

Free and easy tag management

Google Tag Manager is a free tool that eliminates tedious code-editing tasks for your website. The easy-to-use web interface lets your marketing colleagues add and update their own website tags—including javascript code snippets for conversion tracking, site analytics, remarketing and more. They can do it all without bothering you, leaving you time to relax and focus on other important work.

How it works

Google Tag Manager works via a single tag or “container snippet” that you place on all your website pages. This snippet replaces existing marketing and measurement tags. Once installed, you can add and edit tags without touching the site code. (List of supported tags here: <http://goo.gl/6IJUP>.)

*All times are approximate; length of this process will vary depending on the complexity of your site and how site content is managed. Most implementations take from 3 days to 2 weeks.

Quick Start Implementation Guide



5 Min.

Create a Google Tag Manager Account and a Container:

Go to google.com/tagmanager and click the “Sign Up” link then follow the steps to generate your container snippet. We recommend one account per site-owner (or company), and one container per domain. If needed, you can set up multiple Google Tag Manager accounts from a single Google account.



1-2 Days

Map your site:

Mapping your site ensures that you’ll have the right tags in the right places—so you collect higher quality data. Think about what events (or user activities) you want to measure, what data you want to collect, and which vendors you want to use to track that data. Also note where your current tags are implemented, but remember that this is a great opportunity to start fresh. You may wish to track details in a spreadsheet.



1-2 Days

Install the Google Tag Manager container snippet:

Copy and paste the container snippet from the setup flow, and install it site-wide on the property that you want to manage. We recommend installing the snippet immediately after the opening <body> tag. You can place it anywhere below <head>, but do not place the tag in <head>.



1 Week

Optional (can be included with “install” step)

Add data layer APIs to track events and data across multiple tags:

To maximize your data collection capabilities, use a data layer and add our APIs to event handlers and pages, allowing you to reference variables, transaction information, page categories, and other important signals. If you include page level data in the data layer, declare the data layer object above the container snippet. If you want to update data or events on user interactions, use the `dataLayer.push()` API. This is especially recommended for use in dynamic applications to identify virtual pageviews. For more details, visit <http://goo.gl/3Q6wn>.



1 Day

Configure your container by adding Tags, Rules, and Macros:

Refer to your map, then sign in at google.com/tagmanager and add new Tags (based on the tag vendors you defined), create New Rules (the events you want to track), and New Macros (the data you wish to collect, e.g. price).



4 Hrs.

Test your initial configuration:

Create a Version of your current container, and test it out on your live site by using Preview or Debug mode. Navigate around your site and see if the rules and tags are acting the way you expect.



1-2 Days

Migrate by removing hard-coded tags:

You’re almost ready to manage tags with Google Tag Manager, so remove the hard-coded tags from your site. Stage these changes in a pre-production / QA environment.



1 Second

Push your changes Live!

Push your new site live without the hard-coded tags. At the same time, press the Publish button for your container. Changes will roll out immediately!

Additional resources

Developer documentation:
developers.google.com/tag-manager

Help Center:
support.google.com/tagmanager

Google Certified Partners (for implementation assistance):
<http://goo.gl/ty93D>

IT benefits fact sheet:
<http://goo.gl/uNnNX>

Product forum:
<http://goo.gl/YDh0f>

Get started today:
google.com/tagmanager

Implementation FAQ

When moving to Google Tag Manager, will I lose any historical data?

All data will flow into the same accounts, and no important history will be lost. (As with most tag migrations, there's a small chance of losing a few seconds or at most a few minutes of data. But that's lots better than tags that don't work in the first place.)

Do I have to migrate all of my tags?

We recommend migrating all measurement and marketing tags site-wide to take full advantage of Google Tag Manager. But if you really want to migrate only some tags, or deploy to only a subset of pages, Google Tag Manager will still work just fine.

Can hard-coded tags and Google Tag Manager co-exist? Do I have to remove my other tracking tags?

While a complete migration is strongly recommended, it is possible to use Google Tag Manager in parallel with hard-coded tags (for example, using Google Tag Manager only to manage adding new tags). If you choose to do a partial migration, be careful that you don't accidentally double-count by placing tags in Google Tag Manager that are also firing via hard-code on the same page.

Can you add tags to events or buttons?

Definitely! In order to use Google Tag Manager to fire tags on events and buttons, follow these steps (for more detail, read our developer document on event handlers at <http://goo.gl/R6DJE>):

- On your page, proactively add the `dataLayer.push({'event': 'myEventName'})` to the event handlers for all events and buttons you might want to track.
- Create a new rule where "event equals myEventName".
- Associate this rule with any tag you'd like to fire when the specified event happens.

