Google Tag Manager Guide

Total Completion Time
Pros: 37 min – 1 hr 52 min
Beginners: +4 hrs

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Setting Up Google Tag Manager with Facebook Custom Audiences, Google Analytics & Google AdWords Remarketing (Text Only)

Creating Your Google Tag Manager Account

Steps 1-4 take 5 minutes. Step 5 can take 1 hour.

1. Go to [http://google.com/tagmanager](http://google.com/tagmanager) to set up a Google Tag Manager account.
2. Click New Account to set up an account for your tags.
3. Set up your account name as your brand (i.e. BlitzMetrics) and the container name.
4. Agree to the Google Tag Manager Terms of Service to bring up the Tag Manager code.
5. Paste the code into your website to complete the integration.

Setting Up Your First Facebook Custom Audience

Steps 1-10 take 10 minutes.

1. Go to your [Facebook Ads dashboard](https://www.facebook.com/ads) and click on the Audiences menu item.
2. Click the Create Audience button and select to create a Custom Audience.
3. Select Website Traffic so that you can build an audience from your website visitors
4. Configure the tag to target Anyone who visits your website and set a period of 180 days.
5. If you don’t see your pixel then you can click the gear in the lower left corner to bring up your pixel code.
6. Copy your Facebook Audience pixel and go to Google Tag Manager to create a new tag.
7. Select Custom HTML as the Product and give the tag a recognisable name by clicking the pencil icon.
8. Click Continue and paste in the Custom Audience code.
9. Set the tag to fire on All Pages.
10. Your tag is complete and you can either hit publish to make the changes go live or add another tag.

Setting Up Google Analytics with Google Tag Manager

Steps 1-6 take 5 minutes.

1. Go to the [Google Analytics website](https://analytics.google.com) and either create an account or log in to your existing site to get your Tracking ID. Copy the Tracking ID rather than the full code from Admin > Tracking Info.
2. Go to your Google Tag Manager account and click to create a new tag with the Google Analytics Product type.
3. Select the Universal Analytics tag type and give your tag a name.
4. Click Continue and paste in your Tracking ID. Make sure that you check the box to Enable Display Advertising Features.
5. Set the tag to fire on All Pages and click to Create Tag.
6. Once your tag is complete, you can click to Publish the container or add another tag.

Setting Up Google AdWords Remarketing with Google Tag Manager

Steps 1-10 take 10 minutes.

1. Go to the Shared Library section of your [Google AdWords](https://adwords.google.com) account and click to View Audiences.
2. Click to View Audiences and then hit the big red Remarketing List button.
3. Give your list a memorable name and ensure that the Remarketing Tag option is selected. You will also want to set a Membership Duration of 180 days before saving the list.
4. Once your tag has saved you can click on the blue [Tag] link to bring up the code that you need.
5. Copy your Remarketing tag into a text editor so that you can copy specific details from it.
6. Go to Google Tag Manager account and click to create a New Tag.
7. Select Google AdWords as the Product type.
8. Select AdWords Remarketing as the Tag Type.
10. Click to Create Tag and then you can either publish your container or add another tag.

Publishing Your Google Tag Manager Container

Steps 1 take 2 minutes.

1. Make sure you have completed any tags you were building and click Publish.
2. Google Tag Manager will confirm the details that have changed since you last published. If you are happy click Publish Now.
3. Your tags will now be live on any pages where you have added the Google Tag Manager code.
### Setting Up Facebook Conversion Tracking

Steps 1-9 take 10 minutes.

1. Go to the Conversion Tracking in your Facebook Ads dashboard, click to Create Pixel.
2. Select the type of conversion that you want to measure.
3. Copy the Conversion Pixel code that Facebook presents you.
4. Go to your Google Tag Manager account and click to create a New Tag of the Custom HTML product type.
5. Paste in the Facebook conversion code. If you look through the code you will see two instances of "value" and "currency" in the code. If you want to track values in Facebook you can replace these details with specific values or by making use of dynamic variables.
6. Click to continue and then set the tag to fire on Some Pages.
7. Click New to create a custom firing rule and complete the required details. You will need to select a variable to check which will probably be the Page URL and a matching rule. The simplest matching Operation to use is contains.
8. Click Save to confirm the new rule and then Create Tag to add the conversion tag to your container.
9. Your new tag is now complete and you can either publish to activate the tag or add another tag.

