

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>

The screenshot shows the Chrome Web Store interface for the 'Extensions' category. The browser's address bar is highlighted with a red box, containing the URL <https://chrome.google.com/webstore/category/extensions>. The page layout includes a left sidebar with a search bar and navigation links for 'Apps', 'Games', 'Extensions' (which is selected), and 'Themes'. Below these are filter sections for 'CATEGORIES' (set to 'All'), 'FEATURES' (with checkboxes for 'Runs Offline', 'By Google', 'Free', 'Available for Android', and 'Works with Google Drive'), and 'RATINGS' (with star selection options). The main content area is titled 'Featured' and displays a carousel of extension cards, including four 'Lens' cards and a large blue banner for 'Cite This Web Citer' with the text 'Formatted website cit'. Below the featured section is a 'Get Started' section with the subtext 'Make the most of Chrome with these must-have extensions' and a 'View all' link. This section contains a grid of extension cards: 'Honey' (5 stars, 17302 reviews, FREE), 'Office Online' (4.5 stars, 497 reviews, FREE), 'Google Keep Chrome Extension' (4.5 stars, 871 reviews, FREE), 'Momentum Dashboard' (5 stars, 7449 reviews, FREE), 'Google+ Hangouts' (5 stars), 'LastPass' (5 stars), 'grammarly' (5 stars), and 'Pinterest browser button' (5 stars).

Search for Tag Assistant

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

The screenshot shows the Chrome Web Store search results for 'tag assistant'. The search bar at the top left contains the text 'tag assistant'. The 'Extensions' radio button is selected in the left sidebar. The search results list several extensions, with the top result being 'Tag Assistant (by Google)'. The '+ ADD TO CHROME' button for this extension is highlighted with a red box. The browser's address bar shows the URL 'https://chrome.google.com/webstore/search/tag%20assistant?_category=extensions'. The browser's user interface includes a search bar, a sidebar with navigation options (Home, Reset filters, Apps, Extensions, Themes), and a list of search results. The search results list includes 'Tag Assistant (by Google)', 'TagCommander Assistant', 'Facebook Pixel Helper', 'UET Tag Helper (by Bing Ads)', 'DataLayer Inspector', 'FaveBucket', and 'ObservePoint Tag Debugger'. Each result includes a thumbnail, the extension name, publisher, description, and a '+ ADD TO CHROME' button. The 'Tag Assistant (by Google)' extension has a rating of 5 stars (489 reviews) and is categorized as 'Developer Tools'. The 'TagCommander Assistant' extension has a rating of 5 stars (21 reviews) and is categorized as 'Developer Tools'. The 'Facebook Pixel Helper' extension has a rating of 5 stars (236 reviews) and is categorized as 'Developer Tools'. The 'UET Tag Helper (by Bing Ads)' extension has a rating of 5 stars (8 reviews) and is categorized as 'Developer Tools'. The 'DataLayer Inspector' extension has a rating of 5 stars (6 reviews) and is categorized as 'Developer Tools'. The 'FaveBucket' extension has a rating of 5 stars (5 reviews) and is categorized as 'Productivity'. The 'ObservePoint Tag Debugger' extension has a rating of 5 stars (5 reviews) and is categorized as 'Developer Tools'.

Add Tag Assistant

Select **Add Extension** button

The screenshot shows the Chrome Web Store search results for 'tag assistant'. A modal dialog is open, asking to add the 'Tag Assistant (by Google)' extension. The dialog text reads: 'Add "Tag Assistant (by Google)"? It can: Read and change all your data on the websites you visit'. The 'Add extension' button is highlighted with a red box. The background shows search results for various tag-related extensions, including TagCommander Assistant, Facebook Pixel Helper, UET Tag Helper (by Bing Ads), DataLayer Inspector, and FaveBucket.

chrome web store

tag assistant

« Home | Reset filters

Apps Extensions Themes

CATEGORIES All

FEATURES

- Runs Offline
- By Google
- Free
- Available for Android
- Works with Google Drive

RATINGS

- ★★★★★
- ★★★★★ & up
- ★★★★★ & up
- ★★★★★ & up

Tag Assistant (by Google)

It can:

- Read and change all your data on the websites you visit

Cancel Add extension

TagCommander Assistant

TagCommander

TagCommander Assistant helps to troubleshoot TagCommander implementation and more

+ ADD TO CHROME

Developer Tools

★★★★★ (21)

Facebook Pixel Helper

Facebook

The Facebook Pixel Helper is a troubleshooting tool that helps you validate your pixel implementation.

+ ADD TO CHROME

Developer Tools

★★★★★ (236)

UET Tag Helper (by Bing Ads)

Microsoft Corporation

This extension helps to identify issues in Bing UET tags

+ ADD TO CHROME

Developer Tools

★★★★★ (8)

DataLayer Inspector

Analytics Pros

When a message is received in the Google Tag Manager dataLayer it's automatically printed to the browsers console.

+ ADD TO CHROME

Developer Tools

★★★★★ (6)

FaveBucket

offered by favebucket.com

Favebucket Extension. The assistant to manage your favorites online.

+ ADD TO CHROME

Productivity

★★★★★ (5)

ObservePoint

ObservePoint Tag Debugger

+ ADD TO CHROME

Add Tag Assistant

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

The screenshot shows the Chrome Web Store search results for 'tag assistant'. The search results list several extensions, with 'Tag Assistant (by Google)' at the top. A notification bubble in the top right corner of the browser window states: 'Tag Assistant (by Google) has been added to Chrome. Use this extension by clicking on this icon. Manage your extensions by clicking Extensions in the Window menu.' The notification bubble is highlighted with a red box.

chrome web store

tag assistant

« Home | Reset filters

Apps Extensions Themes

CATEGORIES: All

FEATURES: Runs Offline, By Google, Free, Available for Android, Works with Google Drive

RATINGS: 5 stars & up, 4 stars & up, 3 stars & up, 2 stars & up

Extension Name	Publisher	Rating	Category
Tag Assistant (by Google)	tag-assistant-publisher	★★★★★ (489)	Developer Tools
TagCommander Assistant	TagCommander	★★★★★ (21)	Developer Tools
Facebook Pixel Helper	Facebook	★★★★★ (236)	Developer Tools
UET Tag Helper (by Bing Ads)	Microsoft Corporation	★★★★★ (8)	Developer Tools
DataLayer Inspector	Analytics Pros	★★★★★ (6)	Developer Tools
FaveBucket	offered by favebucket.com	★★★★★ (5)	Productivity

Enable Tag Assistant

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

The screenshot shows the Chrome Web Store search results for 'tag assistant'. The search results list several extensions, including 'Tag Assistant (by Google)', 'TagCommander Assistant', 'Facebook Pixel Helper', 'UET Tag Helper (by Bing Ads)', 'DataLayer Inspector', 'FaveBucket', and 'ObservePoint Tag Debugger'. A 'Google Tag Assistant' popup is overlaid on the right side of the page, displaying a welcome message and two buttons: 'Enable' and 'Record'. The 'Enable' button is highlighted with a red box. The browser's address bar shows the URL 'https://chrome.google.com/webstore/search/tag%20assistant?_category=extensions'. The browser's user interface includes a search bar, navigation icons, and a user profile icon labeled 'Nicole'.

chrome web store

tag assistant

« Home | Reset filters

Apps Extensions Themes

CATEGORIES

All

FEATURES

Runs Offline By Google Free Available for Android Works with Google Drive

RATINGS

★★★★★ & up

★★★★★ & up

★★★★★ & up

★★★★★ & up

Tag Assistant (by Google)
tag-assistant-publisher
Tag Assistant helps to troubleshoot installation of various Google tags including Google Analytics, Google Tag Manager and more.

TagCommander Assistant
TagCommander
TagCommander Assistant helps to troubleshoot TagCommander implementation.

Facebook Pixel Helper
Facebook
The Facebook Pixel Helper is a troubleshooting tool that helps you validate your Facebook Pixel implementation.

UET Tag Helper (by Bing Ads)
Microsoft Corporation
This extension helps to identify issues in Bing UET tags.

DataLayer Inspector
Analytics Pros
When a message is received in the Google Tag Manager dataLayer it's automatically printed to the browser's console.

FaveBucket
offered by favebucket.com
Favebucket Extension. The assistant to manage your favorites online.

ObservePoint
ObservePoint Tag Debugger

Google Tag Assistant

Welcome to Tag Assistant

Tag Assistant helps to troubleshoot installation of various Google tags including Google Analytics, Google Tag Manager and more.

Just navigate to any page and Tag Assistant will tell you which tags are present, report any errors we find and suggest improvements that can be made to your implementation. Most Google tags are checked including Google Analytics, Adwords Conversion Tracking, Google Tag Manager and more.

Learn about the new features in this [Video](#).

Enable Record

+ ADD TO CHROME

Developer Tools

★★★★★ (8)

+ ADD TO CHROME

Developer Tools

★★★★★ (6)

+ ADD TO CHROME

Productivity

★★★★★ (5)

+ ADD TO CHROME

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

The screenshot shows a web browser window with the address bar containing `toxicmetalgear.com`. The page content includes the site title "Toxic Metal Gear", the subtitle "Just another WordPress site", and a large heading "Hello world!". Below the heading, it shows the date "August 10, 2016" and "1 Comment". The main text reads: "Welcome to WordPress. This is your first post. Edit or delete it, then start writing!".

On the right side of the browser, the Google Tag Assistant extension is open. The "Result of Tag Analysis" section shows "1 In total" and lists one tag: "1. Google Tag Manager" with the ID "GTM-PQM37Q". Below this, there are options to "Allow" or "Later" for additional permissions, and a "Record" button. The "VIEW RECORDINGS" link is also visible.

