

# Mastering the basics of Google Tag Manager



**AWESOME**  
TECH TRAINING

# Housekeeping

- All the attendee mics are muted - you can hear us but we cannot hear you
- This session is being recorded - we will send you a link to the recording and a downloadable copy of the slides after the event
- If you have any questions please use the Q&A function to ask them - we'll cover the questions at the end if we have time otherwise we will follow up with you individually





**Who we are**

# Agenda

- Introduction to Awesome Tech Training
- What is Google Tag Manager?
- Setting up your account and installing GTM
- Creating and publishing new tags
- Debugging your work
- Using GTM to track events in GA4
- Using a RegEx table to define content groups
- Workspaces and versions
- Useful resources for learning more
- Questions





# If anything isn't clear...

- Please ask a question!
- There is no such thing as a stupid question



# About us

- Our focus is on helping small businesses take control of their own digital marketing presence
- We can help you with all aspects of your digital marketing and web development
- We can work with you to help you build a new website for your business OR to make better use of the site that you already have
- Digital marketing and WordPress advice and support
  - Book sessions by the hour / half day / day - [contact us](#) to talk about how we can help you
- [Other webinars](#)





# What is Google Tag Manager?

# Google Tag Manager

- GTM is a free tag management system developed by Google
- Website owners and marketers can easily deploy and manage tracking tags and code snippets on their site
- Web based interface, good for non-technical users
- No need to modify source code



# What are tags?

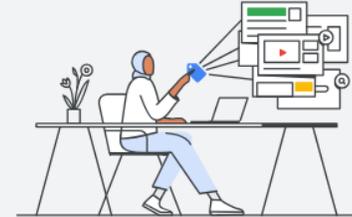
- Tags are small pieces of code added to your site to perform a particular service - often javascript
- Examples include:
  - Google analytics
  - Meta pixel
  - Linked In pixel
- Often these tags don't affect how the site looks or behaves, but are used to track visits, interactions and improve engagement with visitors



# Google tag (for analytics)

## Install your Google tag

You can use a website builder or content management system (CMS) to finish setup automatically, or install your tag manually. To ensure you get accurate measurement, make sure your tag is installed on every page of your site.



Install with a website builder or CMS

[Install manually](#)

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->  
<script async src="https://www.googletagmanager.com/gtag/js?id=G-H3LMYFQG5Z"></script>  
<script>  
  window.dataLayer = window.dataLayer || [];  
  function gtag(){dataLayer.push(arguments);}  
  gtag('js', new Date());  
  
  gtag('config', 'G-H3LMYFQG5Z');  
</script>
```



# Meta Pixel tag

```
202 <link rel="alternate" type="text/xml+oembed" href="https://www.awesometechtraining.com/wp-json/oembed/1.0/embed?url=https%3A%2F%2Fww
203 <!-- Facebook Pixel Code -->
204 <script type="text/plain" data-cli-class="cli-blocker-script" data-cli-script-type="non-necessary" data-cli-block="true" data-cli-
205 !function(f,b,e,v,n,t,s)
206 {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
207 n.callMethod.apply(n,arguments):n.queue.push(arguments)};
208 if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
209 n.queue=[];t=b.createElement(e);t.async=!0;
210 t.src=v;s=b.getElementsByTagName(e)[0];
211 s.parentNode.insertBefore(t,s)}(window, document,'script',
212 'https://u3h6s5b7.stackpathcdn.com/wp-content/cache/busting/facebook-tracking/fbpix-events-en_US-2.9.31.js');
213 fbq('init', '2535521126512030');
214 fbq('track', 'PageView');
215 </script>
216 <noscript></noscript>
219 <!-- End Facebook Pixel Code -->
220
```



# Problems with tags and snippets

- Tags like this are extremely useful but:
- There can be technical issues:
  - They require someone technical to add them to a site
  - Sometimes the integration can be tricky (eg. Tracking clicks)
  - Mistakes can break a site
  - Some tags can slow down a site
- And there can be management issues:
  - Tracking changes is difficult, understanding what tags have been added can be confusing
  - Managing who has access can become a chore especially in big organisations



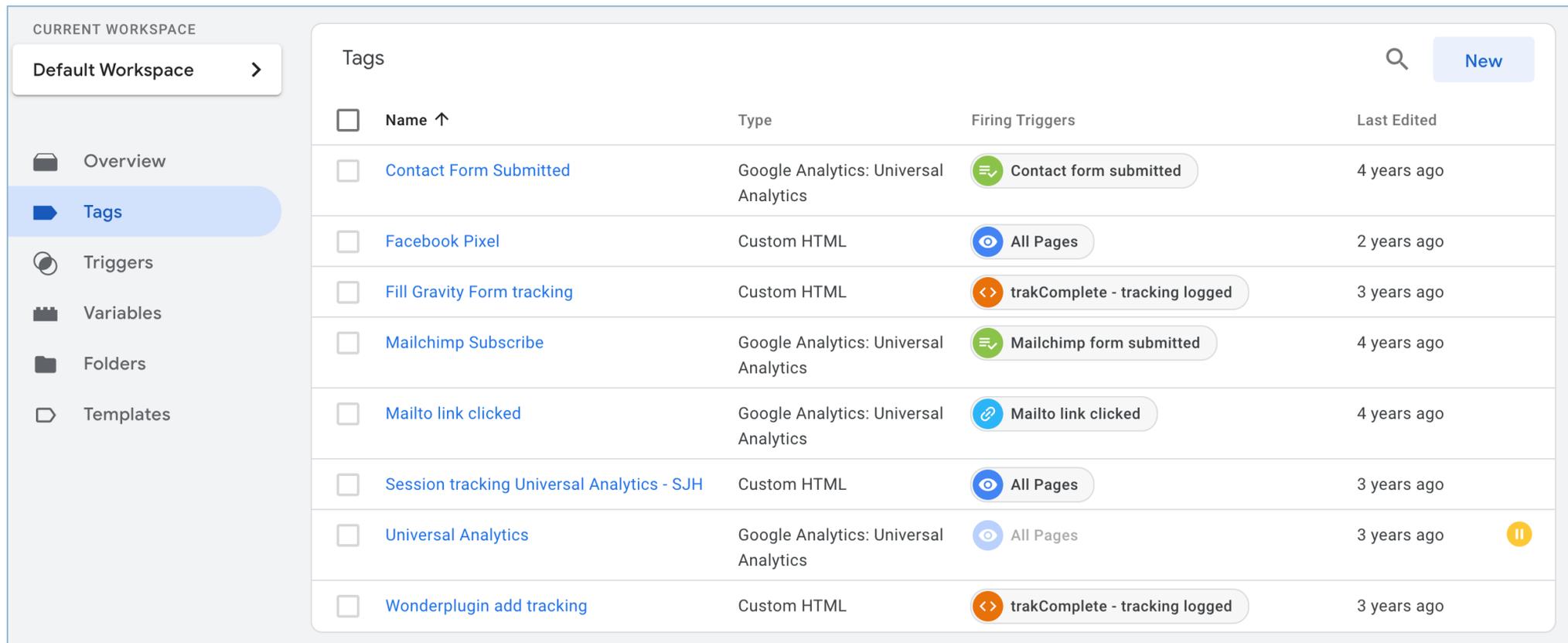
# Google Tag Manager (GTM)

- Google Tag Manager is a system for:
  - Managing tags
  - Managing the process of testing and publishing
  - Tracking what changes have been made
  - Enforcing who can make changes
  - Managing what tags fire depending on the user's consent
- It hides a lot of the technical complexity for common operations
- Under the bonnet there's a lot going on!



# GTM Interface (list of tags)

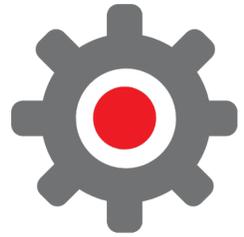
- GTM Lets you manage tags in a web based system
- Much easier than picking out javascript tags in some HTML code



The screenshot displays the Google Tag Manager (GTM) interface. On the left, a sidebar shows navigation options: Overview, Tags (selected), Triggers, Variables, Folders, and Templates. The main area is titled 'CURRENT WORKSPACE' and 'Default Workspace'. The 'Tags' section is active, showing a list of tags with columns for Name, Type, Firing Triggers, and Last Edited. A search icon and a 'New' button are in the top right of the tags list.

<input type="checkbox"/>	Name ↑	Type	Firing Triggers	Last Edited
<input type="checkbox"/>	<a href="#">Contact Form Submitted</a>	Google Analytics: Universal Analytics	Contact form submitted	4 years ago
<input type="checkbox"/>	<a href="#">Facebook Pixel</a>	Custom HTML	All Pages	2 years ago
<input type="checkbox"/>	<a href="#">Fill Gravity Form tracking</a>	Custom HTML	trakComplete - tracking logged	3 years ago
<input type="checkbox"/>	<a href="#">Mailchimp Subscribe</a>	Google Analytics: Universal Analytics	Mailchimp form submitted	4 years ago
<input type="checkbox"/>	<a href="#">Mailto link clicked</a>	Google Analytics: Universal Analytics	Mailto link clicked	4 years ago
<input type="checkbox"/>	<a href="#">Session tracking Universal Analytics - SJH</a>	Custom HTML	All Pages	3 years ago
<input type="checkbox"/>	<a href="#">Universal Analytics</a>	Google Analytics: Universal Analytics	All Pages	3 years ago
<input type="checkbox"/>	<a href="#">Wonderplugin add tracking</a>	Custom HTML	trakComplete - tracking logged	3 years ago

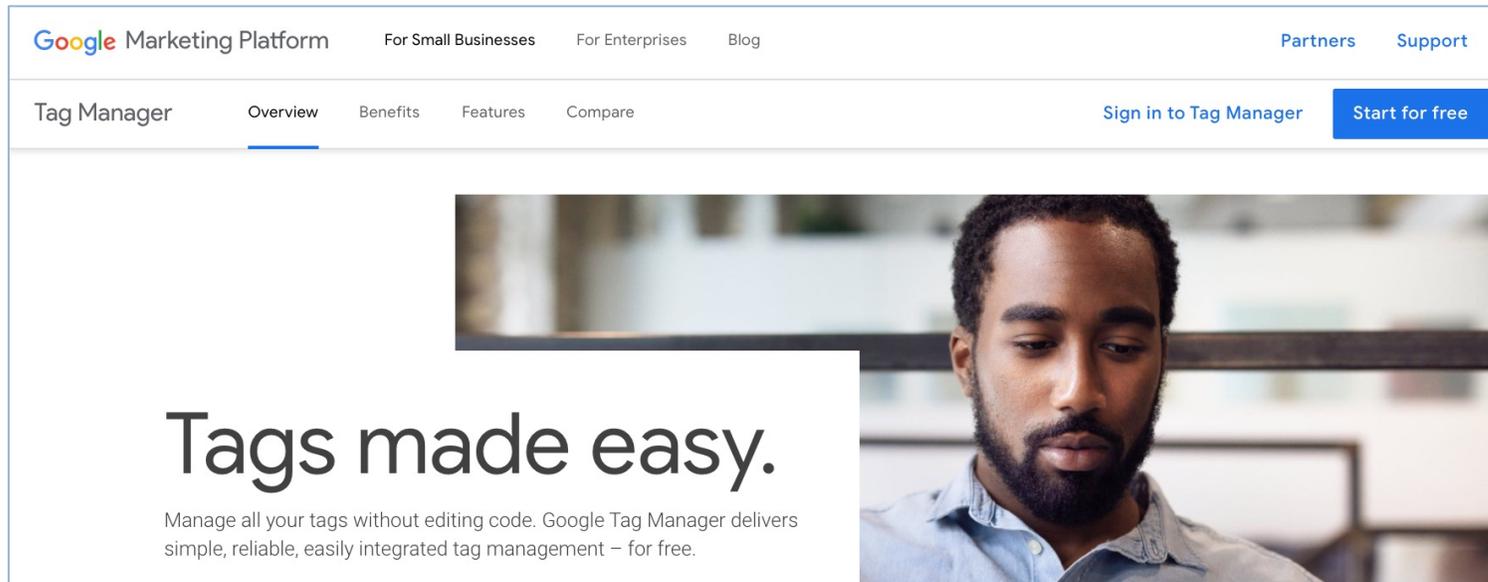




# Setting up your account and installing GTM

# Setting up your GTM account

- Google Tag Manager uses the same credentials as your standard Google account
- If you have multiple Google accounts then each one can have a separate GTM account - just like Google analytics
- Tag Manager is at <https://tagmanager.google.com>

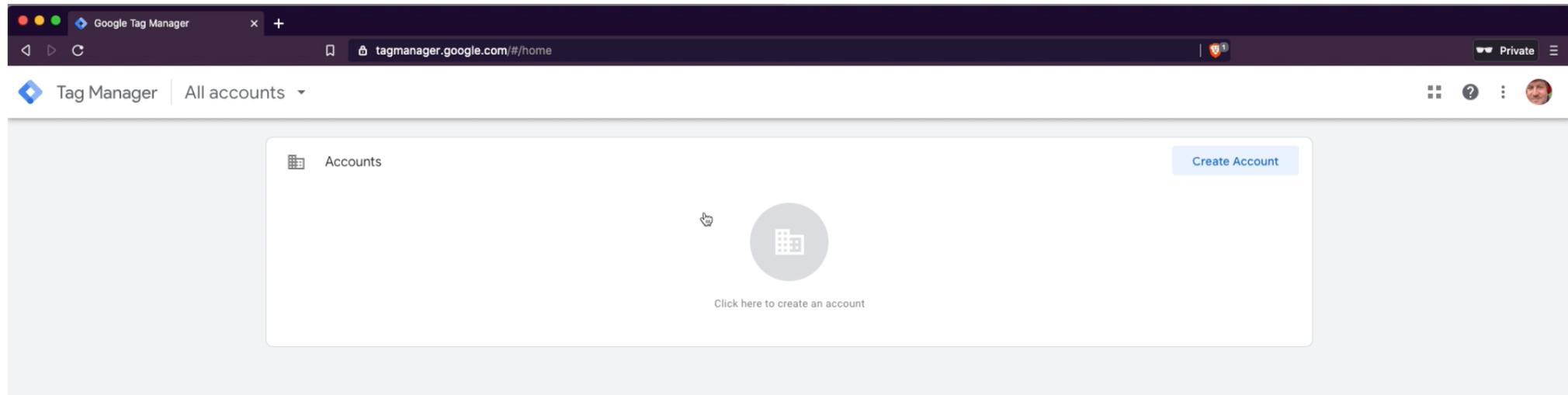


The screenshot shows the Google Marketing Platform website. At the top, there are links for 'For Small Businesses', 'For Enterprises', and 'Blog'. On the right, there are links for 'Partners' and 'Support'. Below this, the 'Tag Manager' section is highlighted, with sub-links for 'Overview', 'Benefits', 'Features', and 'Compare'. To the right of these links are 'Sign in to Tag Manager' and a blue 'Start for free' button. The main content area features a large image of a man looking at a screen, with the text 'Tags made easy.' and a sub-headline: 'Manage all your tags without editing code. Google Tag Manager delivers simple, reliable, easily integrated tag management – for free.'



# First view when logged in

- When you first log in, you're presented with a blank interface and you can create a new account
- Click on the “Create account” button



# Configure the basics

Browser tabs: GTM Demo - Just another Word, Analytics, Web & Mobile Tag Management, Header Footer Code Manager, Google Tag Manager

URL: tagmanager.google.com/?authuser=1#/admin/accounts/create

## ← Add a New Account

### Account Setup

Account Name  
e.g. My Company

Country  
United States

Share data anonymously with Google and others

### Container Setup

Container name  
e.g. www.mysite.com

Target platform

- Web**  
For use on desktop and mobile web pages
- iOS**  
For use in iOS apps
- Android**  
For use in Android apps
- AMP**  
For use in Accelerated Mobile Pages
- Server**  
For server-side instrumentation and measurement BETA



GTM Demo – Just another Word | Analytics | Web & Mobile Tag Management | Header Footer Code Manager | Google Tag Manager

tagmanager.google.com/?authuser=1#/container/accounts/6002530891/containers/35050563/workspaces/1

Tag Manager All accounts > Demo GTM www.tagdemo.tk Search workspace

Workspace Versions Admin GTM-53HGBW8 Workspace Changes: 0 Preview Submit

CURRENT WORKSPACE

Default Workspace >

New Tag Choose from over 50 tag types

Add a new tag >

Description

Edit description >

Workspace Changes

This workspace has no changes. Learn More

Activity History >

Terms of Service · Privacy Policy

### Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

Paste this code as high in the **<head>** of the page as possible:

