

Google Analytics & Google Tag Manager Workshop

LunaMetrics is a Digital Marketing & Google Analytics consultancy helping businesses use data to illuminate the bridge between marketing, user behavior and ROI. Our core consulting competencies are in Google Analytics and Digital Marketing Strategy.

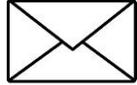


Welcome

Ok, So Who Is This?

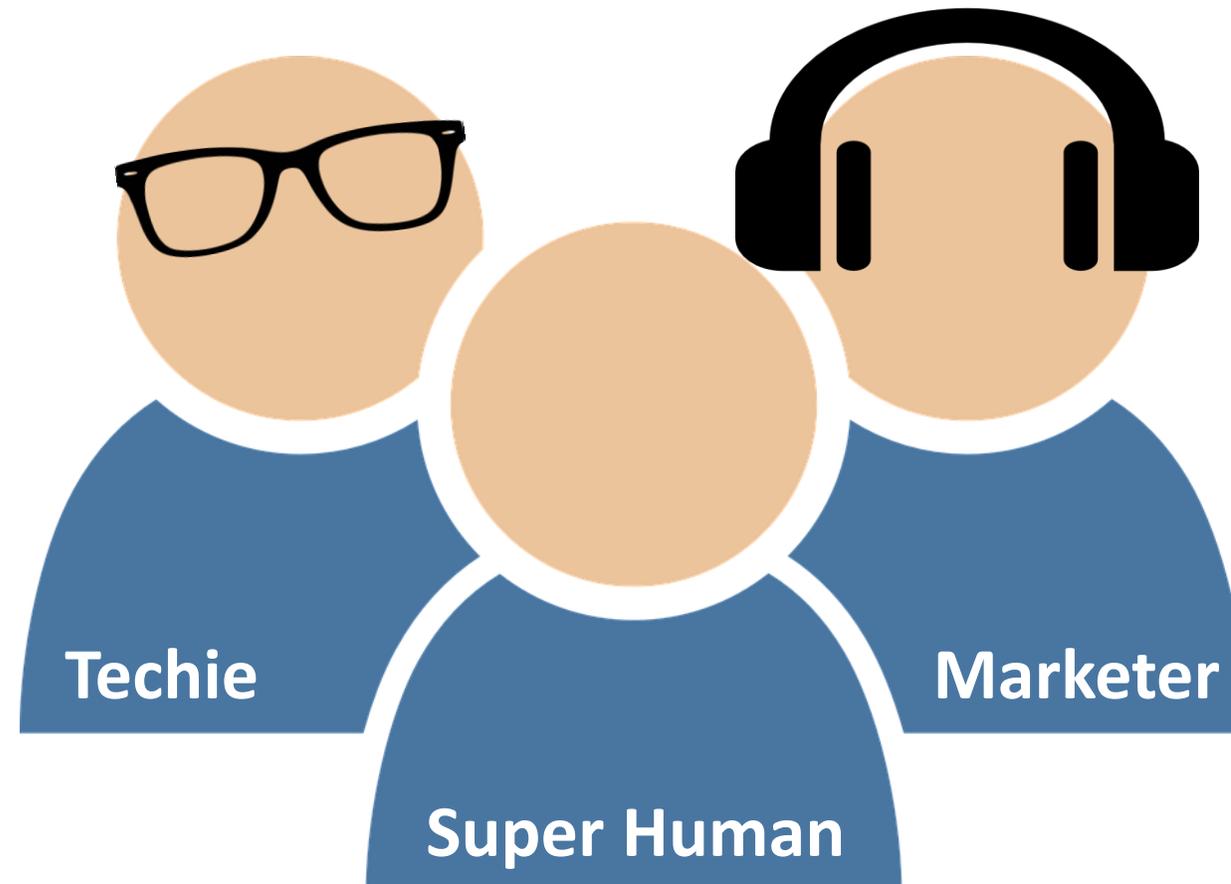


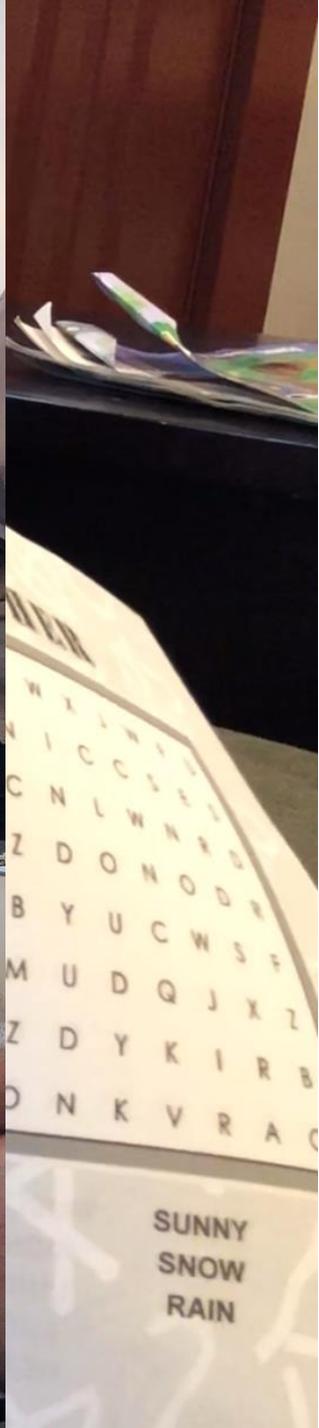
Jon Meck
Senior Director, Marketing

 meck@lunametrics.com

Welcome

Who are you?





W X L V
N I C C L E
C N L W N B
Z D O N O D R
B Y U C W S F
M U D Q J X Z
Z D Y K I R B
O N K V R A C

SUNNY
SNOW
RAIN

Welcome

Fun Facts: We Do Trainings!



We hold a few different trainings across the country! In Chicago 3x a year, and actually here next week!

Subject	Classes		
Google Analytics	101	201	301
Google Ads	101	201	
Google Tag Manager	101		
Google Data Studio	101		
Google Optimize	101		

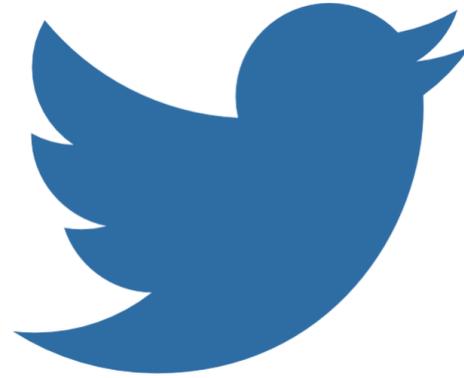
[Learn more about our trainings](#)

Welcome

Fun Facts: Share & Raise Money



/LunaMetrics



@lunametrics



/LunaMetrics

#LunaTraining #ContentJam

1. Understand how Google Analytics and Google Tag Manager work together. Understand how to implement.
2. Learn about Google Analytics events; how we can use GTM to add event tracking to our site, and event reports to better understand users' actions.
3. Learn about Google Analytics custom dimensions; how we can use GTM to pass extra info to GA, and how this helps our reporting.

How Does It All Fit Together?

Google AdWords
will become
Google Ads



DoubleClick and the Google
Analytics 360 Suite
will become
Google Marketing Platform



DoubleClick for Publishers
and DoubleClick Ad Exchange
are becoming
Google Ad Manager



Google Marketing Platform



Google Marketing Platform

 Display & Video 360

 Search Ads 360

 Analytics 360

 Data Studio

 Optimize 360

 Surveys 360

 Tag Manager 360

Off Your Site

-  Display & Video 360
-  Search Ads 360
-  Ads

Sending Traffic

On Your Site

-  Optimize 360
-  Tag Manager 360
-  Surveys 360
-  Analytics 360

Recording Activity

Reporting In GA

-  Analytics 360

-  Surveys 360
-  Data Studio

Google Analytics is a tool that we use to capture, sort, classify, and report on users' actions on and off our site. We can slice and dice the data several ways, comparing content, traffic sources, users, and more.



Google Tag Manager is a tool to make it easier to make small changes to our website, like adding “tags” from Google and third-parties, triggering off page or user-specific actions that occur on the page.

1. Google Tag Manager code added to page
2. Existing GA Tracking removed from page
3. Google Analytics tracking set up inside of GTM
4. Additional tags set up inside of GTM
5. When page loads, GTM (and all tags) fire



TIP

The benefits of using Google's products are realized as you add more, connected products to your personal 'stack.' Learn how each tool connects to the other tools and work to take advantage of their native integrations.

Less time moving data, more time using data.

Orienting Yourself in GA

Account Overview, Dashboard, & Navigation

The Questions We Ask Of Analytics

Who came to my site? (Audience)

Where did they come from? (Acquisition)

What did they do there? (Behavior)

Did they do what I wanted? (Conversions)

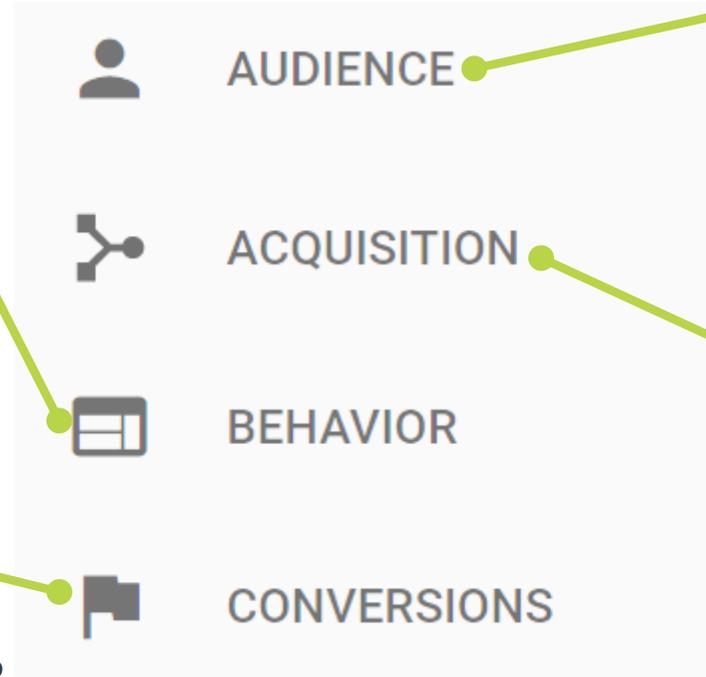


What did they look at?

- Which pages?
- Where did they enter and leave?
- What did they search for?

Were they successful?

- Did they complete our goals?
- Did they complete a transaction?
- If not, where did they drop out?



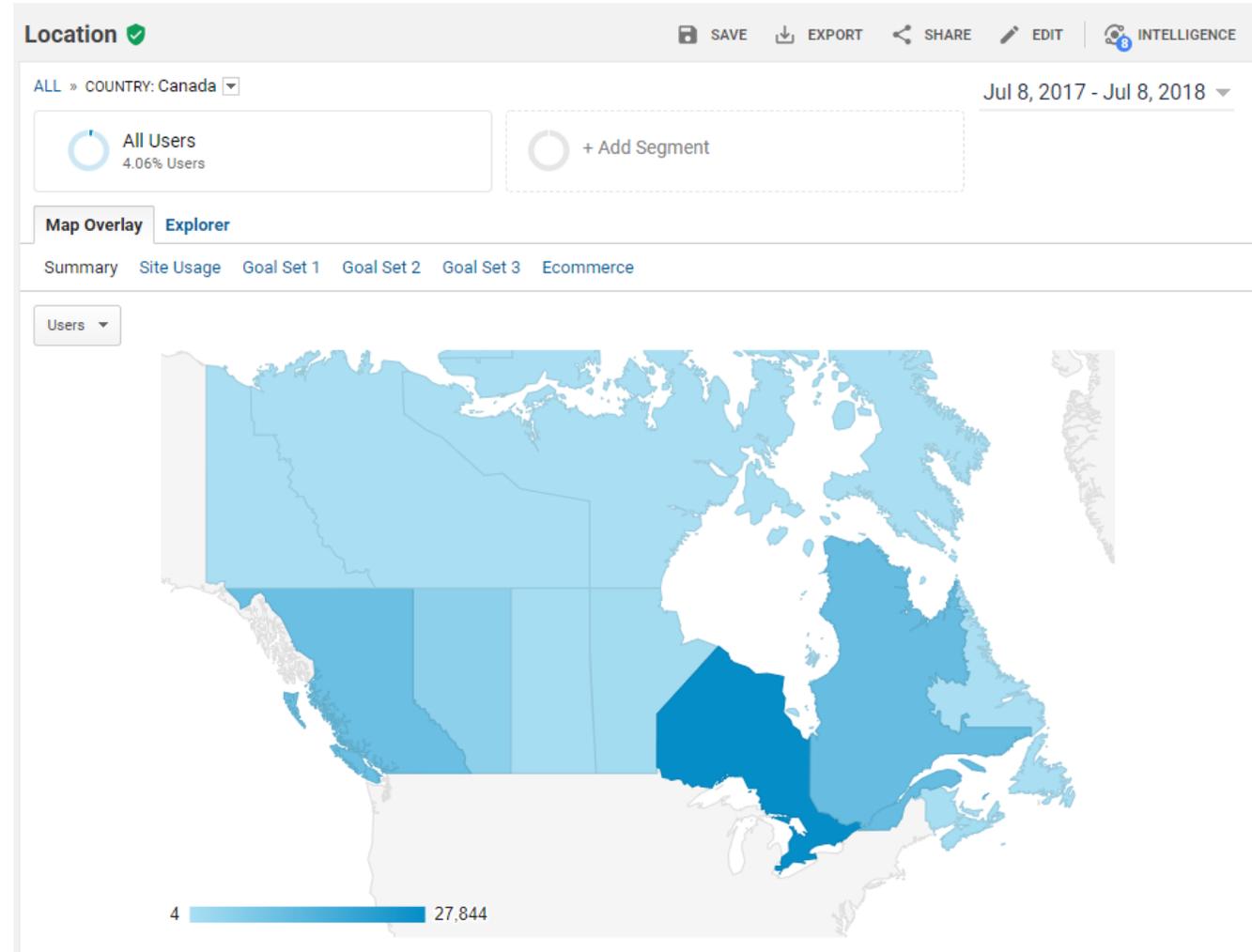
Who came to our site?

- Where geographically?
- Have they been here before?
- How often do they come back?

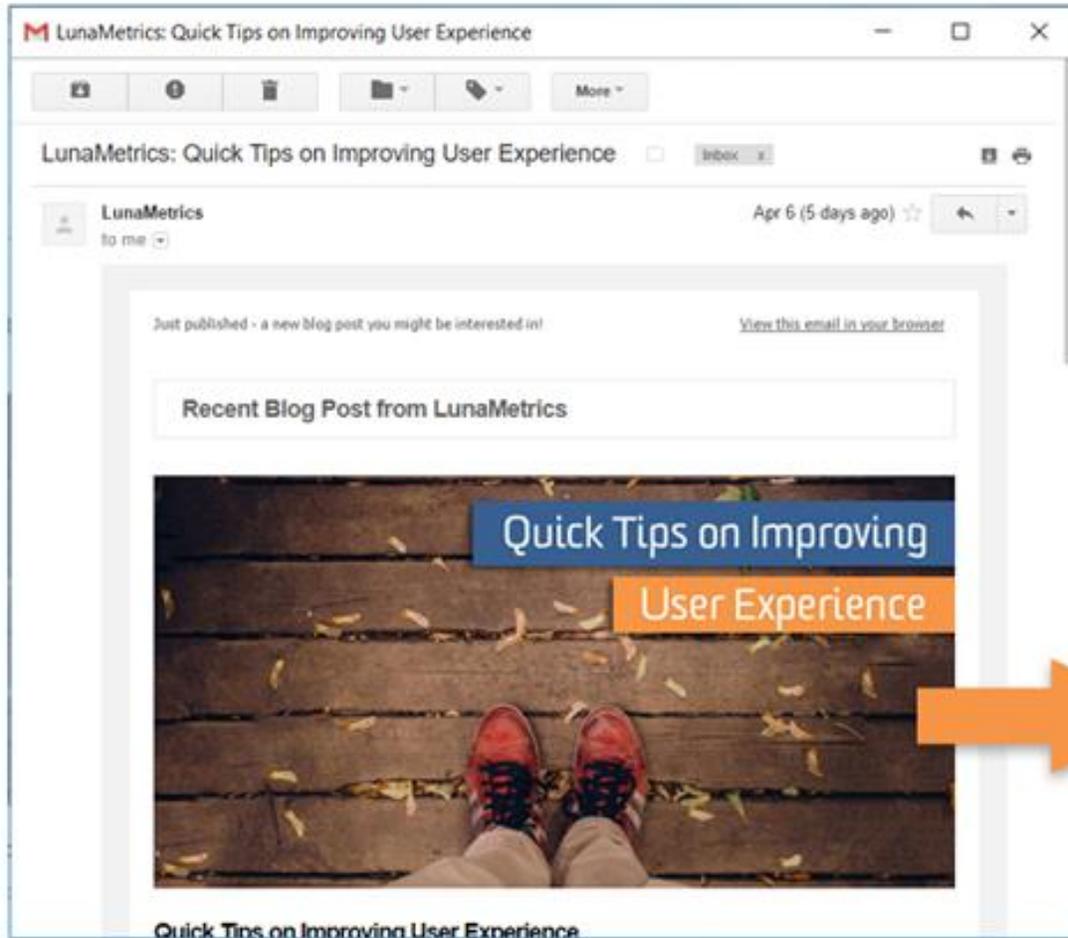
How did they get here?

- Bookmark, link, search engine (keyword? paid or organic?), email marketing, etc.

- Geographic
- Frequency
- Technology
- Demographics (some)
- Interests (some)



- Channels
- Source/Medium/Campaigns
- Paid Search (AdWords/DoubleClick)
- Organic Search (Google Search Console)



Source / Medium	
1.	google / organic
2.	(direct) / (none)
3.	twitter / social
4.	example.com / referral
5.	bing / organic
6.	t.co / referral
7.	newsletter / email

- Make sure you are using campaign tags on ALL inbound links that you control
(Social, Email, Affiliates, Trade Shows etc.)
- Understand Medium/Source/Campaign
- Link Google Ads & Google Search Console
- Create Custom Channels

A green rectangular box with a diagonal shadow effect, containing the word 'TIP' in white. A small green circle is connected to the right side of the box by a thin green line.

TIP

Connecting your tools together unlocks new reports inside of Google Analytics, enables passing of data between products.

Orientation

- Pages Viewed
- Landing Pages
- Site Search
- Events
- Content Groupings

Behavior Reports

- Set up Site Search
- Look into Content Groupings
- Track Everything With Events (Today!)

Goals

Did they do the thing
we wanted them to do?



Conversion Reports

Ecommerce

Did they buy something
from our website?



- Goal Conversions
 - Reached a Page
 - Spent Amount of Time
 - Read a Number of Pages
 - Took a Specific Action
- Ecommerce
- ENHANCED Ecommerce

- Set up Goals. Yesterday!
- Implement Enhanced Ecommerce if Possible
- Consider conversions to link to Ads

Getting Started With GA

An Overview of Analytics & Using Your Account

The screenshot shows the LunaMetrics Audience Overview dashboard. The left sidebar contains navigation options: HOME, CUSTOMIZATION, Reports (REAL-TIME, AUDIENCE, Overview, Active Users, Lifetime Value BETA, Cohort Analysis BETA, Audiences NEW, User Explorer, Demographics, Interests, Geo, Behavior, Technology), DISCOVER, and ADMIN. The main content area displays 'Audience Overview' for 'All Users' (100.00% Users) from Oct 19, 2017, to Oct 25, 2017. A line chart shows 'Users' over time. Below the chart are several key metrics: Users (19,678), New Users (17,143), Sessions (23,340), Number of Sessions per User (1.19), Pageviews (98,614), Pages / Session (4.23), Avg. Session Duration (00:02:25), and Bounce Rate (48.41%). A pie chart shows the visitor split: 80.4% New Visitor and 19.6% Returning Visitor (4,204 Users).