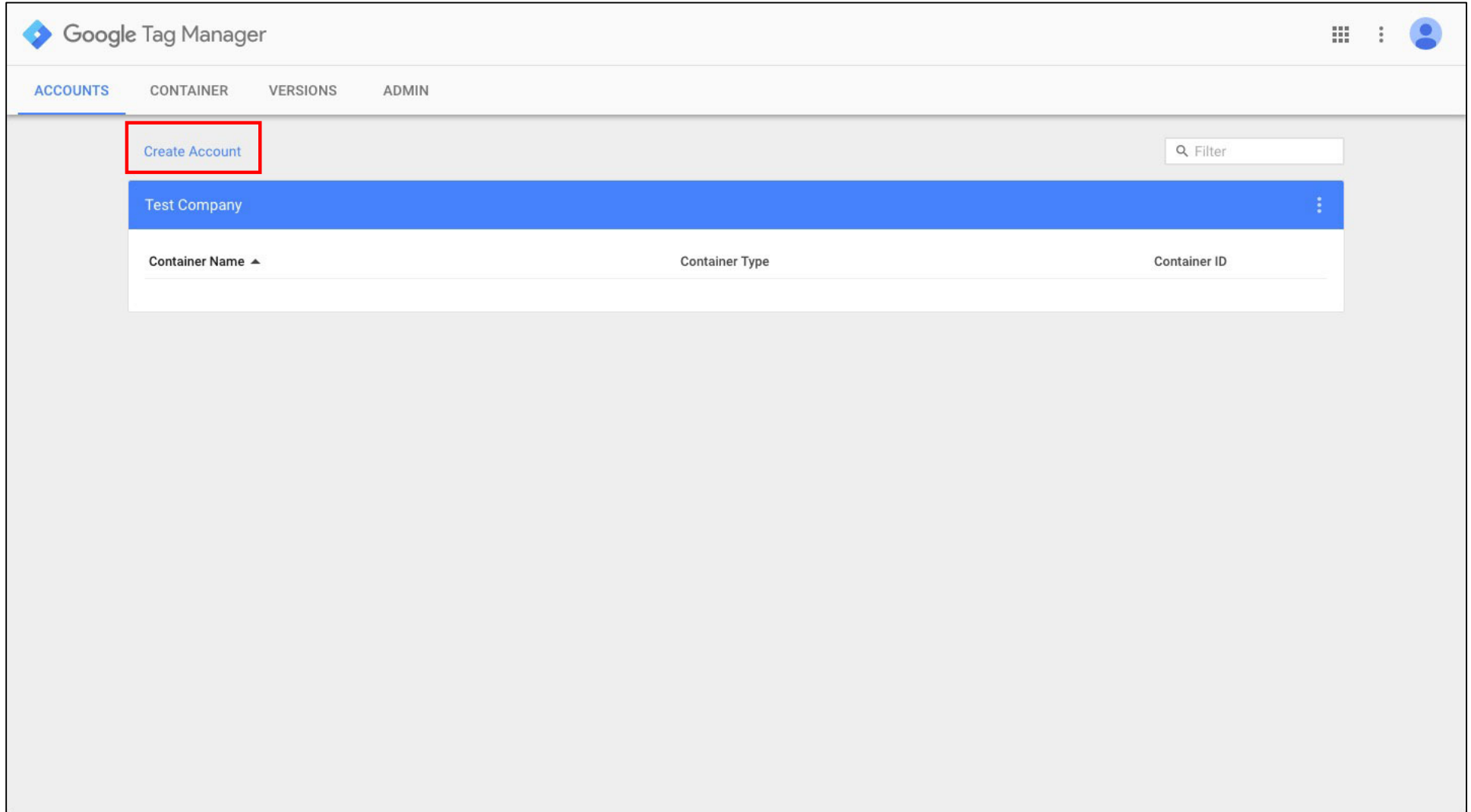
Steps for the Account Manager

Log into Google Tag Manager

<https://www.google.com/analytics/tag-manager/>

Create a New Account

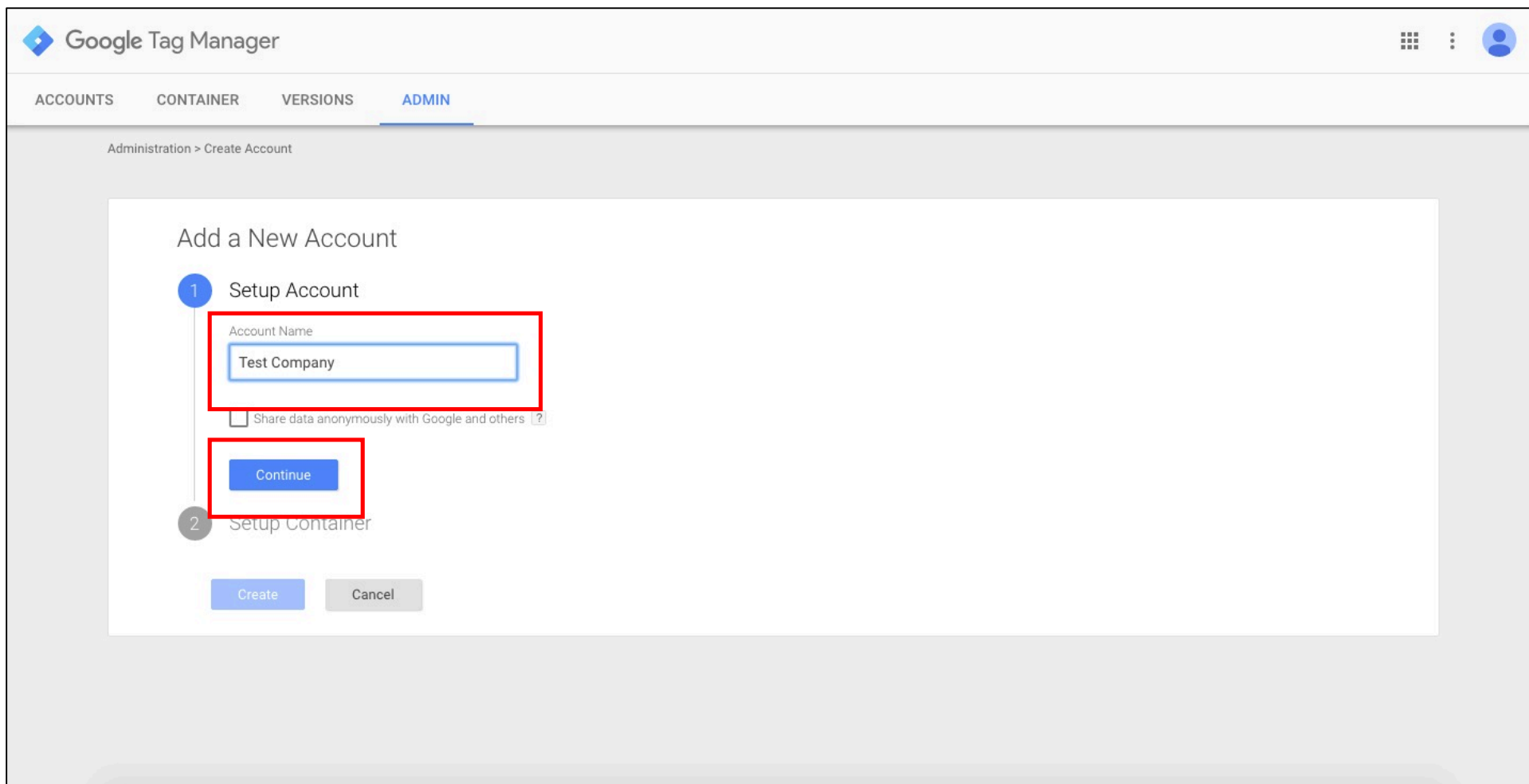
Click **Create Account** link



The screenshot displays the Google Tag Manager web interface. At the top left, the Google Tag Manager logo is visible. The navigation menu includes 'ACCOUNTS', 'CONTAINER', 'VERSIONS', and 'ADMIN'. The 'ACCOUNTS' tab is selected. In the main content area, a 'Create Account' button is highlighted with a red rectangular border. To the right of this button is a search filter input field labeled 'Filter'. Below the 'Create Account' button, a blue header bar for 'Test Company' is visible, followed by a table with columns for 'Container Name', 'Container Type', and 'Container ID'. The table is currently empty.

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



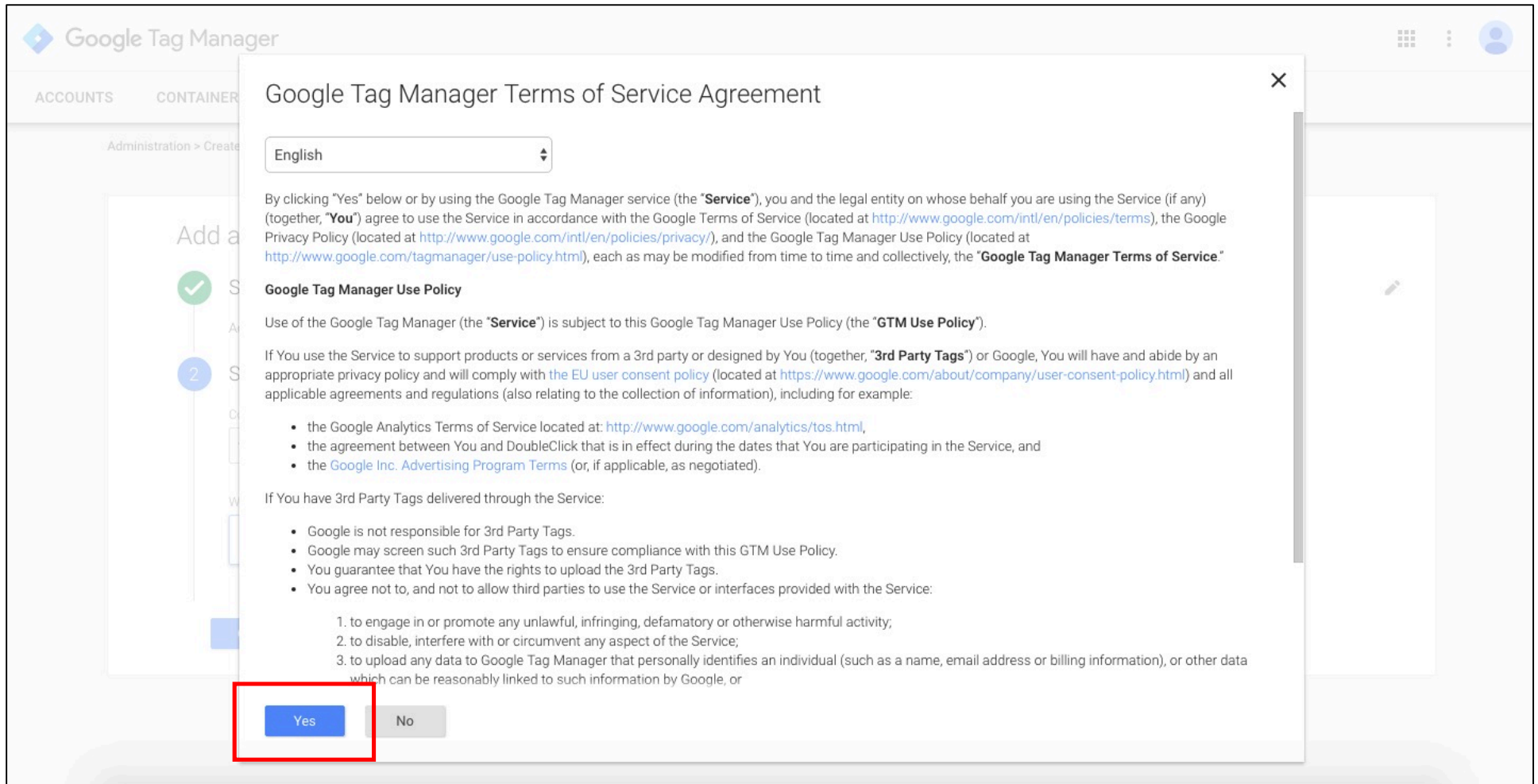
Setup Container – Enter client name in **Container Name** field (ie: Test Company – Web)

The screenshot shows the Google Tag Manager interface. At the top, there is a navigation bar with the Google Tag Manager logo and the word "ADMIN" highlighted. Below this, a breadcrumb trail reads "Administration > Create Account". The main content area is titled "Add a New Account" and contains a vertical progress indicator with two steps: "1 Setup Account" (completed, marked with a green checkmark) and "2 Setup Container" (active, marked with a blue circle). Under the "Setup Container" step, there is a "Container name" label above a text input field containing the placeholder text "e.g. www.mysite.com". Below the input field is the label "Where to Use Container" followed by three buttons: "Web", "iOS", and "Android". At the bottom of the form are two buttons: "Create" (in blue) and "Cancel" (in grey).

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

The screenshot shows the Google Tag Manager interface. At the top, the Google Tag Manager logo is on the left, and navigation icons are on the right. Below the logo, the navigation menu includes 'ACCOUNTS', 'CONTAINER', 'VERSIONS', and 'ADMIN' (which is highlighted). The breadcrumb trail reads 'Administration > Create Account'. The main content area is titled 'Add a New Account' and contains a progress indicator with two steps: '1 Setup Account' (completed, marked with a green checkmark) and '2 Setup Container' (active, marked with a blue circle). Under 'Setup Container', the 'Container name' field contains 'Test Company - Web'. Below this, the 'Where to Use Container' section has three buttons: 'Web', 'iOS', and 'Android'. The 'Web' button is selected and highlighted with a red box. At the bottom of the form, there are two buttons: 'Create' (highlighted with a red box) and 'Cancel'.

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



Google Tag Manager

ACCOUNTS CONTAINER

Administration > Create

Google Tag Manager Terms of Service Agreement

English

By clicking "Yes" below or by using the Google Tag Manager service (the "Service"), you and the legal entity on whose behalf you are using the Service (if any) (together, "You") agree to use the Service in accordance with the Google Terms of Service (located at <http://www.google.com/intl/en/policies/terms>), the Google Privacy Policy (located at <http://www.google.com/intl/en/policies/privacy/>), and the Google Tag Manager Use Policy (located at <http://www.google.com/tagmanager/use-policy.html>), each as may be modified from time to time and collectively, the "Google Tag Manager Terms of Service."

Google Tag Manager Use Policy

Use of the Google Tag Manager (the "Service") is subject to this Google Tag Manager Use Policy (the "GTM Use Policy").

If You use the Service to support products or services from a 3rd party or designed by You (together, "3rd Party Tags") or Google, You will have and abide by an appropriate privacy policy and will comply with the EU user consent policy (located at <https://www.google.com/about/company/user-consent-policy.html>) and all applicable agreements and regulations (also relating to the collection of information), including for example:

- the Google Analytics Terms of Service located at: <http://www.google.com/analytics/tos.html>,
- the agreement between You and DoubleClick that is in effect during the dates that You are participating in the Service, and
- the Google Inc. Advertising Program Terms (or, if applicable, as negotiated).