```
<!-- 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-53HGBW8');
<!-- End Google Tag Manager -->
```

Additionally, paste this code immediately after the opening **<body>** tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-53HGBW8"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

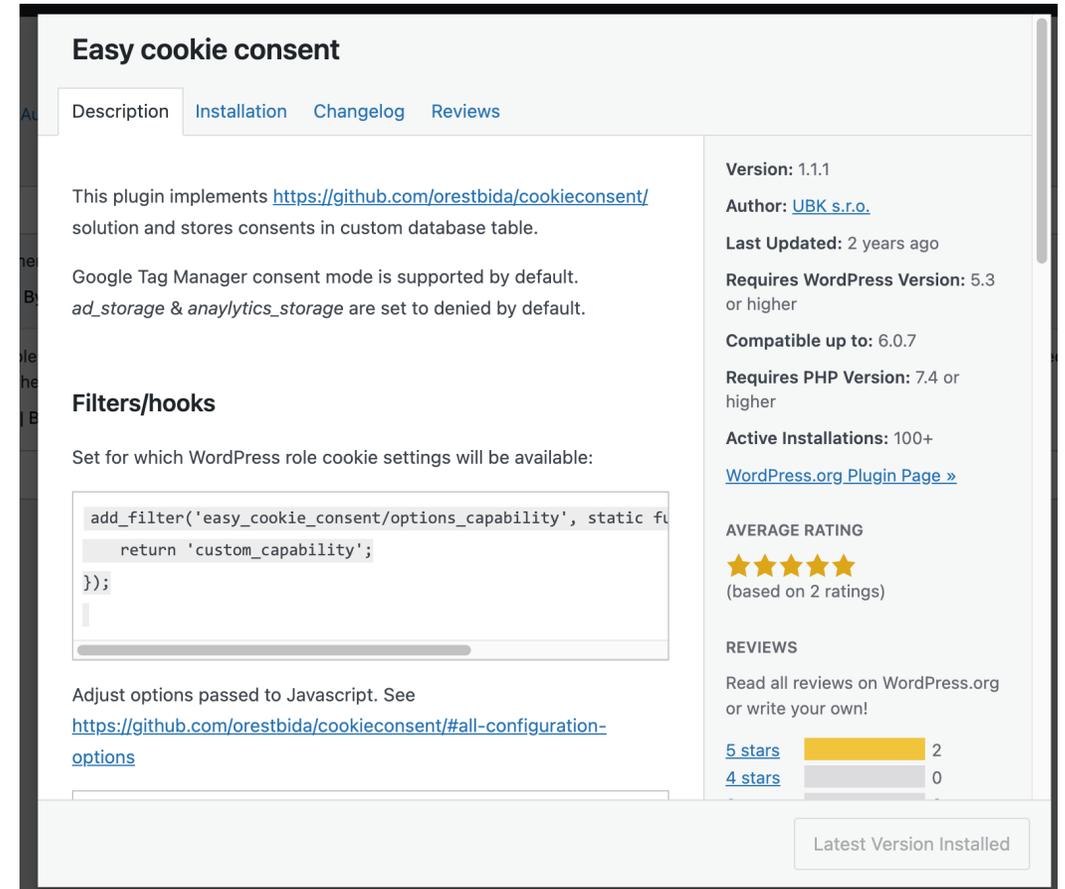
For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).

OK



# Adding to a WordPress site

- If you use WordPress you can add the code to a header.php file in your child theme
- Or you can use a plugin
- To get started you can use: <https://wordpress.org/plugins/easy-cookie-consent/>



The screenshot shows the WordPress.org plugin page for 'Easy cookie consent'. The page is titled 'Easy cookie consent' and has tabs for 'Description', 'Installation', 'Changelog', and 'Reviews'. The 'Description' tab is active. The text describes the plugin's functionality, including its implementation of a GitHub solution and its support for Google Tag Manager. It also lists technical requirements such as WordPress version (5.3 or higher) and PHP version (7.4 or higher). A code block shows a snippet of PHP code for filtering capabilities. The right sidebar contains metadata like version (1.1.1), author (UBK s.r.o.), and an average rating of 5 stars based on 2 ratings. A 'Latest Version Installed' button is visible at the bottom right.

**Easy cookie consent**

Description Installation Changelog Reviews

This plugin implements <https://github.com/orestbida/cookieconsent/> solution and stores consents in custom database table.

Google Tag Manager consent mode is supported by default. *ad\_storage* & *anaylytics\_storage* are set to denied by default.

**Filters/hooks**

Set for which WordPress role cookie settings will be available:

