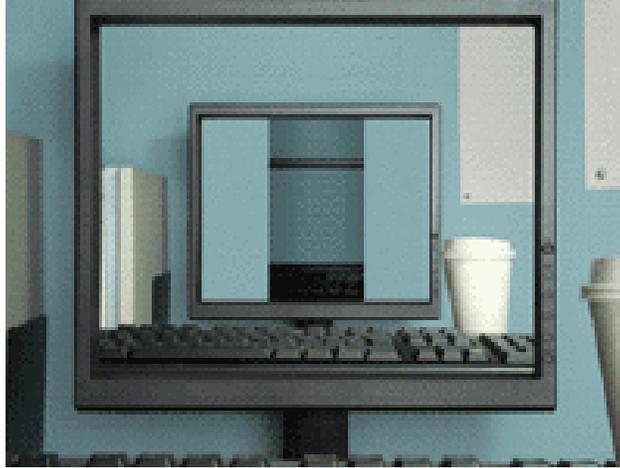


Adding Google Tag Manager to a WordPress Site

Last Updated / Reviewed: December 1st, 2021

Execution Time: ~10-15 minutes



Goal: To add Google Tag Manager to a WordPress site.

Ideal Outcome: Google Tag Manager is properly installed without any technical issues.

Prerequisites or requirements: This exact process only applies to WordPress.org sites.

Why this is important: Google Tag Manager is a great tool to add and manage multiple pixels and tracking codes without needing to edit the code of a site.

Where this is done: In your WordPress install and Google Tag Manager.

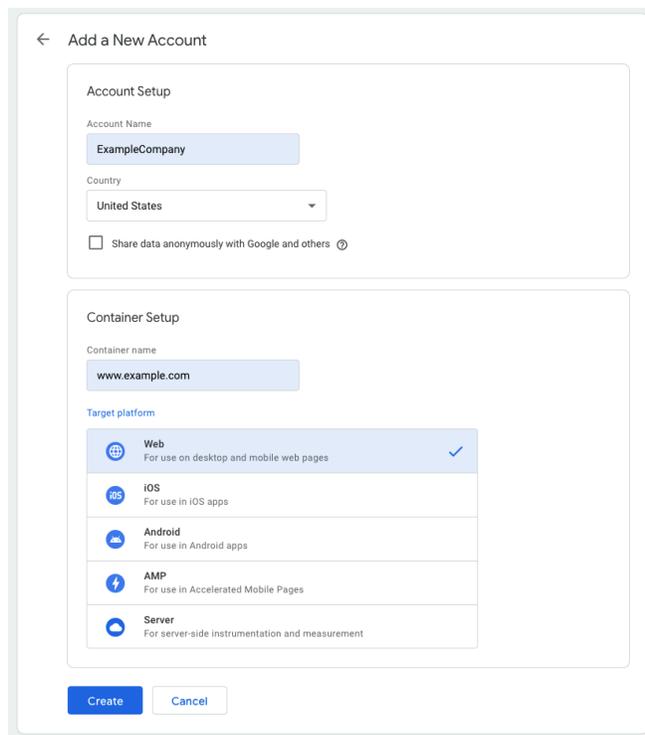
When this is done: Only once—the first time you install Google Tag Manager.

Who does this: The person responsible for website management or analytics.

Environment Setup

Important: This SOP works only for self-hosted WordPress sites, aka WordPress.org and not WordPress.com

1. Download the [Google Tag Assistant Legacy Chrome Extension](#) (Free).
2. Sign up for [Google Tag Manager](#) (Free):
 - a. You'll need to log in to your Google account.
 - b. If this is your first time creating a Google Tag Manager Account, you'll be redirected to the account creation page.
3. Fill in the following information:
 - a. Account Name — The name you use to identify this account.
 - b. Country — Country origin.
 - c. Container name — Insert the URL of your website
 - d. Target platform — Where do you plan to add Google Tag Manager (e.g. on your website, mobile, etc)
 - e. (Optional) Share data anonymously with Google.



