

A Web Designer's Guide to Setting Up Google Analytics Using Google Tag

The Web Designer

THE CHECKLIST

- Step 1:** Determine the goal(s) of the website
 - Visitors landing on specific page (thank you page post purchase)*
 - Sessions lasting for a specific length or longer*
 - Visitors views a specific number of pages*
 - A video is played*
 - A social recommendation is made*
 - An ad is clicked*
 - A button is clicked*

- Step 2:** Create a Google Tag Manager account
 - From Google Tag Manager, go to Accounts > Create Account*
 - Enter account name and click continue*
 - Enter container name (such as site name) and select web*
 - Click create, review terms of service and click yes*

- Step 3:** Install Google Tag Manager
 - Click Workspace*
 - Click container ID to launch and install Tag Manager*
 - Copy and paste code snippet into your website as instructed*

- Step 4:** Create a New Tag
 - From the Workspace, click Tags from the menu and click New*
 - Select the tag type (Google Analytics - Universal Analytics)*
 - Specify triggers (all pages - or other trigger you wish to track)*

- Step 5:** Insert Google Analytics Settings Tracking ID
 - Find your GA tracking ID from the admin section of your GA account*
 - Paste it into the form requesting your tracking ID*

- Step 6:** Publish the Container
 - From Workspace, click Submit*
 - Add a version name (such as Google Analytics)*
 - Click Publish*

Our Favorite Google Tag Manager and Google Analytics Resources:

- [Installing the Google Tag Manager Container Snippet \[Video\]](#)
- [80+ Supported Tag Template Types \(for Using With Third-Parties\)](#)
- [Community Template Gallery](#): Featuring hundreds of done-for-you Google Tag Manager tags and variables
- [Free Google Tag Manager Fundamentals Course](#)
- [40+ Google Tag Manager Recipes](#)
- [100+ GTM tips](#)
- [Google Analytics Academy](#)