

Google Tag Manager

Course Outline:

Introduction to Google Tag Manager

- What you can implement and how it affects your marketing strategy
- Tags, Triggers and Variables
- User Interface & Management

Google Analytics & Google Tag Manager

- Google Analytics tags (sessions and events)
- Cross Domain Tracking
- Ecommerce Tracking for Google Analytics

Auto Event Listeners

- Link, Click and Form Submit listeners
- Auto event listeners
- Auto event variables (Element Class, Element ID, Element URL and Element Text)
- The Google Tag Manager Data Layer

Additional Configurations

- Floodlight integration with Google Tag Manager
- Floodlight approval process for Display Tags
- AdWords tags and implementation
- Custom HTML tags to implement any other script or tracking

Debugging and Publishing

- Manage versions in Google Tag Manager
- Preview the implementation. Debug possible errors or issues
- Push live. Review to guarantee accurate data