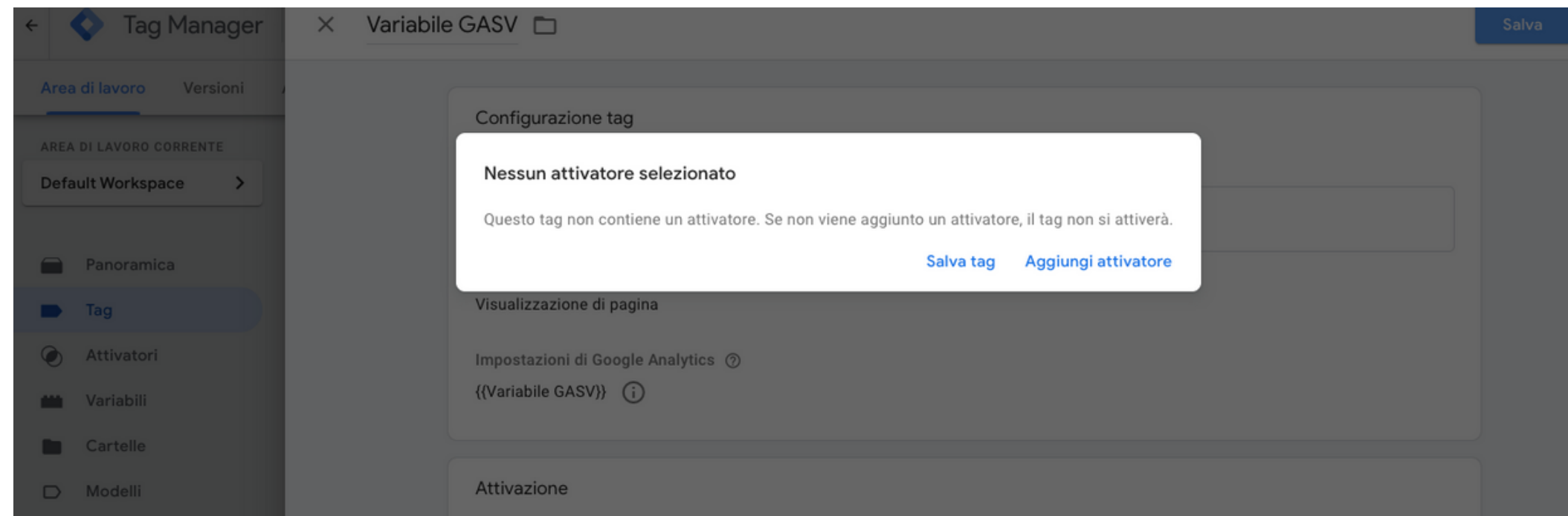
INSTALL ANALYTICS IN TAG MANAGER.

Tag Configuration> Tag Type (Google analytics Universal Analytics> Tracking Type (Page View> Google Analytics Settings (New Variable)> Tracking ID (I choose GASV)> Rename the Tag (GASV Variable).



INSTALL ANALYTICS IN TAG MANAGER.

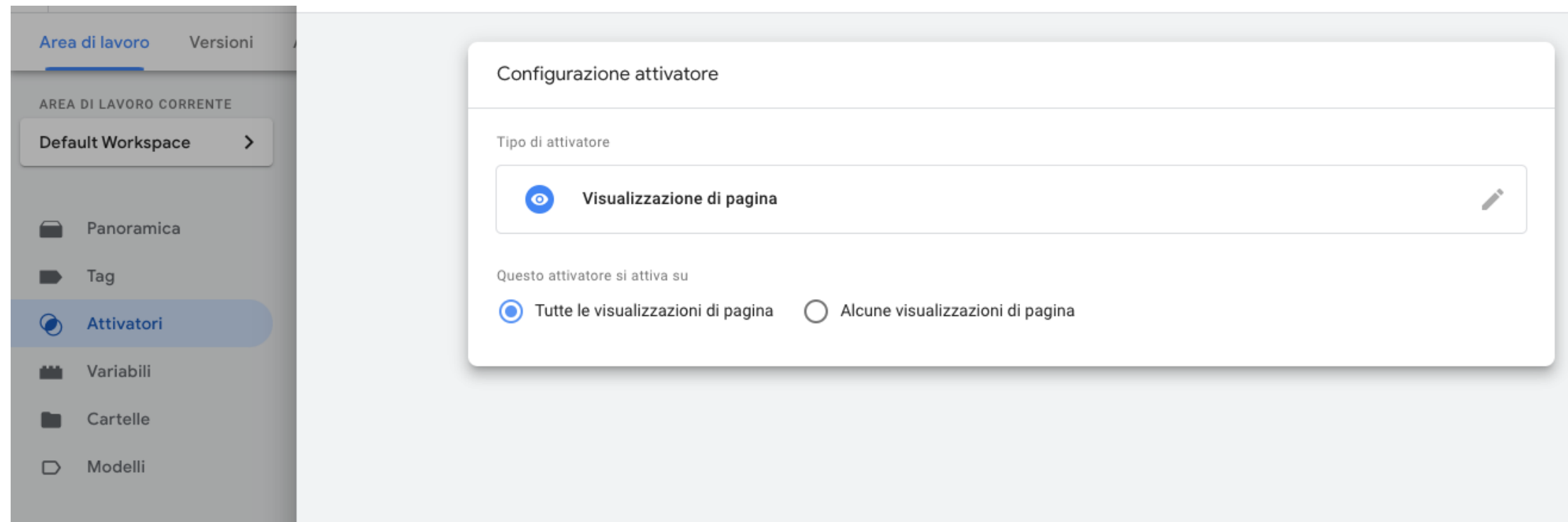
If I try to close Tag Manager it will tell me that no activator has been associated. This happens because without activator it is not possible to turn on a Tag. Furthermore, if I do not create a Tag it is not possible to send the data to Analytics.



