Google Tag Manager Implementation for New PPC Business (Version 1)

Google Tag Manager Help - https://support.google.com/tagmanager/?hl=en#topic=3441530

1. Steps for All Teams

Chrome – Install Tag Assistant

1. Open Chrome Web Browser
2. Go to Chrome Web Store
3. Search for Tag Assistant
4. Add Tag Assistant
5. Enable Tag Assistant
6. Check for Google Tag Container on Website

2. Steps for the Account Manager

Google – Create Tag Container

1. Log into Google Tag Manager
2. Create a New Account
3. Add a New Account
4. Setup Container
5. Agree to Terms of Service

Salesforce – Capture Container Information

1. Log into Salesforce
2. Search for Company
3. Add New Tag Manager Account
4. Save Tag Manager Account
5. Deliver Google Tag Container Script

Client Website (Account Manager) – Install Container Script

1. AM Get Google Tag Container Script
2. Deliver Tag Container Script to Client
3. Client Logs into Website
4. Client Installs Tag Container Script
5. AM Check for Google Tag Container on Website

3. Steps for the Project Manager

Marchex – Setup Ad (Tracking Number)

1. Log into Marchex
2. Create New Marchex Client
3. Setup New Client Information
4. Order Tracking Numbers
5. Setup Ad (Tracking Number)

4. Steps for the Design Team

G/O Website (Design Team) – Install Container Script

1. Get Google Tag Container Script
2. Log into Website
3. Install Tag Container Script
4. Check for Google Tag Container on Website

5. Steps for the PPC Team

Website – Check Container Script

1. Check for Google Tag Container on Website

Marchex – Setup Javascript Rewrite

1. Log into Marchex
2. Navigate to Javascript Rewrites Tab
3. Create Javascript Rewrite
4. Setup Javascript Rewrite

Google – Setup Tag

1. Log into Google Tag Manager
2. Create Tag
3. Insert Javascript Rewrite Script
4. Save Tag
5. Publish Tag
6. Open Preview and Debug
7. Open Website to Check Tag Firing
8. Check Website with Referrer Code

6. Additional Information

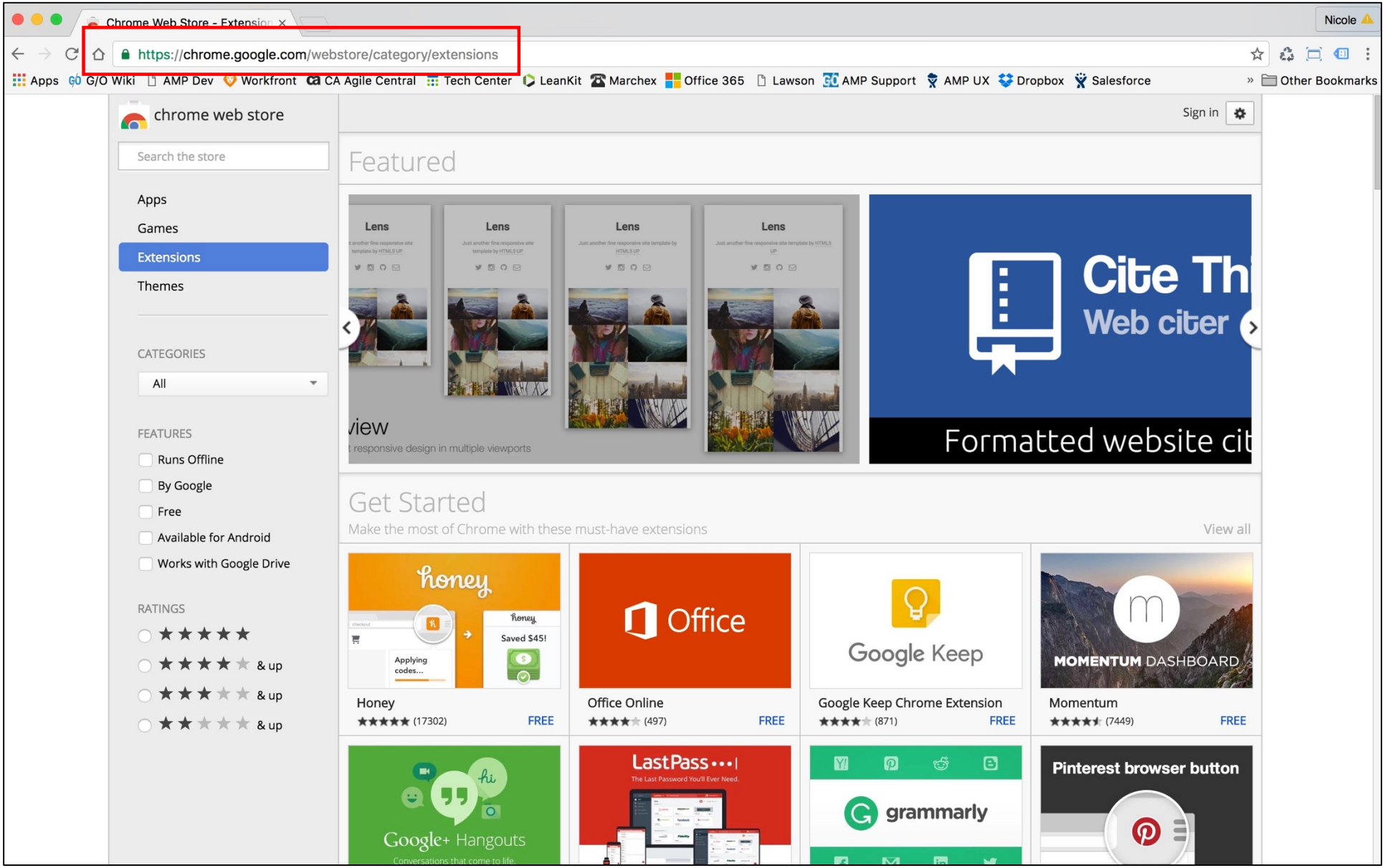
Google – View Information

1. Log into Google Tag Manager
2. View Account ID
3. View Container ID
4. View Tag

Steps for All Teams

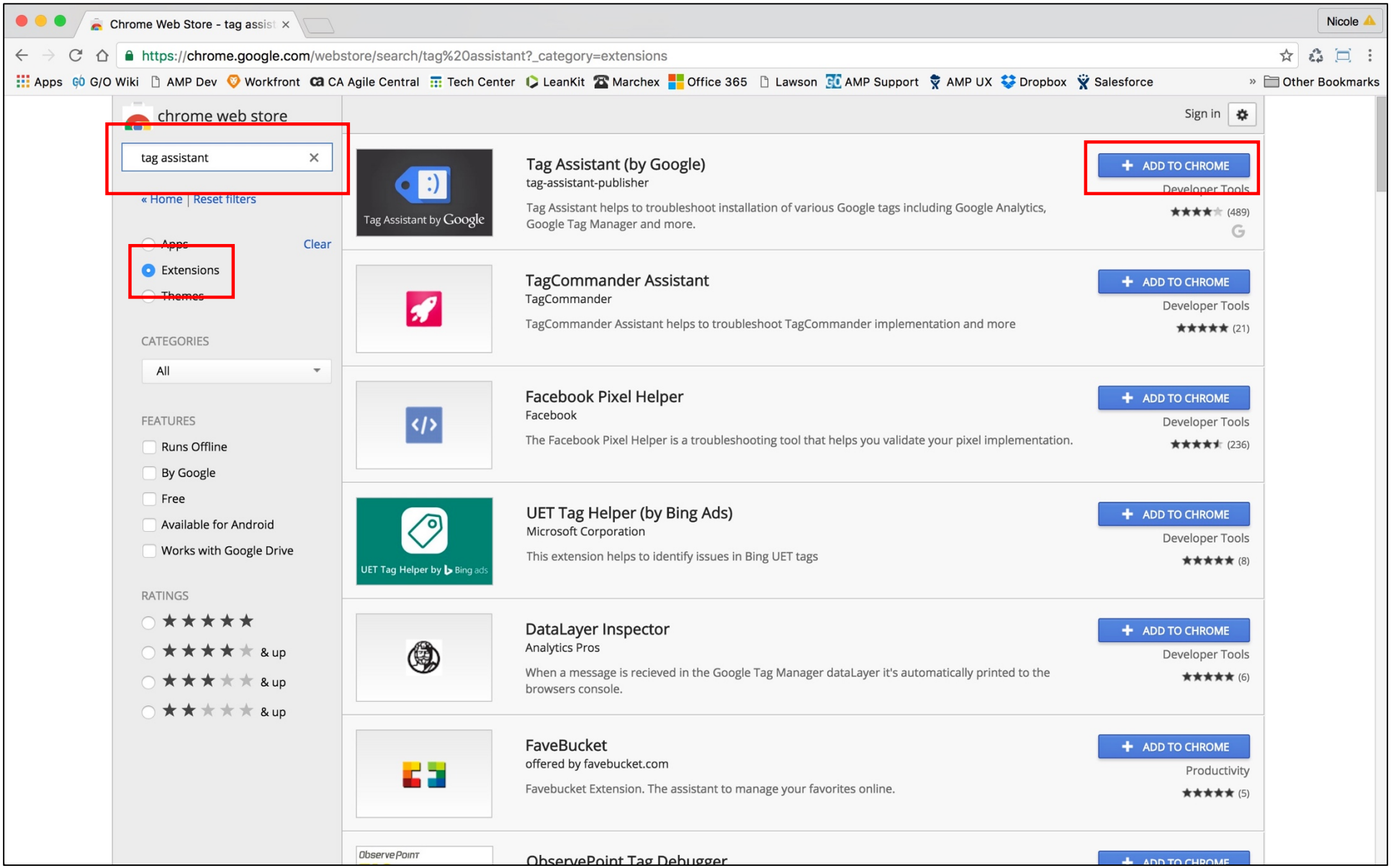
Open Chrome Web Browser

Go to Chrome Web Store https://chrome.google.com/webstore/category/extensions



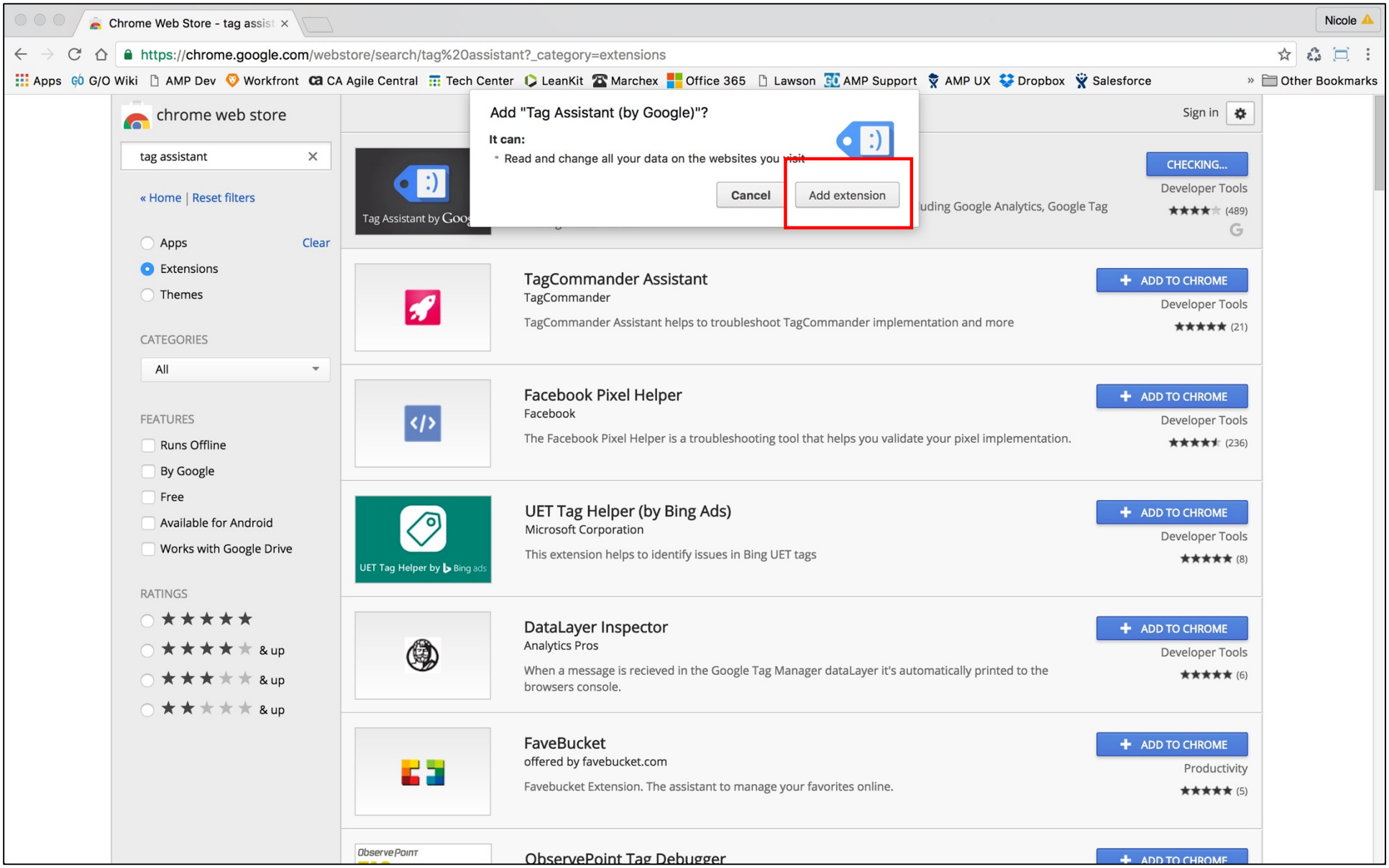
Search for Tag Assistant

Select **Extensions** radio button, enter **tag assistant** in search box, then click **+ ADD TO CHROME** button



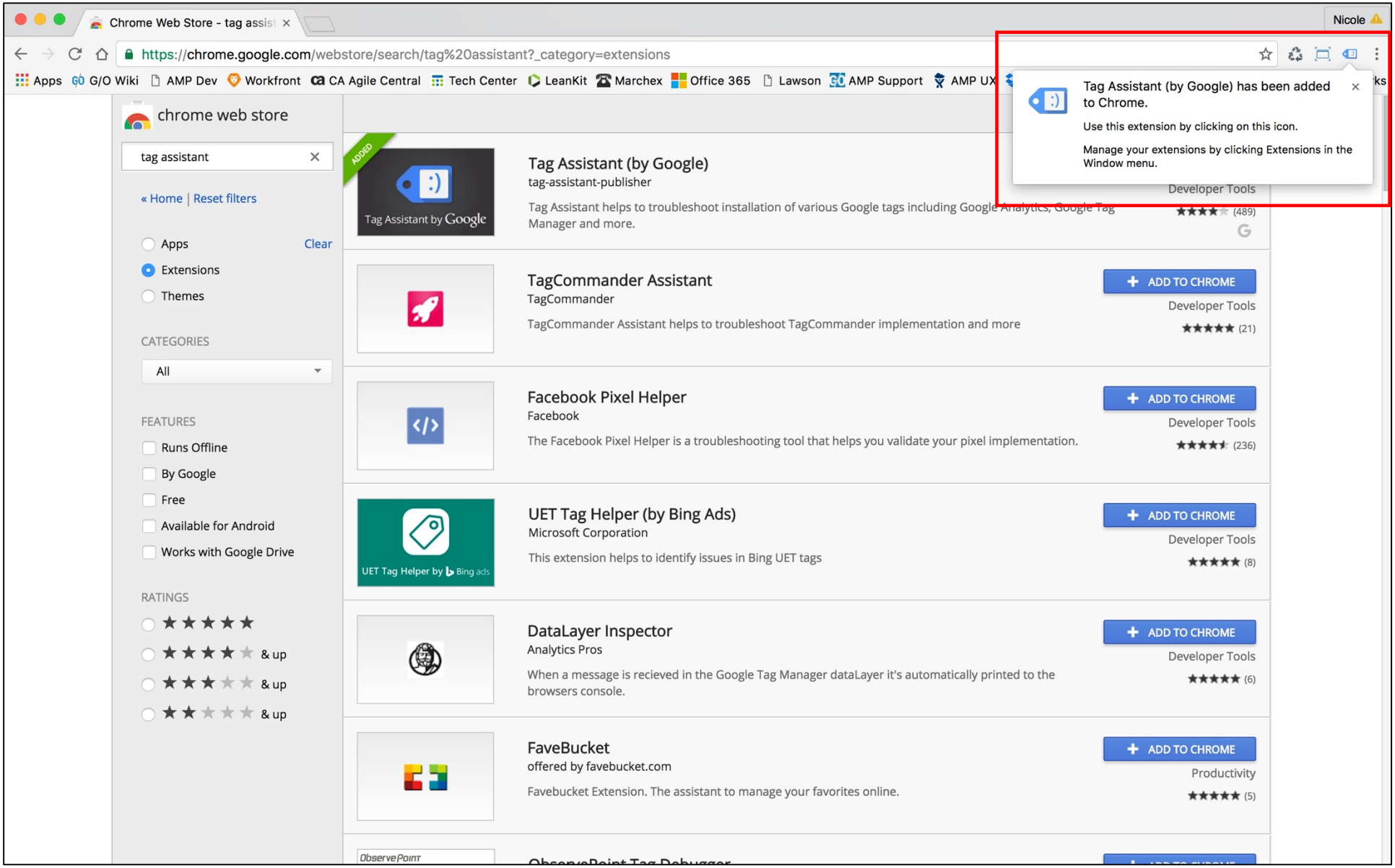
Add Tag Assistant

Select **Add Extension** button



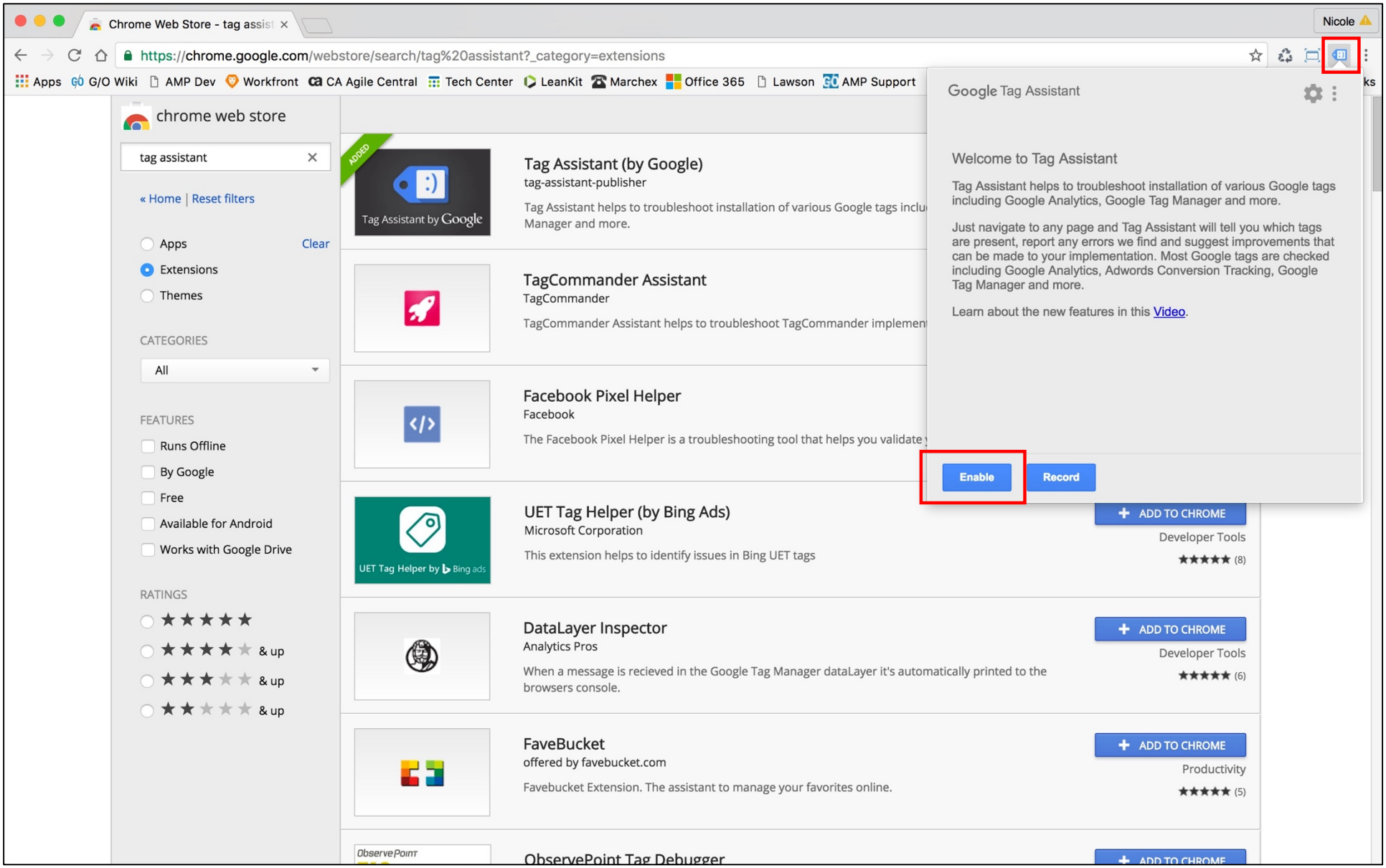
Add Tag Assistant

Tag Assistant message appears and **icon** now shows in browser



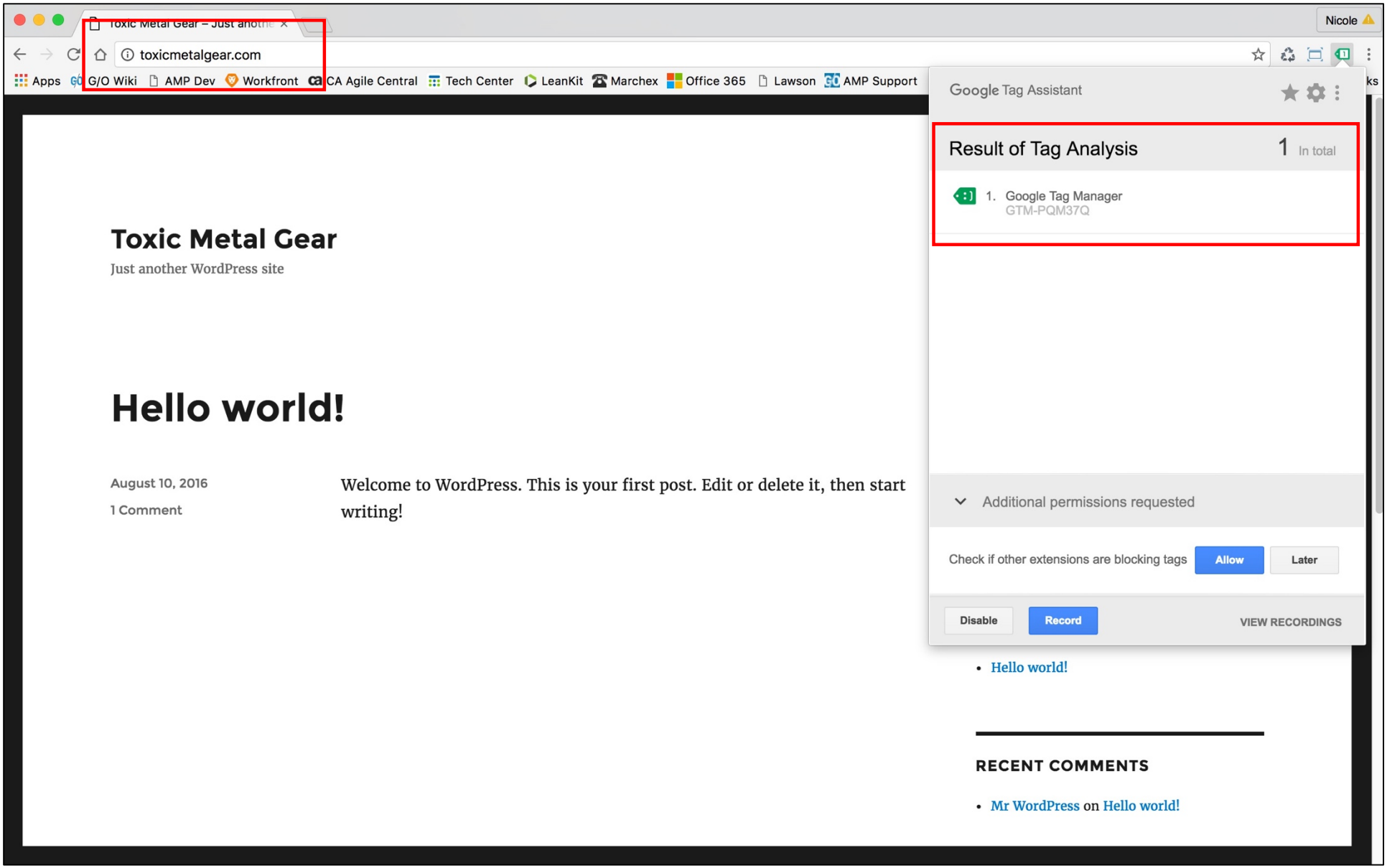
Enable Tag Assistant

Click tag assistant **icon**, then click **Enable** button



Check for Google Tag Container on Website

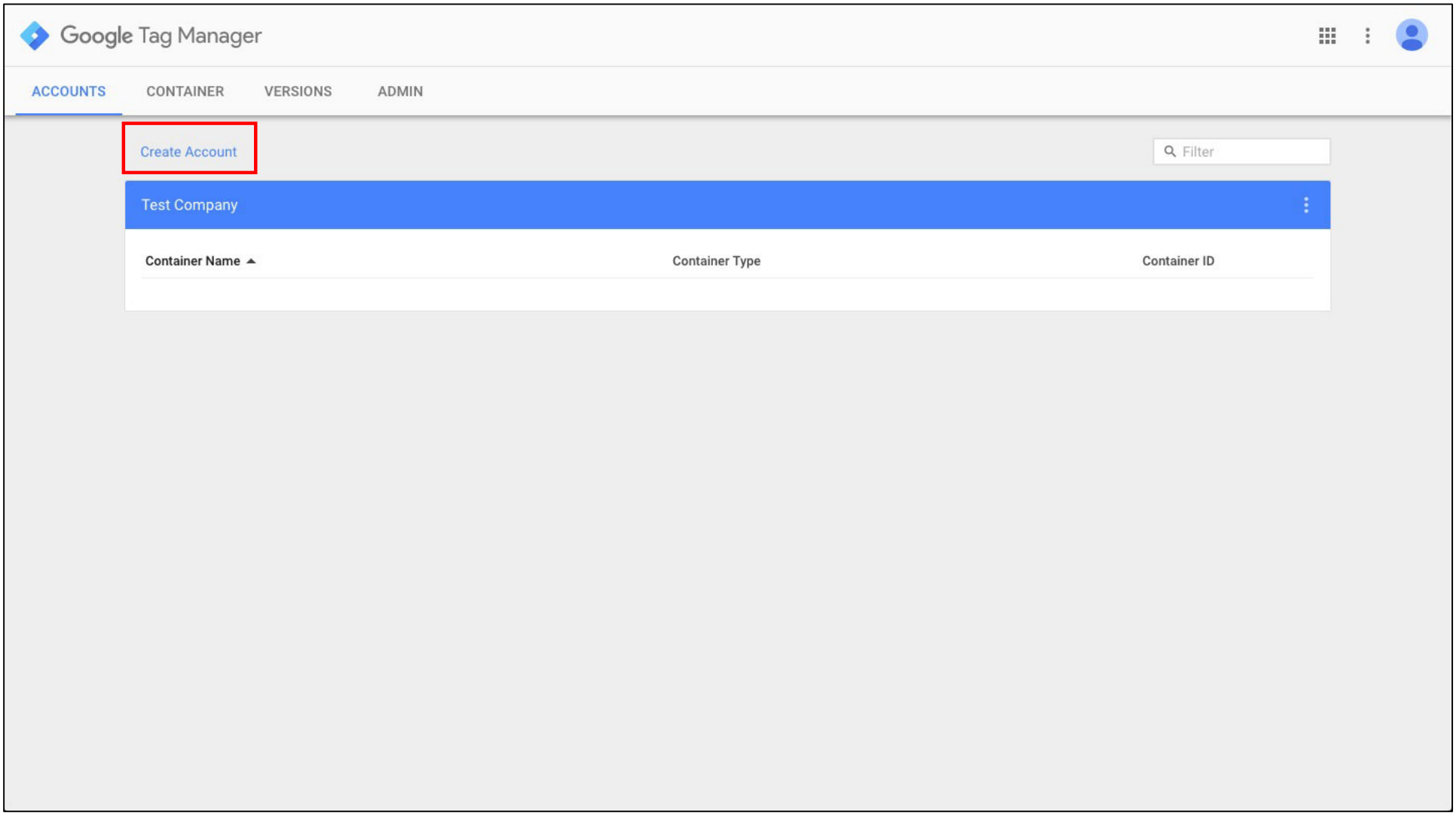
Go to client's website, then click tag assistant icon, result of tag analysis will show Google Tag Manager Container ID



