Troubleshooting Common Issues
With Google Tag Manager

If you are having problems with Google tag manager then these sets of questions and steps will solve most of them.

General checks

1. Are you using the same browser?

You should enable preview mode in Google tag manager in the same browser as you are viewing and debugging your site. Don't use Firefox for preview and Chrome for testing.

2. Are you in a private (incognito) window?

As with different browsers, you shouldn't mix private and regular windows. Either have everything in regular windows or in private.
Be careful as Google tag manager preview does not work in Firefox private mode!

3. Does your browser accept 3rd party cookies?

Make sure that third party cookies are allowed in your browser otherwise preview mode won't work for you.
If you are super sensitive about your privacy you can just add an exception to this rule for the site: *www.googletagmanager.com*

4. Is Google Tag Manager actually installed?

Even if you are 100% sure the container code is installed just check it again anyway!

You can use the **tag assistant plugin** to check if GTM has loaded or **check your website source code** for the GTM container code.

5. Is the container code correct?

You might have your GTM container installed but double-check that you have the correct one installed.

Open the GTM and compare the container IDs. They look something like this: *GTM-XXXXXXX*.
Again you can use **tag assistant plugin** or **check the source code** for this.

5. Have you enabled the preview mode in the right container?

If you are working on multiple projects at the same time and you are switching between them this can happen very quickly.

Open google tag manager and just double-check the container you are working on.

6. Are you using some sort of tag manager injector?

If so **double-check the settings** if you've limited the injection of the code to the wrong domain.

Also, **check that the container ID** is exactly the same. Without any spaces at the beginning or at the end as this sometimes causes problems.

Debug window problems

If the debug window on your page isn't loading or you don't see the content or it takes to long to see the changes... Follow these steps:

1. Refresh the website, ignoring the cached content a "hard refresh".

On Windows, you can do this by clicking **CTR+R in Firefox** or **CTRL+F5 in Chrome**.
Mac users can use ⌘ **+ Shift + R** on both browsers.

2. Disable Adblock if you have it enabled.

3. Clear all cookies on the site.

4. Disable browser plugins.

There can be a conflict between some for the plugins and GTM. The fastest and easiest way to see if this is the case is to check it in the private (incognito) mode.

Please check the 2. Point in the general checks!

Last resort

If you are still having problems then you should **contact your developer**!

Sometimes there are more technical problems like your website is cached somewhere (most likely a CDN) or there is a problem in container code and you can have a hard time figuring it out.