If You have 3rd Party Tags delivered through the Service:

- Google is not responsible for 3rd Party Tags.
- Google may screen such 3rd Party Tags to ensure compliance with this GTM Use Policy.
- You guarantee that You have the rights to upload the 3rd Party Tags.
- You agree not to, and not to allow third parties to use the Service or interfaces provided with the Service:
 1. to engage in or promote any unlawful, infringing, defamatory or otherwise harmful activity;
 2. to disable, interfere with or circumvent any aspect of the Service;
 3. to upload any data to Google Tag Manager that personally identifies an individual (such as a name, email address or billing information), or other data which can be reasonably linked to such information by Google, or

Yes No

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

The screenshot shows the Salesforce Account Manager interface. At the top left is the Salesforce logo and a search bar with the text "Search..." and a "Search" button. The search bar is highlighted with a red box. To the right of the search bar are the user's name "Nicole Fasula", "Setup", "Help & Training", and a "SF Admin & Requests" button. Below the search bar is a navigation bar with tabs for "Home", "Files", "Payment Entries", "KPI Reps", "KPIs Calendar", "Markets", "Yipit Markets", "TinderBox Documents", "Production Deployments", and "Requests for QA".

The main content area is divided into several sections:

- PowerStandings by InsideSales.com:** A sidebar widget showing a profile picture, "0 Points", and a table with columns "Metric", "Rank", "You", and "Next". It also shows "Challenges" and "No Active Challenges".
- Dashboard:** A central section with a "Refresh" button and a "Customize Page" link. It displays data as of 6/28/2016 10:24 AM. It is divided into three columns: "Pre-LIVE", "Pilot/Maintenance", and "Renewal". Each column has a table with specific data.
- Calendar:** A section with "New Appointment" and "New Meeting Request" buttons. It shows "Scheduled Meetings" and "Requested Meetings" tabs. Below the tabs, it says "Today 8/24/2016" and "You have no appointments scheduled for the next 7 days." To the right is a calendar for August 2016.
- My Tasks:** A section with a "New" button and "Unresolved Emails" and "Overdue" filters. It says "You have no open tasks scheduled for this period."

At the bottom right, there is a "Chat" button.

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

The screenshot shows the Salesforce CRM interface for a company named 'Got Gear Motorsports'. The top navigation bar includes the Salesforce logo, a search bar, and user information for Nicole Fasula. The main navigation menu contains various tabs like Home, Files, Payment Entries, KPI Reps, etc. The left sidebar features a 'PowerStandings' widget and a 'Recent Items' list. The main content area displays the 'Company Detail' for 'Got Gear Motorsports', including fields for Company Name, Media Partner, Gannett Market, Account Manager, Social Media Specialist, Affil Sales Rep, Sales Rep Name, Account Tier, Primary Industry, Primary Focus, Company Health, Franchise, Conductor URL, Standard Restrictions/Guidelines, Vendor ID, Active Opportunities, Active Account, and Active OLI's. A 'New Tag Manager Accounts' button is highlighted in red at the bottom of the page.

This screenshot shows the 'Tag Manager Accounts' section of the Salesforce CRM. The header reads 'Tag Manager Accounts' and the main content area displays 'No records to display'. A red box highlights the 'New Tag Manager Accounts' button located at the bottom of the section.

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

The screenshot shows the Salesforce interface for editing a Tag Manager Account. The page title is "New Tag Manager Accounts". The form is titled "Tag Manager Accounts Edit" and contains the following fields:

- Account Name: Burlington Furniture Cor
- Company: Burlington Furniture Cor
- Account ID: 417247086
- Container ID: GTM-PQM37Q
- Javascript Snippet:

```
<!-- 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
```
- Notes: (empty)

Buttons for "Save", "Save & New", and "Cancel" are located at the top and bottom of the form. A red box highlights the entire form area. The left sidebar shows "PowerStandings by InsideSales.com" and "Recent Items" including "Burlington Furniture Company - PPC 2016".

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)

The screenshot shows the Salesforce interface for managing Tag Manager accounts. The main content area displays the details for the 'Burlington Furniture Company' account. The 'Javascript Snippet' field is highlighted with a red box, containing the following code:

```
<!-- 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!='dataLayer'?'&i='+l:'';j.async=true;j.src="//www.googletagmanager.com/gtm.js?id="+i+d,l,f.parentNode.insertBefore(j,f));})(window,document,'script','dataLayer','GTM-PQM37Q');</script>
<!-- End Google Tag Manager -->
```

The interface also shows a sidebar with 'PowerStandings by InsideSales.com' and a 'Recent Items' list. The top navigation bar includes 'Home', 'Files', 'Payment Entries', 'KPI Reps', 'KPIs Calender', 'Markets', 'Yipit Markets', 'TinderBox Documents', 'Production Deployments', and 'Requests for QA'. The user 'Nicole Fasula' is logged in, and the page is titled 'SF Admin & Requests'.

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

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

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

The screenshot shows the WordPress Theme Editor interface for the Twenty Sixteen theme. The main content area displays the PHP code for the theme's header file (header.php). A red rectangular box highlights the section of code immediately following the opening <body> tag, where the Google Tag Manager (GTM) script is being inserted. The code includes a comment, a noscript iframe, and a script tag that loads the GTM container.

```
<?php if ( is_singular() && pings_open( get_queried_object() ) ) : ?>
<link rel="pingback" href="<?php bloginfo( 'pingback_url' ); ?>" />
<?php endif; ?>
<?php wp_head(); ?>
</head>

<body <?php body_class(); ?>>

<!-- 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 -->

<div id="page" class="site">
  <div class="site-inner">
    <a class="skip-link screen-reader-text" href="#content"><?php _e( 'Skip to content', 'twentysixteen' ); ?>
  </a>

  <header id="masthead" class="site-header" role="banner">
    <div class="site-header-main">
      <div class="site-branding">
        <?php twentysixteen_the_custom_logo(); ?>

        <?php if ( is_front_page() && is_home() ) : ?>
          <h1 class="site-title"><a href="<?php echo esc_url( home_url( '/' ) ); ?>"
            rel="home"><?php bloginfo( 'name' ); ?> </a> </h1>
        </if>
      </div>
    </div>
  </div>
</div>
```

On the right side of the editor, there is a sidebar with a "Templates" section. The "Theme Header" template is selected and highlighted in blue. Below the code editor, there is a "Documentation" field with a search input and a "Look Up" button, and an "Update File" button at the bottom left.

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

The screenshot shows a web browser window with the address bar containing `toxicmetalgear.com`. The page content includes the title "Toxic Metal Gear", the subtitle "Just another WordPress site", and a large heading "Hello world!". Below the heading, it shows the date "August 10, 2016" and "1 Comment". The main text reads: "Welcome to WordPress. This is your first post. Edit or delete it, then start writing!".

On the right side of the browser, the Google Tag Assistant extension is open. The "Result of Tag Analysis" section shows "1 In total" and lists one tag: "1. Google Tag Manager" with the ID "GTM-PQM37Q". Below this, there are options to "Allow" or "Later" for permissions, and a "Record" button. At the bottom, there is a list of recordings, including "Hello world!".

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

The screenshot shows the Marchex 'My Clients' dashboard. At the top left is the Marchex logo with 'CALL ANALYTICS' next to it. At the top right is the email address 'gl-api-marchex-dev@tegna.com'. Below the header is a navigation bar with tabs: 'Reports', 'Client List' (highlighted with a red box), 'Clients Call Log', 'My Numbers', and 'Order Numbers'. Below the navigation bar is a breadcrumb trail 'Clients > List'. On the right side, there is an 'Export' button and a search bar labeled 'Search...'. Below the search bar is a '+ New Client' button (highlighted with a red box). The main content area is a table with the following columns: 'Account Name', 'Category', and 'Active'. The table contains 10 rows of client data. At the bottom right of the table is a pagination control with buttons for 'Previous', '1', '2', '3', '4', '5', '6', '7', '8', '9', '10', and 'Next'. At the bottom left is a 'TRUSTe Certified Privacy' logo and a 'Privacy Policy' link. The status 'Status: active' and an 'edit' link are visible at the top right of the table area.

MARCHEX CALL ANALYTICS gl-api-marchex-dev@tegna.com

My Clients

Reports **Client List** Clients Call Log My Numbers Order Numbers

Clients > List

Export

Client List **+ New Client** Search...

Status: active edit

Account Name	Category	Active
+ Gannett Dev/Test Account	My Account	*
+ 3801Grand Assisted Living		*
+ 3801Grand Assisted Living		*
+ Aaladin of Arizona		*
+ Abbey of the Genesee		*
+ AC Cage Man		*
+ Achn Lawyers		*
+ Achn Lawyers		*
+ Achn Lawyers		*
+ Achn Lawyers		*

Previous 1 2 3 4 5 6 7 8 9 10 Next

TRUSTe Certified Privacy Privacy Policy

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

MARCHEX CALL ANALYTICS gl-api-marchex-dev@tegn.com

My Clients

Reports **Client List** Clients Call Log

Clients > List

Client List + New Client

New Client Step 1 → Step 2 → Step 3

Company Info

Company Name * Company name is required.

Street

Street 2

City

State

Postal Code

Phone

Category ⌵

Custom Ref. Id

Next Cancel

Export

Search...

Status: active [edit](#)

Account Name	Active
+ Gannett Dev/Test Account	*
+ 3801Grand Assisted Living	*
+ 3801Grand Assisted Living	*
+ Aaladin of Arizona	*
+ Abbey of the Genesee	*
+ AC Cage Man	*
+ Achn Lawyers	*
+ Achn Lawyers	*
+ Achn Lawyers	*
+ Achn Lawyers	*

Previous 1 2 3 4 5 6 7 8 9 10 Next

TRUSTe Certified Privacy [Privacy Policy](#)

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

The screenshot displays the MARCHEX CALL ANALYTICS interface. At the top left is the MARCHEX logo with 'CALL ANALYTICS' in a blue box. At the top right is the email address 'gl-api-marchex-dev@tegn.com'. Below the header is a navigation bar with 'My Clients' and tabs for 'Reports', 'Client List', and 'Clients Call Log'. The 'Client List' tab is active, showing a '+ New Client' button and a table of client accounts. A modal window titled 'New Client' is open, showing a form with the following fields: 'Contact Name', 'Email', 'Password', and 'Confirm Password'. Each field has a red asterisk indicating it is required. At the top of the modal, there is a question 'Set up a user for this client now?' with a dropdown menu showing 'no'. The 'Next' button in the modal is highlighted with a red box. At the bottom of the modal are 'Previous', 'Next', and 'Cancel' buttons. The background shows a table of client accounts with columns for 'Account Name' and 'Active' status. The table includes entries like 'Gannett Dev/Test Account', '3801 Grand Assisted Living', 'Aaladin of Arizona', 'Abbey of the Genesee', 'AC Cage Man', and 'Achn Lawyers'. At the bottom of the page, there is a 'TRUSTe Certified Privacy' logo, a 'Privacy Policy' link, and a footer showing '1 - 10 of 1182 Results' and 'Show: 10 per page'.