← Add a New Account

Account Setup

Account Name
ExampleCompany

Country
United States

Share data anonymously with Google and others ⓘ

Container Setup

Container name
www.example.com

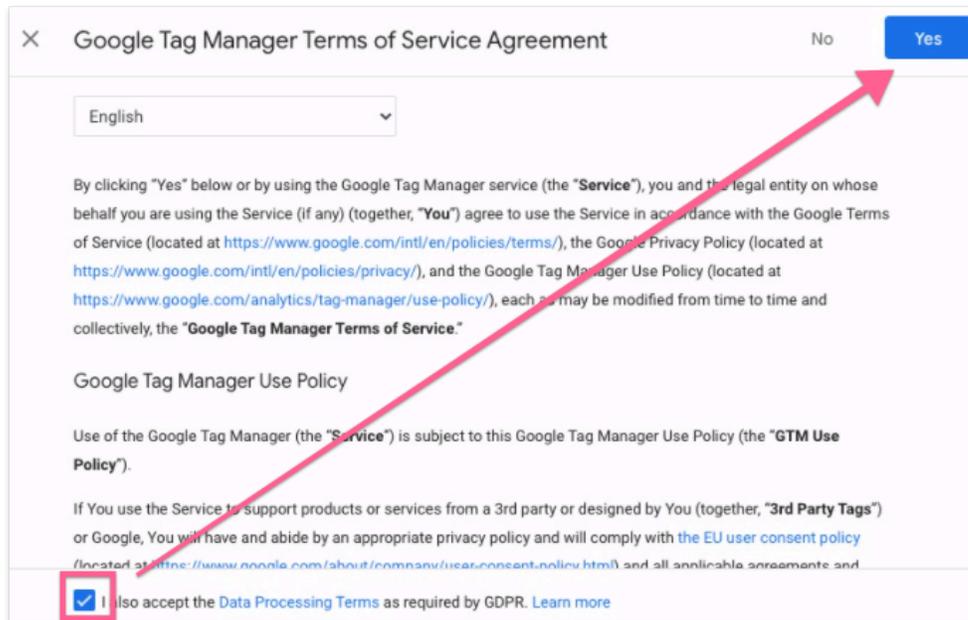
Target platform

<input checked="" type="checkbox"/>	Web For use on desktop and mobile web pages	✓
<input type="checkbox"/>	iOS For use in iOS apps	
<input type="checkbox"/>	Android For use in Android apps	
<input type="checkbox"/>	AMP For use in Accelerated Mobile Pages	
<input type="checkbox"/>	Server For server-side instrumentation and measurement	