Metric	Value
Users	19,678
New Users	17,143
Sessions	23,340
Number of Sessions per User	1.19
Pageviews	98,614
Pages / Session	4.23
Avg. Session Duration	00:02:25
Bounce Rate	48.41%

Visitor Type	Percentage	User Count
New Visitor	80.4%	-
Returning Visitor	19.6%	4,204 Users

Accounts, Properties, Views, Oh My!

DEFINITION

User

Your email login (could be a Gmail address or your own email address you've signed up as a Google Account).

DEFINITION

Account

Your user login may have access to multiple accounts in Google Analytics – a personal account for your blog and your company account for your corporate websites, for example.

DEFINITION

Web Property

A distinct website you are measuring. Each web property is identified by an ID.

DEFINITION

View

Separate “buckets” of data within a property. Each web property has at least one view, and you may add additional views with different sets of data filtered in various ways.

[How to Choose Between Views and Properties](#)

DEFINITION

Manage Users

Can manage account users (**add/delete users, assign permissions**). Does not include Edit, Collaborate, or Read & Analyze

DEFINITION

Edit

Can perform **administrative** and report-related functions (e.g., add/edit/delete accounts, properties, views, filters, goals, etc., but not manage users), and see report data. Includes Collaborate.

DEFINITION

Collaborate

Can collaborate on **shared assets**, for example, edit a dashboard or annotation. Includes Read & Analyze.

DEFINITION

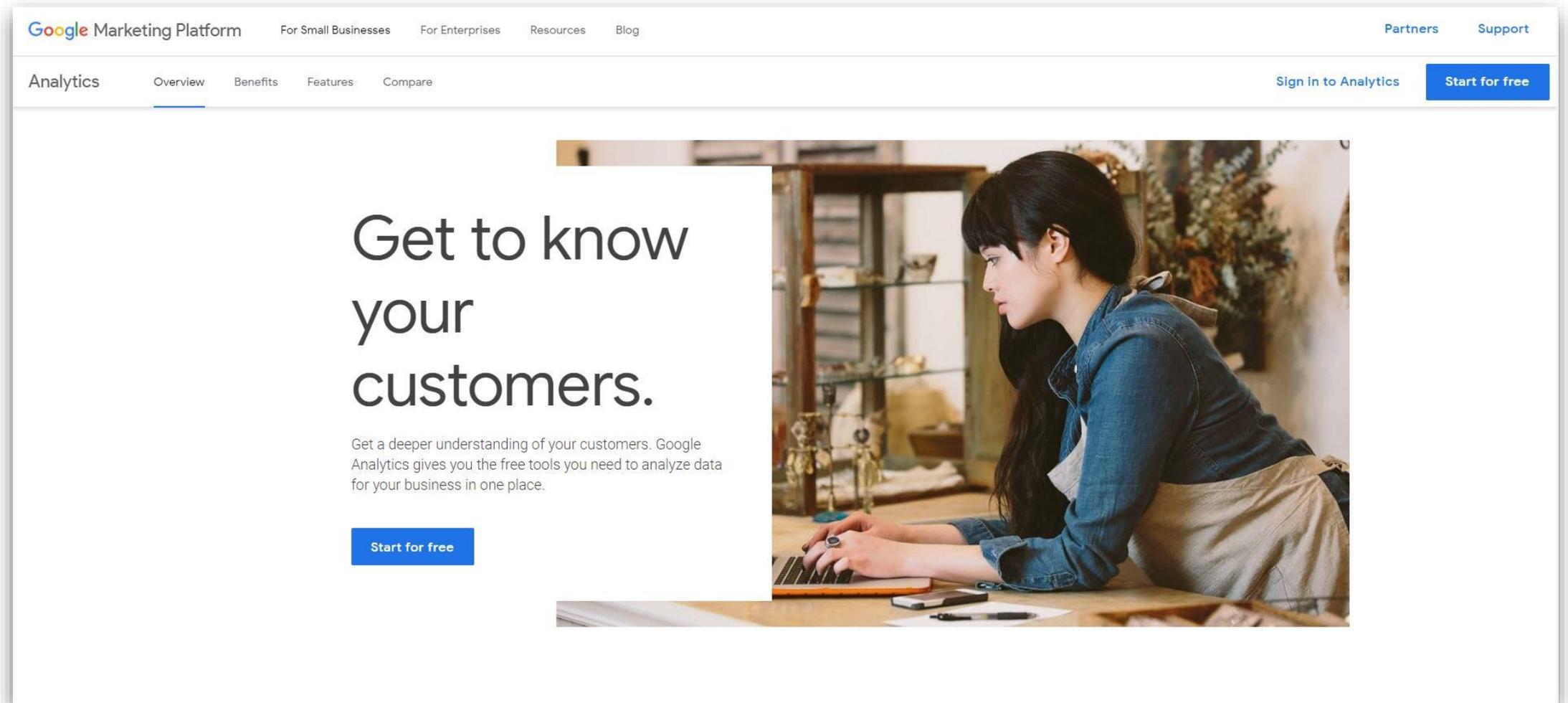
Read & Analyze

Can see **report and configuration data**; manipulate data in reports; create and share personal assets, see shared assets. Cannot collaborate on shared assets.

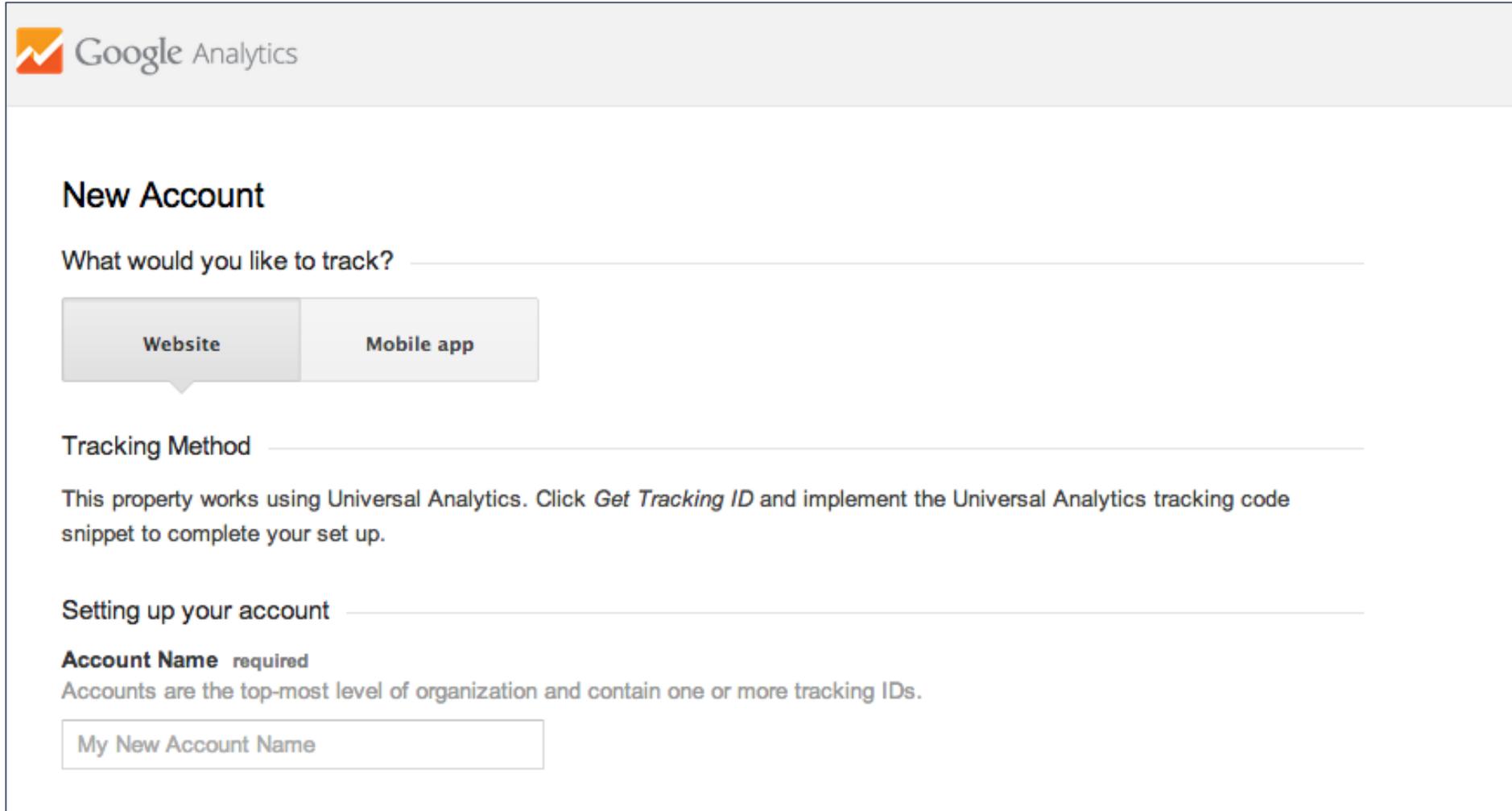
DEFINITION

Web Property

- The web property ID is of the form UA-XXXXXX-YY.
- It's often called the "UA number" since it starts with "UA".
- The XXXXXX part represents your account number, and the YY represents a unique web property.
- The web property ID is what enables GA to send data to the correct set of Views.



The screenshot shows the Google Analytics website landing page. At the top, there is a navigation bar with the Google Marketing Platform logo and links for 'For Small Businesses', 'For Enterprises', 'Resources', and 'Blog'. On the right side of the top bar are links for 'Partners' and 'Support'. Below this is a secondary navigation bar with 'Analytics' as the main category and sub-links for 'Overview', 'Benefits', 'Features', and 'Compare'. On the right side of this bar are buttons for 'Sign in to Analytics' and 'Start for free'. The main content area features a large headline: 'Get to know your customers.' Below the headline is a sub-headline: 'Get a deeper understanding of your customers. Google Analytics gives you the free tools you need to analyze data for your business in one place.' A blue 'Start for free' button is positioned below the sub-headline. To the right of the text is a photograph of a woman with long dark hair, wearing a denim shirt and a light-colored apron, sitting at a desk and working on a laptop in what appears to be a cafe or shop setting.



The screenshot shows the Google Analytics 'New Account' creation interface. At the top left is the Google Analytics logo. Below it, the heading 'New Account' is displayed. A text input field asks 'What would you like to track?'. Below this are two buttons: 'Website' (which is selected and has a small downward-pointing arrow) and 'Mobile app'. Another text input field is labeled 'Tracking Method'. Below this field, a paragraph explains: 'This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.' A third text input field is labeled 'Setting up your account'. Below this, the text 'Account Name required' is shown, followed by the explanation: 'Accounts are the top-most level of organization and contain one or more tracking IDs.' At the bottom, there is a text input field containing the placeholder text 'My New Account Name'.

Setting up your account

Account Name required
Accounts are the top-most level of organization and contain one or more tracking IDs.

Setting up your property

Website Name required

Website URL required

Industry Category ?

Reporting Time Zone

Data Sharing Settings ?

Data that is collected, processed, and stored in your Google Analytics account ("Google Analytics data") is secure and kept confidential. Google Analytics data is used to provide and improve service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#).

The screenshot shows the Google Analytics interface for a property named "Google Merchandise Store". On the left is a navigation sidebar with options like "Property Settings", "Tracking Info", "Tracking Code", "Data Collection", "Data Retention", "User-ID", "Session Settings", "Organic Search Sources", "Referral Exclusion List", "Search Term Exclusion List", "PRODUCT LINKING", "Google Ads Linking", "AdSense Linking", "Ad Exchange Linking", and "All Products". The main content area is titled "Tracking Code" and displays the "Tracking ID" as UA-54516992-1. Below this, the "Status" indicates the property is "Receiving traffic in past 48 hours" with "3 active users right now". A "Send test traffic" button is visible. The "Website Tracking" section is titled "Global Site Tag (gtag.js)" and provides instructions on how to implement the tracking code. A code block contains the following HTML snippet:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-54516992-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-54516992-1');
</script>
```

Below the code block, a paragraph explains that the Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products, giving users better control while making implementation easier. A "Learn more" link is provided.

[Where Should The Google Analytics Tracking Code Be Placed?](#)

[Where Should The Google Tag Manager Snippet Be Placed?](#)

Five Eras of Tracking Code

⊘ DON'T USE

Pre-2015

ga.js

"traditional"

```
var pageTracker =  
_gat._getTracker("UA-XXXXXX-Y");
```

2009-2013

analytics.js

Universal

```
ga('create', 'UA-XXXXXX-Y', 'auto');
```

2017-present

gtag.js

```
gtag('config',  
'UA-XXXXXX-X');
```

Urchin.js

```
_uacct = "UA-XXXXXX-Y";
```

2005-2009

ga.js

Asynchronous

```
_gaq.push(['_setAccount',  
'UA-XXXXXX-X']);
```

2013-present

The Google Analytics tracking code, or collection method, has changed over time. Each has a specific set of instructions, most represent changes or improvements.

1. analytics.js (on-page or via GTM)
2. gtag.js (on-page)

ACTIVITY

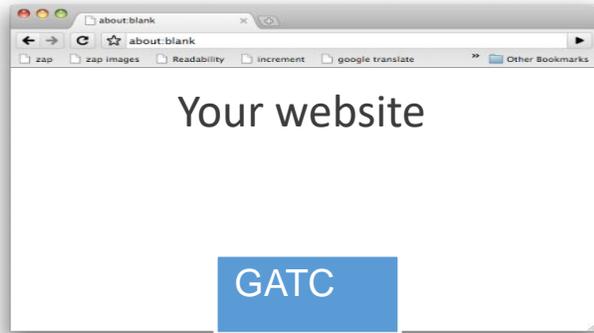
What version are you using? Check your site and View Source to look for your GA implementation.

*Note: If you use a plugin or GTM, you might not see in source code. **That's ok!** Just need a different tool.*

TIP

If you have the option, always use Google Tag Manager. Otherwise, you can use either gtag.js or analytics.js on the page. Gtag will have the most support for on-page code going forward.

Web Browser



Google Analytics

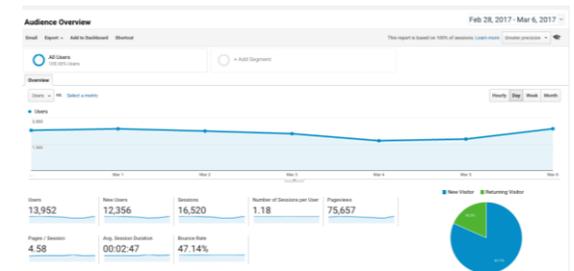
Google Analytics Server



Data Processing



Google Analytics Reports



What Can Users Do On Our Site?

- Read our blogs
- Browse our products
- Sign up for our newsletter
- Watch videos
- Submit Forms
- Share on social
- Login/Register for an account
- Make a purchase

What Does Google Analytics Measure?

- Read our blogs
- Browse our products
- Sign up for our newsletter
- Watch videos
- Submit Forms
- Share on social
- Login/Register for an account
- Make a purchase

DEFAULT

DEFAULT

CUSTOM

CUSTOM

CUSTOM

CUSTOM

CUSTOM

CUSTOM

Just fine in many cases!

But, there are additional features that need some setup/configuration to get the most out of your data:

- **Goals** (did visitors complete some key action?)
- **Site Search** (what did visitors search for?)
- **Campaigns** (which of my marketing efforts drove users to the site?)

The default tracking code captures the sources visitors come from and the pages they view on the site.

There may be additional data you want to capture:

- **Interaction events** (downloaded a PDF, played a Flash video, filled out an AJAX form, etc.)
- **Custom information** about visitors or their behavior not present in URLs (logged in users, etc.)

There may be technical situations that require you to use different or additional code:

- **Subdomains** measured together in one property
- **Multiple domains** measured together in one property
- **Frames or iFrames**
- **URLs that don't change** for forms or content
- **Client-side redirects**

GTM Implementation

Introduction

- Google Tag Manager is a **free** tool that allows users to add tags – including conversion tracking, analytics, and remarketing – with just **a few clicks**.

Google Tag Manager



- The tags load on the client-side as the page loads.

Little coding required*

Integrated tags with select third-party tools

Multiple users and permissions supported

Import solutions from others

*For basic



Introduction

Version control

Live debugging

Re-usable components

Speeds up page load time!

Tag Manager Benefits



Developers (on-page code):

- Technical proficiency
- Potentially long lead times
- Typically more robust QA needed/expected
- Not flexible
- Intertwined with core functionality
- Server-side

Marketer (tag management):

- Less tech skills required, more chance for error
- Fast turnaround (minutes)
- Separate from site functionality
- Perhaps less oversight
- Client-side

Marketer + Developer:

- User permissions enable granular control
- Devs can review and approve
- Whitelist/blacklist types of tags
- Maintain speed to launch

We always recommend a Tag Manager.

GTM Does Not Equal Analytics



TIP

Google Tag Manager does not replace Google Analytics. Google Tag Manager is the way Analytics is loaded on to your page.

- Google Tag Manager requires a one-time code update to **every** page on your website
- The Tag Manager code has two pieces
 - The top part should be placed as high in the **<head>** of the page as possible
 - The bottom part should be placed immediately after the opening **<body>** tag

```
<head>
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-XXXX');
<!-- End Google Tag Manager -->
...
</head>
<body>
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-XXXX"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

Without GTM Snippet

```
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4 <title>Alice's Wonderland Resorts - Home</title>
5 <base href="http://aliceswonderlandresort.com/">
6 <meta charset="utf-8">
7 <meta name="viewport" content="width=device-width, user-scalable=yes">
8 <meta name="robots" content="noindex,nofollow">
9 <meta name="google-site-verification"
  content="HDDieIVS1_UJv95eEslaKUGW8eXbbAEVlZQ2f6yTiY0" />
10
11 <link rel="stylesheet" href="css/reset.css">
12 <link rel="stylesheet" href="css/global.css">
13 <script src="http://code.jquery.com/jquery-latest.min.js"></script>
14 <link rel="shortcut icon" href="favicon.ico" type="image/x-icon">
15 <link rel="icon" href="favicon.ico" type="image/x-icon">
16
17
18
19 <script src="js/jquery.easing.1.3.js"></script>
20 <script src="js/jquery.jcarousel.js"></script>
21 </head>
22 <body>
23 <center>
24 <div class="container">
25 <p style="text-align:right;margin-top:5px;">
26   <span id='welcome-message'>Welcome, <span style='font-weight:bold;' id='full-
  name'>Kristen Perko</span> | <a href='profile' style='font-weight:bold;'>My
  Account</a></span> </p>
27 <div id="header-big" style="text-align:left"><a href=""></a></div>
28 <div id="header-small"><a href=""></a></div>
29 <div class="subnav">
30
31 <div id="navigation_container">
32   <div class="rectangle">
33     <center> <ul id="navigation">
34 <a href="index.php"><li class="button orange selected">Home</li></a>
35 <li class="spacer">|</li>
36 <a href="chats/"><li class="button orange">Cheshire Cat Chats</li></a>
```