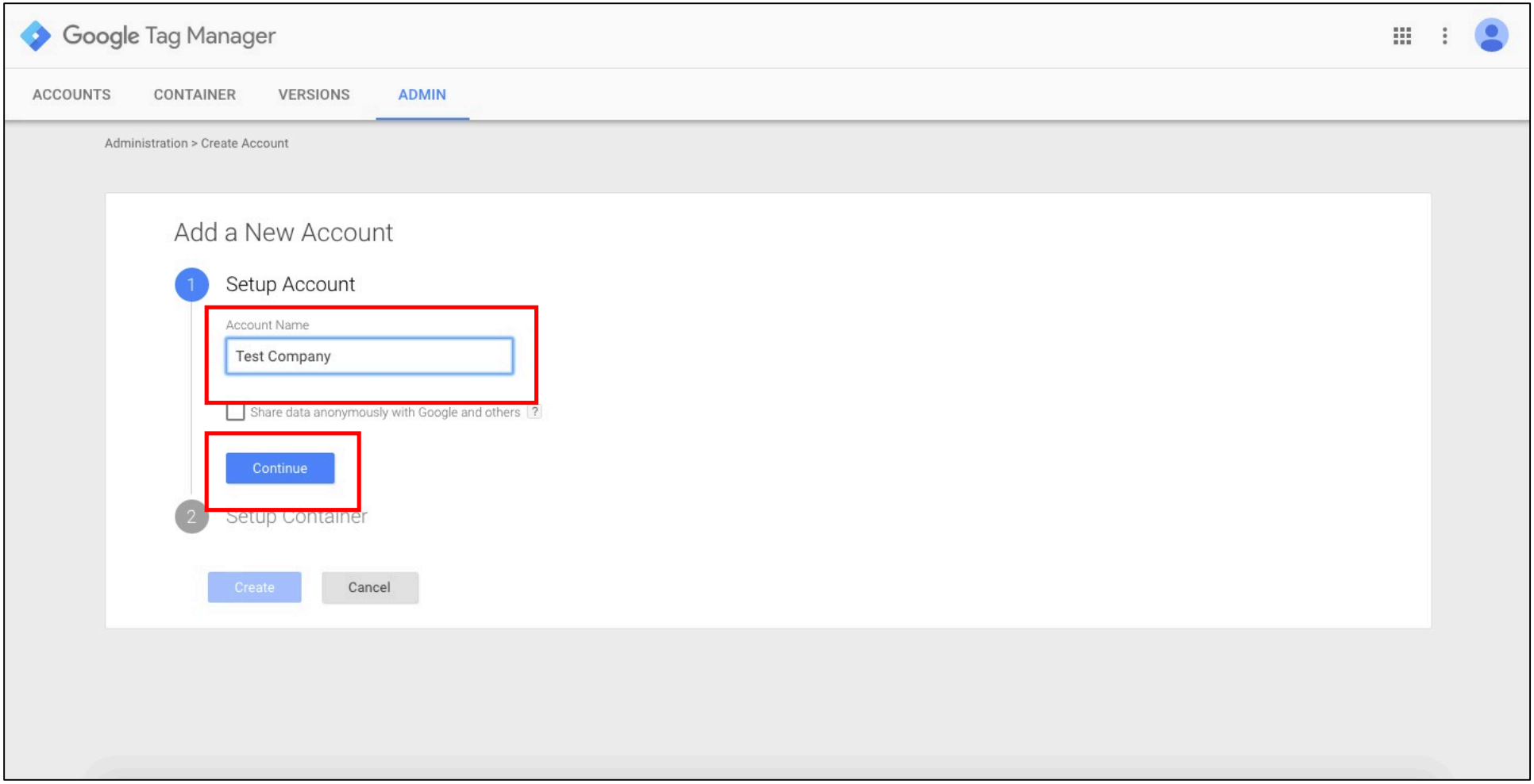
Steps for the Account Manager

Log into Google Tag Manager
https://www.google.com/analytics/tag-manager/

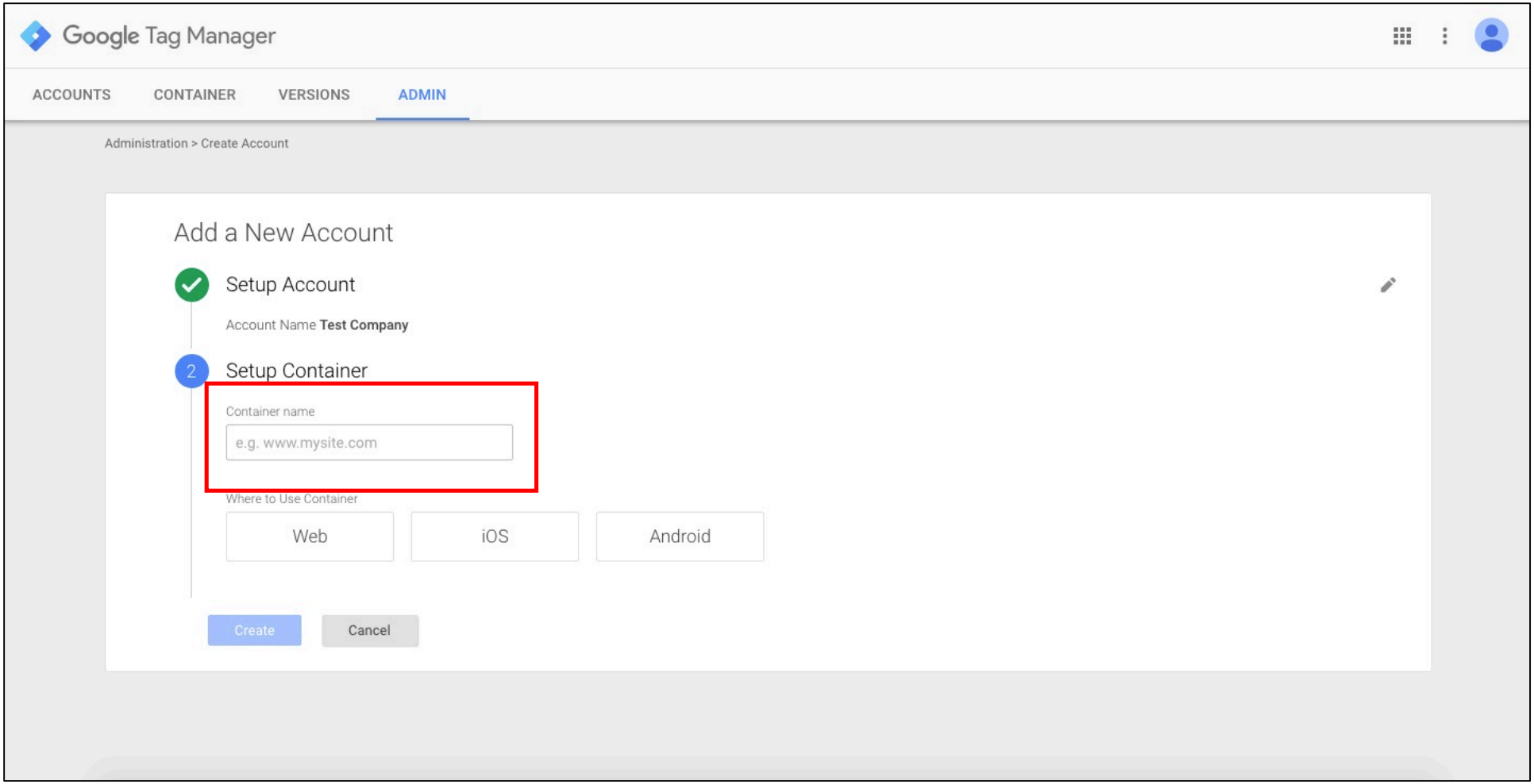
Create a New Account
Click **Create Account** link



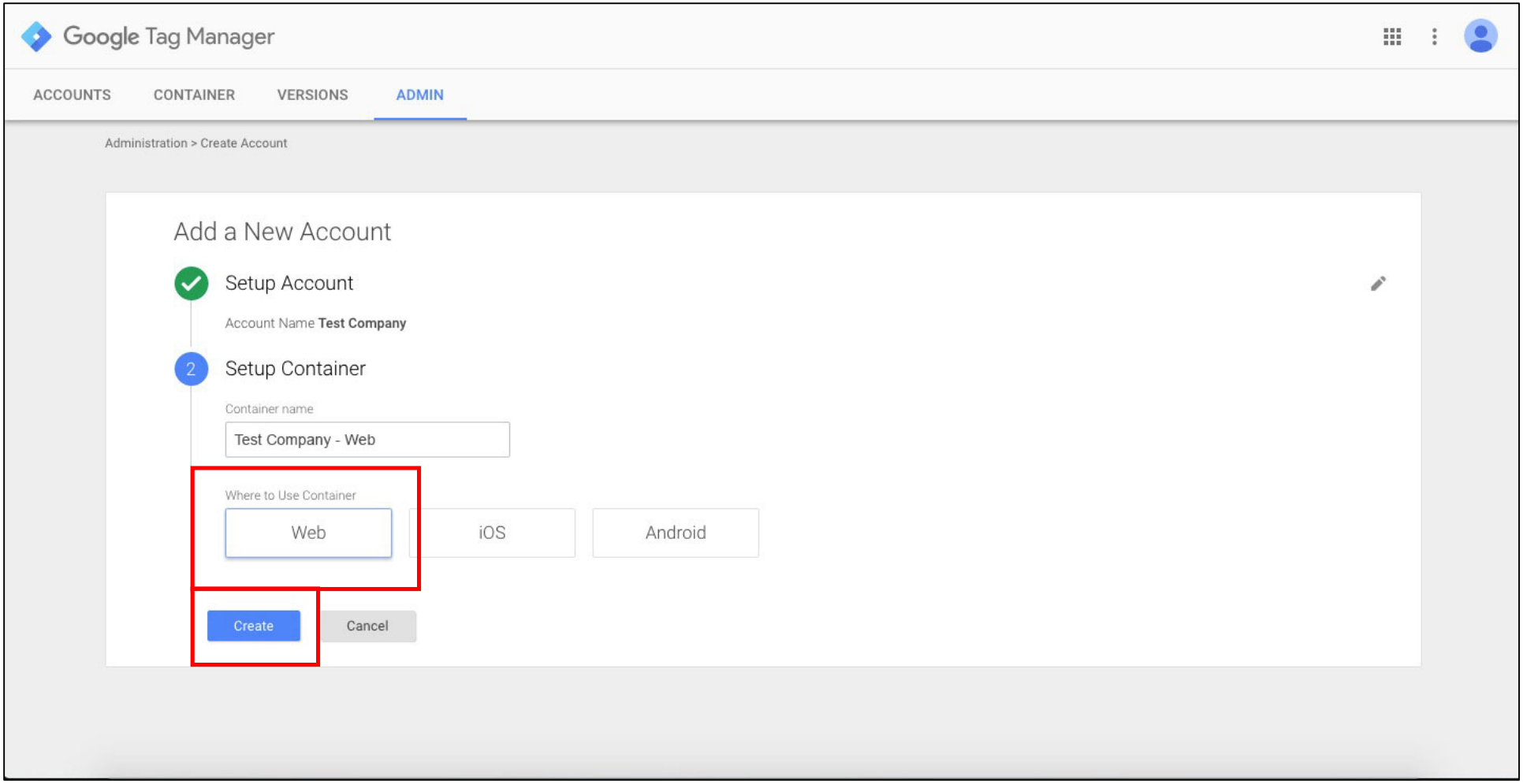
Add a New Account – Enter client name in **Account Name** field (ie: Test Company), then click **Continue** button



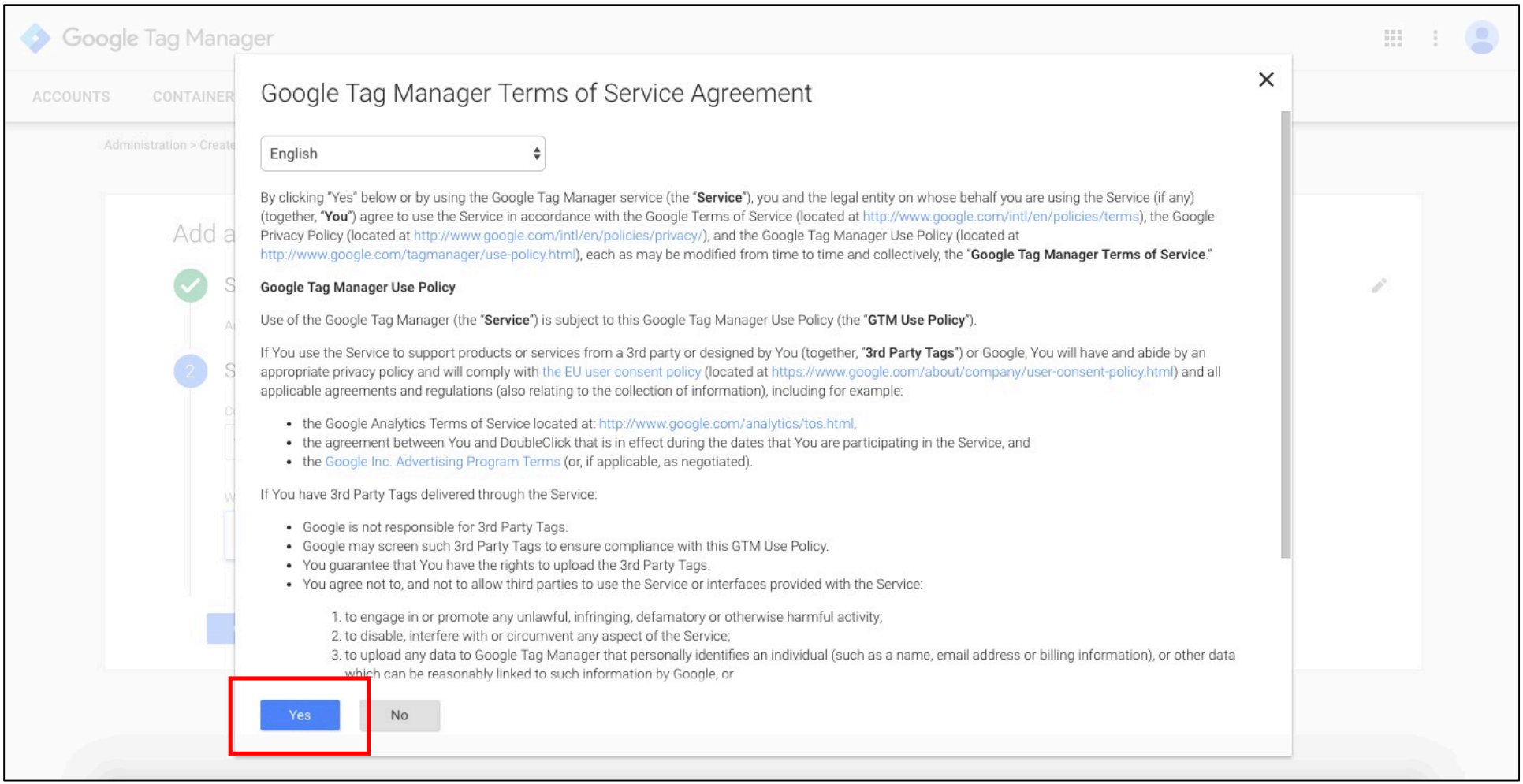
Setup Container – Enter client name in **Container Name** field (ie: Test Company – Web)



Setup Container – Choose **Web** for Where to Use Container, then click **Create** button



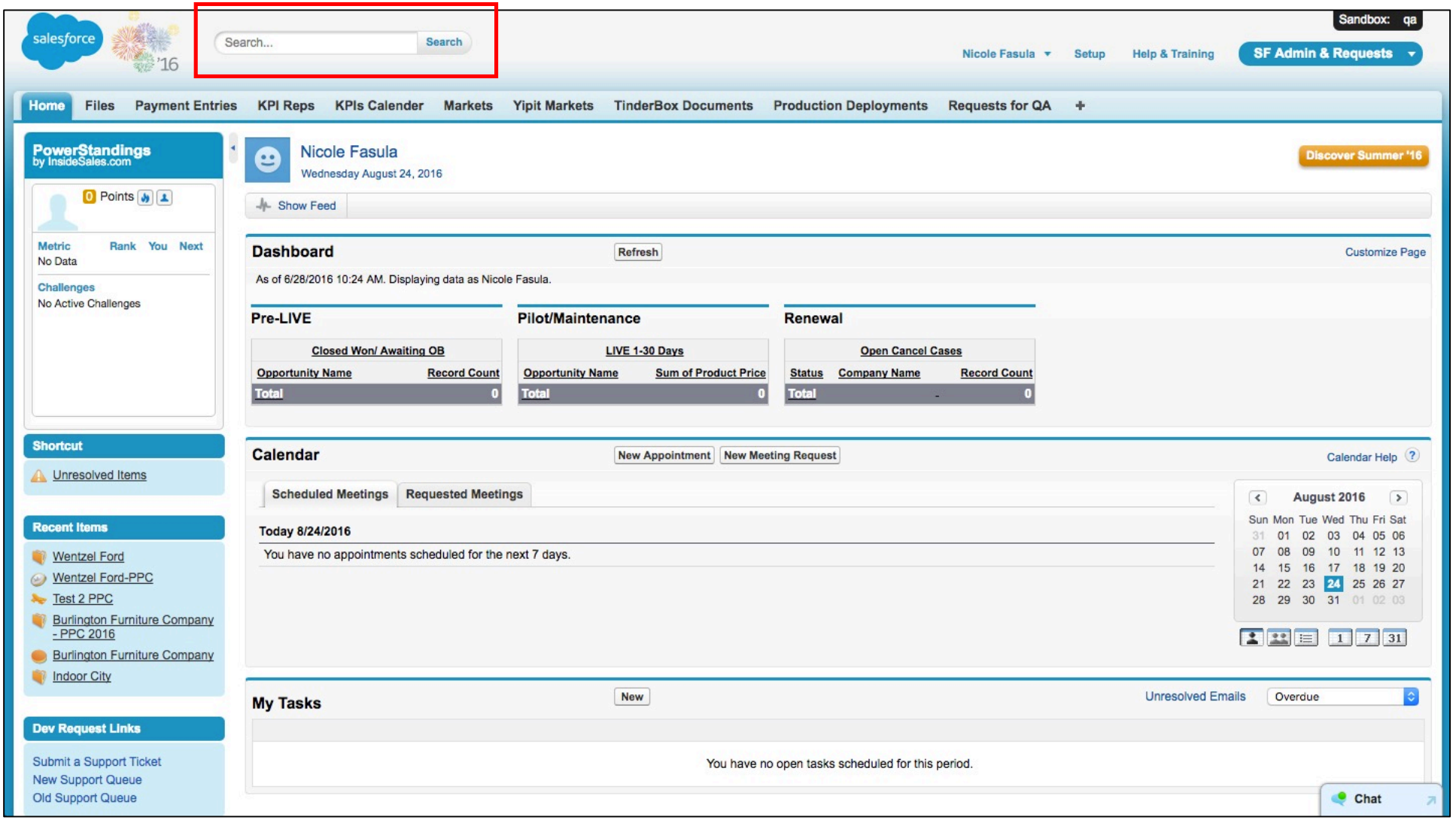
Agree to Terms of Service – Click **Yes** button



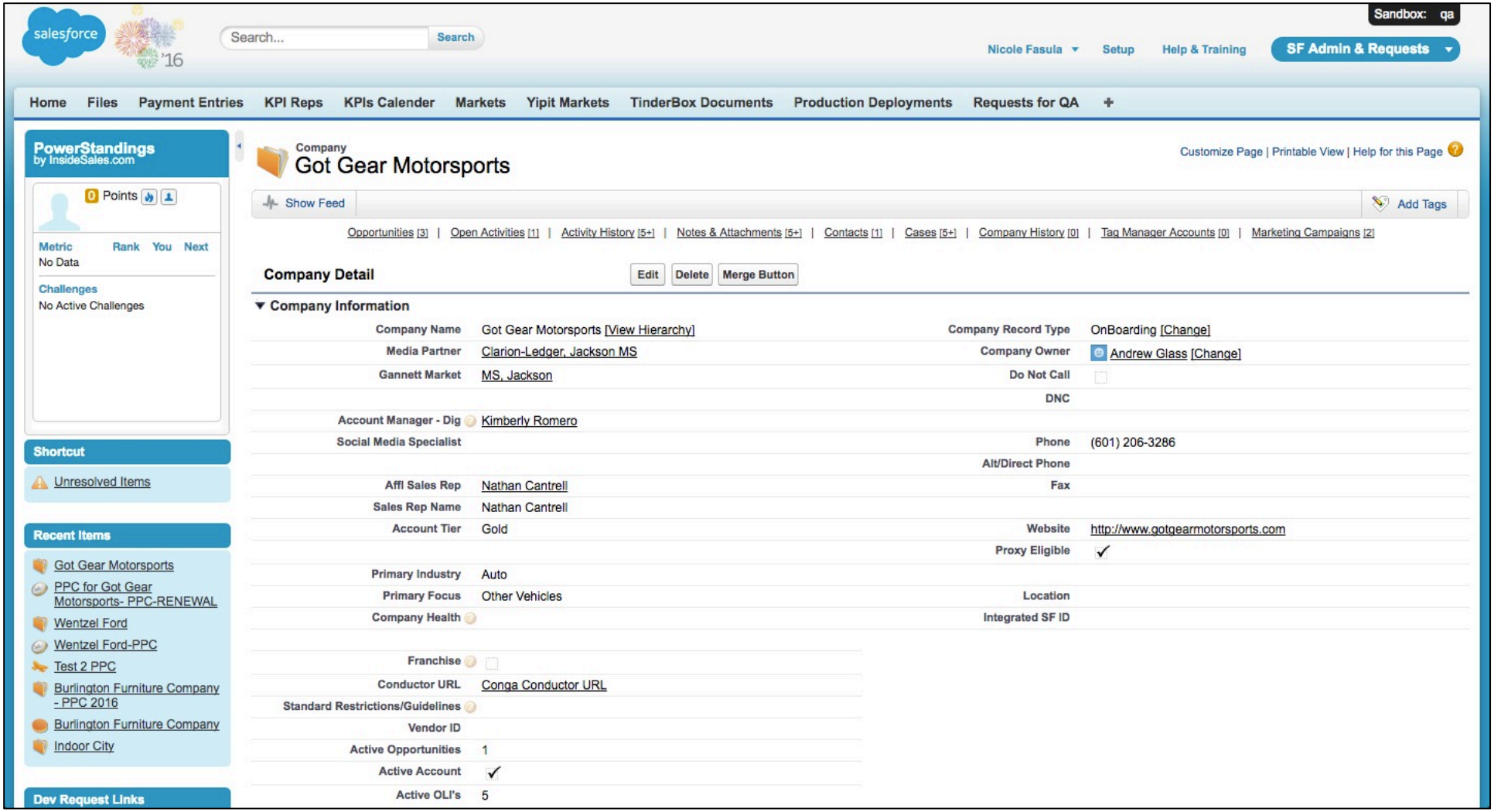
Steps for the Account Manager

Log into Salesforce
https://login.salesforce.com/

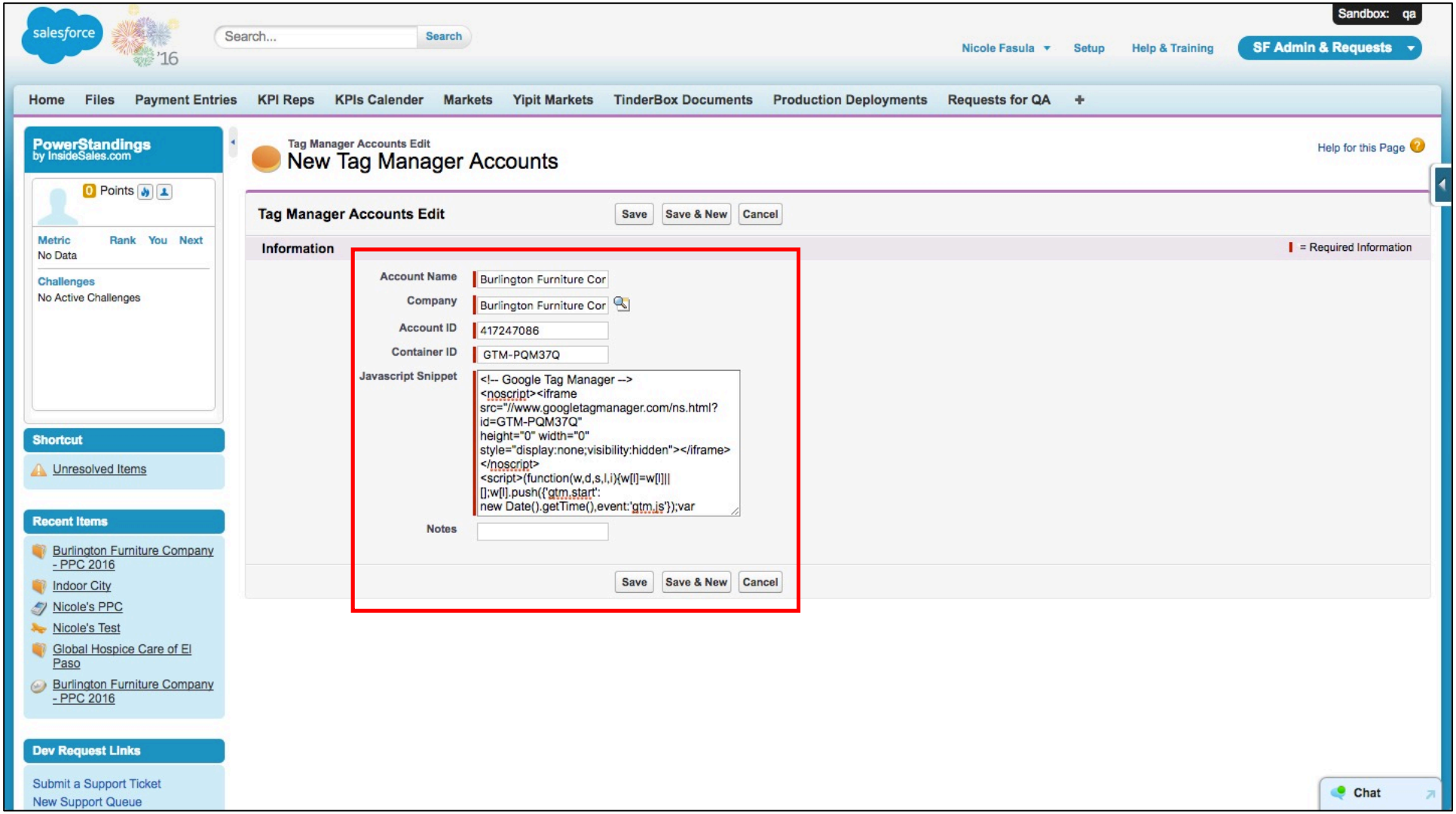
Search for Company – enter company name in **Search** field, then click Search button



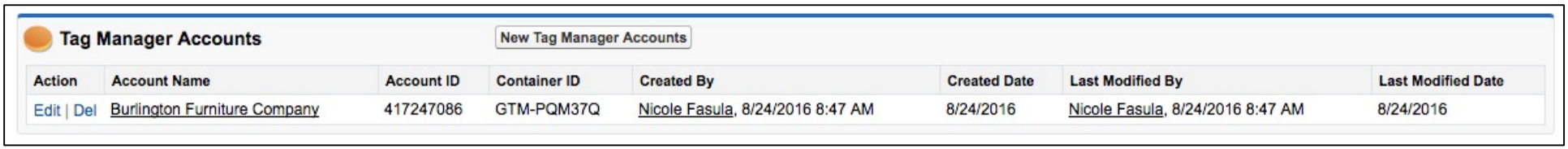
Add New Tag Manager Account – scroll to the bottom of the Company screen, then click **New Tag Manager Accounts** button



Add New Tag Manager Account – fill out **Tag Manager Account** information, then click **Save** button



Save Tag Manager Account – Company view now shows **Tag Manager Account** information

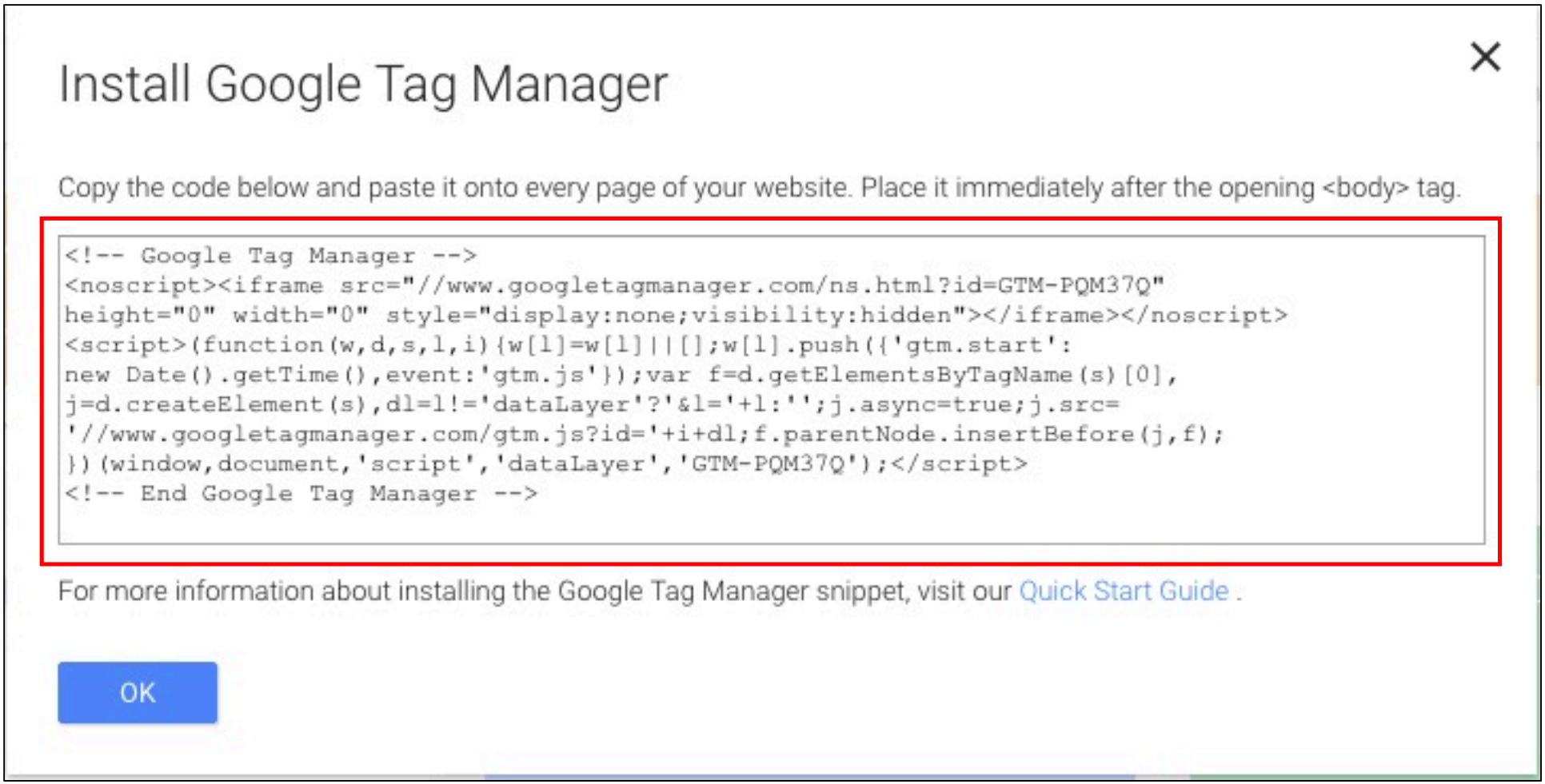


Tag Manager Accounts

New Tag Manager Accounts

Action	Account Name	Account ID	Container ID	Created By	Created Date	Last Modified By	Last Modified Date
Edit | Del	Burlington Furniture Company	417247086	GTM-PQM37Q	Nicole Fasula, 8/24/2016 8:47 AM	8/24/2016	Nicole Fasula, 8/24/2016 8:47 AM	8/24/2016

Deliver Google Tag Container Script – **Copy/Save** code from modal, send code to Account Manager or Design Team



Install Google Tag Manager

Copy the code below and paste it onto every page of your website. Place it immediately after the opening <body> tag.

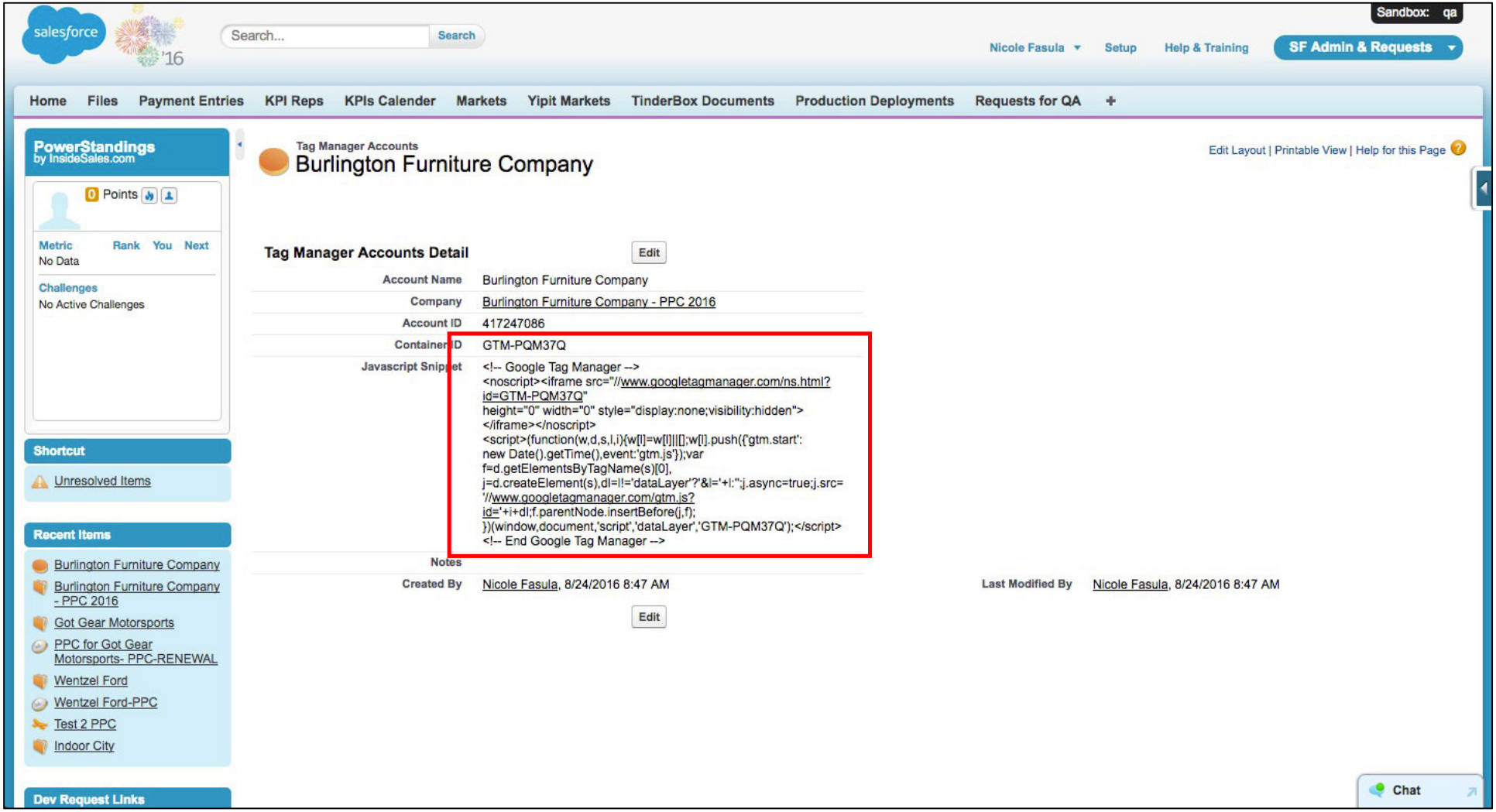
```
<!-- Google Tag Manager -->
<noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-PQM37Q"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-PQM37Q');</script>
<!-- End Google Tag Manager -->
```

For more information about installing the Google Tag Manager snippet, visit our Quick Start Guide .

