KOENIG SOLUTIONS · COURSE OUTLINE

Google Tag Manager

Learn to implement, configure and debug tracking tags, triggers and variables using Google Tag Manager alongside Google Analytics.

5
MODULES

17
TOPICS

COURSE OVERVIEW

This course covers the fundamentals of Google Tag Manager, including tags, triggers, variables and the user interface. It then examines integration with Google Analytics, covering session and event tags, cross-domain tracking and ecommerce tracking. Further modules address auto event listeners and the data layer, additional configurations such as Floodlight and AdWords integration, and custom HTML tags, before concluding with version management, debugging and publishing implementations.

WHO THIS COURSE IS FOR

- **Digital Marketers**
- **Web Analysts**
- **Marketing Technologists**
- **SEO Specialists**
- **Web Developers**

LEARNING OBJECTIVES

- Explain how tags, triggers and variables work together
- Describe the Google Tag Manager user interface and management options
- Configure Google Analytics tags for sessions and events
- Implement cross-domain tracking and ecommerce tracking
- Apply auto event listeners for links, clicks and form submissions
- Interpret data passed through the Google Tag Manager data layer
- Integrate Floodlight and AdWords tags with additional configurations
- Debug, preview and publish Google Tag Manager implementations

COURSE SYLLABUS

5 Modules, 17 Topics

01

Introduction to Google Tag Manager

TOPICS

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

02

Google Analytics & Google Tag Manager

TOPICS

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

03

Auto Event Listeners

TOPICS

- 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

04

Additional Configurations

TOPICS

- 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

05

Debugging and Publishing

TOPICS

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

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

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