

Google Tag Manager Scripts Setup Guide

Google Webmaster will periodically validate the site ownership status by accessing the respective Search Console account. Configure **'Google Tag Manager'** settings by adding the **'Head Script'** and **'Body Script'** under **System Settings > General Settings > SEO tab** (fig 1).

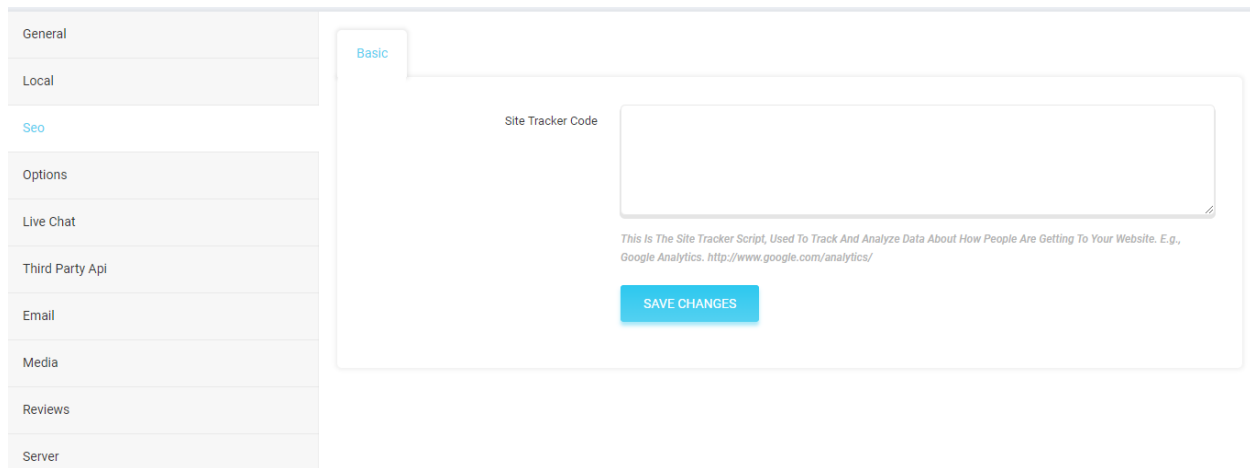


Fig. 1: Google Tag Manager (Admin-end)

To get access to these scripts, follow the steps provided below:

1. Login to your Google Account, If you don't have an account, create a new one and proceed with Login.
2. Visit <https://marketingplatform.google.com/about/tag-manager/> which will be redirected to the **'Tag Manager Sign In/Sign Up'** page.(fig 2)

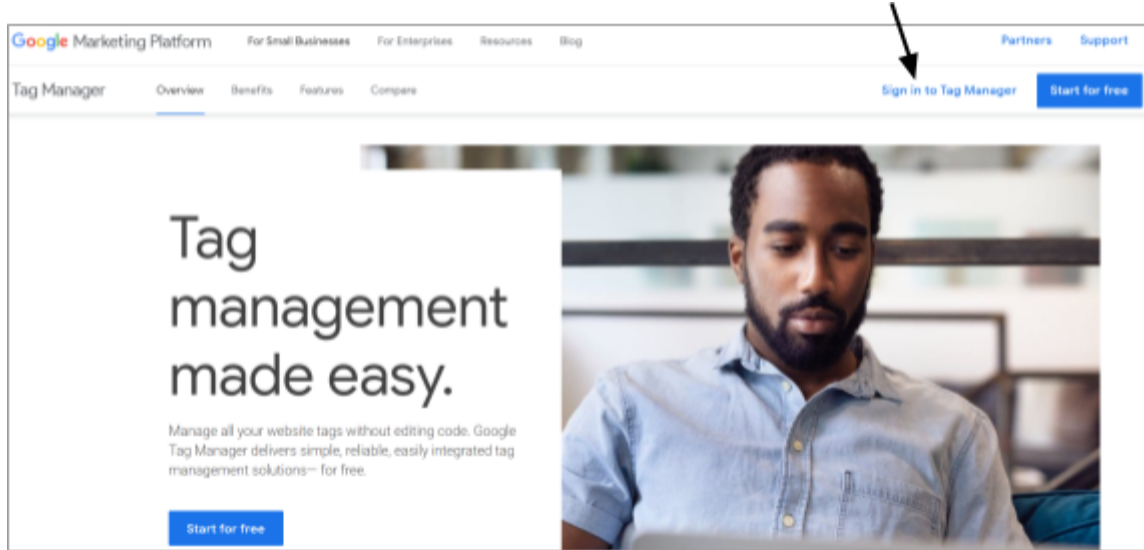


Fig. 2: Tag Manager Sign In/Sign Up page

- Once logged in, you'll be redirected to the '**All Accounts**' page on Tag Manager. If you've already created an account, you can select it from the list of accounts displayed on this page, otherwise click on the '**Create Account**' button. (fig 3)