INSTALL ANALYTICS IN TAG MANAGER

Activator Creation:

Workspace> Activators> New> Activator Configurations> All Pages> Rename Activator> Save Tag.

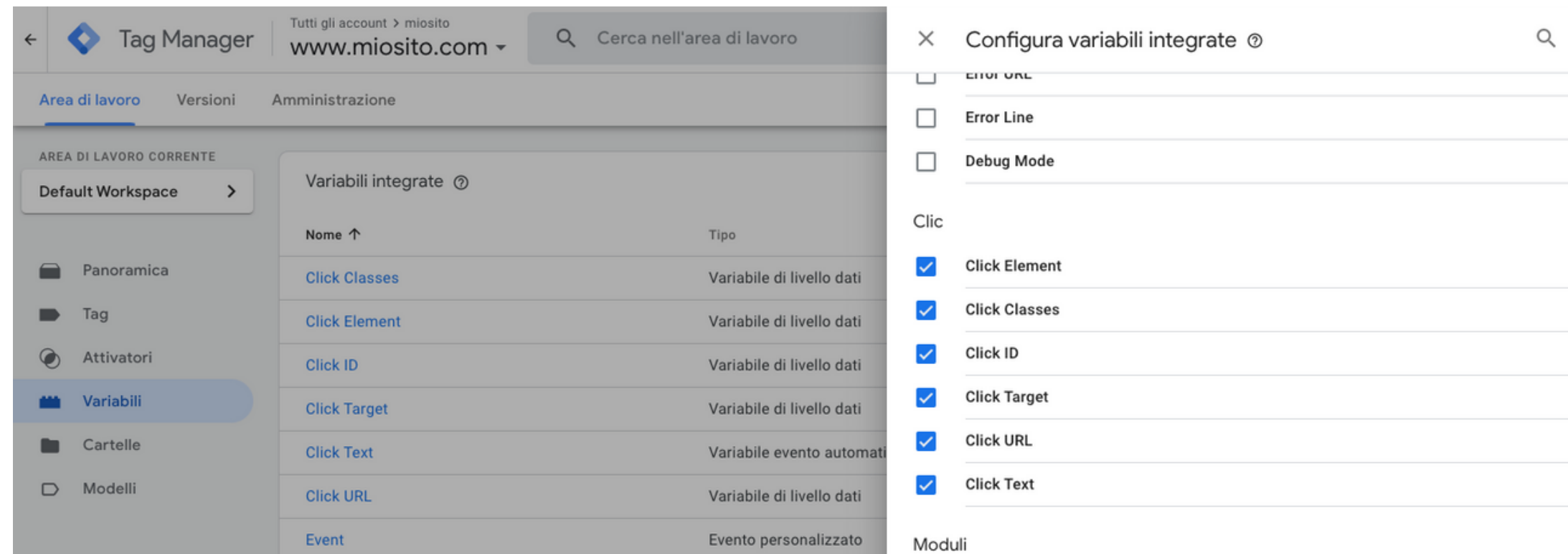


SET AN ACTION.

Tracking only the data that comes from the site may not be enough to power your marketing strategy, GTM can help you better understand the journey of users.

If we want to track clicks it is necessary to track a Trigger, that is an action:

Workspace> Variables> Configure> Click All Options Click.