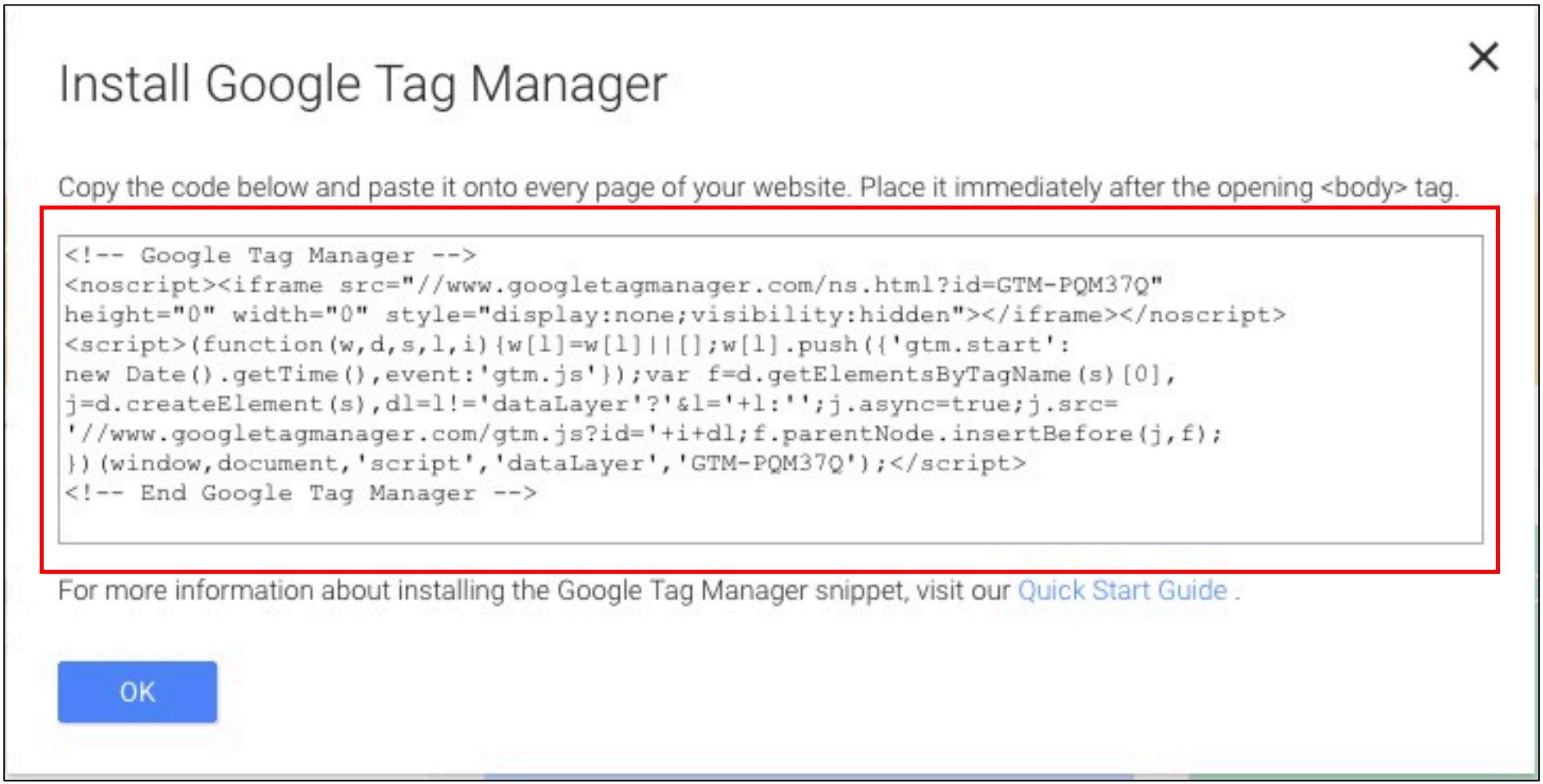
OK

Steps for the Account Manager

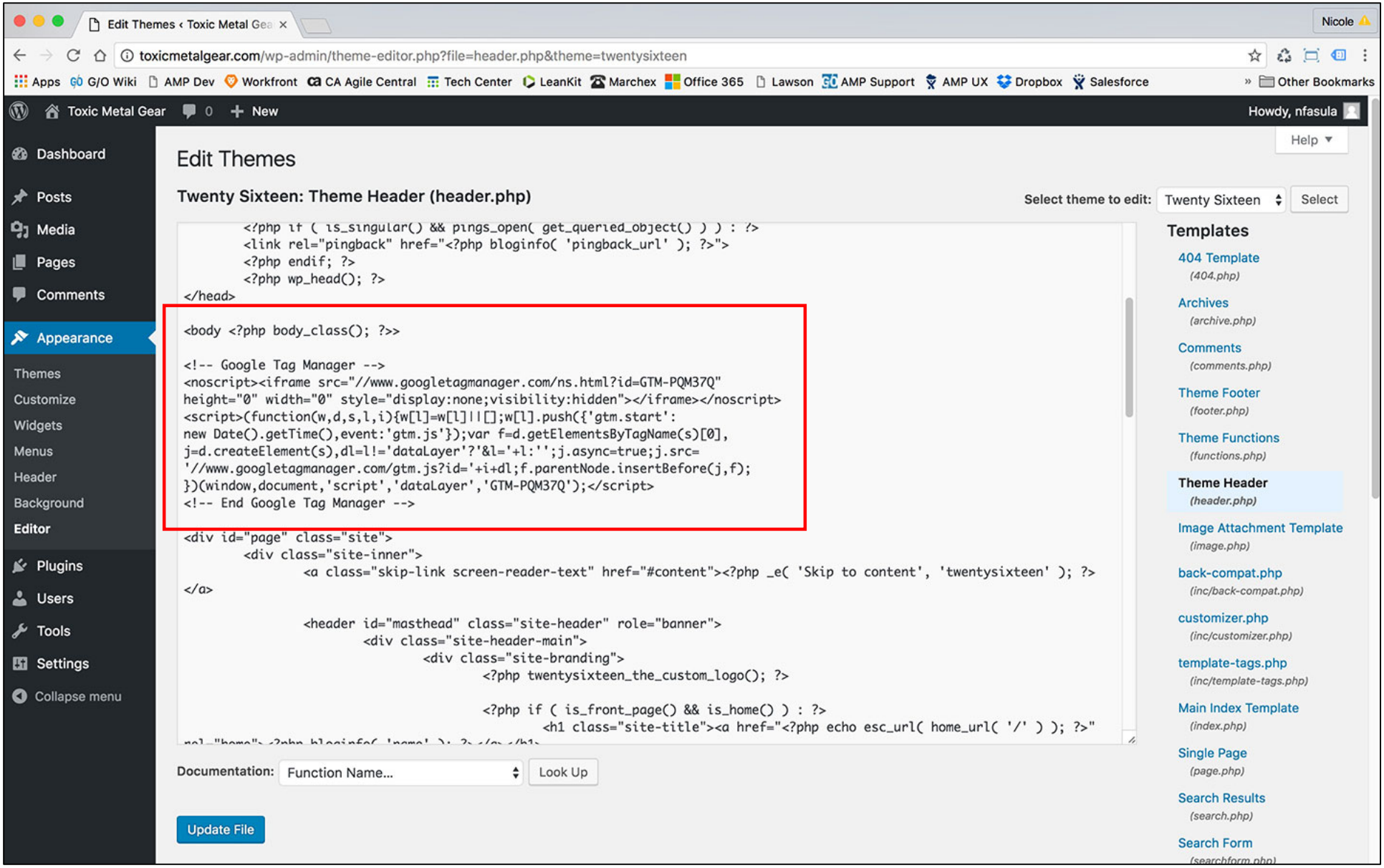
Get Google Tag Container Script and Deliver to Client (Salesforce)



Get Google Tag Container Script and Deliver to Client (Google Tag Manager)

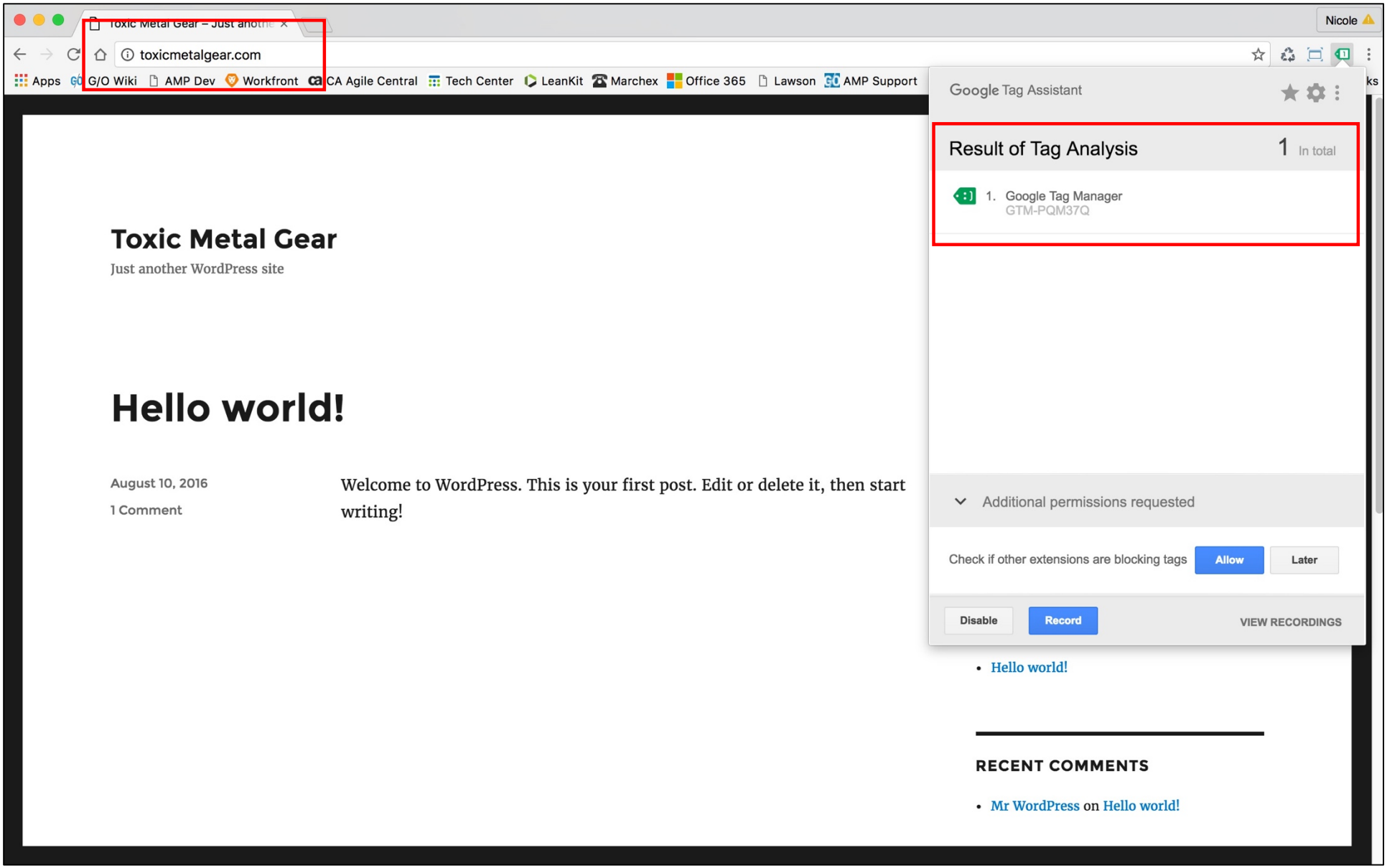


Client Logs into Website and Installs Tag Container Script – **Copy/ Paste** script onto every page of Website directly after opening <body> tag



Account Manager Checks for Google Tag Container on Website (Setup Tag Assistant if not installed)

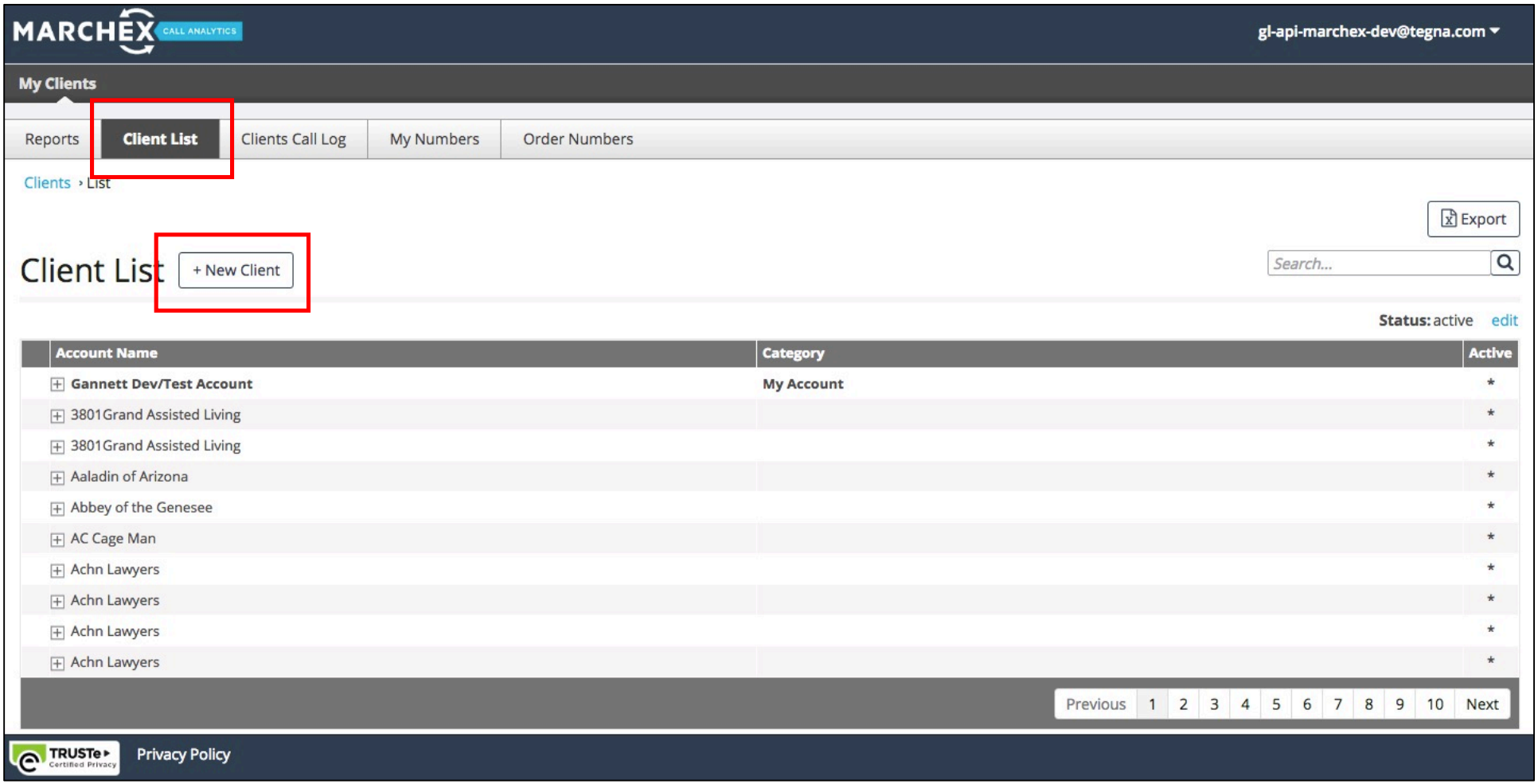
Go to client's website, then click tag assistant icon, result of tag analysis will show Google Tag Manager Container ID



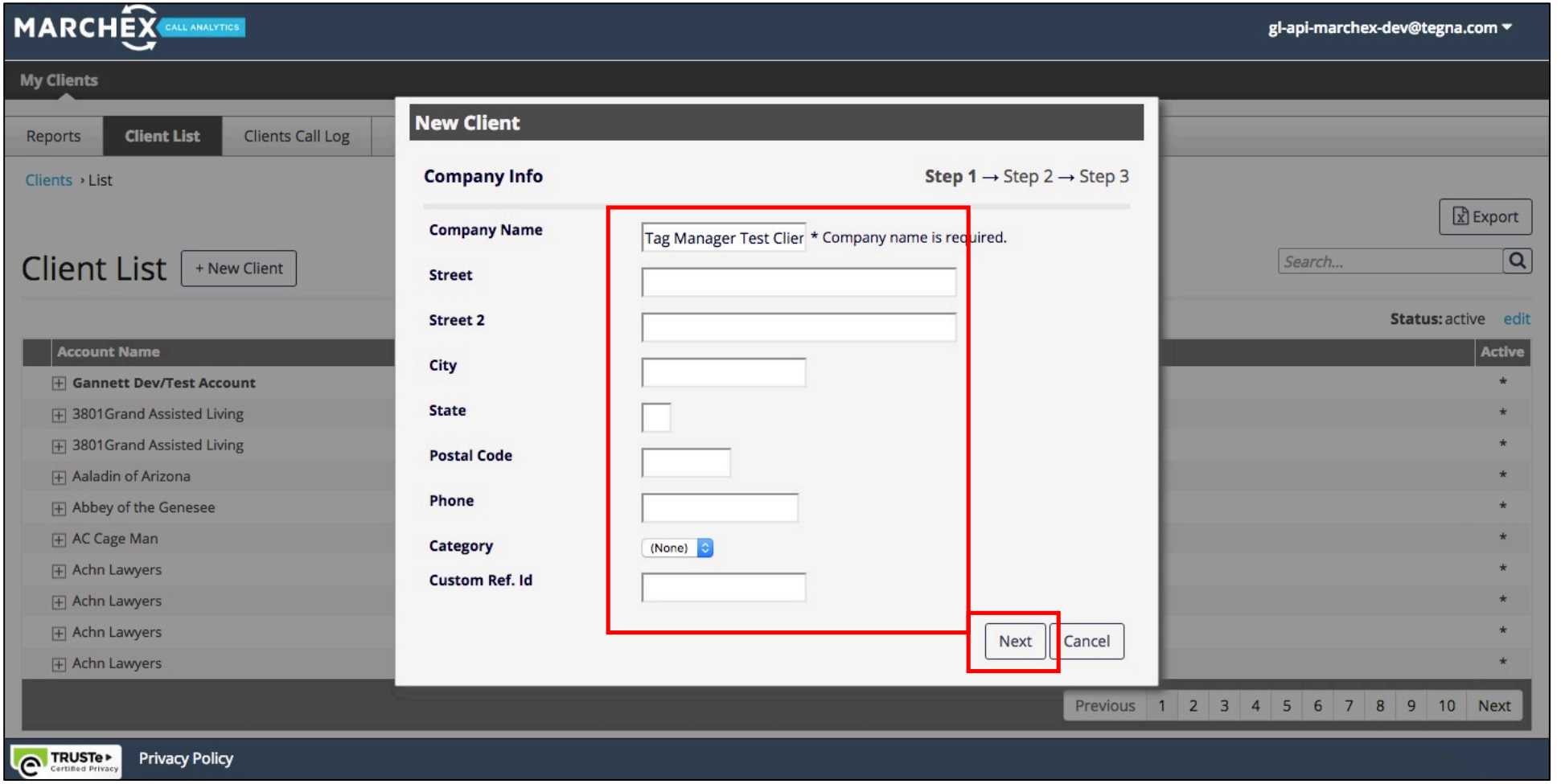
Steps for the Project Manager

Log into Marchex
https://www.marchex.io/login

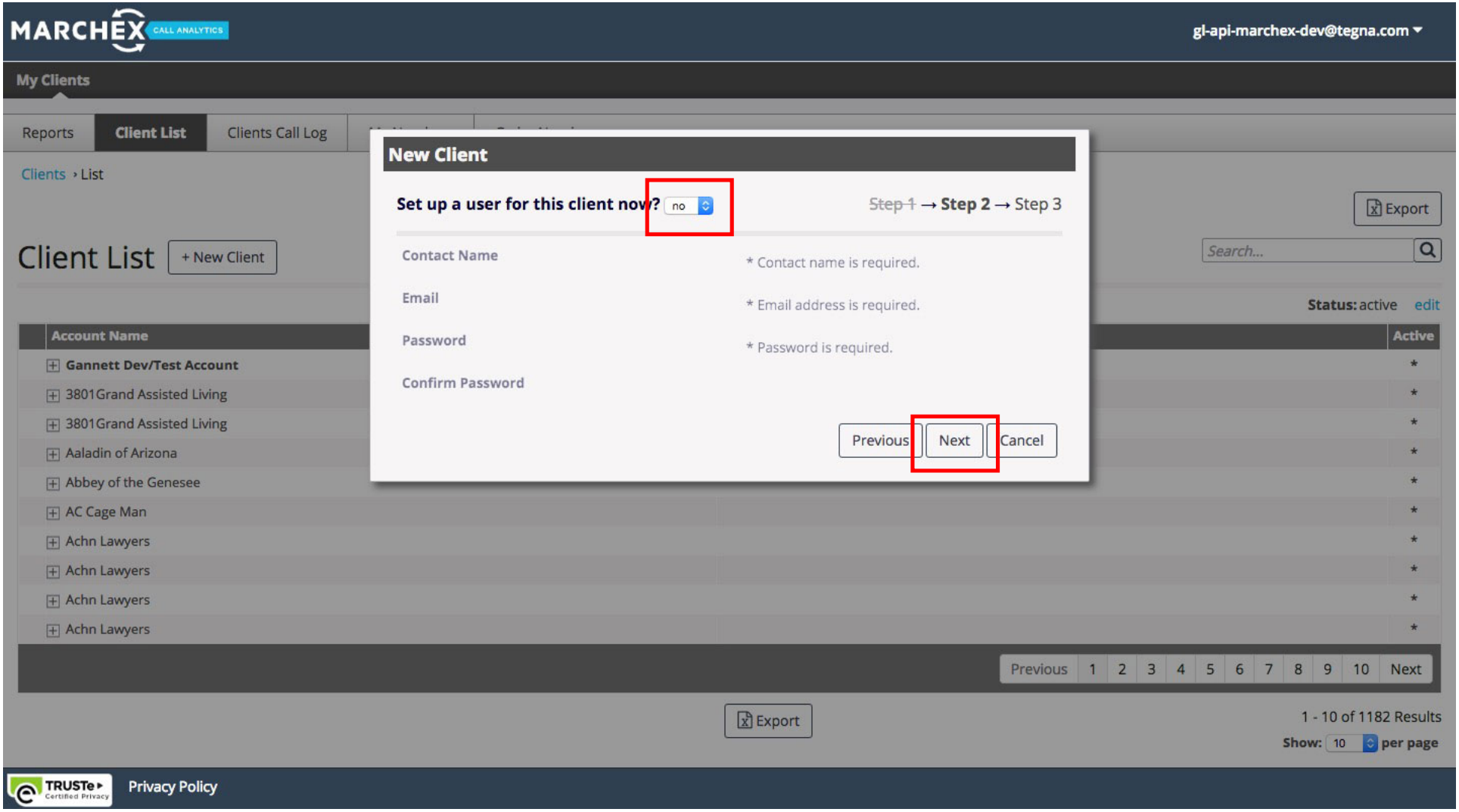
Create the New Marchex Client – Click **Client List** tab, then click **+ New Client** button



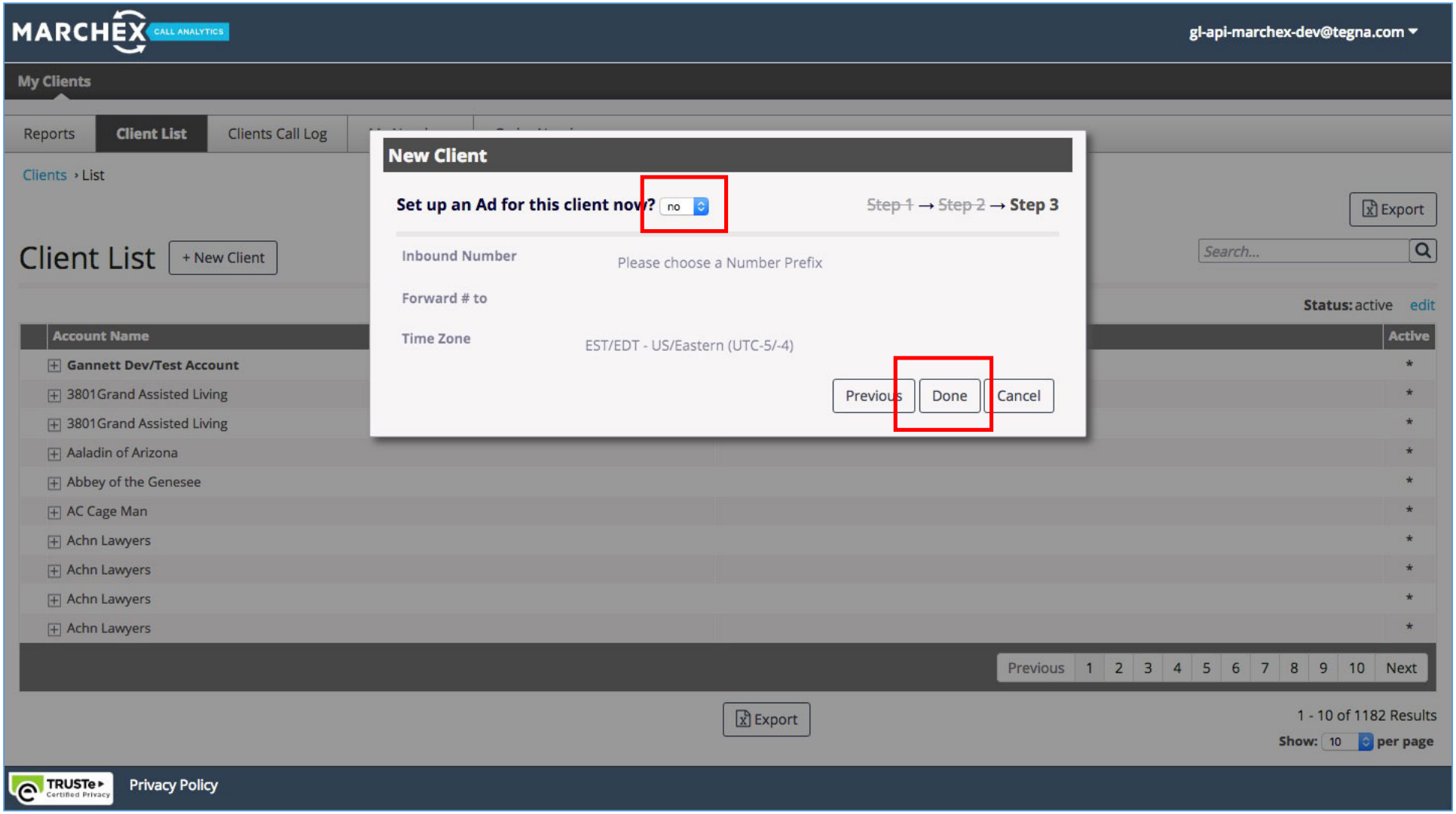
Setup New Client Information – Fill out **Company Info**, then click **Next** button



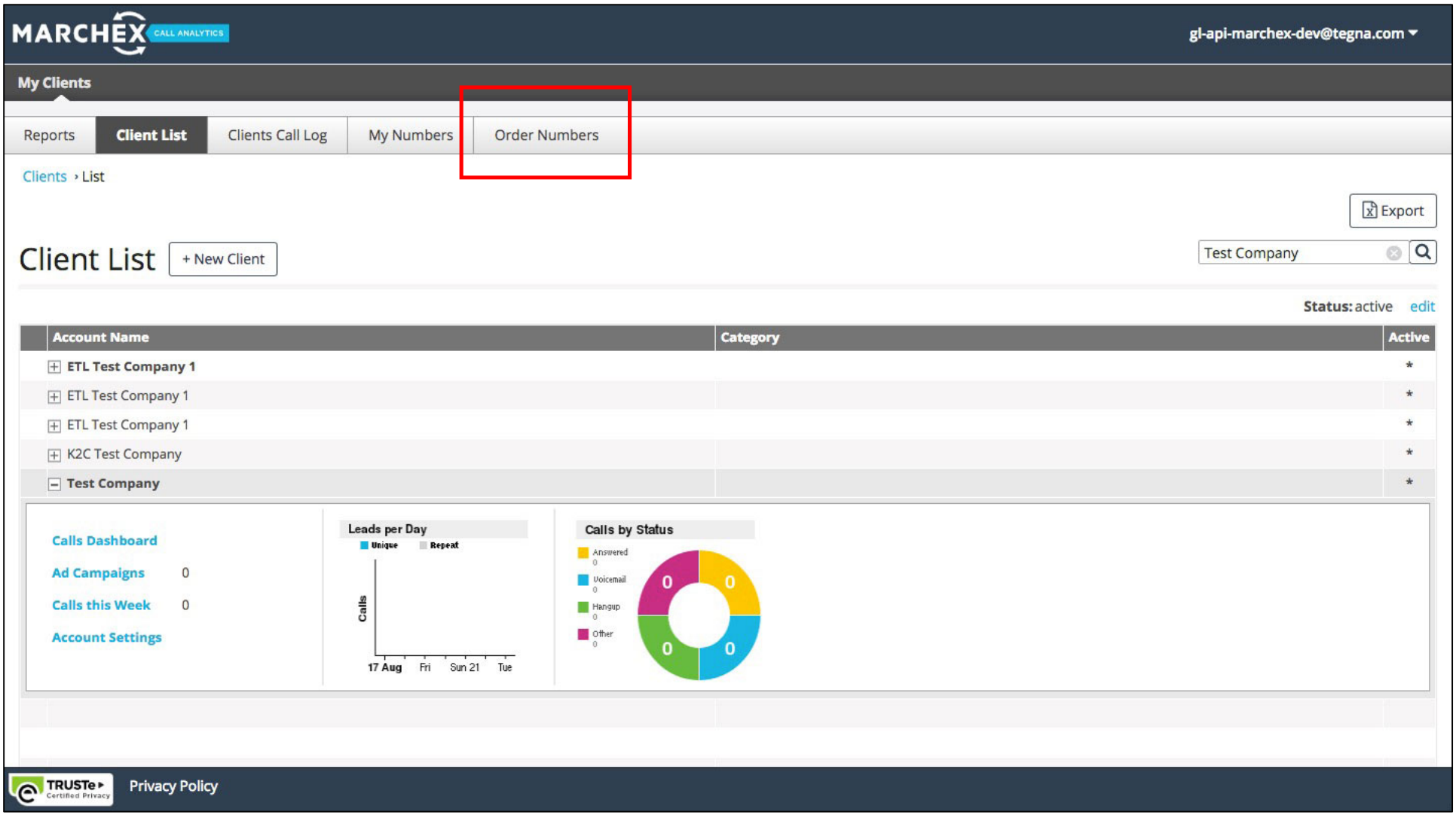
Setup New Client Information – Select **no** in drop down, then click **Next** button