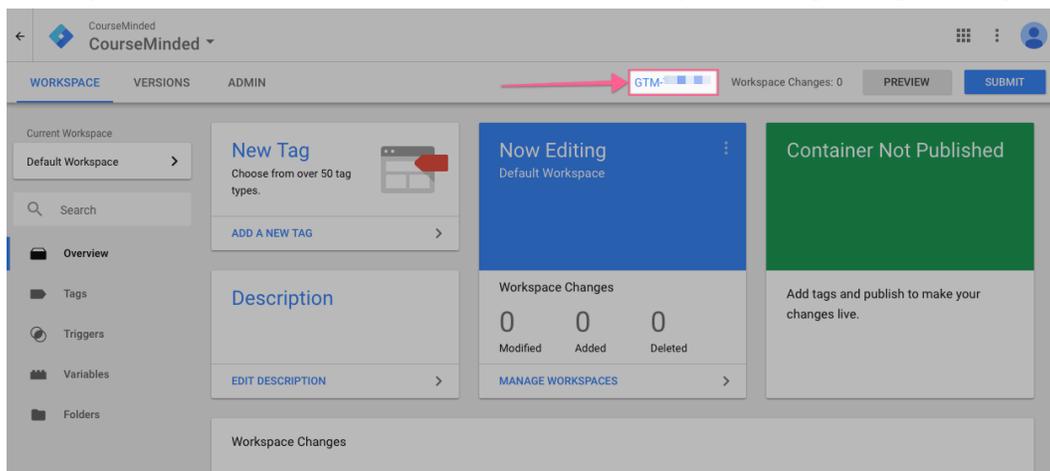
Create Cancel

4. Once finished. Click **“Create”**.

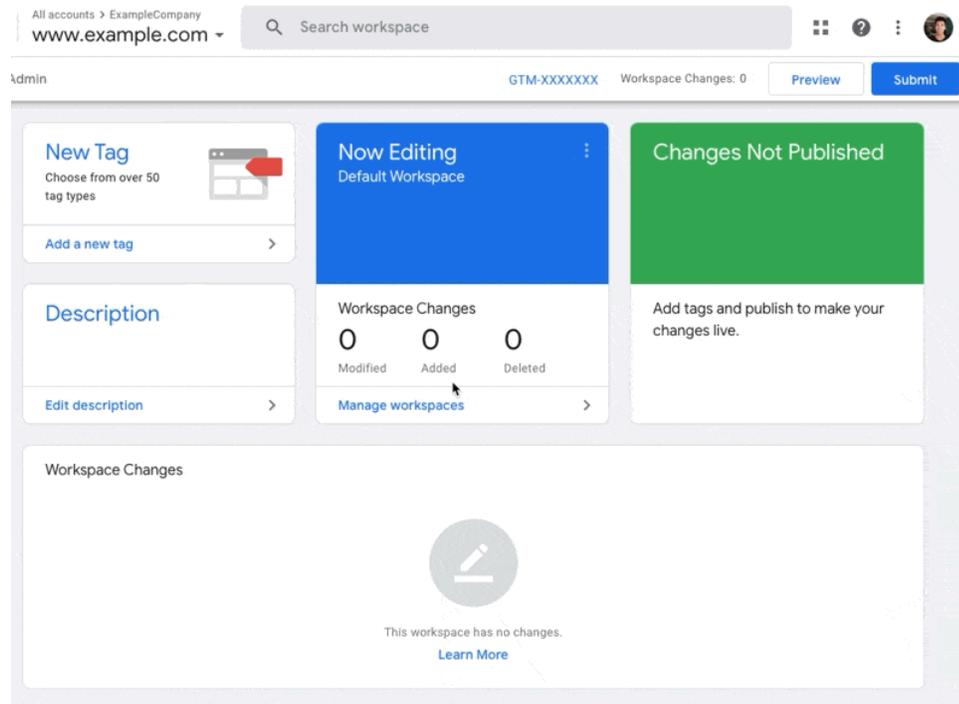
- You'll see a Google Tag Manager Terms of service pop up. Select the checkbox and click "Yes".



- You will see the code to install Google Tag Manager. Ignore this since you won't be manually adding code to your Wordpress site. Click "OK".
- Once you are in your Workspace, make note of your Google Tag Manager ID.



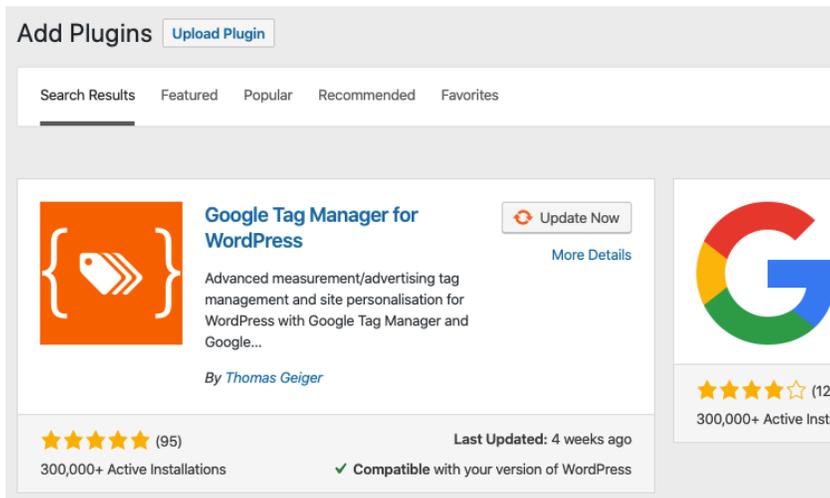
- Click on Submit > Publish > Continue to publish your Google Tag Manager container