Installing GTM On Your Site

With GTM Snippets installed

```
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4 <title>Alice's Wonderland Resorts - Home</title>
5 <base href="http://aliceswonderlandresort.com/">
6 <meta charset="utf-8">
7 <meta name="viewport" content="width=device-width, user-scalable=yes">
8 <meta name="robots" content="noindex,nofollow">
9 <meta name="google-site-verification"
  content="HDDieIVS1_UJv95eEslaKUGW8eXbbAEVlZQ2f6yTiY0" />
10
11 <link rel="stylesheet" href="css/reset.css">
12 <link rel="stylesheet" href="css/global.css">
13 <script src="http://code.jquery.com/jquery-latest.min.js"></script>
14 <link rel="shortcut icon" href="favicon.ico" type="image/x-icon">
15 <link rel="icon" href="favicon.ico" type="image/x-icon">
16
17
18 <!-- Google Tag Manager -->
19 <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
  j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
  '//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
  })(window,document,'script','dataLayer','GTM-5WWDX2');</script>
24 <!-- End Google Tag Manager -->
25
26 <script src="js/jquery.easing.1.3.js"></script>
27 <script src="js/jquery.jcarousel.js"></script>
28 </head>
29 <body>
30 <!-- Google Tag Manager (noscript) -->
31 <noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-5WWDX2"
  height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
32 <!-- End Google Tag Manager (noscript) -->
33 <center>
34 <div class="container">
35 <p style="text-align:right;margin-top:5px;">
36   <span id='welcome-message'>Welcome, <span style='font-weight:bold;' id='full-
  name'>Kristen Perko</span> | <a href='profile' style='font-weight:bold;'>My
  Account</a></span> </p>
37 <div id="header-big" style="text-align:left"><a href=""> All Pages      |
| GA - Event - PDF Clicks | Universal Analytics |  PDF Link Click |

# Creating Tags

Or add a new tag from the Overview screen

The screenshot displays the LunaMetrics Overview screen with three main columns. The first column, titled 'New Tag', contains the text 'Choose from over 30 tag types.' and an icon of a tag with a red arrow. Below this, the 'ADD A NEW TAG' button is highlighted with an orange border. The second column, titled 'Now Editing Default Workspace', shows 'Workspace Changes' with 0 Modified, 2 Added, and 0 Deleted items, and a 'MANAGE WORKSPACES' button. The third column, titled 'Live Version Version 176', shows 'Published 29 minutes ago by example@gmail.com' and 'Latest Version Version 176 Modified 30 minutes ago by example@gmail.com', with a 'LATEST VERSION' button. A 'Description' section with an 'EDIT DESCRIPTION' button is located below the 'New Tag' section. At the bottom, a 'Workspace Changes' section is partially visible.

Each Tag consists of the following sections:

- **Tag Configuration** – Choose a Tag Type and fill in all required details
- **Triggering** – Use triggers to tell Tag Manager when this Tag should or should not be deployed

# Creating Tags

## Tag Name

Tag Name

Tag Configuration

Triggering

There are several strategies for naming Tags, find the one that works best for your organization!

- Include type of tag in name  
(ex: GA – Event – PDF)
- Include site name if using multiple domains  
(ex: Mysite.com – PDF Download)
- Include vendor/department names  
(ex: Marketing – Adwords Conversion)

There are several main types of Tags:

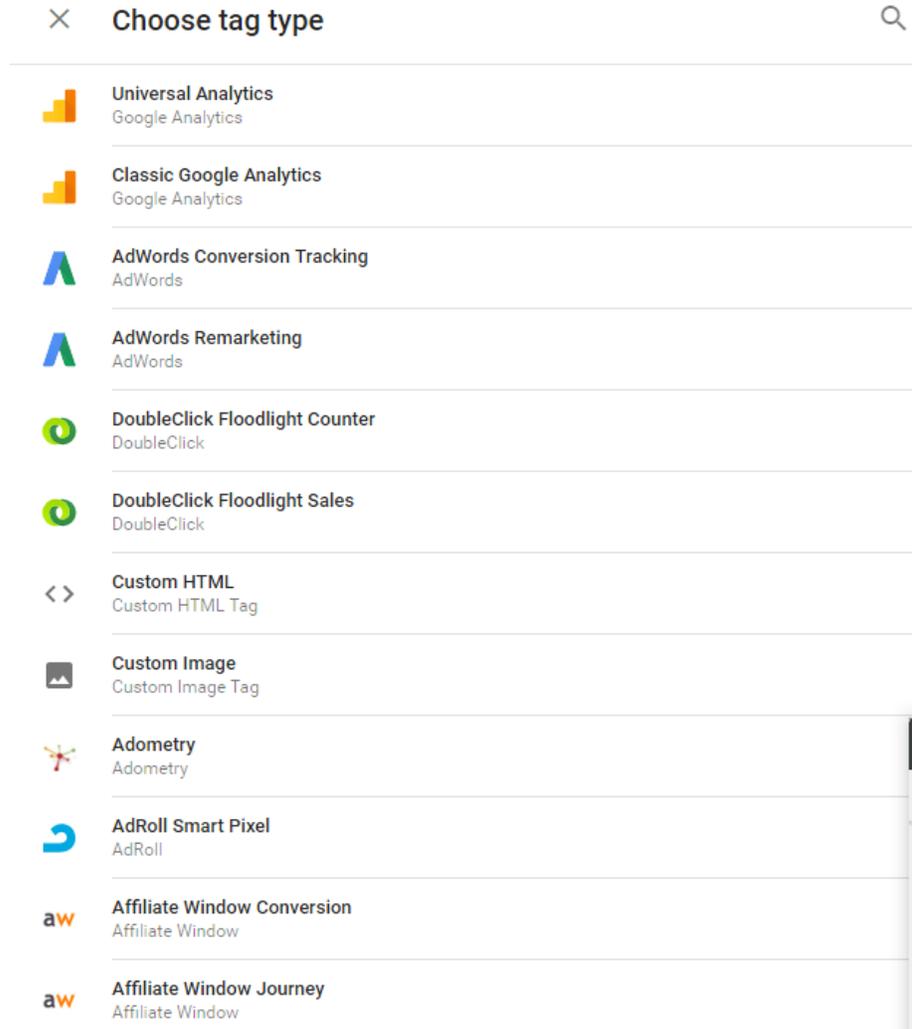
- Google-related Tags  
(ex: Analytics/Adwords)
- Third Party Tags  
(ex: Marin/comScore)
- Custom Tags  
(ex: Custom HTML/Image)

Tag Name

Tag Configuration

Triggering

# Creating Tags



# Creating Tag – Tag Type

Tag Name

Tag Configuration

Triggering

Each Tag that you create will have required fields to fill in. You can either type in the necessary information or use Variables.

# Creating Tags – Tag Configuration

Tag Configuration

---

Tag type

 **Universal Analytics**  
Google Analytics 

Track Type

Page View 

Google Analytics Settings 

Select Settings Variable... 

Enable overriding settings in this tag 

---

> Advanced Settings

Tag Name

Tag Configuration

Triggering

Triggers are used to determine when/where a Tag should or should not fire.

- Multiple Triggers can be used to fire/block a Tag  
(ex: fire the same Tag on Page X and Page Y)
- Blocking Triggers always override Firing Triggers  
(ex: block ecommerce Tags in a Dev environment)

Tag Name

Tag Configuration

Triggering

# Creating Triggers

Each Trigger consists of the following sections:

- Choose the Trigger Type – Pageview, click, form submit, etc.
- Configure Trigger – Additional settings
- (Possibly) Enable When – When should we listen for certain actions
- Fire On – What specific conditions must be met for this trigger to fire

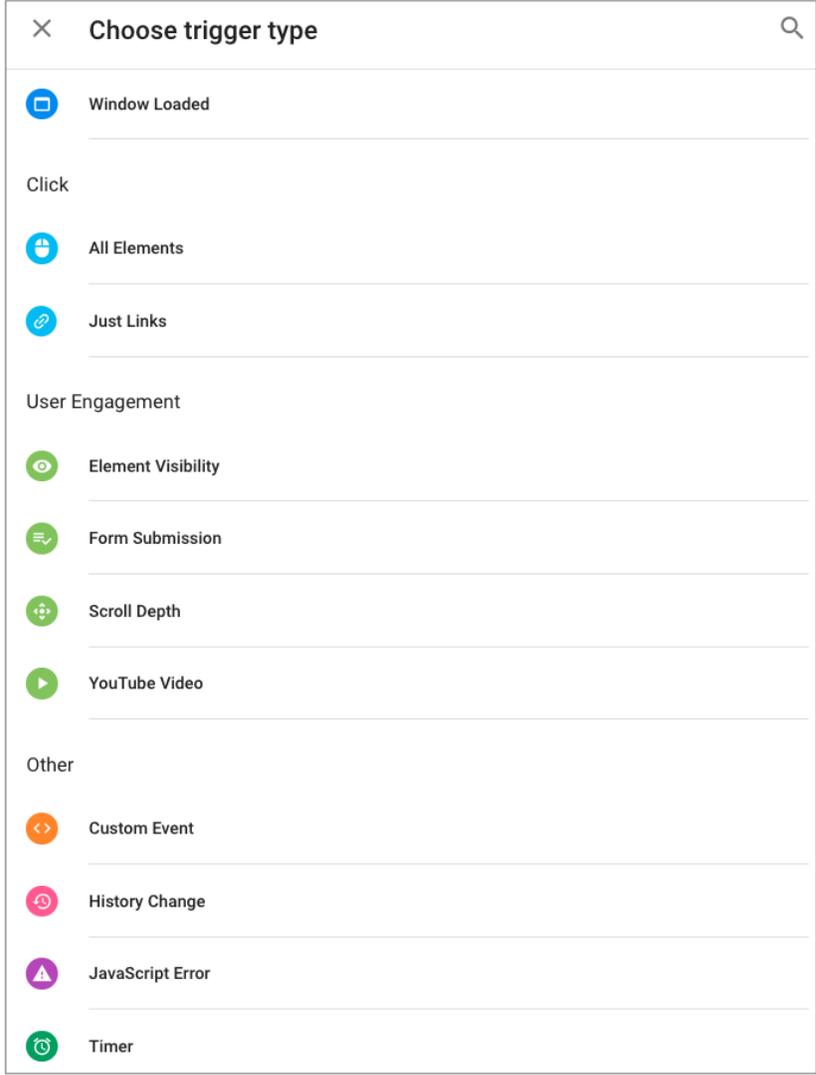
Choose The Trigger Type

Trigger Configuration

Enabling Conditions

Firing Conditions

# Creating Triggers



# Choose Event

Page View, Click, and Forms are most common

Choose The Trigger Type

Trigger Configuration

Enabling Conditions

Firing Conditions





### TIP

Google Tag Manager uses the word “events” to refer to actions that take place on the page and are able to be listened for by GTM. Do not confuse these events with “Google Analytics Events,” which are a specific hit type and a Tag that can be set up in GTM.

Add more specific information about the Event you chose

Trigger type

Click - Just Links 

Wait for Tags 

Check Validation 

Choose The Trigger Type

**Trigger Configuration**

Enabling Conditions

Firing Conditions

# Enable This Trigger When

- Sometimes, you may need to specify when a Trigger should be “Enabled.”
- For instance, if you’re trying to trigger on a Click, this may mean “On which pages can this click occur?”

You have selected Wait for Tags or Check Validation.

We recommend enabling this trigger only on the pages where you need it and testing your changes before publishing. [Learn More](#).

Enable this trigger when all of these conditions are true

|          |   |               |   |    |   |
|----------|---|---------------|---|----|---|
| Page URL | ▼ | matches RegEx | ▼ | .* | + |
|----------|---|---------------|---|----|---|

Choose The Trigger Type

Trigger Configuration

Enabling Conditions

Firing Conditions

- When should this Trigger fire?
- For instance, if you're trying to trigger on a Click, this may mean "Which clicks will cause this Trigger to fire?"

This trigger fires on

All Link Clicks     Some Link Clicks

Choose The Trigger Type

Trigger Configuration

Enabling Conditions

Firing Conditions

If you choose Some Link Clicks (or Some Pageviews, etc.), you must specify a condition, consisting of a Variable, an Operator, and a Value.

Fire this trigger when all of these conditions are true.

|             |            |      |   |   |
|-------------|------------|------|---|---|
| Click URL ▼ | contains ▼ | .pdf | - | + |
|-------------|------------|------|---|---|

Choose The Trigger Type

Trigger Configuration

Enabling Conditions

**Firing Conditions**

The left side of the condition will be a Variable. These can be default Variables from Tag Manager, or custom Variables you define.

Fire this trigger when all of these conditions are true.

|           |          |      |   |   |
|-----------|----------|------|---|---|
| Click URL | contains | .pdf | - | + |
|-----------|----------|------|---|---|

- URL Variables  
(ex: Page URL, Referrer)
- Auto-Event Variables  
(ex: Click URL, Form ID)
- Custom Variables  
(ex: isLoggedIn, gender)

Choose The Trigger Type

Trigger Configuration

Enabling Conditions

**Firing Conditions**

The “operator” is the type of comparison that will be made between both sides of the condition. These can be very basic, or very advanced.

Fire this trigger when all of these conditions are true.

Click URL ▼ contains ▼ .pdf - +

- Choose The Trigger Type
- Trigger Configuration
- Enabling Conditions
- Firing Conditions**

## Creating Triggers

Regular Expressions can increase the power of your triggers!



- equals
- contains
- starts with
- ends with
- matches RegEx
- matches RegEx (ignore case)**
- less than
- less than or equal to
- greater than
- greater than or equal to
- does not equal
- does not contain
- does not start with
- does not end with
- does not match RegEx
- does not match RegEx (ignore case)

# The Operator

- Choose The Trigger Type
- Trigger Configuration
- Enabling Conditions
- Firing Conditions**