```
add_filter('easy_cookie_consent/options_capability', static fn() {
    return 'custom_capability';
});
```

Adjust options passed to Javascript. See <https://github.com/orestbida/cookieconsent/#all-configuration-options>

Version: 1.1.1  
Author: [UBK s.r.o.](#)  
Last Updated: 2 years ago  
Requires WordPress Version: 5.3 or higher  
Compatible up to: 6.0.7  
Requires PHP Version: 7.4 or higher  
Active Installations: 100+  
[WordPress.org Plugin Page »](#)

AVERAGE RATING  
★★★★★  
(based on 2 ratings)

REVIEWS  
Read all reviews on WordPress.org or write your own!

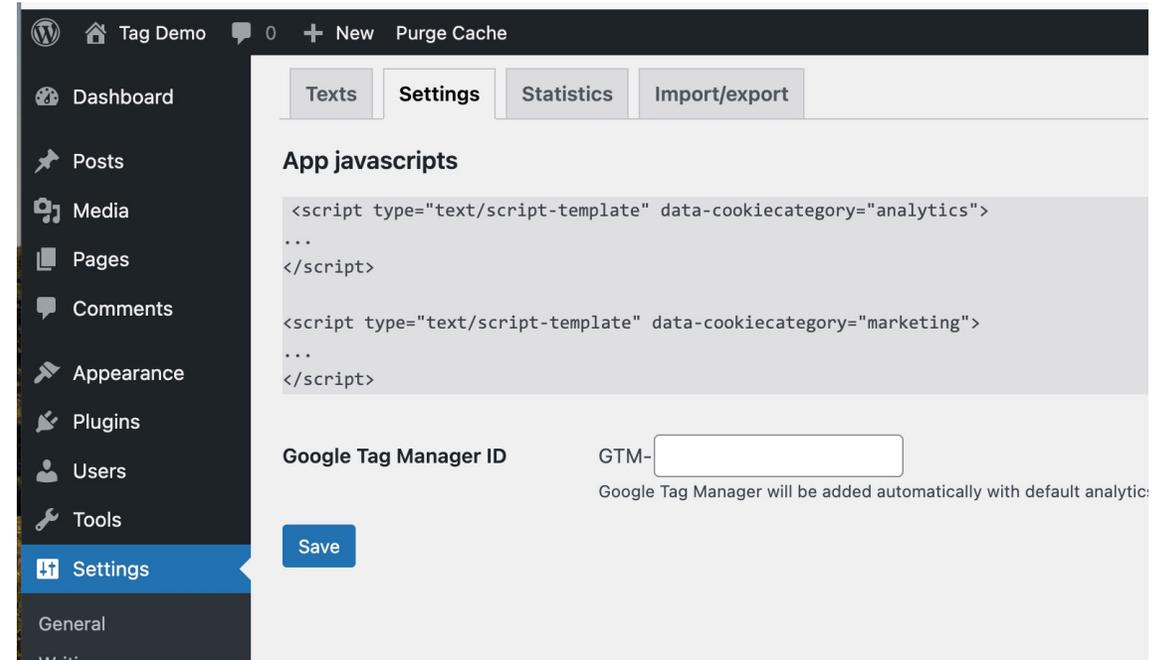
[5 stars](#) 2  
[4 stars](#) 0

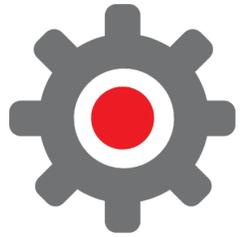
Latest Version Installed



# Configuring the plugin

- The plugin adds a new setting at the bottom of the “Settings > General” admin page
- Enter the GTM-XXXXX code
- Click ”Save”
- Your site is now ready to run tags via Google Tag Manager

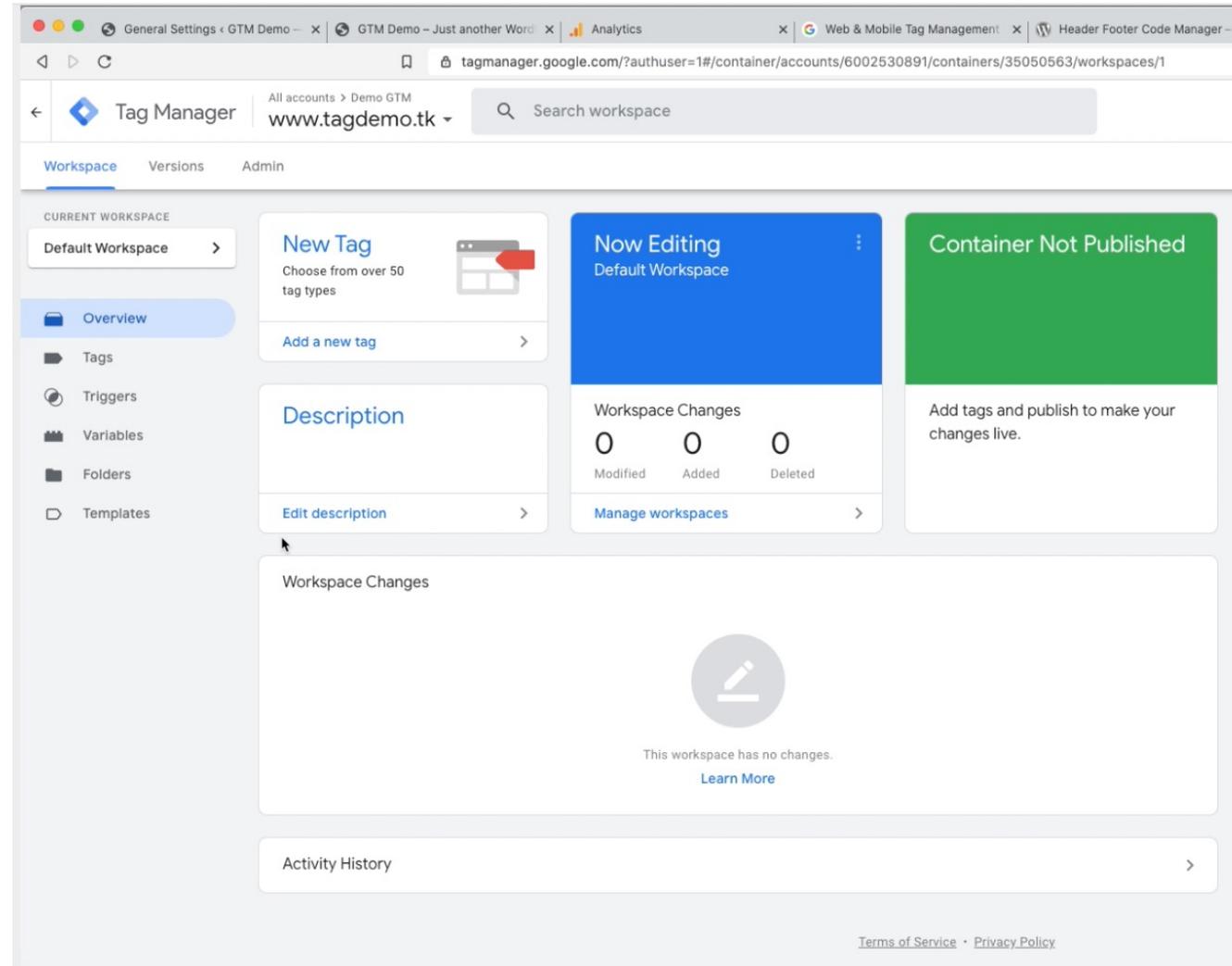




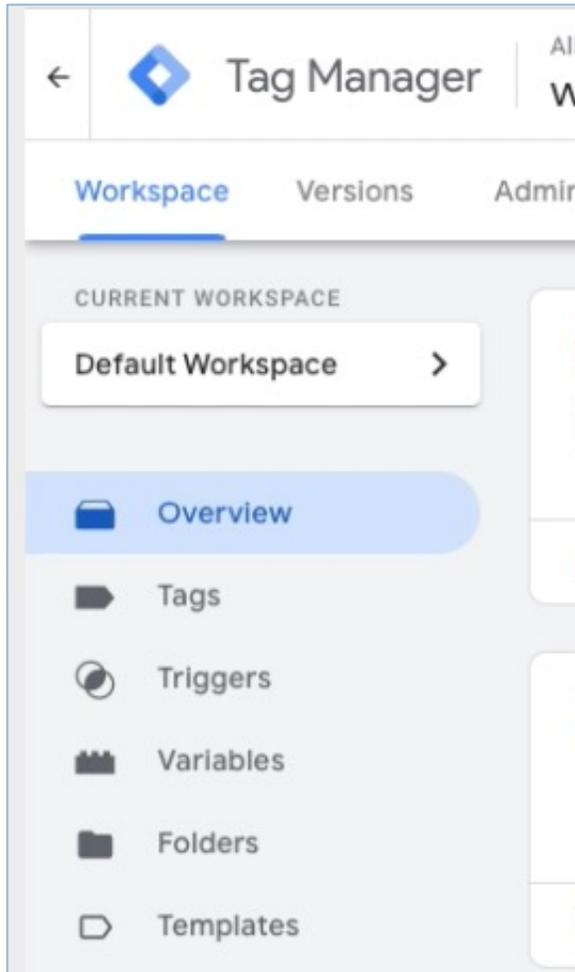
# The initial Workspace view

# The initial overview page

- The initial view can be daunting
- We have two main menus
- The top navigation - most of your work will be in “workspaces”
- The left menu lets you define and manage different aspects of your tag collection



# The left workspace menu



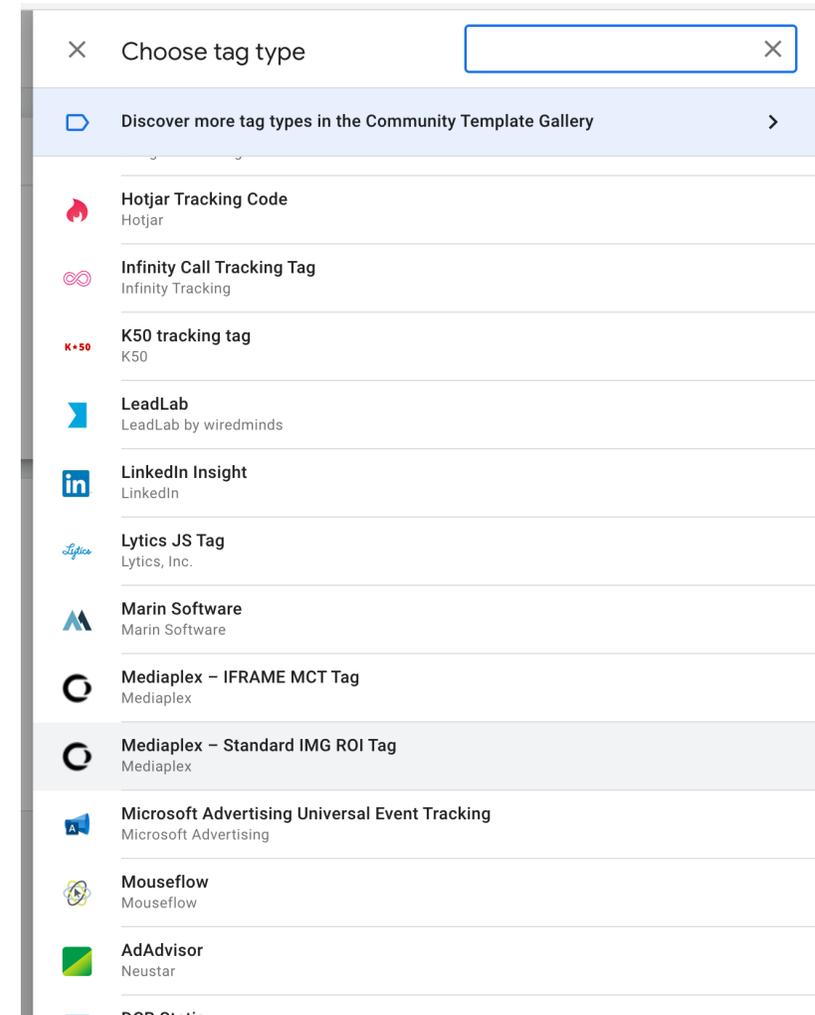
The three main menu areas that we'll look at today are:

- Tags - where you can manage the tags in your workspace. This is where the action takes place
- Triggers - here you can define events that will fire a tag. For example, “page loaded” or “checkout button pressed”
- Variables - here you can store pieces of information that you can use in your tags. For example your Google Analytics code



# Tags and code snippets

- Tags are at the core of GTM. These represent things that will happen when someone visits your site (or uses your app)
- Some tags are predefined, where Google has already written the code and hides the complexity behind a form
- Some tags are not predefined, for example the Meta pixel. Often you can find these in the Community Template Gallery



# Triggers

- Triggers are events that cause a tag to be loaded and run
- GTM is configured with three triggers initially, but many others can be added
- A trigger can be fired by a custom event defined in your site if none of the predefined events do what you need

× Choose a trigger		
<input type="checkbox"/> Name ↑	Type	Filter
<input checked="" type="radio"/> All Pages	Page View	--
<input type="radio"/> Consent Initialization - All Pages	Consent Initialisation	--
<input type="radio"/> Initialization - All Pages	Initialisation	--



# Variables

- At any moment while a website is loading or being shown to a visitor there are a bunch of variables that define what is happening
- There are many “built-in” variables that describe the page and elements on the page
- You can also create new variables from different sources, for example
  - Constants - eg. your Google Analytics measurement ID
  - Cookies - you can access cookie data
  - Lookup tables and “regex” tables
  - Information from the “data-layer” sent from your webpage
  - From custom javascript code



# Managing your tag collection

- As well as defining your tags, triggers and variables, GTM gives you tools to manage your tag collection
- You work in a “workspace” - a collection of tags, triggers and variables