Fig. 3: Tag Manager 'All Accounts' page

- Now, you'll be redirected to the '**Add a New Account**' page (fig 4). Enter the following details:
 - **Account Name:** Name of the account.
 - **Country:** Select their country from the drop-down list.
 - **'Share Data Anonymously with Google and Others' Check-box:** Select this check-box incase you want to share the website data with Google.
 - **Container Name:** Enter the website URL as per the provided format.

- **Target Platform:** Select 'Web' as the target platform.

Once all the necessary details have been entered, click on the '**Create**' button.

The screenshot shows the 'Add a New Account' page in Google Tag Manager. The page is titled 'Add a New Account' and is part of the 'Admin' section. It contains two main sections: 'Account Setup' and 'Container Setup'. Under 'Account Setup', there is a text input for 'Account Name' (e.g., 'My Company'), a dropdown for 'Country' (set to 'United States'), and a checkbox for 'Share data anonymously with Google and others'. Under 'Container Setup', there is a text input for 'Container name' (e.g., 'www.mysite.com') and a 'Target platform' section with four radio button options: 'Web' (selected), 'iOS', 'Android', and 'AMP'. At the bottom, there are 'Create' and 'Cancel' buttons.

Fig. 4: 'Add a New Account' Page

The '**Google Tag Manager Terms of Service Agreement**' page will open. Here, accept the terms and conditions by clicking on the check-box provided at the bottom of the page and then click on the '**Yes**' button on the top-right corner of this page. (fig 5)

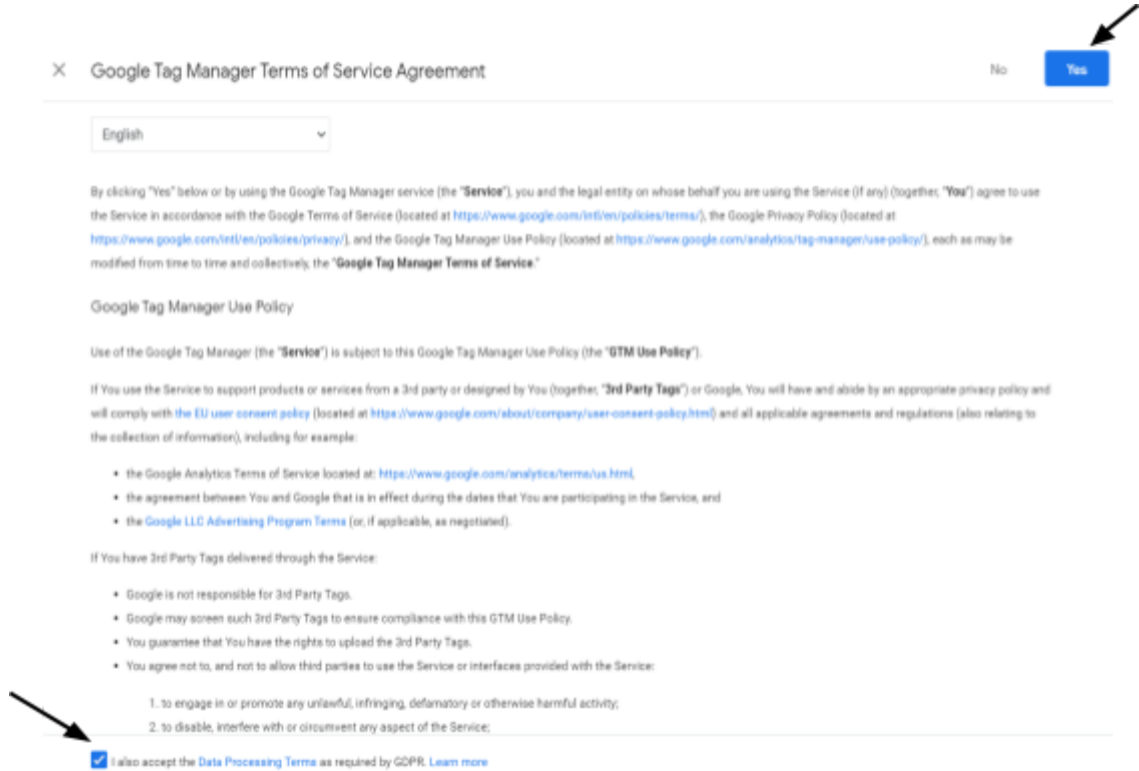


Fig. 5: 'Google Tag Manager Terms of Service Agreement' page

- The 'Install Google Tag Manager' pop-up box will appear (fig 6). Copy and paste the 'Head Script' and 'Body Script' in their respective fields(refer [fig 1](#)).