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

MARCHEX CALL ANALYTICS gl-api-marchex-dev@tegn.com

My Clients

Reports **Client List** Clients Call Log

Clients > List

Client List + New Client

New Client

Set up an Ad for this client now? **no** Step 1 → Step 2 → Step 3

Inbound Number Please choose a Number Prefix

Forward # to

Time Zone EST/EDT - US/Eastern (UTC-5/-4)

Previous **Done** Cancel

Status: active [edit](#)

Account Name	Active
+ Gannett Dev/Test Account	*
+ 3801Grand Assisted Living	*
+ 3801Grand Assisted Living	*
+ Aaladin of Arizona	*
+ Abbey of the Genesee	*
+ AC Cage Man	*
+ Achn Lawyers	*
+ Achn Lawyers	*
+ Achn Lawyers	*
+ Achn Lawyers	*

Previous 1 2 3 4 5 6 7 8 9 10 Next

Export

1 - 10 of 1182 Results

Show: 10 per page

TRUSTe Certified Privacy [Privacy Policy](#)

Order Tracking Numbers – Click [Order Numbers](#) link

MARCHEX CALL ANALYTICS gl-api-marchex-dev@tegn.com ▾

My Clients

Reports **Client List** Clients Call Log My Numbers **Order Numbers**

Clients > List Export

Client List + New Client Test Company

Status: active [edit](#)

Account Name	Category	Active
+ ETL Test Company 1		*
+ ETL Test Company 1		*
+ ETL Test Company 1		*
+ K2C Test Company		*
- Test Company		*

Calls Dashboard

[Ad Campaigns](#) 0

[Calls this Week](#) 0

[Account Settings](#)

Leads per Day

■ Unique ■ Repeat

17 Aug Fri Sun 21 Tue

Calls by Status

- Answered 0
- Voice mail 0
- Hangup 0
- Other 0

TRUSTe Certified Privacy [Privacy Policy](#)

Order Tracking Numbers – Select phone number type, click [Order Toll-Free Numbers](#) or [Order Local Numbers by Area Code](#) link

The screenshot shows the MARCHEX CALL ANALYTICS interface. At the top, it says "Viewing: Gannett Dev/Test Account" and "gl-api-marchex-dev@tegna.com". Below the header, there are navigation links: "Back to My Clients", "Call Tracking", and "Account". The main content area is titled "Home > Account > Order Numbers". Under "Order New Phone Numbers", there are several options: "Order Toll-Free Numbers" (with examples like 800, 855, 866, 877, 888 ...), "Order Local Numbers" (with an example: "I need a number local to a particular location."), "Order Local Numbers by Area Code" (with an example: "I need a number within an Area Code, but I do not have a specific location in mind."), "Order Local Numbers by State" (with an example: "I simply need a number within a particular State and have no other locale requirements."), and "Order Numbers by Prefix" (with an example: "I need a number that has a specific beginning, e.g. +44 200 or +1 (206) 555."). To the right, there is an "Order History" section with the text "View past and pending orders for new numbers". At the bottom left, there is a "TRUSTe Certified Privacy" logo and a "Privacy Policy" link.

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

The screenshot displays the MARCHEX CALL ANALYTICS interface. At the top, the logo 'MARCHEX CALL ANALYTICS' is on the left, 'Viewing: Gannett Dev/Test Account' is in the center, and the email 'gl-api-marchex-dev@tegn.com' is on the right. Below the header, there are navigation tabs: 'Back to My Clients', 'Call Tracking', and 'Account'. The main content area shows a breadcrumb trail: 'Home > Account > Order Numbers by Area Code'. A red box highlights the input fields: 'Area Code' with the value '480', 'Quantity' with the value '1', and a 'Next =>' button. At the bottom left, there is a 'TRUSTe Certified Privacy' logo and a 'Privacy Policy' link.

MARCHEX CALL ANALYTICS

Viewing: Gannett Dev/Test Account

gl-api-marchex-dev@tegn.com

Back to My Clients | Call Tracking | Account

Home > Account > Order Numbers by Area Code

Area Code

Quantity

Next =>

TRUSTe Certified Privacy Privacy Policy

Order Tracking Numbers – Click [Activate Clean Numbers Now](#) link

The screenshot shows the MARCHEX CALL ANALYTICS web interface. The top navigation bar includes the MARCHEX logo, 'CALL ANALYTICS', the user account 'Viewing: Gannett Dev/Test Account', and the email 'gl-api-marchex-dev@tegn.com'. Below the navigation bar, there are tabs for 'Back to My Clients', 'Call Tracking', and 'Account'. The main content area shows a breadcrumb trail 'Home > Account > Order Numbers by Area Code' and a section titled 'Order Numbers' with 'Quantity: 1'. A table with columns 'State' and 'NPA' contains one row: 'AZ' and '480'. A red box highlights the text 'Activate Clean Numbers Now' in the table row, with 'Search by Rate Center' to its right. The footer contains the TRUSTe Certified Privacy logo and a 'Privacy Policy' link.

State	NPA	
AZ	480	Activate Clean Numbers Now Search by Rate Center

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

The screenshot displays the MARCHeX CALL ANALYTICS web interface. At the top left, the logo features the word "MARCHeX" in a bold, sans-serif font, with "CALL ANALYTICS" in a smaller font to its right. The top right corner shows the text "Viewing: Gannett Dev/Test Account" and the email address "gl-api-marchex-dev@tegna.com" with a dropdown arrow. Below the header is a navigation bar with three items: "Back to My Clients" with a left-pointing arrow, "Call Tracking", and "Account" which is underlined and has a small upward-pointing arrow below it. The main content area has a breadcrumb trail: "Home > Account > Your Numbers". Below this, the heading "Your new numbers" is followed by the phone number "480-900-3170". The bottom of the page features a dark blue footer with the TRUSTe Certified Privacy logo on the left and the text "Privacy Policy" on the right.

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

The screenshot displays the MARCHEX CALL ANALYTICS interface. At the top left is the logo 'MARCHEX CALL ANALYTICS'. At the top right is the email address 'gl-api-marchex-dev@tegn.com'. Below the header is a navigation bar with tabs: 'Reports', 'Client List' (highlighted with a red box), 'Clients Call Log', 'My Numbers', and 'Order Numbers'. Below the navigation bar is a breadcrumb trail 'Clients > List'. On the right side, there is an 'Export' button and a search bar containing 'Tag Manager Test Client' (highlighted with a red box). Below the search bar, the client name 'Tag Manager Test Client' is displayed with a status of 'active' and an 'edit' link. A table with columns 'Account Name', 'Category', and 'Active' shows one entry: 'Tag Manager Test Client' (highlighted with a red box). Below the table is a dashboard with three sections: 'Calls Dashboard' (with 'Ad Campaigns' 1, 'Calls this Week' 0, and 'Account Settings' highlighted with a red box), 'Leads per Day' (a line chart showing 'Unique' and 'Repeat' leads), and 'Calls by Status' (a donut chart showing 'Answered', 'Voicemail', 'Hangup', and 'Other' counts, all at 0).

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

The screenshot displays the MARCHeX CALL ANALYTICS interface. At the top, it shows 'Viewing: Test Company' and the email 'gl-api-marchex-dev@teгна.com'. The navigation bar includes 'Back to My Clients', 'Call Tracking', and 'Account'. Below this, there are tabs for 'Reports', 'Ad List', 'Call Log', 'Proxy Rewrites', and 'JavaScript Rewrites'. The breadcrumb trail reads 'My Clients > Test Company > Call Tracking > Ad List'. The main heading is 'Ad List', with a '+ New Ad' button highlighted by a red box. To the right of the heading is an 'Export' button and a search bar labeled 'Search...'. Below the heading is an 'Edit Selected' button. The main content area is a table with the following columns: Ad, Group, Status, Record, Inbound #, and Forward To #. The table is currently empty. At the bottom of the table area, there are 'Previous' and 'Next' navigation buttons. Below the table, there is another 'Edit Selected' button, an 'Export' button, and a status indicator '0 Results'. At the bottom right, it says 'Show: 10 per page'. The footer contains the TRUSTe Certified Privacy logo and a 'Privacy Policy' link.

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

The screenshot displays the MARCHeX CALL ANALYTICS interface. At the top, the logo and 'CALL ANALYTICS' are visible, along with the text 'Viewing: Test Company' and the email 'gl-api-marchex-dev@teгна.com'. The navigation bar includes 'Back to My Clients', 'Call Tracking', and 'Account'. Below this, there are tabs for 'Reports', 'Ad List', 'Call Log', 'Proxy Rewrites', and 'JavaScript Rewrites'. The main content area shows 'My Clients > Test Company > Call Tracking > Ad List'. A modal window titled 'New Ad Campaign' is open, containing a 'Campaign Setup' section. This section has three fields: 'Add to Group' with a dropdown menu set to 'default', 'Name' with the text 'New Ad Campaigns', and 'Description' with an empty text area. At the bottom right of the modal, there are 'Next' and 'Cancel' buttons. The background interface shows an 'Ad List' table with columns for 'Ad', 'Record', 'Inbound #', and 'Forward To #'. At the bottom of the page, there is a 'TRUSTe' logo, a 'Privacy Policy' link, and a footer indicating '0 Results' and 'Show: 10 per page'.

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

The screenshot shows the MARCHeX Call Analytics interface. At the top, it says "Viewing: Test Company" and "gl-api-marchex-dev@tegn.com". The main navigation includes "Back to My Clients", "Call Tracking", and "Account". The "Ad List" tab is active, showing a table with columns for "Ad", "Status", "Record", "Inbound #", and "Forward To #". A "New Ad Campaign" dialog box is open in the center, titled "New Ad Campaign" and "Campaign Settings". It has a "Click to Call only" checkbox which is unchecked. Below it, the "Number Prefix" is set to "480" and the "Inbound Number" is set to "480-400-9232". The "Done" and "Cancel" buttons are highlighted with red boxes. The background shows a table with one row containing "Ad" and "480-400-9232". At the bottom, there is a "TRUSTe Certified Privacy" logo and a "Privacy Policy" link. The footer also includes "0 Results" and "Show: 10 per page".

Setup Ad (Tracking Number) – Select [Call_Recording_Playfile \(via Gannett Local\)](#) in drop down

MARCHeX CALL ANALYTICS Viewing: Test Company gl-api-marchex-dev@tegna.com

◀ Back to My Clients | Call Tracking | Account

Reports | Ad List | Call Log | Proxy Rewrites | JavaScript Rewrites

My Clients > Test Company > Call Tracking > Campaign Settings

Ad Name: 480-400-9232

Description:

Reset Save

General | Forward To | Extensions | Voicemail | Click to Call | Business Hours | Tags | Custom

General Campaign Parameters

Email Good Calls to: (None)

Email Missed Calls to: (None)

Business Hours Playfile:

- ✓ (None)
- Call_Recording_Playfile (via Gannett Dev/Test Account)
- female-call-Gannett-6 (via Gannett Dev/Test Account)
- Generic_Record (via Gannett Dev/Test Account)
- Whisper_Playfile_1 (via Gannett Dev/Test Account)
- Whisper_Recording_Playfile_1 (via Gannett Dev/Test Account)

After Hours Playfile:

Whisper Playfile: (None)

Timezone: EST/EDT - US/Eastern (UTC-5/-4)

Record Call: No

Business and After Hours Playfile required to record.
Playfiles used in Call Recording must alert the caller that they are being recorded.

Global Forward Timeout: seconds

Caller ID:

Enable Early Audio: No Early Audio is an advanced feature. Please refer to [our documentation](#) before use.

Privacy Policy

Setup Ad (Tracking Number) – Select [Call_Recording_Playfile \(via Gannett Local\)](#) in drop down

MARCHeX CALL ANALYTICS Viewing: Test Company gl-api-marchex-dev@tegna.com

◀ Back to My Clients | **Call Tracking** | Account

Reports | Ad List | Call Log | Proxy Rewrites | JavaScript Rewrites

My Clients > Test Company > Call Tracking > Campaign Settings

Ad Name: **480-400-9232**

Description:

General | Forward To | Extensions | Voicemail | Click to Call | Business Hours | Tags | Custom

General Campaign Parameters

Email Good Calls to:

Email Missed Calls to:

Business Hours Playfile:

After Hours Playfile:

Whisper Playfile:

Timezone:

Record Call:

Global Forward Timeout: seconds

Caller ID:

Enable Early Audio: Early Audio is an advanced feature. Please refer to [our documentation](#) before use.

Warning: Business and After Hours Playfile required to record. Playfiles used in Call Recording must alert the caller that they are being recorded.

Dropdown Menu (After Hours Playfile):

- ✓ (None)
- Call_Recording_Playfile (via Gannett Dev/Test Account)
- female-call-Gannett-6 (via Gannett Dev/Test Account)
- Generic_Record (via Gannett Dev/Test Account)
- Whisper_Playfile_1 (via Gannett Dev/Test Account)
- Whisper_Recording_Playfile_1 (via Gannett Dev/Test Account)

Footer: TRUSTe Certified Privacy | Privacy Policy

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

MARCHEX CALL ANALYTICS Viewing: Test Company gl-api-marchex-dev@tegn.com

◀ Back to My Clients | Call Tracking | Account

Reports | Ad List | Call Log | Proxy Rewrites | JavaScript Rewrites

My Clients > Test Company > Call Tracking > Campaign Settings

Ad Name:

Description:

480-400-9232

General | Forward To | Extensions | Voicemail | Click to Call | Business Hours | Tags | Custom

General Campaign Parameters

Email Good Calls to: (None) ▾

Email Missed Calls to: (None) ▾

Business Hours Playfile: (None) ▾ +

After Hours Playfile: (None) ▾ +

Whisper Playfile: (None) ▾ +

Enable Early Audio: No ▾ Early Audio is an advanced feature. Please refer to [our documentation](#) before use.