### Setting Up Google AdWords Conversion Tracking

Steps 1-11 take 10 minutes.

1. Go to the Tools > Conversions section and click the + Conversion button.
2. Click to add a new Conversion item and then select Website as the source of conversion.
3. You only need to set a memorable name for your conversion tag as you can leave the rest of the details to Google Tag Manager so click Save and Continue.
4. Copy your conversion tag to a text editor so you can copy the Conversion ID and Conversion Label later.
5. Go to your Google Tag Manager account and click to create a New Tag of the Google AdWords product type.
6. Give the tag a memorable name and select AdWords Conversion Tracking as the tag type.
7. Find your Conversion ID and Conversion Label in the code you copied from AdWords earlier and then paste them into the tag configuration. Set a specific conversion value and currency here, or use dynamic variables.
8. Click to Continue and set the tag to fire on Some Pages.
9. Click New to create a custom firing rule and complete the required details. You will need to select a variable to check which will probably be the Page URL and a matching rule. The simplest matching Operation to use is contains.
10. Click Save to select your new firing rule and then Create Tag to complete the setup.
11. Your new tag is now complete and you can publish your changes or add another tag.

### Google Tag Manager Tips

**Version Control**

Once you publish a container the existing version goes live onto your website and the version shown in your Google Tag Manager editor becomes a draft. You can then edit this draft freely until you next hit Publish without changing the code that is being served on your live site.

**Managing Users**

If you need to add more users to your Google Tag Manager account such as an agency or web developer then you can do this in just a few click.

1. Go to the Admin section of your Google Tag Manager account and click User Management.
2. Click New to add new user and then enter the email address of the person you would like to invite.
3. Select the features that you want to grant access to under Container Permissions and then click Confirm.

**Verifying Your Tag on the Published Site**

To verify that Google Tag Manager is installed on your site you can install the Tag Assistant extension to the Google Chrome browser and visit your website. If everything has worked you will see a green icon in your toolbar which you can click on to view the details about your tag.

*This guide takes 37 minutes - 1 hour 52 minutes to complete.

Variation is based on experience and website complexity for a basic tag management configuration. If you add in the setup of ecommerce and dynamic conversion variables, all of these times can be *very* different and will vary wildly between systems used.

**Total Completion Time:** 37 min. – 1hr 52 min.

*These times are based on complexity and assuming the user is a trained analyst performing these tasks. If these kind of tasks are new to you, then assume the completion time to take up to 4 hours.

### Setting Up Linkedin Plumbing

Steps 1-6 take 10 minutes.

1. Connect to BM analyst on Linkedin.
2. Grants access to Linkedin Company Page
   - Go to Linkedin.com/ads > Search for company Admin will then see Edit button in the upper right of the page. Click Edit.
   - Add analyst’s name to ‘Designated Company Page Admins’ list and ‘Direct Sponsored Content Posters’ list. IMPORTANT: Click Publish.
3. Grant access to existing Linkedin Ads account
   - Go to LinkedIn.com > Search for company
   - Click Manage. Log in with personal credentials.
   - Click Add user to this Account Type analyst’s name > select Account Manager and click Give Access.
4. If existing account does not exist
   - Go to LinkedIn.com/ads and click Get Started
   - Login
   - Type in company name into Company Page.
   - Click Create Account
5. Fill out Billing Info.
   - Click the gear next to Account
6. Grant BM employees access
   - Click gear next to Account > Manage Access > Add User to this Account > type analyst’s name > select ‘Account Manager’ and click Give Access.
Setting Up Google Tag Manager with Facebook Custom Audiences, Google Analytics & Google AdWords Remarketing (Text Only)

Setting up Twitter Remarketing Audiences

Steps 1-6 take 10 minutes.

