


How To Connect Your Website With Google Tag Manager (GTM).






 **MC Guide**
Theory with
Practical

Tools: GTM, GTM4WP

Category: Analytics

Time: 1 to 3 hours

Goal of this guide: Successfully learn & “Connect Your Website With GTM”.

Outcome	Why this is important	Where it is done	When this is done	Who does this
 Successfully connected GTM with your website using GTM4WP plugin.	 Helps in growth. GTM will track your website data and sends to tools like Facebook, Twitter, GA4, GSC.	 In GTM tool and on your website's CMS like WordPress.	 It is needed to be done only once in the beginning of tracking setup.	 Person responsible for tracking setup.

Checklist: Tick status with every goal completion

Goals	Started	Ongoing	Completed	Stuck
Goal 1: Create GTM Account	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 2: Install GTM4WP plugin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goal 3: Connect GTM Website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Google Tag Manager

Theory + Practical

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(Part - 1) Theory

Que 1: What is GTM (Google Tag Manager)?



GTM (Google Tag Manager) is a free tool developed by google. It acts as a mediator to **connects your website with various tools** like Facebook, GA4, GSC, Instagram, Pinterest and 100s of other tools.

GTM makes it easy for you to manage and update the various tracking codes (tags) used on your website or mobile app without needing to change the code manually.

You can Think **GTM works like a container** that holds all your marketing and analytics tools (like Google Analytics, Facebook Pixel, or ad tracking) in one place.

Instead of asking a developer to insert or change tracking codes on your site every time, **GTM allows you to control everything through an easy-to-use dashboard.**

Analogy:

Let's understand GTM concept by Analogy

Post Office Analogy



Scene 1: Without GTM, Your website will have to send all data to all tools by itself.



Scene 2: With GTM, Your website will send data only to GTM and it will take care of it.

Scene 1:

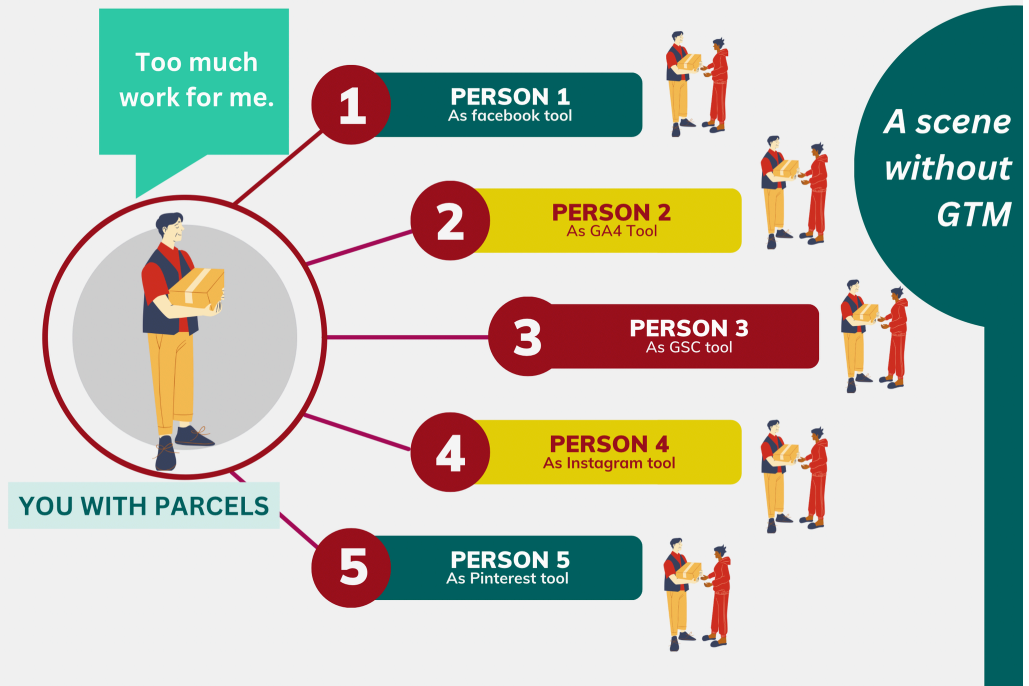
Imagine you have the 5 parcels to deliver, now if there are **no Post offices** 🏠 then you have to visit all 5 people's places to give parcels, it's a slow and time taking process.

This is also true for your website,

when there is **no GTM tool**, your website has to deliver data to all tools by itself and that can make your website slow 🐌.

Here “You with your Parcel” is an analogy for “Your Website with data”.

If your website sends data directly (without GTM) It will become slow. So you must connect with GTM.



A Scene without GTM tool

Features	Problem without GTM	Effect on Blog
Adding Analytics	Requires adding tracking code (like Google Analytics) directly on each page manually.	Time-consuming and prone to errors, especially for updates.
Tracking Blog Visits.	Adding or adjusting tracking requires coding knowledge and developer time.	Makes tracking setup rigid and harder to adapt quickly.
Tracking User Actions	Tracking clicks, scrolls, or form submissions requires complex coding.	Limited insights into user behaviour; hard to track actions.

Scene 2:

Imagine now you have 5 parcels to deliver **but this time there is a Post office** 🏠.

Now you can simply submit all your 5 Parcels to the Post office and go home, Post office will do the rest of the work and give deliveries to those people's houses where it is meant for.



This is what GTM does.

It takes all the required data from your blog or website and send to various tools like Facebook, GA4, GSC, Instagram, and 100s of other tools.

It works as mediator (*like post office in above example*). This is more secure, faster, easy to use, having various features, and its free and powerful 🦾.

Features	Benefit With GTM	Effect on Blog
Adding Analytics	Simplifies adding analytics by using a single GTM code snippet.	Quick setup and easier management of tracking scripts
Tracking Blog Visits.	Enables seamless tracking of visits with minimal coding effort.	More accurate visitor data and insights without delays.
Tracking User Actions	Simplifies tracking of user interactions (clicks, scrolls, form submissions) with built-in templates.	Improved understanding of user behavior and engagement.

Que 2:

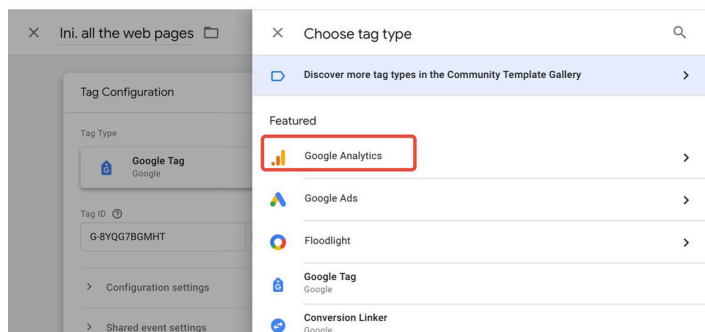
What are some tools where GTM can send our website's data?

5 Tools where GTM can and should send our website's data.

1. **Google Analytics 4 (GA4 by Google),**
2. **Google Advertisement (by Google),**
3. **Facebook,**
4. **LinkedIn, &**
5. **Twitter**

1. Google Analytics 4:

A tool created by google to track.



Add heading

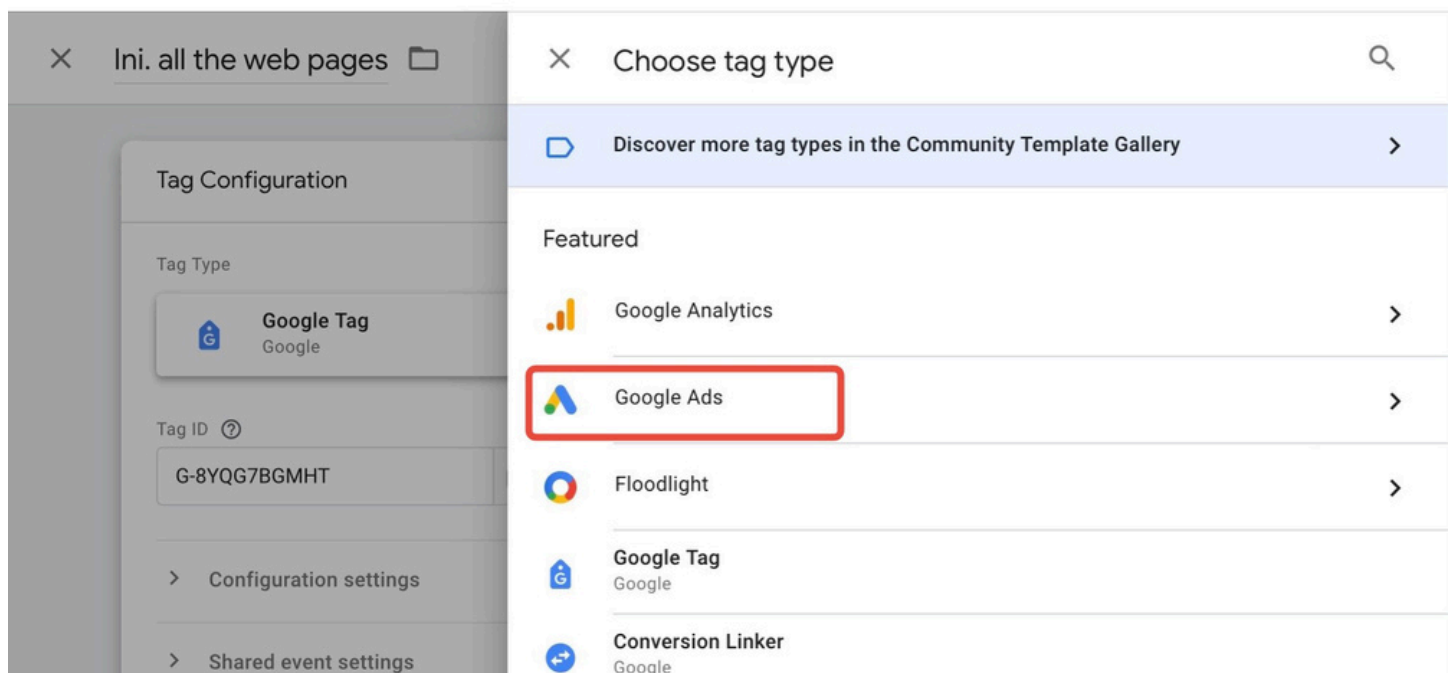
Add body text

This is a free tool developed by google to track users' interaction and behaviour on your blog website and then make it in report format understandable by any person.

When you go on GTM website and go to tags section you will find an option to connect GTM with this GA4 tool so that you can send

your website data to GA4 through GTM. Look the image below for reference.

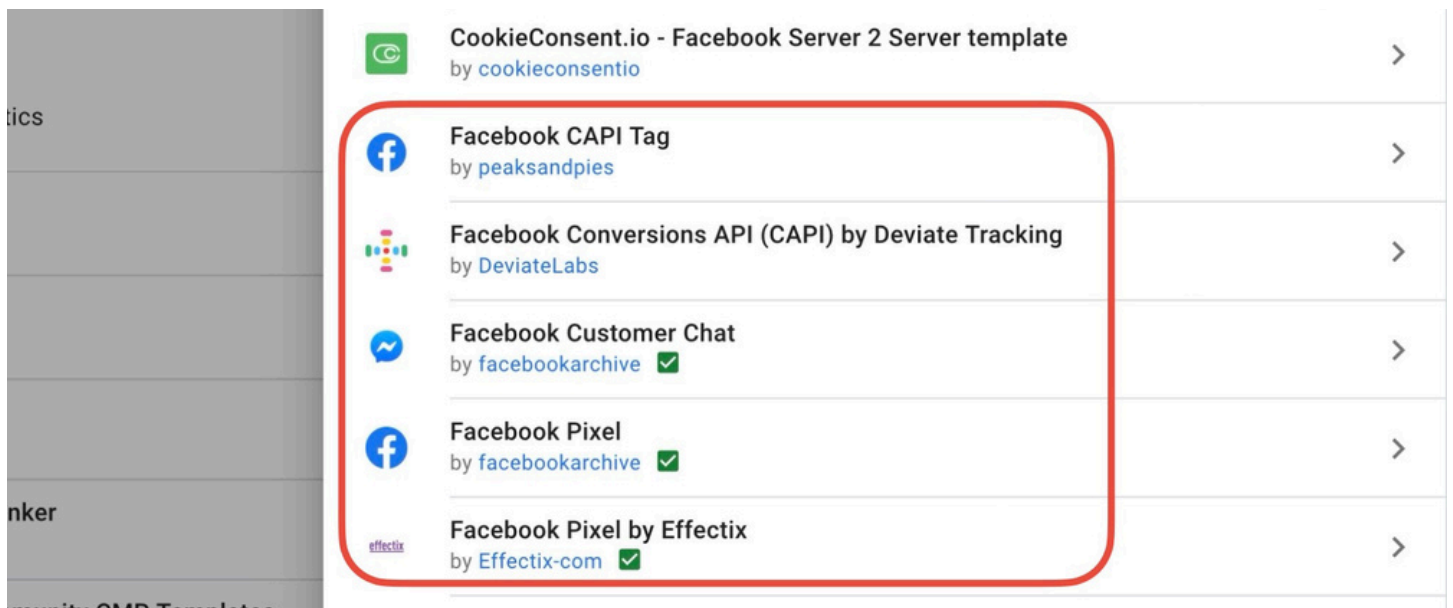
2. Google Advertisement: Again this a tool by google.



It is used to show advertisements on google search engines or on other websites as display advertisements. You would be able to show ads on other blogs. You should connect this tool to your blog website through GTM. See above image for reference.

3. Facebook:

As everybody knows Facebook is a social media website. From a blogging perspective Facebook is where you can show advertisements, join groups, share your blog posts and more. We can connect the Facebook with our website through GTM by using the Facebook Pixel tag.



There are many tags available as you can see in image above. You can use “Facebook CAPI Tag” to connect your website with facebook through GTM.

4. LinkedIn:

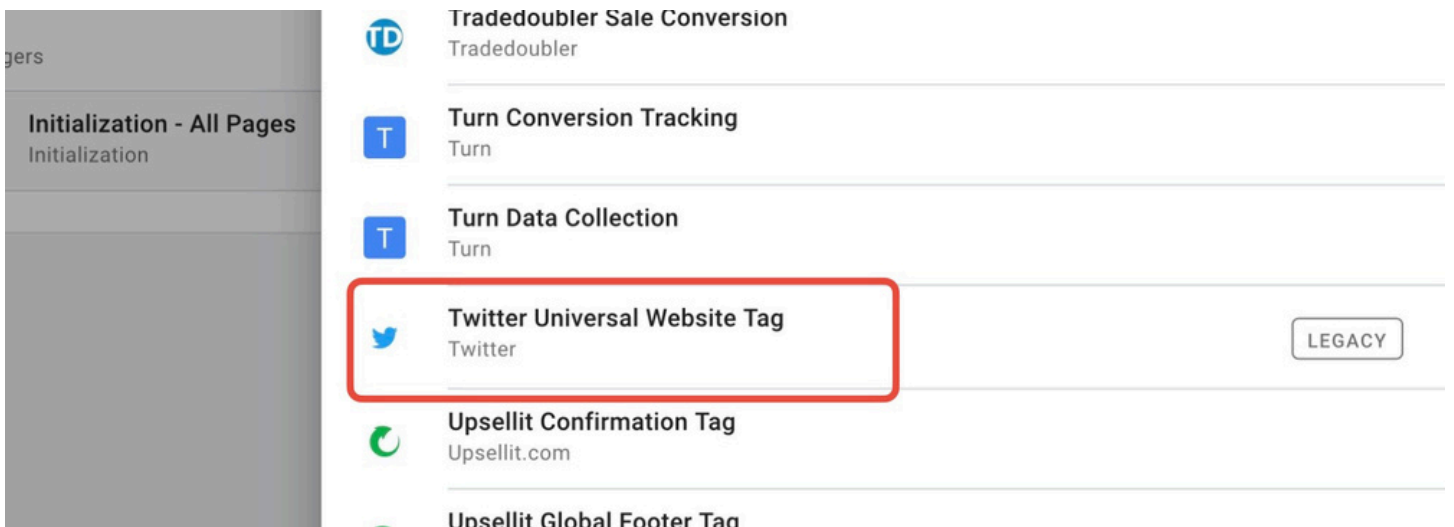
LinkedIn is a tool for professionals.



If we can connect our website LinkedIn we can target B2B Audience. To connect it we will learn in different guide, for now see the image above, "LinkedIn Insight" Tag is used to connect your blog website with LinkedIn through GTM.

5. Twitter:






As you know, It is a social media platform



.It can be used to make your blog as a brand but it takes a lot of work, other uses are like you have g any blog post that could be interested for people on twitter you can share your blog post, or you can advertise on twitter for product ir services. You will learn in guide 099. Tag “Twitter Universal Website Tag” could be used to connect twitter with your website using GTM.

Let’s See below for **summary table** showing 5 tools where GTM can send your website data:

Table 1: 5 tools where GTM can send your website data.

Tool Name	Use Case	Purpose of Integration with GTM
 Google Analytics 4	Website tracking and analytics	Send page views, events, and user interactions from blog website for analysis
 Google Ads	Advertising and remarketing	Track conversions, optimize ad performance, and remarketing for blog
 Facebook	Social media marketing and retargeting.	Track user behaviour, conversions, and remarketing campaigns for users who visited your blog pages , then target them on Facebook.
 LinkedIn	B2B advertising and audience insights.	Capture conversion data and target relevant LinkedIn users, send necessary data from blog to LinkedIn to retarget users.
 Twitter	Social media advertising	Track conversions from Twitter ads and optimize campaign data

Que 3:

What are 3 components which helps GTM to send your website's data to other tools, properly?

Now, when you go inside GTM tools you will find that it have 3 components to send your website's data properly to different tools (like Facebook, Instagram, GA4, LinkedIn etc).