Timezone

- SST - US/Samoa (UTC-11)
- HST - US/Hawaii (UTC-10)
- HAST/HADT - US/Aleutian (UTC-10/-9)
- AKST/AKDT - US/Alaska (UTC-9/-8)
- PST/PDT - US/Pacific (UTC-8/-7)
- MST - US/Arizona (UTC-7)
- MST/MDT - US/Mountain (UTC-7/-6)
- CST - Canada/Saskatchewan (UTC-6)
- CST/CDT - US/Central (UTC-6/-5)
- ✓ EST/EDT - US/Eastern (UTC-5/-4)
- AST - America/Puerto Rico (UTC-4)
- AST/ADT - Canada/Atlantic (UTC-4/-3)
- NST/NDT - Canada/Newfoundland (UTC-3.5/-2.5)

Record Call: No

Global Forward Timeout: seconds

Caller ID:

Business and After Hours Playfile required to record. Playfiles used in Call Recording must alert the caller that they are being recorded.

Privacy Policy

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

The screenshot displays the MARCHEX CALL ANALYTICS interface for a client named 'Test Company'. The top navigation bar includes 'Back to My Clients', 'Call Tracking', and 'Account'. Below this, there are tabs for 'Reports', 'Ad List', 'Call Log', 'Proxy Rewrites', and 'JavaScript Rewrites'. The main content area shows the 'Campaign Settings' for the 'Test Company' ad, with the phone number '480-900-3170' displayed in the top right. The 'Forward To' tab is selected and highlighted with a red box. The 'Add' button in the 'New Forward' dialog is also highlighted with a red box. The 'Save' button in the top right is highlighted with a red box. The 'New Forward' dialog includes fields for 'Number', 'Description', 'Step', 'When', 'Assign To', 'Weight', 'Active', and 'Timeout', along with an 'Advanced Routing' checkbox.

MARCHEX CALL ANALYTICS Viewing: Test Company gl-api-marchex-dev@tegn.com

Back to My Clients | Call Tracking | Account

Reports | Ad List | Call Log | Proxy Rewrites | JavaScript Rewrites

My Clients > Test Company > Call Tracking > Campaign Settings

Ad Name: Test Company

Description:

480-900-3170

Reset Save

General | **Forward To** | Extensions | Voicemail | Click to Call | Business Hours | Tags | Custom

Where should calls go? New Forward

1. 6026000000

New Forward Add

Number: [] x []

Description: []

Step: 1 Weight: []

When: Always Forward Active: Yes

Assign To: (None) Timeout: []

Advanced Routing:

TRUSTe Certified Privacy Privacy Policy

Steps for the Design Team

Get Google Tag Container Script (Salesforce)

The screenshot shows the Salesforce interface for a Tag Manager Account. The account name is "Burlington Furniture Company". The account ID is 417247086. The container ID is GTM-PQM37Q. The Javascript Snippet field is highlighted with a red box and contains the following code:

```
<!-- 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 -->
```

The interface also shows a sidebar with "PowerStandings by InsideSales.com" and a "Recent Items" list. The "Recent Items" list includes:

- Burlington Furniture Company
- Burlington Furniture Company - PPC 2016
- Got Gear Motorsports
- PPC for Got Gear Motorsports- PPC-RENEWAL
- Wentzel Ford
- Wentzel Ford-PPC
- Test 2 PPC
- Indoor City

The "Dev Request Links" section is also visible at the bottom of the sidebar.

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

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

The screenshot shows the WordPress Theme Editor interface for the Twenty Sixteen theme. The main content area displays the PHP code for the theme's header file (header.php). A red rectangular box highlights the section of code between the opening <body> tag and the closing </body> tag, indicating where the Google Tag Manager script should be pasted. The script code is as follows:

```
<body <?php body_class(); ?>>

<!-- 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 -->
```

The interface also shows a sidebar with navigation options like Dashboard, Posts, Media, Pages, Comments, Appearance, Themes, Customizer, Widgets, Menus, Header, Background, Editor, Plugins, Users, Tools, Settings, and Collapse menu. On the right side, there is a 'Templates' list including 404 Template, Archives, Comments, Theme Footer, Theme Functions, Theme Header, Image Attachment Template, back-compat.php, customizer.php, template-tags.php, Main Index Template, Single Page, Search Results, and Search Form.

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

The screenshot shows a web browser window with the address bar containing `toxicmetalgear.com`. The website content includes the title "Toxic Metal Gear", the subtitle "Just another WordPress site", and a large heading "Hello world!". Below the heading, it shows the date "August 10, 2016" and "1 Comment". The main text reads: "Welcome to WordPress. This is your first post. Edit or delete it, then start writing!".

On the right side of the browser, the Google Tag Assistant extension is open. The "Result of Tag Analysis" section shows "1 In total" and lists "1. Google Tag Manager" with the ID "GTM-PQM37Q". Below this, there are options to "Allow" or "Later" for permissions, and a "Record" button. The "VIEW RECORDINGS" section shows a list of recordings, including "Hello world!".

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

The screenshot shows a web browser window with the address bar containing 'toxicmetalgear.com'. The Google Tag Assistant extension is open, displaying the 'Result of Tag Analysis' section. A red box highlights the 'Result of Tag Analysis' header and the single tag found: '1. Google Tag Manager (GTM-PQM37Q)'. The background shows the website content, including the title 'Toxic Metal Gear' and the post 'Hello world!'.

Result of Tag Analysis 1 In total

- 1. Google Tag Manager
GTM-PQM37Q

Additional permissions requested

Check if other extensions are blocking tags [Allow](#) [Later](#)

[Disable](#) [Record](#) [VIEW RECORDINGS](#)

- [Hello world!](#)

RECENT COMMENTS

- [Mr WordPress](#) on [Hello world!](#)

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**

The screenshot displays the Marchex Call Analytics interface. At the top, the logo 'MARCHEX CALL ANALYTICS' is on the left, and the user email 'gl-api-marchex-dev@teгна.com' is on the right. Below the header is a 'My Clients' section with tabs for 'Reports', 'Client List', 'Clients Call Log', 'My Numbers', and 'Order Numbers'. The 'Client List' tab is active and highlighted with a red box. Below the tabs, there is a search bar containing 'Tag Manager Test Client' and an 'Export' button, both highlighted with red boxes. The main content area shows a table with columns for 'Account Name', 'Category', and 'Active'. The first row contains 'Tag Manager Test Client' (highlighted with a red box), an empty 'Category' cell, and an 'Active' status of '*' (with 'Status: active' and 'edit' links above it). Below the table is a 'Calls Dashboard' for the selected client, featuring a sidebar with 'Ad Campaigns 1' (highlighted with a red box), 'Calls this Week 0', and 'Account Settings'. The dashboard also includes three charts: 'Leads per Day' (a line chart for Unique and Repeat calls), 'Calls by Status' (a donut chart showing 0 for Answered, Voicemail, Hangup, and Other), and 'Calls this Week'.

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

The screenshot displays the MARCHEX Call Analytics interface. At the top, the header includes the MARCHEX logo, the text 'CALL ANALYTICS', and 'Viewing: Tag Manager Test Client'. The user's email address 'gl-api-marchex-dev@teгна.com' is visible in the top right. Below the header, there are navigation tabs: 'Back to My Clients', 'Call Tracking', and 'Account'. Under 'Call Tracking', there are sub-tabs: 'Reports', 'Ad List', 'Call Log', 'Proxy Rewrites', and 'JavaScript Rewrites'. The 'JavaScript Rewrites' tab is highlighted with a red box. Below the tabs, the breadcrumb trail reads 'My Clients > Tag Manager Test Client > Advanced > JavaScript Rewrite List'. The main heading is 'JavaScript Rewrites', with a '+ New Rewrite' button highlighted by a red box. To the right of the heading is a search bar with the placeholder text 'Search...'. Below the heading is a table with two columns: 'Referrer' and 'Search Phrases'. The table is currently empty. At the bottom right of the table area, there are 'Previous' and 'Next' navigation buttons. Below the table, it shows '0 Results' and 'Show: 10 per page'. At the bottom left, there is a 'TRUSTe' logo and a 'Privacy Policy' link.

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

The screenshot shows the MARCHEX CALL ANALYTICS interface. The top navigation bar includes 'Viewing: Tag Manager Test Client' and the email 'gl-api-marchex-dev@tegna.com'. The main content area is titled 'JavaScript Rewrites' and features a modal dialog box for creating a new rewrite.

New JavaScript Rewrite

Select Campaigns

Please select the campaign or campaigns to use for this rewrite.

Available Campaigns

- Default (800-591-1195)

Selected Campaigns

Navigation buttons: Previous, Next, Cancel

Page footer: TRUSTe Certified Privacy, Privacy Policy, 0 Results, Show: 10 per page

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

The screenshot shows the MARCHEX CALL ANALYTICS interface. The main header includes the MARCHEX logo, the text "Viewing: Tag Manager Test Client", and the email address "gl-api-marchex-dev@tegna.com". The navigation bar contains "Back to My Clients", "Call Tracking", and "Account". Below this, there are tabs for "Reports", "Ad List", "Call Log", and "Proxy Rewr". The breadcrumb trail reads "My Clients > Tag Manager Test Client > Advanced > JavaScript Rewrites". The "JavaScript Rewrites" section has a "+ New Re" button. A modal dialog titled "New JavaScript Rewrite" is open, with the instruction "Please select the campaign or campaigns to use for this rewrite." The dialog is divided into two columns: "Available Campaigns" (empty) and "Selected Campaigns" (containing "Default (800-591-1195)"). A right arrow button is highlighted in the "Available Campaigns" column, and a "Next" button is highlighted at the bottom of the dialog. The background interface shows a search bar and "Previous" and "Next" buttons. The footer includes a "TRUSTe" logo, "Privacy Policy", and "0 Results Show: 10 per page".

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

The screenshot displays the Marchex Call Analytics interface. At the top, the logo 'MARCHEX CALL ANALYTICS' is visible on the left, and the user's email 'gl-api-marchex-dev@teгна.com' is on the right. The main navigation bar includes 'Back to My Clients', 'Call Tracking', and 'Account'. Below this, there are tabs for 'Reports', 'Ad List', 'Call Log', and 'Proxy Rewr'. The current view is 'Viewing: Tag Manager Test Client'. A modal dialog titled 'New JavaScript Rewrite' is open in the center. It contains two sections: 'Referring Domain' with a text input field containing 'gotest' and a description 'Only trigger this rewrite if the visitor comes from this domain. (e.g. google.com or search.yahoo.com)'; and 'Search Phrase' with an empty text input field and a description 'Only trigger this rewrite if the visitor searched for this keyword to get to you. (e.g. my product)'. At the bottom of the dialog are three buttons: 'Previous', 'Done', and 'Cancel'. The 'Done' button is highlighted with a red box. In the background, the 'JavaScript Rewrites' section is visible, showing a table with a 'Referrer' column. At the bottom right of the page, there is a search bar, 'Previous' and 'Next' navigation buttons, and a footer with '0 Results' and 'Show: 10 per page'. A 'TRUSTe Certified Privacy' logo is in the bottom left corner.

Setup Javascript Rewrite – Click **OK** button

The screenshot displays the Marchex 'Tag Manager Test Client' interface. A 'New JavaScript' dialog box is open, showing a success message: 'www.marchex.io says: New Rewrite Added'. The 'OK' button in this dialog is highlighted with a red rectangle. The background interface includes a navigation bar with 'Back to My Clients', 'Call Tracking', and 'Account'. Below this, there are tabs for 'Reports', 'Ad List', 'Call Log', and 'Proxy Rewrites'. The main content area is titled 'JavaScript Rewrites' and features a table with a 'Referrer' column. A search bar is visible on the right side of the page. At the bottom, there is a footer with the 'TRUSTe Certified Privacy' logo and a 'Privacy Policy' link. The bottom right corner shows '0 Results' and a 'Show: 10 per page' dropdown menu.

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

MARCHEX CALL ANALYTICS Viewing: Tag Manager Test Client [gl-api-marchex-dev@tegna.com](#)

[Back to My Clients](#) | **Call Tracking** | [Account](#)

Reports | Ad List | Call Log | Proxy Rewrites | **JavaScript Rewrites**

[My Clients](#) > [Tag Manager Test Client](#) > [Advanced](#) > JavaScript Rewrite List

JavaScript Rewrites

+ New Rewrite Search...