The screenshot displays the Google Tag Manager (GTM) interface. On the left, the 'Variabili' (Variables) section is selected in the sidebar. The main area shows the 'Variabili integrate' (Built-in Variables) configuration page. A table lists various click-related variables:

Nome	Tipo
Click Classes	Variabile di livello dati
Click Element	Variabile di livello dati
Click ID	Variabile di livello dati
Click Target	Variabile di livello dati
Click Text	Variabile evento automatizzato
Click URL	Variabile di livello dati
Event	Evento personalizzato

On the right, the 'Configura variabili integrate' (Configure built-in variables) panel is open, showing a list of variables under the 'Clic' (Click) category. The following variables are checked:

- Click Element
- Click Classes
- Click ID
- Click Target
- Click URL
- Click Text

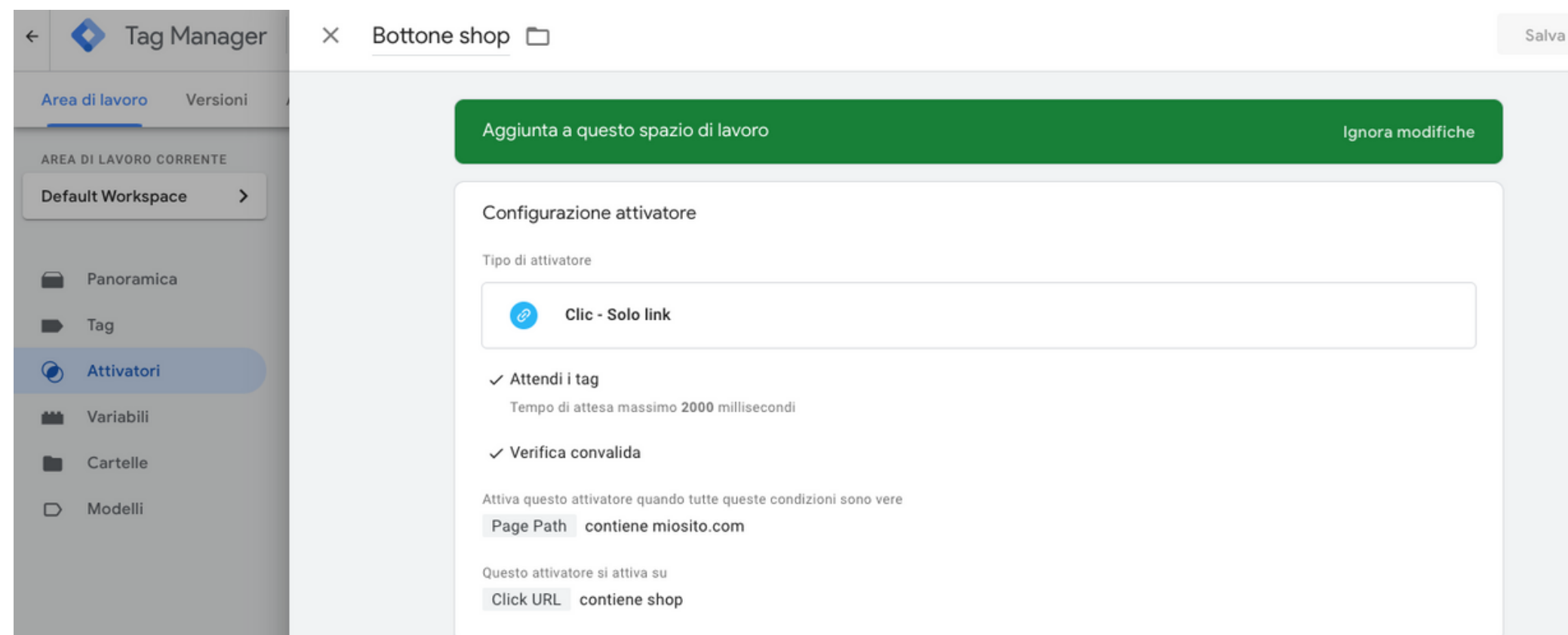
SET AN ACTION.

Once the Variable is set, I create the Activator:

Workspace> Activator> New> Activator Configuration> I choose only Link> Check the Option Wait for Tags> Set the maximum time 2000 MilliSeconds> Check Validation check.

Now I have to validate the page:

