

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.

Account	Setup				
Account N	ame				
Exampl	eCompany				
Country					
United \$	States 👻				
Shar	a data anonymously with Google and others 🕥				
Containe	er Setup				
Container I	iame				
www.ex	ampie.com				
Target plat	form				
•	Web For use on desktop and mobile web pages				
os For use in IOS apps					
Or use in Android apps					
0	AMP For use in Accelerated Mobile Pages				
0	Server For server-side instrumentation and measurement				

4. Once finished. Click "Create".



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

Google Tag Man	ager Terms of Service Agreement	No	Yes
English	~		
By clicking "Yes" below or	by using the Google Tag Manager service (the "Service"), y	you and the legal entity on whose	9
of Service (located at http	s://www.google.com/intl/en/policies/terms/), the Google F	Privacy Policy (located at	
https://www.google.com/	intl/en/policies/privacy/), and the Google Tag Manager Use	e Policy (located at	
https://www.google.com/	analytics/tag-manager/use-policy/), each a may be modifi	fied from time to time and	
collectively, the "Google T	ag Manager Terms of Service."		
Google Tag Manage	' Use Policy		
Use of the Google Tag Ma	nager (the "S_rvice") is subject to this Google Tag Manage	r Use Policy (the "GTM Use	
Policy").			
If You use the Service to s	upport products or services from a 3rd party or designed b	y You (together, "3rd Party Tags")	
or Google, You with have a	nd abide by an appropriate privacy policy and will comply w	with the EU user consent policy	
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I Iso accept the Data	Processing Terms as required by GDPR. Learn more		

- 6. 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**".
- 7. Once you are in your Workspace, make note of your Google Tag Manager ID.

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	WORKSPACE	VERSIONS	ADMIN				GTM-	Worksp	bace Changes: 0 PREVIEW	SUBN	MIT
0	Current Workspace Default Workspace	>	New Tag Choose from over 50 tag types.		Now E	diting orkspace		÷	Container Not Pub	lished	1
	C Search		ADD A NEW TAG	>							
	Tags		Description		Workspace	e Changes	0		Add tags and publish to make yo changes live.		
	Triggers 🖉				U Modified	Added	U Deleted				
	Variables Folders		EDIT DESCRIPTION	>	MANAGE W	ORKSPACES		>			
	- Odela		Workspace Changes								

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



L.			GTM-XXXXXXX	Work	space Changes: 0	Preview	Sub
New Tag Choose from over 50 tag types	•	Now Editing Default Workspace			Changes No	ot Published	d
Add a new tag	>						
Description		Vorkspace Changes D O Modified Added	O Deleted		Add tags and pub changes live.	lish to make you	ır
Edit description	>	Aanage workspaces	>				
Workspace Changes							

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)

Add Plugins	ad Plugin
Search Results Featu	red Popular Recommended Favorites
{	Coogle Tag Manager for WordPress
★★★★★ (95) 300,000+ Active Installa	Last Updated: 4 weeks ago 300,000+ Active Installi ions ✓ Compatible with your version of WordPress

- 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

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	Google Tag Manager ID GTM- Enter your Google Tag Manager ID here. Use comma without space (,) to enter multiple IDs.							
Container c	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(); } ?></body>							
Save Chang	ges							

- 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 <noscript> part 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 (where="" anyway="" belongs="" it="" of="" section="" to).<br="" webpages="" your="">If you select 'Custom' you need to edit your template file and add the following line just after the opening tag: <?php if (function_exists('gtm4wp_the_gtm_tag')) { gtm4wp_the_gtm_tag(); } ?></head>

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 <u>QA-ing the installation</u>.

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."



i. Copy the php code provided by the plugin and click on "Save Changes"



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



 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)

Edit Themes				Help 🔻
Getleads: Stylesheet (style.css)	Select theme to edit:	Getleads	¢	Select
1 /**		Templates 404 Template		
 4 * Theme URI: http://www.xpeedstudio.com 5 Description: A tolean foundation for future WordPress themes. 6 * Version: 1.4 7 * Author: Xpeedstudio 8 * Author: WRI: http://www.xpeedstudio.com 8 * Author: URI: http://www.xpeedstudio.com 9 * Author: URI: http://www.apeedstudio.com 9 * Author: URI: http://www.apeedstudio.com 9 * Author: URI: http://www.apeedstudio.com 9 * Author: URI: Author: Appendix and http://www.appedstudio.com 	-images, post-formats,	(404.php) Archives (archive.php) Author Templat		
<pre>11 * Tags: one-column, two-columns, right-sidebar, left-sidebar, custom-menu, featured-in 12 * Text Domain: getleads 13 * XS 14 */ 15 16</pre>		, (author.php) Category Templat (category.php)		
17 18		Comments (comments.php)	
		content-pageheader.ph (content/content- pageheader.php)		r.php
		content-nav.ph	p	
		content-none.p	hp ohp	
Caution: This is a file in your current parent theme.		content.php		
		Theme Footer (footer.php)		
Opdate File		Theme Function (functions.php)	ns	

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 alway be able to find an opening



<body> tag in the code.



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



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"



Google Tag Assistant	*‡E
Tag Assistant is currently inactive in this tabl Click "Enable" to turn it on!	
./	
Enable Record	

- 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.



Disable	Record	VIEW RECORDINGS