Referrer	Search Phrases
<input type="checkbox"/> gotest	any

Associated Campaigns
Changes made here will affect the rewrite behavior of these campaigns everywhere.

[Delete](#) [Edit](#) [Save](#)

Default

Number	Rewrite To	Remove	Numbers Clickable
Any Number	800-591-1195	By Default	Make clickable for Click to Call? No
602-628-1839	800-591-1195	<input type="checkbox"/>	Outer Text
<input type="text" value="phone #"/>	800-591-1195	<input type="button" value="Add"/>	Left Link Text: <input type="text"/>
			Right Link Text: <input type="text"/>

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"

Paste on your web page immediately before the closing </body> tag.

Exactly as it appears below

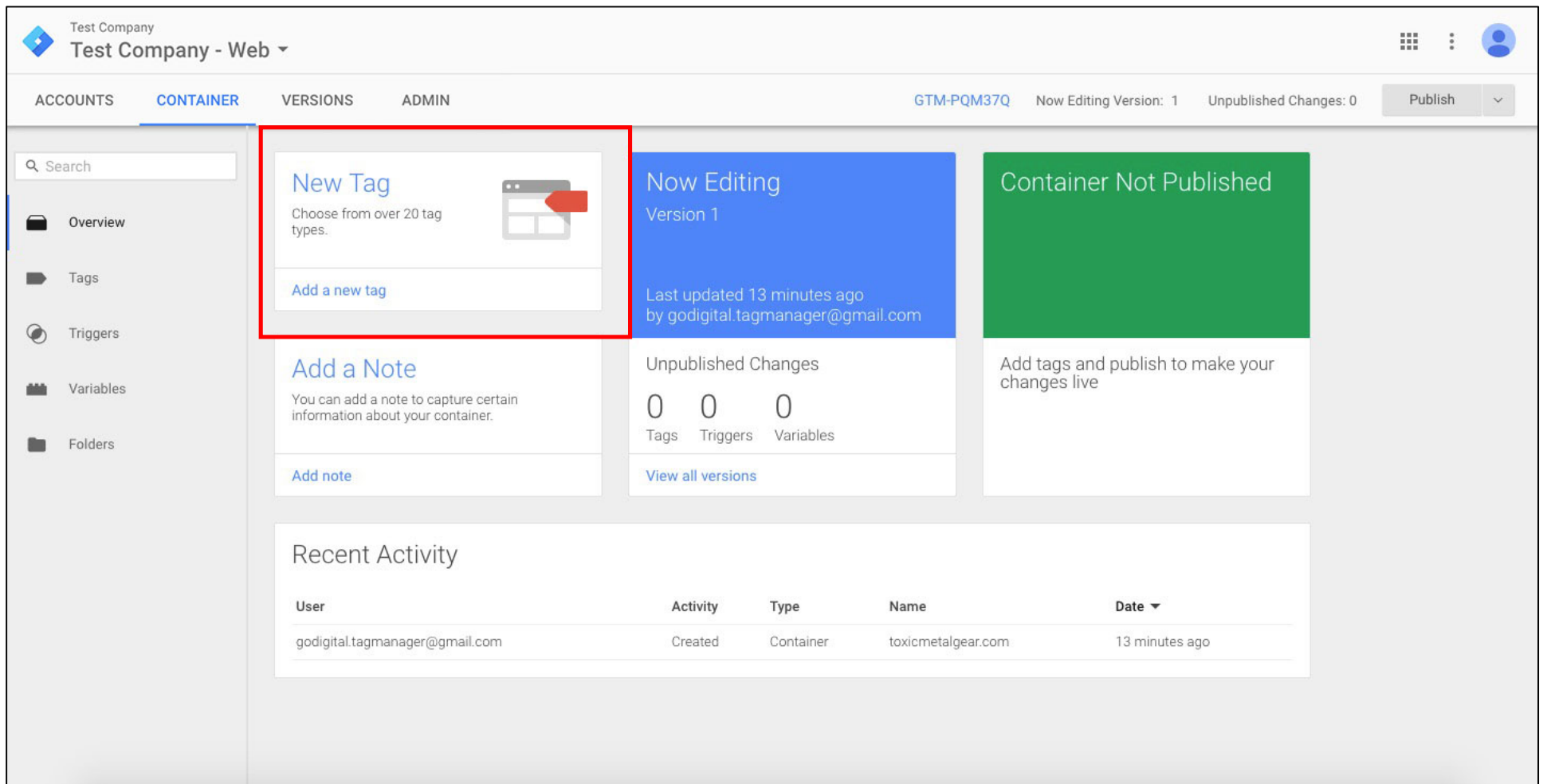
```
<!-- start number replacer -->  
<script type="text/javascript"><!--  
vs_account_id    = "Ch4NmlerY10StQCG";  
!--></script>  
<script type="text/javascript" src="https://rw1.marchex.io/euinc/number-changer-gtm.js">  
</script>  
<!-- end ad widget -->
```

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)



The screenshot displays the Google Tag Manager interface for a container named 'Test Company - Web'. The interface is divided into several sections:

- Navigation:** ACCOUNTS, CONTAINER (selected), VERSIONS, ADMIN. The container ID is GTM-PQM37Q. It shows 'Now Editing Version: 1' and 'Unpublished Changes: 0'. A 'Publish' button is visible in the top right.
- Left Sidebar:** Search bar and navigation links for Overview, Tags, Triggers, Variables, and Folders.
- Main Content Area:**
 - New Tag:** A card with the text 'Choose from over 20 tag types.' and an 'Add a new tag' link. This card is highlighted with a red border.
 - Now Editing:** A blue card indicating 'Version 1' is being edited, last updated 13 minutes ago by godigital.tagmanager@gmail.com.
 - Unpublished Changes:** A card showing 0 Tags, 0 Triggers, and 0 Variables, with a 'View all versions' link.
 - Container Not Published:** A green card with the message 'Add tags and publish to make your changes live'.
 - Add a Note:** A card for adding notes to the container.
 - Recent Activity:** A table showing the last activity.

User	Activity	Type	Name	Date
godigital.tagmanager@gmail.com	Created	Container	toxicmetalgear.com	13 minutes ago

Create Tag – Click Custom HTML Tag

The screenshot displays the Google Tag Manager (GTM) interface for a container named "Test Company - Web". The top navigation bar includes "ACCOUNTS", "CONTAINER" (selected), "VERSIONS", and "ADMIN". The current container is "GTM-PQM37Q", and it shows "Now Editing Version: 1" and "Unpublished Changes: 0". A "Publish" button is visible in the top right.

The main content area is titled "Untitled Tag" and shows a progress indicator for step 1: "Choose Product". Below this, a grid of tag providers is displayed, including Google Analytics, Google AdWords, DoubleClick, adometry, Google consumer surveys, Google Trusted Stores, AdRoll, Marin, comSCORE, LinkedIn, clic<tale, crazyegg, dstillery, TURN, and VisualDNA. A "Show more" button is located below the grid.

Below the "Show more" button, a section titled "Don't see a tag you want?" contains two options: "Custom HTML Tag" and "Custom Image Tag". The "Custom HTML Tag" option is highlighted with a red rectangular box. Below these options is a blue "Continue" button.

The progress indicator shows the following steps:

- 1 Choose Product
- 2 Configure Tag
- 3 Fire On

Create Tag – Name the tag **Marchex**

The screenshot displays the Google Tag Manager (GTM) interface for 'Test Company - Web'. The top navigation bar includes 'ACCOUNTS', 'CONTAINER', 'VERSIONS', and 'ADMIN'. The current container is 'GTM-PQM37Q', and it shows 'Now Editing Version: 1' and 'Unpublished Changes: 0'. A 'Publish' button is visible in the top right corner.

The left sidebar contains a search bar and a list of navigation items: Overview, Tags, Triggers, Variables, and Folders. The 'Tags' item is currently selected.

The main workspace is divided into two steps:

- 1 Choose Product**: This step is completed, indicated by a green checkmark. A 'Custom HTML Tag' is selected.
- 2 Configure Tag**: This step is the current focus. It features an 'HTML' text area with a line number '1' and a cursor. Below the text area is a checkbox labeled 'Support document.write'.

A red box highlights the 'Marchex' text in the 'Name' field at the top of the 'Configure Tag' step. The 'Unfiled items' dropdown is visible in the top right of the main workspace.

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

![Screenshot of the Google Tag Manager interface showing the 'Configure Tag' step for a 'Marchex' tag. The 'HTML' field is highlighted with a red box and contains the following code: <pre>1 <!-- start number replacer -->
2 <script type=](https://rwl.marchex.io/euinc/number-changer-gtm.js)

Test Company
Test Company - Web

ACCOUNTS CONTAINER VERSIONS ADMIN GTM-PQM37Q Now Editing Version: 1 Unpublished Changes: 0 Publish

Search

Overview
Tags
Triggers
Variables
Folders

Marchex

Unfiled items

Choose Product
Custom HTML Tag

2 Configure Tag

HTML

```
1 <!-- start number replacer -->
2 <script type="text/javascript"><!--
3 vs_account_id      = "Ch4Nm1erY10StQCG";
4 //--></script>
5 <script type="text/javascript" src="https://rwl.marchex.io/euinc/number-changer-gtm.js">
6 </script>
7 <!-- end ad widget -->
```

Support document.write

![Screenshot of the 'Tag Type' dropdown menu for 'Custom HTML'. The 'HTML' option is selected and highlighted with a red box. The code for this option is: <pre><!-- start number replacer -->
<script type=](https://rwl.marchex.io/euinc/number-changer-gtm.js)

Tag Type Custom HTML

HTML

```
<!-- start number replacer -->
<script type="text/javascript"><!--
vs_account_id      = "Ch4Nm1erY10StQCG";
//--></script>
<script type="text/javascript" src="https://rwl.marchex.io/euinc/number-changer-gtm.js">
</script>
<!-- end ad widget -->
```

Insert Javascript Rewrite Script – Select [Support document.write](#), then click [Continue](#)

The screenshot shows the Marchex configuration interface for a Custom HTML Tag. The interface is divided into a left sidebar and a main content area. The sidebar contains a search bar and navigation options: Overview, Tags, Triggers, Variables, and Folders. The main content area is titled "Marchex" and shows a progress indicator with a green checkmark for "Choose Product" and a blue circle with the number "2" for "Configure Tag". Below the progress indicator is a text input field labeled "Custom HTML Tag". The "Configure Tag" section features an "HTML" label with a help icon and a code editor containing the following code:

```
1 <!-- start number replacer -->
2 <script type="text/javascript"><!--
3 vs_account_id      = "Ch4Nm1erY10StQCG";
4 //--></script>
5 <script type="text/javascript" src="https://rwl.marchex.io/euinc/number-changer-gtm.js">
6 </script>
7 <!-- end ad widget -->
```

Below the code editor, there is a checkbox labeled "Support document.write" with a help icon, which is checked and highlighted with a red box. Underneath this checkbox is a link for "Advanced Settings". At the bottom of the configuration area, there is a blue "Continue" button, also highlighted with a red box.

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

Overview

Tags

Triggers

Variables

Folders

✓ Choose Product

Custom HTML Tag

✓ Configure Tag

Tag Type Custom HTML

HTML

```
<!-- start number replacer -->  
<script type="text/javascript"><!--  
vs_account_id = "Ch4Nm1erY10StQCG";  
!--></script>  
<script type="text/javascript" src="https://rwl.marchex.io/euinc/number-changer-gtm.js">  
</script>  
<!-- end ad widget -->
```

Support document.write True

3 Fire On

Choose one or more triggers from the following types:

All Pages Some Pages Click Form More

This trigger will fire your tag. [Create Exceptions](#)

All Pages ×

Create Tag Cancel Copy Delete

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

The screenshot shows the Google Tag Manager interface for 'Test Company - Web'. The top navigation bar includes 'ACCOUNTS', 'CONTAINER', 'VERSIONS', and 'ADMIN'. The current container is 'GTM-PQM37Q' and it is in 'Now Editing' mode. The 'Publish' button is highlighted in red in the top right corner. The main area displays the 'Tags' section with a 'New' button and a table of existing tags. The table has columns for 'Name', 'Type', and 'Firing Triggers'. One tag named 'Marchex' is listed with the type 'Custom HTML' and firing triggers on 'All Pages'. The right-hand panel contains three sections: 'Publish Now' with a red 'Publish' button, 'Preview and Debug' with a blue 'Preview' button, and 'Save as New Version' with a blue 'Create Version' button.