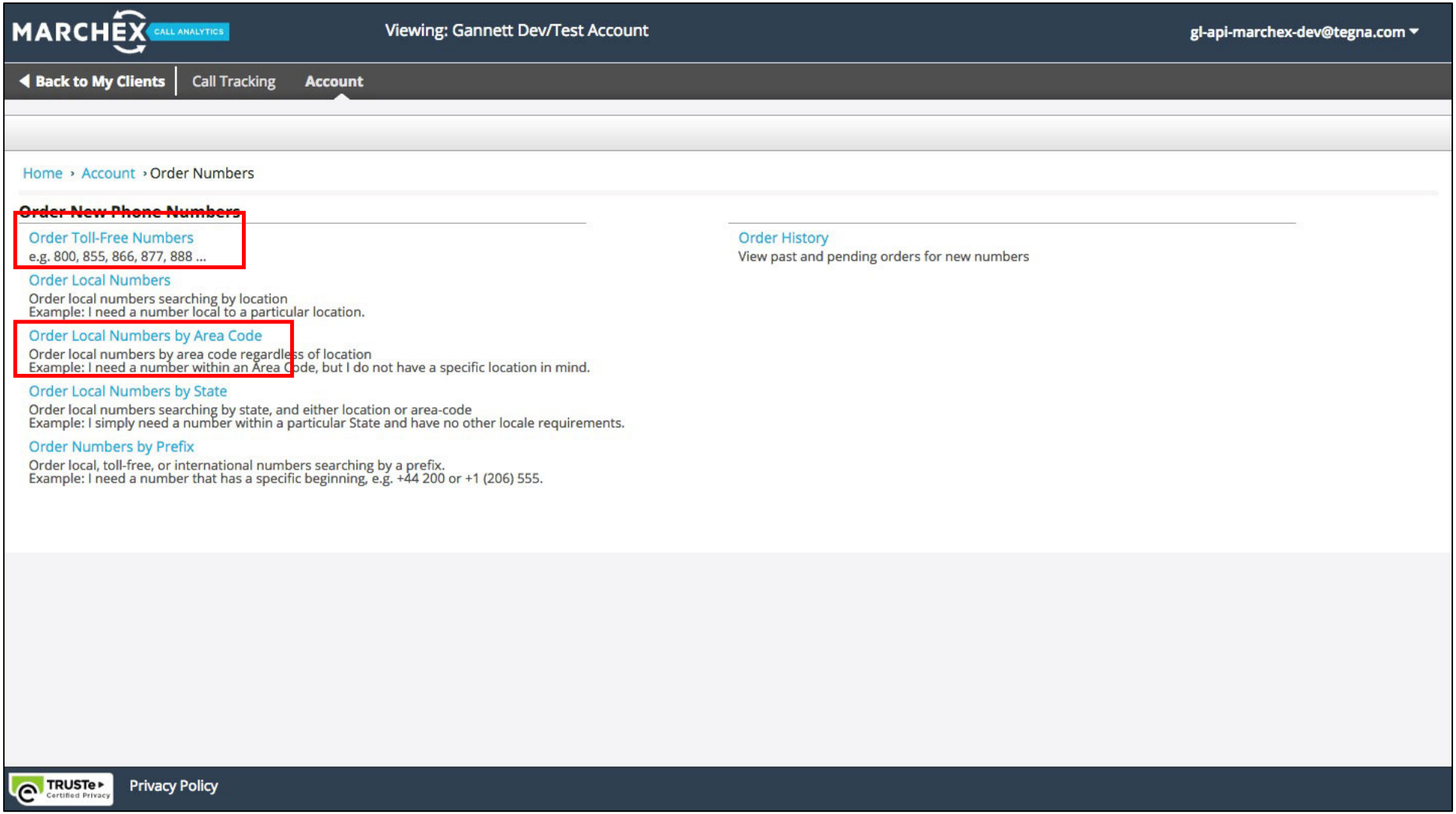
Setup New Client Information – Select **no** in drop down, then click **Done** button



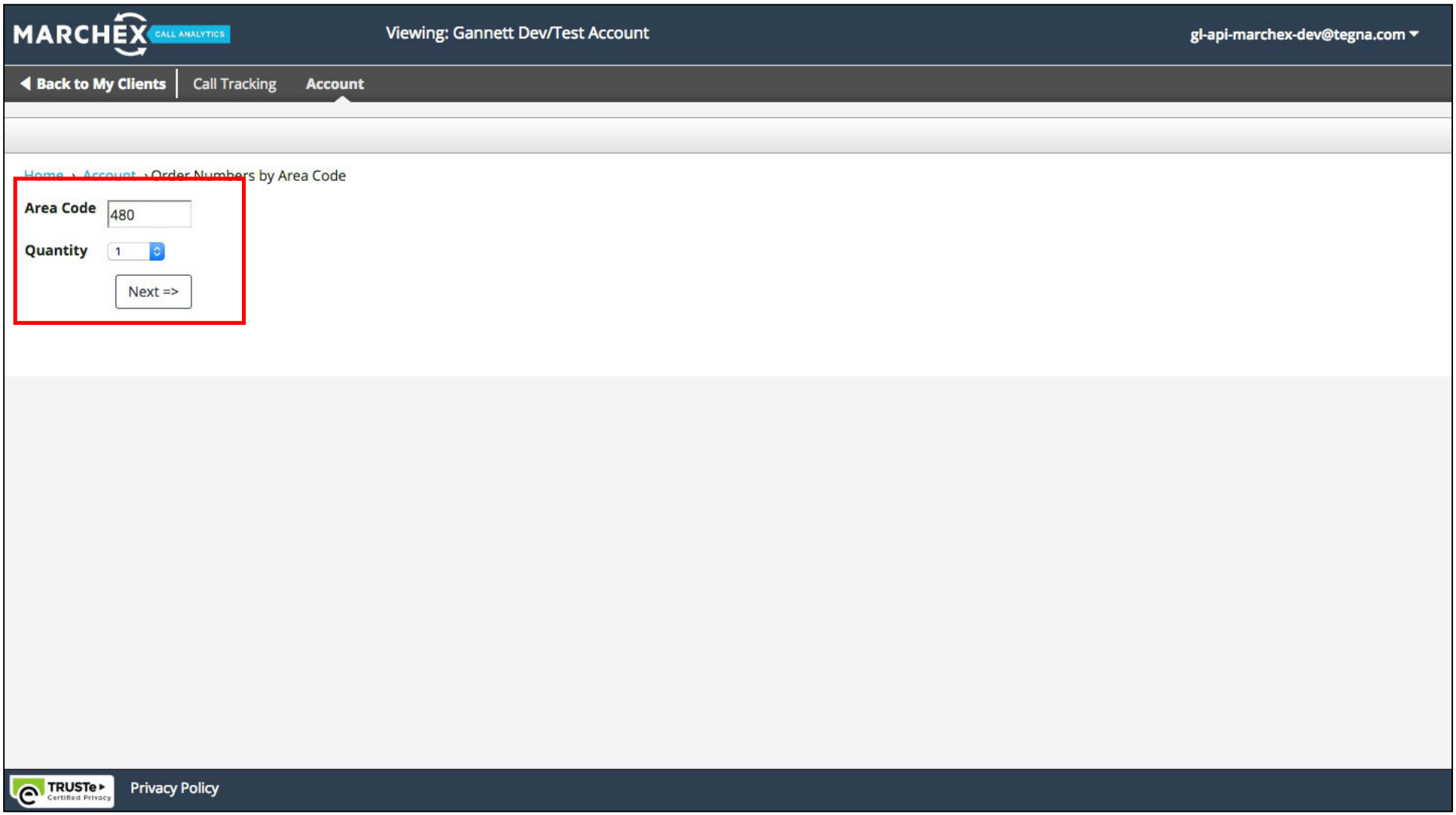
Order Tracking Numbers – Click **Order Numbers** link



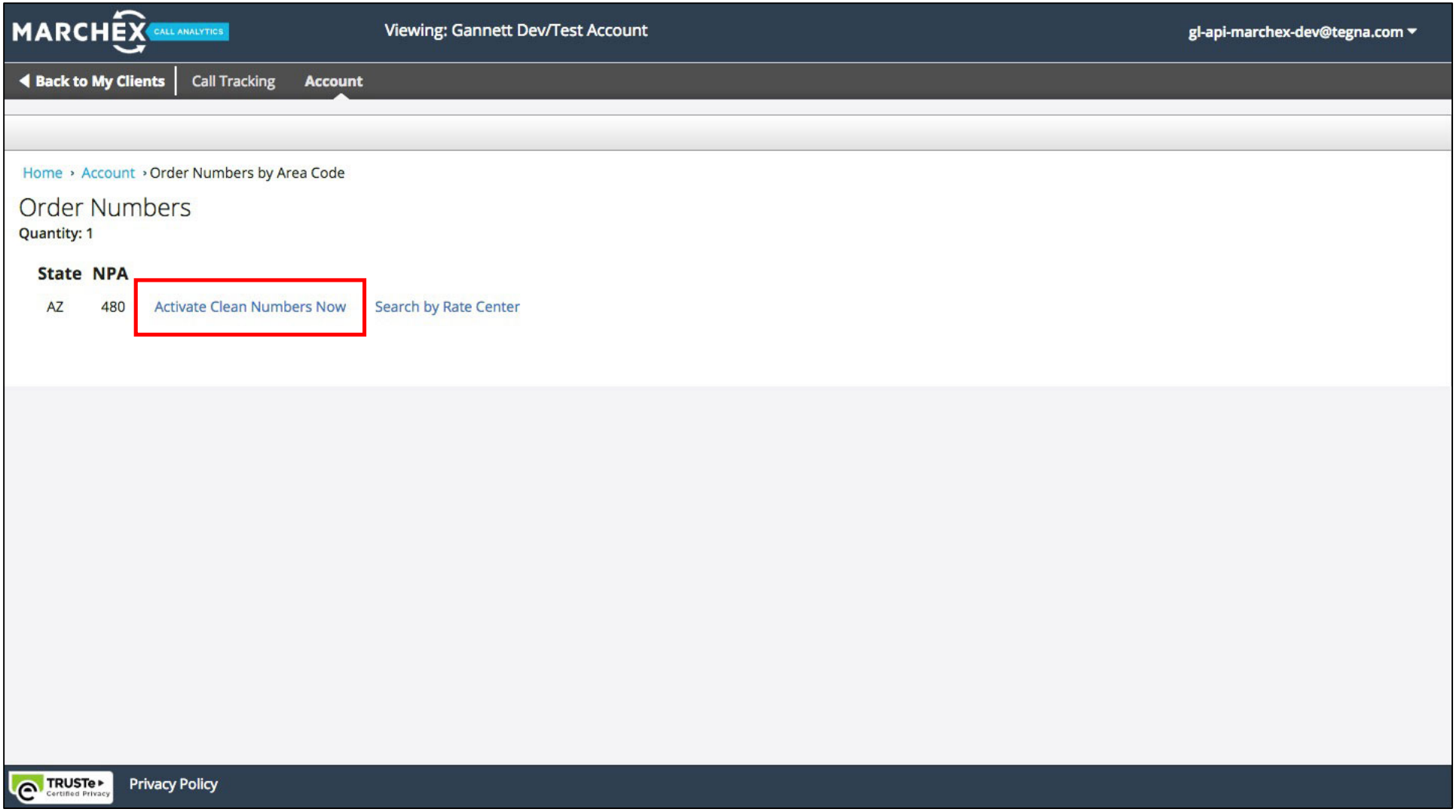
Order Tracking Numbers – Select phone number type, click **Order Toll-Free Numbers** or **Order Local Numbers by Area Code** link



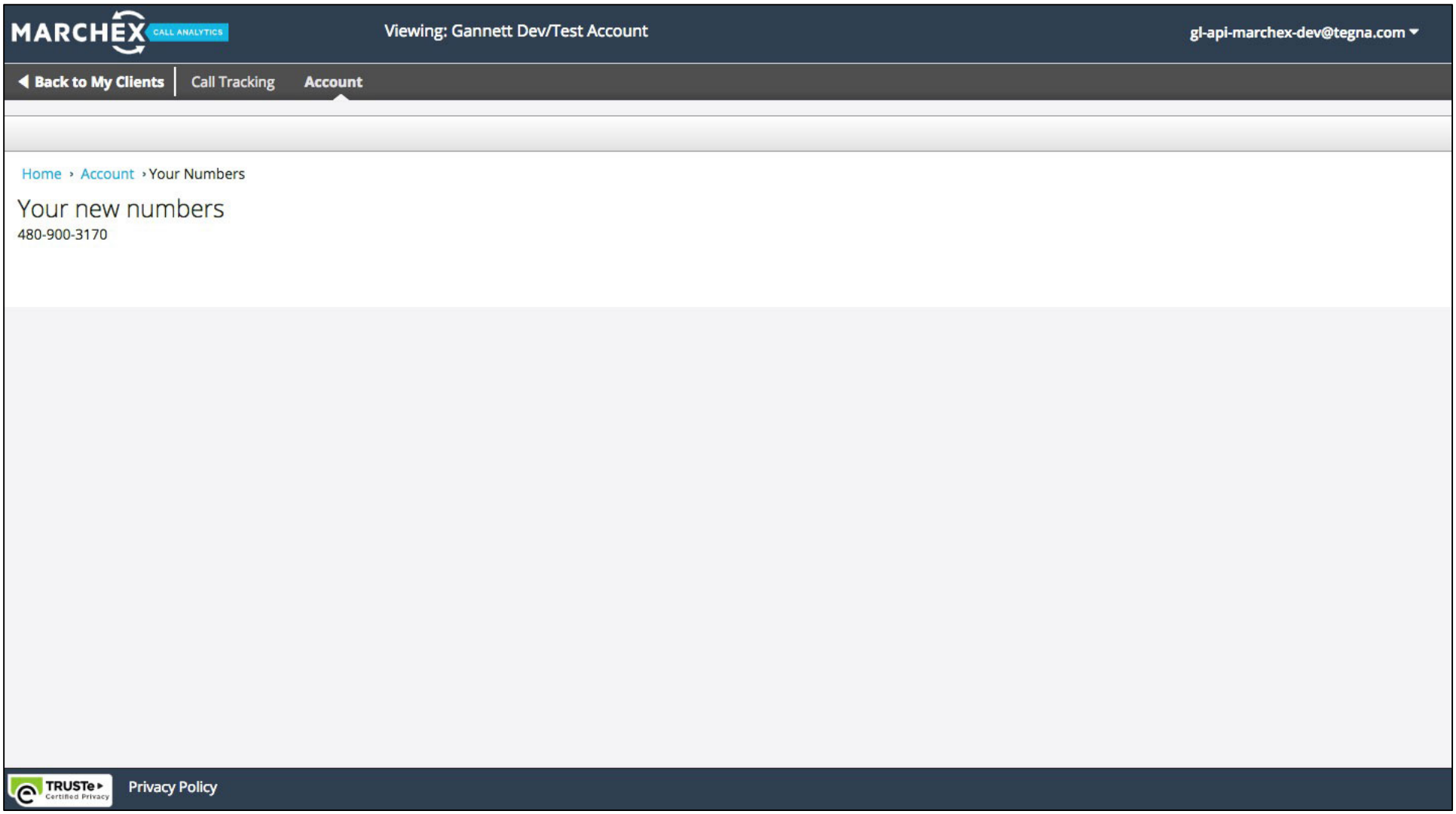
Order Tracking Numbers – Enter **Area Code** and **Quantity**, then click **Next** button



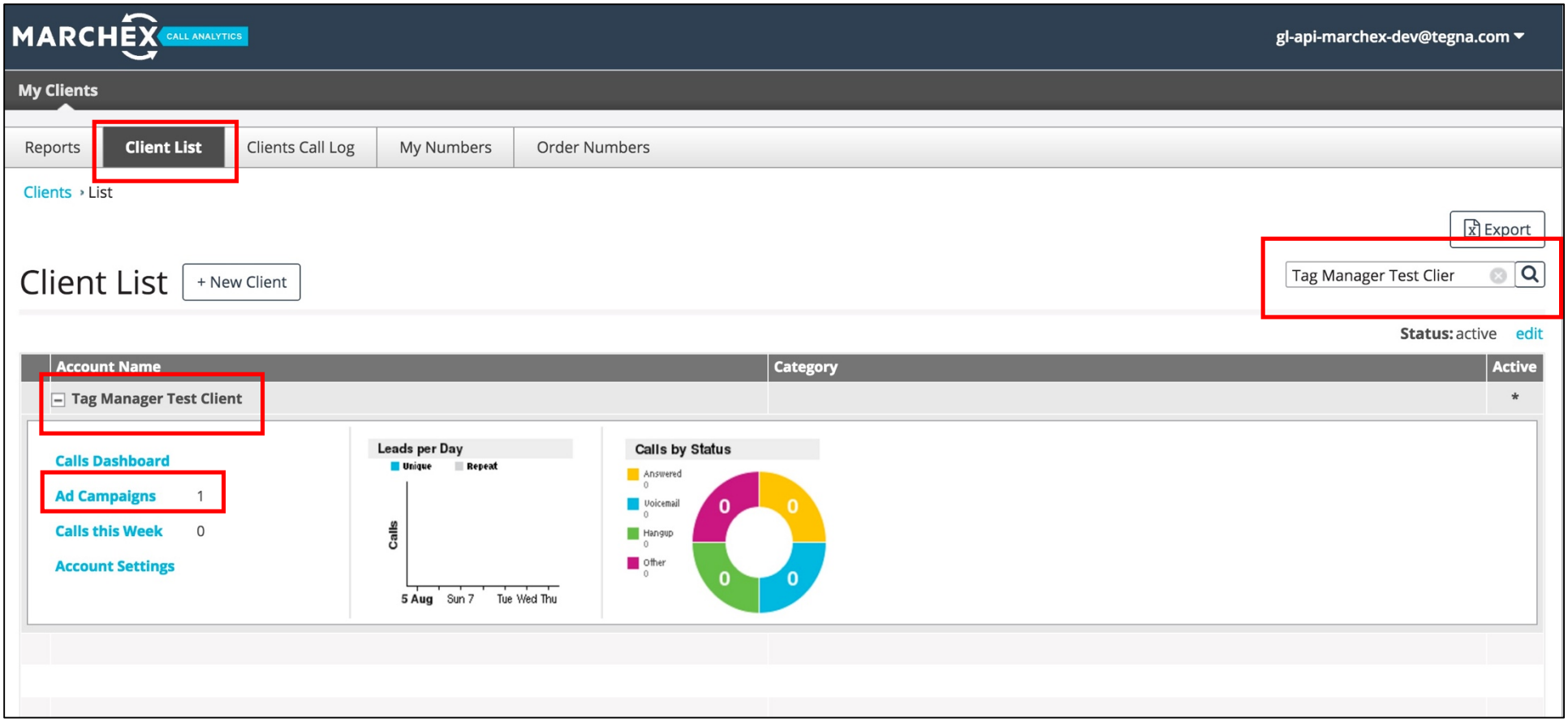
Order Tracking Numbers – Click **Activate Clean Numbers Now** link



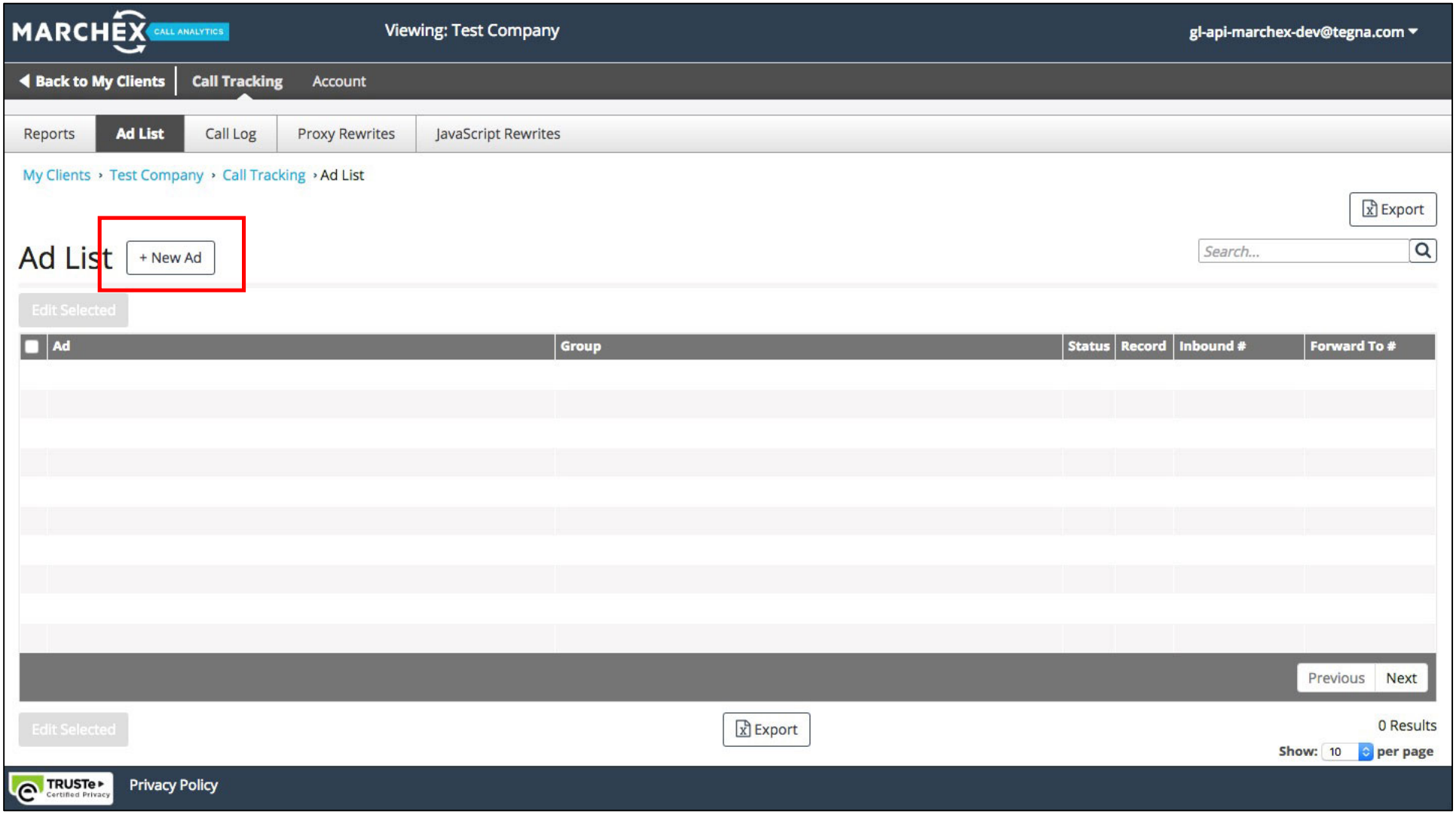
Order Tracking Numbers – **Your new number** will show



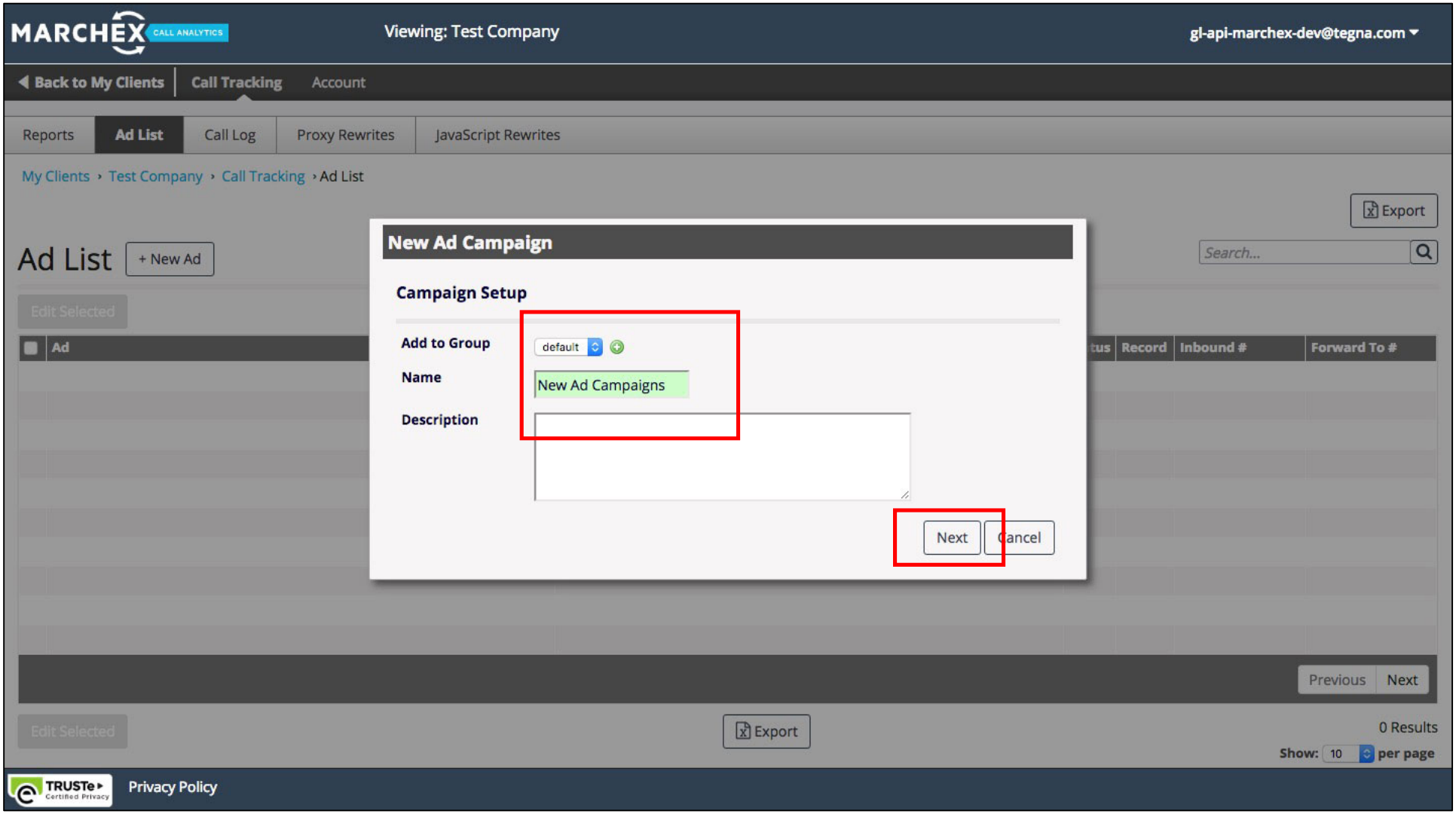
Setup Ad (Tracking Number) – Click **Client List**, enter client name and click **Search**, select client **Account Name** column, then click **Ad Campaigns** link



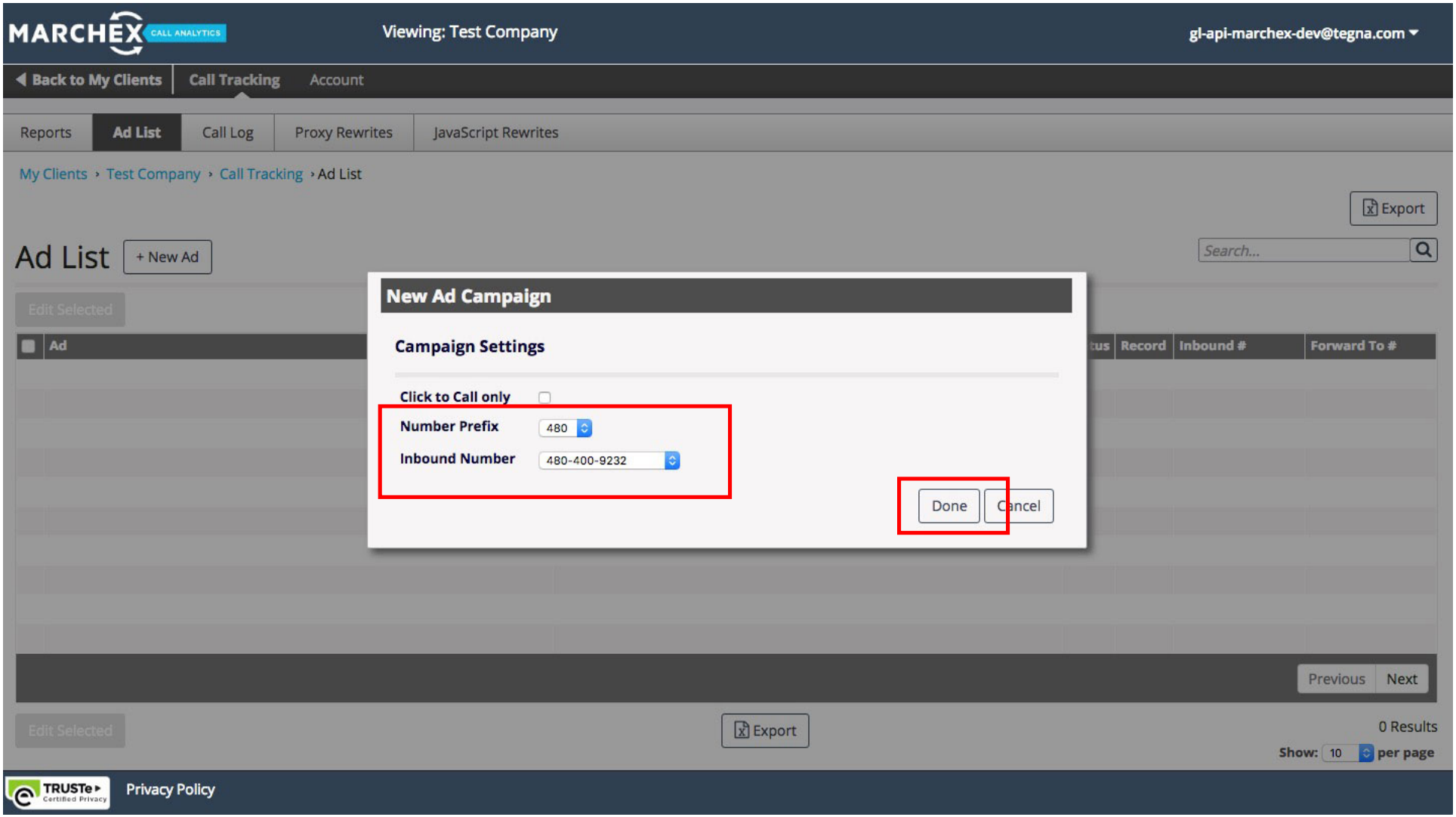
Setup Ad (Tracking Number) – Click **+New Ad** button