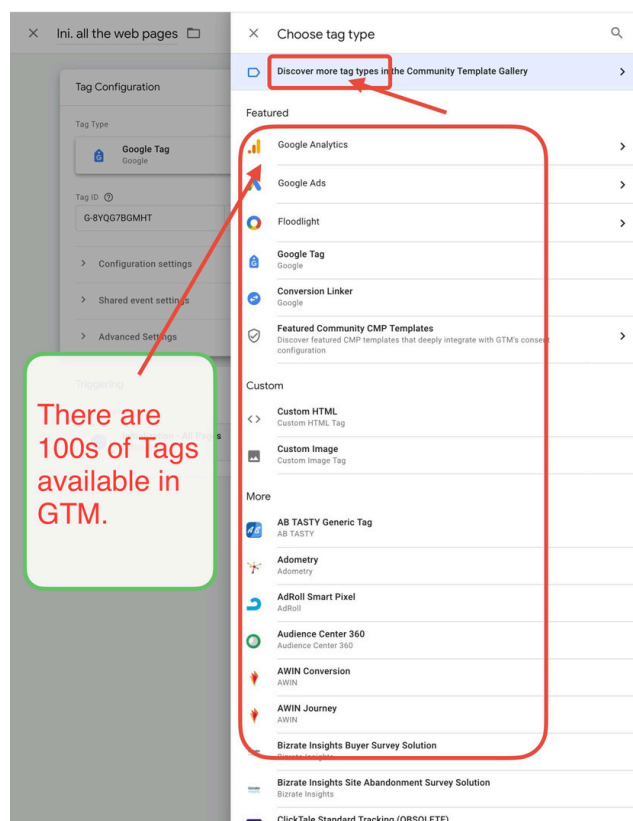
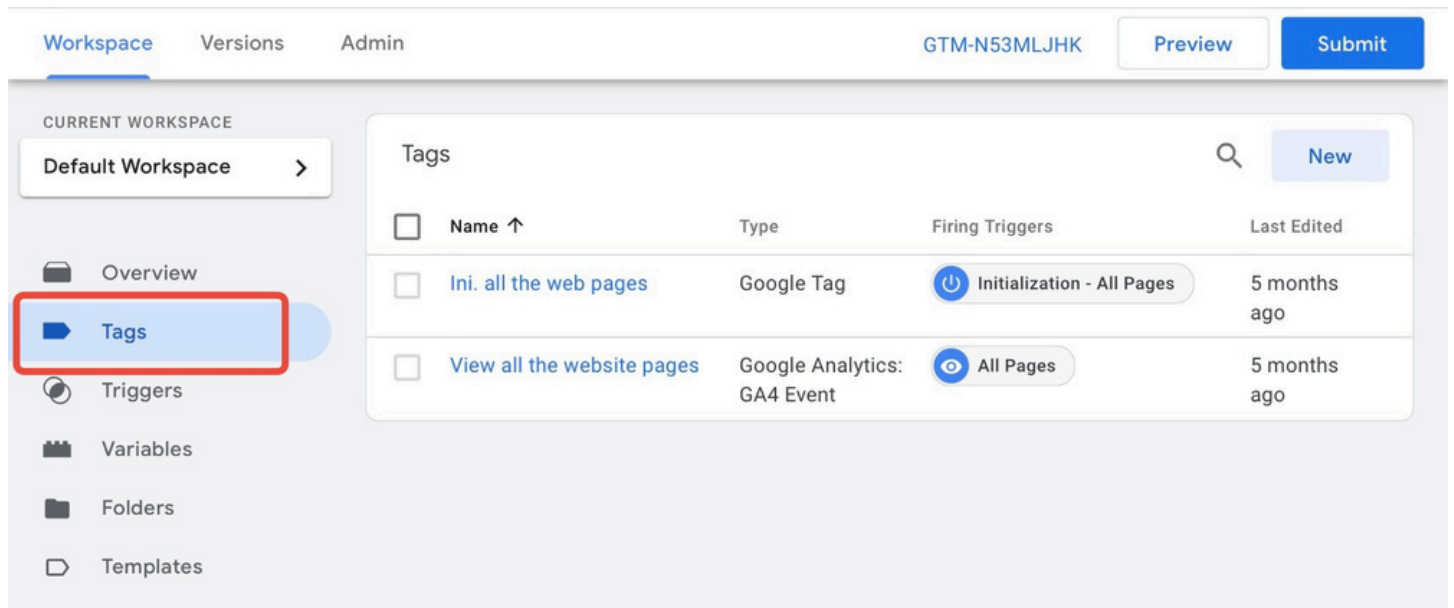
GTM's 3 main components:

1. Tags,
2. Triggers, and
3. Variables.

COMPONENTS OF GTM	PURPOSE	IMPORTANCE
TAGS	A snippet of code that sends data to external platforms (e.g., Google Analytics, Facebook Ads).	<i>Examples:</i> Pageview tracking, conversion tracking, event tracking.
TRIGGERS	Defines when a TAG should fire (e.g., when a page is viewed, button clicked, or form submitted).	<i>Types:</i> Pageview, click, forms submission, scroll depth, custom events.
VARIABLES	Stores information that can be used by TAGS and TRIGGERS to collect dynamic data (e.g., page URL).	<i>Types:</i> Built-in (Page URL, Click Element) or Custom (User-defined data).

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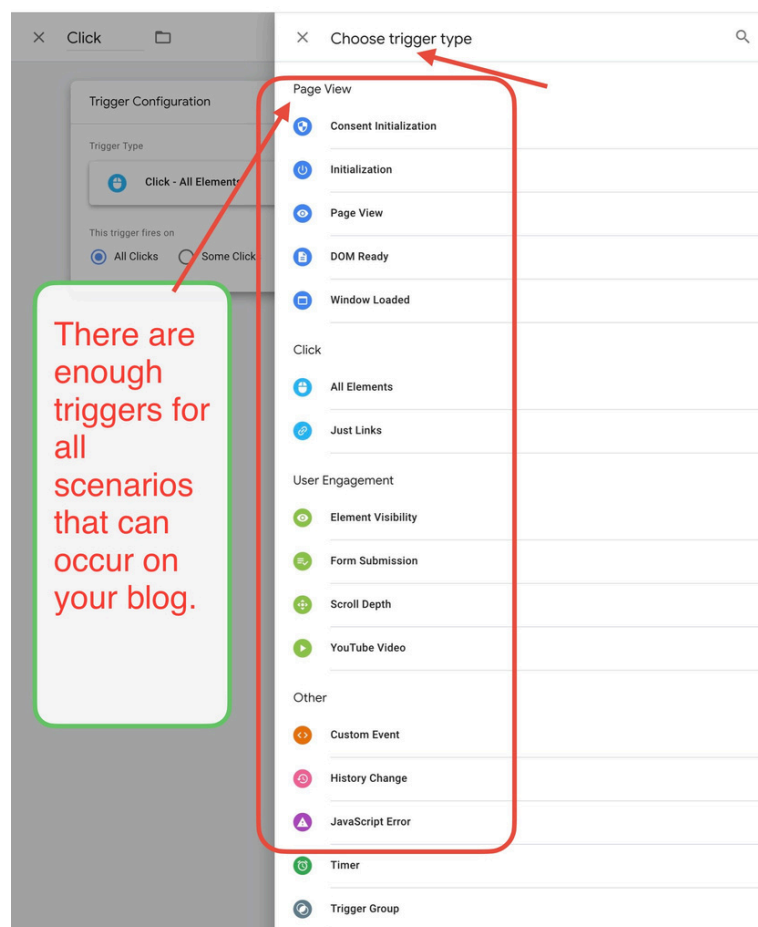
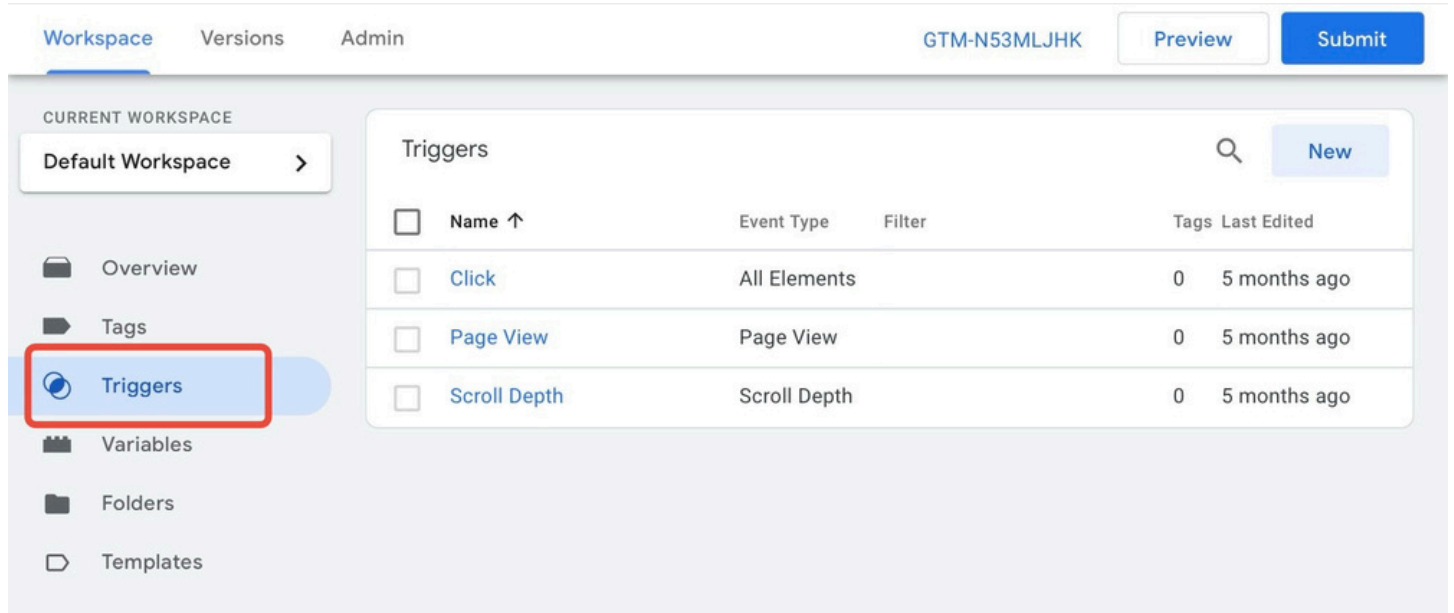
1. Tags: In GTM, a **tag** is a piece of code that you want to execute on your website. Tags can be used to **track different actions, such as page views, button clicks, or form submissions.**



They help you collect data about how users interact with your site, which can then be sent to tools like Google Analytics, Facebook Pixel, or Google Ads for analysis and remarketing purposes.

Example: Let's say you want to track how many people read your blog post and scroll down to at least 50% of the content. You could set up a **scroll tracking tag** in GTM, which sends this data to Google Analytics whenever a visitor scrolls halfway down the page.

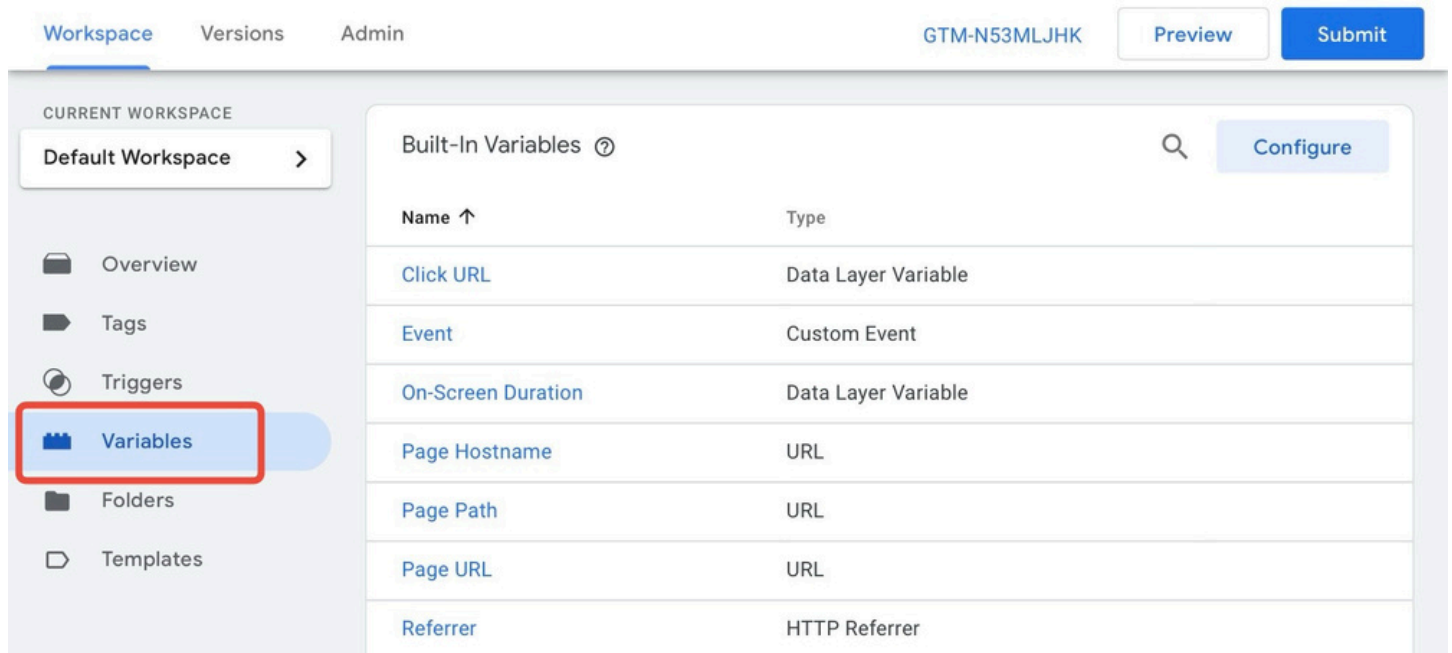
2. Trigger: In GTM, a **trigger** is a condition that **tells a "tag" when to fire** (or execute).

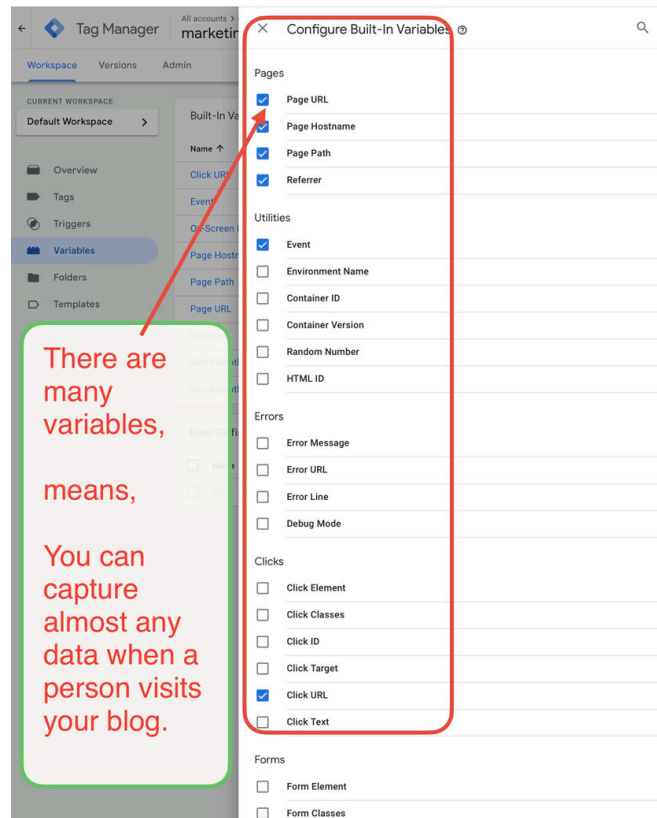


It defines the moment or action on your website when a **“tag”** should be activated, such as when someone clicks a button, visits a specific page, or submits a form.

Example: For the scroll tracking example, you’d create a **trigger** for “Scroll Depth.” This trigger will be set to fire the tag (the scroll tracking code) when a reader scrolls to 50% of the blog post. So, every time someone reaches halfway, the tag is triggered, and the data is sent.

3. Variable: In GTM, **variables** are placeholders that **store dynamic values or information used by tags and triggers.**





They help you create more customized and efficient tracking by providing details such as your blog page URLs, click IDs, or form input data. Variables can be predefined by GTM (built-in variables) or custom-created based on your specific needs.

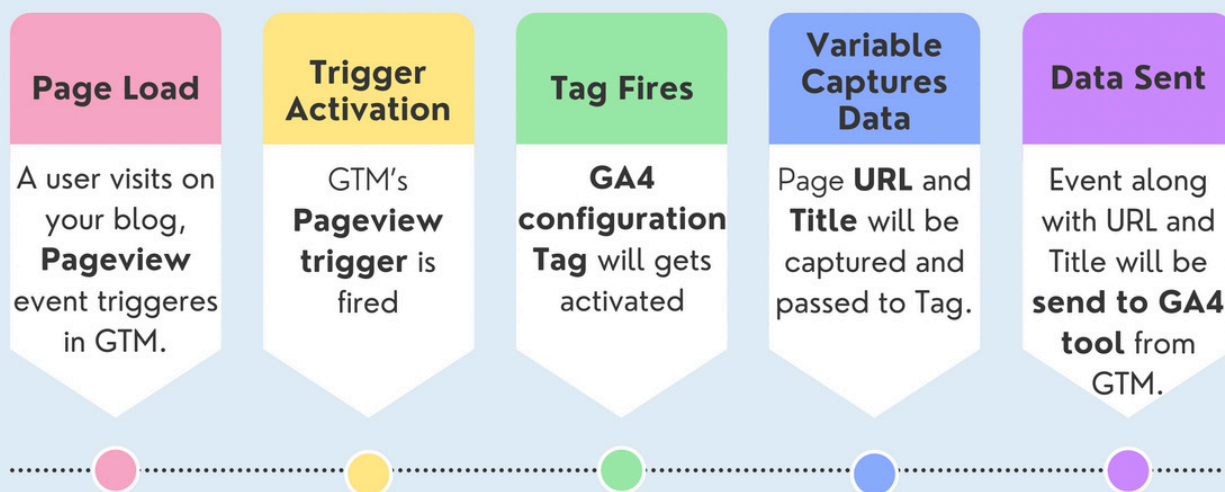
Example: Let's say you want to track which blog post category (like "SEO Tips" or "Marketing Strategies") is being read. You can create a **variable** that pulls the page's category name. This variable can then be used in your tag to send data about the specific category the visitor is reading to Google Analytics.

Que 4:

How exactly GTM Collects your blog's Data and sends it to GA4 or any other tool?