Test Company
Test Company - Web

ACCOUNTS CONTAINER VERSIONS ADMIN GTM-PQM37Q Now Editing Version: 1 Unpublished Changes: 1 Publish

Search

Overview
Tags
Triggers
Variables
Folders

Tags

New

| Name ▲ | Type | Firing Triggers |
|---------|-------------|-----------------|
| Marchex | Custom HTML | All Pages |

Publish Now
Push your changes live to your site. Publish

Preview and Debug
Verify and check for problems before publishing your tags. Preview

Save as New Version
This will save your current version and create a new draft version to work on. Create Version

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

The screenshot shows the Google Tag Manager interface for a container named 'Test Company - Web'. The top navigation bar includes 'ACCOUNTS', 'CONTAINER', 'VERSIONS', and 'ADMIN'. The current container is 'GTM-PQM37Q' and the 'Now Editing Version' is 6. There are 0 unpublished changes. A 'Publish' dropdown menu is visible in the top right.

The main content area is divided into several sections:

- New Tag:** Choose from over 20 tag types. Includes an 'Add a new tag' button.
- Add a Note:** You can add a note to capture certain information about your container. Includes an 'Add note' button.
- Now Editing (Version 6):** Last updated 4 days ago by godigital.tagmanager@gmail.com. Shows 0 Unpublished Changes (0 Tags, 0 Triggers, 0 Variables). Includes a 'View all versions' link.
- Last Published (Version 5):** Published 4 days ago by godigital.tagmanager@gmail.com. Shows 1 Tag and 1 Trigger. Includes a 'View published version' link.
- Publish Now:** Push your changes live to your site. Includes a 'Publish' button.
- Preview and Debug:** Verify and check for problems before publishing your tags. This button is highlighted with a red box.
- Save as New Version:** This will save your current version and create a new draft version to work on. Includes a 'Create Version' button.

The bottom section is titled 'Recent Activity' and contains a table with the following data:

| User | Activity | Type | Name | Date |
|--------------------------------|----------|-------------------|-----------|------------|
| godigital.tagmanager@gmail.com | Deleted | Container Version | Version 1 | 4 days ago |
| godigital.tagmanager@gmail.com | Deleted | Container Version | Version 2 | 4 days ago |
| godigital.tagmanager@gmail.com | Deleted | Container Version | Version 3 | 4 days ago |
| godigital.tagmanager@gmail.com | Deleted | Container Version | Version 4 | 4 days ago |
| godigital.tagmanager@gmail.com | Changed | Tag | Marchex | 4 days ago |
| godigital.tagmanager@gmail.com | Changed | Tag | Marchex | 4 days ago |
| godigital.tagmanager@gmail.com | Changed | Tag | Marchex | 4 days ago |

Open Preview and Debug – Orange designates preview mode, open [Website](#) in same browser

The screenshot shows the Google Tag Manager interface for a container named 'Test Company - Web'. The top navigation bar includes 'ACCOUNTS', 'CONTAINER', 'VERSIONS', and 'ADMIN'. The current container is 'GTM-PQM37Q', and it is in 'Now Editing Version: 6' with 'Unpublished Changes: 0'. A 'Publish' button is visible in the top right.

A prominent orange banner at the top of the main content area reads 'Now Previewing Version 6'. Below this banner, a message states: 'You can preview and debug the version by visiting your site from this web browser.' At the bottom of the banner, there are two buttons: 'Refresh' and 'Leave Preview Mode', and a 'Share Preview' link on the right.

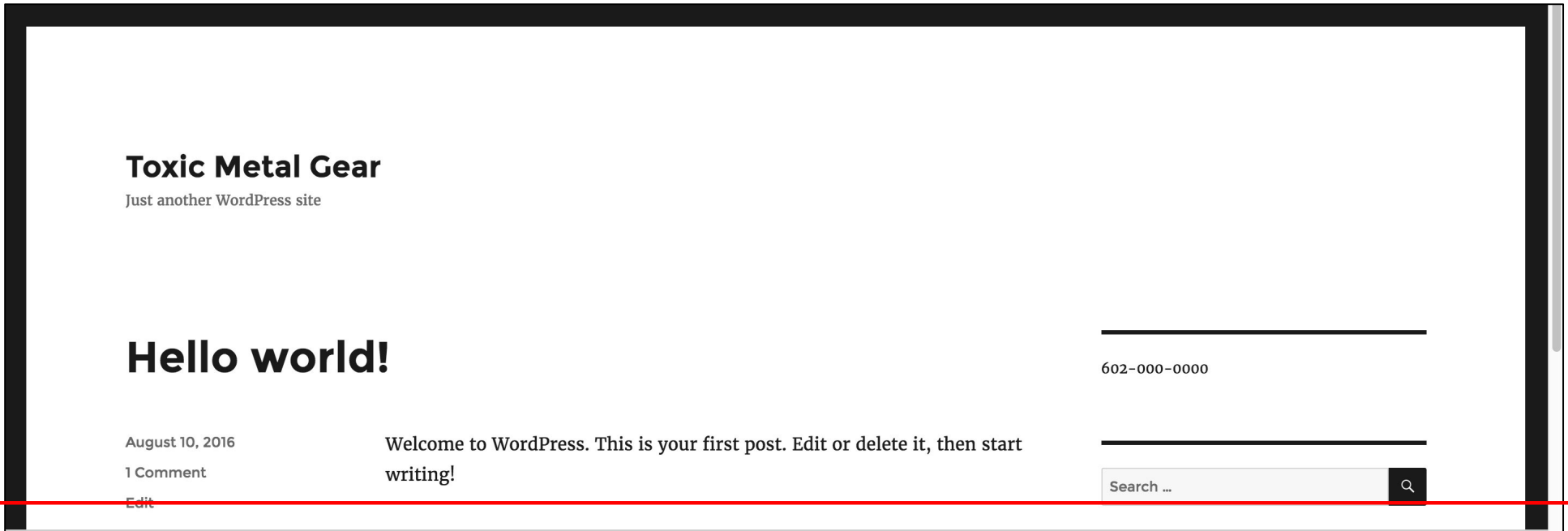
The main content area is divided into several sections:

- New Tag:** A section with a 'New Tag' header and a sub-header 'Choose from over 20 tag types.' It includes an 'Add a new tag' button.
- Add a Note:** A section with an 'Add a Note' header and a sub-header 'You can add a note to capture certain information about your container.' It includes an 'Add note' button.
- Now Editing Version 6:** A blue section with the title 'Now Editing Version 6'. It states 'Last updated 4 days ago by godigital.tagmanager@gmail.com'. Below this, it shows 'Unpublished Changes' with three large '0' icons representing 'Tags', 'Triggers', and 'Variables'. A 'View all versions' link is at the bottom.
- Last Published Version 5:** A green section with the title 'Last Published Version 5'. It states 'Published 4 days ago by godigital.tagmanager@gmail.com'. Below this, it shows '1 1 0' icons representing 'Tag', 'Trigger', and 'Variables'. A 'View published version' link is at the bottom.

At the bottom of the interface is a 'Recent Activity' section with a table:

| User | Activity | Type | Name | Date |
|--------------------------------|----------|-------------------|-----------|------------|
| godigital.tagmanager@gmail.com | Deleted | Container Version | Version 1 | 4 days ago |
| godigital.tagmanager@gmail.com | Deleted | Container Version | Version 2 | 4 days ago |

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)**



A screenshot of the Google Tag Manager (GTM) interface. The top navigation bar includes "Google Tag Manager", "Tags", "Variables", and "Data Layer". On the right, it shows "QUICK_PREVIEW" and "GTM-PQM37Q". The left sidebar has a "Summary" section with a list: "3 Window Loaded", "2 DOM Ready", and "1 Page View". The main content area is titled "Summary" and "Tags Fired On This Page:". A tag card is displayed with the name "Marchex" and the status "Custom HTML - Fired 1 time(s)".

Check Website with Referrer Code

Navigate to Website with [Referrer Code](#), then check [Tracking Number](#) replacement

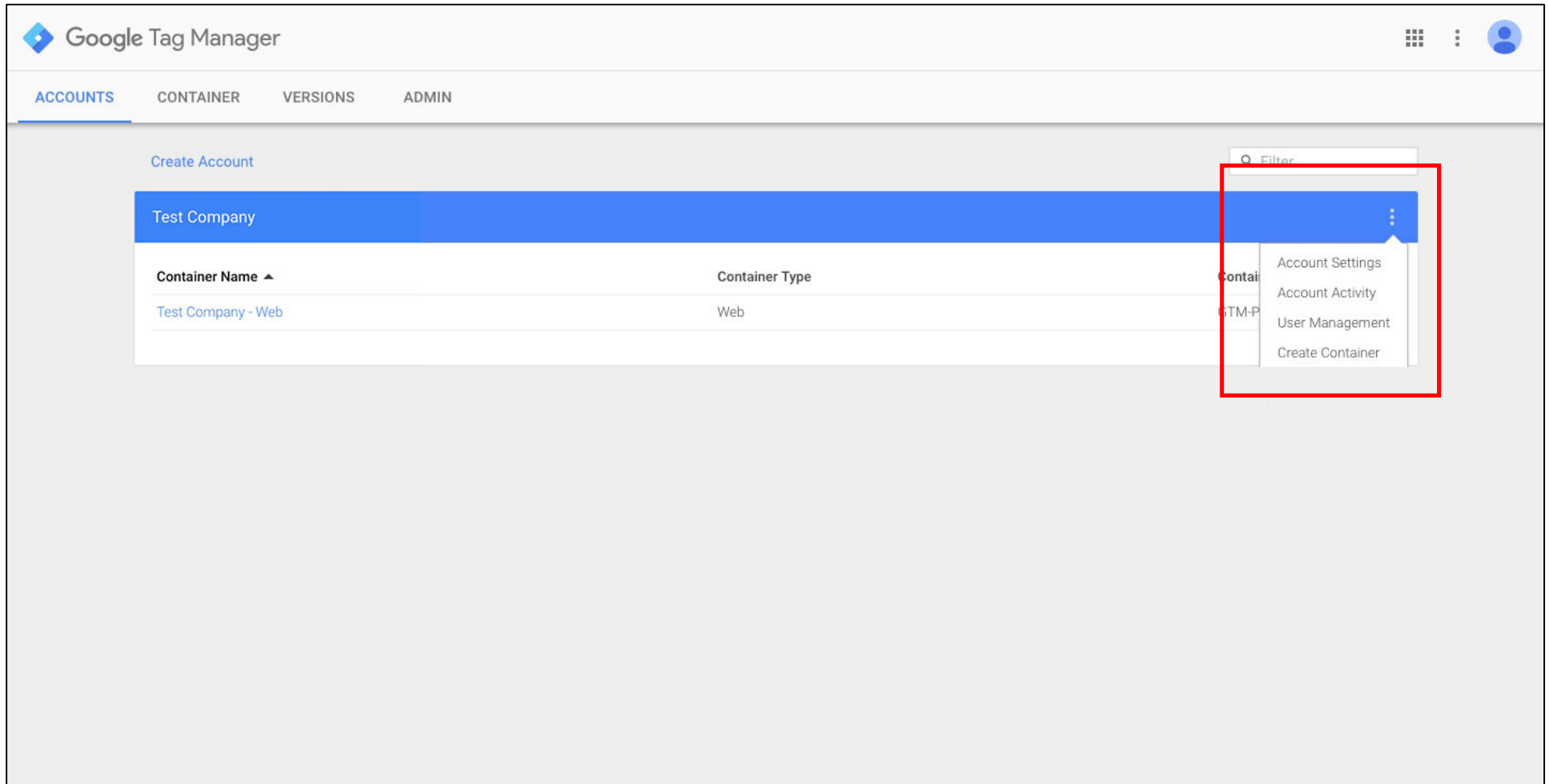
The screenshot shows a web browser window with the address bar containing the URL `toxicmetalgear.com/?_vsrefdom=gotest`. The browser's bookmark bar includes links for G/O Wiki, AMP Dev, Workfront, CA Agile Centra, Tech Center, LeanKit, Marchex, Office 365, Lawson, AMP Support, AMP UX, Dropbox, and Salesforce. The website content features the title "Toxic Metal Gear" and the tagline "Just another WordPress site". A large "Hello world!" heading is present, followed by a post date of "August 10, 2016", "1 Comment", and an "Edit" link. The main text of the post reads: "Welcome to WordPress. This is your first post. Edit or delete it, then start writing!". On the right sidebar, there is a contact number "800-591-1195" enclosed in a red box, a search bar, and sections for "RECENT POSTS" (listing "Hello world!") and "RECENT COMMENTS" (listing "Mr WordPress on Hello world!").

