

[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**.

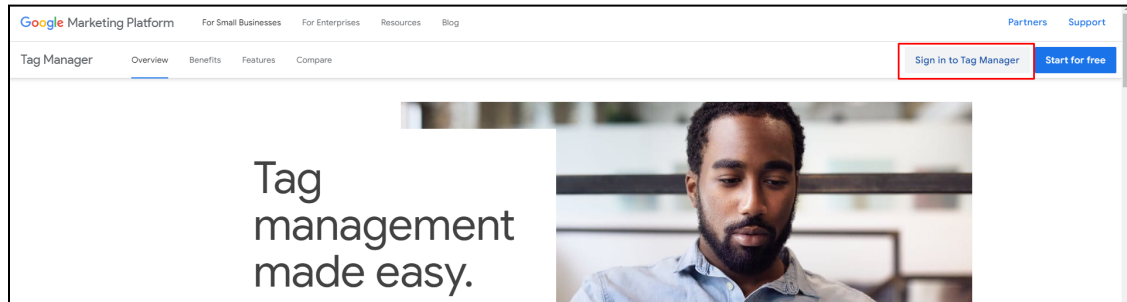


The screenshot shows the Google Tag Manager configuration interface. At the top, there is a header labeled "Google Tag Manager". Below the header, there are two text input fields. The first field is labeled "Head Script" and the second field is labeled "Body Script". Both fields are empty and have a small icon in the bottom right corner, likely for clearing the text.

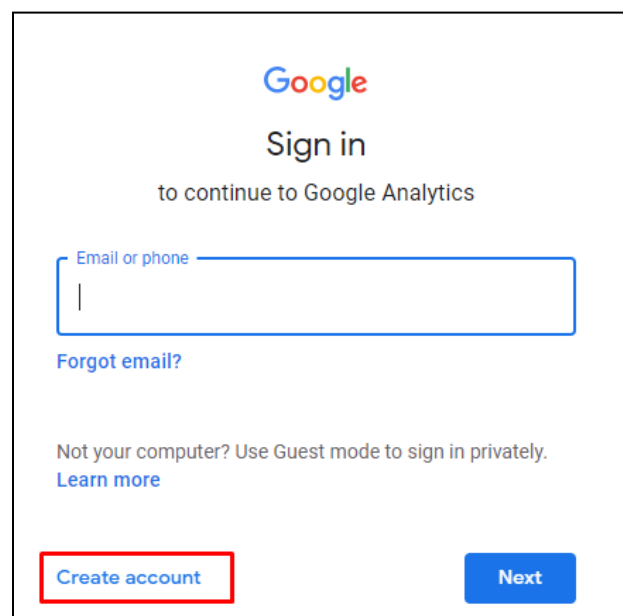
Follow the steps below to generate Head Script and Body Script:

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.

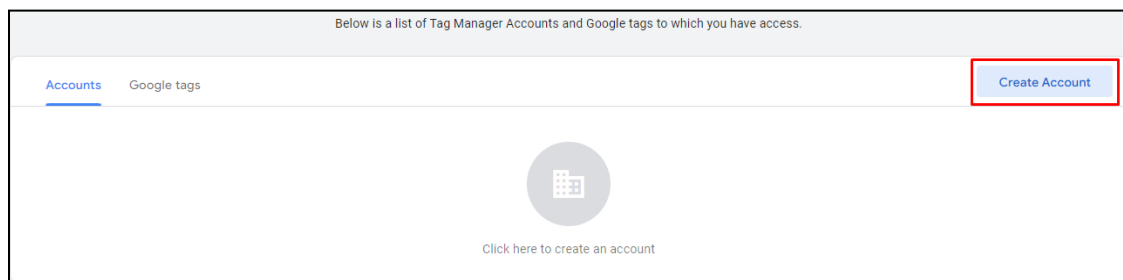


2. Next, enter your gmail account details. If you don't have an account, you can create one by clicking on **Create Account**.



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.



