

# Google Tag Manager – How to manage tracking codes («TAGMAN»)

The Google Tag Manager allows you to add and remove various Google tracking codes easily and clearly. The seminar will help you to manage your code snippets more efficiently.

**Duration:** 1 day

**Price:** 850.–

**Course documents:** Course presentation as PDF, worksheets

## Content

GA Code, Remarketing Code, Doubleclick, Facebook Pixel – the header code of your website will quickly become confusing if you insert all Javascript codes individually. In this seminar you will learn how to set up the Google Tag Manager and how to manage your tracking codes more efficiently. In the practical exercise at the end of the seminar, you will set up the Google Tag Manager for your website.

- **Why should I use Google Tag Manager?**
- **Advantages and possibilities of the Google Tag Manager**
  - Tool Overview
  - Advantages over other tracking tools
- **Google Tag Manager settings and management**
  - Tags, variables and more
  - User administration
  - Generate Java Snippet
- **The GTM Code**
- **Theory block: What is the Data Layer?**
- **Event Tracking with Google Tag Manager**
  - Understanding variables, tags, and triggers
  - Track Button Clicks
  - Outbound Links
  - PDF download
  - Tracking contact forms
- **Link to other tools**
  - Integrate Facebook or LinkedIn tag via Google Tag Manager
  - Correct data evaluation and interpretation with Google Analytics
  - Conversions tracking with Google AdWords
- **Website Tracking**
  - Analysis of your own website
  - Setup of user-defined variables, triggers, and tags
  - Adjustment of website settings: e.g. adjusted bounce rate or session duration
  - Comparison with practical examples
- **Practical Transfer: Setup your own Tag Manager**

## Key Learnings

- Advantages and stumbling blocks when using the Google Tag Manager
- High practical benefit for all those who bring the corresponding access data with them
- Setting up your own Google Tag Manager under instructions

## Target audience

This course is aimed at Marketing Managers, Marketing Executives, Digital Marketing staff and IT staff who are responsible for managing the various tracking codes on the website using the Google Tag Manager.

## Requirements

Good knowledge of digital marketing and tracking codes in particular. The course does not deal with Google Analytics as a tool but assumes that the participants already want to use different codes on their website and improve their management. Possible preparation course:

- [Google Analytics 4 \(GA4\) – Basic \(«GA4»\)](#)

## Additional information

**Please bring your own laptop.**

You can use it to store what you have seen and learned directly in your environment and use it immediately for your daily work in the company. If you do not have a laptop, we can provide you with a computer. After registering for the course, please contact [info@digicomp.ch](mailto:info@digicomp.ch).

## Further courses

- [Google Analytics 4 \(GA4\) – Basic \(«GA4»\)](#)

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-media-communication/digital-marketing/data-analytics/course-google-tag-manager-how-to-manage-tracking-codes](https://www.digicomp.ch/courses-media-communication/digital-marketing/data-analytics/course-google-tag-manager-how-to-manage-tracking-codes)