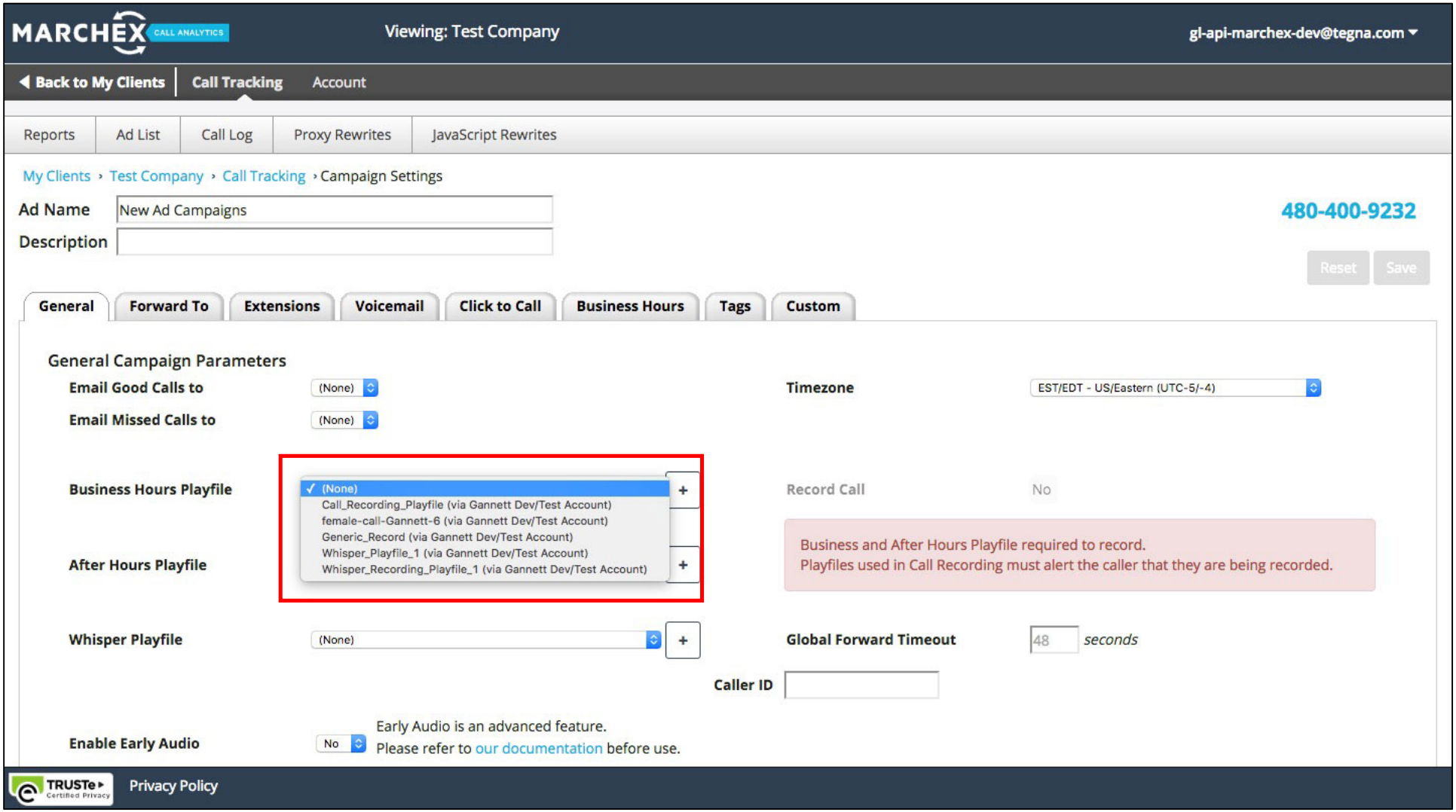
Setup Ad (Tracking Number) – Select **default** in drop down, enter **Name**, then click **Next** button



Setup Ad (Tracking Number) – Select **Number Prefix** in drop down, select **Inbound Number** in drop down, then click **Done** button



Setup Ad (Tracking Number) – Select **Call_Recording_Playfile (via Gannett Local)** in drop down



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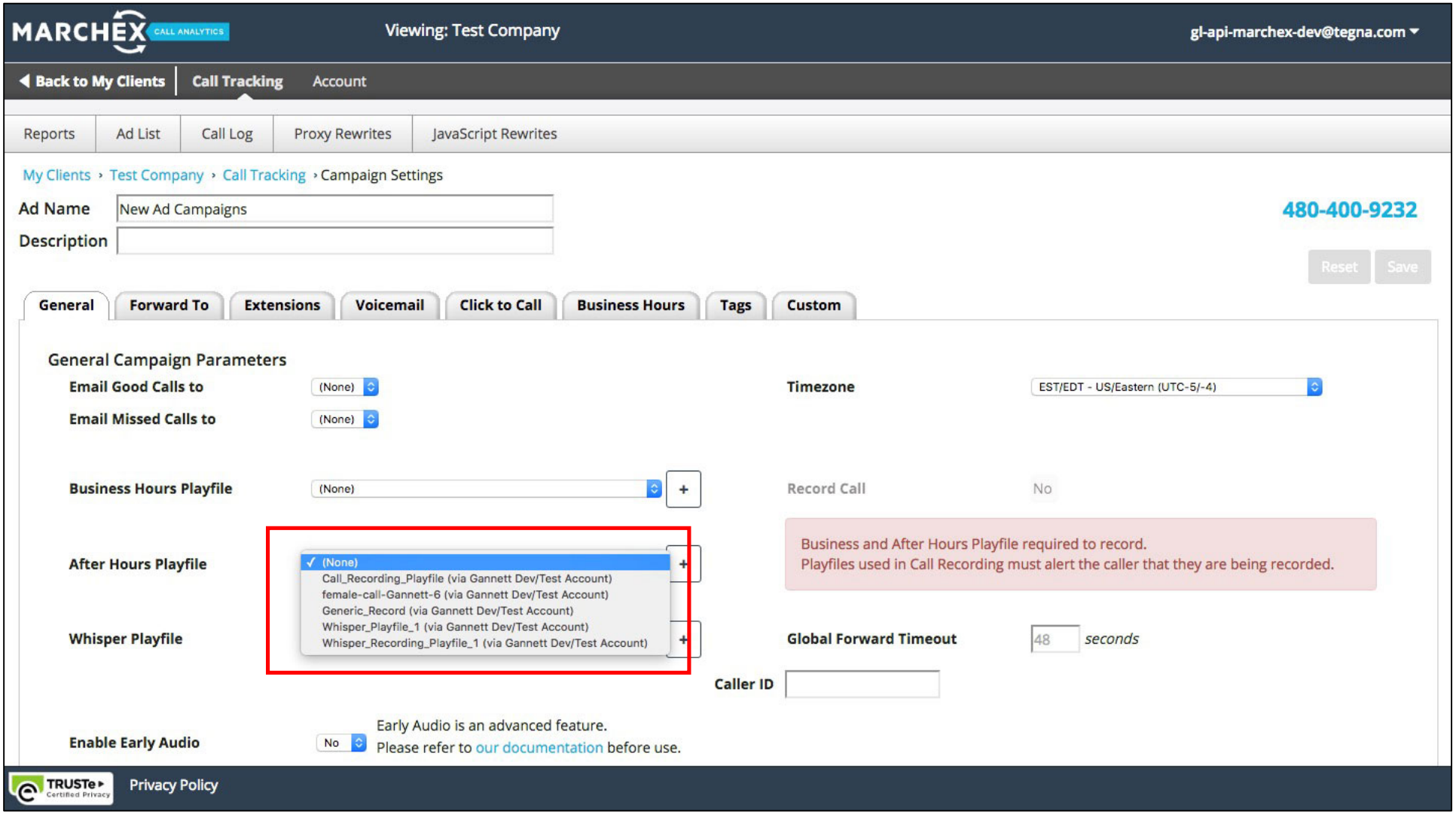
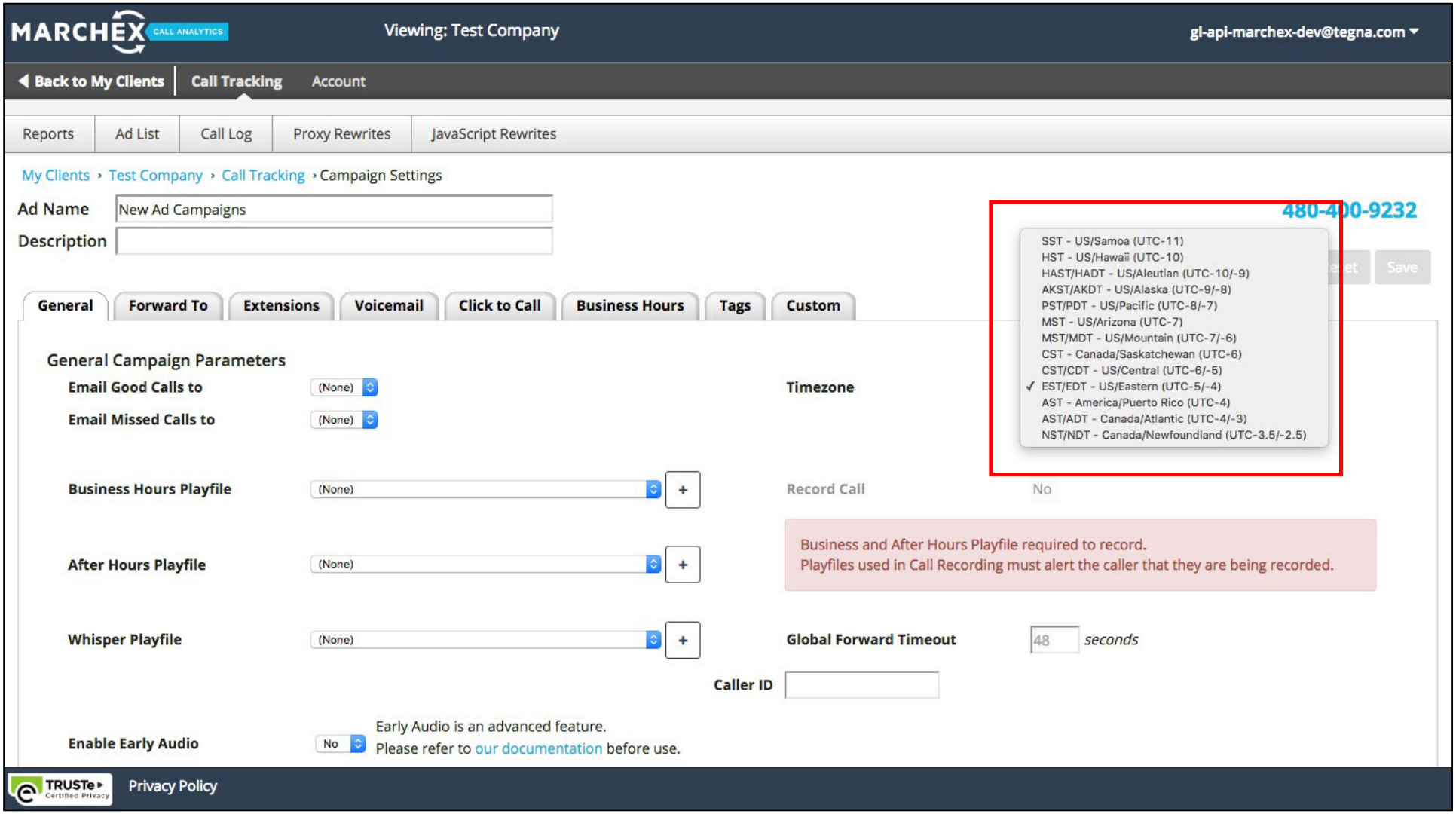
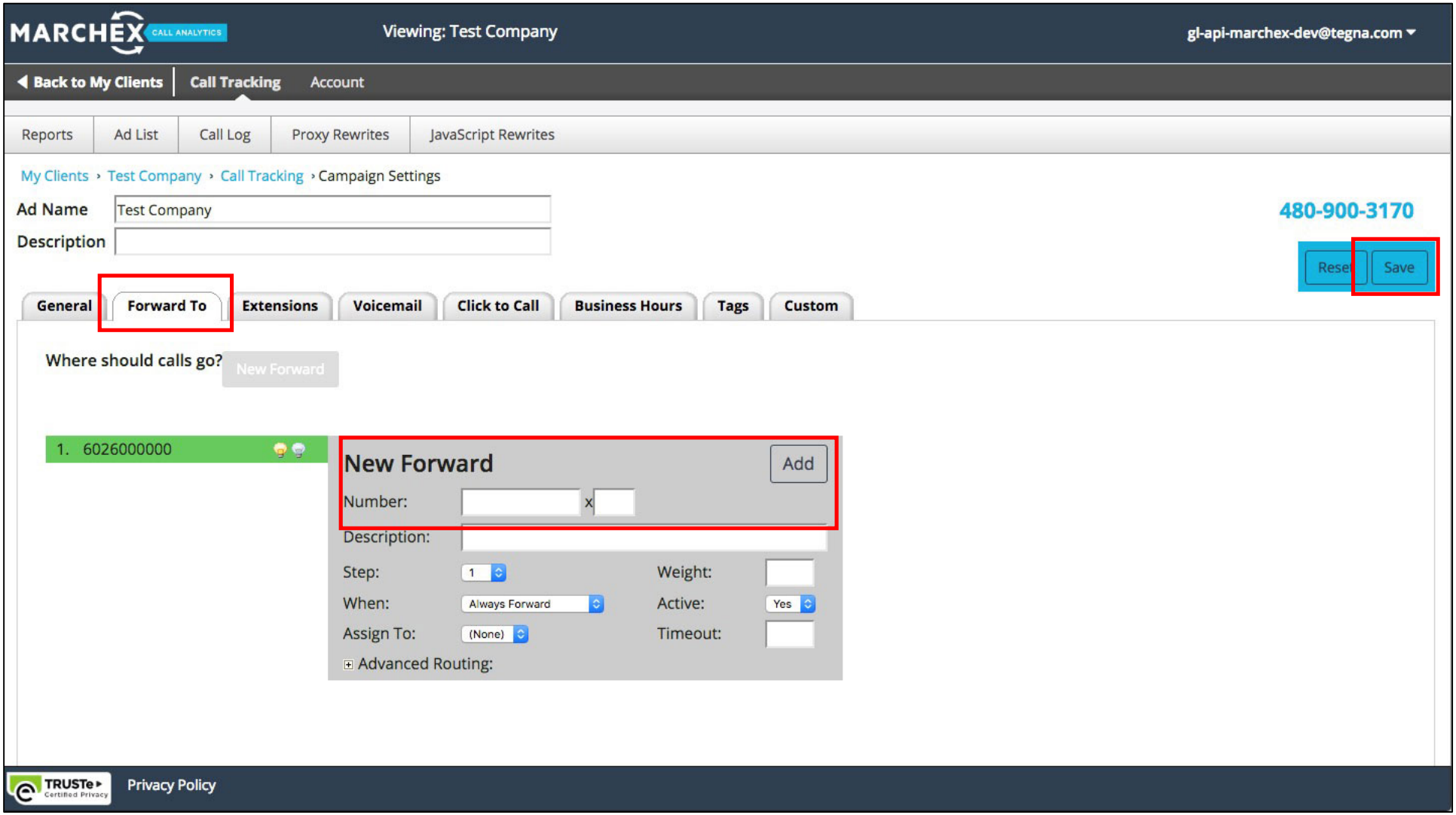


Setup Ad (Tracking Number) – Select **Timezone** in drop down

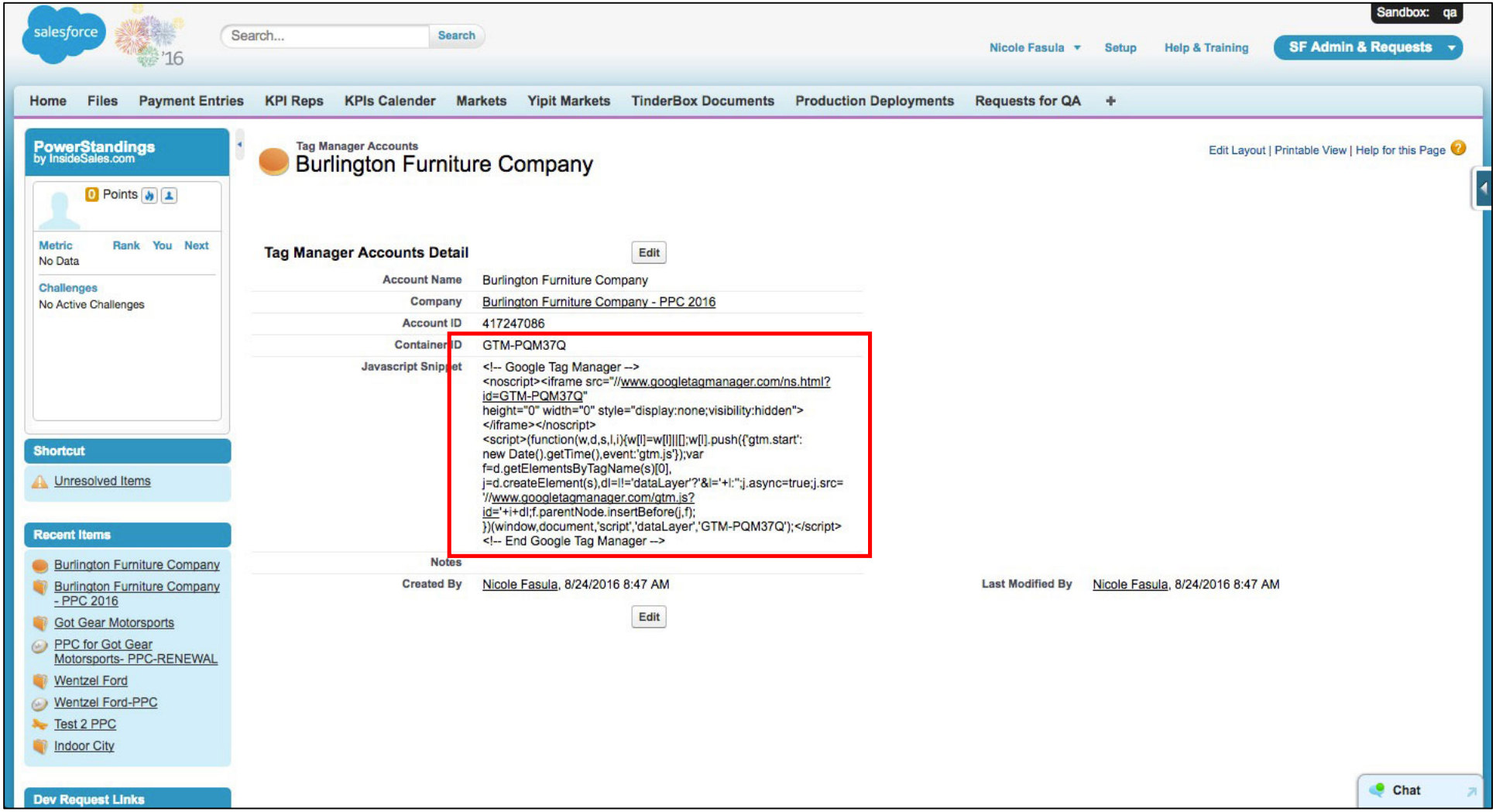


Setup Ad (Tracking Number) – Select **Forward To** tab, enter **Number** and click **Add** button, then click **Save** button

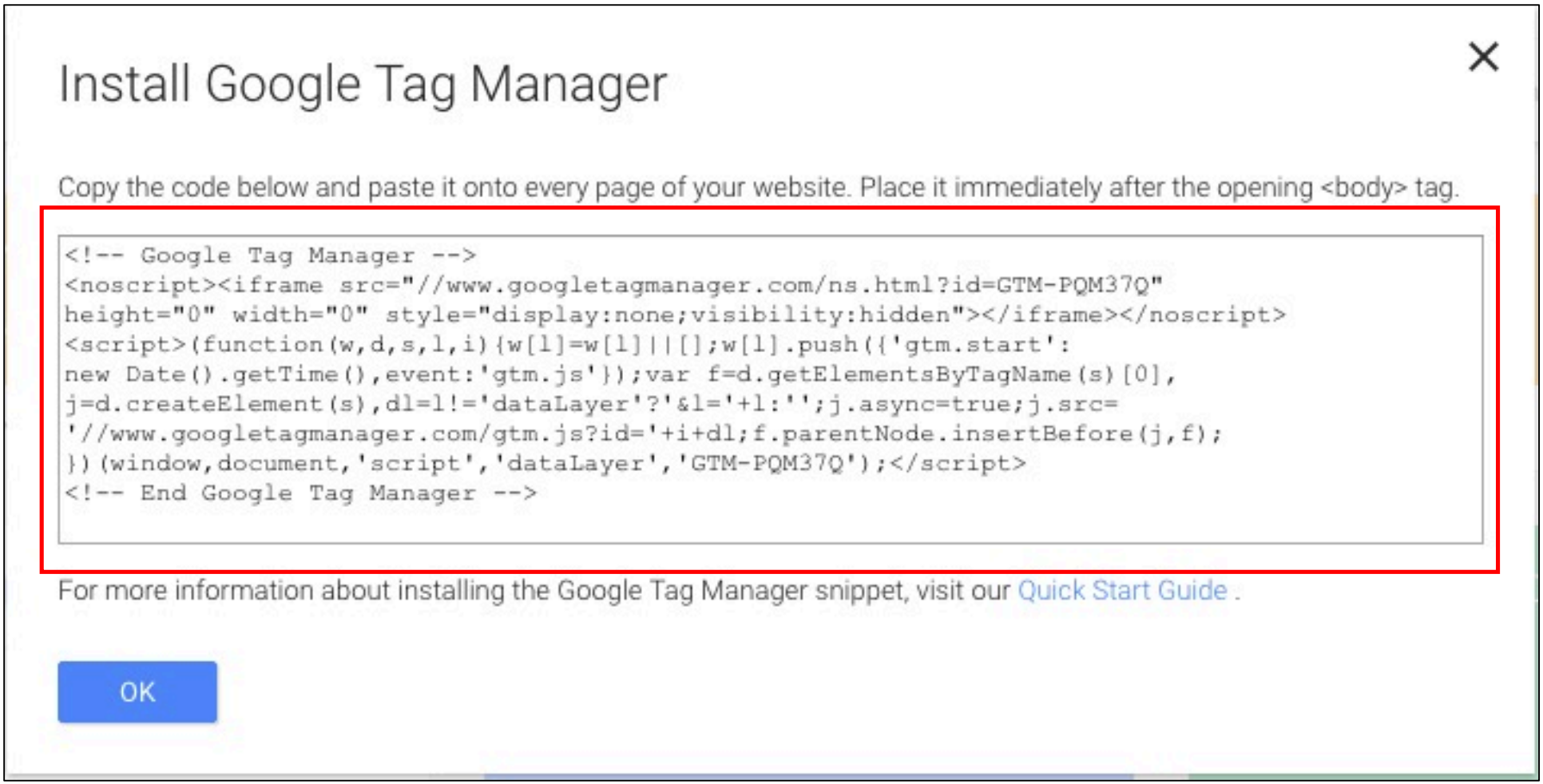


Steps for the Design Team

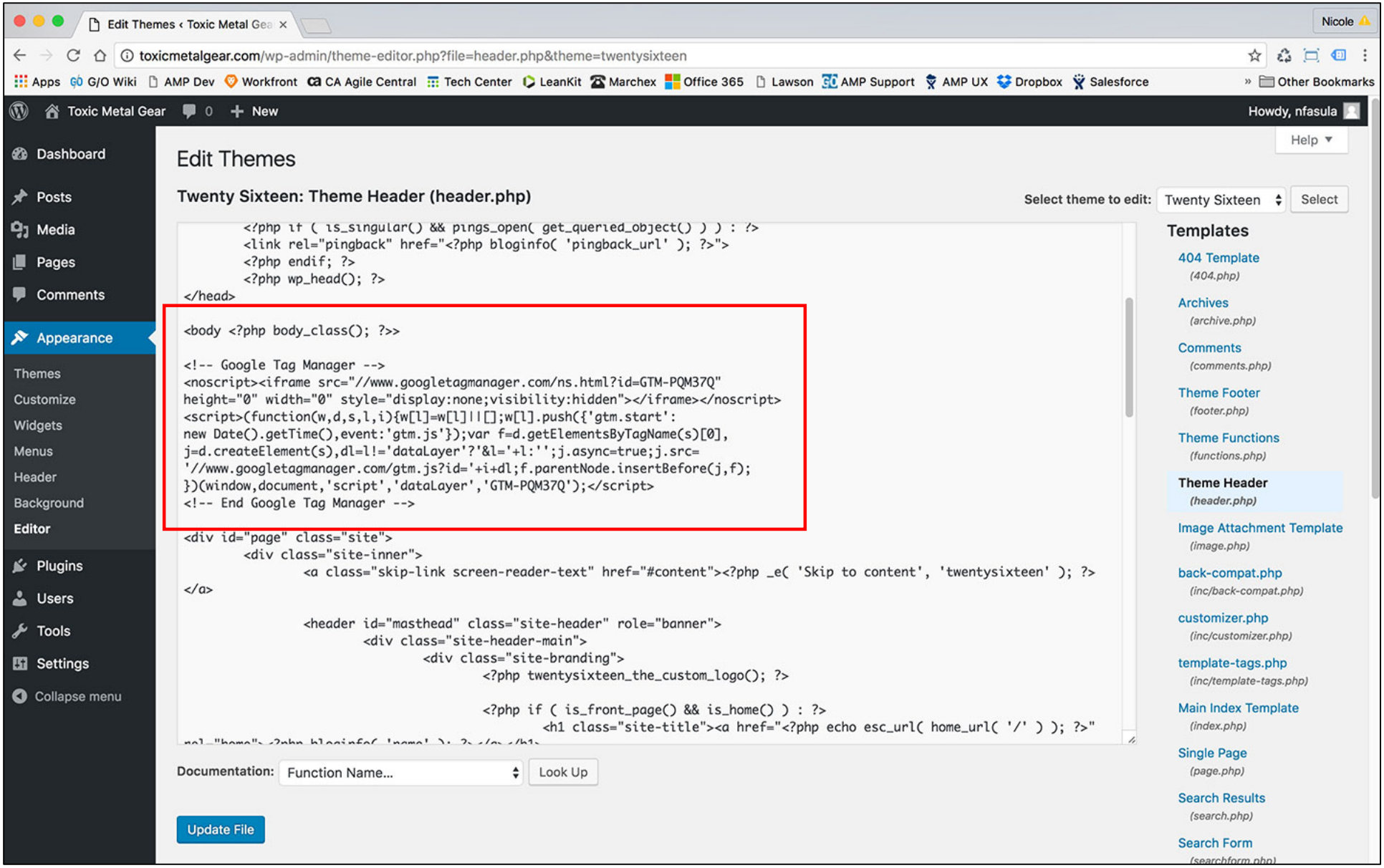
Get Google Tag Container Script (Salesforce)



Get Google Tag Container Script (Google Tag Manager)

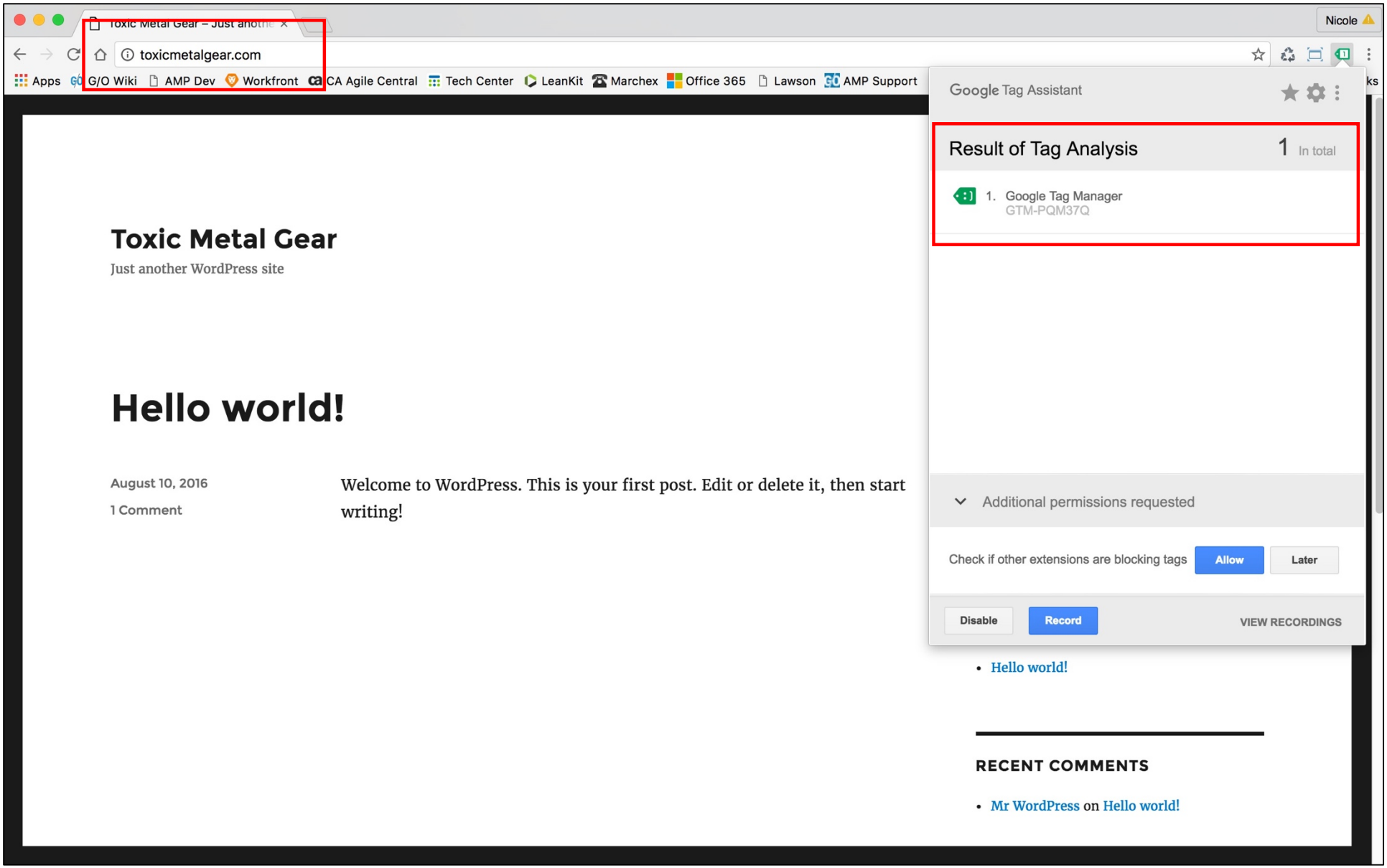


Log into Website and Install Tag Container Script – **Copy/ Paste** script onto every page of Website directly after opening <body> tag



