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Sign up

Training Tag Manager Initiation Client Side

1 day (7 hours)

Presentation

Get trained on the leading TMS (Tag Management System). Free and intuitive, Google Tag Manager simplifies the management of your tracking tags.

Our client-side Tag Manager training for beginners will teach you how to use the tool to track user-triggered events. You'll learn the basics of GTM (its interface and operation), and how to use its various components (tags, triggers, variables and folders).

You'll learn about best practices and the recommended implementation of Google Analytics 4 tracking. What's more, our hands-on course will enable you to set up events, dimensions and custom statistics in Google Analytics.

At the end of this course, you'll be able to analyze your users' behavior in detail, without needing any technical skills.

Objectives

- Installing and configuring Google Analytics with Tag Manager
- Create conversion tracking via GTM
- Using and understanding Tag Manager
- Good tagging practices

Target audience

- Web analyst
- Acquisition manager
- Marketing and communications manager
- Data analyst

- Traffic manager
- Webmaster

Prerequisites

Knowledge and experience of Google Analytics.

Program of our Customer-Side Tag Manager training course

Introduction to GTM

- Introducing Google Tag Manager
- Overview of tool structure
- The administration section
- How GTM works
 - Triggers
 - Variables
 - Tags
 - The files
- Introduction to recipe templates and import tool
- Workspaces and versions

Best practices

- Naming conventions
- Preview before publishing
- Describe each version
- The benefits of tagging
- Update the tagging plan each time a change is made

Installing Google Analytics tracking

- Creating your first variable
- Creating a page view tag and using the fields to be specified
- Using the debug view for debugging

Creating events with Tag Manager

- Introducing the Google Event Library
- Tracking the sending of a form using parameters
- GA4 conversion setup
- Creating a customized event
- Creating custom dimensions and statistics in Google Analytics
- Debugging

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.