The right side of the condition is a value that must be matched. This will be compared to the Variable and will be found to be either TRUE or FALSE.

Fire this trigger when all of these conditions are true.

Click URL ▼ contains ▼ .pdf - +

- Text Values  
(ex: /thankyou.php, .pdf)
- Regular Expressions  
(ex: \.(pdf|docx?|xlsx?)\$ )

Choose The Trigger Type

Trigger Configuration

Enabling Conditions

**Firing Conditions**

Triggers can contain multiple conditions. If there are multiple conditions present, ALL conditions must evaluate to TRUE in order for the Trigger to fire a Tag.

3

### Fire On

Fire this trigger when all of these conditions are true.

|          |   |          |   |                |   |   |
|----------|---|----------|---|----------------|---|---|
| Page URL | ▼ | contains | ▼ | /this-page     | - |   |
| Referrer | ▼ | contains | ▼ | /that-referrer | - | + |

### Click - PDF Links

#### Trigger Configuration

Trigger type

 Click - Just Links

✓ Wait for Tags

Max wait time **2000** milliseconds

✓ Check Validation

Enable this trigger when all of these conditions are true

Page URL matches RegEx (ignore case) (.\*)

This trigger fires on

Click URL ends with .pdf

## When should we listen for clicks?

## How do we know it's a PDF?

# Creating Variables

Each Variable consists of the following sections:

- **Variable Type** – Choose the type of Variable
- **Configuration** – Details about the Variable

### × Choose variable type

#### Navigation

 **HTTP Referrer**  
The value is set to the HTTP referrer.

 **URL**

#### Page Variables

 **1st Party Cookie**  
The value is set to the first value of the 1st party cookie with the matching name.

 **Custom JavaScript**  
This variable uses the provided JavaScript function to calculate its value in the browser. Each time the variable is used, the function will be executed and its return value will be used.

 **Data Layer Variable**

 **JavaScript Variable**  
The value is set to that of the global JavaScript variable you specify.

There are several strategies for naming Variables, find the one that works best for your organization, but make sure you're consistent!

- Include Variable type  
(ex: JS – Day of Week, Lookup – GA ID)
- Include specific purposes  
(ex: GA – Main Property, Content Group - JS)
- All lowercase, proper cased

# Built-In vs. User-Defined

- Google Tag Manager comes with some Built-In Variables, which can be enabled
- You can create your own User-Defined Variables to expand these offerings

✕ Configure Built-In Variables ?

Pages

Page URL

Page Hostname

Page Path

Referrer

Utilities

Event

Environment Name

Container ID

## Settings Template

### Variable Configuration

Variable type

 **Google Analytics Settings** 

Tracking ID 



Cookie Domain 



> More Settings

## Page Type

### Variable Configuration

Variable type

 **Data Layer Variable** 

Data Layer Variable Name 

pageType 

Data Layer Version

Version 2 

Version 2: dots access nested values. Values pushed to the Data Layer with dots in rules. [Learn More](#)

**Set Default Value**

Default Value 

Other 

# Event Triggers

## Event Triggers

Tag Manager includes special Triggers that “listen” for things happening on the page (click, form submit, etc.)

When these things happen, Tag Manager pushes an “event” to the dataLayer

In addition, information about the particular element that was clicked or submitted is also pushed to the data layer. This includes everything we know about that particular link or form.

## Most Popular Types

- **Click Trigger** – Listens for any click on your site  
Any Element - event: gtm.click  
Just Links - event: gtm.linkClick
- **Form Submit Trigger** – Listens for normal, HTML form submits  
event: gtm.formSubmit
- **Timer Listener** – Fires events on a scheduled timer  
event: gtm.timer or customized

# Preview & Debug

Reference Material

# Tag Manager includes a robust Preview & Debug option

- Only you can see this version in your current browser

# Preview & Debug

ADMIN GTM-ABC123    Workspace Changes: 39    **PREVIEW**    SUBMIT

### New Tag

Choose from over 50 tag types.



[ADD A NEW TAG](#) >

### Now Editing

Default Workspace

Workspace Changes

|          |       |         |
|----------|-------|---------|
| 0        | 39    | 0       |
| Modified | Added | Deleted |

[MANAGE WORKSPACES](#) >

### Container Not Published

Add tags and publish to make your changes live.

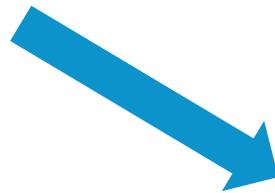
### Description

[EDIT DESCRIPTION](#) >

### Workspace Changes



**GTM Debug Overlay** – displays all Tags that have fired, and continues to update while you're navigating through the site



The screenshot shows the Alice's Wonderland Resorts website with the Google Tag Manager Debug Overlay open. The website header includes the logo and navigation links: Home, Cheshire Cat Chats, Mad Hatter's Hat Emporium, Tickets & Pricing, and About The Resort. The overlay displays the following information:

- Google Tag Manager interface with tabs for Tags, Variables, and Data Layer.
- Summary of events: 5 gtm.click, 4 Page Load, 3 gtm.click, 2 DOM Ready, 1 Pageview.
- Tags Fired On This Page:
  - AdRoll Smart Pixel (AdRoll Smart Pixel - Fired 1 time(s))
  - AdWords Remarketing (AdWords Smart Pixel - Fired 1 time(s))
  - Universal Analytics (Universal Analytics - Fired 1 time(s))
- Tags Not Fired On This Page:

You will see a message at the top of your container if you are in preview or debug mode

The screenshot displays a workspace interface with a prominent orange message bar at the top. Below this bar are three main columns of controls. The first column on the left is for tags, the middle for workspace editing, and the right for version management.

**Now Previewing Workspace – Default Workspace**  
You can preview and debug the workspace by visiting your site from this web browser.

[Leave Preview Mode](#) [Share Preview](#)

---

**New Tag**  
Choose from over 30 tag types.

[ADD A NEW TAG](#) >

---

**Description**

[EDIT DESCRIPTION](#) >

---

**Now Editing**  
Default Workspace

**Workspace Changes**

|          |       |         |
|----------|-------|---------|
| 0        | 8     | 1       |
| Modified | Added | Deleted |

[MANAGE WORKSPACES](#) >

---

**Live Version**  
Version 15

Published 7 months ago  
by harvey@lunametrics.com

**Latest Version**

Version 15  
Modified 7 months ago  
by

[LATEST VERSION](#) >

# Publishing A Container

Reference Material

Publishing a container will make all changes live on your site and create a new draft workspace for you to continue working in.

1. Preview/Debug new changes – test everything!
2. Click “Submit”
3. Update Name and Notes
4. Click “Publish”
5. The Current Version will be Published

# 1. Preview/Debug new changes – test everything!

The screenshot shows the Google Tag Manager interface for a container named 'GTM-ABC123'. The user is logged in as 'ADMIN'. The interface displays several key components:

- Top Bar:** Shows 'ADMIN', 'GTM-ABC123', 'Workspace Changes: 39', a 'PREVIEW' button (highlighted with an orange box), and a 'SUBMIT' button.
- New Tag:** A card with the title 'New Tag' and the text 'Choose from over 50 tag types.' It includes an 'ADD A NEW TAG' button with a right-pointing arrow.
- Description:** A card with the title 'Description' and an 'EDIT DESCRIPTION' button with a right-pointing arrow.
- Now Editing:** A blue card with the title 'Now Editing' and subtitle 'Default Workspace'. It displays 'Workspace Changes' with a table:

| Modified | Added | Deleted |
|----------|-------|---------|
| 0        | 39    | 0       |

Below the table is a 'MANAGE WORKSPACES' button with a right-pointing arrow.
- Container Not Published:** A green card with the title 'Container Not Published' and the text 'Add tags and publish to make your changes live.'

## 2. Click "Submit" button.

The screenshot displays the Google Tag Manager interface. At the top, the text 'ADMIN' is on the left, 'GTM-ABC123' is in the center, and 'Workspace Changes: 39' is on the right. Below this, there are two buttons: 'PREVIEW' (disabled) and 'SUBMIT' (active). The 'SUBMIT' button is highlighted with an orange border, and an orange arrow points to it from the right. The main content area is divided into three columns. The left column has a 'New Tag' section with a red arrow pointing to a tag icon and an 'ADD A NEW TAG' button. Below it is a 'Description' section with an 'EDIT DESCRIPTION' button. The middle column has a 'Now Editing Default Workspace' section with a blue background. Below it is a 'Workspace Changes' section with a table showing 0 Modified, 39 Added, and 0 Deleted, and a 'MANAGE WORKSPACES' button. The right column has a 'Container Not Published' section with a green background and text: 'Add tags and publish to make your changes live.' At the bottom, there is a 'Workspace Changes' section.

