DIGITAL POWER

Checklist:
Using Google Tag Manager

This checklist helps you set up and use Google Tag Manager (GTM), so that you can collect reliable and usable data.

1 Find out how many containers you need

Containers hold the tags, triggers, and variables you use for your website. To determine how many containers you need, you can think about the structure and functionality of your websites and the measurements you want to set per website.

An extra point of attention is the use of iFrames. If you experience problems with measurements within an iFrame on your website, it is recommended to add a separate container to the iFrame source code.

2 Keep your container(s) clear

Before you create tags, triggers, and variables, coming up with a naming convention comes in handy. By means of a number of consistent rules with regard to naming you keep your container(s) clear. You can also organise tags, triggers and variables into folders.

3 Make a tag plan

You can choose to make a tag plan where you think about what you want to measure. By making a tag plan, you can foresee possible obstacles and respond to them. You can process the tags, triggers and variables that you plan to publish in a sheet.

The tag plan may also be intended for your web developers. You can also include any code changes and *dataLayer pushes* in your plan. It is useful to strive for the most steady implementation possible together with your developers using a tag plan.

4 Publish the container after installation

Have you installed GTM, but haven't published the container yet? Then publish the container (especially if the container is still empty). A container that has not yet been published will cause an error that can be seen in the *Console* of the browser.

5 Check the installation

Check whether GTM is installed correctly. For this you can use the *preview mode* from GTM or a Chrome extension like Tag Assistant.

6 Add extra information to HTML elements

Add more information to the HTML elements of your website using data attributes. This allows you to measure the interactions (such as clicks, downloads and submitted forms) on your website in more detail. For example, you could add the page part on which the click occurs as information. You can then use these data attributes in GTM by creating variables for them.

7 Use the GA settings variable

Using this variable will save you a lot of time when setting up your GA tags. In addition to the configurable fields already mentioned in the tips, you can add multiple custom dimensions to this variable.

For example, add the custom dimensions *User ID*, *Client ID*, *Session ID*, and *Hit timestamp* (if you're not using BigQuery). This way you can improve your data collection by 'attaching' hits to each other. Simo Ahava describes how to create these custom dimensions.

8 Set temporary tags

Do you want to set a start and end date for your tags? For example, if you have a pixel that belongs to a specific marketing campaign and you know in advance exactly from when to when it should be live? Then you can do this in the GTM settings. We call this one of the best hidden features in GTM, because the settings are hard to find.

9 Use regular expressions in triggers

When you create a trigger, you can use regular expressions to indicate when a tag is executed. In that case, you don't have to create multiple triggers and add them to one tag. Below is an example:

Deze trigger activeren wanneer er een gebeurtenis optreedt en aan al deze voorwaarden is voldaan

| Click URL | komt overeen met RegEx | 06|0 6|020 |

10 Make use of Chrome extensions

As mentioned in the tips, there are many useful Chrome extensions that you can use to debug your GTM & GA implementation and inspect the collected data. Datahawk, Adswerve dataLayer Inspector+ and dataslayer are tools that certainly come in handy.

11 Add custom JavaScript

You can use custom JavaScript in your GTM implementation if the default tags, triggers, and variables don't allow you to measure what you want to know. Custom JavaScript can only be added to a *Custom HTML tag* or a *Custom JavaScript macro* within GTM. For almost all use cases it is necessary to support at least Internet Explorer 11.

12 Implement Enhanced Ecommerce
(If you have an e-commerce website)

E-commerce data can be sent to GA using the data layer, but you can also use a *Custom JavaScript macro* for this. Using a *Custom JavaScript macro* provides the flexibility to change the e-commerce payload without having to update the data layer. This comprehensive manual from Simo Ahava explains the different methods.

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