Step by Step

Your website's data collected and send to GA4 through GTM



Understanding How Page Load Tracking Works in Google Tag Manager (GTM)

1. When a Visitor Lands on Your Page: Imagine someone clicks a link and visited on your blog post. As soon as your blog post opens GTM recognizes that a visitor has arrived. This action is called a *Pageview Event*. This event lets GTM know that a new page has loaded and prepares it to gather information about this visit.

2. Activating the Pageview Trigger: GTM has a tool called "*Trigger*" that activates whenever a page is loaded. As soon as someone lands on your homepage or any blog post, "*trigger*" is fired, signaling GTM to collect data for that specific pageview.

3. Google Analytics Tag Fires: With the Pageview Trigger active, the [connected Google Analytics Tag](#) fires as well. This tag is responsible for sending the details of the pageview over to Google Analytics.

4. Capturing Page Data: GTM [captures specific details, like the URL and title](#) of the page the visitor is on, using *Variables*. These variables are then included in the data sent to Google Analytics, adding context to each pageview.

5. Sending Data to Google Analytics: Finally, the pageview data, complete with the page URL and title, is [sent to Google Analytics](#). There, you can see who visited your homepage and track visitor behavior, helping you understand how people interact with your website.

In summary, every time someone lands on any page, GTM's triggers and tags work together to send essential data to Google Analytics, giving you valuable insights into your site's **performance**.

(Part - 2) Practical

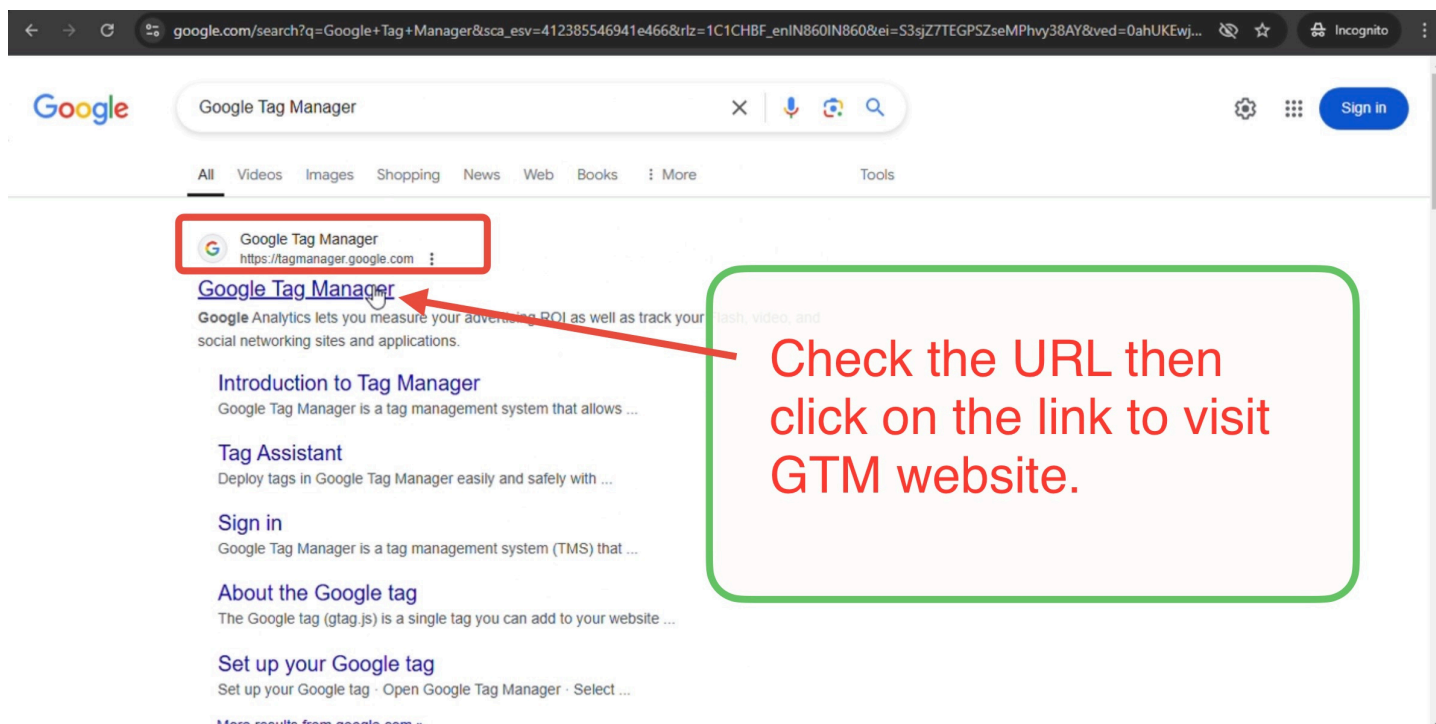
Steps to set up GTM for your website.

Lets start.

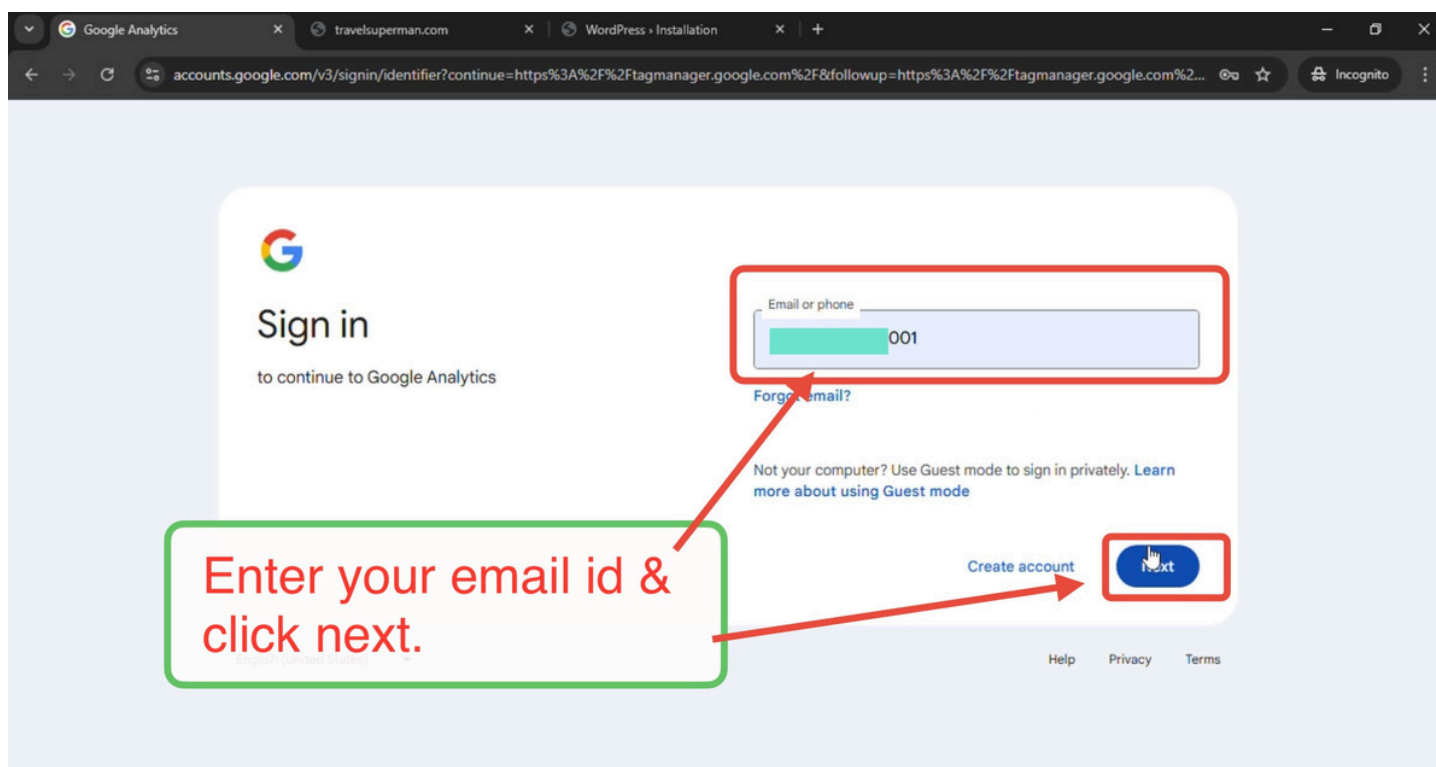
Step 1: Create an account for GTM

Go to GTM website - tagmanager.google.com, and login with your email id. Or you can search GTM in search engine and look for the above mentioned url and click on the link, as shown in below picture.

Than a page similar to below will open. If you are doing it first time you may see a blank page, look at the image below it shows two websites are already connected to the GTM account.

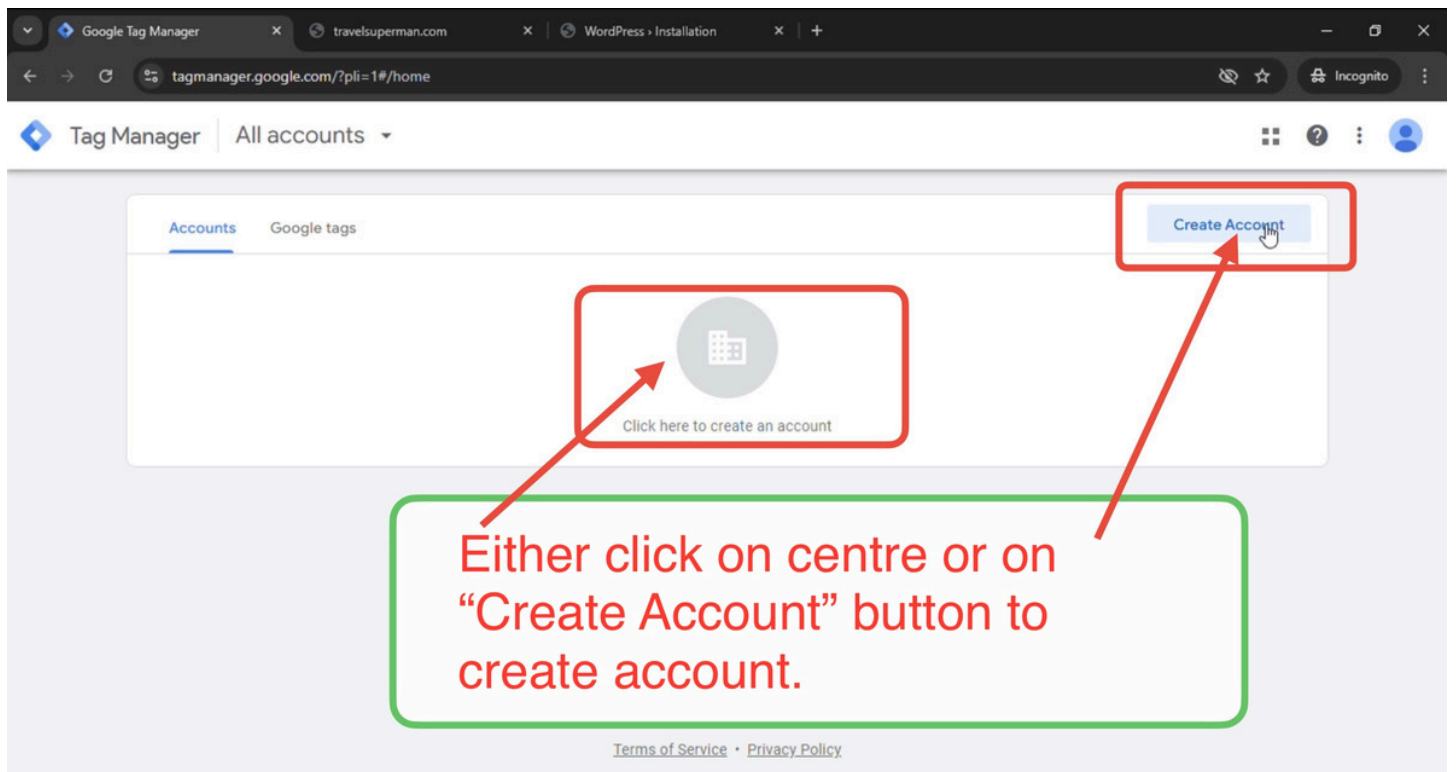


Enter your email-id and click on Next button.



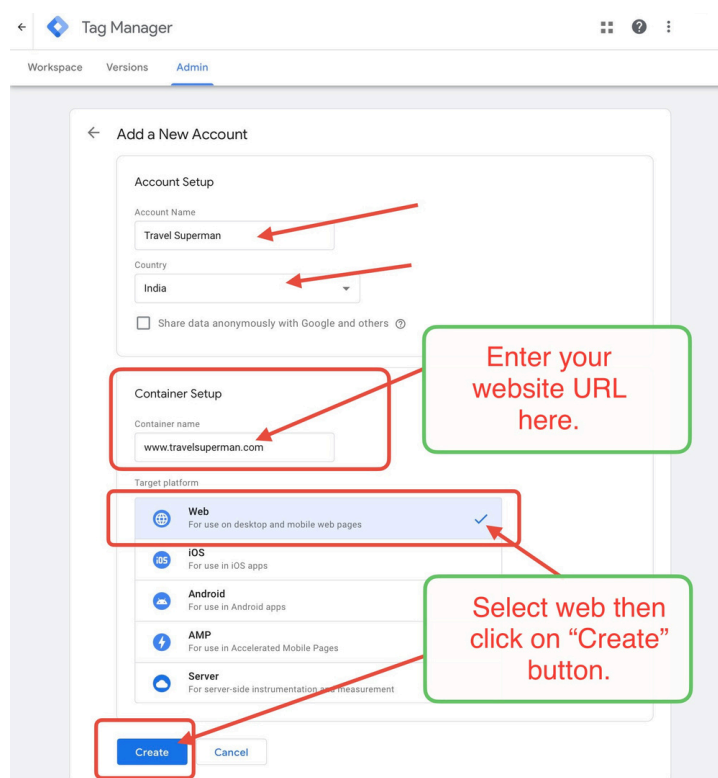
Step 2: Create an account inside GTM

Now, look for "Create Account" button on top right corner as in image below, then Click on create account button as shown in image below.

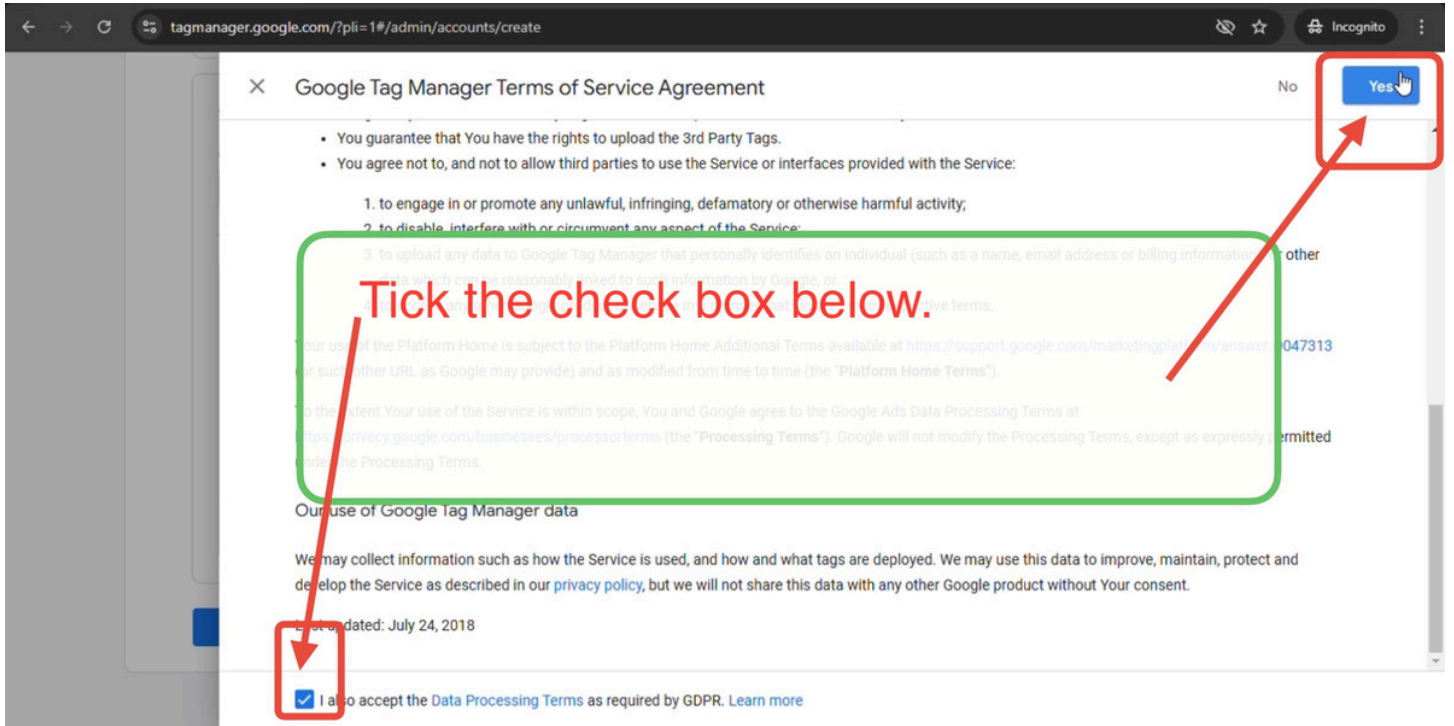


Step 3: Fill Your Details:

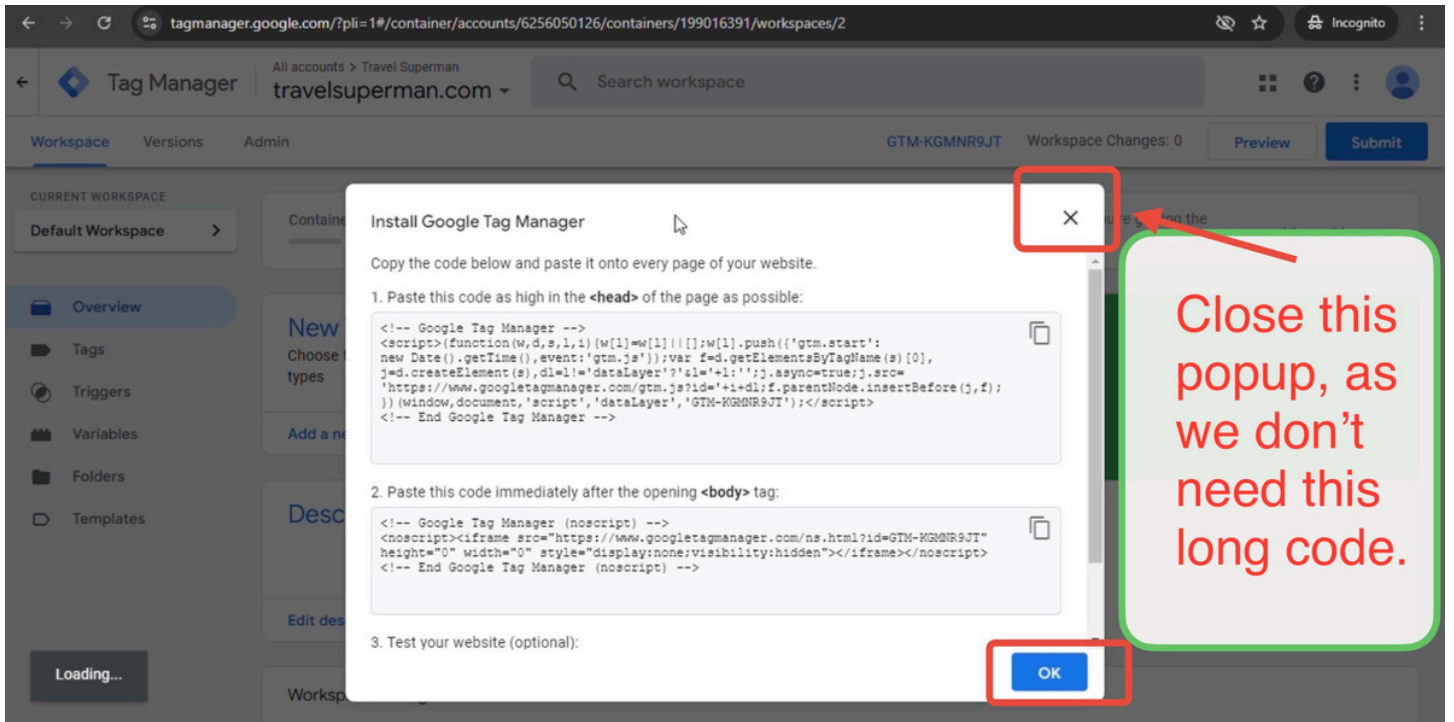
After that fill your website's details as shown. Then click on create.



