

Google Tag Manager Scripts Setup Guide

Google Tag Manager configuration allows you to manage all your website tags without editing codes.

Use tag manager to manage tags (such as measurement and marketing optimization JavaScript tags) on your site. Without editing your site code, use Tag Manager to add and update Google Ads, Google Analytics, Floodlight, and third-party tags.

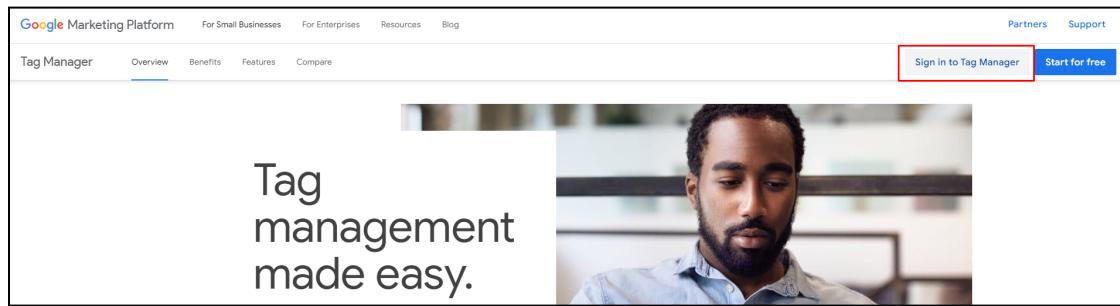
The configuration settings are located under **Manage Settings > General Settings > SEO > Google Tag Manager**.



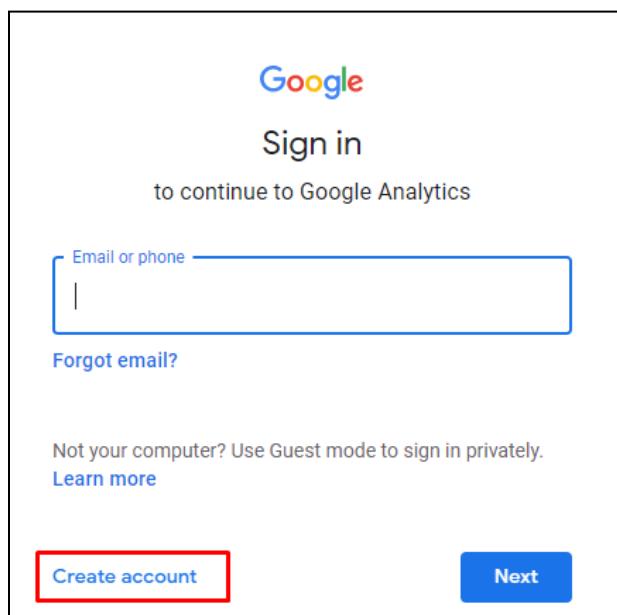
Follow the steps below to generate Head Script and Body Script:

Step 1: Login to Google Tag Manager

1. Visit <https://marketingplatform.google.com/about/tag-manager/> and click on **Sign In To Tag Manager** located at the upper right corner of the page.



2. Next, enter your gmail account details. If you don't have an account, you can create one by clicking on **Create Account**.



Step 2: Create an account to generate Head & Body Script codes

Once logged in, the **All Accounts** page is displayed. Click on **Create Account** from the upper right corner of the page.

Below is a list of Tag Manager Accounts and Google tags to which you have access.

Accounts	Google tags	Create Account
 Click here to create an account		

3. Enter following details:

Add a New Account

Account Setup

Account Name

Country

Share data anonymously with Google and others [?](#)