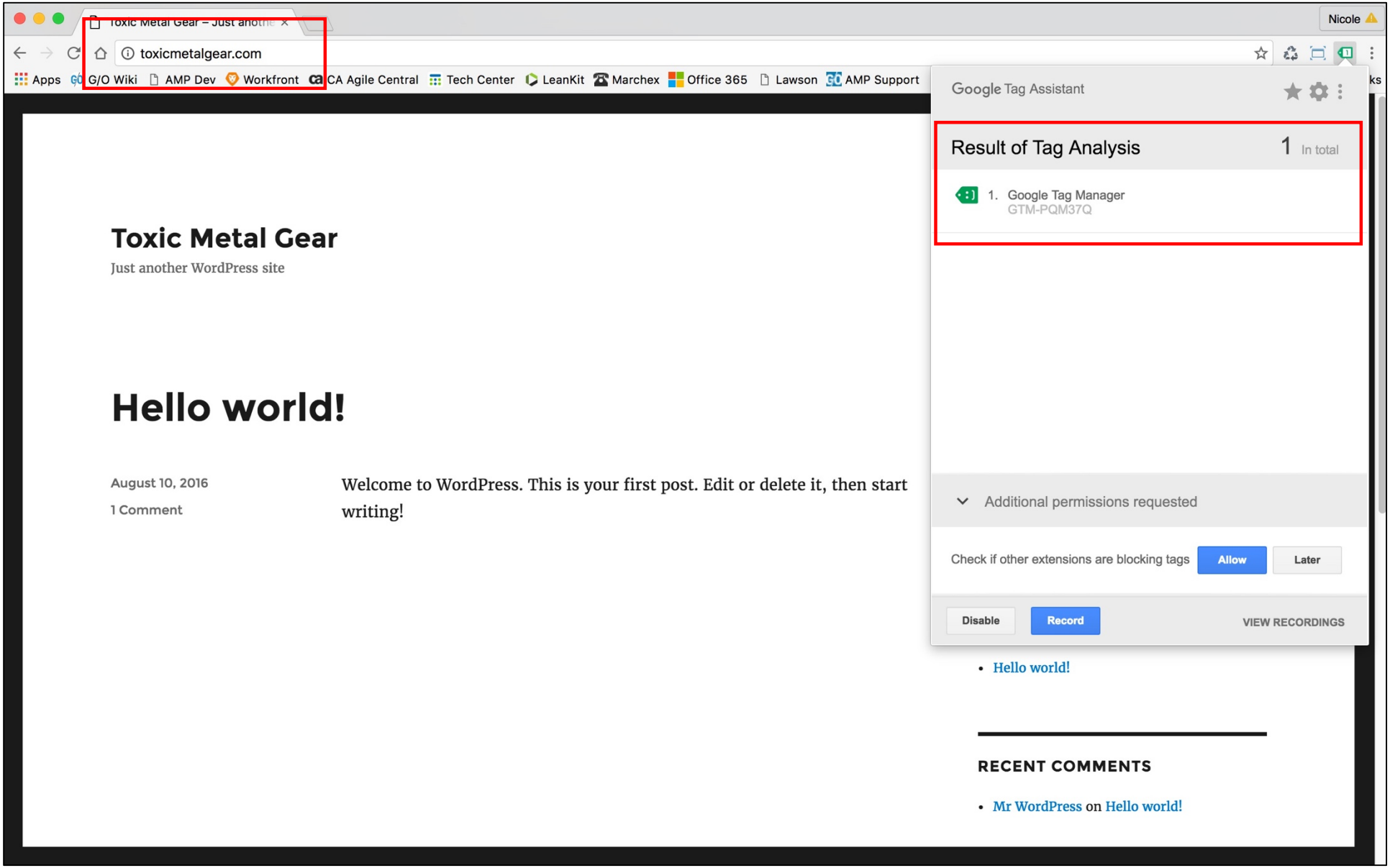
Check for Google Tag Container on Website (Setup Tag Assistant if not installed)

Go to client's website, then click tag assistant icon, result of tag analysis will show Google Tag Manager Container ID



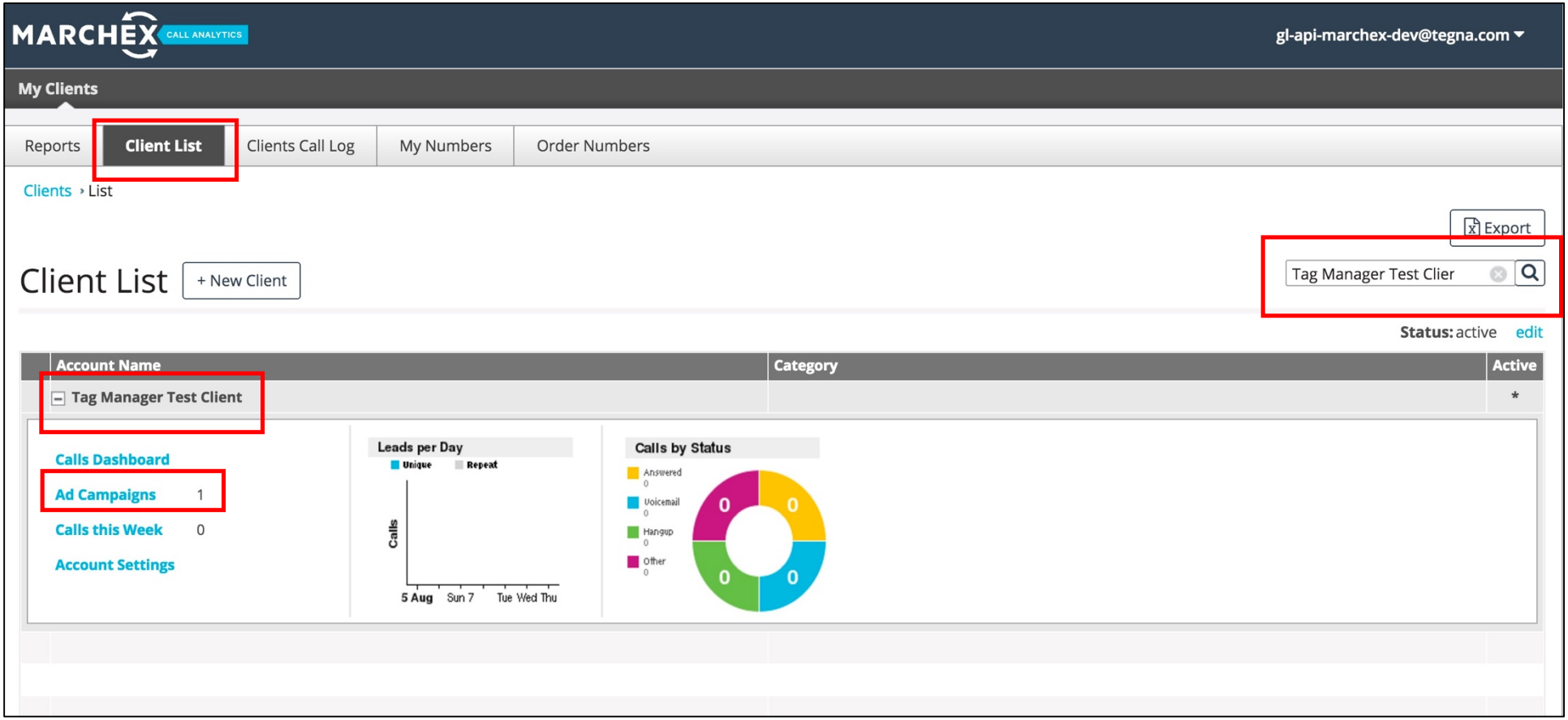
Steps for the PPC Team

Check for Google Tag Container on Website (Setup Tag Assistant if not installed)
Go to client's website, then click tag assistant icon, result of tag analysis will show Google Tag Manager Container ID

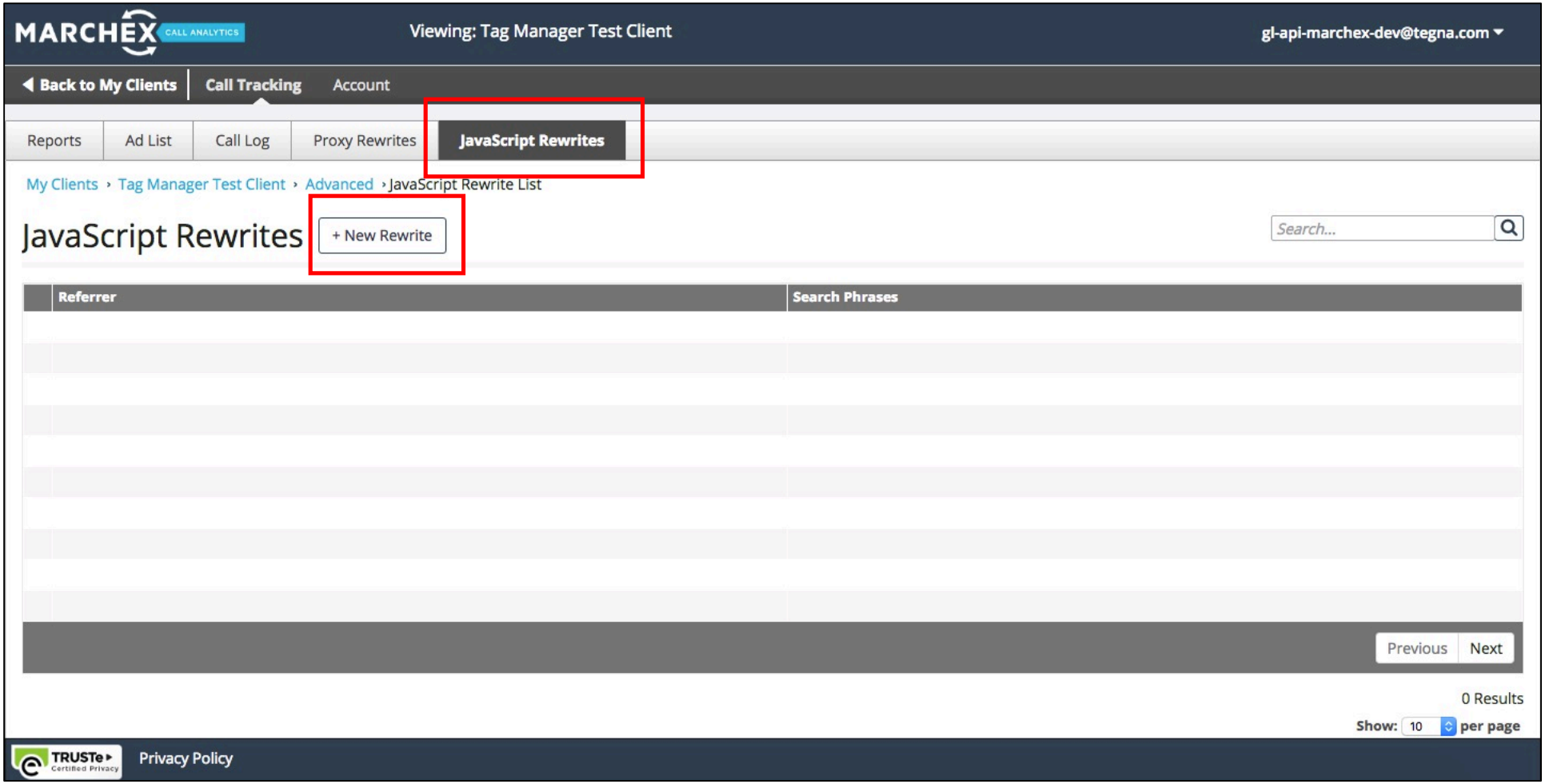


Log into Marchex
https://www.marchex.io/login

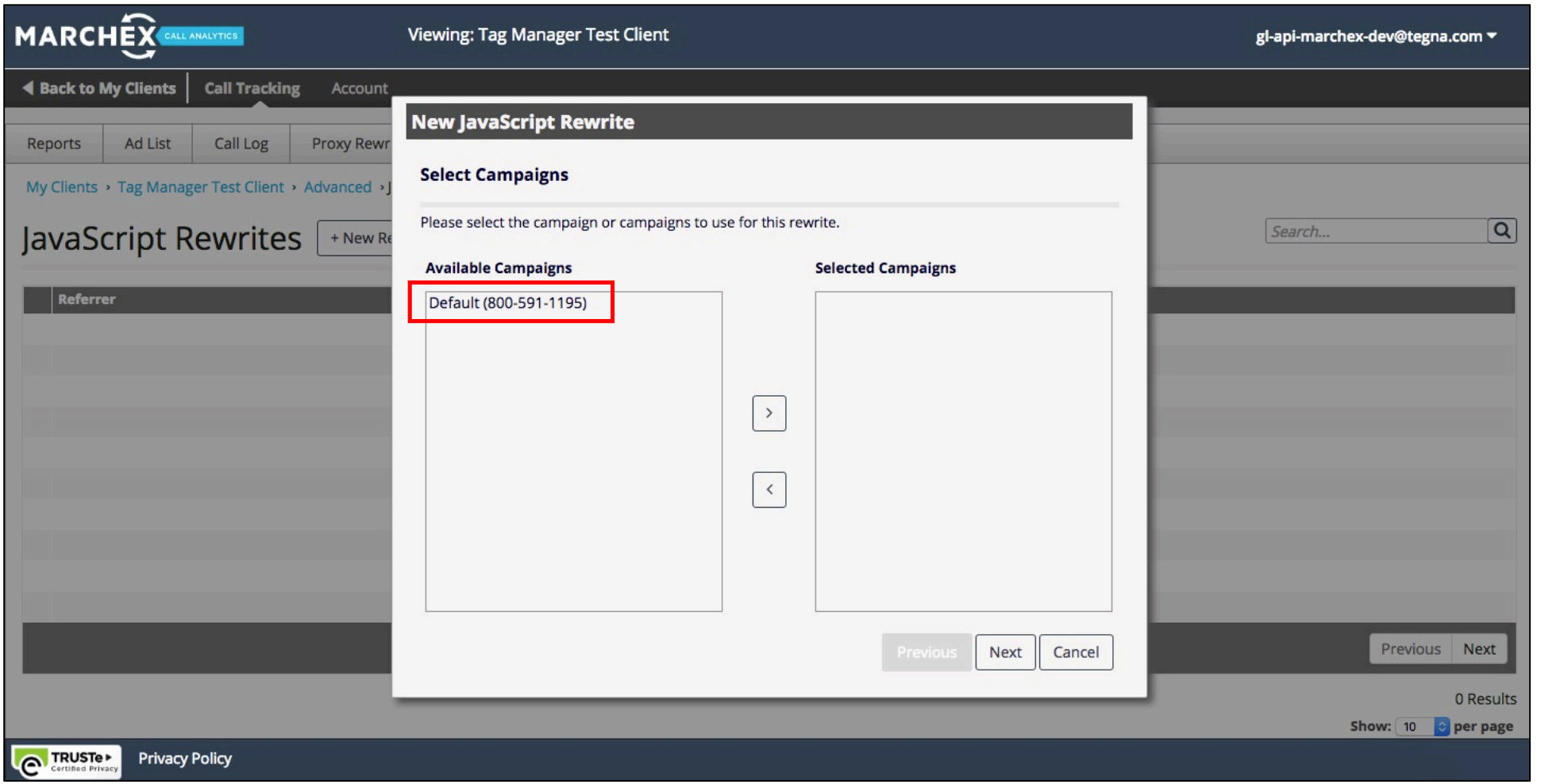
Navigate to Javascript Rewrites Tab – Click **Client List** tab, **Search** for client, click **Account Name**, click **Ad Campaigns**



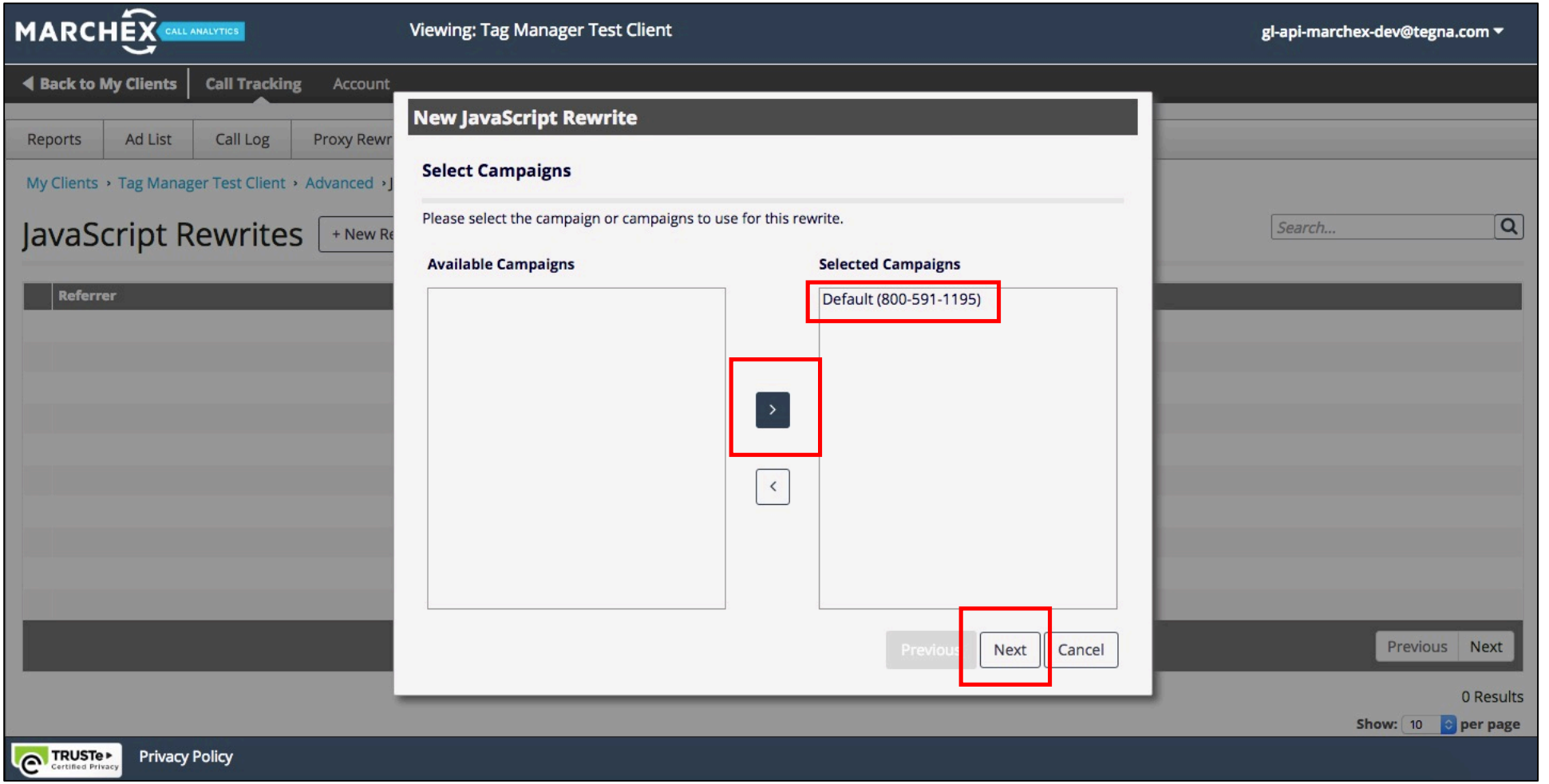
Create Javascript Rewrite – Click **Javascript Rewrites** tab, then click **+ New Rewrite** button



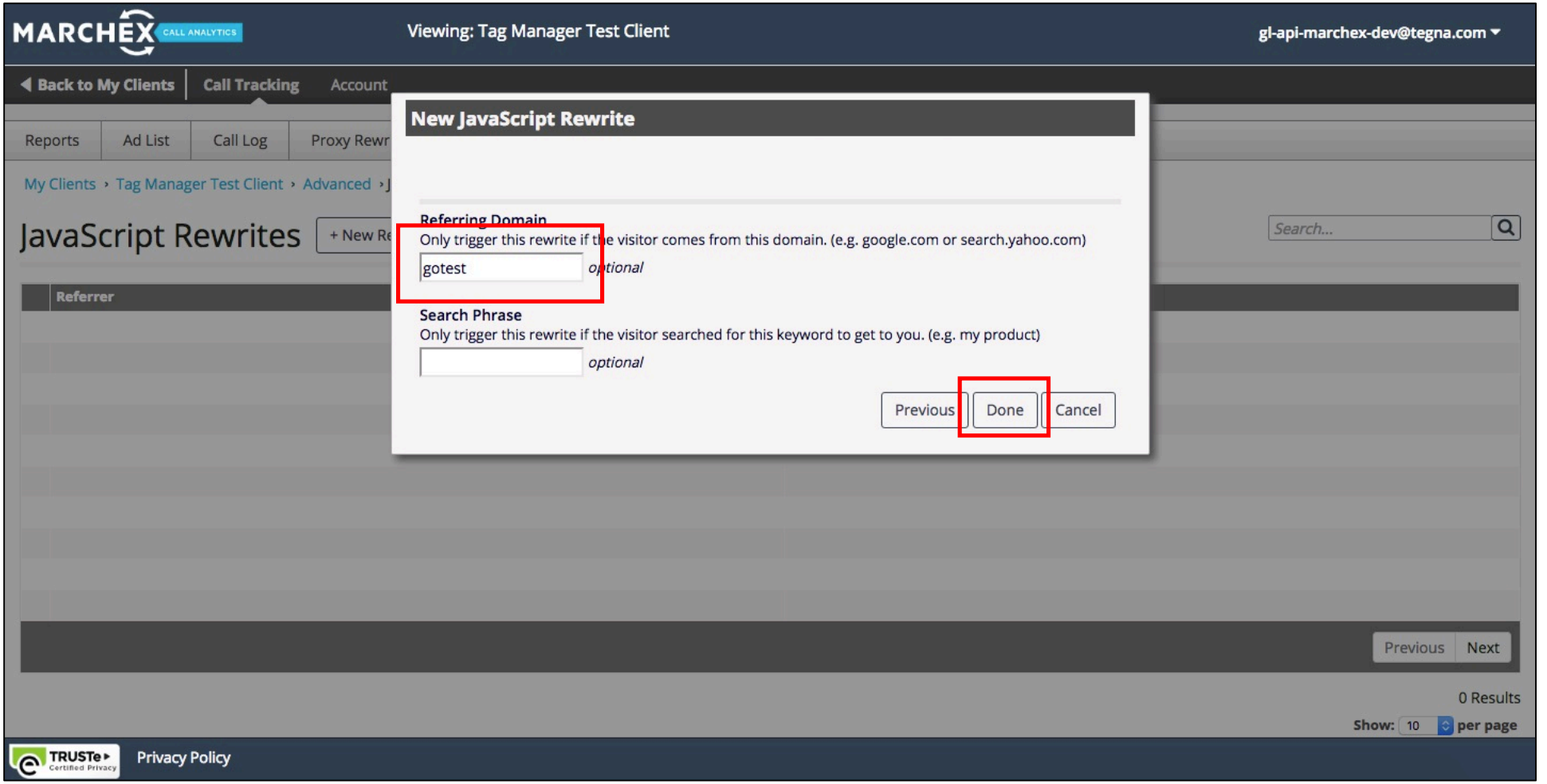
Setup Javascript Rewrite – Select **tracking number** to be used from Available Campaigns



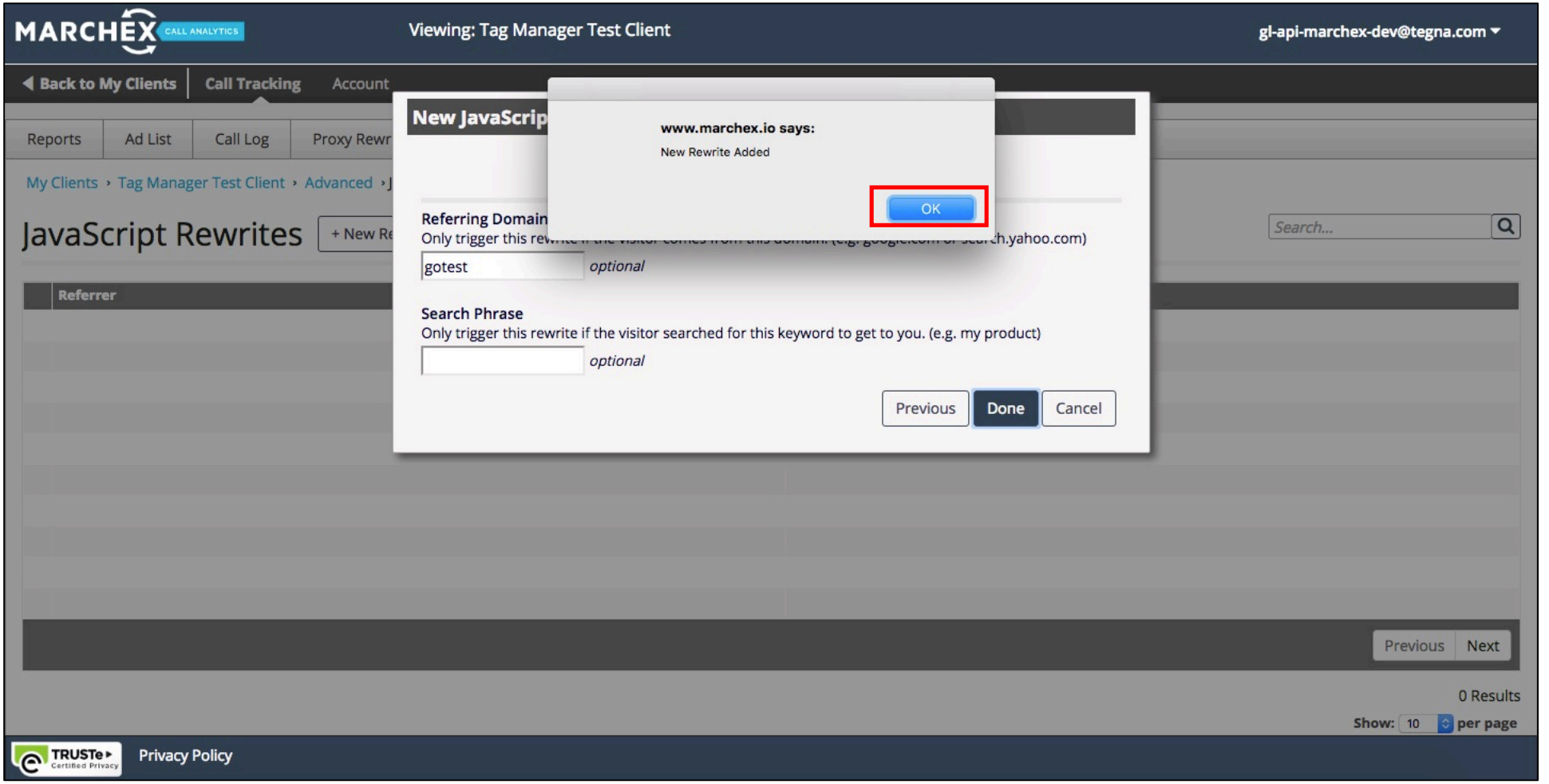
Setup Javascript Rewrite – Click **right arrow** to move **tracking number** to Selected Campaigns, then click **Next** button



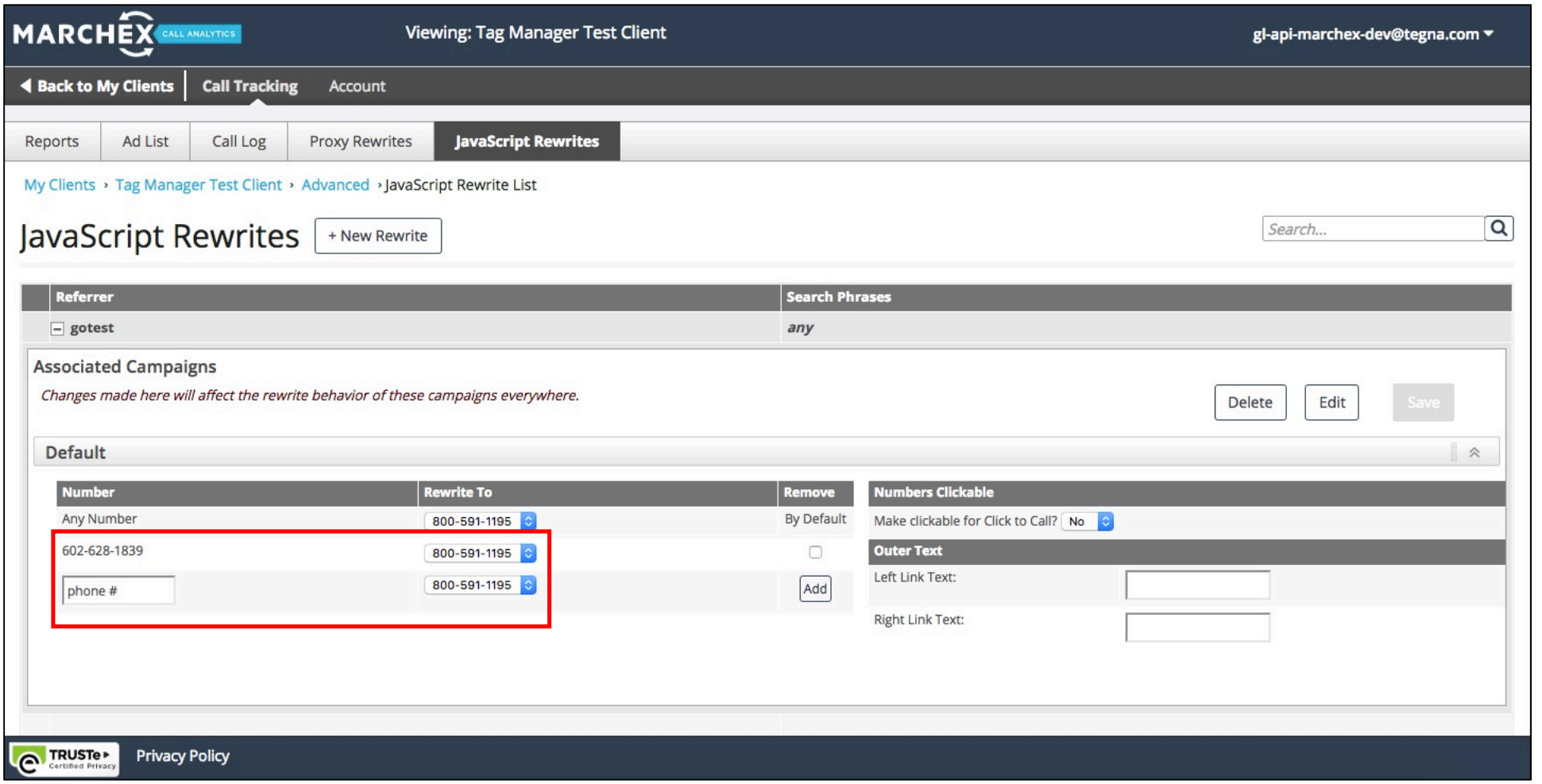
Setup Javascript Rewrite – Enter **information** (vsrefdom) in Referring Domain field, then click **Done** button