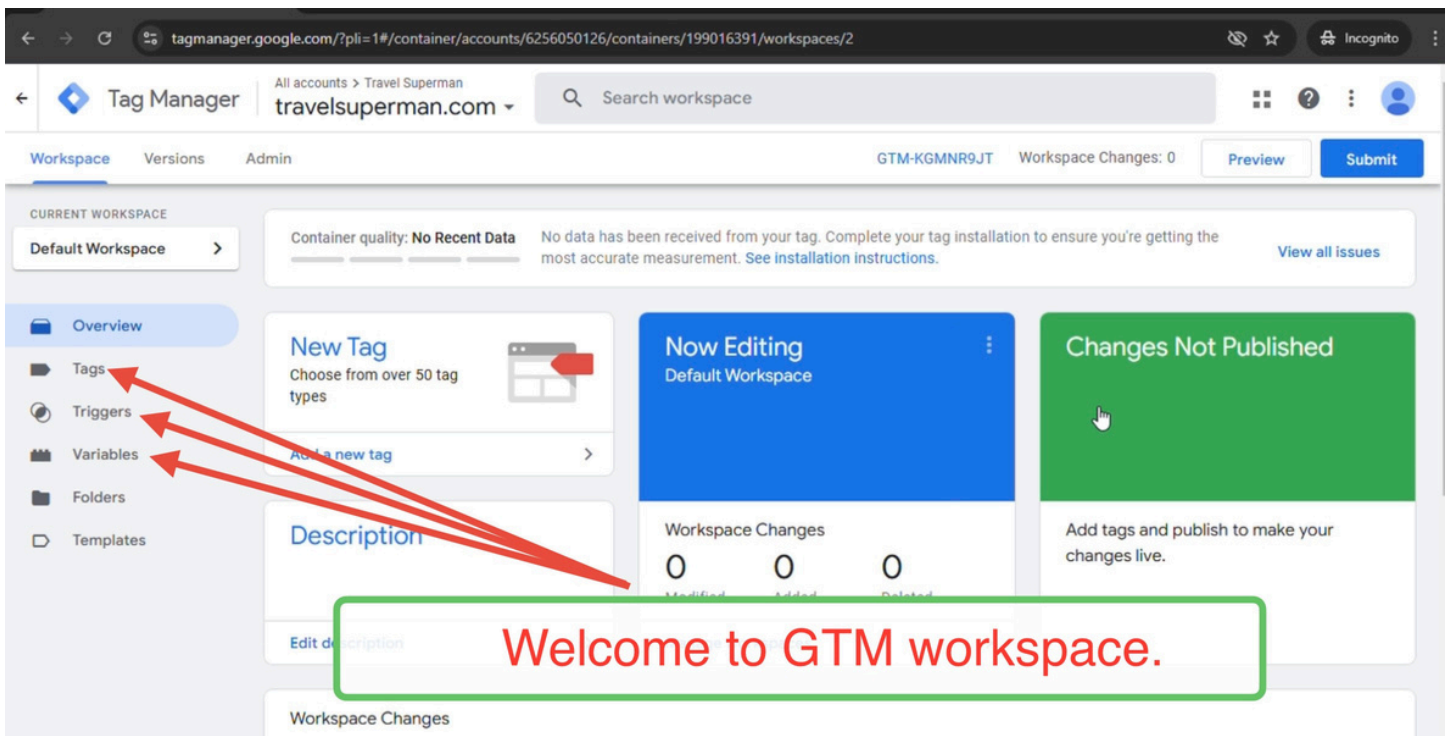
After that you read terms of service agreement if you want 😊 then tick below on checkbox, then click "Yes".



Then you will come across this page, you can close this page using cross button, as we don't need this code.

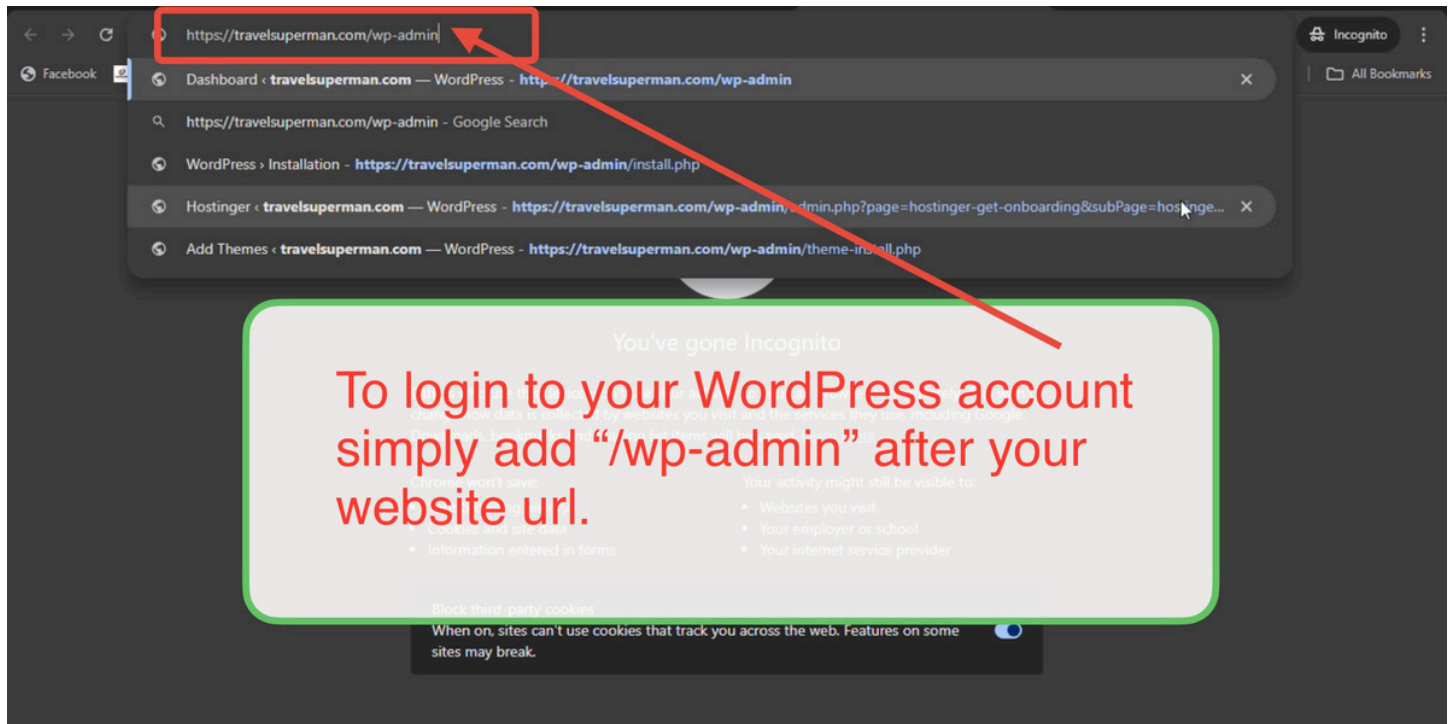


This is the GTM Workspace where you will spend most of the time creating tracking Tags, Triggers and Variables.

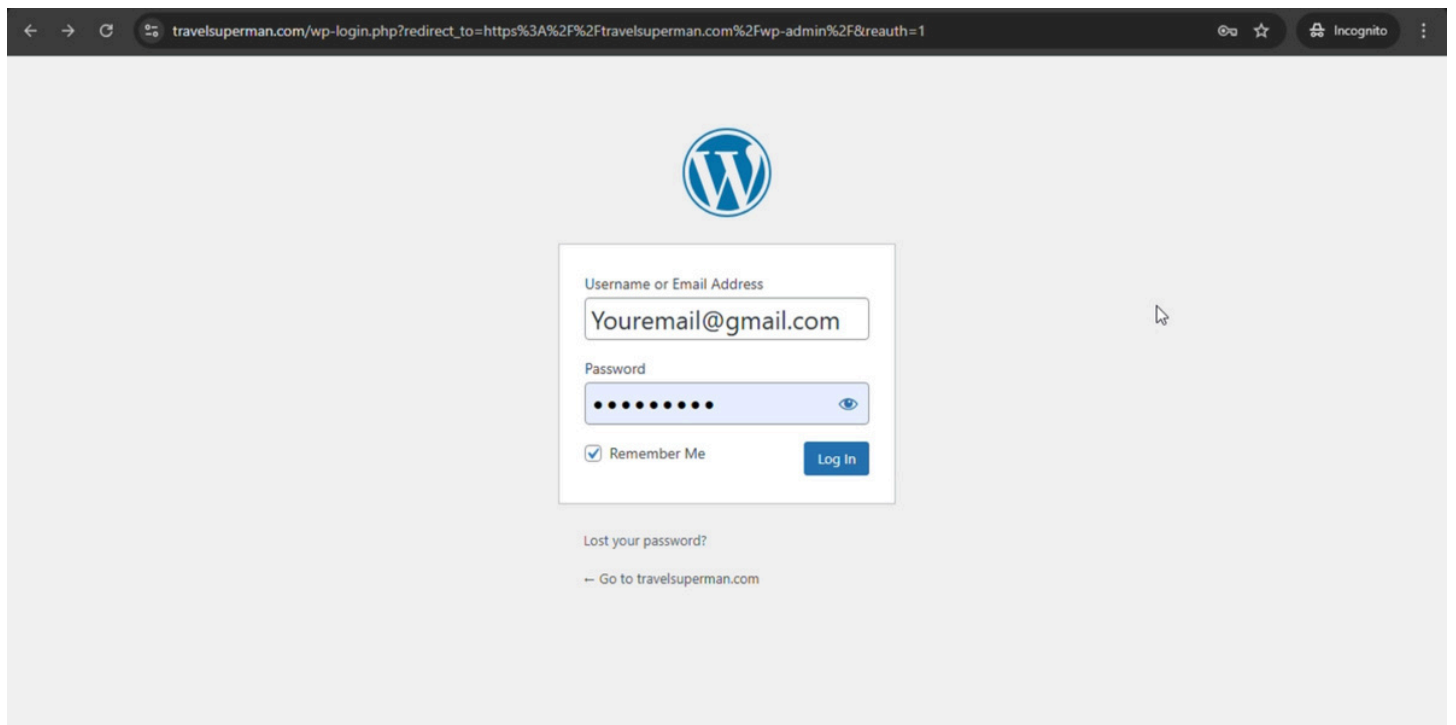


Step 4: Install GTM4WP plugin in WordPress:

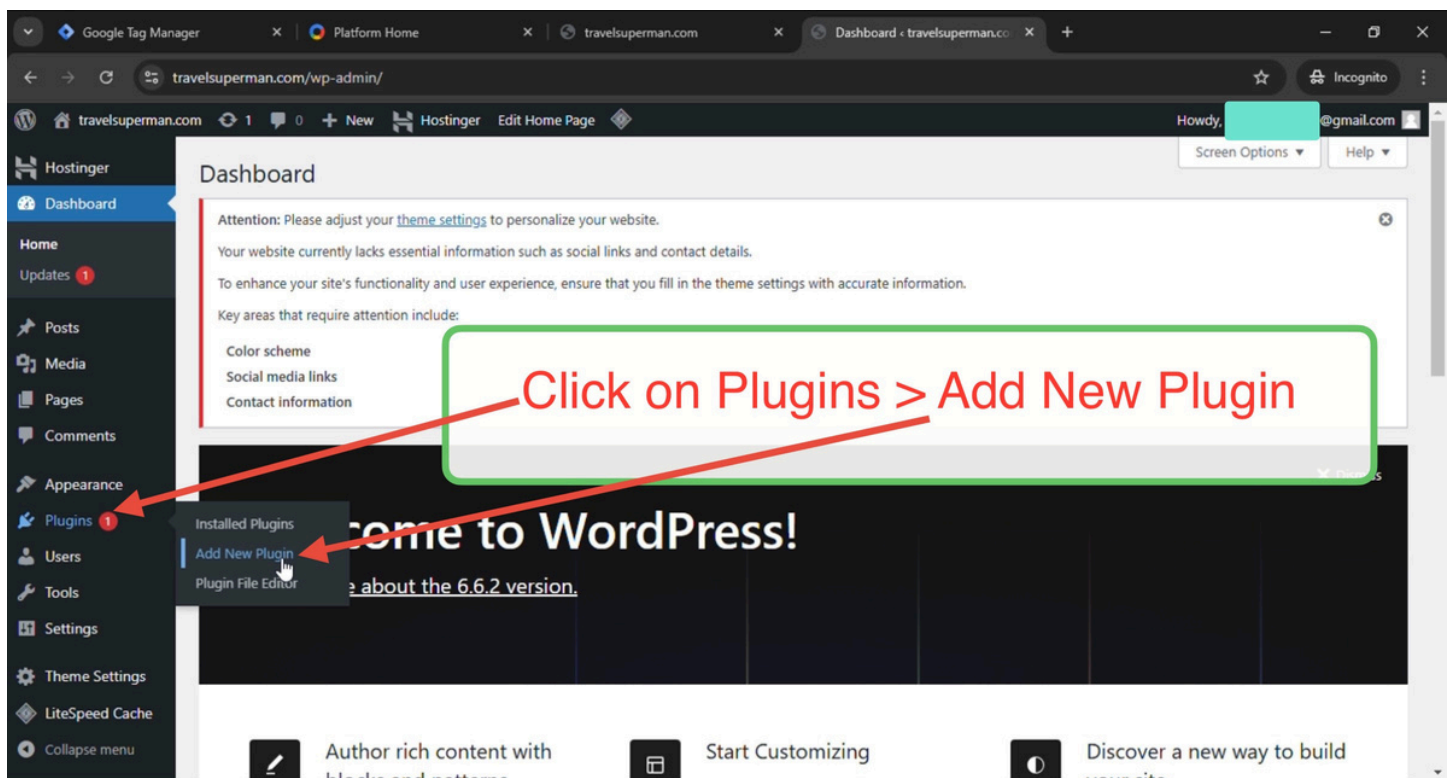
Now to login to your WordPress Account you can login through Hostinger.com as told in previous guides or login directly through WordPress, just type “/wp-admin” after your website’s url eg: travelsuperman.com/wp-admin, as shown in the below image url.



Then enter your email id and password then click on Log In button and if you have lost your password click on lost your password.