- Each published workspace is a new version which can be backed out if there is a problem
- You can edit and debug a workspace before making it live
- You can import third-party templates into your workspace to add new tags, triggers and variables





# Creating and publishing new tags

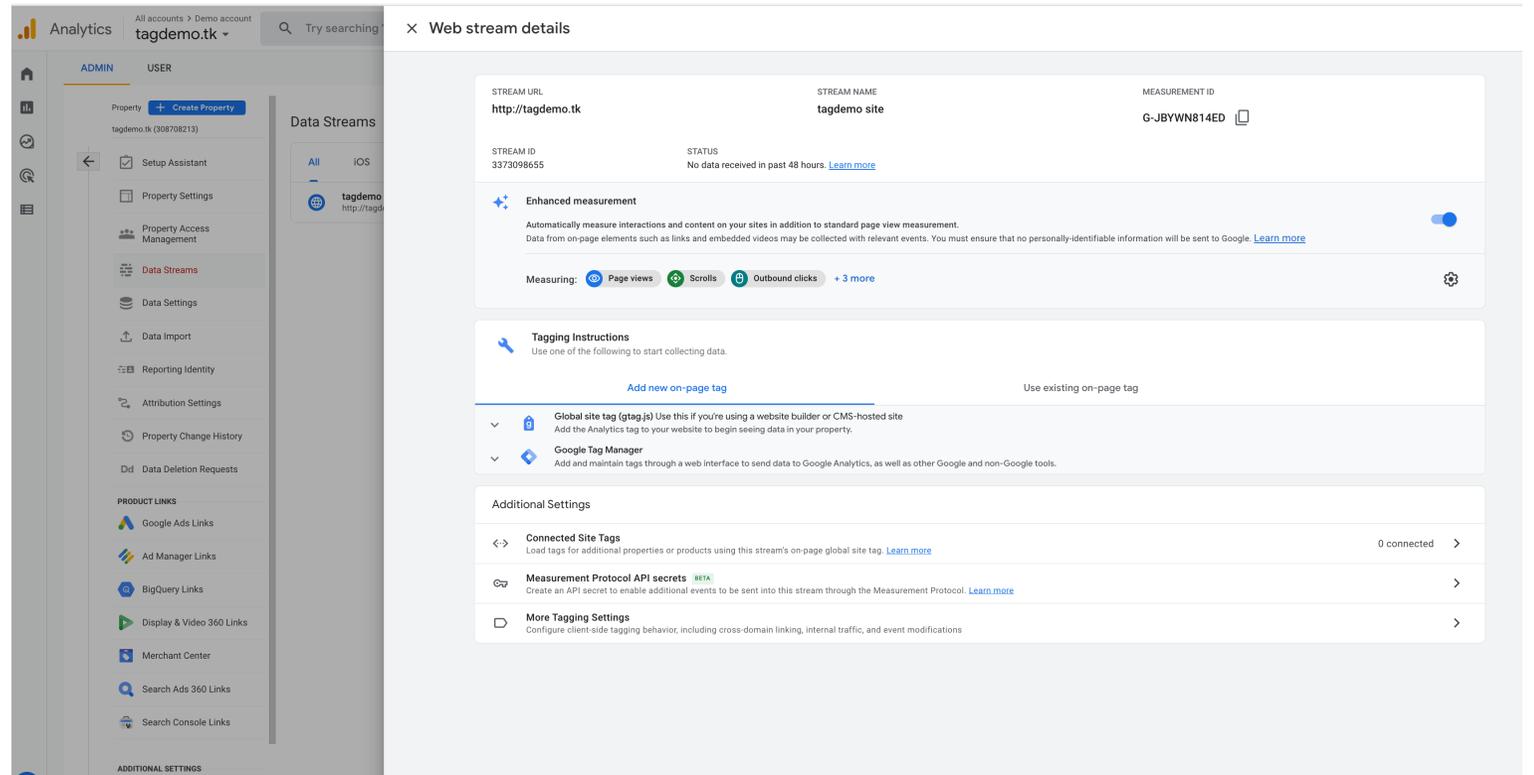
# Using GTM for Google Analytics

- A common starting point for tag manager users is to install Google Analytics
- We'll work through the process of installing a Google Analytics tag



# Using GTM for Google Analytics

- We take our tracking code from Google Analytics - the G-XXXXXX code
- We can ignore the gtag.js script and install using GTM



The screenshot displays the Google Analytics interface. On the left is a navigation sidebar with sections for ADMIN, USER, and PRODUCT LINKS. The main content area is titled 'Web stream details' and shows information for the stream 'tagdemo site' with URL 'http://tagdemo.tk'. It includes a 'Stream ID' (3373098655) and a 'Measurement ID' (G-JBYWN814ED). The 'Enhanced measurement' feature is turned on, and it lists 'Measuring' items: Page views, Scrolls, and Outbound clicks. Below this are 'Tagging Instructions' for 'Global site tag (gtag.js)' and 'Google Tag Manager'. At the bottom, there are 'Additional Settings' for 'Connected Site Tags', 'Measurement Protocol API secrets', and 'More Tagging Settings'.



# Using GTM for Google Analytics

- In GTM we create a new tag in our workspace
- Enter the tracking code - behind the scenes this gets set as a variable

× Untitled Tag Save ⋮

### Tag Configuration

Tag Type

 **Google Analytics: GA4 Configuration**  
Google Marketing Platform 

Measurement ID [?](#)



Send a page view event when this configuration loads

Send to server container [?](#)

---

> Fields to Set

---

> User Properties

---

> Advanced Settings



# Define our trigger

- The trigger is the event that runs your tag. Here, we use “all pages” to run GA on every page visited

### Tag Configuration

Tag Type

 **Google Analytics: GA4 Configuration**  
Google Marketing Platform

Measurement ID [?](#)  
G-123123123

### Triggering

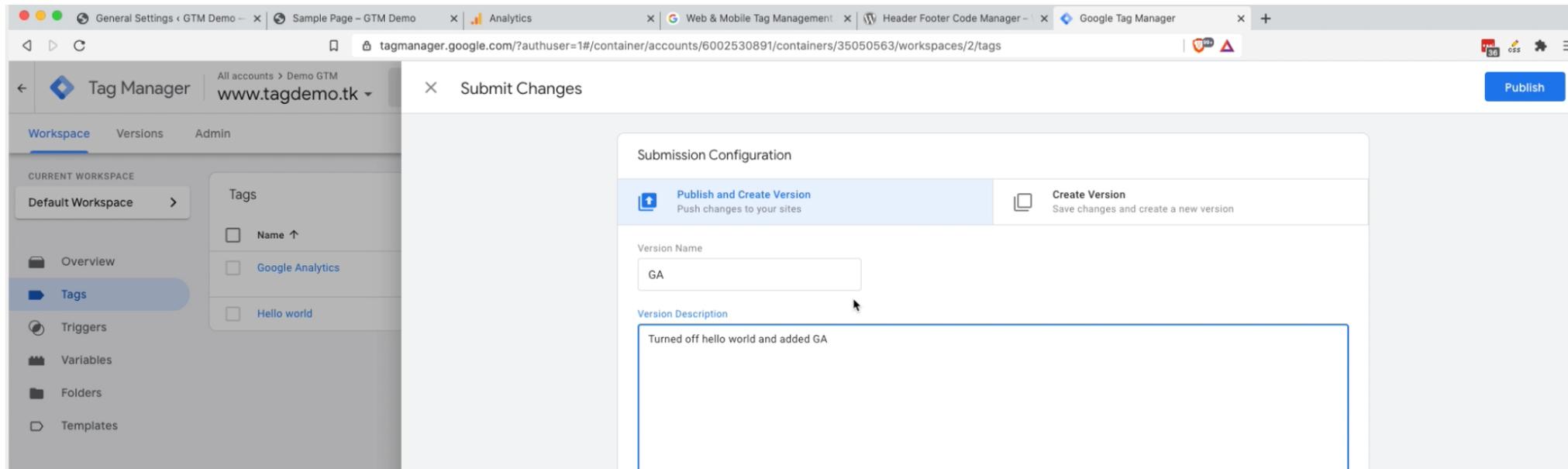
Firing Triggers

 **All Pages**  
Page View



# Using GTM for Google Analytics

- Once the tag is configured we can submit the changes and publish to make the site live

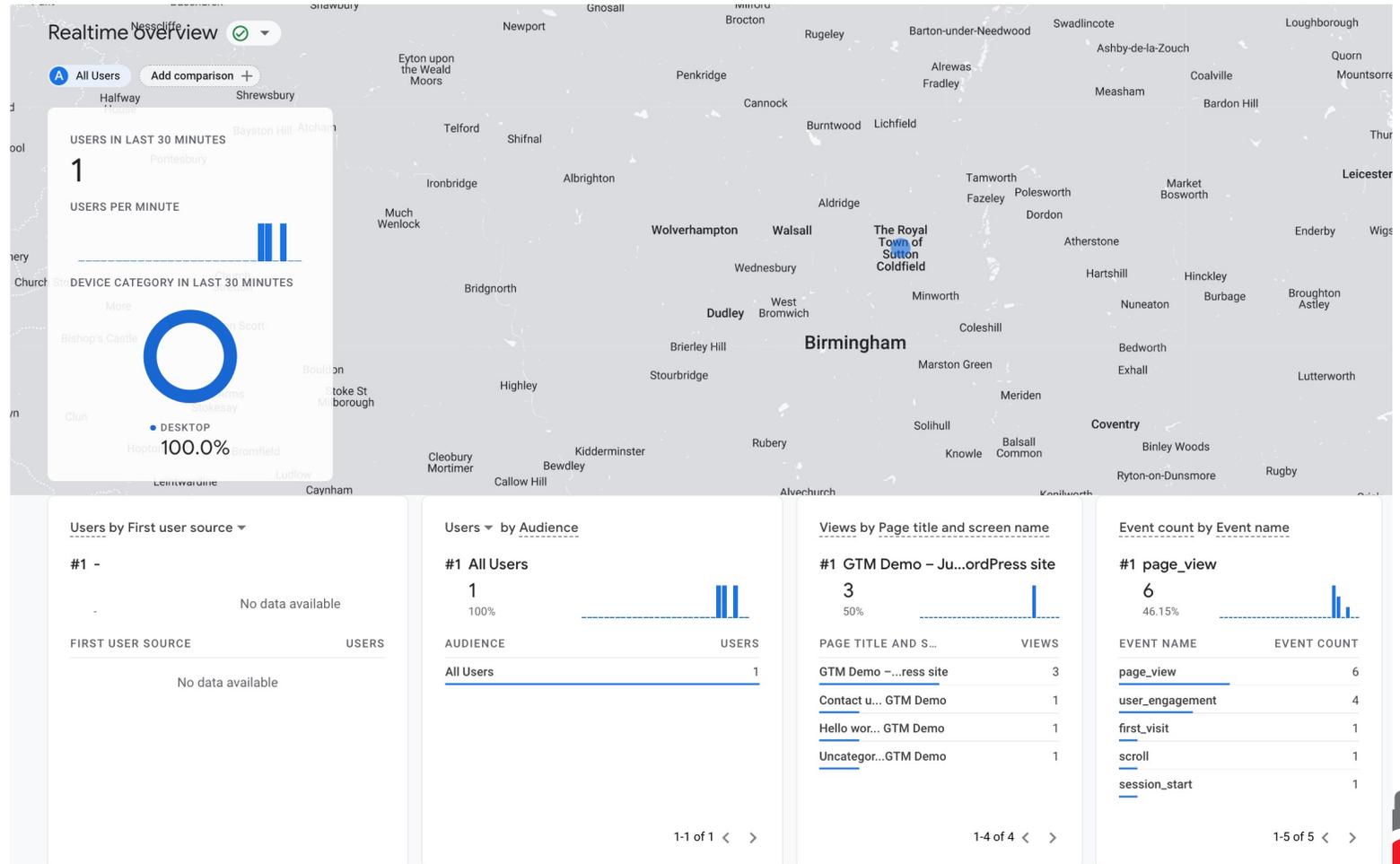


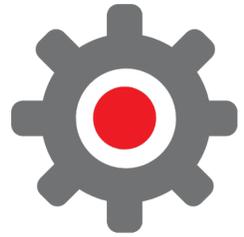
The screenshot shows the Google Tag Manager interface in a browser window. The browser tabs include 'General Settings - GTM Demo', 'Sample Page - GTM Demo', 'Analytics', 'Web & Mobile Tag Management', 'Header Footer Code Manager', and 'Google Tag Manager'. The address bar shows the URL: tagmanager.google.com/?authuser=1#/container/accounts/6002530891/containers/35050563/workspaces/2/tags. The interface is titled 'Submit Changes' and features a 'Publish' button in the top right corner. On the left, there is a sidebar with 'Workspace', 'Versions', and 'Admin' tabs. Under 'Workspace', there is a 'CURRENT WORKSPACE' section with 'Default Workspace' and a 'Tags' list containing 'Name ↑', 'Google Analytics', and 'Hello world'. The main content area is titled 'Submission Configuration' and has two options: 'Publish and Create Version' (selected) and 'Create Version'. Below these options, there is a 'Version Name' field containing 'GA' and a 'Version Description' text area containing 'Turned off hello world and added GA'.