Container Setup

Container name

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

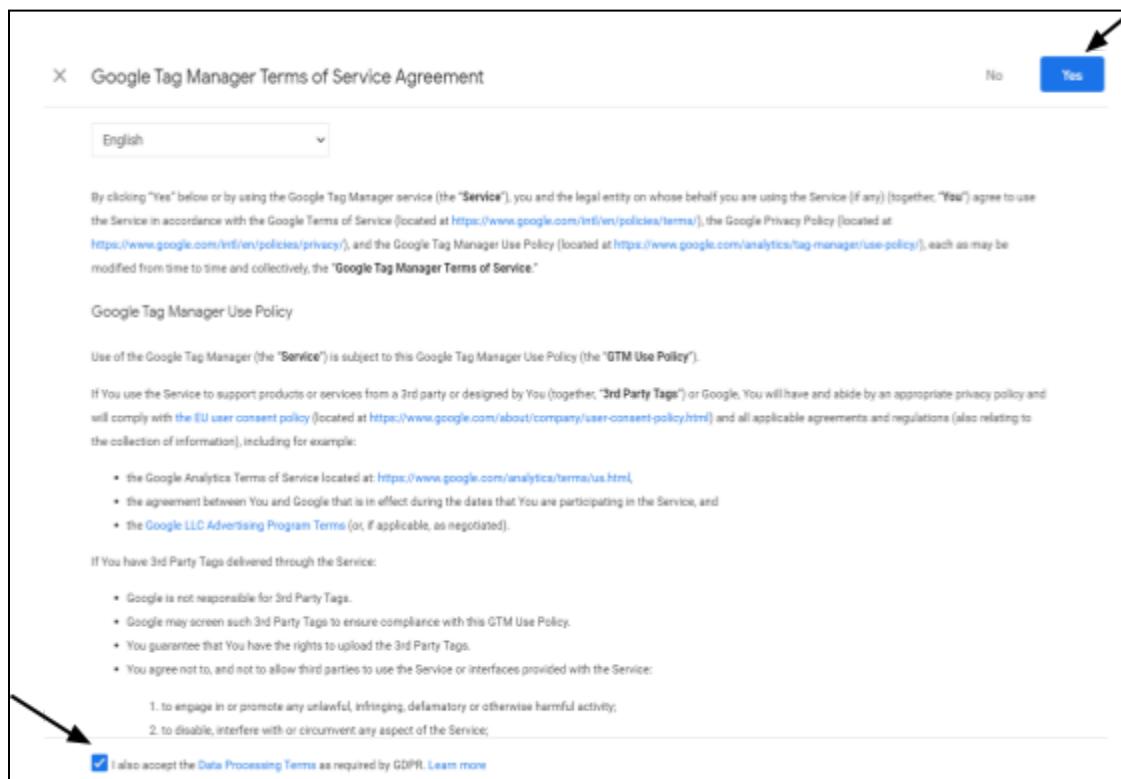
[Create](#) [Cancel](#)

- **Account Name:** Enter name of the account.

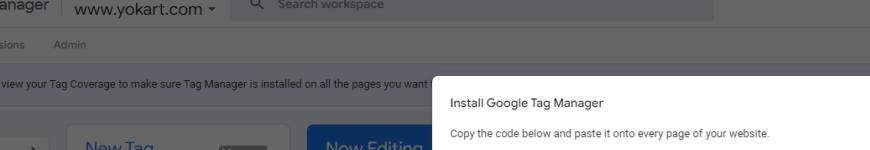
- **Country:** Select country from the drop-down list.
- **Share Data Anonymously with Google and Others:** Select the check-box if share site data in an anonymous form.
- **Container Name:** Enter the website URL following the right format (www.mysite.com).
- **Target Platform:** Select **Web** as the target platform.

Once you have added all the details, click on **Create**.

4. Next, select the **I also accept the Data Processing Terms as required by GDPR** checkbox, and select **Yes**.



5. It will launch the **Install Google Tag Manager** pop-up window. Find the Head script and Body script as displayed in the form. Click on the copy icon  given besides each of the scripts to copy the code and paste the respective codes into the **Manage Settings > General Settings > SEO > Google Tag Manager** section.



The screenshot shows the Google Tag Manager interface. On the left, a sidebar lists 'Workspace', 'Versions', and 'Admin'. Below these are sections for 'CURRENT WORKSPACE' (Default Workspace), 'Overview' (selected), 'Tags', 'Triggers', 'Variables', 'Folders', and 'Templates'. The main area has two cards: 'New Tag' (Choose from over 50 tag types) and 'Now Editing' (Default Workspace). The 'Now Editing' card shows a 'Description' section with 'Edit description' and 'Workspace Changes' with '0 Modified' and '0 Added'. At the bottom is a 'Workspace Changes' section. A modal window titled 'Install Google Tag Manager' is open, containing instructions to copy and paste code into the page's head. It also includes a note to paste code immediately after the opening `<body>` tag. The modal has 'OK' and 'Cancel' buttons at the bottom right.

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.load'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&dataLayer='+l:'';j.async=true;
j.src='https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','gtm','60560045');
```

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

```
<!-- Google Tag Manager (inpage) -->
<script>(function(){var e=d.createElement('script');e.async=true;
e.src='https://www.googletagmanager.com/inpage.js?id=60560045';
var t=d.getElementsByTagName('script')[0];t.parentNode.insertBefore(e,t);
})(window);</script>
```

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

OK

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