Now in WordPress Click on Plugins then Add New Plugins



Then,

1. Search for plugin named "GTM4WP",
2. Check this plugin is by "Thomas Geiger".
3. Click on "Install Now" button.

The screenshot shows the WordPress search results page for the plugin 'GTM4WP'. The search bar at the top right contains the text 'GTM4WP' and is highlighted with a red box and a green circle containing the number '1'. Below the search bar, the first search result is for 'GTM4WP – A Google Tag Manager (GTM) plugin for WordPress' by Thomas Geiger. This result is highlighted with a red box and a green circle containing the number '2'. The 'Install Now' button for this plugin is also highlighted with a red box and a green circle containing the number '3'. A large green-bordered box with red text contains the following instructions:

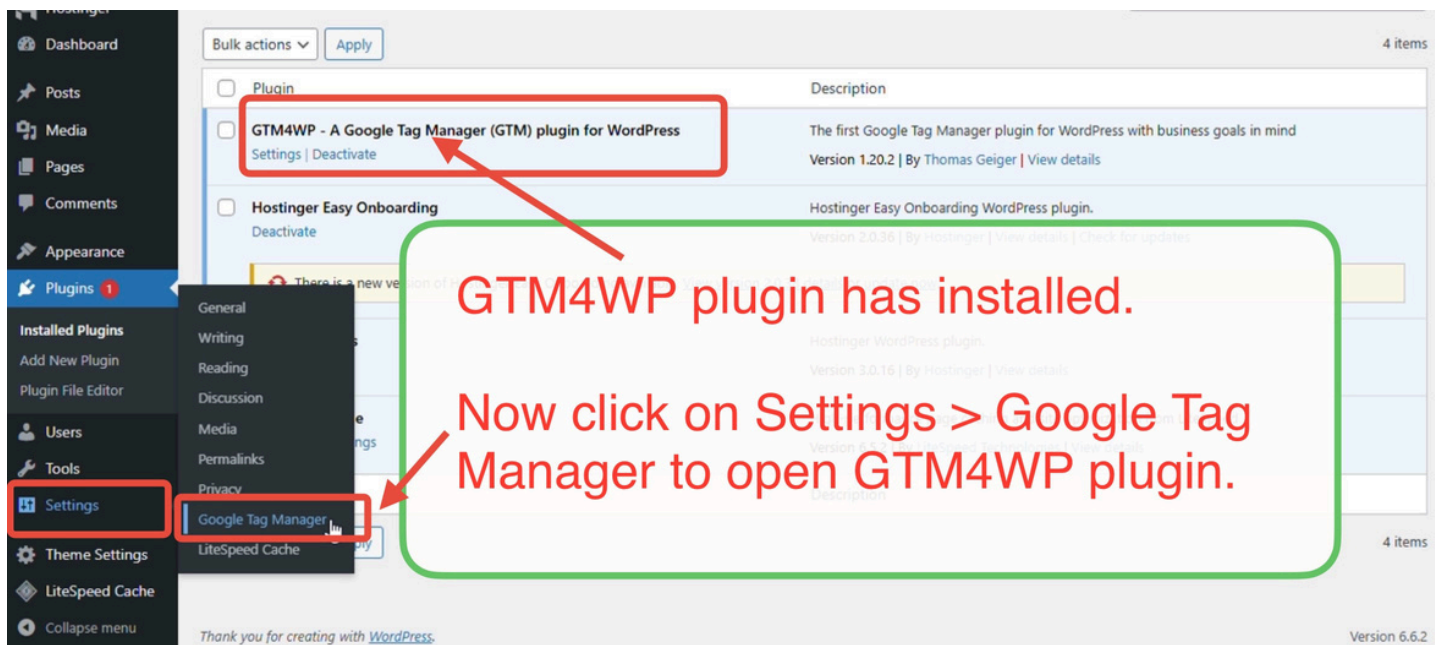
1. Search “GTM4WP” in search box.
2. Check it is by “Thomas Geiger”.
3. Click on “Install Now” button to install.

1. Then finally click on ‘Activate’ button to activate the plugin.

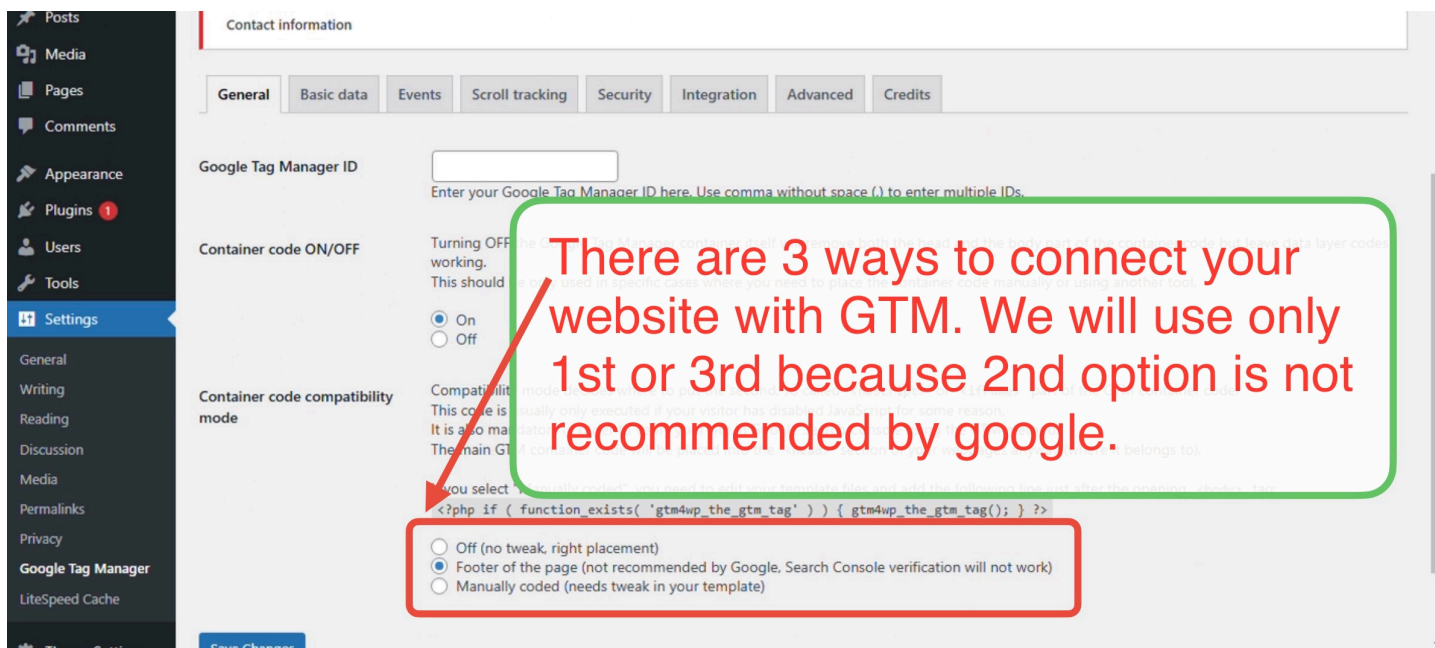
The screenshot shows the WordPress search results page for the plugin 'GTM4WP'. The search bar at the top right contains the text 'GTM4WP'. Below the search bar, the first search result is for 'GTM4WP – A Google Tag Manager (GTM) plugin for WordPress' by Thomas Geiger. The 'Activate' button for this plugin is highlighted with a red box. The second search result is for 'GDPR Cookie Compliance – Cookie Banner, Cookie Consent, Cookie Notice – CCPA, DSGVO, RGPD' by Moove Agency, with its 'Install Now' button highlighted with a red box. The third search result is for 'Analytics & Privacy Toolkit –' with its 'Install Now' button highlighted with a red box. The fourth search result is for 'Genesis Google Tag' with its 'Install Now' button highlighted with a red box.

Step 5: Configure GTM4WP plugin:

Now open the GTM4WP plugin click on settings then Google Tag Manager.



Now you have 3 options to connect your website with GTM, we will tell you 1st and 3rd option, as 2nd option is not recommended by google it may create problem in future when you have to connect GSC with your website.

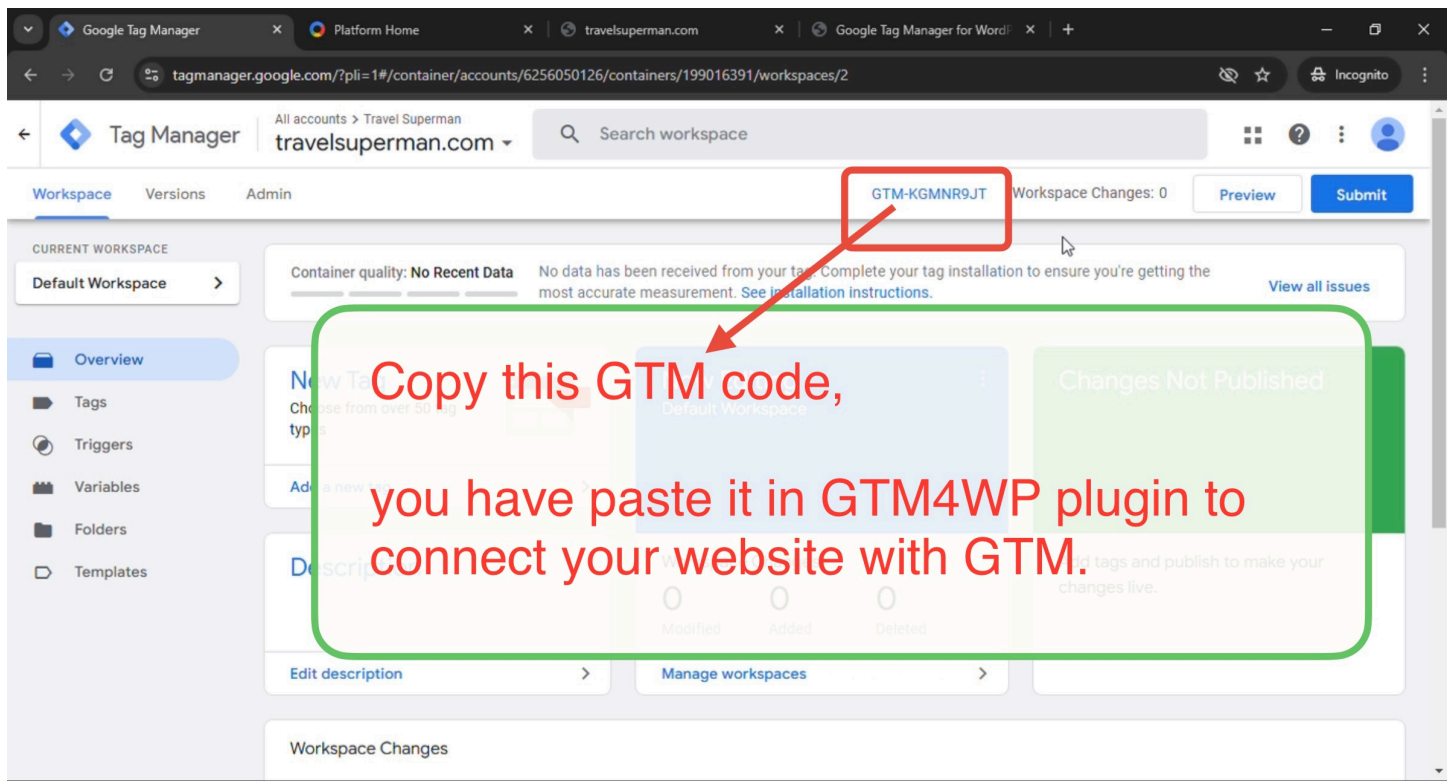


Method 1 (Of Step 5) - Off (no tweak, right placement):

Note: This is method 1 of 2 for connecting your website with GTM tool.

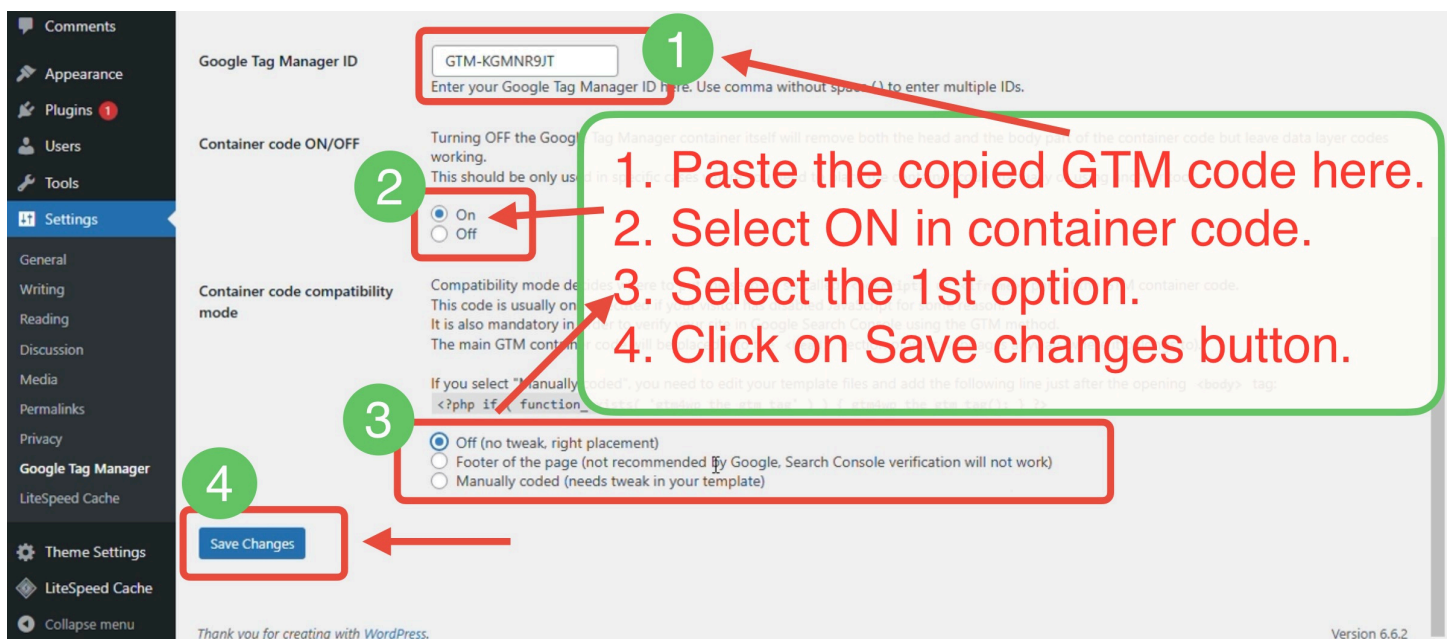
Substep i: Connect GTM with GTM4WP plugin:

Now go back to GTM website, and Copy the GTM code, see below image for reference.



Now go back to WordPress:

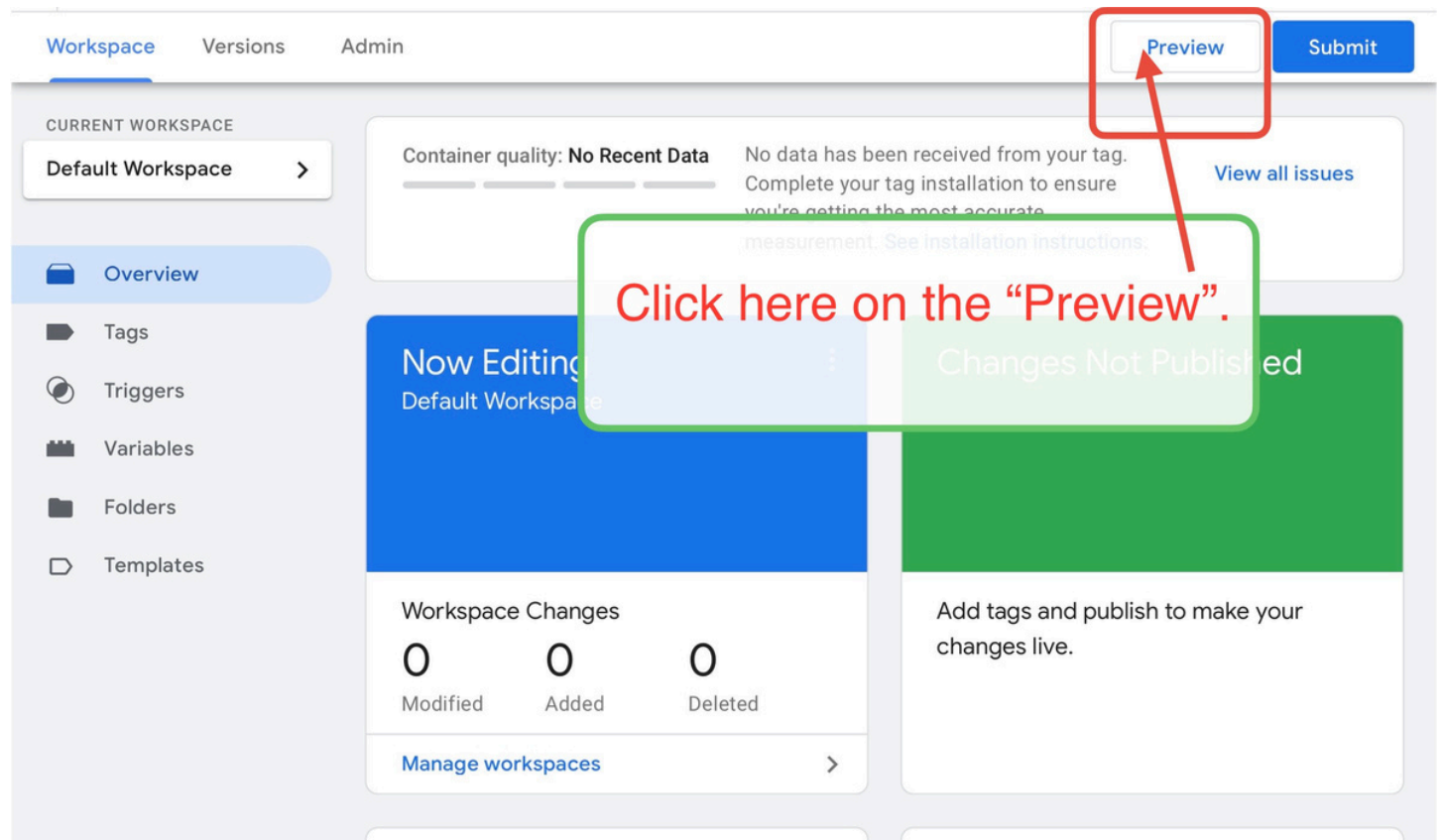
1. Paste the copied GTM code in Google Tag Manager ID,
2. Select ON in the container code, (Pro tip - after clicking on save changes, check this option again, sometimes it switches back to OFF),
3. Select the first option in Container code compatibility mode.
4. Click on "Save Changes" button.