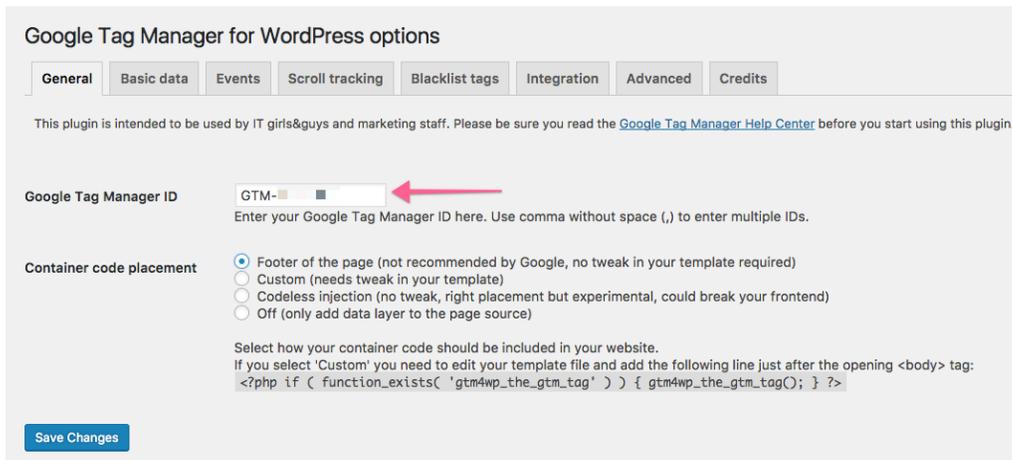
□ Install and configure the Google Tag Manager WordPress plugin

1. Log into your WordPress site.
2. In the WordPress sidebar, go to Plugins > Add New
3. Enter "Google Tag Manager for WordPress" in the search box

4. Install the [Google Tag Manager for WordPress](#) plugin (the image may vary)



5. Activate the plugin
6. In the WordPress sidebar, go to Settings > Google Tag Manager
7. Paste your Google Tag Manager ID (the one you got from the Google Tag Manager dashboard) in the available field



8. The plugin offers several ways to install the container code on your site. Before you implement any of these, we recommend you create a backup of your site.
 - a. Option 1: **Codeless injection** — with this option, the plugin will try to figure out the right placement for the container for you. This is the easiest option but there's a small risk it might break something on the frontend of your site. If you decide to go with codeless injection, select this option from the list and click "Save changes"

Container code placement `<noscript>`

- Footer of the page (not recommended by Google, no tweak in your template required)
- Custom (needs tweak in your template)
- Codeless injection (no tweak, right placement but experimental, could break your frontend)
- Off (only add data layer to the page source)

Code placement decides where to put the second, so called noscript part of the GTM container code. This code is usually only executed if your visitor has for some reason disabled JavaScript. The main GTM container code will be placed into the `<head>` section of your webpages anyway (where it belongs to). If you select 'Custom' you need to edit your template file and add the following line just after the opening `<body>` tag:

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

After selecting this, visit the website in a new tab or window and make sure everything looks right. If it does, you can move on to the next step of [QA-ing the installation](#).

- b. Option 2: Custom — with this option, you will need to make a small edit to your theme files. If your WordPress theme allows you to make changes and you're comfortable with the theme editor, you can use this option. Select the “Custom (needs tweak in your template)” container code placement and click on “Save Changes.”

Google Tag Manager for WordPress options

General | Basic data | Events | Scroll tracking | Blacklist tags | Integration | Advanced | Credits

This plugin is intended to be used by IT girls&guys and marketing staff. Please be sure you read the [Google Tag Manager Help Center](#) before you start using this plugin.

Google Tag Manager ID:
Enter your Google Tag Manager ID here. Use comma without space (,) to enter multiple IDs.

Container code placement

- Footer of the page (not recommended by Google, no tweak in your template required)
- Custom (needs tweak in your template)
- Codeless injection (no tweak, right placement but experimental, could break your frontend)
- Off (only add data layer to the page source)

Select how your container code should be included in your website. If you select 'Custom' you need to edit your template file and add the following line just after the opening `<body>` tag:

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

[Save Changes](#)

- i. Copy the php code provided by the plugin and click on “Save Changes”