### 3. Update Version Name and Notes

- Add extra details to explain who, why, or for what purpose changes were made

#### Submit Changes

**PUBLISH**

Submission Configuration

 **Publish and Create Version**  
Push changes to your sites

 **Create Version**  
Save changes and create a new version

Version Name

Version Description

## 4. Publish

### Submit Changes

PUBLISH

#### Submission Configuration



#### Publish and Create Version

Push changes to your sites



#### Create Version

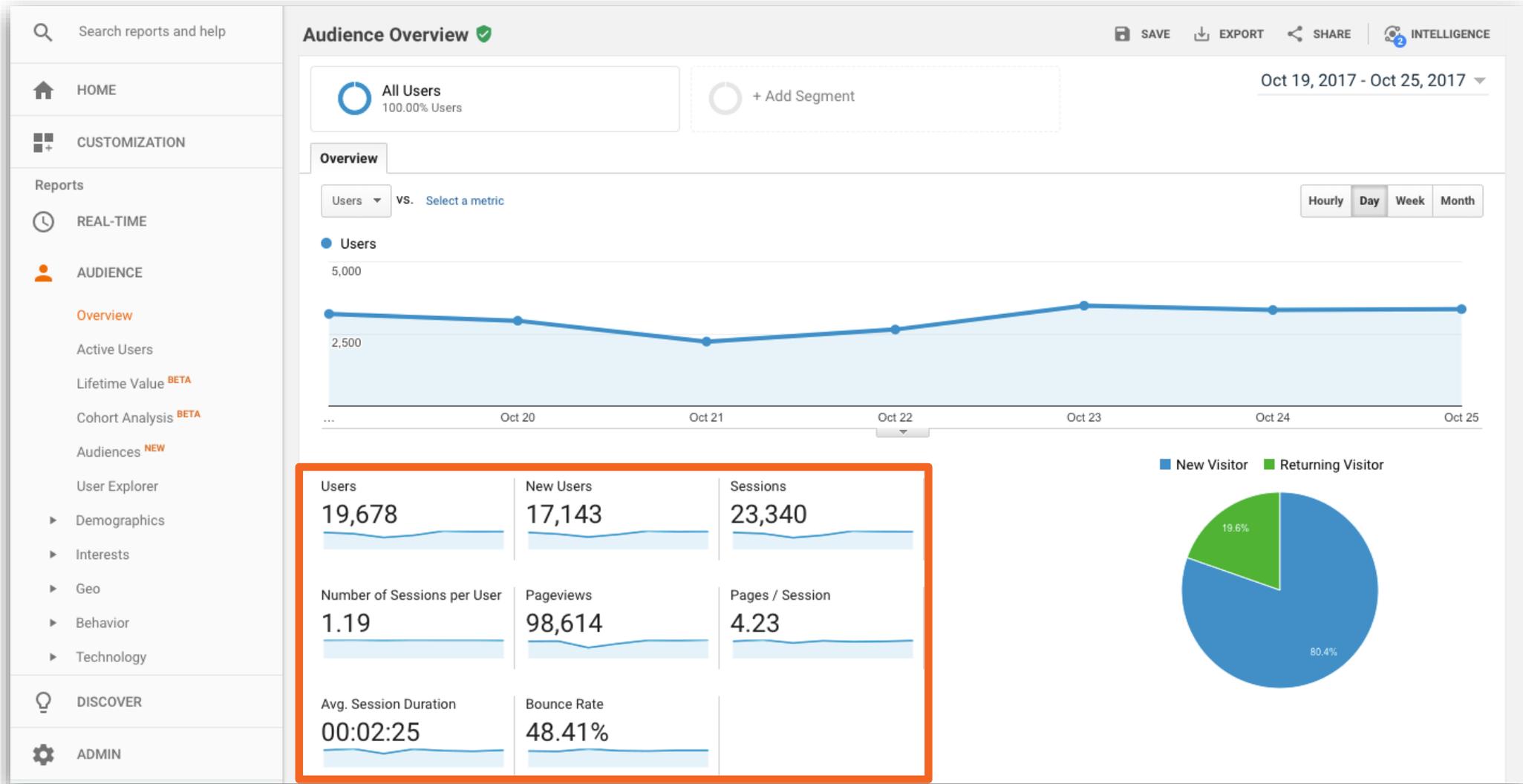
Save changes and create a new version

Version Name

Add a descriptive name

Version Description

Add a detailed description of the changes





## DEFINITION

### **Dimension**

A **row** in reports. Represents a variety of labels applied to the data, such as where a user came from, the page they viewed, etc. Dimensions are mutually exclusive.



## DEFINITION

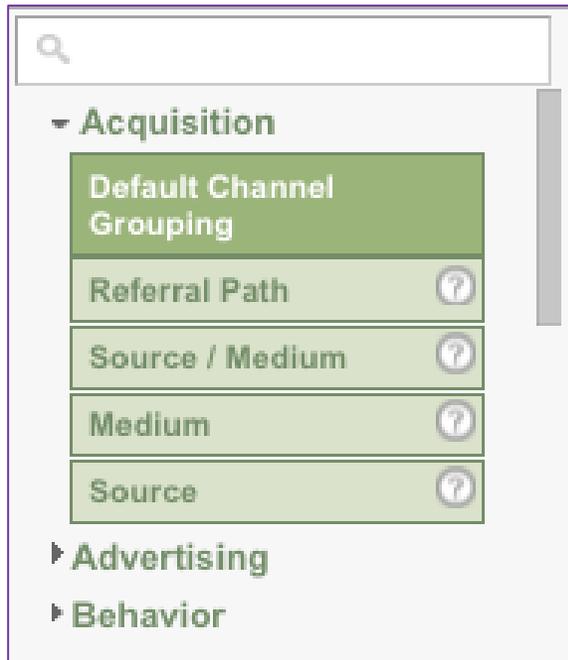
### **Metric**

A **column** in reports. Represents a measurement made on a session, such as Time On Site or Bounce Rate. Metrics are either: count, currency, calculation, or... clock.

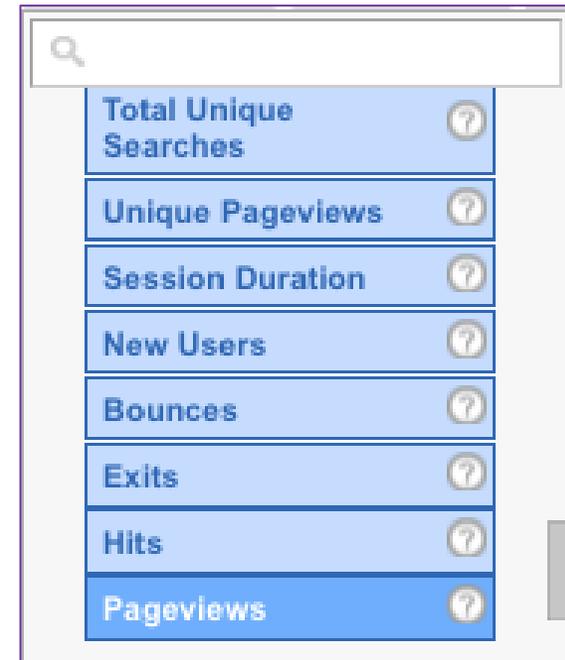
[Dimensions vs Metrics: What's the difference?](#)

[Google Analytics Metrics and Dimensions](#)

## Dimensions



## Metrics



**TIP**

Remember, Metrics and Measurement both start with an "M"!

| DIMENSIONS   |           |                |
|--------------|-----------|----------------|
|              | Label     | Example        |
| <b>What</b>  | Page      | /services      |
| <b>Where</b> | City      | Pittsburgh     |
| <b>How</b>   | Medium    | cpc            |
| <b>Who</b>   | User Type | Returning User |

| METRICS           |                       |          |
|-------------------|-----------------------|----------|
|                   | Label                 | Example  |
| <b>Count</b>      | Sessions              | 545      |
| <b>Percentage</b> | Bounce Rate           | 75%      |
| <b>Average</b>    | Avg. Pages/Session    | 2.54     |
| <b>Time</b>       | Avg. Session Duration | 00:05:07 |

Primary Dimension: Page Page Title Content Grouping: none Other

Plot Rows Secondary dimension Sort Type: Default

advanced

| Page                                               | Pageviews        | Unique Pageviews | Avg. Time on Page | Entrances       | Bounce Rate | % Exit | Page Value       |
|----------------------------------------------------|------------------|------------------|-------------------|-----------------|-------------|--------|------------------|
|                                                    | 355,330          | 259,467          | 00:00:42          | <b>Metrics</b>  | 48.67%      | 22.94% | \$7.87           |
| 1. /home                                           | 104,172 (29.32%) | 81,935 (31.58%)  | 00:00:46          | 66,251 (81.28%) | 49.17%      | 42.67% | \$1.31 (16.63%)  |
| 2. /basket.html                                    | 19,958 (5.62%)   | 6,080 (2.34%)    | 00:00:35          | 586 (0.72%)     | 43.63%      | 9.30%  | \$18.98(241.26%) |
| 3. /store.html                                     | 12,224 (3.44%)   | 8,091 (3.12%)    | 00:00:36          | 478 (0.59%)     | 55.62%      | 12.68% | \$10.47(133.09%) |
| 4. /google+redesign/apparel/men++s/men++s+t-shirts | 11,261 (3.17%)   | 8,519 (3.28%)    | 00:00:55          | 2,978 (3.65%)   | 41.03%      | 23.86% | \$3.23 (41.01%)  |
| 5. /signin.html                                    | 8,122 (2.29%)    | 5,979 (2.30%)    | 00:00:35          | 308 (0.38%)     | 40.26%      | 32.91% | \$14.74(187.32%) |
| 6. /google+redesign/apparel                        | 6,530 (1.84%)    | 4,711 (1.82%)    | 00:00:55          | 487 (0.60%)     | 46.97%      | 17.32% | \$3.28 (41.63%)  |
| 7. /google+redesign/shop+by+brand/youtube          | 5,850 (1.65%)    | 4,388 (1.69%)    | 00:00:56          | 1,178 (1.45%)   | 51.91%      | 30.97% | \$1.42 (18.02%)  |
| 8. /google+redesign/bags/backpacks                 | 5,613 (1.58%)    | 4,629 (1.78%)    | 00:00:31          | 180 (0.22%)     | 36.51%      | 10.65% | \$4.71 (59.85%)  |
| 9. /google+redesign/office                         | 5,343 (1.50%)    | 3,932 (1.52%)    | 00:01:04          | 230 (0.28%)     | 61.93%      | 16.64% | \$5.51 (70.07%)  |
| 10. /google+redesign/drinkware                     | 4,891 (1.38%)    | 3,817 (1.47%)    | 00:00:49          | 702 (0.86%)     | 44.59%      | 17.52% | \$5.40 (68.67%)  |

Dimensions

Metrics





## User

An individual person who visited your site



## User

An individual set of cookies; that is, a particular web browser on a particular computer.

“User” is only as accurate as the cookies. If a person visits from the office and then from home, or from Internet Explorer and then from Firefox, they’re counted twice.



**DEFINITION**

## **Sessions**

The number of distinct visits during which someone interacted with the site. Think of this like the number of times people enter the front door of a store.

(By default, a session ends if they are inactive for more than 30 minutes.)

## DEFINITION

### **Pageviews**

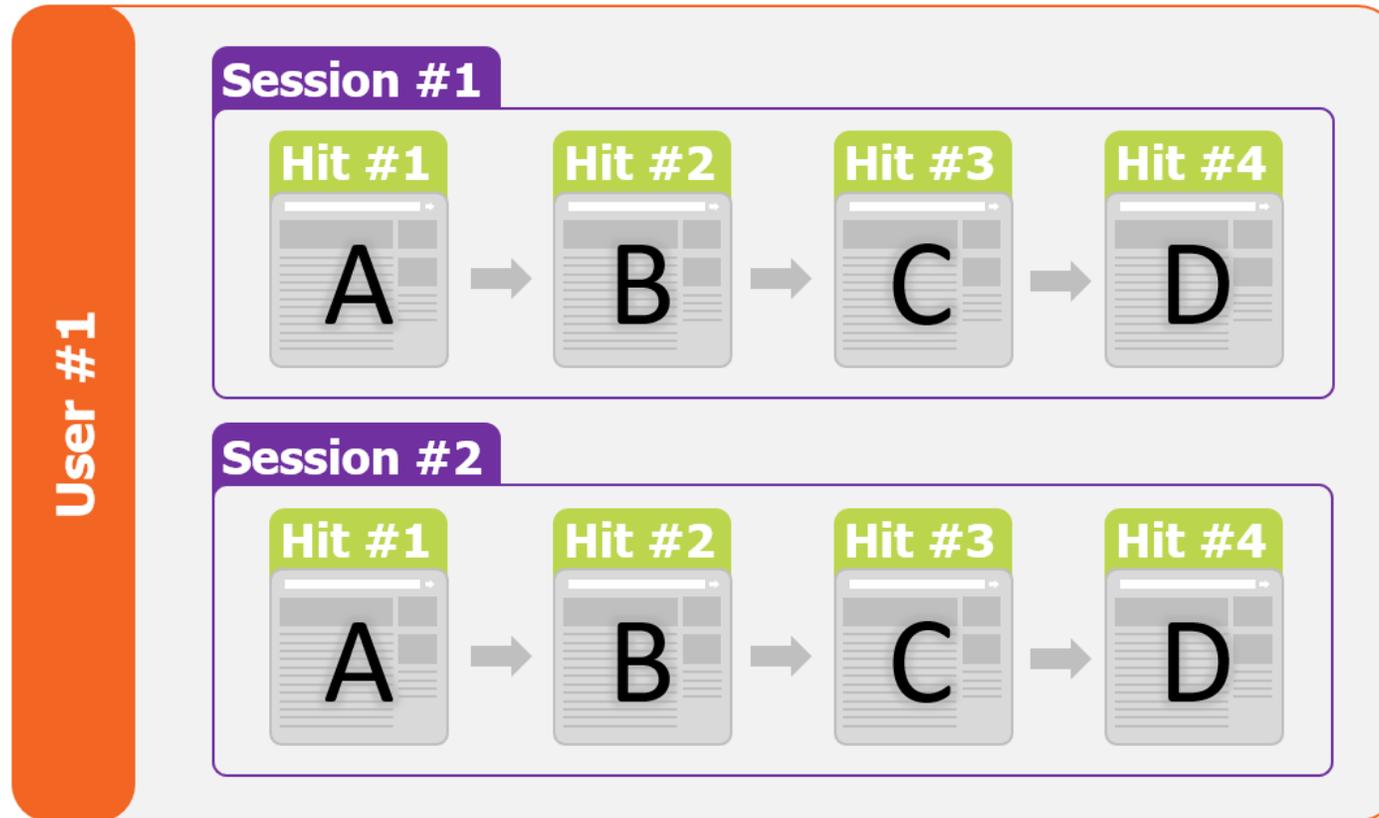
The number of times pages on your site were loaded. A Pageview is a type of a “hit” that gets sent to Google Analytics.

## DEFINITION

### **Pages/Sessions**

The average number of pageviews in a single visit.

These three concepts underpin the way Google Analytics collects and stores information.



## DEFINITION

### Bounce Rate

The percentage of single-page sessions. The user landed on a page and “bounced” – viewed only that single page before leaving. (Lower is better, meaning fewer sessions bounced.)



Engaged



Not Engaged

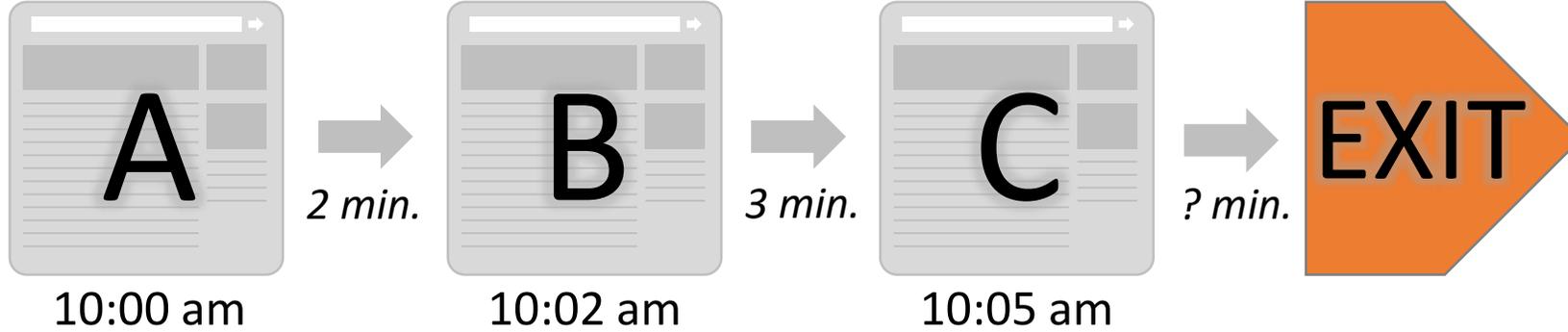


## **Average Session Duration**

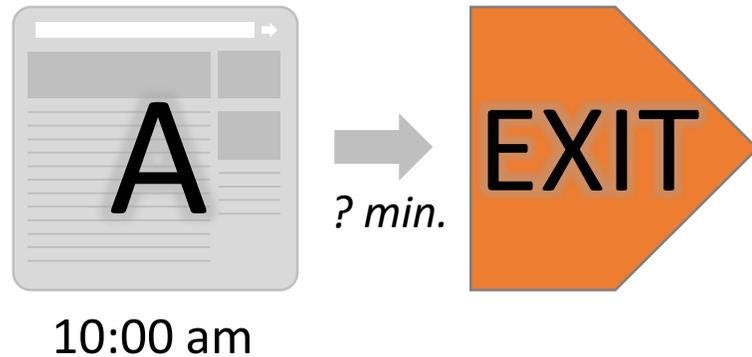
The length of time a session lasted, from the first pageview to the last pageview.

Google Analytics doesn't know exactly when a user leaves, so must rely on the last piece of information it received about that user.

We'll talk about ways to make this more accurate later today.



**Total Session Duration:**  
5 minutes



**Total Session Duration:**  
0 minutes

## DEFINITION

### **% New Sessions**

The percentage of sessions by users who had never been to the site before.



There are many metrics we'll talk about, but the most important one has to do with measuring goals for success (whatever our definition of "success" was):



## Conversion Rate

(# of conversions/# of sessions)

What % of the time did they do that thing that we wanted (fill out a form, buy something, etc.)? Did we "convert" them from a mere visitor into a customer?

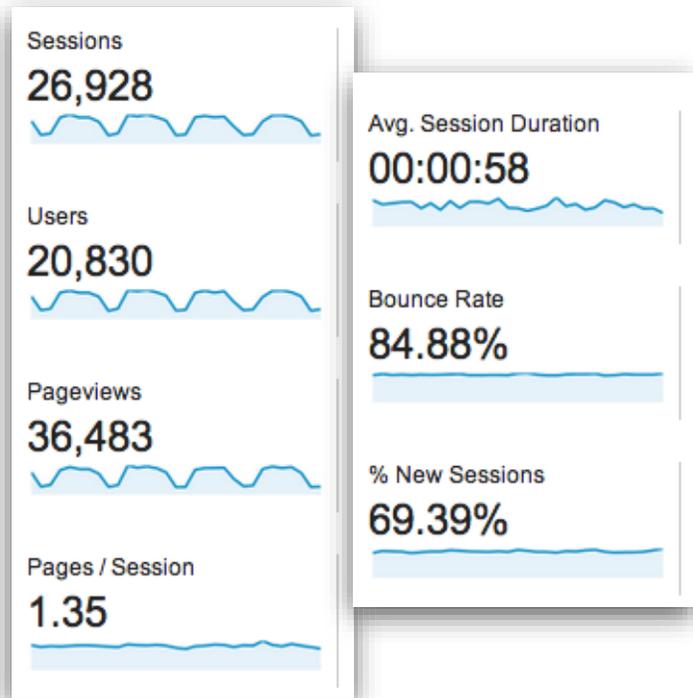
There are only **two things** we care about as analysts:

**Trends Over  
Time**

**Segmenting  
Users**

## Site Usage Metrics: “Good” & “Bad”

- Mostly, we’re interested in comparing different groups of users or trends over time... not so much in absolute numbers.
- “What’s a good bounce rate?” or “What’s a good conversion rate?” Both are dependent on context and what type of site you have.
- But, there are some rules of thumb, and ways to compare with the competition.



# “Good” & “Bad” Metrics: An Example

Here’s a “rule of thumb” about bounce rate:



**TIP**

As a general rule of thumb, a bounce rate in the range of 40% or below is good, 60% and up is bad.

But there are many, many exceptions that depend on the context.

For example, consider a blog home page. Visitors may come, view the home page to read the latest posts, and then leave. From the visitor’s perspective, they got exactly what they were looking for, but the bounce rate will be high.

[Why Is My Google Analytics Bounce Rate So High?](#)

Think about the different types of sites (ecommerce, lead generation, content, service) and the questions you asked about your site.

## What metrics have we talked about that might help you measure that success?

- Ecommerce and Lead Generation sites: Conversion Rate (for purchases or form signups)