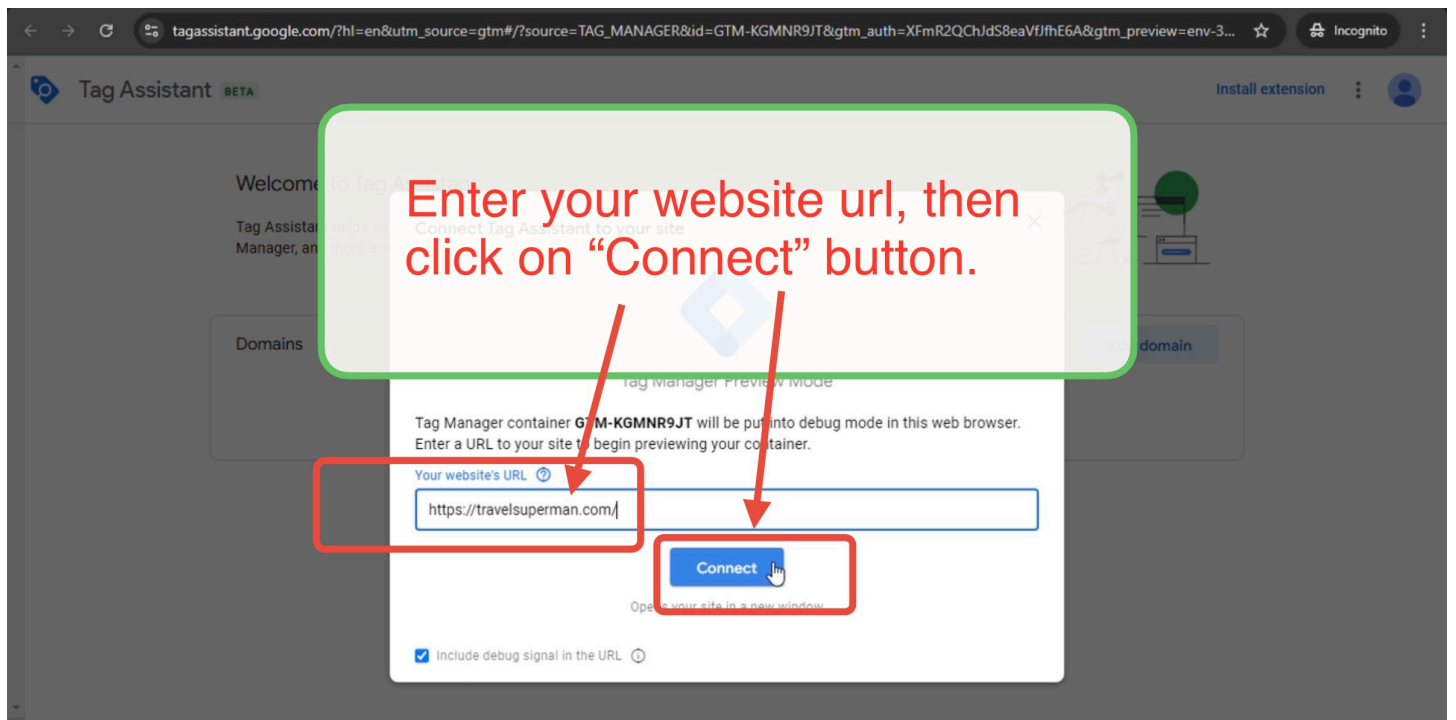
Now go back again to GTM website to verify that your website successfully connected with GTM.

In GTM website click on "Preview" button located on top-right corner.

Substep ii Verify the connection:

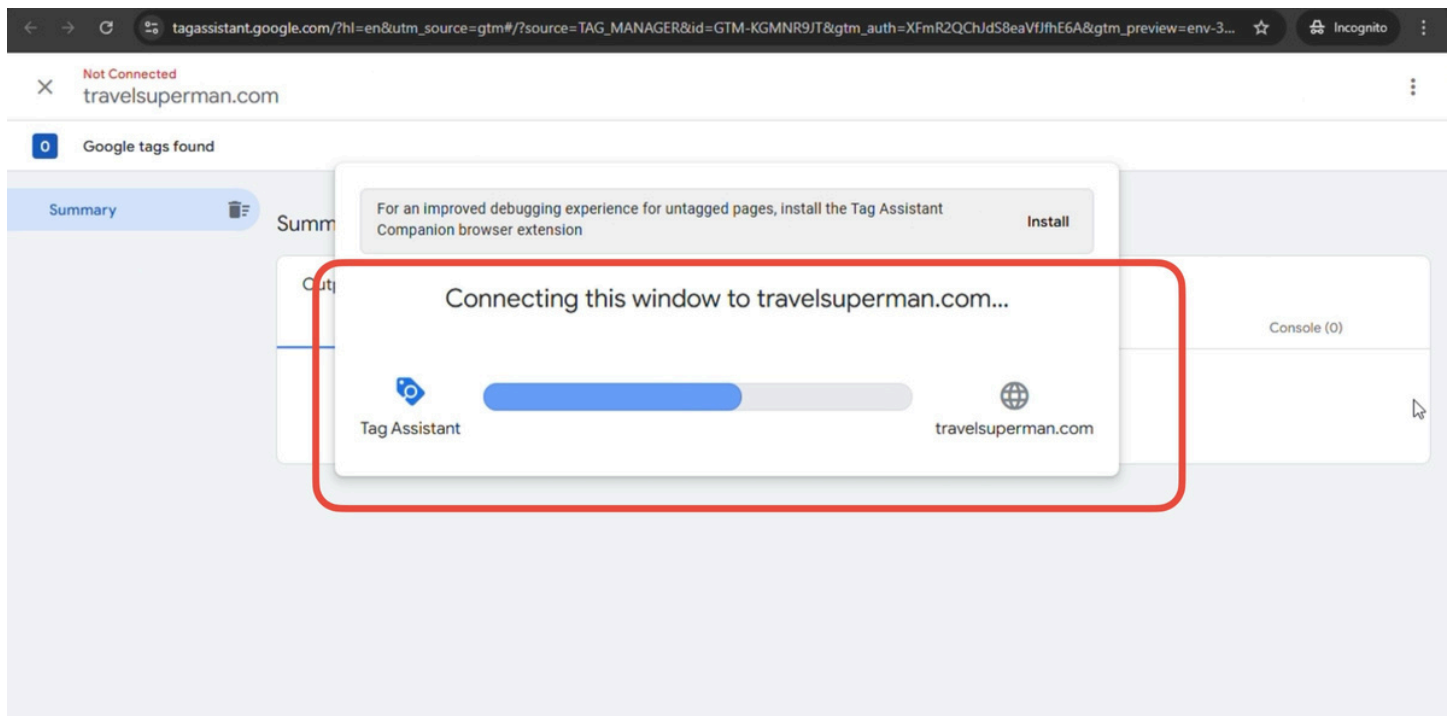


It will ask for your website, enter it then click on connect.

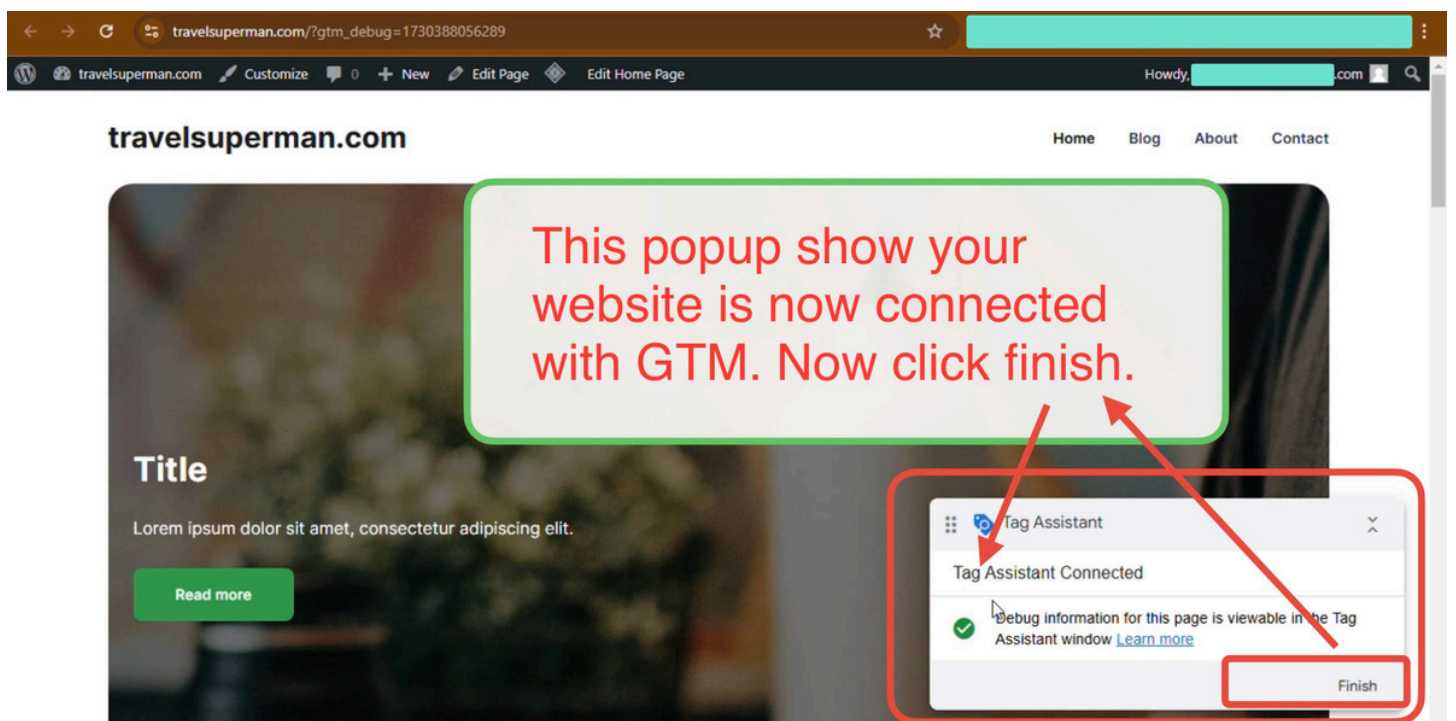


A connecting window tag assistant will open, then it will automatically load your website.

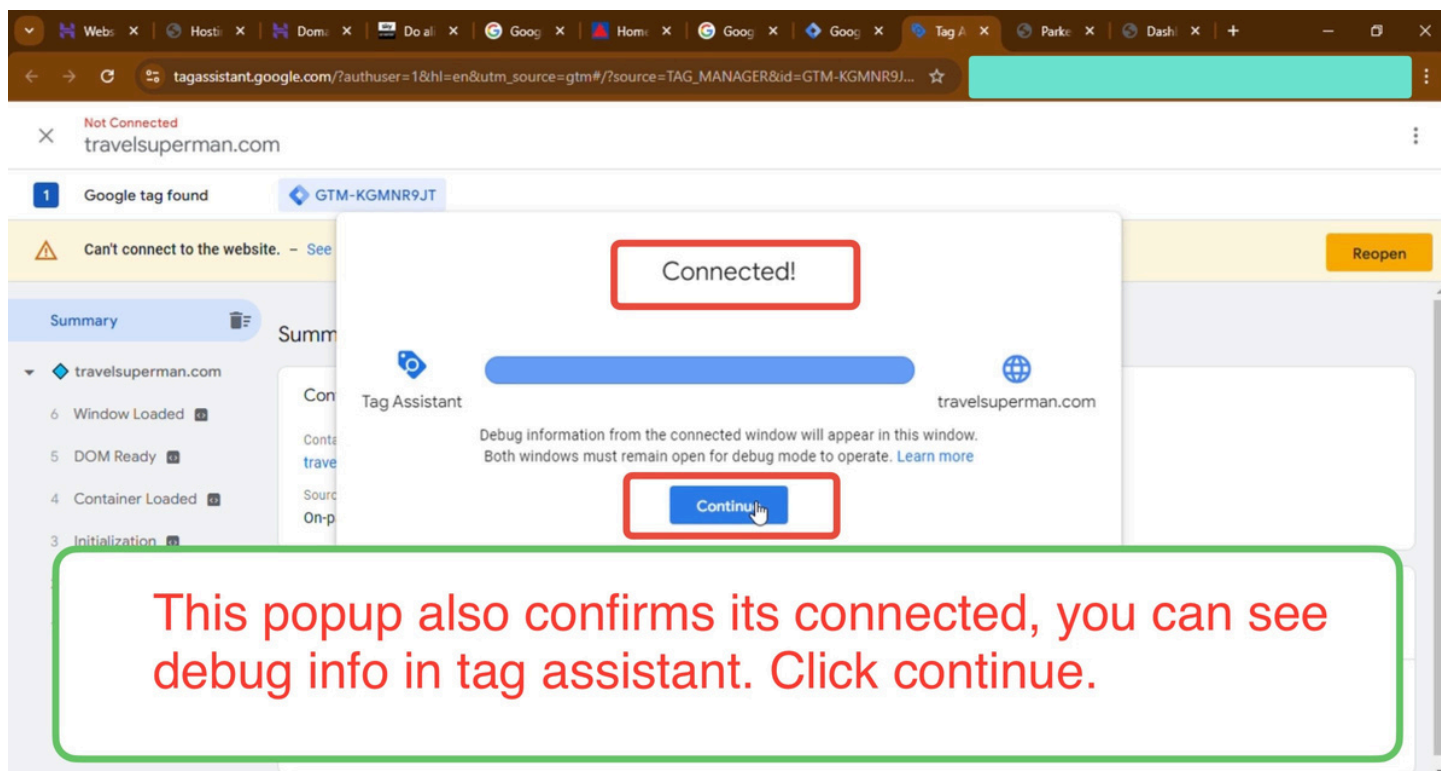
You website will automatically opens in new tab and you will see popup from below as shown below image. If it says Tag Assistant Connected green tick, means your website is connected successfully.



It will automatically open your website with tag assistant popup. If it shows green tick and saying "Tag Assistant Connected" congratulations your website is now successfully connected to GTM, now you can create Tracking Tags, Triggers and Variables.



After clicking on finish button you will see tag assistant debug window it also saying Connected,



click on continue button and skip the method 2 and click on publish in GTM as shown in step below named Finally Publish and Save changes.

Method 2 (Of step 5); Manually Coded:

This is 2nd method to connect your website with GTM, In this method we will edit the Theme. You can choose any one method.

Substep i Connect GTM with GTM4WP plugin:

Go in Settings then click on Google Tag Manager as before.

Then in GTM4WP plugin:

(see below image for reference)

1. Paste the GTM code you have copied from GTM website as before in method 1.
2. Select ON option in Container Code.
3. Copy the php code highlighted in "Container Code Compatibility Code"
4. Select the "Manually Coded" option.
5. Click on Save Changes.

1. Paste the copied code from GTM.
 2. Select ON.
 3. Copy this php code.

4. Select Manual coded.
 5. Click on Save Changes.

1. GTM-KGMNR9JT

2. On

3. `<?php if (function_exists('gtm4wp_the_gtm_tag')) { gtm4wp_the_gtm_tag(); } ?>`

4. Manually coded (needs tweak in your template)

5. Save Changes

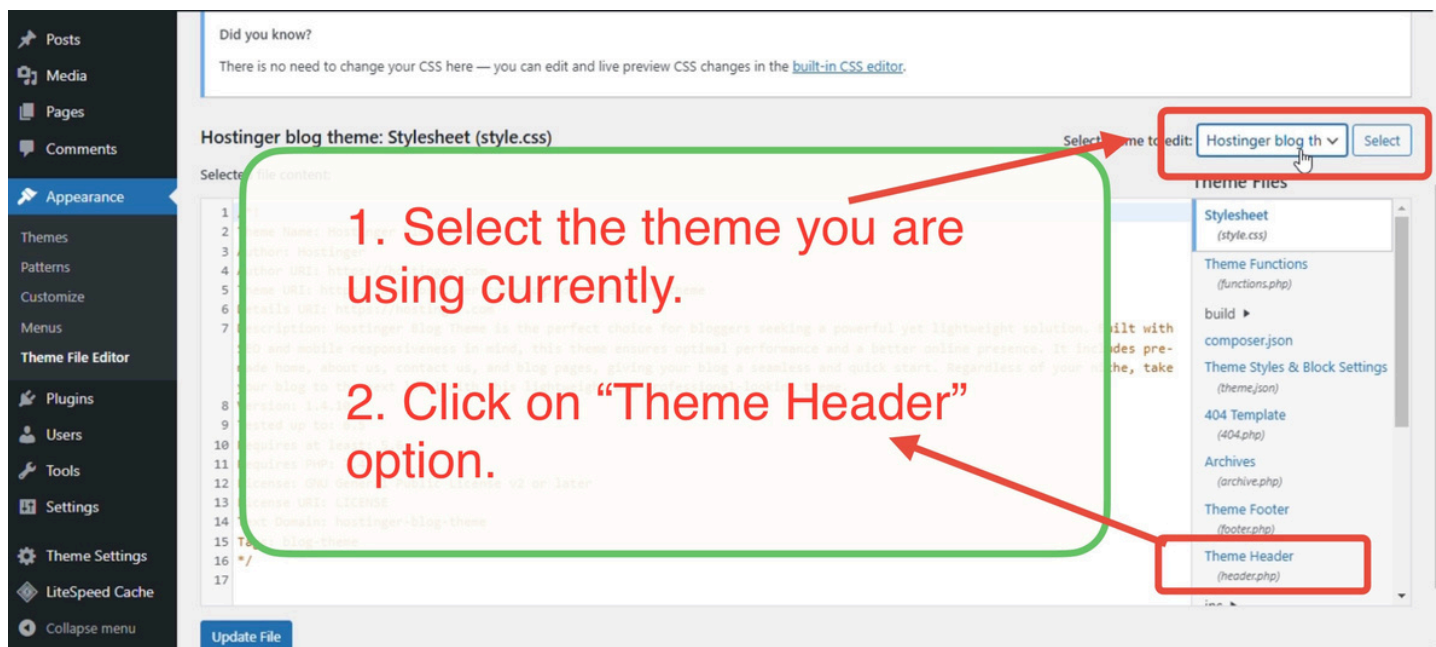
Now go to Settings then click on Theme Editor.

Go to Settings > Theme File Editor.

Theme File Editor

Select the theme your website currently using, by default it will be selected to current theme but checking is our responsibility.

Then click on "Theme Header".



Now in theme editor search for body tag.



Now just below the body tag paste the copied php code and then click on “Update File” button, then you will see notification your file edited successfully.