Setup Javascript Rewrite – Click **OK** button

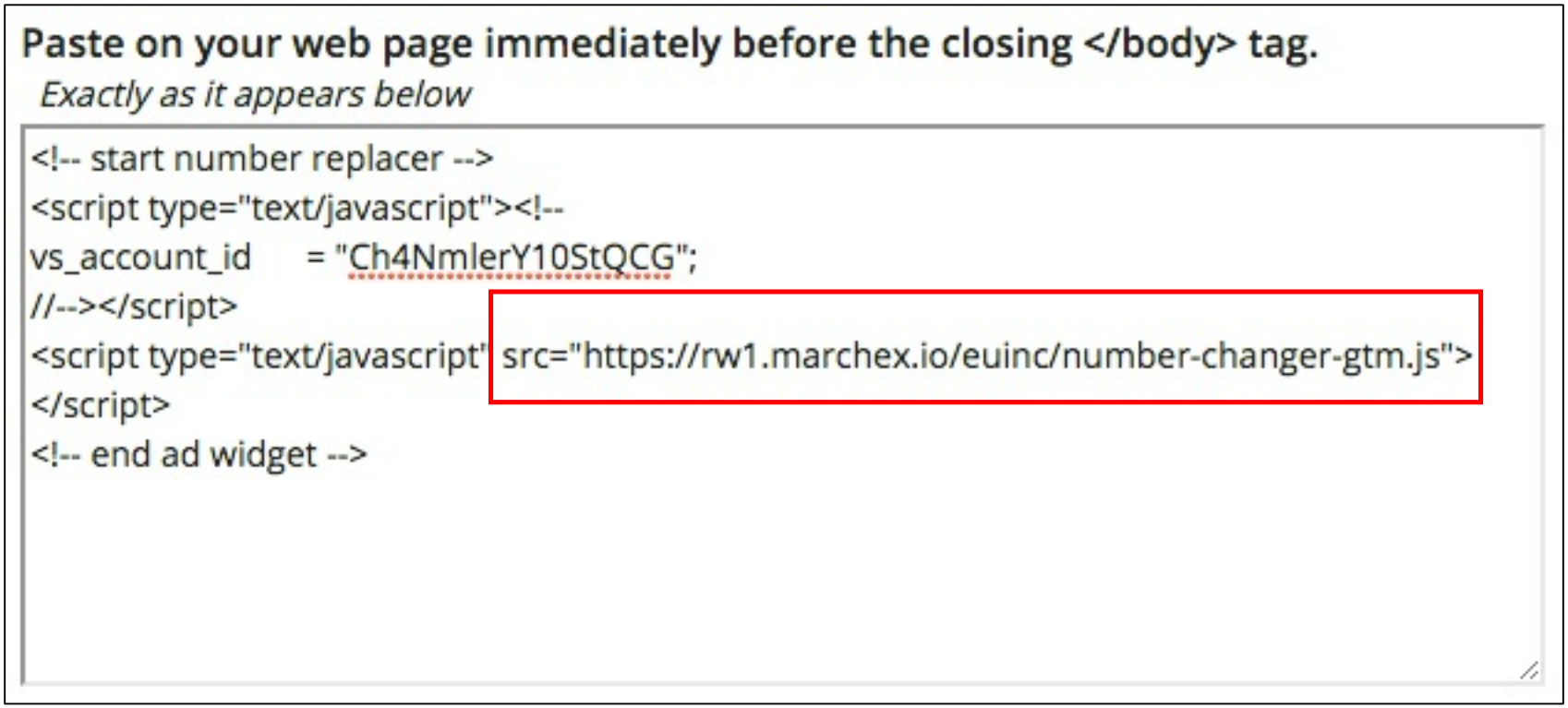


Setup Javascript Rewrite – Enter **phone #** and select **Rewrite To** number from drop down



Setup Javascript Rewrite – Scroll down the page, **modify/save code** (will be used when setting up the Google Tag)

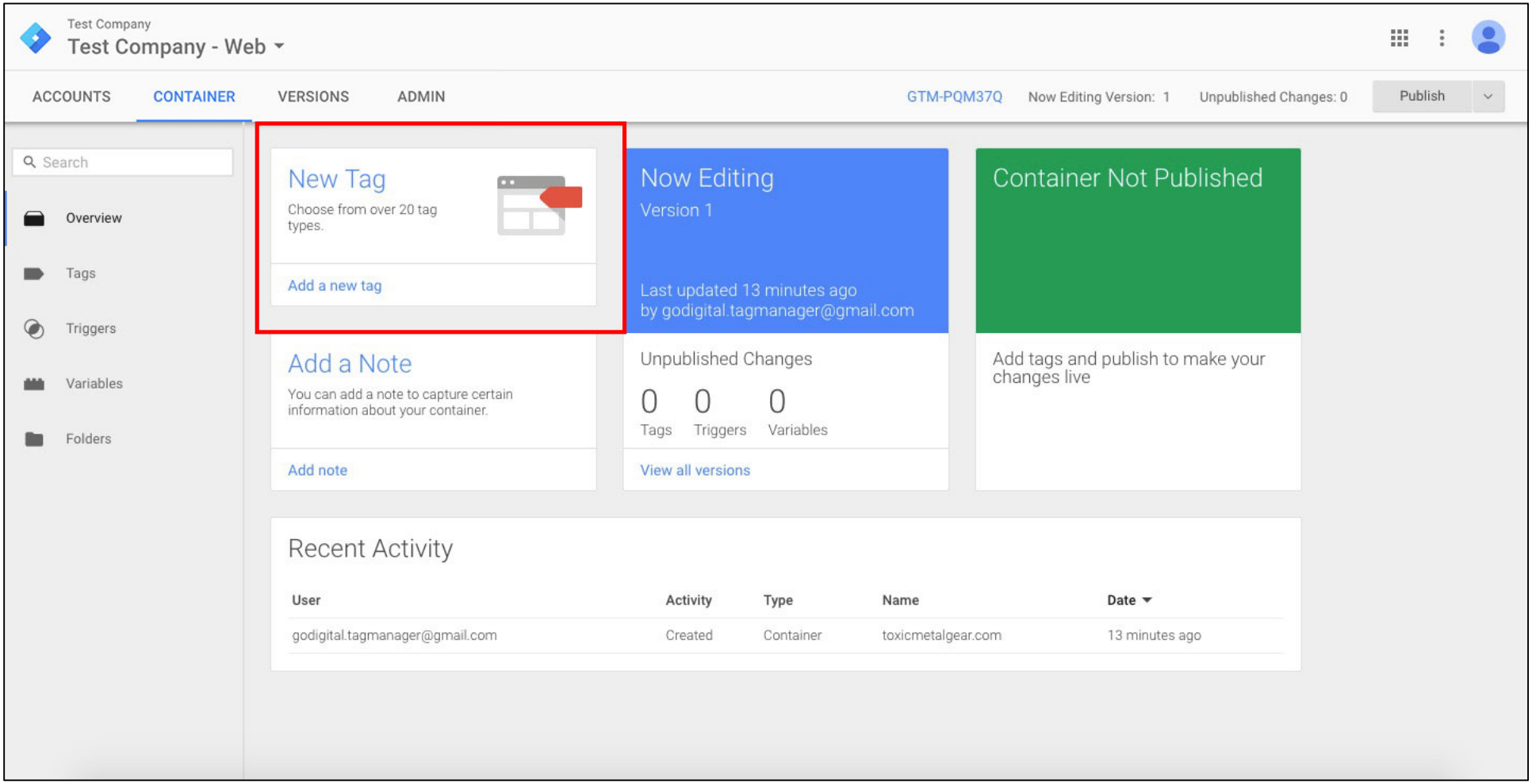
src="https://rw1.marchex.io/euinc/number-changer-**gtm**.js"



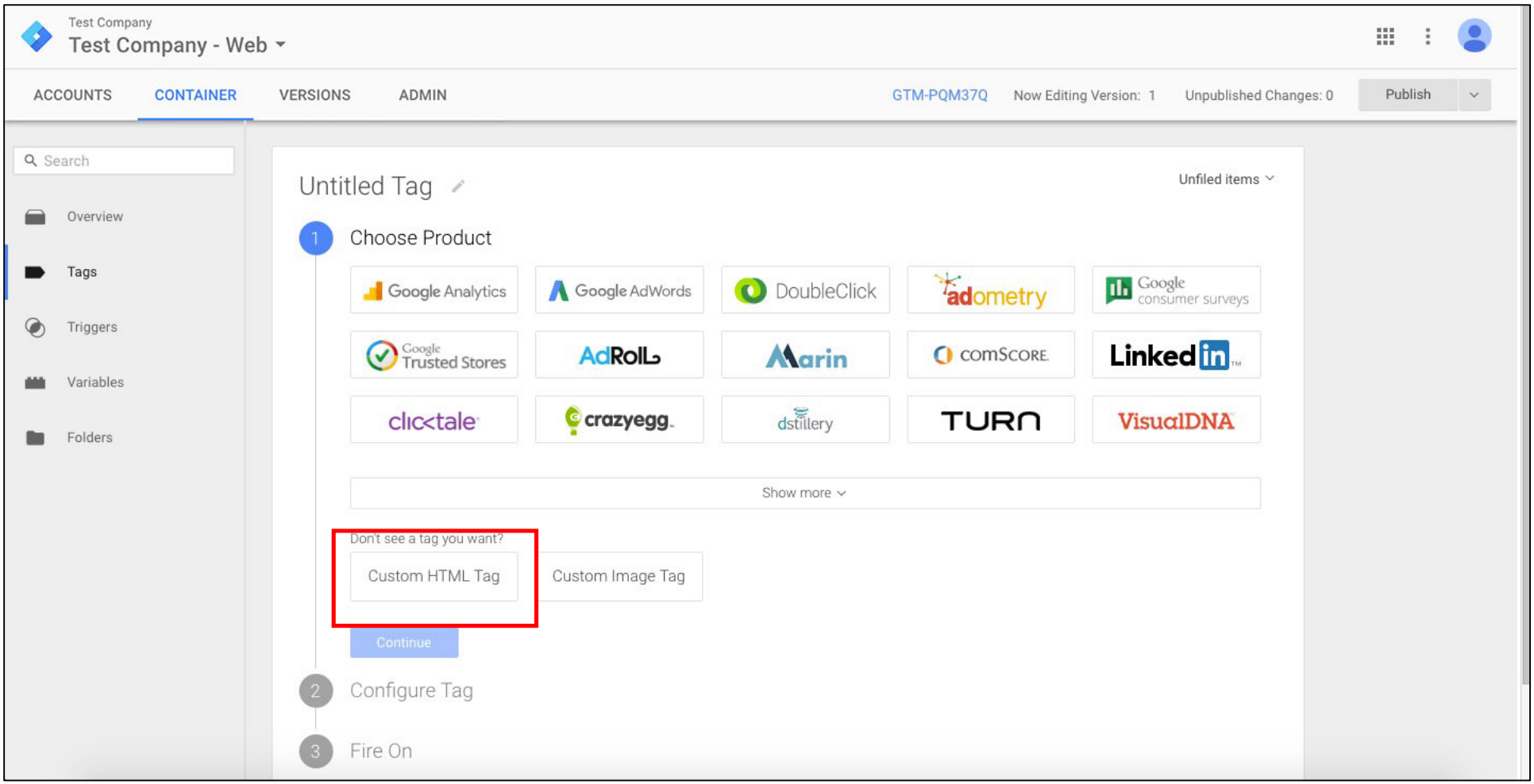
Steps for the PPC Team

Log into Google Tag Manager
https://www.google.com/analytics/tag-manager/

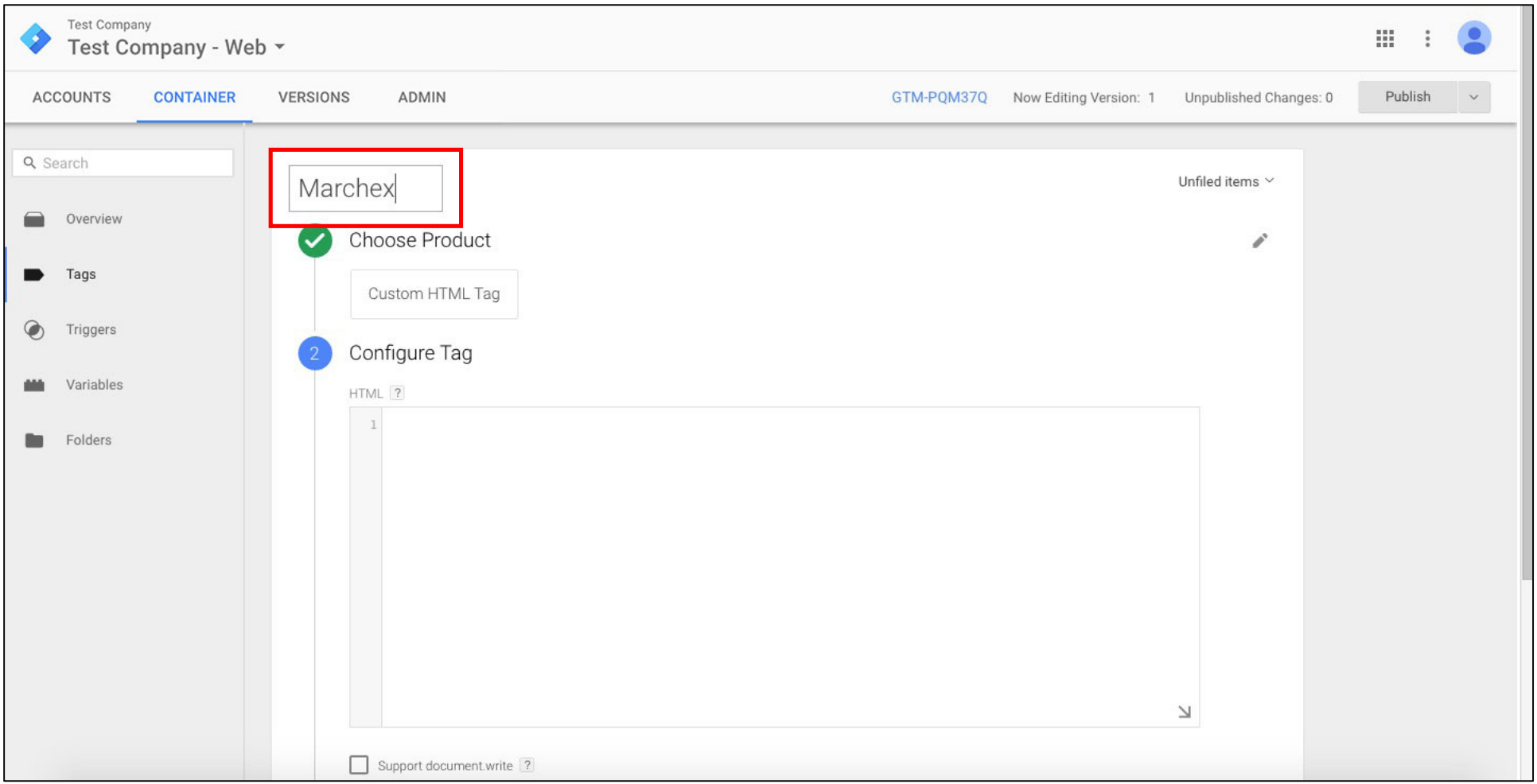
Create Tag – Click **New Tag** link (or click Add a new tag link)



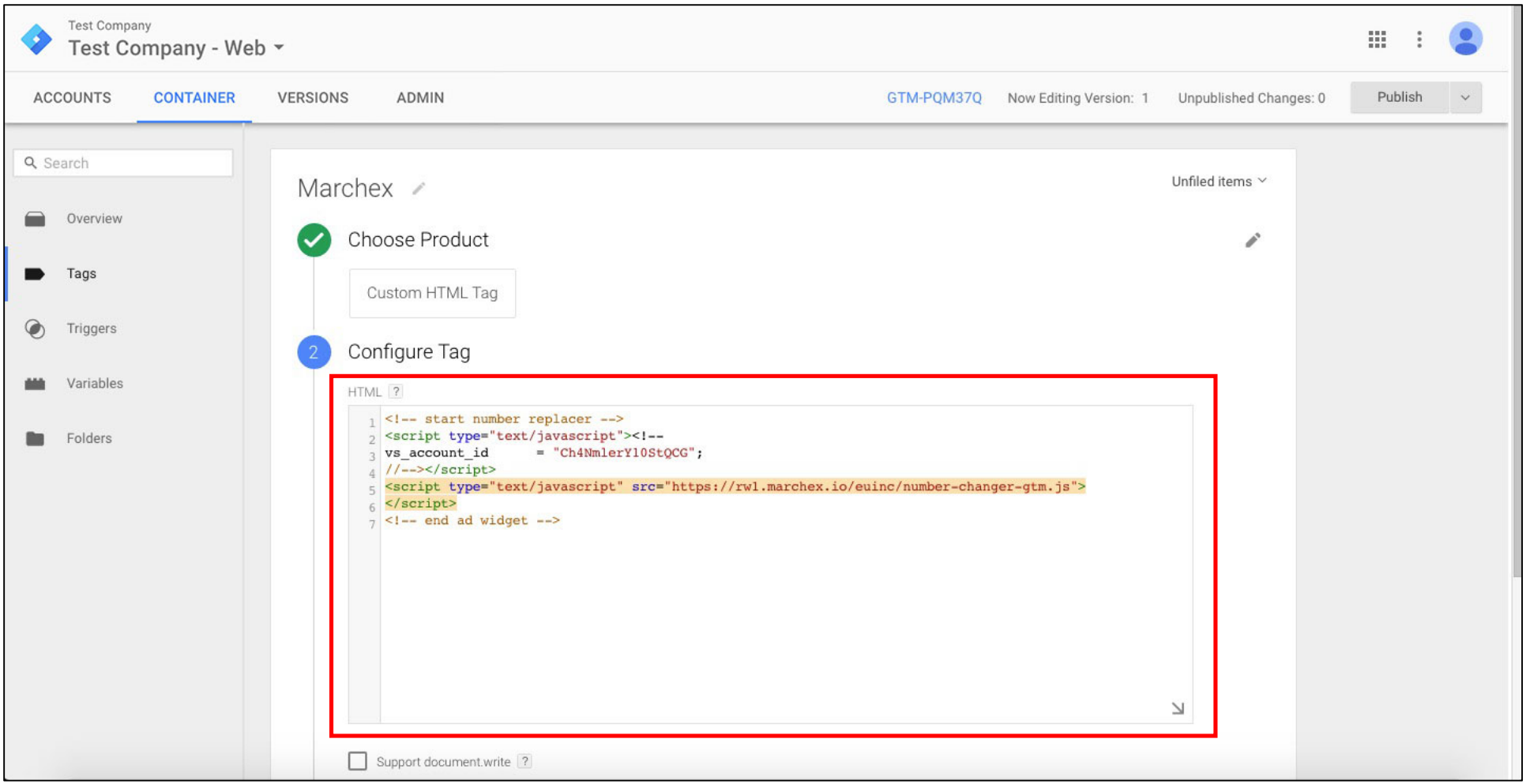
Create Tag – Click **Custom HTML Tag**



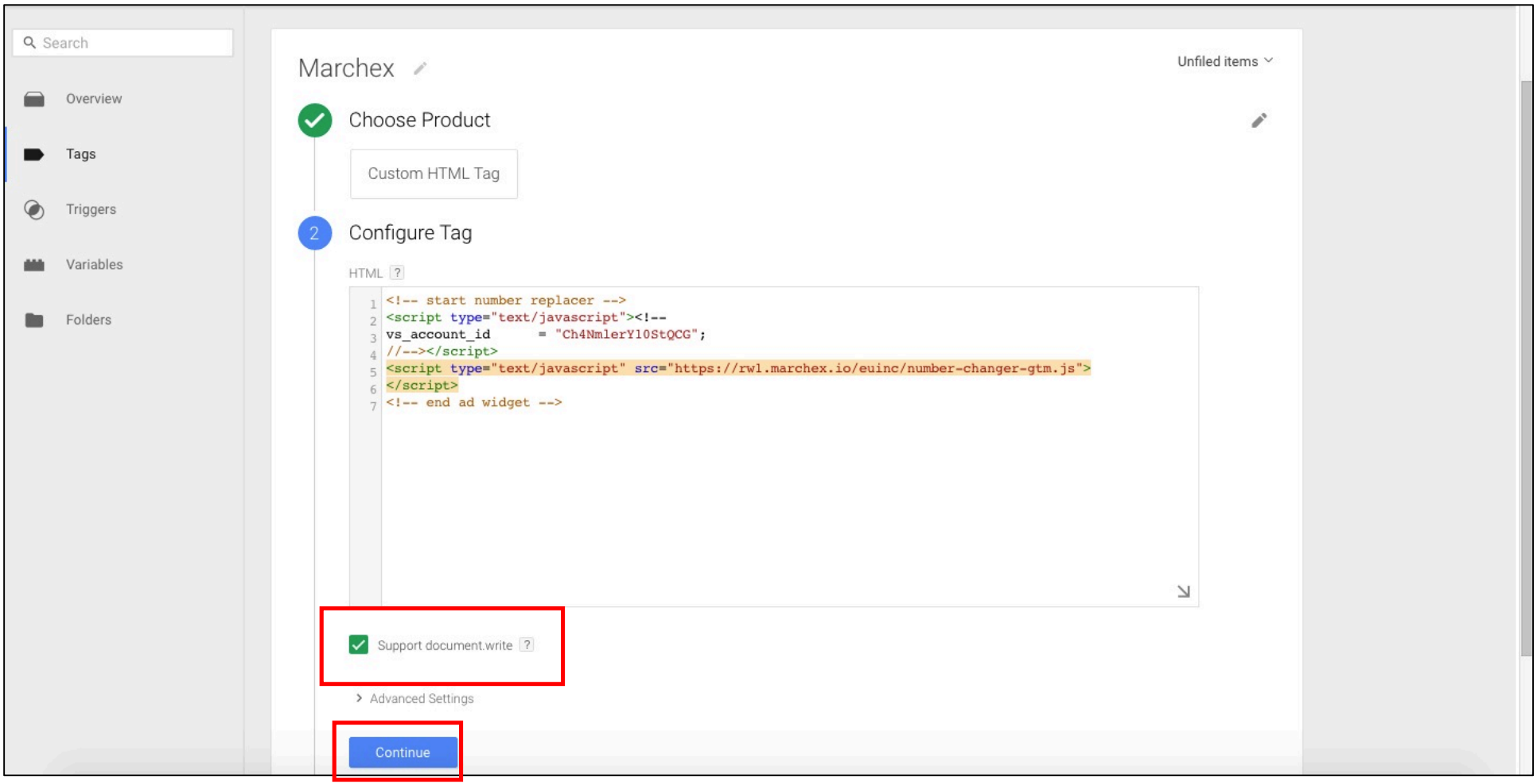
Create Tag – Name the tag **Marchex**



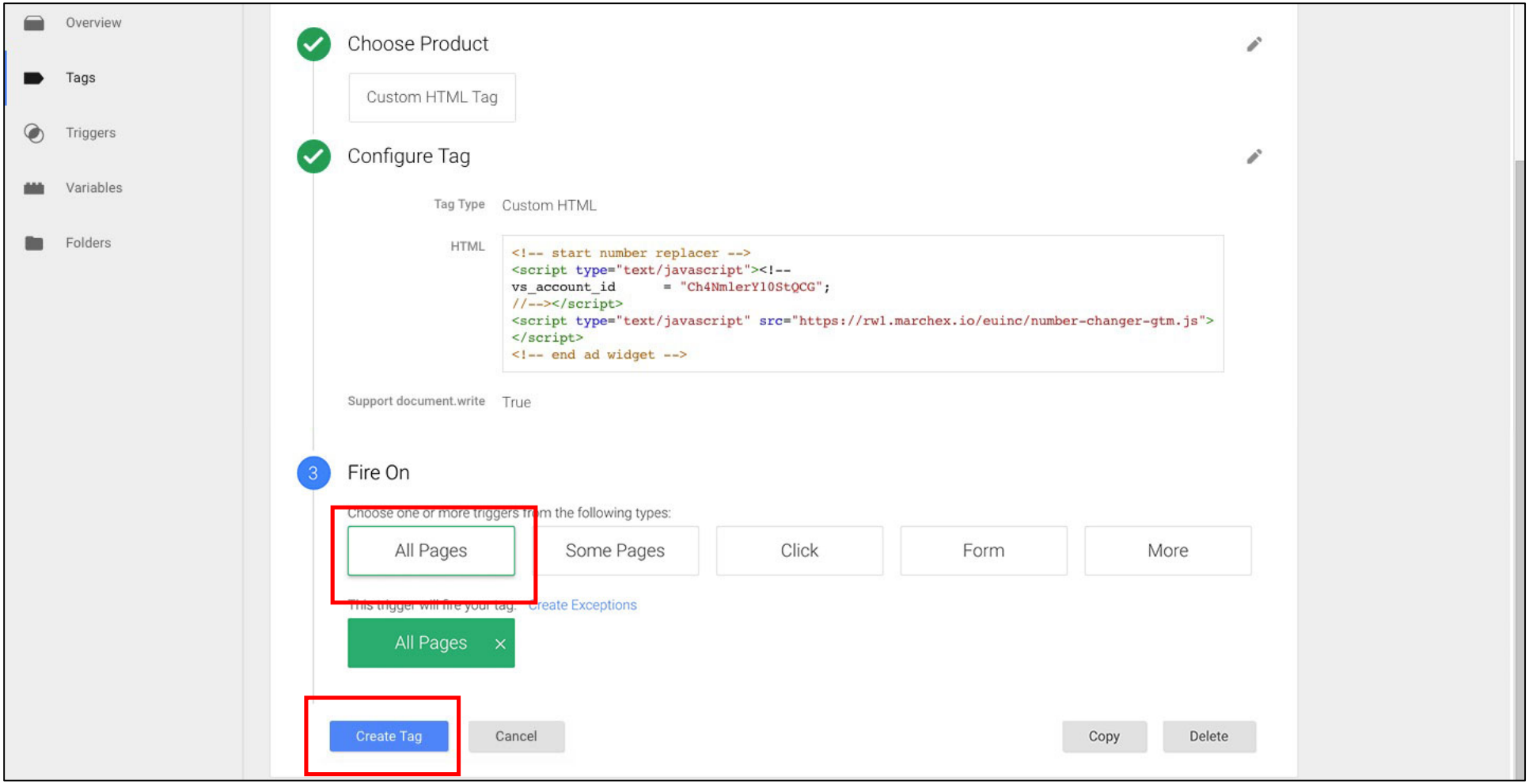
Insert Javascript Rewrite Script – Paste the modified **Marchex code** into the HTML text area for Configure Tag



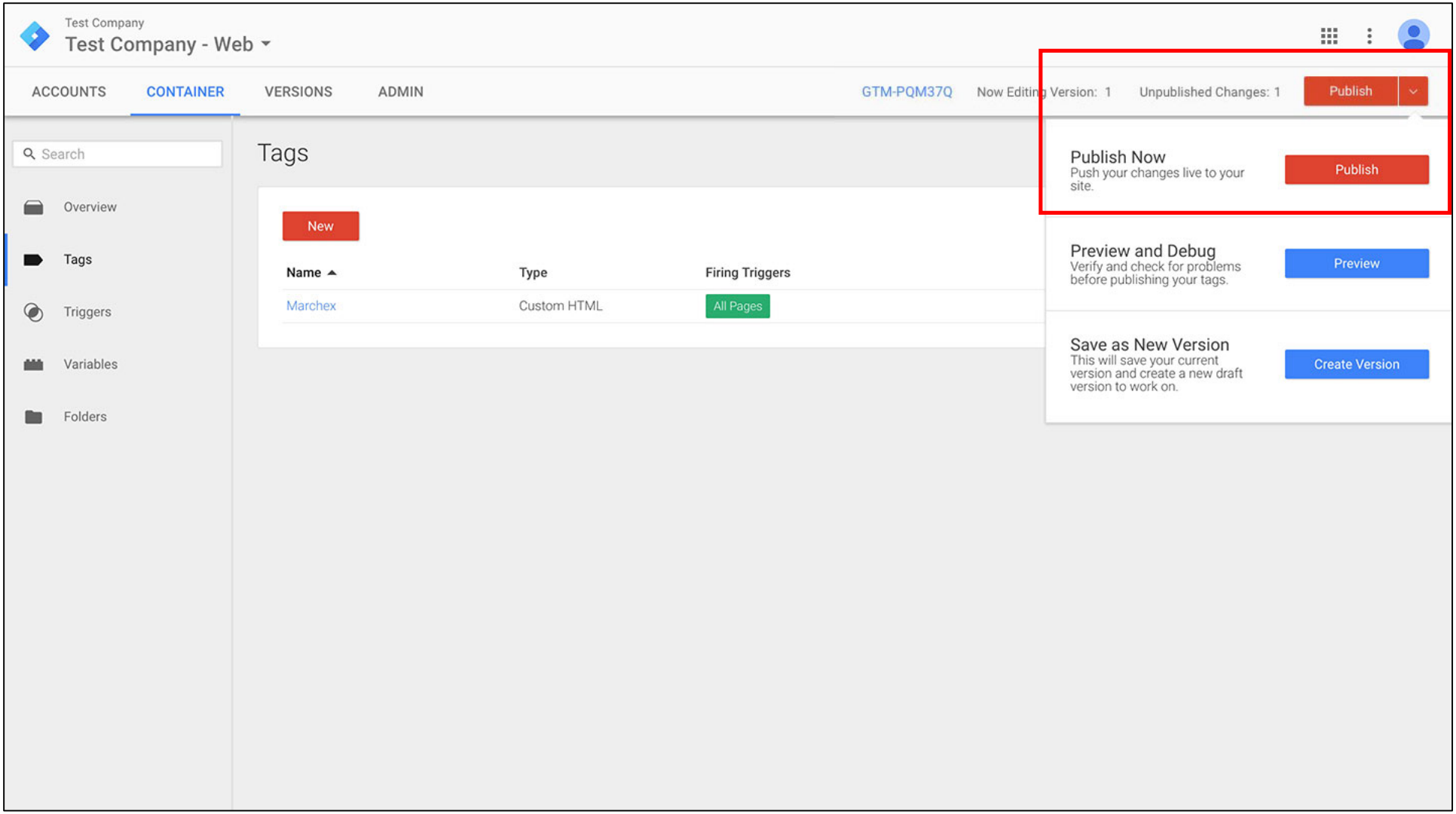
Insert Javascript Rewrite Script – Select **Support document.write**, then click **Continue**



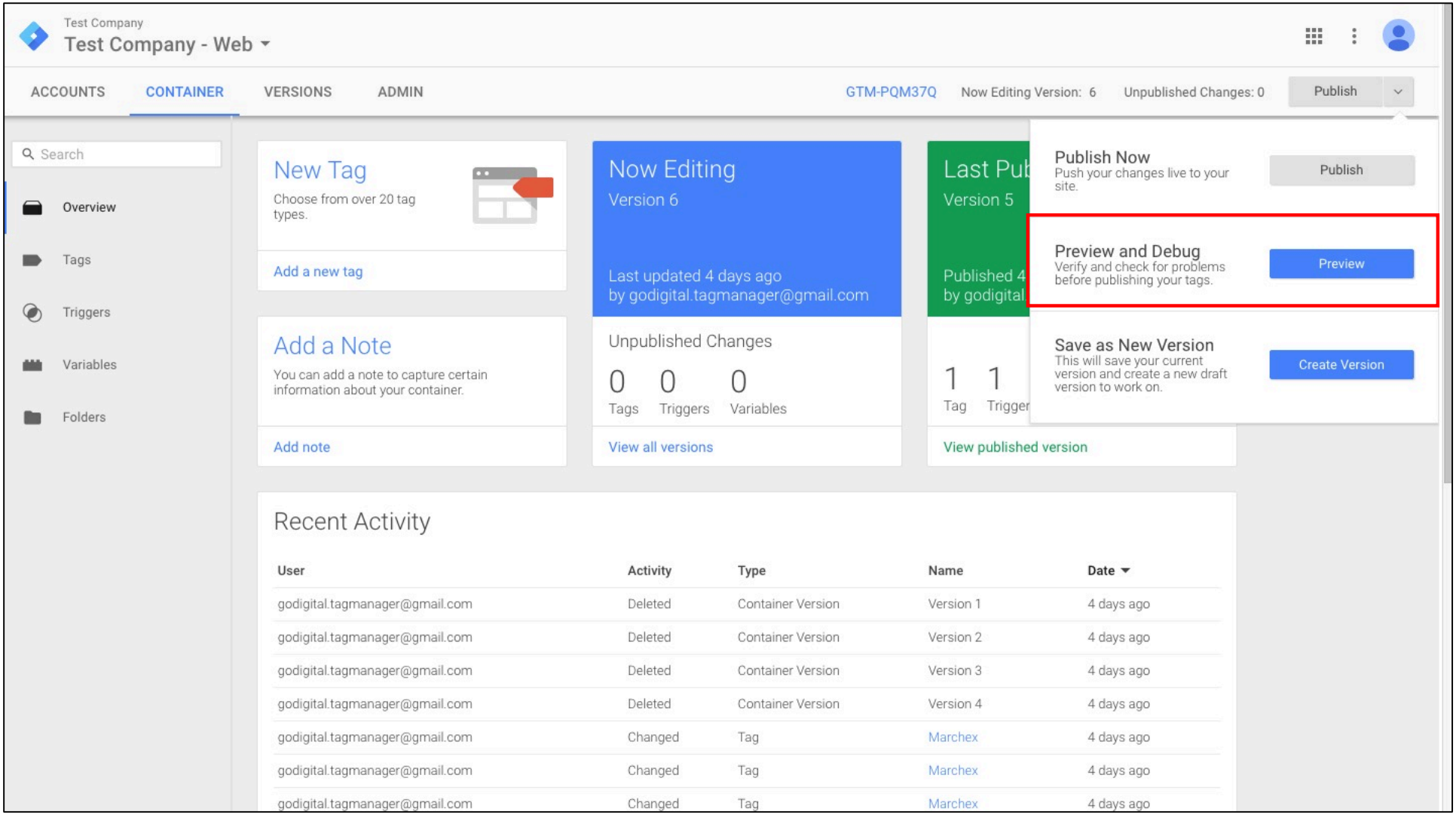
Save Tag – Under Fire On, select **All Pages**, then click **Create Tag** button