1. Go to your Twitter Ads Dashboard at https://ads.twitter.com/.
2. Select Tools > Conversion Tracking
3. Click to Create your first website tag
4. Enter a descriptive name for your first audience, set a conversion type of Site visit whilst ensuring that the tailored audience box is checked.
5. Click to Show Conversion Settings and set appropriate attribution windows. For a simple catch all remarketing tag we recommend 90 days post engagement attribution and turning Off or setting a low 1 day post-view attribution.
6. Click Save tag and generate code snippet and you will be presented with your remarketing tag, which you can now add to Google Tag Manager.

Adding Your Twitter Remarketing Tag to Google Tag Manager

Steps 1-6 take 10 minutes.

1. If you haven’t already got your Twitter code to hand you can access existing tags under the Tools > Conversion tracking page and hitting the edit option on your audience.
2. Go to your Google Tag Manager account and click to Add a new tag.
3. Enter a descriptive name for your Twitter Remarketing Tag and select Custom HTML Tag as the type.
4. Paste in the code that you got from your Twitter Ads account and hit Continue.
5. Click the All Pages option to ensure your primary remarketing site catches all visitors to your site, and then click to Create Tag.
6. Click Publish and then confirm with the Publish Now button in the box that pops up.

Adding Your Instagram Account to Your Facebook Advertising Account

Steps 1-6 take 10 minutes.

1. Go to Facebook Business Manager at business.facebook.com
2. Hover over, or click on, Business Settings and then select Instagram Accounts.
3. You will usually be presented with a list of Instagram Accounts but as you haven’t linked one yet, click to Claim New Instagram Account.
4. Enter your Instagram Username and Password to the pop up box and click Next.
5. You will be presented with you linked Instagram Accounts, showing the one you just linked. Click to Assign Ad Accounts, select your Facebook Ads account and click Save Changes.
6. (Optional) You can also click to Assign Partner to allow an agency to manage your account. You can then simply enter the Business ID they provide, for example BlitzMetrics would be: 552854764819146 found in the Info tab and click Confirm.

Creating an Ad for Instagram through Facebook Power Editor

Steps 1-7 take 10 minutes.

1. Go to your Facebook Business Manager and Click on Power Editor
2. Click on Create Campaign.
3. Make sure you select Website Clicks as the Objective, enter some basic details and click to Create.
4. Under your Ad Sets settings make sure you enabled to Instagram Placement as it is disabled by default:
5. Open you Ad’s settings and select which accounts to link the creative to.
6. Add your Website URL (where you want people to go), Ad text and select an image that is a minimum of 640x640px however Facebook recommend at least 1200x1200 to look great across all platforms. You can also select a call to action button no Tracking as the tag type.
7. The final step is selecting your method of tracking and if you’ve been following the rest of our guides then your Facebook Custom Audience pixel should be available for selection so you can track conversions with no additional setup.
Creating Your Google Tag Manager Account

1. Go to [http://google.com/tagmanager](http://google.com/tagmanager) to set up a Google Tag Manager account.
2. Click New Account to set up an account for your tags.
3. Set up your account name as your brand (i.e. BlitzMetrics) and the container name as the website that you will be setting up the tags on (e.g. blitzmetrics.com).
4. Agree to the Google Tag Manager Terms of Service to bring up the Tag Manager code that you will need to install on your site.
5. Paste the code into your website to complete the integration.

**HTML Sites:** If your site uses HTML then copy the code and open up your websites HTML page template. Find the code "<body>" within your page template and paste in the Google Tag Manager code directly after and hit save. You will need to do this for all pages or page templates that you want to use Google Tag Manager with.