- Content sites: Time on Site, Pages/Session

Remember too that there can be intermediate steps to success, such as:

- Did they stay on the site after the landing page? (Bounce Rate)
- Did they view a key page of information (Conversion Rate)

# Non-Pageview Interactions

Pageview tracking tracks pageviews... obviously

But what about anywhere the URL doesn't change or tracking code isn't on the destination page:

- Downloads
- Links to external sites
- Video and audio players
- Facebook/Twitter/etc. buttons
- Interactive AJAX elements
- Forms that post back to the same page

# Tracking Non-Pageviews

Anywhere someone does something, you can track with additional Google Analytics tracking code.

Three options:

- Event Tracking
- Social Tracking
- [Virtual pageviews]

Meant for tracking non-pageview interactions

- Video players (play, stop, reached the end)
- Flash (any kind of interactive activity)
- Clicks on links to external sites

Almost any occurrence or click on your site you want to track

Can organize and report on by categories and distinct actions

Requires some extra tracking code on the things you want to track

## Category

A way to group types of events to track together

## Action

What we do to interact

## Label

More information about the event being tracked (optional)

# Event Tracking

## Value

Optional integer parameter to track a value (e.g. seconds played)

## Non-Interaction

Optional boolean parameter to determine if event is used in bounce rate calculations

## Category

Action

Action

Action

Label

Label

Label

Label

Label

## Outbound Link

Facebook

Instagram

Twitter

Author Page

Company Link

Profile

Share

Product Tweet



10:00 am

→  
? min.



**Total Session  
Duration:**  
0 minutes



10:00 am

→  
? min.

*Non-interaction*



10:05 am

→  
? min.



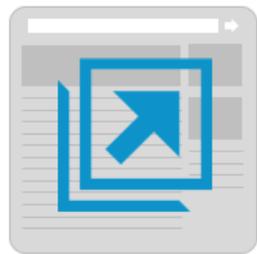
**Total Session  
Duration:**  
0 minutes



10:00 am

→  
5 min.

*Interaction*



10:05 am

→  
? min.



**Total Session  
Duration:**  
5 minutes

# Event Tracking Example

SCREEN TEST #2: TRENCH COATS

YOUTUBE



Category:  
**Video**

Action:  
**Play, Pause, FullScreen,  
Stop**

Label:  
**"Screen Test #2: Trench Coats"**

Value:  
**100**

# Event Tracking Example



Category:

**Downloads**

Action:

**PDF, DOCX, MP3, etc.**

Label:

**[FileName]**

Value:

**N/A**

# Event Tracking Example



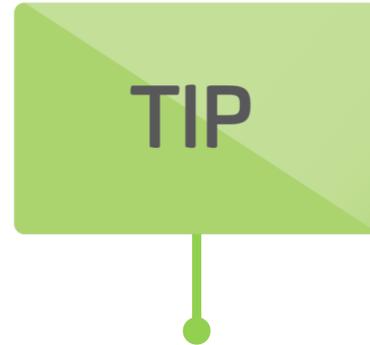
Category:  
**Scroll Tracking**

Action:  
**[Page URL]**

Label:  
**Start, 25%, 50%, 75%, 100%**

Value:  
**[Number of Seconds]**

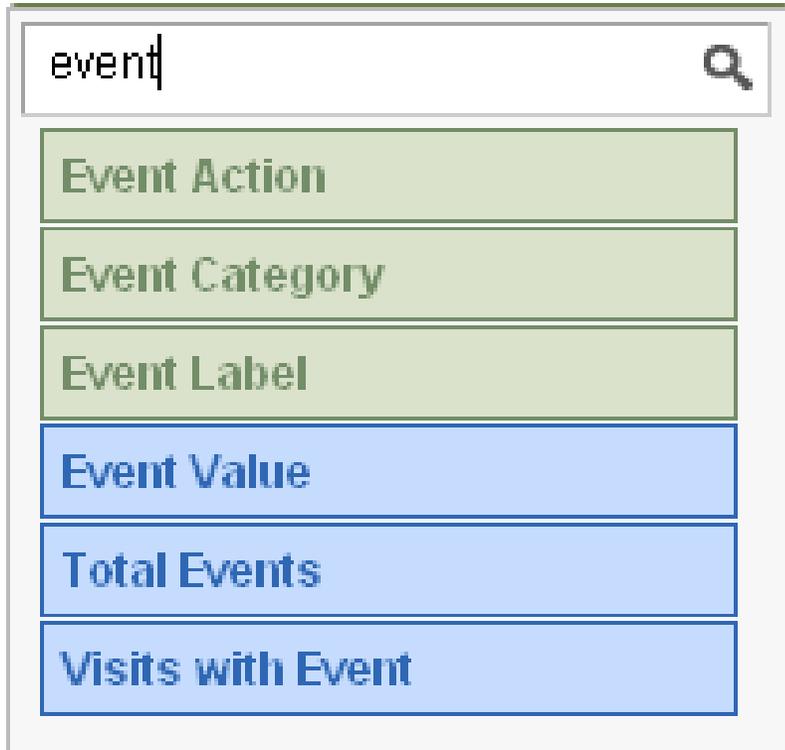
# Event Tracking Recommendations



Make use of all three reports: Category, Action, Label

- Downloads > PDF > GA-360.pdf
- Contact Us > Email > Contact Form
- Nav Links > Top > Blog
- Videos > Play > Silento – Watch Me

# Event Tracking In Segments



- See all the sessions where someone played a video
- ...or all the sessions where someone clicked an outbound link
- Anything you're tracking with events can be used to build a custom advanced segment

## ✓ Goal description [Edit](#)

Name: *Button Click*  
Goal type: *Event*

## 3 Goal details

### Event conditions

Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. *You must have at least one Event set up to create this type of Goal.* [Learn more](#)

|          |                |              |
|----------|----------------|--------------|
| Category | Equals to ▾    | Navigation   |
| Action   | Equals to ▾    | Button Click |
| Label    | Equals to ▾    | Label        |
| Value    | Greater than ▾ | Value        |

### Use the Event value as the Goal Value for the conversion

NO  \$USD

Assign a monetary value to the conversion.

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

Save

Cancel

Events can be used as Goals, too!

Only count ONCE per session

**LOOK OUT:** If the Event has a value, it will be used as the Goal Value – the lowest you can set it to is \$1

[Access 404 Error Metrics Using Google Tag Manager](#)

[Form Engagement Tracking with Google Tag Manager](#)

[Using Events as Goals in Google Analytics](#)

Google Analytics allows you to assign a dollar value to goals.

If you have an actual dollar value, use it!

For example:



- You might know that when users fill out the contact form on your lead generation site, **10%** of those leads turn into business
- If the average value of a deal is **\$1000**, then the value of a lead through the contact form is **10% x \$1000 = \$100**.

If you don't have an actual dollar value, you can **make values up!**



Use relative values (this goal is the most important and worth \$10, but these other two are less important and worth \$5 and \$1)

It's worth doing this because you can use some metrics that are otherwise unavailable (like Per Session Goal Value)

# Events for Content Marketers



What interactions on your site would improve your content marketing? Understand users better? Create better content?

Scroll Tracking – how far someone scrolls down the page.

### INSIGHT

- Not everyone will scroll to the bottom of the page. Customize the LunaMetrics script to ignore the top and bottom of your page, and only focus on content areas.

### INSIGHT

- Look for themes or patterns in scroll behavior. Do certain types of posts get scrolls? Try tweaking a site element, and see if that changes your numbers.

## Engaged User Timing – how long someone stays on page while active

### INSIGHT

Time on Page and Session Duration measure from one interaction to the next. Use the Engagement timer to record time in intervals, but only when the page is active in the user's browser.

[Simo Ahava: Track Content Engagement Via GTM](#)

[Engagement Timer Recipe for GTM](#)

“Next Step” Tracking – what are you hoping people do? Fill out a form? Download a paper?

Remember, **Events** record how often an action occurs on your site.

**Goals** measure which sessions contain at least one ‘good thing.’

### INSIGHT

Use Event Goals with values to assign relative goal values to various actions on your site. For instance, a PDF download might be worth less than a Lead submission.

No Ecommerce site?

- You can still use Enhanced Ecommerce reports for measuring content performance!
- Understand the value of your content in driving readership and engagement.

What are some creative ideas for using Ecommerce tracking?

# Examples of Tags/Triggers/Variables

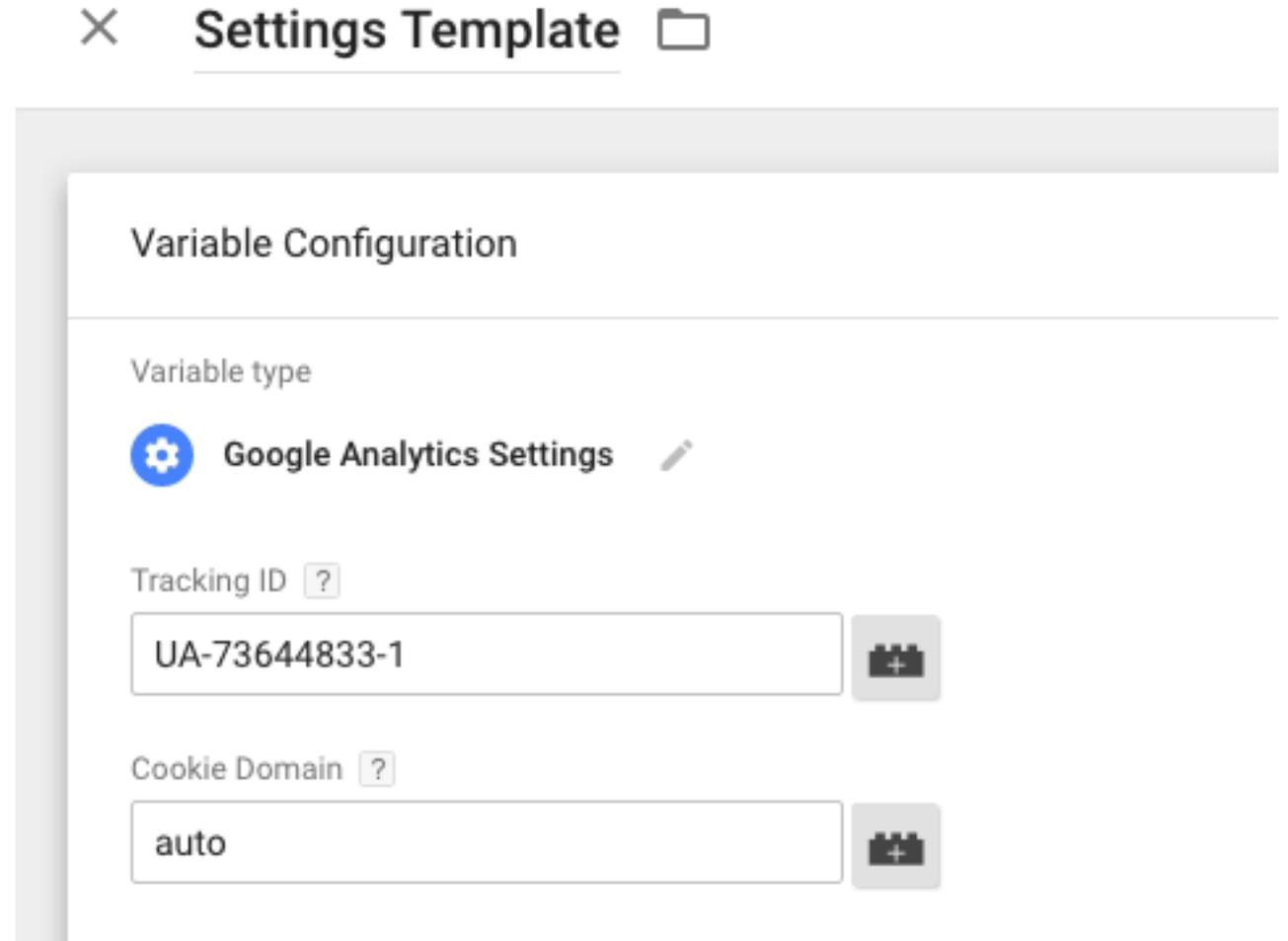
Reference Materials

Add the default Google Analytics to every page

- **Tag** – GA - Pageview
- **Trigger** – All Pages
- **Variable** – Settings Template

## Variable

- Name: Settings Template
- Type: Google Analytics Settings



The screenshot shows the 'Settings Template' variable configuration in Google Tag Manager. The variable type is 'Google Analytics Settings'. The configuration includes a 'Tracking ID' field with the value 'UA-73644833-1' and a 'Cookie Domain' field with the value 'auto'. Both fields have a help icon (?) and a plus icon (+) to the right.

Settings Template

Variable Configuration

Variable type

Google Analytics Settings

Tracking ID ?

UA-73644833-1

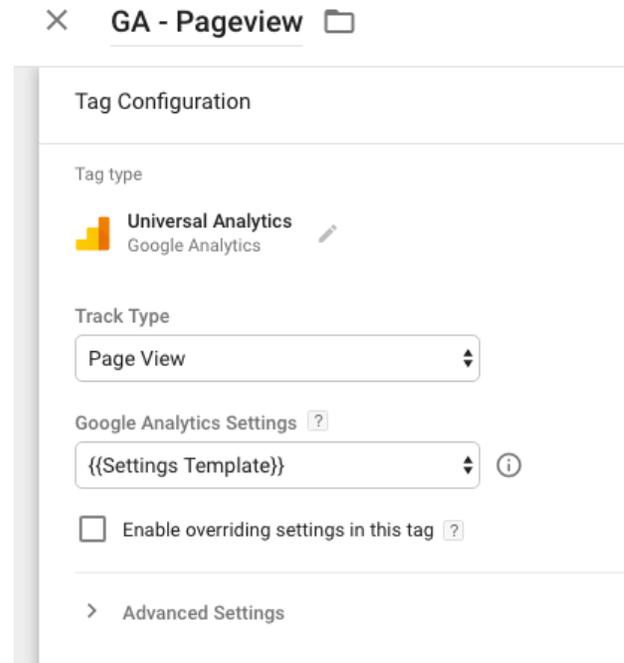
Cookie Domain ?

auto

## Tag

- **Name:** GA - Pageview
- **Type:** Universal Analytics
- **Trigger:** All Pages

1



GA - Pageview

Tag Configuration

Tag type

Universal Analytics  
Google Analytics

Track Type

Page View

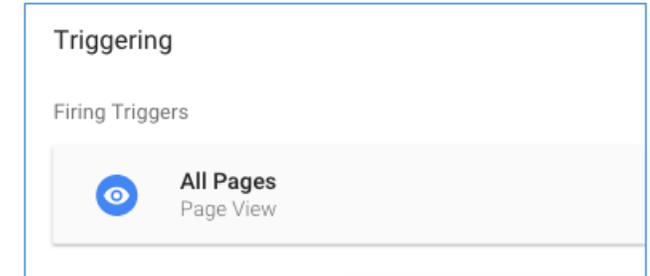
Google Analytics Settings

{{Settings Template}}

Enable overriding settings in this tag

> Advanced Settings

2



Triggering

Firing Triggers

All Pages  
Page View

## Variable

- **Name:** Settings Template
- **Type:** Google Analytics Settings

Settings Template

Variable Configuration

Variable type

Google Analytics Settings

Tracking ID ?

UA-73644833-1

Cookie Domain ?

auto

GA - Pageview

Tag Configuration

Tag type

Universal Analytics  
Google Analytics

Track Type

Page View

Google Analytics Settings ?

{{Settings Template}}

Enable overriding settings in this tag ?

Advanced Settings



## Track Clicks on Email Links

- **Tag** – GA – Event - Mailto
- **Trigger** – Link Click - Mailto
- **Variable** – Click URL

## Variable

- Type: Built-In
- Name: Click URL

### × Configure Built-In Variables ?

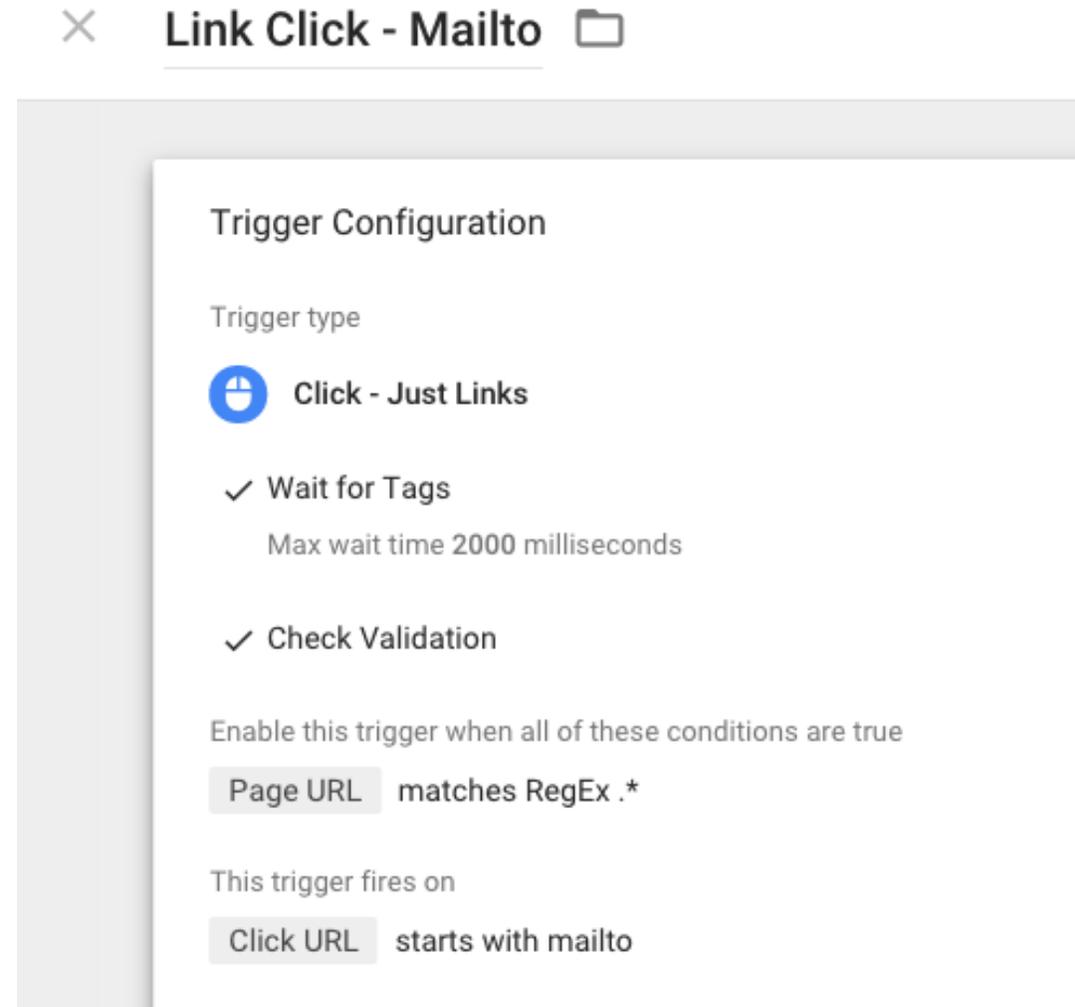
#### Clicks

- Click Element
- Click Classes
- Click ID
- Click Target
- Click URL
- Click Text