Paste the php code below body tag.

```
1 <!doctype html>
2 <html <?php language_attributes(); ?>>
3 <head>
4 <meta charset="utf-8" />
5 <meta name="viewport" content="width=device-width, initial-scale=1" />
6 <link rel="stylesheet" href="https://stackpath.bootstrapcdn.com/bootstrap/4.5.2/css/bootstrap.min.css" />
7 </head>
8 <?php wp_head(); ?>
9 </head>
10
11 <body <?php body_class(); ?>>
12 <?php if ( function_exists( 'gtm4wp_the_gtm_tag' ) ) { gtm4wp_the_gtm_tag(); } ?>
13 <?php wp_body_open(); ?>
14 <header class="hts-page-header">
15 <div class="hts-page-header-block">
16 <?php
17 $custom_logo_id = get_theme_mod( 'custom_logo' );
18 $custom_logo_url = wp_get_attachment_image_url( $custom_logo_id, 'full' );
19
20 if ( $custom_logo_id ) : ?>
21 <a href="<?php echo esc_url( home_url( '/' ) );" rel="home">
```

Click on update file. You will see notification "file edited successfully".

File edited successfully.

Update File

Now as mentioned in method 1 go back to GTM website to verify connectivity.

In GTM website click on preview button.

Substep ii Verify connection of your website with GTM through GTM4WP Plugin:

Preview

Submit

Workspace Changes: 0

Container quality: **No Recent Data** No data has been received from your tag. Complete your tag installation to ensure you're getting the most accurate measurement. [See installation instructions.](#) [View all issues](#)

New Tag
Choose from over 50 tag types
[Add a new tag](#)

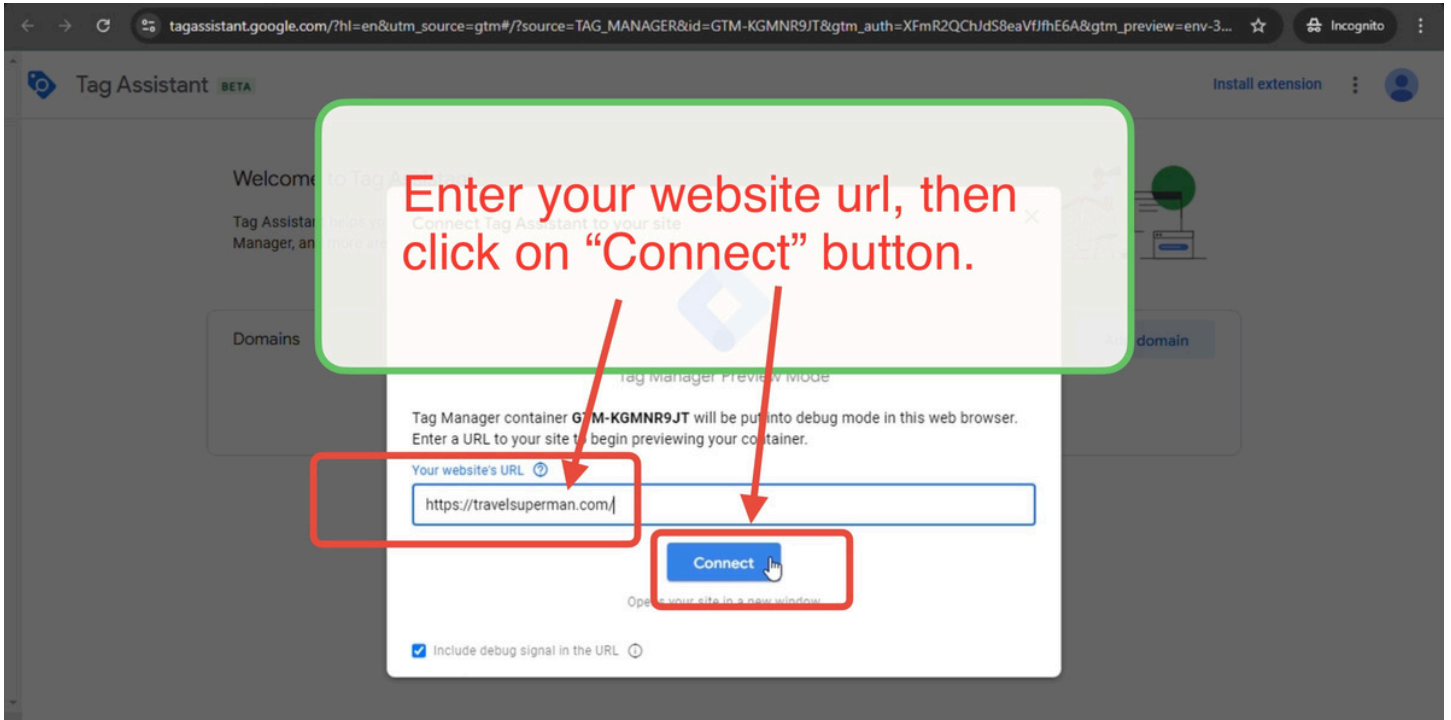
Now Editing
Default Workspace

Changes Not Published

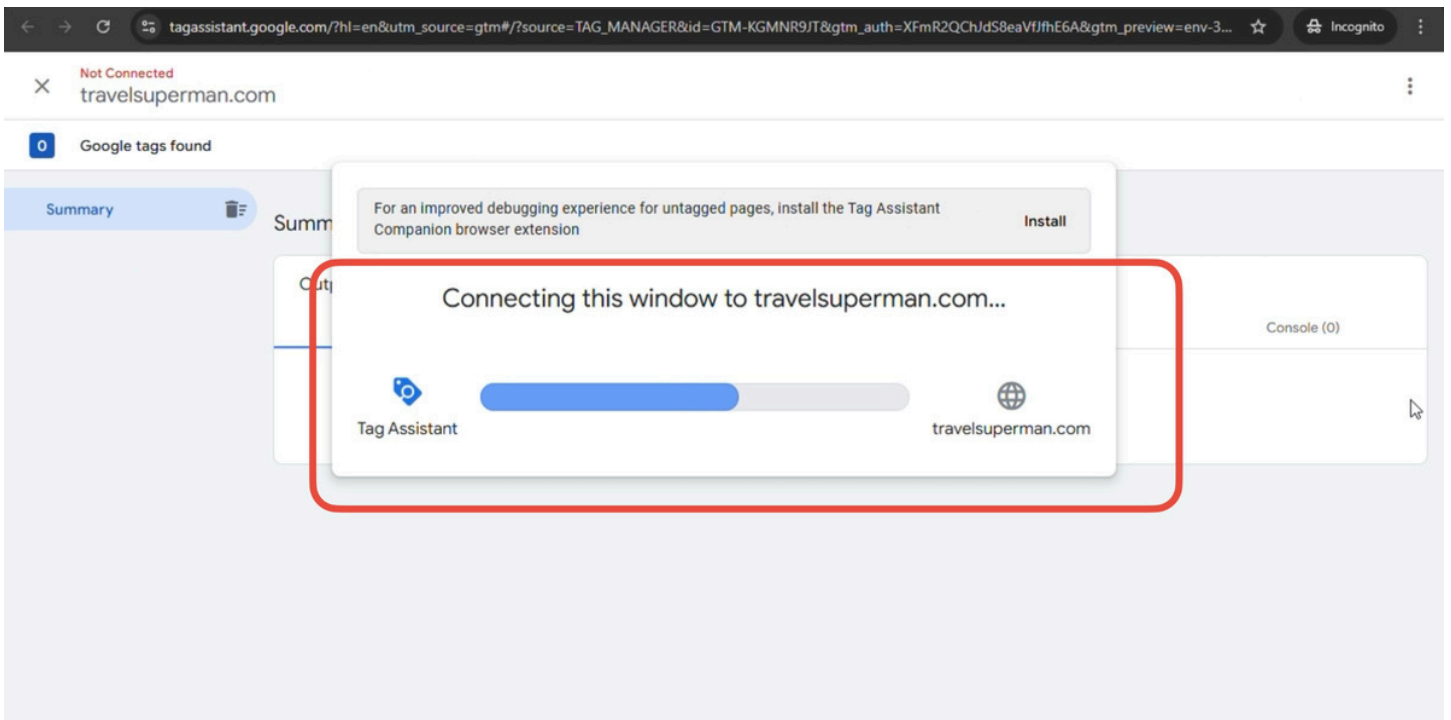
Workspace Changes: 0 Modified, 0 Added, 0 Deleted

Add tags and publish to make your changes live.

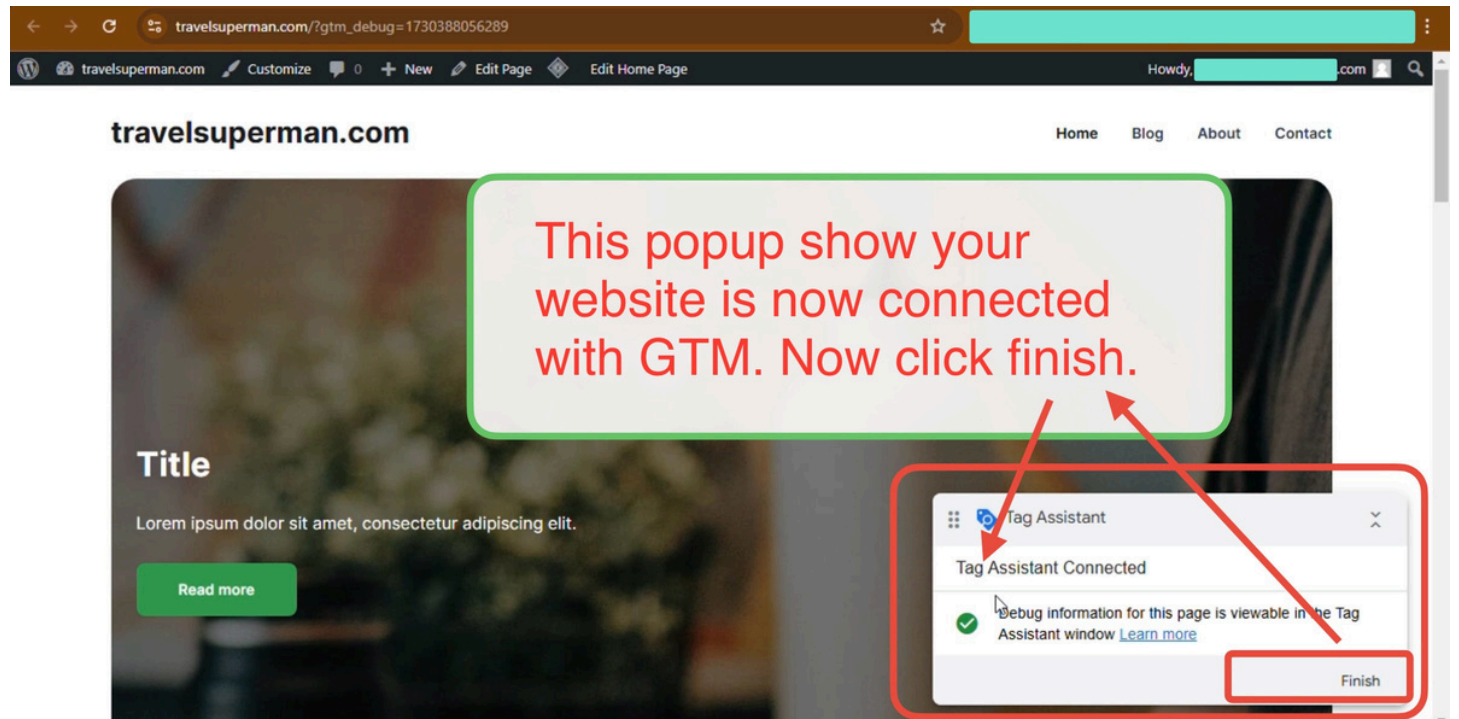
Enter your website url and click connect.



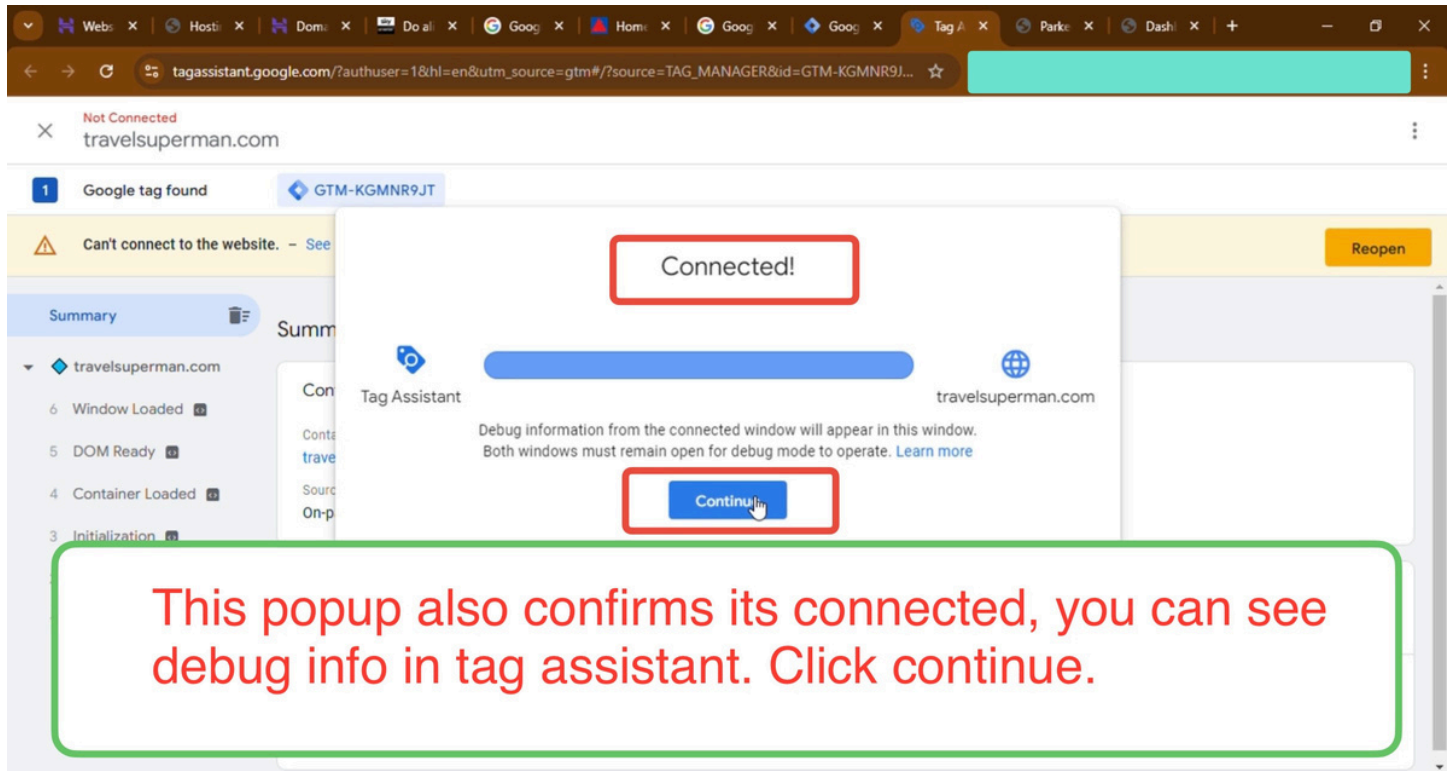
You will see a popup and then you will be redirected automatically to your website with tag assistant - popup.



If you see the “Tag Assistant” popup have green tick and saying connected then congratulations your website has successfully connected to GTM now you can create Tracking Tags, Triggers, and Variables.



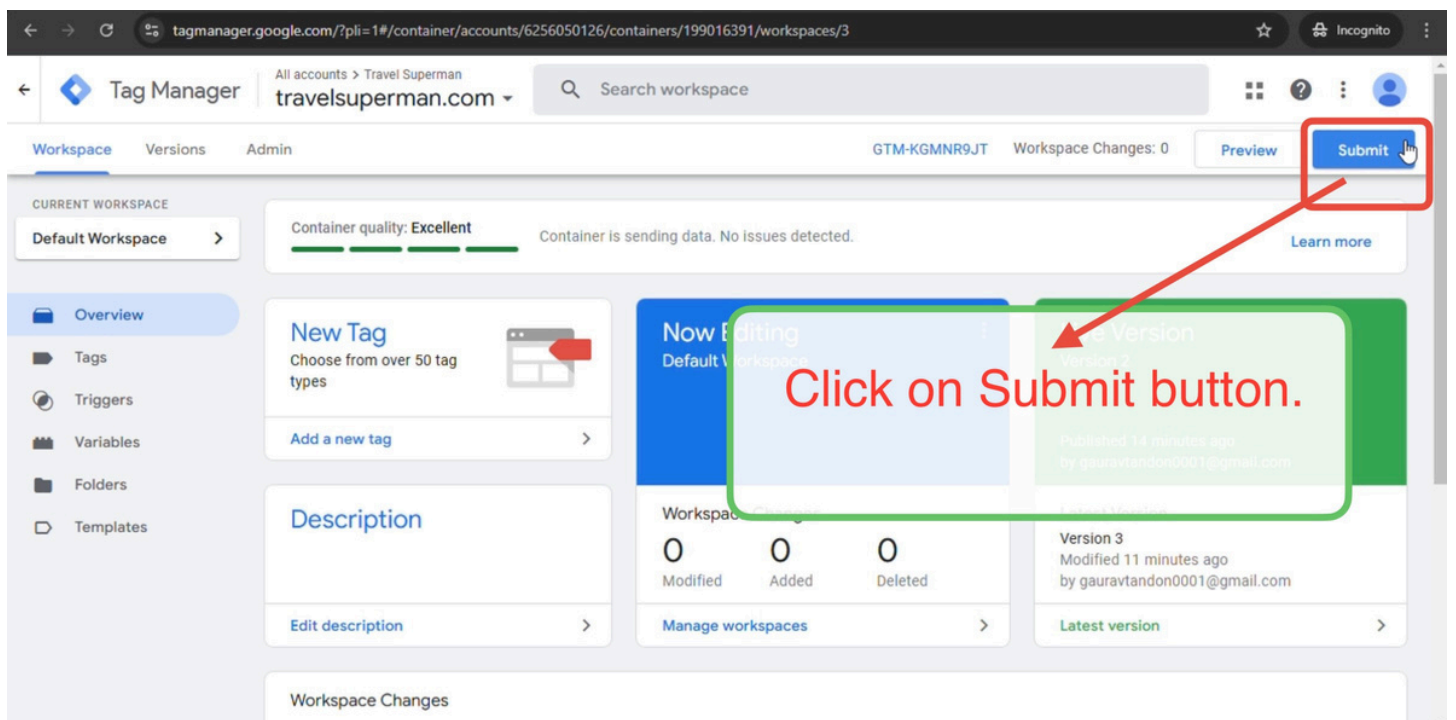
After clicking finish you will see Tag Assistant Page with popup saying “Connected” so it also confirms the connectivity, now click on the continue button now.