**WordPress Sites:** There is a really useful plugin for Google Tag Manager. You can just copy your Tag ID which is shown next your account name in the GTM dashboard or from the code itself after "?id=" and then paste it into the plugin settings page.
Setting Up Your First Facebook Custom Audience

1. Go to your Facebook Ads dashboard and click on the Audiences menu item.

2. Click the Create Audience button and select to create a Custom Audience.

3. Select Website Traffic so that you can build an audience from your website visitors.
4. Configure the tag to target **Anyone who visits your website** and set a period of **180 days**. Make sure you also give it a name you’ll remember such as All BlitzMetrics.com Visitors.

5. After creating your audience you should be presented with your pixel. If you don't see it then you can click the gear in the lower left corner to bring up your pixel code.

6. Copy your Facebook Audience pixel and go to Google Tag Manager to create a new tag.
7. Select Custom HTML as the Product and give the tag a recognisable name e.g. Facebook Custom Audience by clicking the pencil icon next to the tag title.

8. Click **Continue** and paste in the Custom Audience code provided by Facebook
9. Set the tag to fire on **All Pages**.

10. Your tag is complete and you can either hit publish to make the changes go live or add another tag.
Setting Up Google Analytics with Google Tag Manager

1. Go to the Google Analytics website and either create an account or log in to your existing site to get your Tracking ID. Make sure you copy the Tracking ID rather than the full code from Admin > Tracking Info.

2. Go to your Google Tag Manager account and click to create a new tag with the Google Analytics Product type.
3. Select the **Universal Analytics** tag type and give your tag a name e.g. Google Universal Analytics.

4. Click Continue and paste in your **Tracking ID**. That you copied from the Analytics site. You will also want to make sure that you check the box to Enable Display Advertising Features.
5. Set the tag to fire on **All Pages** and click to **Create Tag**.

6. Once your tag is complete, you can click to **Publish** the container or add another tag.
Setting Up Google AdWords Remarketing with Google Tag Manager

☐ 1. Go to the **Shared Library** section of your **Google AdWords** account and click to **View Audiences**.

[Image of Google AdWords Shared Library]

☐ 2. Click to **View Audiences** and then hit the big red **Remarketing List** button.

[Image of Google AdWords Remarketing List]
3. Give your list a memorable name and ensure that the **Remarketing Tag** option is selected. You will also want to set a **Membership Duration of 180 days** before saving the list.

4. Once your tag has saved you can click on the blue **[Tag]** link to bring up the code that you need.
☐ 5. Copy your Remarketing tag into a text editor so that you can copy specific details from it.

☐ 6. Go to Google Tag Manager account and click to create a **New Tag**.

☐ 7. Select **Google AdWords** as the Product type.

☐ 8. Select **AdWords Remarketing** as the Tag Type.

☐ 9. Paste in your **Conversion ID** and **Conversion Label** from your Remarketing tag.

☐ 10. Click to **Create Tag** and then you can either publish your container it or add another tag.
Publishing Your Google Tag Manager Container

☐ 1. Make sure you have completed any tags you were building and click **Publish**.

☐ 2. Google Tag Manager will confirm the details that have changed since you last published. If you are happy click Publish Now.

☐ 3. Your tags will now be live on any pages where you have added the Google Tag Manager code.
Setting Up Facebook Conversion Tracking

1. Go to the **Conversion Tracking** menu item in your Facebook Ads dashboard and click to **Create Pixel**.

2. Select the type of conversion that you want to measure and give it an easily recognisable name.

3. Copy the Conversion Pixel code that Facebook presents you.
4. Go to your Google Tag Manager account and click to create a **New Tag** of the **Custom HTML** product type.

5. Paste in the Facebook conversion code. If you look through the code you will see two instances of “value” and “currency” in the code. If you want to track values in Facebook you can replace these details with specific values or by making use of dynamic variables (an advanced topic beyond the scope of this guide).