## Trigger

- Type: Click - Just Links
- Name: Link Click - Mailto



× Link Click - Mailto 📁

Trigger Configuration

Trigger type

 **Click - Just Links**

✓ Wait for Tags  
Max wait time 2000 milliseconds

✓ Check Validation

Enable this trigger when all of these conditions are true

**Page URL** matches RegEx .\*

This trigger fires on

**Click URL** starts with mailto

## Tag

- Type: Universal Analytics
- Trigger: Link Click - Mailto
- Name: GA – Event - Mailto

GA - Event - Mailto

Tag Configuration

Tag type

 **Universal Analytics**  
Google Analytics

Track Type

Event

Category

Contact Us

Action

Email

Label

{{Click URL}}

Google Analytics Settings ?

{{Settings Template}} i

Triggering

Firing Triggers

 **Click - Email**  
Just Links

Track clicks on PDFs as events with a Google Analytics tag

- **Tag** – GA – Event – PDF
- **Trigger** – PDF Click
- **Variable** – Click URL

## Trigger

- Type: Click - Just Links
- Name: Click - PDF

The screenshot shows the configuration for a trigger named "Click - PDF". The trigger type is "Click - Just Links". It is configured to "Wait for Tags" with a "Max wait time 2000 milliseconds" and to "Check Validation". The trigger is enabled when all conditions are true: "Page URL matches RegEx .\*" and "Click URL Extension contains pdf".

× Click - PDF

Trigger Configuration

Trigger type

 Click - Just Links

✓ Wait for Tags  
Max wait time 2000 milliseconds

✓ Check Validation

Enable this trigger when all of these conditions are true

Page URL matches RegEx .\*

This trigger fires on

Click URL Extension contains pdf

## Tag

- Type: Universal Analytics
- Trigger: Click - PDF
- Name: GA – Event - PDF

GA - Event - PDF

Tag Configuration

Tag type

 Universal Analytics  
Google Analytics

Track Type

Event

Category

Downloads

Action

PDF

Label

{{Click URL}}

Google Analytics Settings ?

{{Settings Template}} i

Triggering

Firing Triggers

 **Click - Downloads**  
Just Links

Track clicks on PDFs as events with a Google Analytics tag

- **Tag** – GA – Event – Contact Form
- **Trigger** – Contact Form Submit
- **Variable** – Form ID

## Variable

- Type: Built-In
- Name: Form ID

## × Configure Built-In Variables ?

### Forms

Form Element

Form Classes

Form ID

Form Target

Form URL

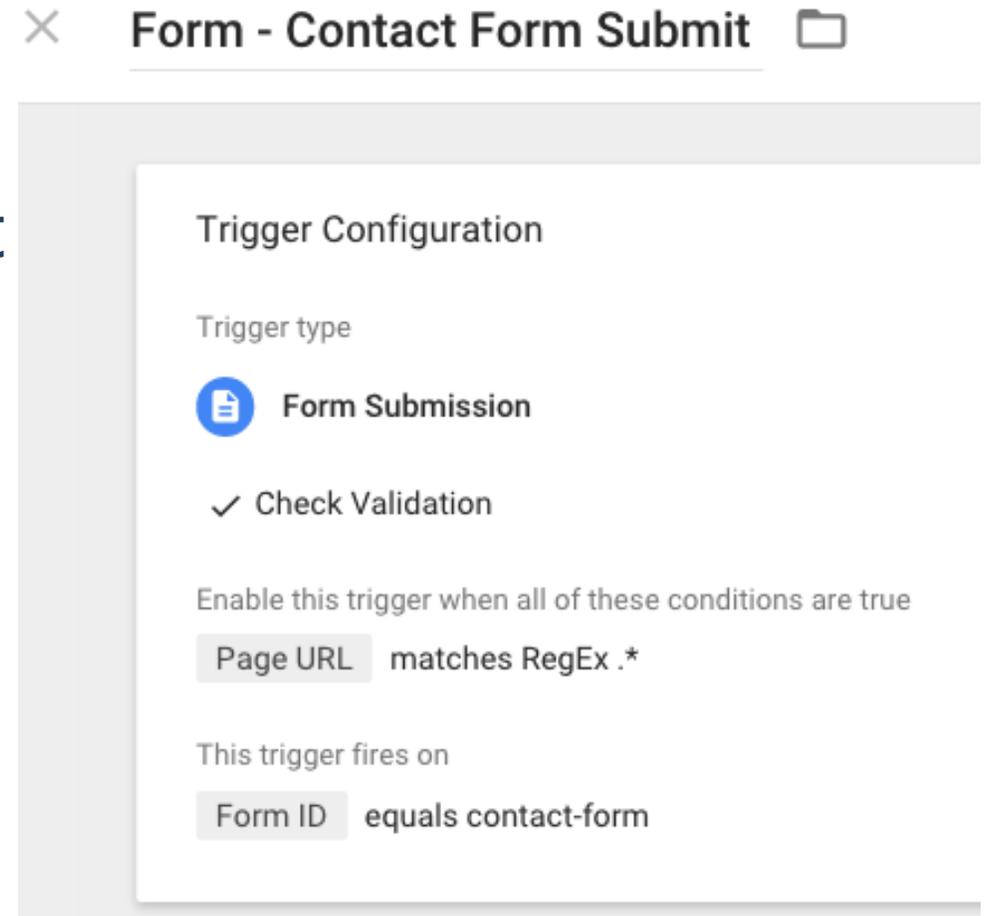
Form Text



# Google Analytics – Form Submit

## Trigger

- Type: Form Submission
- Name: Form – Contact Form Submit



The screenshot shows the configuration for a trigger named "Form - Contact Form Submit". The trigger type is "Form Submission", which is selected and has a checkmark. Below it, "Check Validation" is also checked. The trigger is configured to fire when all conditions are true. The conditions are: "Page URL matches RegEx .\*" and "Form ID equals contact-form".

Trigger Configuration

Trigger type

Form Submission

Check Validation

Enable this trigger when all of these conditions are true

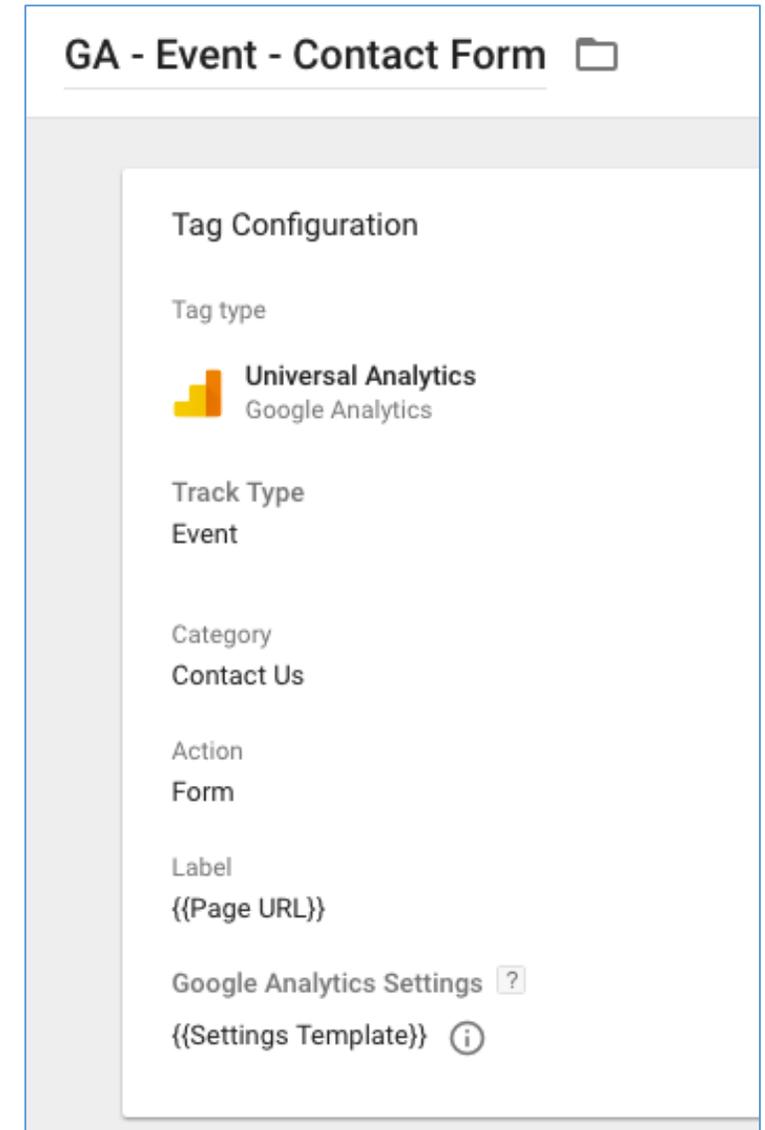
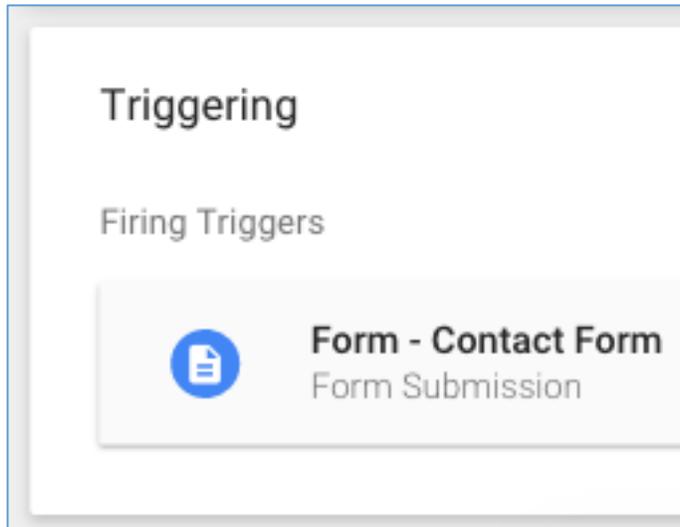
Page URL matches RegEx .\*

This trigger fires on

Form ID equals contact-form

## Tag

- Type: Universal Analytics
- Trigger: Form – Contact Form Submit
- Name: GA - Event – Contact Form



Track clicks on PDFs as events with a Google Analytics tag

- **Tag** – GA – Event – Nav Link
- **Trigger** – Click – Nav Link

# Google Analytics – Navigation

## Trigger

- Type: Click
- Name: Click – Nav Link

× Click - Nav Link 📁

### Trigger Configuration

Trigger type

 **Click - Just Links**

✓ Wait for Tags  
Max wait time 2000 milliseconds

✓ Check Validation

Enable this trigger when all of these conditions are true

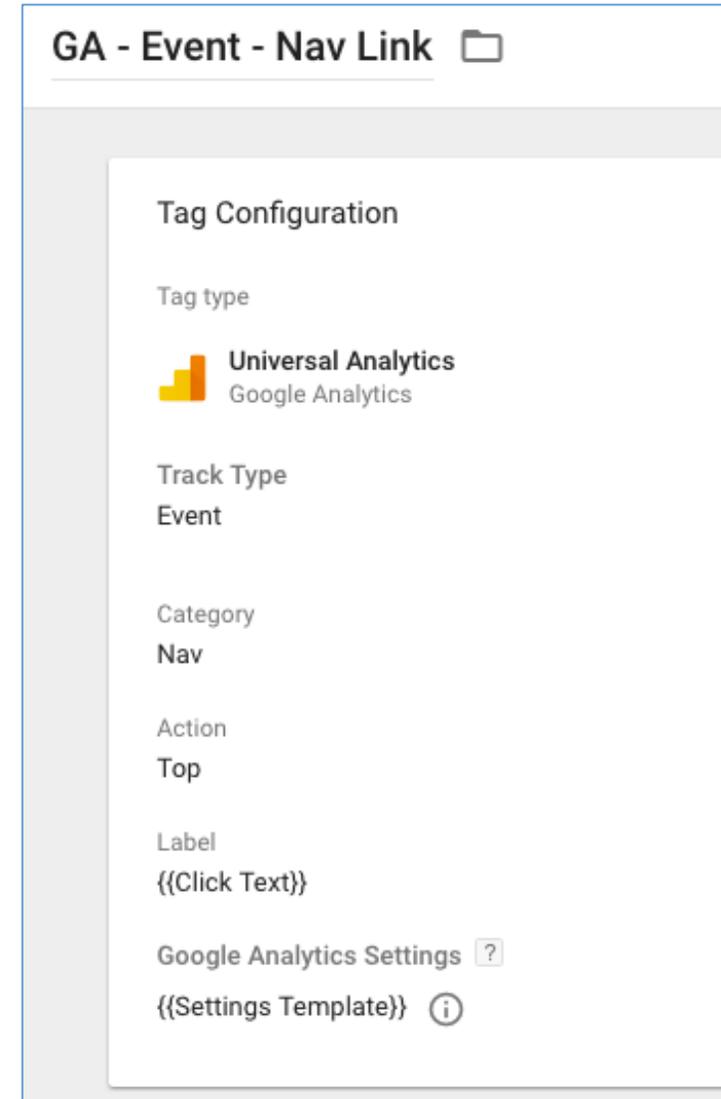
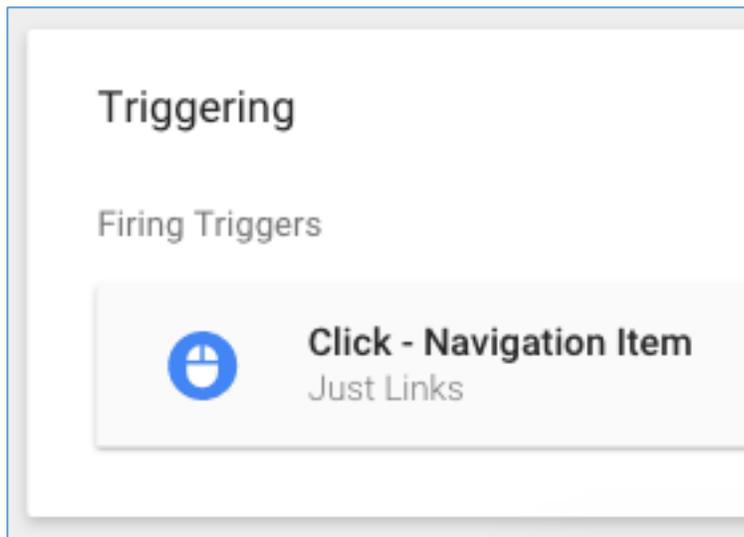
**Page URL** matches RegEx .\*

This trigger fires on

**Click Element** matches CSS selector #navigation a

## Tag

- Type: Universal Analytics
- Trigger: Click – Nav Link
- Name: GA - Event – Nav Link



| Limitations                                                     | Reasons Why                                                            |
|-----------------------------------------------------------------|------------------------------------------------------------------------|
| Should not edit page content                                    | Crawlers don't wait for Tag Manager to load.                           |
| Should not use for A/B testing (Optimizely, Google Experiments) | The user would see a "flash" because the page already started loading. |
| Cannot edit meta data                                           | SEO factors are determined by on-page "server-delivered" content.      |

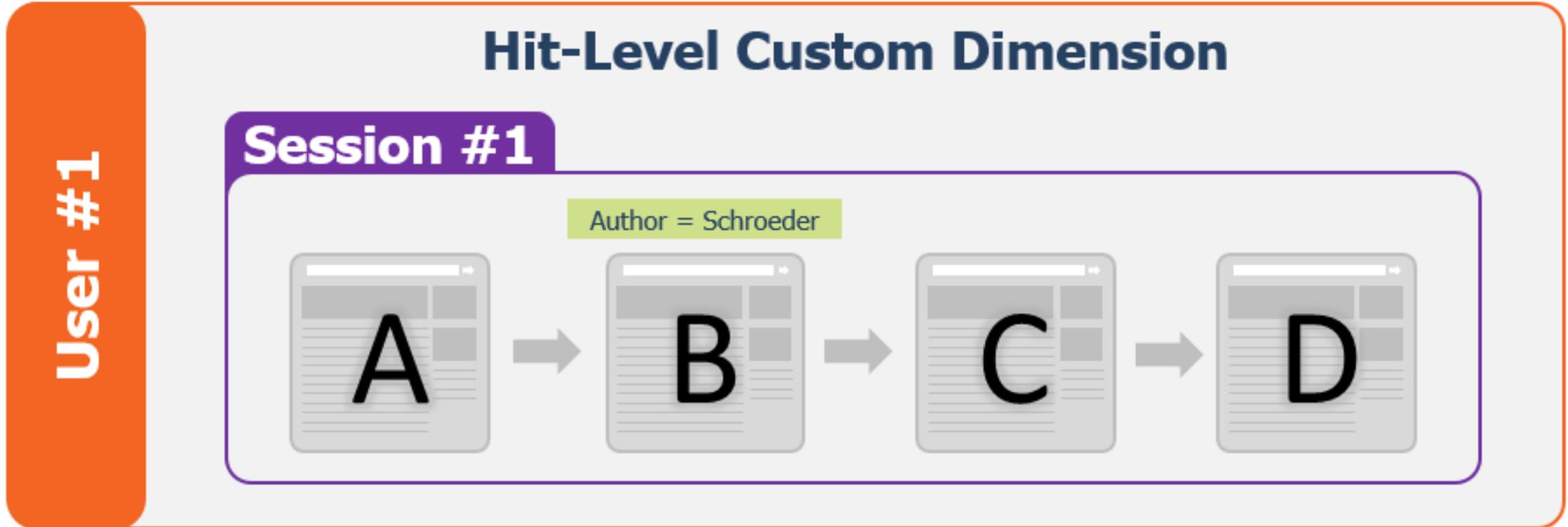
**Custom Dimensions** is a feature that lets you collect more information about your visitors, your pages, and more.

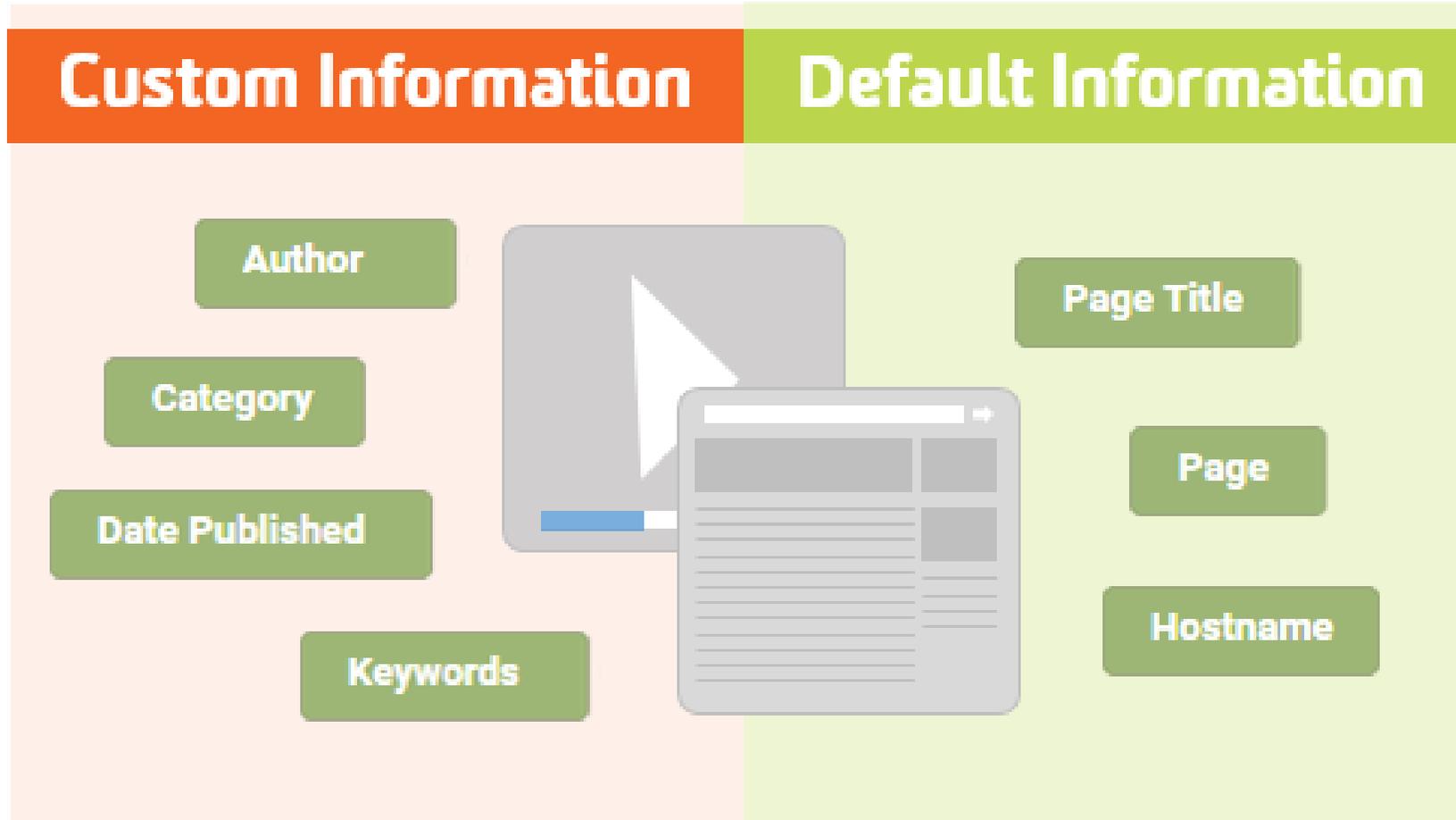
Set on four different levels:

- User (applies to the user, including their current and future sessions)
- Session (applies to the current session only)
- Hit (applies to the pageview/event only)
- Product (applies to a specific product for ecommerce tracking)

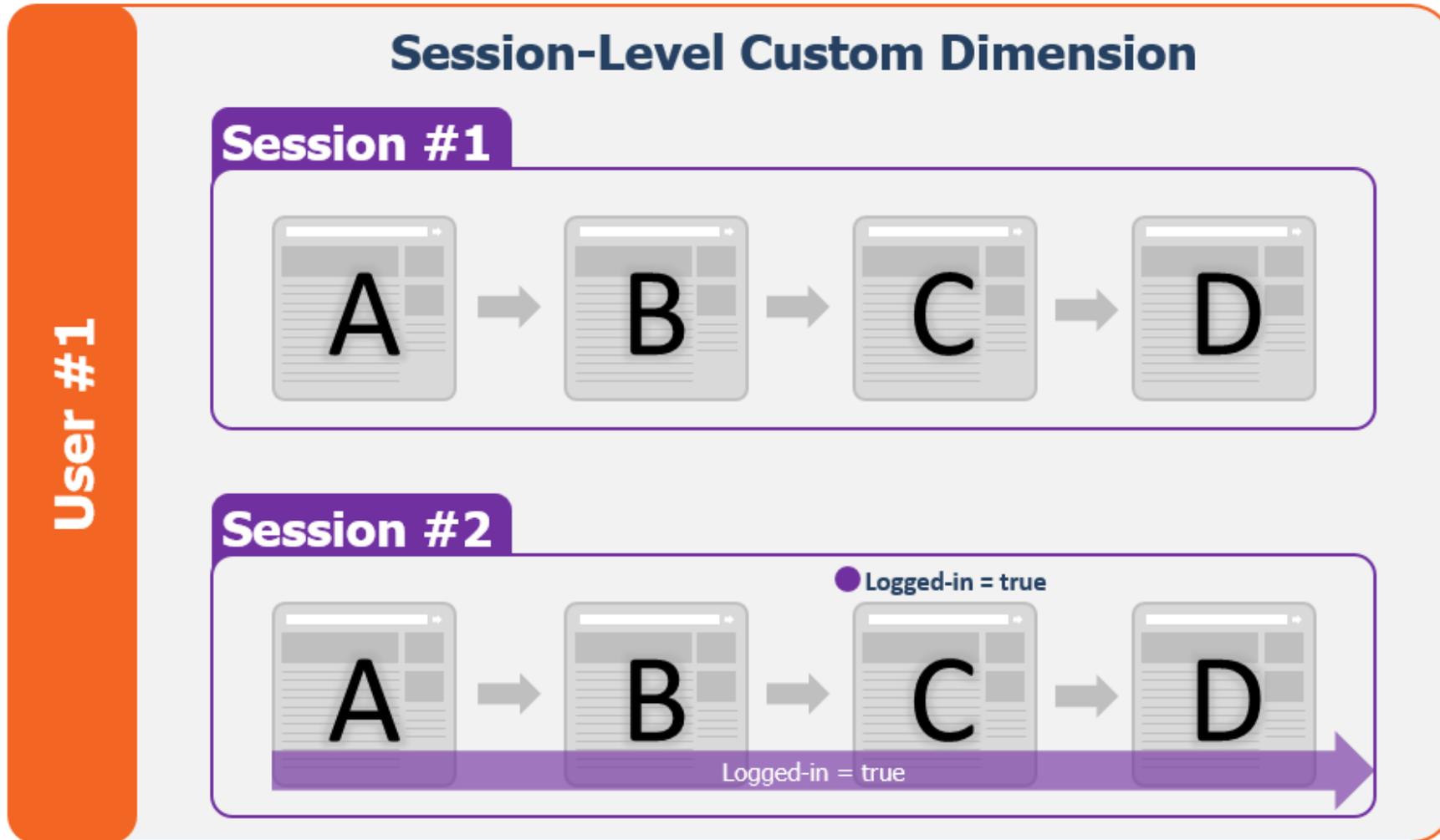
**TIP**

Recording custom dimensions requires extra tracking code and a vehicle to send into GA (either a Pageview or an Event.)

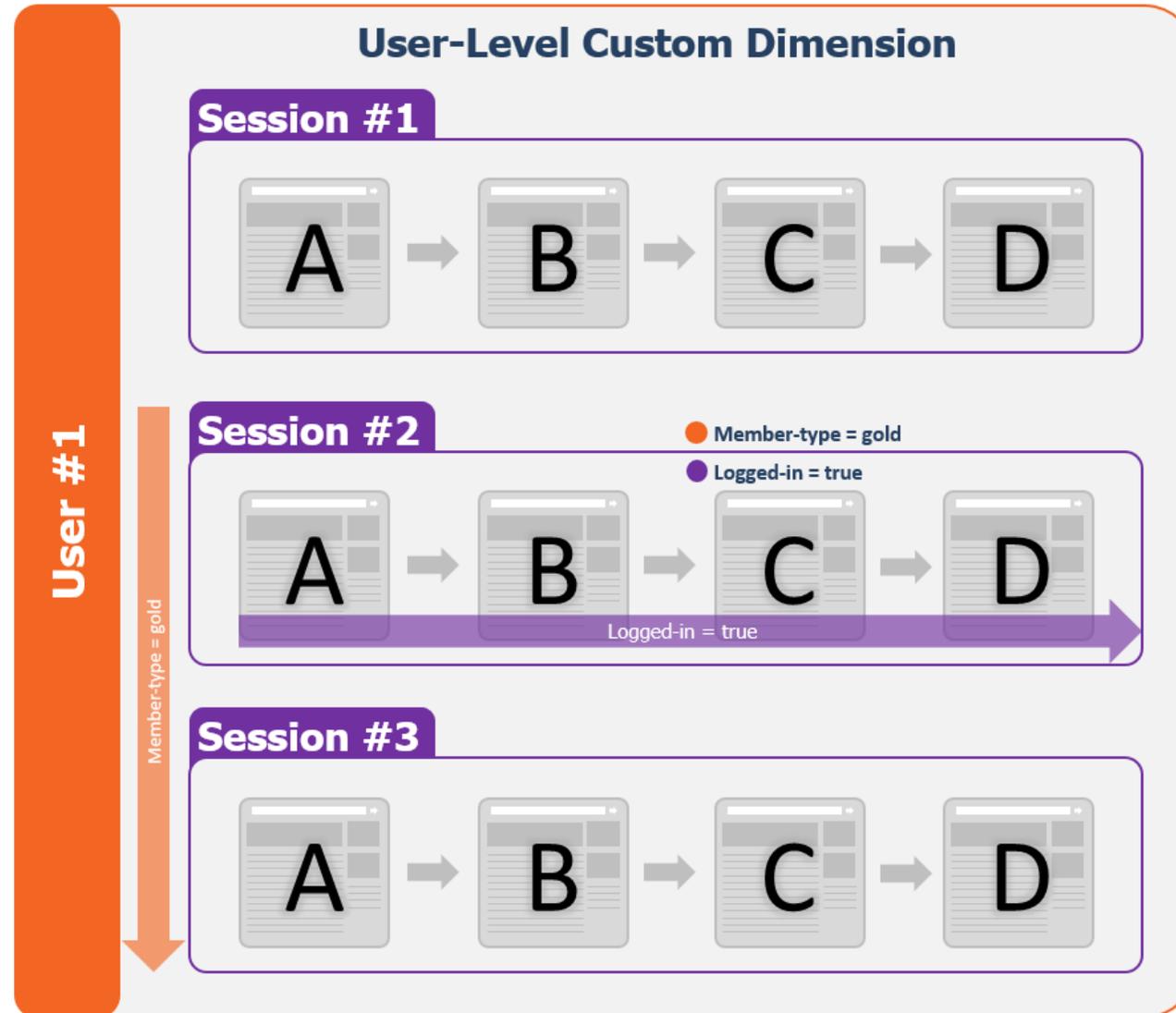


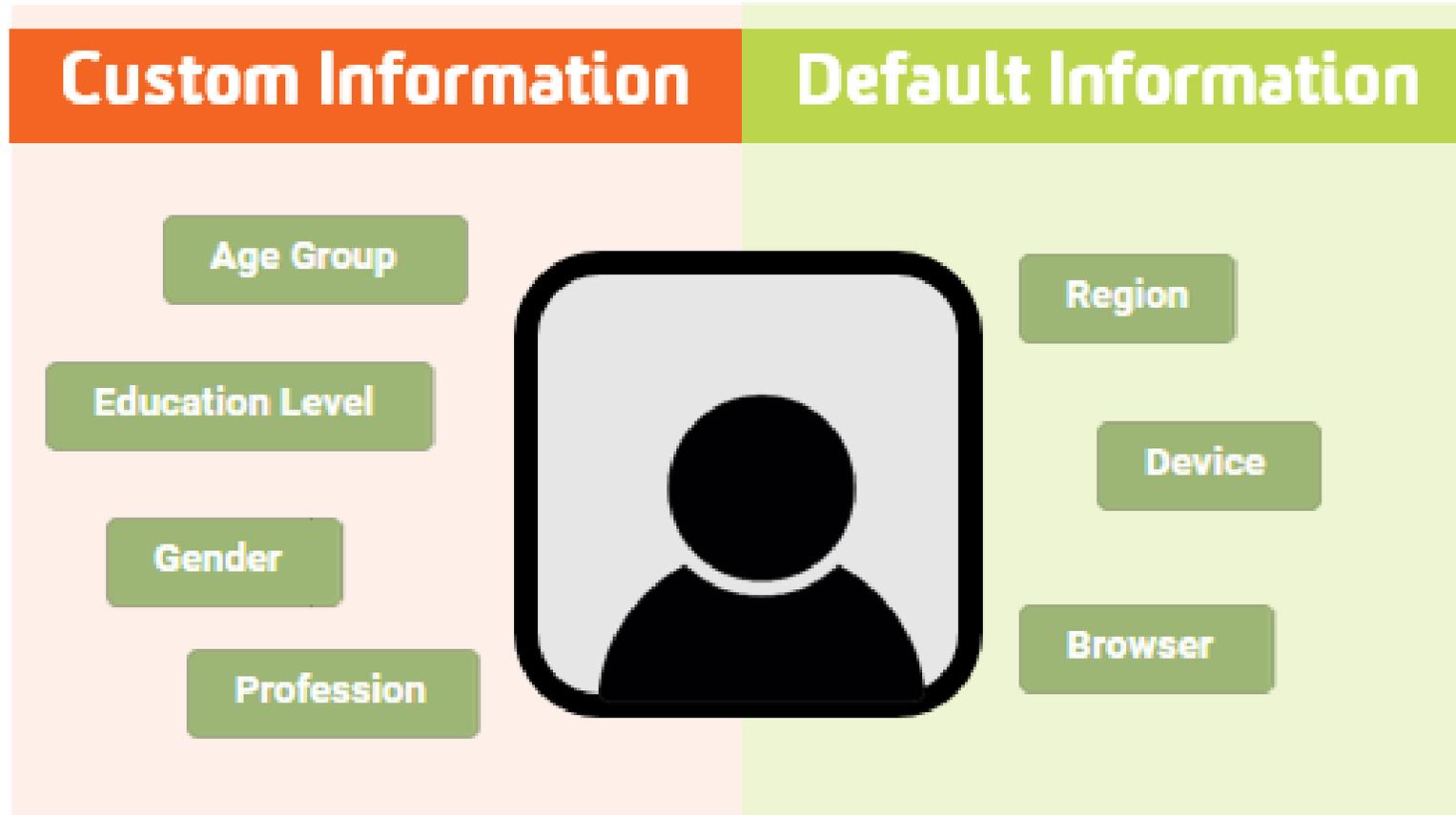


# Session-Level Custom Dimensions



# User-Level Custom Dimensions





## **User-level** (intrinsic to the visitor or semi-permanent)

- Demographic information: age, gender, income, family, occupation, etc.
- Customer information: "member" or "subscriber" or "gold club"

## **Session-level** (behavior during a particular visit)

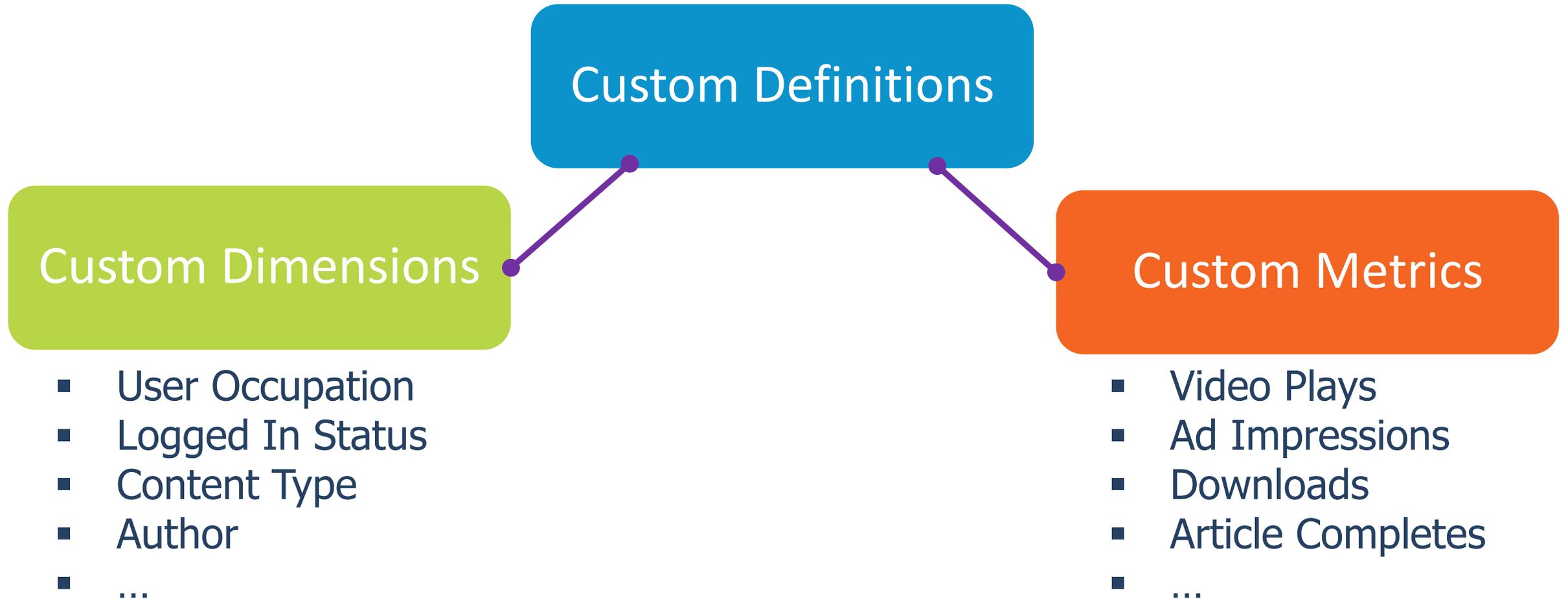
- Logged-in vs. logged-out sessions
- Viewed a particular section of the site

## **Hit-level** (information about a particular page)

- Author, page-type, content tone, publish date, # of images

## **Product-level** (additional details about a particular product)

- Length of subscription to a product or service
- Manufacturer, weight, gross margin



| Custom  | Age Group          | 18-24 | 25-34 | 35-44 |
|---------|--------------------|-------|-------|-------|
| Default | Pages / Session    | 3.1   | 8.2   | 6     |
| Custom  | Videos / Session   | .25   | .46   | .02   |
|         | Articles / Session | 2.1   | 5.2   | 4.9   |

## Custom Dimensions are first set up in the Admin

The screenshot shows the 'Administration' page for 'Demo Account / Google Merchandise Store'. On the left is a navigation sidebar with categories: PROPERTY, PRODUCT LINKING, and Audience Definitions. The 'Custom Definitions' menu item is highlighted with an orange box, and its sub-item 'Custom Dimensions' is also highlighted with an orange box. The main content area features a '+ NEW CUSTOM DIMENSION' button and a search bar. Below is a table of existing custom dimensions.

| Custom Dimension Name            | Index | Scope   | Last Changed | State  |
|----------------------------------|-------|---------|--------------|--------|
| <a href="#">Logged In Status</a> | 1     | Session | Mar 9, 2017  | Active |
| <a href="#">Product ID</a>       | 2     | Hit     | Mar 9, 2017  | Active |
| <a href="#">User Category</a>    | 3     | User    | Mar 9, 2017  | Active |
| <a href="#">Sales Region</a>     | 4     | Session | Mar 9, 2017  | Active |
| <a href="#">Shipping Method</a>  | 5     | Hit     | Mar 9, 2017  | Active |

15 custom dimensions left

The screenshot displays the Google Analytics Admin interface. On the left, a navigation sidebar includes a 'HOME' button and a 'Der' label. The main navigation menu is divided into 'PROPERTY' and 'PRODUCT LINKING' sections. Under 'PROPERTY', options include 'Property Settings', 'User Management', and 'Tracking Info'. Under 'PRODUCT LINKING', options include 'AdWords Linking', 'AdSense Linking', 'Ad Exchange Linking', 'All Products', 'Postbacks', 'Audience Definitions', 'Custom Definitions', 'Custom Dimensions' (highlighted in red), and 'Custom Metrics'. The 'Google Merchandise Store' property is selected at the top. The main content area is titled 'Add Custom Dimension' and contains the following fields:

- Name:** A text input field containing 'Member Status'.
- Scope:** A dropdown menu set to 'User'.
- Active:** A checked checkbox.

At the bottom of the form are two buttons: a blue 'Create' button and a grey 'Cancel' button.

In the code, we only need to pass the Index and the Value