# Using GTM for Google Analytics

- And the site can be tested to check that the analytics code is being fired

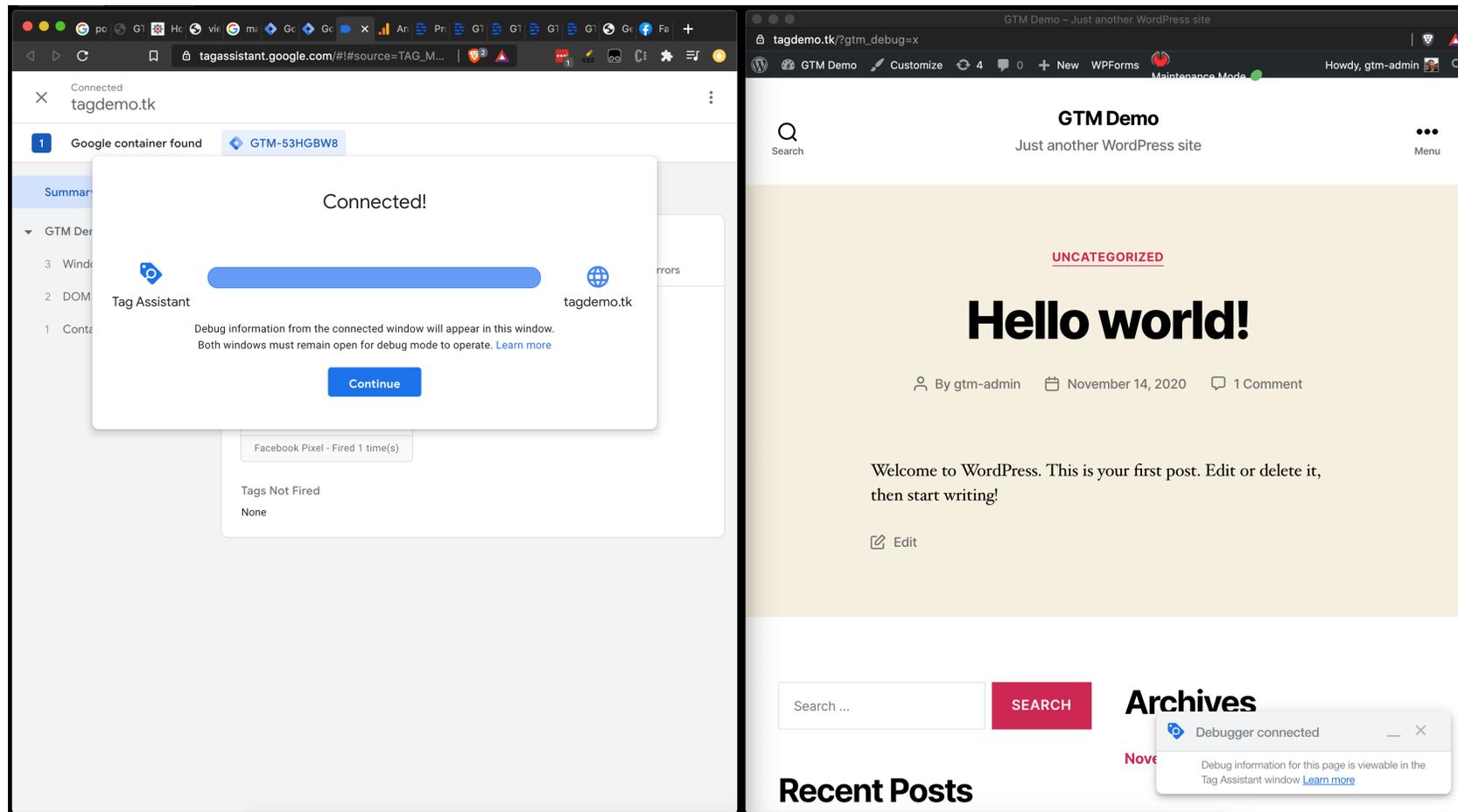




# Debugging your tags

# Debugging your tags

- After pressing preview, GTM will open your site in a new window and will show a debugging interface

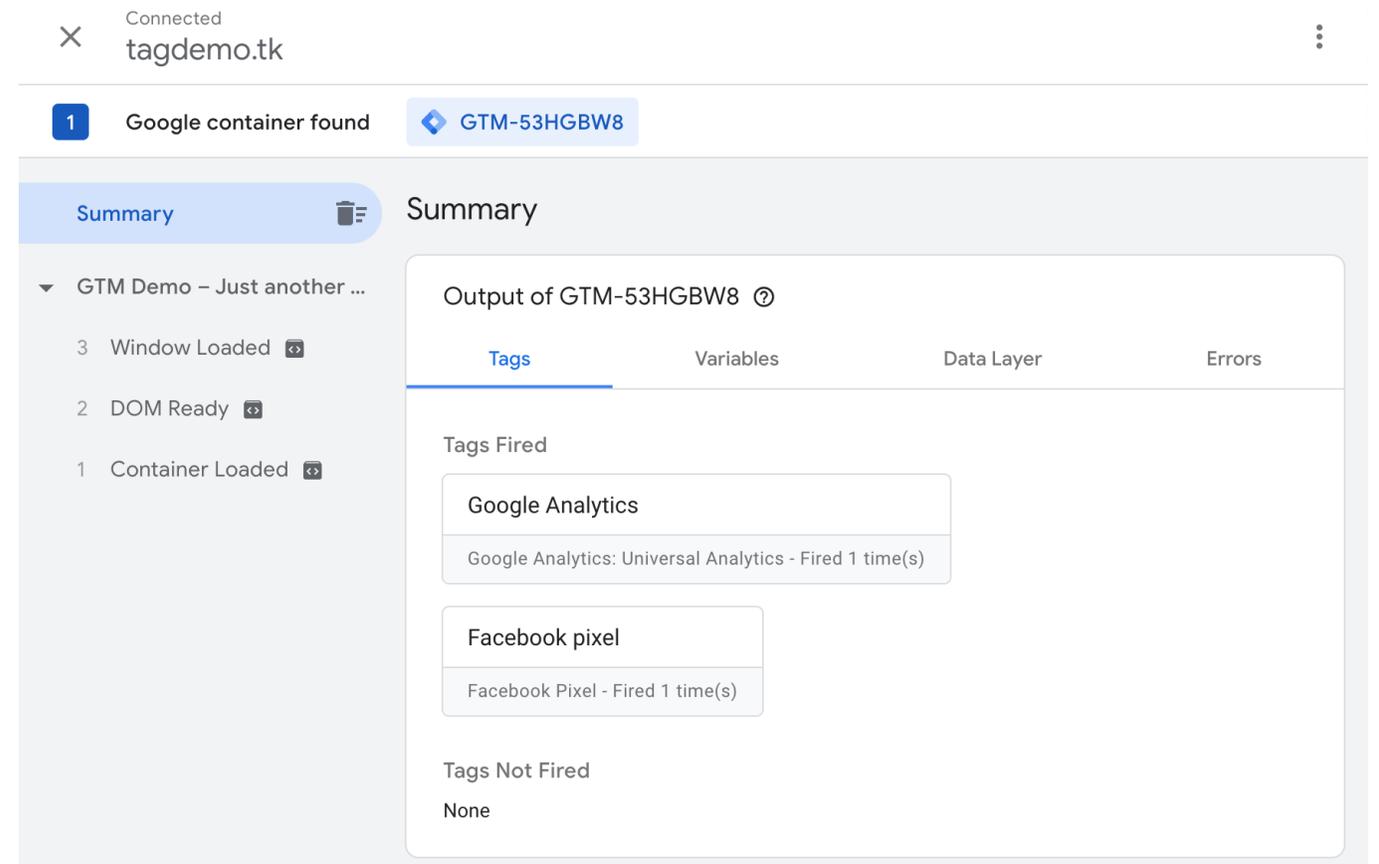


The image displays two side-by-side browser windows. The left window shows the Tag Assistant interface for 'tagdemo.tk'. A 'Connected!' dialog box is centered, indicating that the Tag Assistant is successfully connected to the site. Below the dialog, a 'Facebook Pixel - Fired 1 time(s)' notification is visible, and a 'Tags Not Fired' section shows 'None'. The right window shows the WordPress site 'GTM Demo' with the URL 'tagdemo.tk/?gtm\_debug=x'. The page content includes a search bar, a 'Hello world!' post by 'gtm-admin' dated 'November 14, 2020', and a 'Welcome to WordPress' message. A 'Debugger connected' notification is visible in the bottom right corner of the browser window.



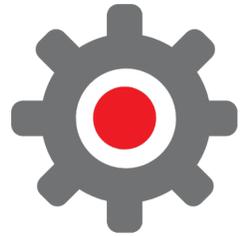
# The debugging panel

- The debugging panel shows:
  - the events that have taken place
  - the tags have been fired
  - the variables, data
  - and any errors
- The panel changes as events fire in the page and tags are triggered



The screenshot displays the Google Tag Manager debugging interface. At the top, it shows the connection status 'Connected tagdemo.tk'. Below this, a list of events is shown, with '1 Google container found' and 'GTM-53HGBW8' selected. The main panel is titled 'Summary' and contains a list of events: 'GTM Demo - Just another ...', '3 Window Loaded', '2 DOM Ready', and '1 Container Loaded'. The 'Tags' tab is active, showing the 'Output of GTM-53HGBW8'. Under 'Tags Fired', two tags are listed: 'Google Analytics' (Universal Analytics - Fired 1 time(s)) and 'Facebook pixel' (Facebook Pixel - Fired 1 time(s)). Under 'Tags Not Fired', it shows 'None'.





# Tracking Google Analytics events with GTM

# Events after the page has loaded

- After a page has loaded many more events can happen which you might be interested in
- Data can be entered, buttons pressed, videos watched
- We can react to those actions by using events
- One common activity is to track submit button clicks, especially when the destination is on a different site or actions happen without changing the page



# GA tracking of button clicks using GTM

- We have a contact form on our demo website that we want to track
- As part of our reporting we want to be able to report how many times the contact “submit” button has been pressed as a measure of our site engagement
- We will use GTM to send “submit” events to Google Analytics



# Add a new GA event tracking tag

- We add a tag and instead of tracking page views, we track GA4 events
- Give our event name something that Google recommends: generate\_lead

× Untitled Tag

### Tag Configuration

Tag Type

 **Google Analytics: GA4 Event**  
Google Marketing Platform 

Configuration Tag 

Google Analytics GA4 Configuration

Event Name 

generate\_lead 

> Event Parameters

> User Properties

> Advanced Settings



# And set the trigger to fire the tag

- Our trigger is a “Form submission” type
- Then limit the events by setting the “Click ID” to the HTML element ID. This requires digging into the HTML to find this

Trigger Configuration 