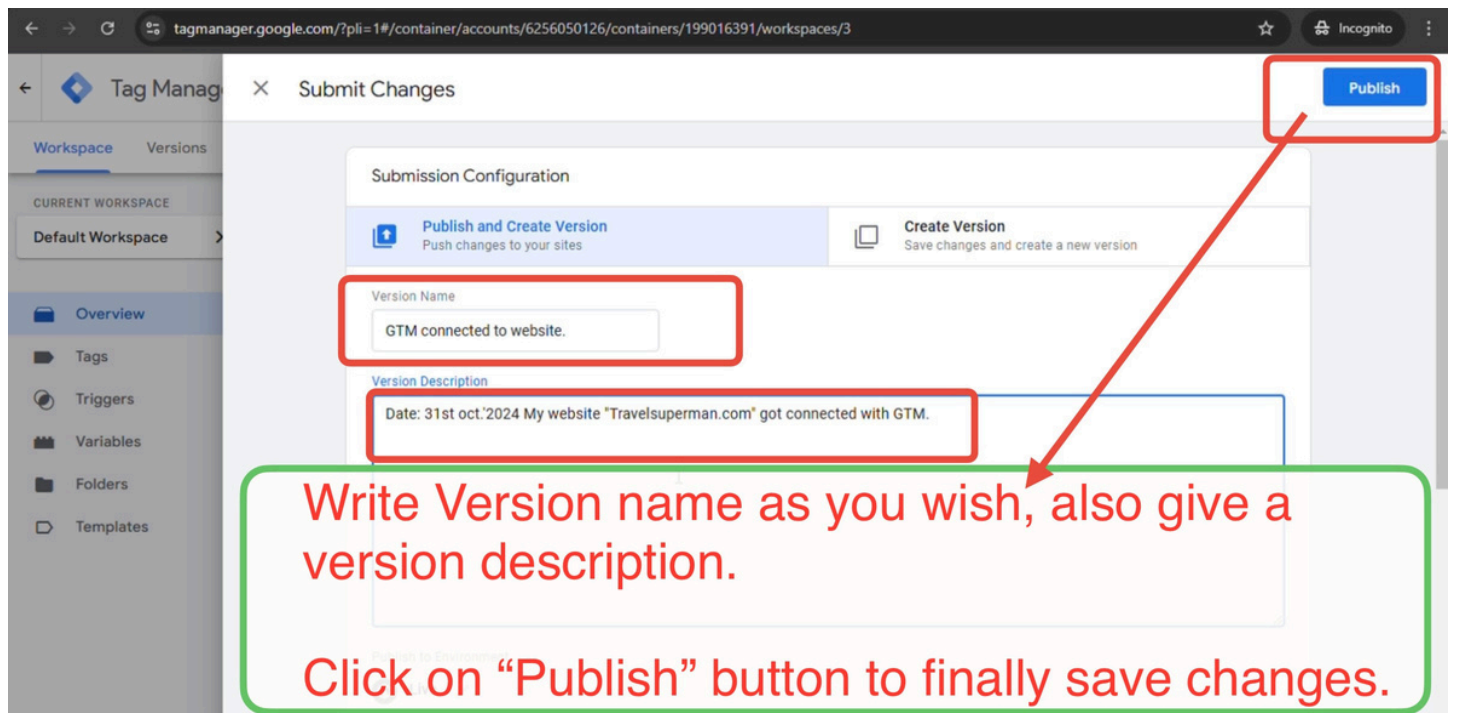
Step 6: Publish The Changes

Now finally, Submit and Publish the changes in GTM:

Click on Publish button in GTM.



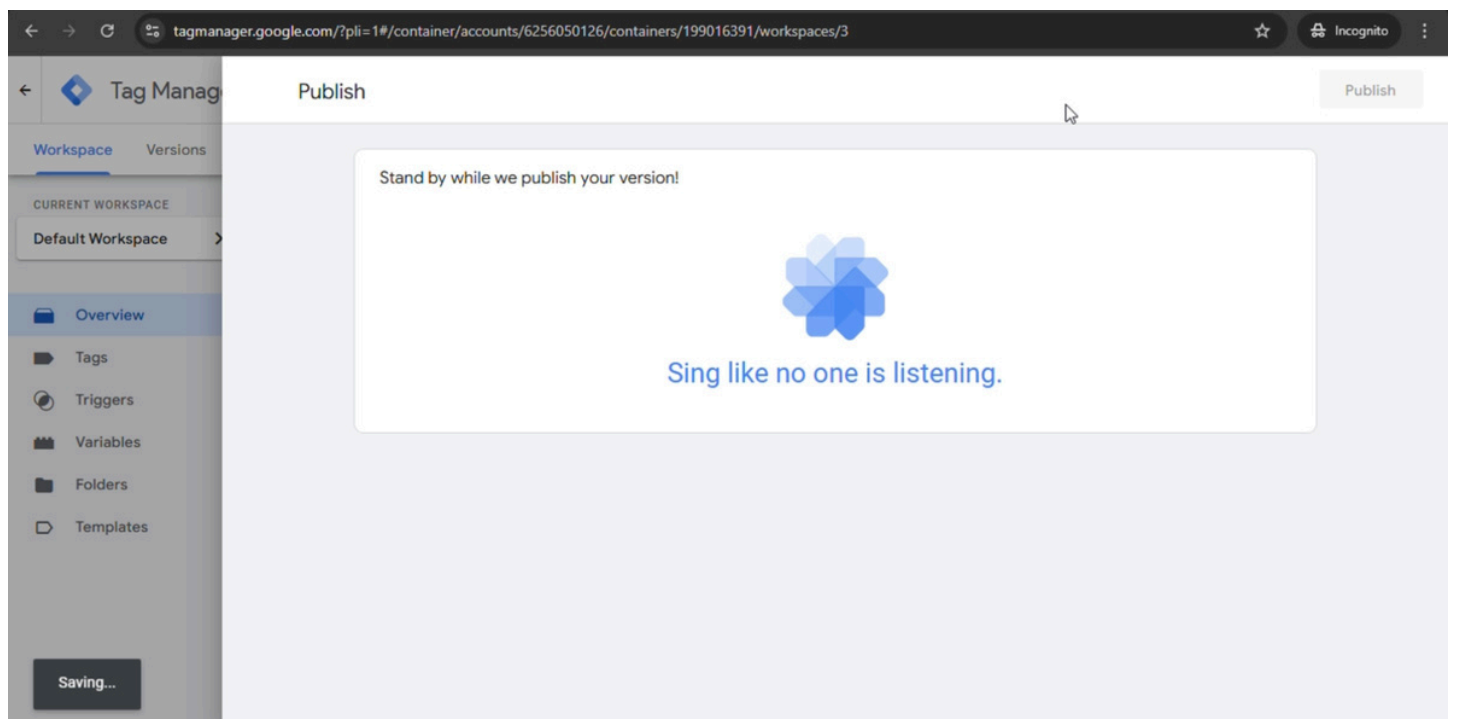
Enter the details as you wish, but it should be something specific so that when you see this in future you exactly know what it is about.



Write Version name as you wish, also give a version description.

Click on "Publish" button to finally save changes.

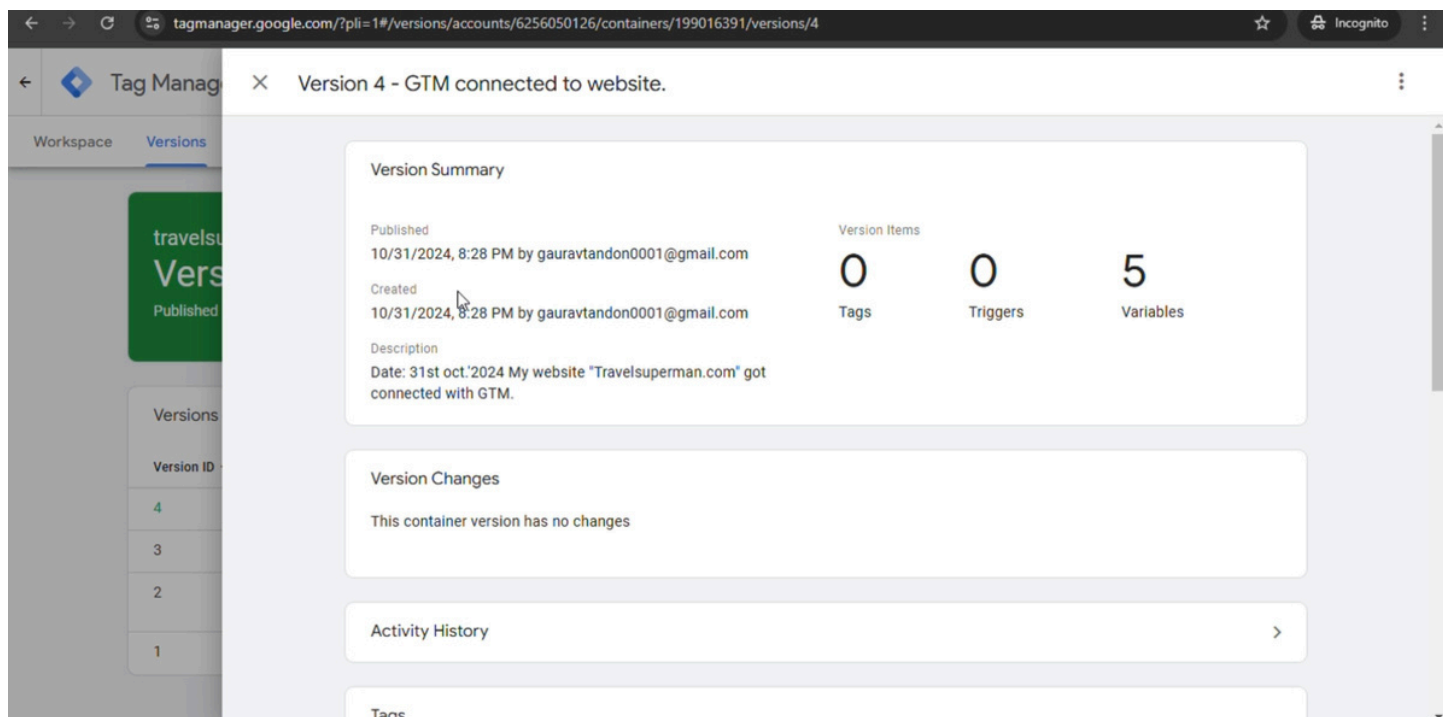
Finally, click on Publish button to publish changes



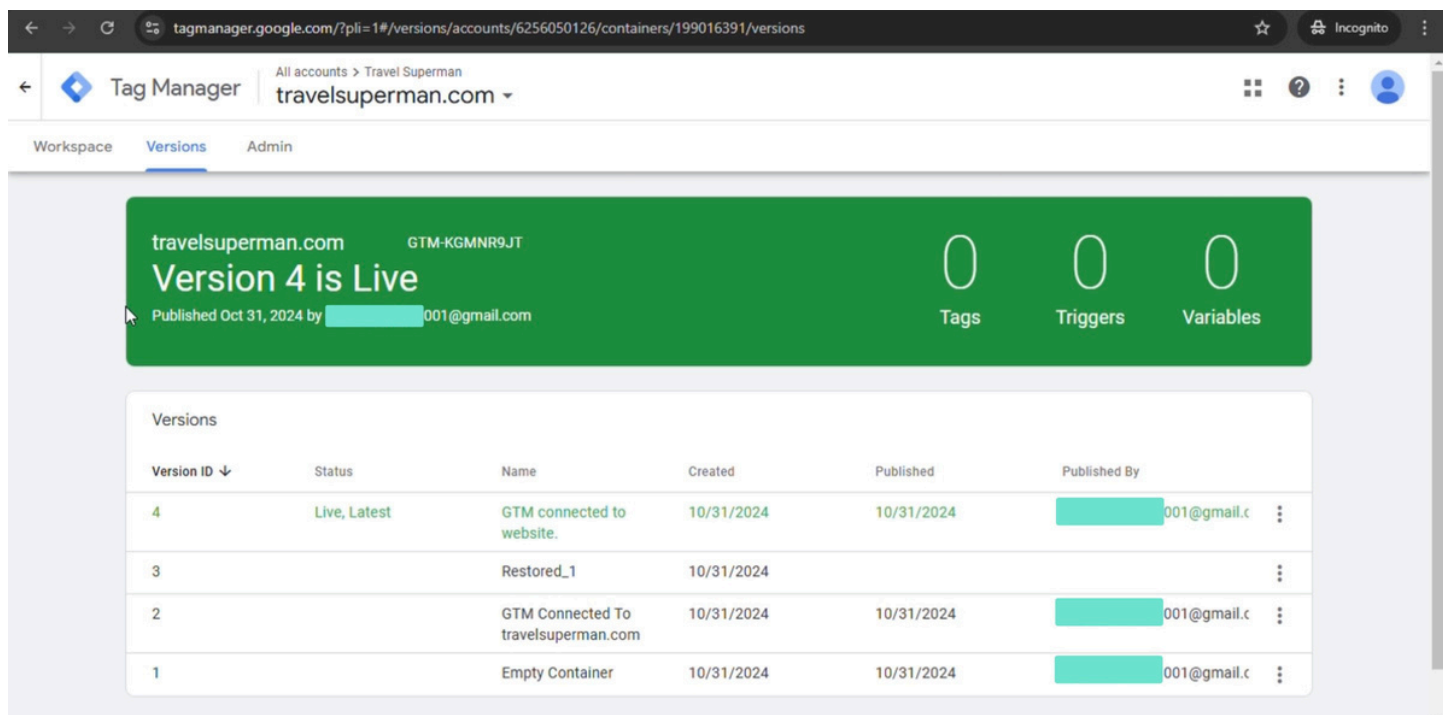
Stand by while we publish your version!

Sing like no one is listening.

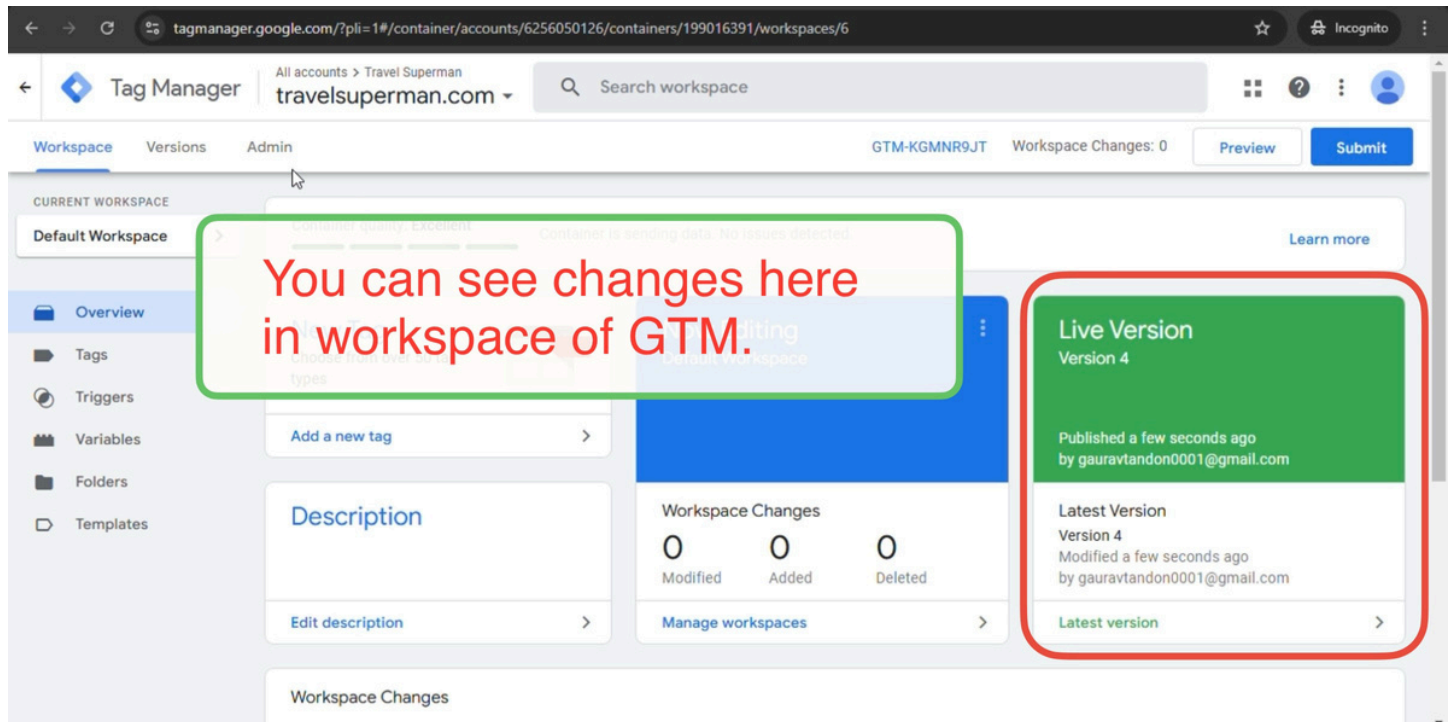
You will see summary of changes, close it.



Here you will see your updates are live.



You can see these updates in Workspace also.



Your Website is now Connected with GTM tool now you can move to next steps. Check below in Next Step section to find out what could be your next step.

Task completion checklist

Checklist	Checklist
<ul style="list-style-type: none"><input type="checkbox"/> GTM connected to my website using GTM4WP plugin<input type="checkbox"/> Verified the connection by Preview method.	<ul style="list-style-type: none"><input type="checkbox"/> Used either option 1 (Off no tweak right placement) or option 2 (Manually Coded)<input type="checkbox"/> Published all changes in GTM

Next Steps

What Could be your Next Step after This GTM Project.

Suggestion: Next Project to work on	Guide number	Time est.	Use
GSC Configure to collect data.	Guide 0018	2 hours	Tracking
Connect GA4 with Website.			Tracking
Connect Facebook With Website			Tracking

Thanks for Using bloggers' KIT!

