



Google Tag Manager Resources

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Google Tag Manager

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

Tag Manager Fundamentals

<https://analyticsacademy.withgoogle.com/course/5>



Tag Manager

Tag Manager Setup Checklist (The Basics)

1. Create a Container
2. Enable Variables
3. Create Constant/Custom Variables
4. Create All Elements (Click) Trigger
5. Document All Tags, Triggers & Unique Selectors
6. Configure, Test & Publish

Additional Google Tag Manager Tasks

YouTube Tracking From Cardinal Path

<https://goo.gl/16sgQB>

Scroll Depth Tracking

<http://scrolldepth.parsnip.io/> & <https://goo.gl/Rq1hUy>

More Resources

90+ Tips, Tricks and Helpful Guides

<https://www.analyticsmania.com/post/google-tag-manager-resources/>

Google Tag Manager Courses

<https://measureschool.com/>

The Data Layer: A Non-Technical Explanation

<https://www.simoahava.com/analytics/data-layer/>

The Data Layer: A Much More Technical Explanation

<https://www.optimizesmart.com/google-tag-manager-data-layer-explained-like-never/>

Google's Ecommerce Tracking Guide

<https://support.google.com/tagmanager/answer/6107169?hl=en>

Enhanced Ecommerce Using Google Tag Manager

<http://flintanalytics.com/installing-enhanced-ecommerce-using-google-tag-manager-and-the-data-layer/>