Trigger Type

 Click - All Elements

This trigger fires on

Page URL contains contact-us

Click Classes contains wpforms-submit



# Testing our changes

- To test our changes before publishing we click on “Preview” as before
- The debugger panel will show what is happening and will change when the panel is clicked
- We can track the tag firing and the Google Analytics before the changes are live
- We can start to appreciate the power of pushing custom events and data layer info to GTM



# Testing our changes

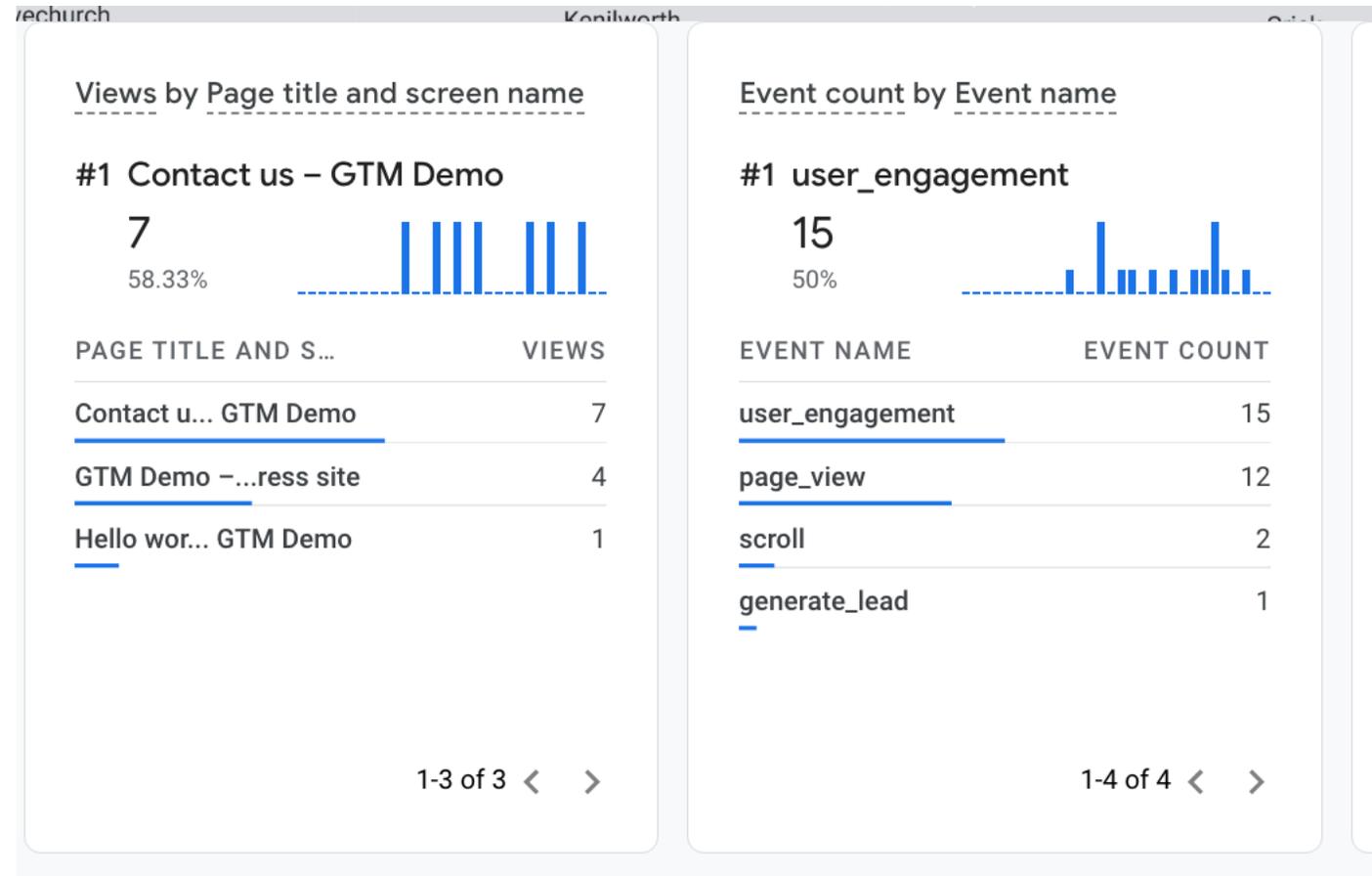
When we click on submit we can see that the “contact form submit” tag is fired

The image shows two side-by-side screenshots. The left screenshot is a Tag Assistant window for 'tagdemo.tk' showing the 'Summary' of events. The 'Tags Fired' section lists 'Google Analytics GA4 Configuration' (fired 2 times) and 'Contact form submit' (fired 1 time). The right screenshot shows a website with a green confirmation message: 'Thanks for contacting us! We will be in touch with you shortly.' Below the message is a search bar, 'Archives' (November 2020), 'Recent Posts' (Hello world!), 'Categories' (Uncategorized), and 'Recent Comments' (A WordPress Commenter on Hello world!). A Tag Assistant notification is visible in the bottom right corner of the website screenshot, stating 'Tag Assistant Connected' and 'Debug information for this page is viewable in the Tag Assistant window'.



# Testing our changes

If we check in our Google Analytics account, we can see that a “generate\_lead” event has been logged





# Using a table variable to define content groups

# Content groups

- Content groups are used to report collections of related pages in Google Analytics
- They were easily defined in the old Universal Analytics but have to be passed as a variable in GA4
- If we are using GTM to implement GA4 for our website, then we can use a regex table to map the Page Path to a content group
- For example, on the Awesome Tech Training site we define content groups for our blog pages, our event pages and others. These can be described as:

Page Path	Content Group
Pages starting with “/blog/”	Blog pages
Pages starting with “/event/”	Event pages
Pages starting with “/series/”	Series pages
All other pages	Other



# Content groups – RegEx Table

- In GTM we can define these rules in a RegEx Table variable
- A RegEx is a regular expression. They define patterns of strings, in this case we just need to know that “. \*” will match any string
- So “/event/\*” matches all pages starting with “/event/”
- [We also have a video that describes this process](#)

Variable Configuration

Variable Type

RegEx Table

Input Variable ⓘ

{{Page Path}}

RegEx Table ⓘ

Pattern	Output
/event/.*	Event pages
/series/.*	Series pages
/blog/.*	Blog pages
event landing	Event pages or landing page

+ Add Row

Set Default Value ⓘ

Default Value ⓘ

Other group



# Content groups – Modified GA4 tag

- Once we have defined our RegEx Table variable, we can pass the data with our GA4 tag
- Every time our GA4 tag initializes and sends a “page\_view” event, it will also send our content group which can be used in Google Analytics

### Tag Configuration

Tag Type

 **Google Analytics: GA4 Configuration**  
Google Marketing Platform 

Measurement ID [?](#)



Send a page view event when this configuration loads

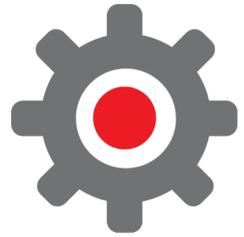
Send to server container [?](#)