6. Click to continue and then set the tag to fire on Some Pages
7. Click **New** to create a custom firing rule and complete the required details. You will need to select a variable to check which will probably be the Page URL and a matching rule. The simplest matching Operation to use is **contains**. If your conversion completion page was example.com/thankyou.html then you could either enter “example.com/thankyou.html” or enter “thankyou.html”.

The benefit of only using a part of the URL such as “thankyou.html” is that it will match all pages which contain the value e.g. It would match both of the following links if you sold multiple products:

- example.com/product/thankyou.html
- example.com/service/thankyou.html

8. Click **Save** to confirm the new rule and then **Create Tag** to add the conversion tag to your container.

9. Your new tag is now complete and you can either publish to activate the tag or add another tag.
Setting Up Google AdWords Conversion Tracking

1. Go to the **Tools > Conversions** section of your Google AdWords account and click the + **Conversion** button.

2. Click to add a new Conversion item and then select Website as the source of conversion.
3. You only need to set a memorable name for your conversion tag as you can leave the rest of the details to Google Tag Manager so click **Save and Continue**.

4. Copy your conversion tag to a text editor so you can copy the **Conversion ID** and **Conversion Label** later.
5. Go to your Google Tag Manager account and click to create a New Tag of the Google AdWords product type.

6. Give the tag a memorable name and select AdWords Conversion Tracking as the tag type.
7. Find your **Conversion ID** and **Conversion Label** in the code you copied from AdWords earlier and then paste them into the tag configuration. You can also set a specific conversion value and currency here, or use dynamic variables (advanced method beyond the scope of this guide).

8. Click to **Continue** and set the tag to fire on **Some Pages**.
9. Click **New** to create a custom firing rule and complete the required details. You will need to select a variable to check which will probably be the Page URL and a matching rule. The simplest matching Operation to use is **contains**. If your conversion completion page was example.com/thankyou.html then you could either enter “example.com/thankyou.html” or enter “thankyou.html”.

The benefit of only using a part of the URL such as “thankyou.html” is that it will match all pages which contain the value e.g. It would match both of the following links if you sold multiple products:

- example.com/product/thankyou.html
- example.com/service/thankyou.html

10. Click **Save** to select your new firing rule and then **Create Tag** to complete the setup.

11. Your new tag is now complete and you can Publish your changes or add another tag.
Google Tag Manager Tips

Version Control

Once you publish a container the existing version goes live onto your website and the version shown in your Google Tag Manager editor becomes a draft. You can then edit this draft freely until you next hit Publish without changing the code that is being served on your live site.

Managing Users

If you need to add more users to your Google Tag Manager account such as an agency or web developer then you can do this in just a few clicks.

☐ 1. Go to the Admin section of your Google Tag Manager account and click User Management.

☐ 2. Click New to add new user and then enter the email address of the person you would like to invite.
3. Select the features that you want to grant access to under Container Permissions and then click Confirm.

Verifying Your Tag on the Published Site

To verify that Google Tag Manager is installed on your site you can install the Tag Assistant extension to the Google Chrome browser and visit your website. If everything has worked you will see a green icon in your toolbar which you can click on to view the details about your tag.
Setting up LinkedIn Plumbing

1. Connect to BM analyst on LinkedIn.

2. Grant access to LinkedIn Company Page.
   Go to LinkedIn.com and search for company.

Admin will then see Edit button in the upper right of the page. Click Edit.
Add analyst's name to 'Designated Company Page Admins' list and 'Direct Sponsored Content Posters' list
IMPORTANT: Click Publish.

☐ 3  Grant access to existing Linkedin Ads account

Go to [Linkedin.com/ads](https://www.linkedin.com/ads). Click Manage.
Log in with personal credentials.
Click the gear next to Account at the top of the breadcrumbs. Go to **Manage Access**.

If you don’t see this page you may need to update to the new campaign manager. Click **try the new Campaign Manager today**.
Click **Add user to this Account.**
Type analyst’s name > select ‘Account Manager’ and click ‘Give Access’.