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),l='script',i='https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-M28V2QB');</script>
<!-- End Google Tag Manager -->

```

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

```

<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-M28V2QB"
height="0" width="0" style="display:none;></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->

```

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

[OK](#)

Fig. 6: 'Install Google Tag Manager'

- In case an account already exists, then click on the **'Settings'** button provided on the top-right corner of the respective account displayed on the **'All Accounts'** page. (fig 7)

The screenshot shows the 'All Accounts' page in the Google Tag Manager interface. At the top, there's a search bar and a 'Create Account' button. Below that, a table lists accounts. The first account is 'Fatbit'. To the right of the 'Fatbit' account name, there is a gear icon (Settings) and a vertical ellipsis (More options). A black arrow points to the gear icon.

Container Name ↑	Container Type	Container ID
<script>fatbit</script>	Web	GTM-M28V2QB

Fig. 7: 'All Accounts' Page

- You will now be redirected to the settings page(fig 8). Click on the '**Install Google Tag Manager**' option provided in the '**Container**' section.

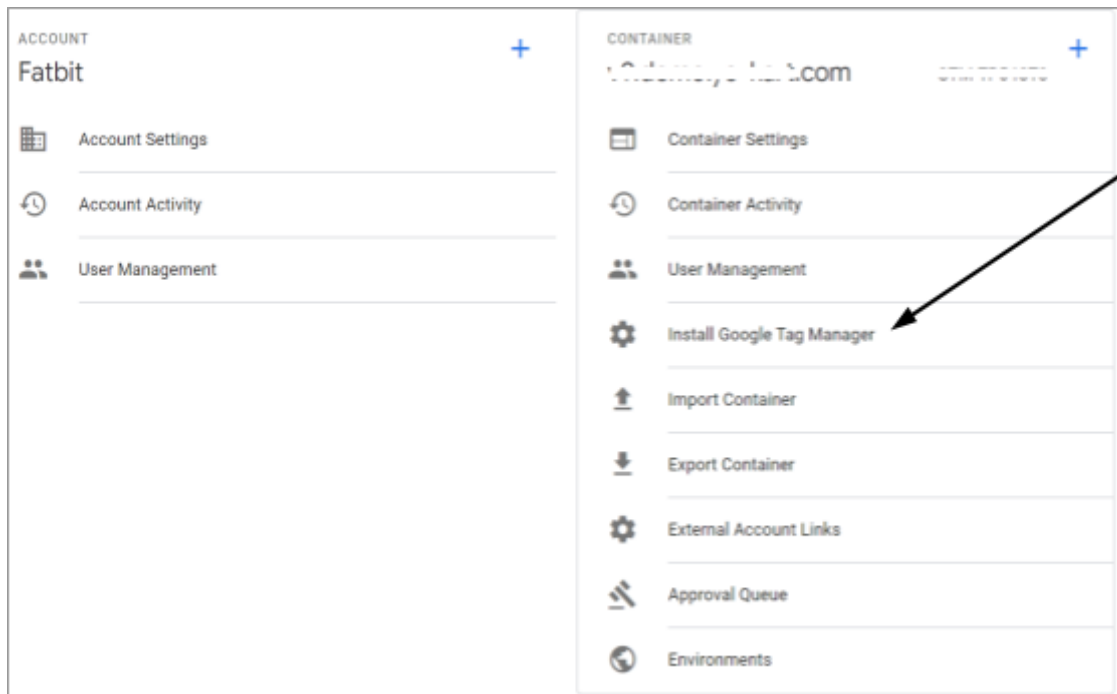


Fig. 8: Settings Page

- Next, you'll be redirected to the '**Install Google Tag Manager**' page([fig 6](#)). Copy and paste the '**Head Script**' and '**Body Script**' in the corresponding input-fields(refer [fig 1](#)).