Fields to Set

Field Name	Value
<input type="text" value="content_group"/> 	<input type="text" value="{{Content Group}}"/>  

[Add Row](#)





# Consent mode

# GTM Consent mode

- Consent would take a whole different webinar, but you need to know
  - Some tags should only run if you have consent to run them
  - GDPR, e-Privacy and worldwide laws on privacy
  - Tag manager can help with this  
<https://support.google.com/tagmanager/answer/10718549>
- Belt and braces
  - You might choose to run the GTM tag only when someone clicks ok in your cookie banner
  - There are other options



# GTM Consent mode

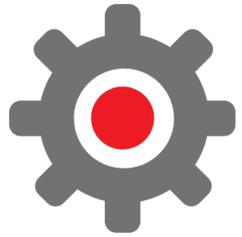
- Our example earlier will run GTM on all pages regardless of consent
- We can tell GTM to only run tags if they have been given permission (consent)
- Tag manager understands the four CMv2 “signals”
  - Ad\_storage
  - Ad\_personalization
  - Ad\_user\_data
  - Analytics\_storage
- We can use a template to give us a tag which sets default consent and consent updates (gtm-templates-simo-ahava)



# GTM Consent mode - WordPress

- Steps:
  - Install the template
  - Set our defaults (denied consent) when the page is loaded
  - Run an update tag when consent changes
  - Then use the consent mode report to see what tags run when and update tags as needed
- We will use the “Beautiful Cookie Consent Banner” to tell GTM that consent has changed  
<https://en-gb.wordpress.org/plugins/beautiful-and-responsive-cookie-consent/>
- This process is outlined in a video:  
[Configuring google consent mode using tag manager and wordpress plugin](#)





# Workspaces and versions

# Container versions

- Clicking on the “Versions” tab shows a list of versions and some key stats
- The version marked “Latest” is the one we’re editing
- The version marked “Live” is the published version that visitors get

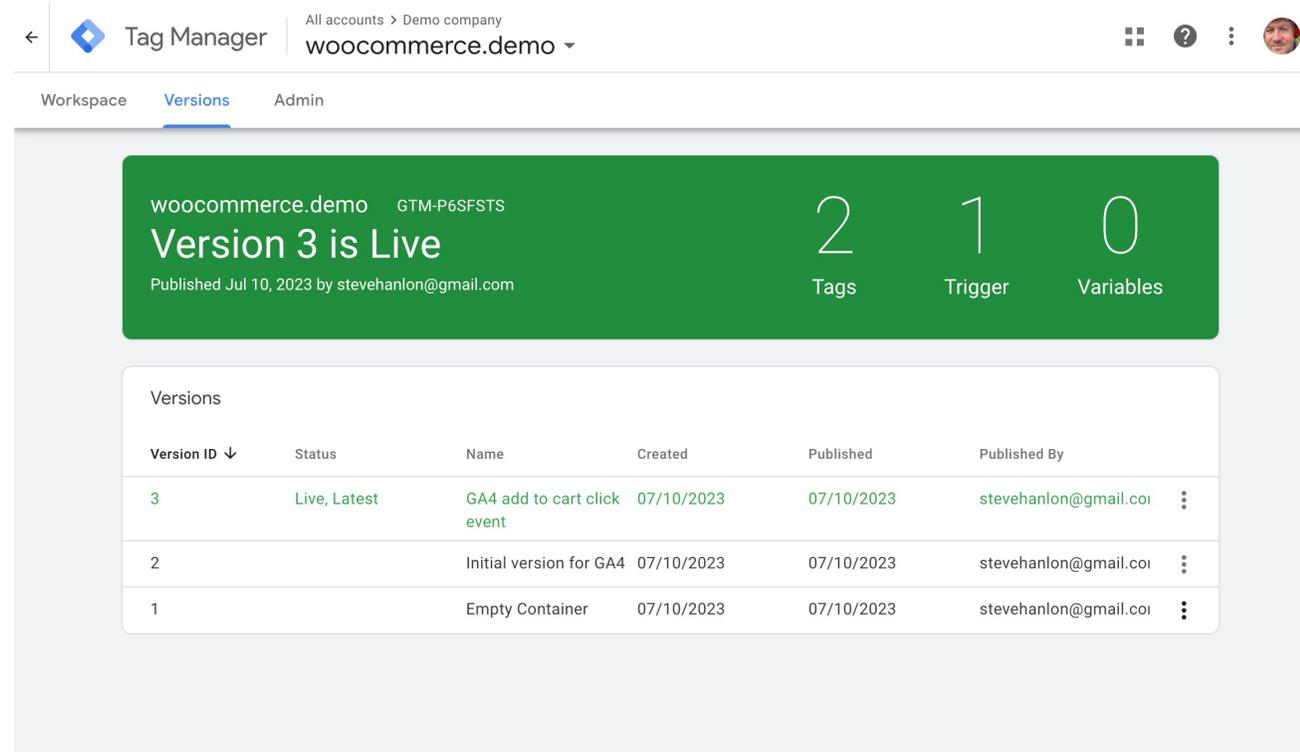
The screenshot shows the Google Tag Manager interface for a container named 'woocommerce.demo'. The 'Versions' tab is active, displaying a summary card for 'Version 3 is Live' which is the current live version. The summary card shows 2 tags, 1 trigger, and 0 variables. Below the summary card is a table listing the versions:

Version ID ↓	Status	Name	Created	Published	Published By
3	Live, Latest	GA4 add to cart click event	07/10/2023	07/10/2023	stevehanlon@gmail.co
2		Initial version for GA4	07/10/2023	07/10/2023	stevehanlon@gmail.co
1		Empty Container	07/10/2023	07/10/2023	stevehanlon@gmail.co



# Container versions

- An older version can be made live by publishing it.
- The right menu allows us to:
  - Preview - we see the tags but no one else does
  - Publish - make this version live
  - Set as Latest Version - copy the version and make it editable



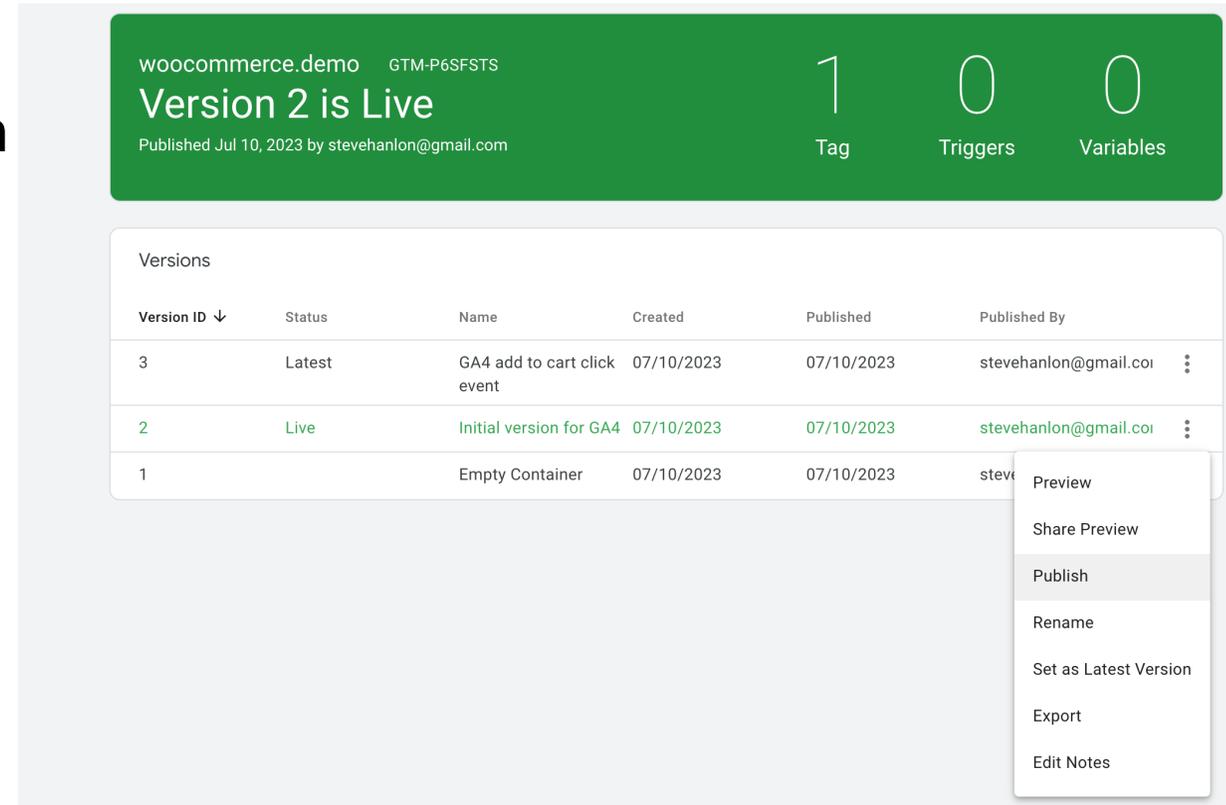
The screenshot displays the Google Tag Manager interface for a container named 'woocommerce.demo' (GTM-P6SFSTS). The top navigation bar includes 'Workspace', 'Versions', and 'Admin'. A green banner at the top indicates 'Version 3 is Live', published on Jul 10, 2023, by stevehanlon@gmail.com. To the right of the banner, three large numbers represent the counts: 2 Tags, 1 Trigger, and 0 Variables. Below the banner is a table titled 'Versions' with columns for Version ID, Status, Name, Created, Published, and Published By.

Version ID ↓	Status	Name	Created	Published	Published By
3	Live, Latest	GA4 add to cart click event	07/10/2023	07/10/2023	stevehanlon@gmail.co