☐ 4 If existing account does not exist
   • -Go to LinkedIn.com/Ads
   • -Click Get Started
   • -Login
   • -Type in company name into ‘Company Page’
   • -Click ‘Create Account’
5  Fill out Billing Info

Click the gear next to 'Account'.
6  Grant BM employees access

☐ Click gear next to Account. Click Manage Access. Click Add User to this Account. Type analyst’s name. Select Account Manager and click Give Access.
Setting up Twitter Remarketing Audiences

1. Go to your Twitter Ads Dashboard at https://ads.twitter.com/

2. Select Tools > Conversion Tracking
3 Click to Create your **first website tag**.

4 Enter a descriptive name for your first audience, set a conversion type of **Site visit** whilst ensuring that the tailored audience box is checked.
5. Click to **Show Conversion Settings** and set appropriate attribution windows. For a simple catch all remarketing tag we recommend **90 days** post engagement attribution and turning **Off** or setting a low **1 day** post-view attribution.

6. Click **Save tag and generate code snippet** and you will be presented with your remarketing tag, which you can now add to Google Tag Manager.
Adding Your Twitter Remarketing Tag to Google Tag Manager

1. If you haven’t already got your Twitter code to hand you can access existing tags under the **Tools > Conversion tracking** page and hitting the edit option on your audience.

2. Go to your **Google Tag Manager** account and click to **Add a new tag**.
3. Enter a descriptive name for your Twitter Remarketing Tag and select **Custom HTML Tag** as the type.

4. Paste in the code that you got from your Twitter Ads account and hit **Continue**.
5. Click the **All Pages** option to ensure your primary remarketing site catches all visitors to your site, and then click to **Create Tag**.

6. Click **Publish** and then confirm with the **Publish Now** button in the box that pops up.
Adding Your Instagram Account to Your Facebook Advertising Account

1. Go to Facebook Business Manager at business.facebook.com

2. Hover over, or click on, Business Settings and then select Instagram Account

3. You will usually be presented with a list of Instagram Accounts but as you haven't linked one yet, click to Claim New Instagram Account.
4. Enter your Instagram Username and Password to the pop up box and click Next.

5. You will be presented with you linked Instagram Accounts, showing the one you just linked. Click to Assign Ad Accounts, select your Facebook Ads account and click Save Changes.
6. (Optional) You can also click to Assign Partner to allow an agency to manage your account. You can then simply enter the Business ID they provide, for example BlitzMetrics would be: 552854764819146 found in the Info tab and click Confirm.
Creating an Ad for Instagram through Facebook Power Editor

1. Go to your Business Manager and Click on Power Editor
2. Click on **Create Campaign**

3. Make sure you select Website Clicks as the Objective, enter some basic details and click to Create.

4. Under your Ad Sets settings make sure you enabled to Instagram Placement as it is disabled by default:
5. Open your Ad’s settings and select which accounts to link the creative to:

6. Add your Website URL (where you want people to go), Ad text and select an image that is a minimum of 640x640px however Facebook recommend at least 1200x1200 to look great across all platforms. You can also
select a call to action button now.

7. Adding
You have completed the Google Tag Manager Guide!

Would you rather have this done for you for $500? Click to have us implement it for you!
What’s next?

- 1. Set up plumbing
- 2. Set goals
- 3. Create Content
- 4. Target audiences
- 5. Create ads
- 6. Optimize on campaigns (ounce a week)
Your Optimization Specialists

AJ
LinkedIn Ads

Jakob Hager
Taskwunder

Alex Houg
Digital Marketing Specialist

Jared Whitman
Operations Manager

Seth Rumbaugh
Analyst

Bryce Clark
Facebook Ads

Austin Bowman
Designer

Joe Merkel
Assistant Editor

Dennis Yu
Project Manager

Ethan Rumbaugh
Designer

Sean Keegan
Analyst

Alexandra Erman
HR/Accounting

Josh Hamby
Media & PR Specialist

Max Darby
Marketing Manager

Rick Swanson
Project Manager