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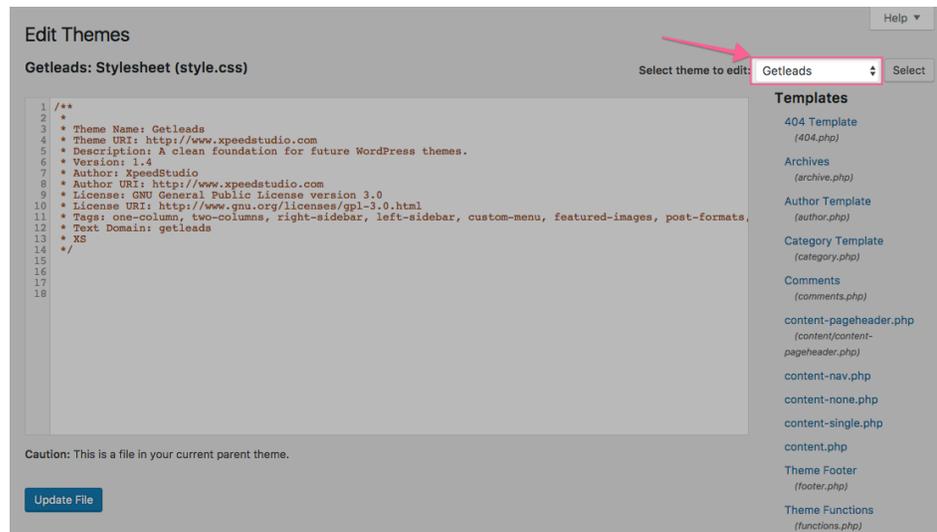
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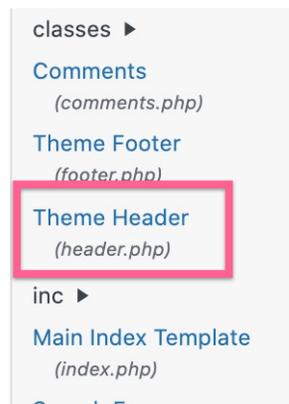
[Save Changes](#)

- ii. In the WordPress sidebar, go to Appearance > Theme Editor

- iii. Make sure that you are editing the Theme that you currently have installed in your site (you can go to Appearance > Themes to check the name of the theme you are using)



- iv. Select the “Theme Header” template from the list on the right.



- v. This template is different depending on the theme that you have installed. However, you will always be able to find an opening

<body> tag in the code.

```

1 <?php
2 /**
3  * header.php
4  *
5  * The header for the theme.
6  */
7 ?>
8
9 <!DOCTYPE html>
10 <!--[if IE 8]> <html <?php language_attributes(); ?> class="ie8"> <![endif]-->
11 <!--[if !IE]><!--> <html <?php language_attributes(); ?>> <!--<![endif]-->
12
13 <head>
14 <meta charset="<?php bloginfo('charset'); ?>">
15 <!-- Mobile Specific Meta -->
16 <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1">
17
18
19 <!-- Favicon, Apple Touch Icons -->
20 <?php getleads_site_icon(); ?>
21
22 <?php wp_head(); ?>
23 </head>
24 <body <?php body_class(); ?> data-spy="scroll" data-target="#main-navbar">
25 <?php if ( function_exists( 'gtm4wp_the_gtm_tag' ) ) { gtm4wp_the_gtm_tag(); } ?>
26
27

```

- vi. Paste the php code provided by the plugin right below the opening <body> tag.

```

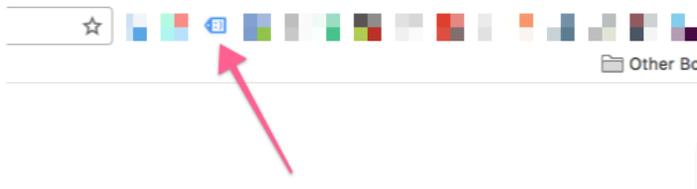
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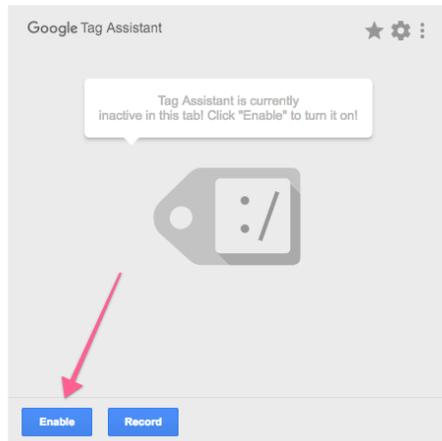
- vii. Click on “Update File”

QA-ing your installation

1. Open your website homepage using Chrome.
2. Click on the Google Tag Assistant Chrome Extension



3. Click on “Enable”



4. Refresh the page and click on the Google Tag Assistant Chrome Extension again
5. You should see a green tag for Google Tag Manager, indicating that the installation was successful.