2		Initial version for GA4	07/10/2023	07/10/2023	stevehanlon@gmail.co
1		Empty Container	07/10/2023	07/10/2023	stevehanlon@gmail.co



# Recovering from a mistake

- If you publish a version and you find that it's broken you can revert to an earlier version
- Choose the latest correct version - probably the one below the live version. Click the menu and choose publish.
- Your tags will immediately reset back



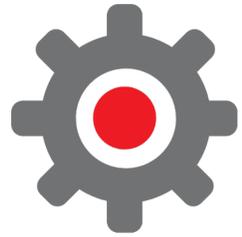
The screenshot displays the Google Tag Manager interface for a container named 'woocommmerce.demo' with ID 'GTM-P6SFSTS'. A green banner at the top indicates 'Version 2 is Live', published on Jul 10, 2023, by 'stevehanlon@gmail.com'. To the right of the banner, three statistics are shown: 1 Tag, 0 Triggers, and 0 Variables.

Below the banner is a table titled 'Versions' with the following columns: Version ID (with a downward arrow), Status, Name, Created, Published, and Published By. The table contains three rows:

Version ID ↓	Status	Name	Created	Published	Published By
3	Latest	GA4 add to cart click event	07/10/2023	07/10/2023	stevehanlon@gmail.co
2	Live	Initial version for GA4	07/10/2023	07/10/2023	stevehanlon@gmail.co
1		Empty Container	07/10/2023	07/10/2023	stevehanlon@gmail.co

A dropdown menu is open for the first row (Version 1), showing the following options: Preview, Share Preview, Publish (highlighted), Rename, Set as Latest Version, Export, and Edit Notes.





# Viewing your activity history

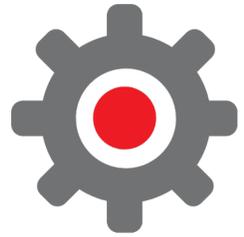
# GTM logs pretty much everything

- From the Overview page, click through to: “Latest version -> Activity History”  
To see all changes to the current live version.
- Or click the Versions tag and click on the version you want and choose “Activity History”

× Activity History 🔍

User	Activity	Type	Name	Date ↓
steve@stevehanlon.com	Changed	Workspace	Default Workspace	2 months ago
steve@stevehanlon.com	Published	Container Version	Version 3	2 months ago
steve@stevehanlon.com	Created	Container Version	Version 3	2 months ago
steve@stevehanlon.com	Changed	Tag	Contact form submit	2 months ago
steve@stevehanlon.com	Created	Tag	Contact form start	2 months ago
steve@stevehanlon.com	Created	Trigger	Start contact form	2 months ago
steve@stevehanlon.com	Created	Tag	Contact form submit	2 months ago
steve@stevehanlon.com	Created	Trigger	Form click submit	2 months ago
steve@stevehanlon.com	Enabled	Built-in Variable	Click ID	2 months ago
steve@stevehanlon.com	Enabled	Built-in Variable	Click Element	2 months ago





# Useful resources

# Some resources

- Google's documentation and training
  - Getting started:  
<https://support.google.com/tagmanager/#topic=3441530>
  - Tags, triggers and variables:  
<https://support.google.com/tagmanager/answer/6107167?hl=en>
- Simo Ahava - <https://www.simoahava.com/>  
This is a brilliant resource for all things GTM and analytics based



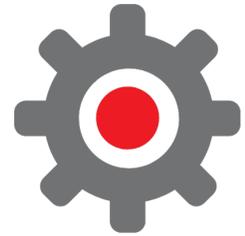
# Next steps

- [Check out the free GA4 videos and other resources on our website](#)
- [Book some training with us for you / your team](#)
  - Help with your existing site
  - Ask us anything about Google Tag Manager
  - Training and support to help you build your own site
- [Take a look at our schedule of upcoming webinars](#)



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# Questions

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