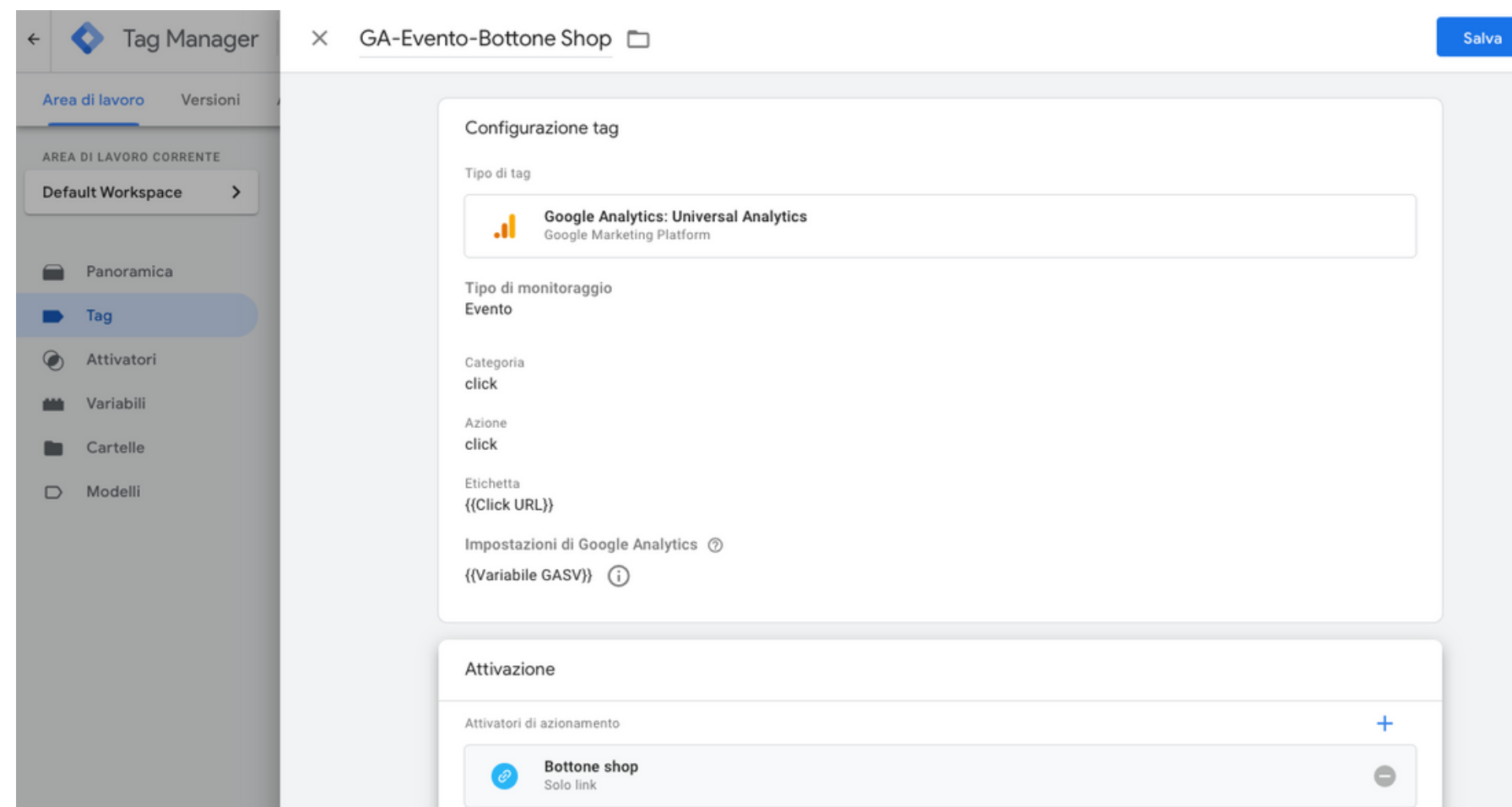
Page Path> Contains> URL> Specify Option Some Links on Click> Click URL> Contains> Insert Link> Save> Name File and Close Activator.



SET AN ACTION.

Now this Activator must activate a Tag:

Workspace> New> Tag Configuration> Google Analytics Tag Type: Universal Analytics> Tracking Type: Event> Category: Click (but any name is fine)> Action: Click> Label: Click on Brick Icon and select Click URL> Settings: I select the Constant "Variable GASV" (created before)> I name the Tag (GA-Shop> I select the Activator (created previously)> Save.



CUSTOMIZED HTML.

For some external tools, such as the Facebook Pixel, a custom Tag is needed.

Once the Facebook Pixel has been downloaded, I remove the unnecessary part after **</script>** (the part in bold).

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];
s.parentNode.insertBefore(t,s)}(window, document,'script',
'https://connect.facebook.net/en_US/fbevents.js');
fbq('init', '337407567683844');
fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```


CUSTOMIZED HTML.

Procedure for creating the Tag:

I enter Google TM> Click on Tag Section> New> In Tag Configuration I choose: "Custom HTML Tag"> Paste the Monitoring Pixel I find above> Click on Advanced Settings> Tag Activation Options and select "Once per Page" > Active on: you can activate it on all pages or only on certain pages> I create the Activator> Page View (that's fine)> All Pages> Save.

MOTIVATION.

I consider Google Tag Manager an intuitive tool, very useful and simple to use.

For free, connect your site with various external tools, simplify and help many people, like me, in the digital world.

Thanks to a single Snippet that GTM provides you, you can bring together all the tools for tracking.

By creating this project I noticed its effectiveness in achieving all the steps that gave me the opportunity to track clicks through the "Shop" button I chose, in order to extrapolate how many users get to perform this action in order to always optimize for the better my strategy.