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

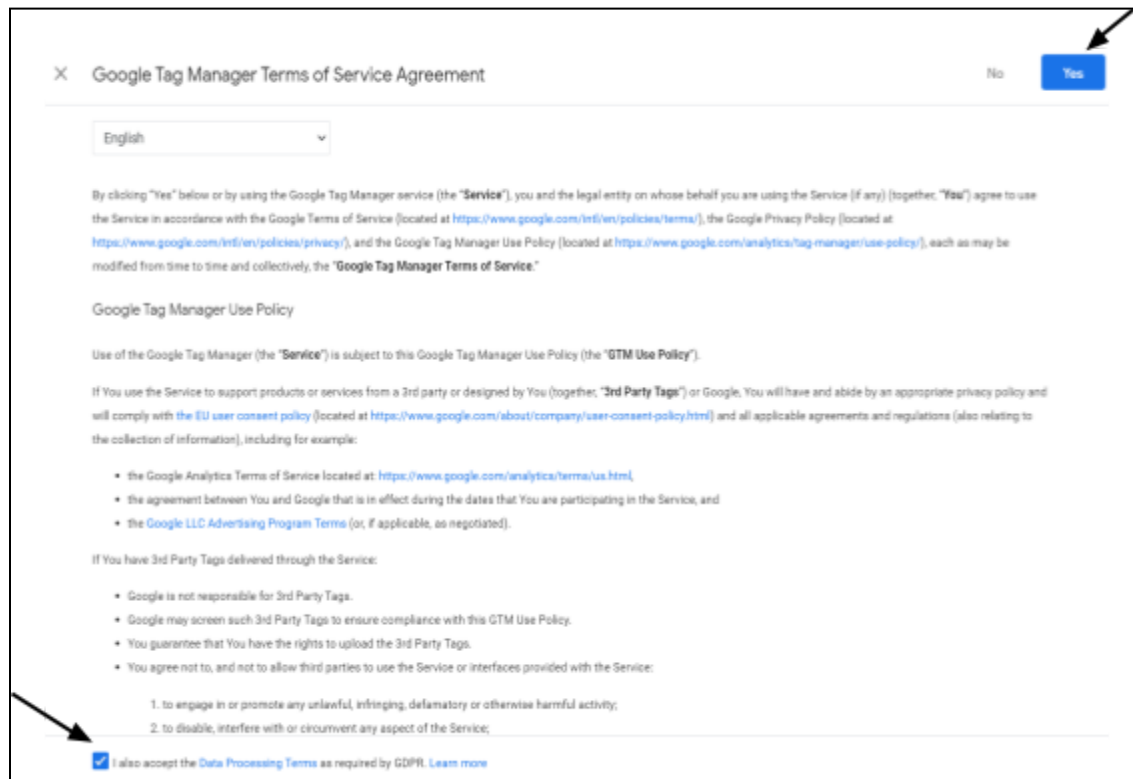
Create
Cancel


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

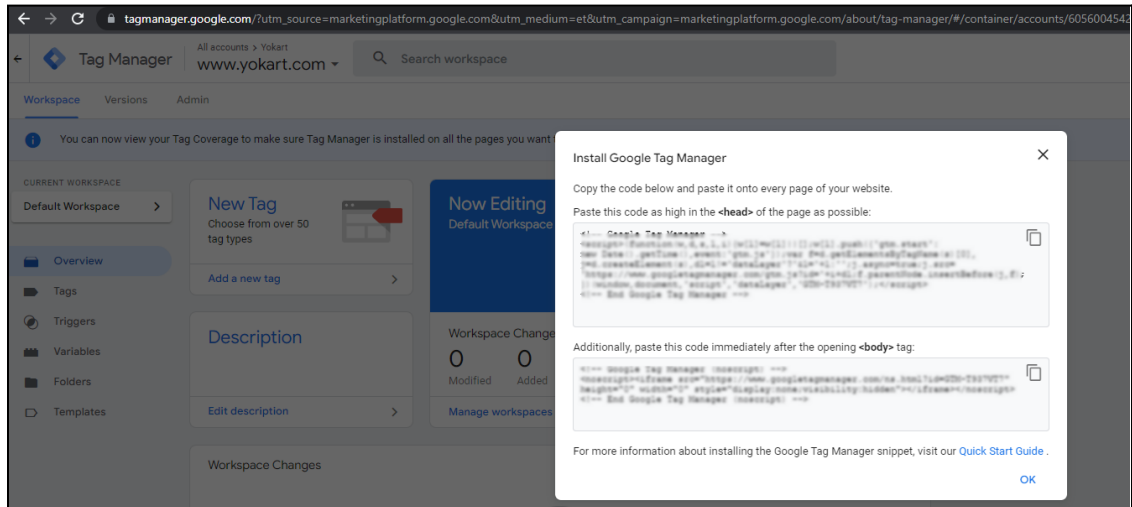
- **Country:** Select country from the drop-down list.
- **Share Data Anonymously with Google and Others:** Select the check-box if share site data in an anonymous form.
- **Container Name:** Enter the website URL following the right format (www.mysite.com).
- **Target Platform:** Select **Web** as the 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 for a workspace named 'www.yokart.com'. A modal window titled 'Install Google Tag Manager' is open, providing instructions and code snippets for installation. The modal text includes: '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:' followed by a code block for the head tag. Below that, it says 'Additionally, paste this code immediately after the opening <body> tag:' followed by another code block for the body tag. At the bottom of the modal, there is a link to the 'Quick Start Guide' and an 'OK' button.

```
<!-- 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('script')[0],
  g=d.createElement('script');g.async=true;g.src='//www.google-analytics.com/gtm.js?id='+i+ '&noscript=1';
  f.parentNode.insertBefore(g,f);
  })(window,document,'script','dataLayer','GTM-5387T2T');
```

```
<!-- Google Tag Manager (noscript) -->
<script>(function(w,d,e,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName('script')[0],
  g=d.createElement('script');g.async=true;g.src='//www.google-analytics.com/gtm.js?id='+i+ '&noscript=1';
  f.parentNode.insertBefore(g,f);
  })(window,document,'script','dataLayer','GTM-5387T2T');
```

-XXX-