Additional Information

Log into Google Tag Manager

<https://www.google.com/analytics/tag-manager/>

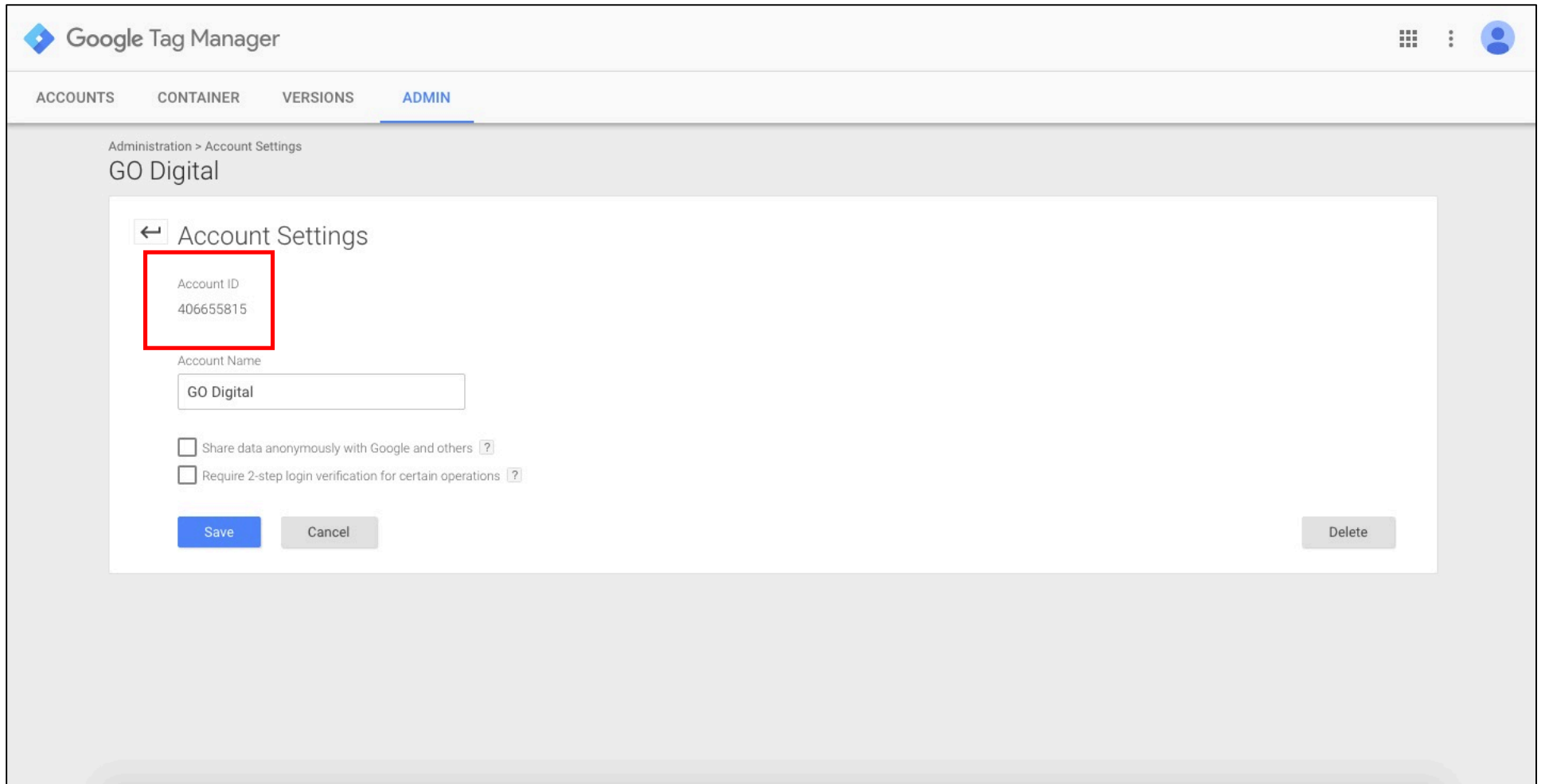
View Account ID – Click **3 Vertical Dots** (More drop down), click **Account Settings**



The screenshot displays the Google Tag Manager interface. At the top, the 'Google Tag Manager' logo is visible on the left, and a grid icon, a vertical ellipsis, and a user profile icon are on the right. Below the logo, the 'ACCOUNTS' tab is selected, with other tabs for 'CONTAINER', 'VERSIONS', and 'ADMIN' visible. The main content area shows a 'Create Account' link and a table of containers. The table has two columns: 'Container Name' and 'Container Type'. A blue header row for 'Test Company' is highlighted. Below it, a table row shows 'Test Company - Web' under 'Container Name' and 'Web' under 'Container Type'. A red box highlights the '3 Vertical Dots' menu for the 'Test Company' account, which is open, showing a search filter and a list of options: 'Account Settings', 'Account Activity', 'User Management', and 'Create Container'.

| Container Name ▲ | Container Type |
|--------------------|----------------|
| Test Company - Web | Web |

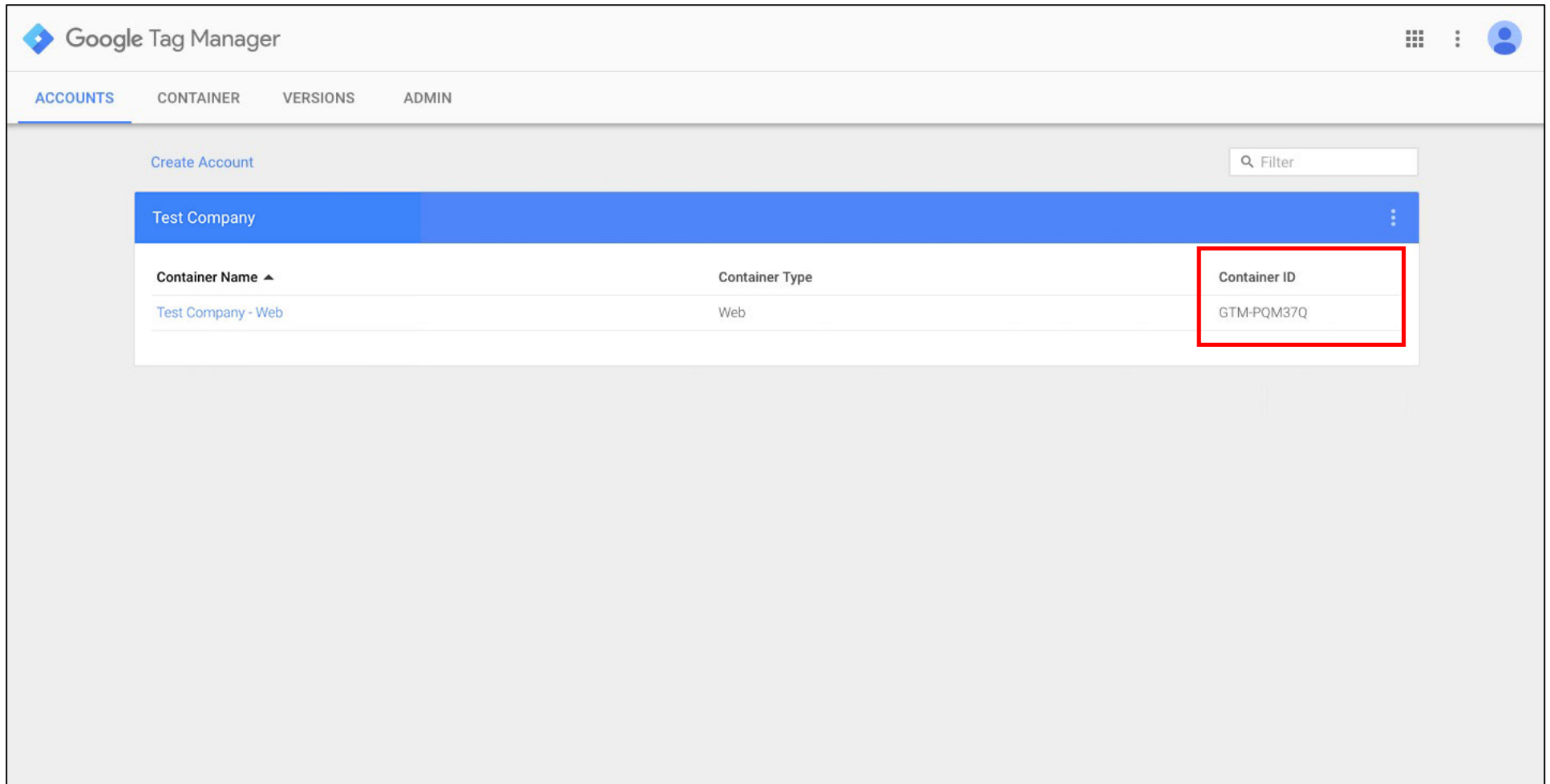
View Account ID – Appears below **Account Settings**



The screenshot shows the Google Tag Manager interface. At the top, the Google Tag Manager logo is on the left, and a grid icon, a vertical ellipsis, and a user profile icon are on the right. Below the logo, there are navigation tabs: ACCOUNTS, CONTAINER, VERSIONS, and ADMIN (which is selected). The main content area shows the breadcrumb 'Administration > Account Settings' and the account name 'GO Digital'. A modal window titled 'Account Settings' is open, containing the following elements:

- A back arrow icon and the title 'Account Settings'.
- The 'Account ID' field, which contains the value '406655815' and is highlighted with a red rectangular box.
- The 'Account Name' field, which contains the value 'GO Digital'.
- Two checkboxes with labels and help icons: 'Share data anonymously with Google and others' and 'Require 2-step login verification for certain operations'.
- Three buttons at the bottom: 'Save' (blue), 'Cancel' (grey), and 'Delete' (grey).

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



The screenshot shows the Google Tag Manager interface. At the top, there is a navigation bar with the Google Tag Manager logo and the text "Google Tag Manager". Below this, there are tabs for "ACCOUNTS", "CONTAINER", "VERSIONS", and "ADMIN". The "CONTAINER" tab is selected. In the main content area, there is a "Create Account" link and a search filter box labeled "Filter". Below these, there is a table of containers. The table has three columns: "Container Name", "Container Type", and "Container ID". The "Container ID" column is highlighted with a red box. The table contains one row with the following data:

| Container Name ▲ | Container Type | Container ID |
|--------------------|----------------|--------------|
| Test Company - Web | Web | GTM-PQM37Q |

View Tag – Click **Container Name** link

The screenshot shows the Google Tag Manager interface. At the top, there is a navigation bar with the Google Tag Manager logo and the text "Google Tag Manager". Below this, there are four tabs: "ACCOUNTS", "CONTAINER", "VERSIONS", and "ADMIN". The "CONTAINER" tab is selected. In the main content area, there is a "Create Account" link and a search box labeled "Filter". Below these, there is a table with the following columns: "Container Name", "Container Type", and "Container ID". The "Container Name" column is highlighted with a red box. The table contains one row with the following data: "Test Company - Web", "Web", and "GTM-PQM37Q".

| Container Name ▲ | Container Type | Container ID |
|------------------------------------|----------------|--------------|
| Test Company - Web | Web | GTM-PQM37Q |

View Tag – Click [Tags](#) link

The screenshot displays the Google Tag Manager (GTM) interface for a container named "Test Company - Web". The top navigation bar includes "ACCOUNTS", "CONTAINER" (selected), "VERSIONS", and "ADMIN". On the right, it shows the container ID "GTM-PQM37Q", "Now Editing Version: 1", "Unpublished Changes: 2", and a "Publish" button. The left sidebar contains a search bar and navigation links for "Overview", "Tags" (highlighted with a red box), "Triggers", "Variables", and "Folders". The main content area is titled "Tags" and features a "New" button and a table of existing tags.

| Name ▲ | Type | Firing Triggers | Last Edited |
|-------------------------|-------------|---------------------------|---------------|
| Marchex | Custom HTML | Page Load | 2 minutes ago |