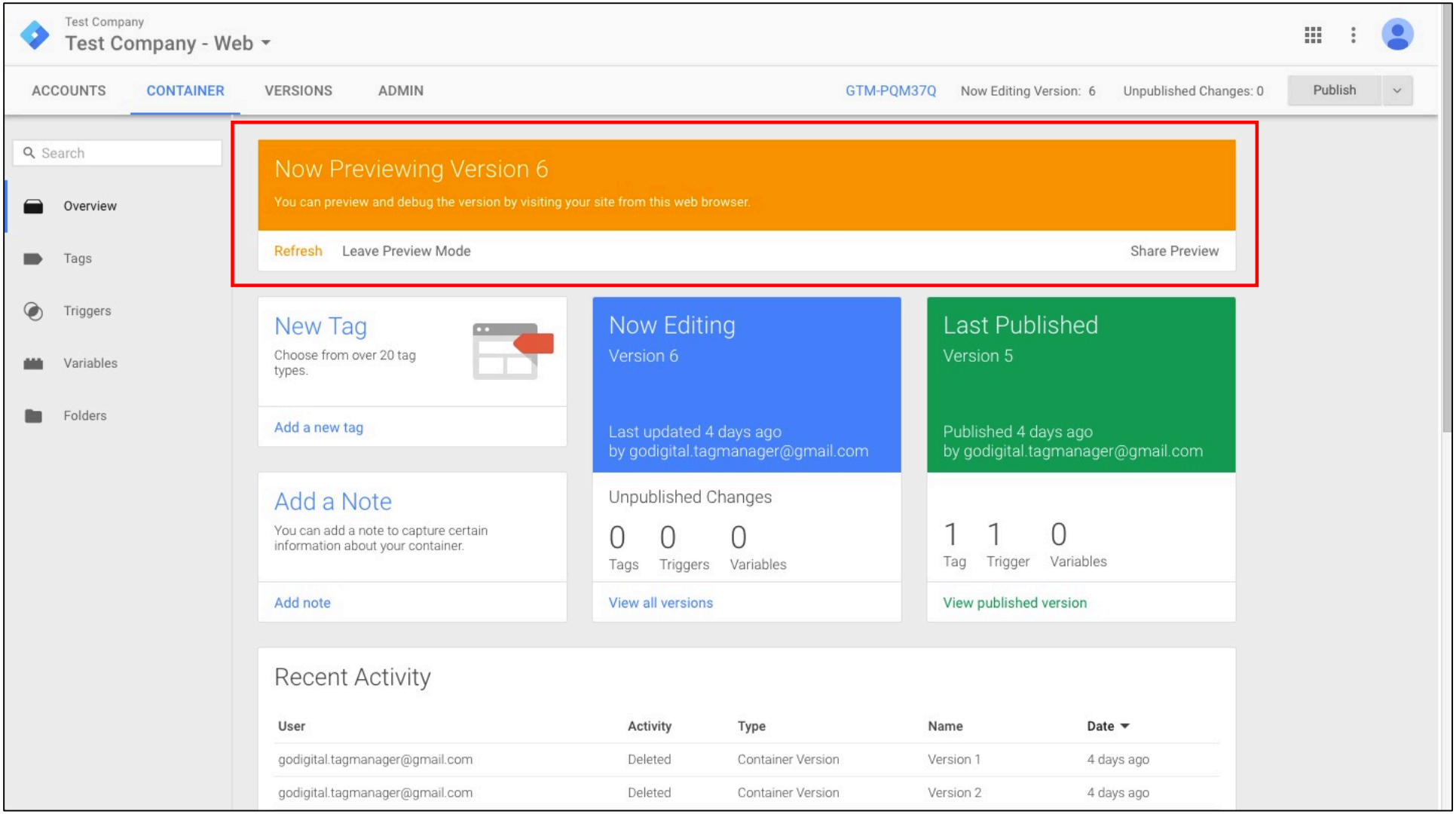
Publish Tag – Click red **Publish** button (or click red Publish button in drop down)



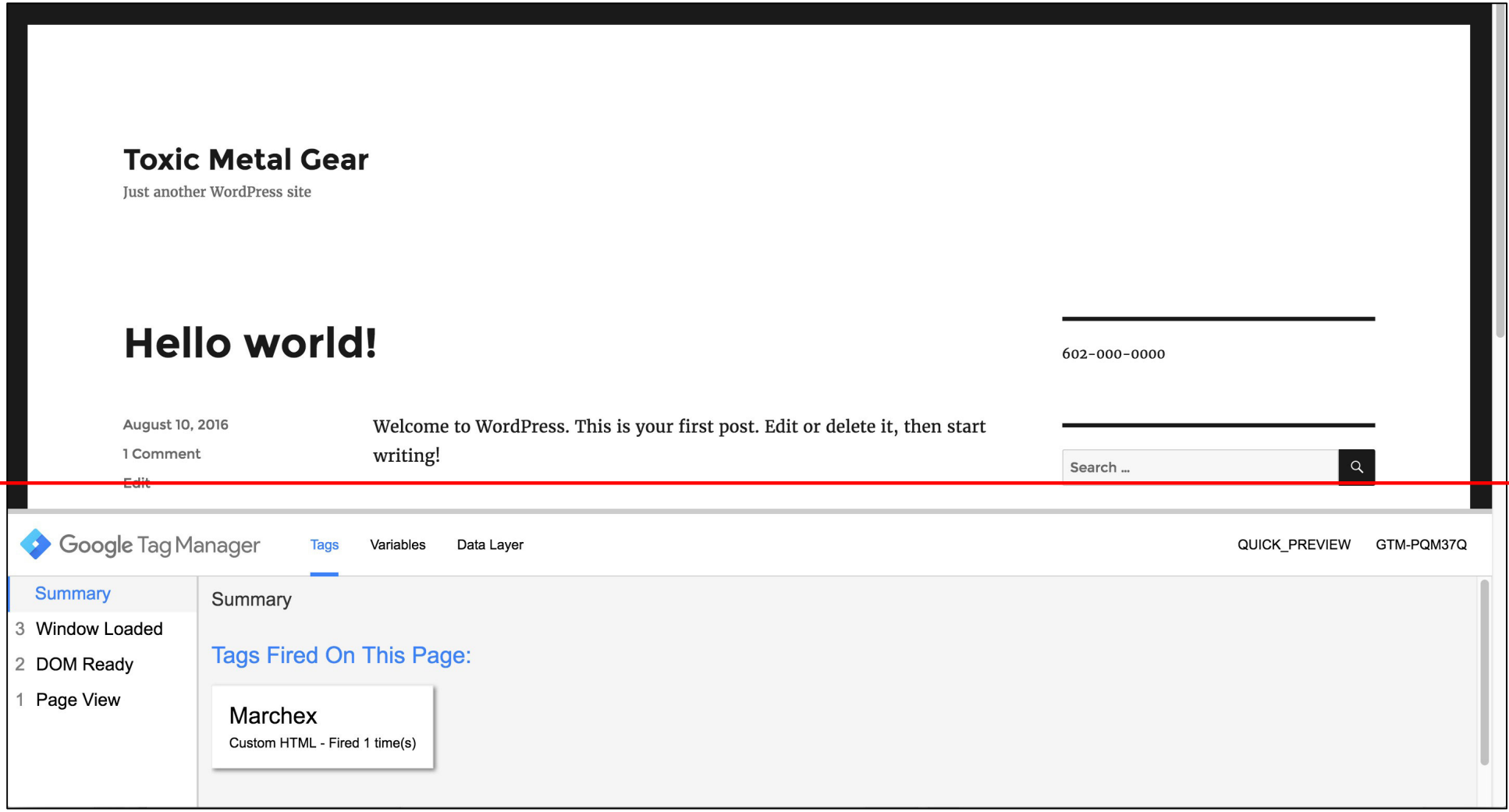
Open Preview and Debug – Click Publish drop down, then click **Preview** button



Open Preview and Debug – Orange designates preview mode, open **Website** in same browser

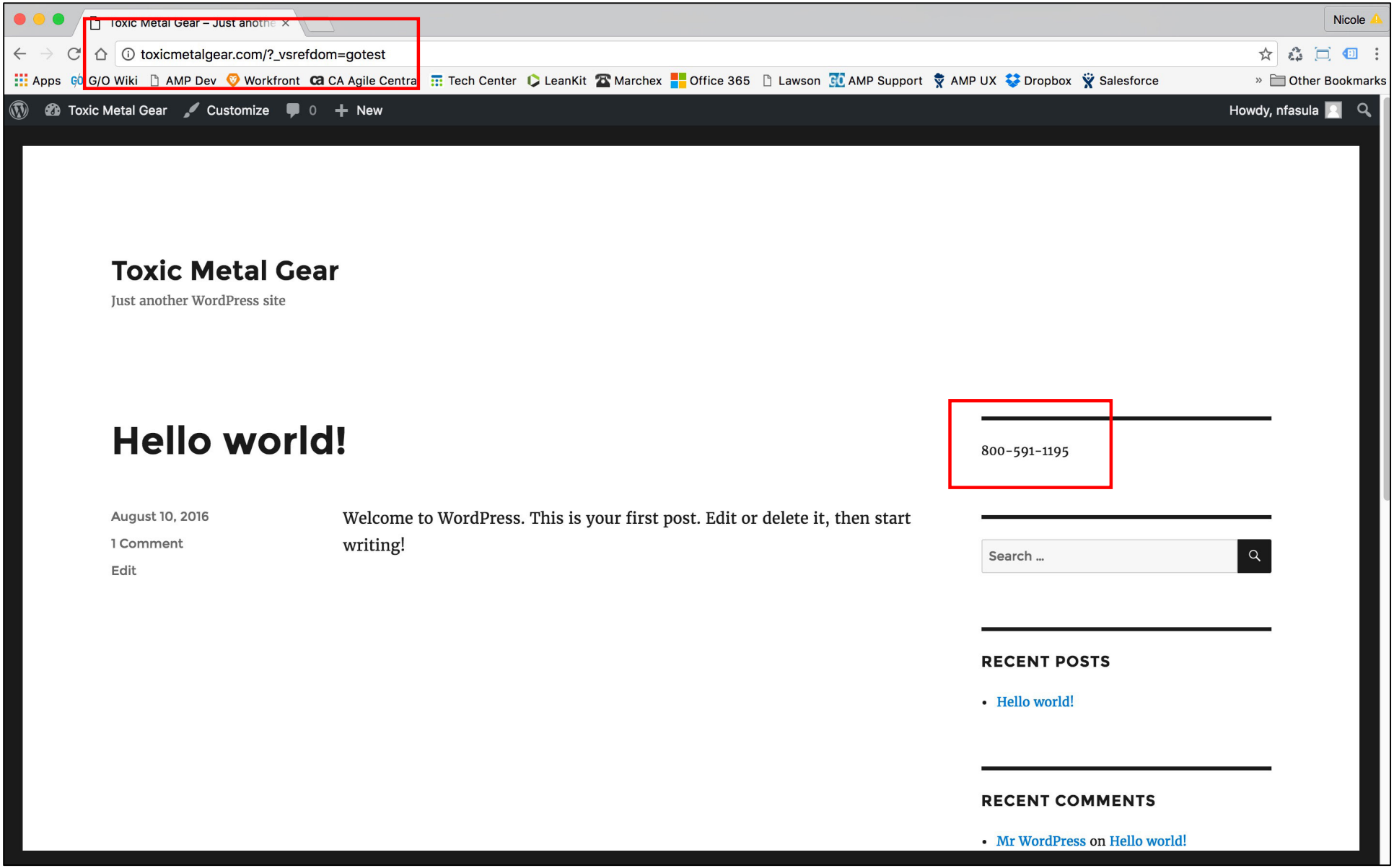


Open Website to Check Tag Firing – debugger will show at bottom of browser, **Marchex** tag will show and say **Custom HTML – Fired 1 time(s)**



Check Website with Referrer Code

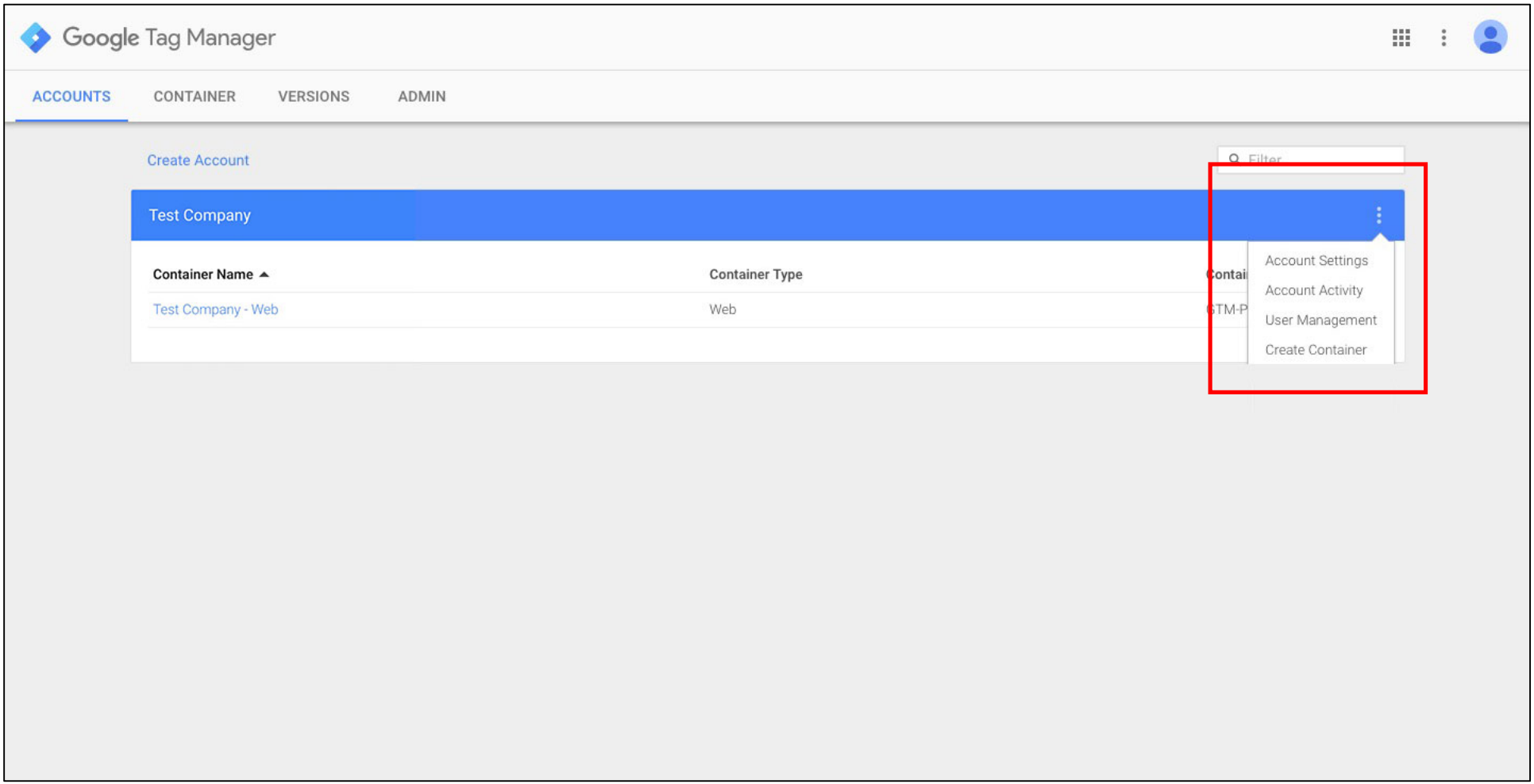
Navigate to Website with **Referrer Code**, then check **Tracking Number** replacement



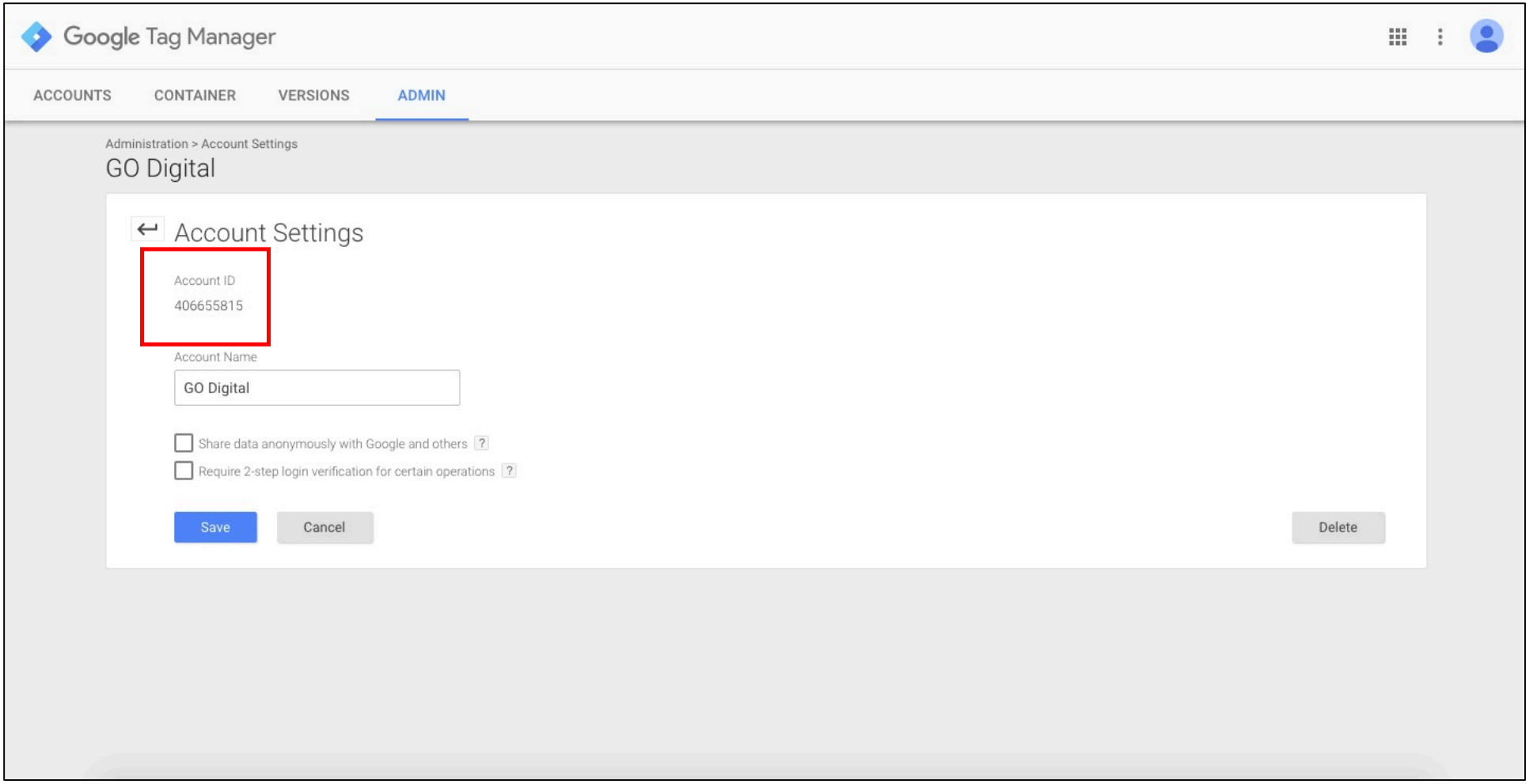
Additional Information

Log into Google Tag Manager
https://www.google.com/analytics/tag-manager/

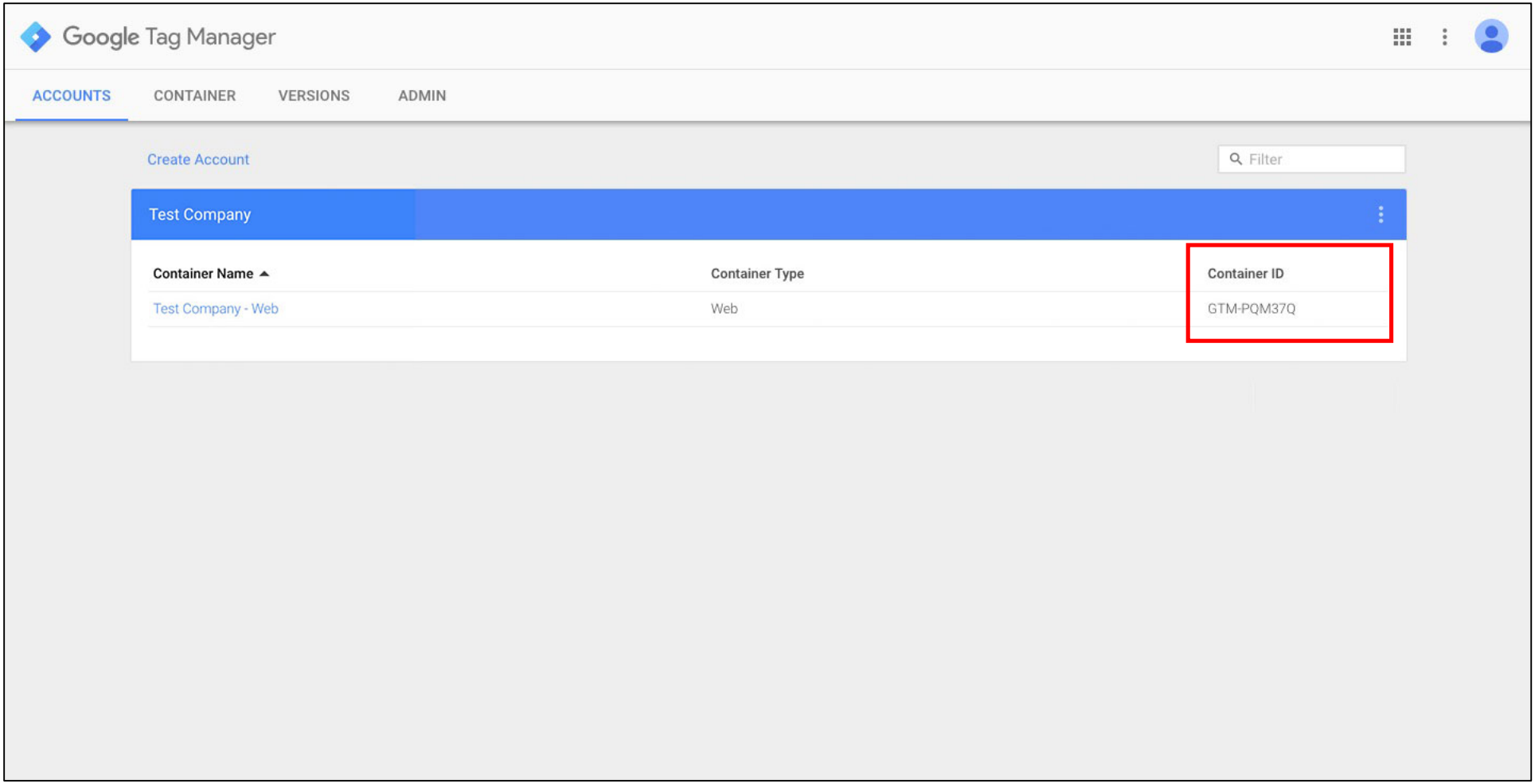
View Account ID – Click **3 Vertical Dots** (More drop down), click **Account Settings**



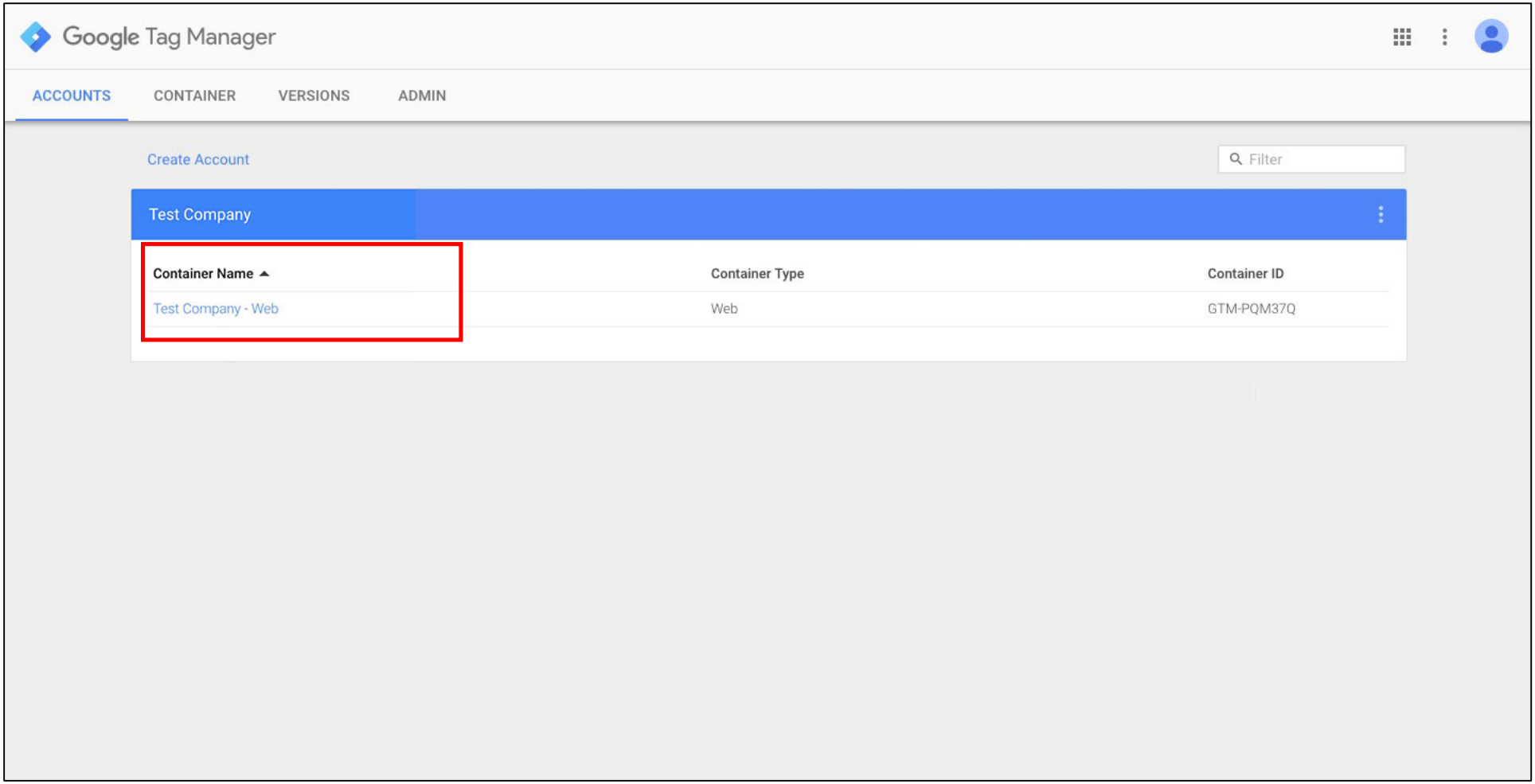
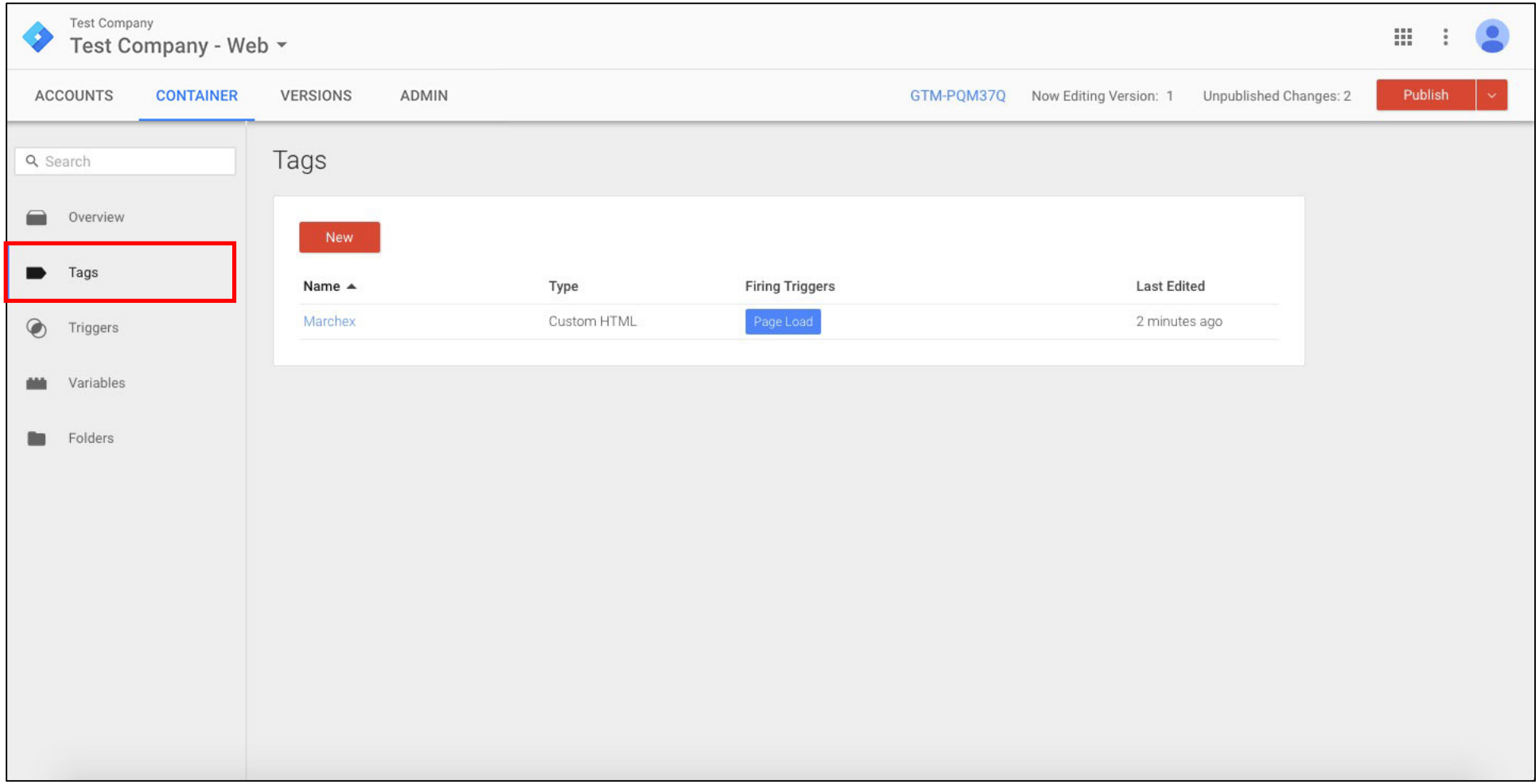
View Account ID – Appears below **Account Settings**



View Container ID – **Container ID** appears to right of Container Name



View Tag – Click **Container Name** link



View Tag – Click **Tags** link