```
ga('send', 'pageview', {
 'dimension1': 'value'
});
```

We need to send this information along with another interaction (pageview or event)

You have to have the values already in your application

Insert the value dynamically in the JavaScript (or use GTM and a data layer!)

```
ga('send', 'pageview', {
 'dimension1': <?php echo
 array["memberStatus"] ?>
}) ;
```

It depends on where you're collecting this information.

Maybe you know it because someone filled out a form:

- Put the code on the thank you page.

Maybe you know it because someone has logged in:

- Put the code on the page someone gets to after logging in.

Maybe you have info offline that you want to join:

- Use Data Import to merge with info in GA

Primary Dimension: **Source / Medium** [Source](#) [Medium](#) [Keyword](#) [Other](#)

Plot Rows **Secondary dimension** Sort Type: **Default**

| Source                               | Acquisition | Sessions      | % of Total       |
|--------------------------------------|-------------|---------------|------------------|
|                                      |             | <b>70,653</b> | 100.00% (70,653) |
| 1. <a href="#">google.com</a>        |             | <b>28,942</b> | (40.96%)         |
| 2. <a href="#">(direct)</a>          |             | <b>15,832</b> | (22.41%)         |
| 3. <a href="#">youtube.com/?ref=</a> |             | <b>9,522</b>  | (13.48%)         |

Search

- ▶ Behavior
- ▼ Custom Dimensions
  - Logged In Status (Coming soon) ?
  - Product ID** ?
  - Sales Region ?
  - Shipping Method (Coming Soon) ?
  - User Category ?
- ▶ Custom Variables

Display as alphabetical list

### Create Custom Report

**General Information**

Title:

**Report Content**

Explorer  + add report

Name:

Type:

Metric Groups

Search

- ▶ Acquisition
- ▶ Advertising
- ▶ Behavior
- ▼ Custom Metrics
  - PDF Downloads** ?
- ▶ Ecommerce
- ▶ Goal Conversions
- ▶ Publisher
- ▶ Social

Display as alphabetical list

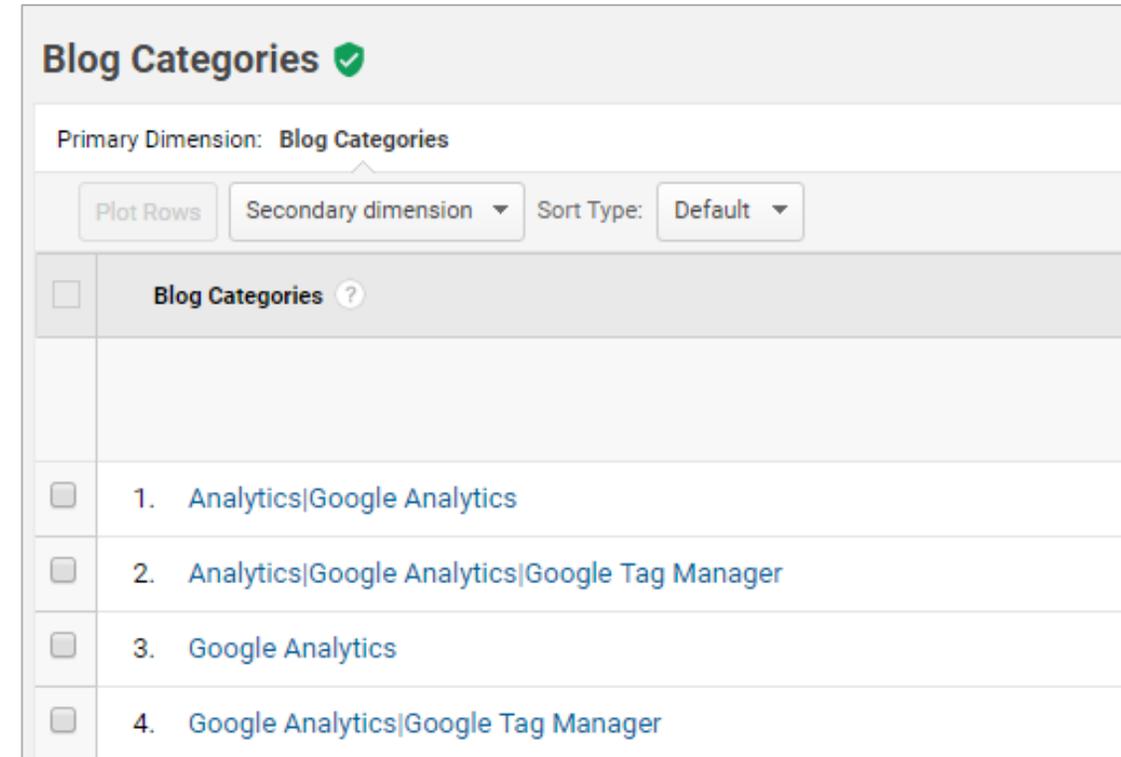
**Goal Conversion Rate** ▼



What custom dimensions on your site will improve your reporting on content/users?

Pass in information about the article to segment your future reporting. Consider items like:

- Author name
- Categories
- Intended audience
- Number of words
- Tone



The screenshot shows the Google Analytics interface for a report. The primary dimension is set to 'Blog Categories'. The secondary dimension is set to 'Secondary dimension' and the sort type is 'Default'. The report shows a table with the following categories:

| <input type="checkbox"/> | Blog Categories ?                                |
|--------------------------|--------------------------------------------------|
| <input type="checkbox"/> | 1. Analytics Google Analytics                    |
| <input type="checkbox"/> | 2. Analytics Google Analytics Google Tag Manager |
| <input type="checkbox"/> | 3. Google Analytics                              |
| <input type="checkbox"/> | 4. Google Analytics Google Tag Manager           |

[E-Nor: Tracking Multiple Categories in Google Analytics for Content Pages](#)

[How to Report Items in Multiple Categories in Google Analytics](#)

Pass in information about the article's time on your site to compare similar date ranges together (i.e. "First 30 days")

An orange rounded rectangle with a white diagonal line from the top-left to the bottom-right. The word "INSIGHT" is written in white, bold, uppercase letters. A thin orange line extends from the right side of the box, ending in a small orange circle.

## INSIGHT

Comparing content pieces by dates are problematic in the short date ranges due to recency effects. If you're looking for quick performance comparisons, vs historical reporting, consider a cohort-type approach.

[Easy Cohort Analysis for Blogs and Articles \(Part 1\)](#)

[Data Studio Template: Cohort Analysis for Blogs and Articles \(Part 2\)](#)

Posts with first-week views in the selected date range

|    | Posted Date ▾              | Page Title                                                                         | Pageviews |
|----|----------------------------|------------------------------------------------------------------------------------|-----------|
| 1. | 2018/03/20 12:55:01 PM UTC | What Are the Most Important Google Analytics Metrics?                              | 37,024    |
| 2. | 2018/03/16 3:28:16 PM UTC  | Best Fake Post Titles To Use in Screenshots                                        | 16,903    |
| 3. | 2018/03/14 3:10:49 PM UTC  | What Can Google Tag Manager Zones Do For Me?                                       | 34,033    |
| 4. | 2018/03/13 12:28:28 PM UTC | 30-Minute AdWords Health Check for Beginners   LunaMetrics                         | 22,770    |
| 5. | 2018/03/08 12:42:37 PM UTC | Google Analytics Checkup with R and Management API   LunaMetrics                   | 29,811    |
| 6. | 2018/03/06 1:52:23 PM UTC  | How to Connect Google Analytics and Search Console   LunaMetrics                   | 26,065    |
| 7. | 2018/02/28 1:56:16 PM UTC  | Data Quality & Anomaly Detection Thoughts for Web Analytics                        | 28,839    |
| 8. | 2018/02/22 1:58:11 PM UTC  | A Guide to Page Value - The Undervalued Metric   LunaMetrics                       | 22,600    |
| 9. | 2018/02/20 1:50:30 PM UTC  | Choosing Between Firebase and Google Analytics SDKs for App Tracking   LunaMetr... | 10,000    |

1 - 9 / 9 < >

[Easy Cohort Analysis for Blogs and Articles \(Part 1\)](#)

[Data Studio Template: Cohort Analysis for Blogs and Articles \(Part 2\)](#)

Use a custom dimensions and metrics to answer specific questions about your users, their behavior, and more.

| Custom  | Age Group          | 18-24 | 25-34 | 35-44 |
|---------|--------------------|-------|-------|-------|
| Default | Pages / Session    | 3.1   | 8.2   | 6     |
| Custom  | Videos / Session   | .25   | .46   | .02   |
| Custom  | Articles / Session | 2.1   | 5.2   | 4.9   |

# The Data Layer

Reference Material

# Data Layer

The data layer has two main functions

- It allows us to send server information directly to Google Tag Manager
- GTM uses it to keep track of events that happen on the page

The information we send is usually done programmatically and inserted into the page, anywhere ABOVE the Tag Manager snippet.

This could be done in PHP, .NET, etc...

1. Recognize you need something specific
  - Not available on page or not easily accessible
2. Add to page via server-side code
  - Different for every site, may require a developer
3. Verify information is on the data layer
  - Using View Source or GTM Debug
4. Bring into Google Tag Manager
  - Using Data Layer Variables
5. Use in Tags or Triggers

Covered Today

Not Covered

Covered Today

Covered Today

Covered Today

I have the technical skills and the correct access to make changes to the server-side code on my website:

[A Developer's Guide To Implementing The Data Layer](#)

I do not have either the necessary skills or access to complete this process alone:

[Unlock the Data Layer: A Non-Developer's Guide to Google Tag Manager](#)

Info about content or users exists on your server, such as:

- Categories
- Author
- Publish Date
- Membership Type
- Gender
- Occupation

The screenshot displays the Google Tag Manager interface. The main content area shows a text editor with the following text: "ca/">great free/paid A/B testing tool</a> from Google that allows to install it on your website. Need this? Check out more details installation instructions</a>." Below this, there is another line of text: "s, advertising, SEO fixes, you name it! It's our preferred method om/blog/2016/02/15/what-is-google-tag-manager/">Google Tag Manager using the tool. Here are detailed <a ns for Google Tag Manager installation</a>." The right-hand sidebar contains a 'Publish' section with buttons for 'Save Draft', 'Preview', and 'Publish'. Below this, there are status and visibility options: 'Status: Draft Edit', 'Visibility: Public Edit', 'Publish immediately Edit', and 'SEO: N/A Check'. At the bottom of the sidebar, there are links for 'Copy to a new draft' and 'Move to Trash'. The 'Categories' section is highlighted with an orange border and shows a list of categories with checkboxes: 'Google Optimize' (checked), 'Google Search Console', 'Google Tag Manager' (checked), 'Themes', 'Analytics', 'Conversion Optimization', 'Data Science', 'Data Visualization', and 'Digital Marketing'. There is also a '+ Add New Category' link at the bottom of the list.

When the page loads, the data layer needs to look like the following:

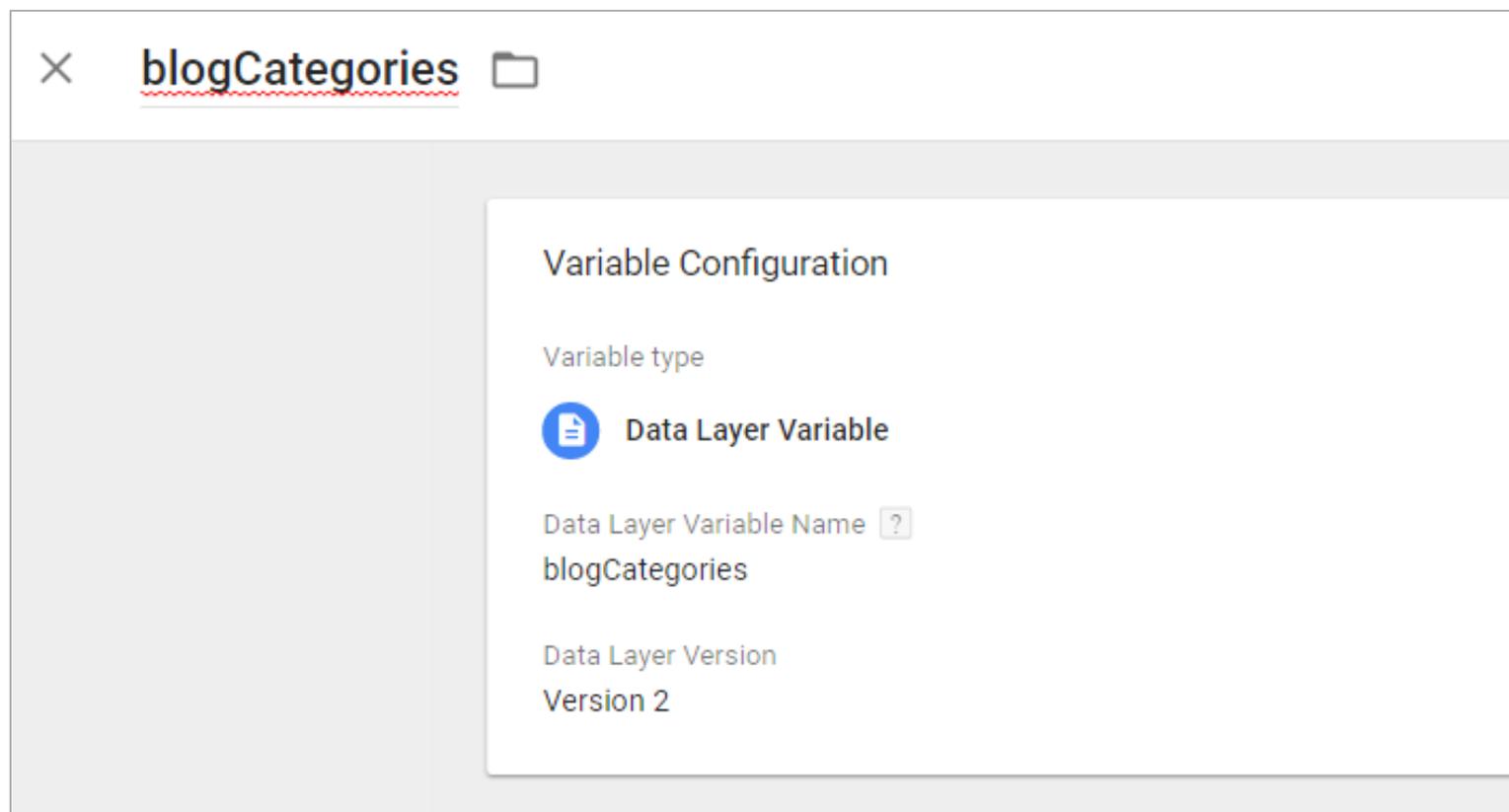
```
dataLayer = [{
 'key': 'value',
 'key': 'value'
}];
```

Data from your server is added to the data layer on the page. Here we can see the output:

```
view-source:http://www.lunametrics.com/blog/2017/06/22/developers-guide-to-implementing-
131 <script type="text/javascript">
132 var dataLayer = window.dataLayer = window.dataLayer || [];
133 dataLayer.push({
134 'author': 'Dan Wilkerson',
135 'postedDate': '2017/06/22 12:00:00 PM UTC',
136 'blogCategories': 'Google Optimize|Google Tag Manager',
137 'version': 3
138 });
139 </script>
140 <script>
141 (function(i,s,o,g,r,a,m){i['AnalyticsObject']=r;i[r]=i[r]||function(){
142 (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
143 m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
144 })(window,document,'script','https://www.google-analytics.com/analytics.js','ga');
145 ga('create', 'UA-123456-1', 'auto');
146 ga('require', 'GTM-FOO');
147 </script>
148
```

```
dataLayer.push({
 'author': '<?php the_author_meta('ID');?>',
 'postedDate' : '<?php echo get_the_date('Y/m/d g:i:s A T');?>',
 '<?php
$categories = get_the_category();
$separator = '|';
$output = '';
if (! empty($categories)) {
 foreach($categories as $category) {
 $output .= esc_html($category->name) . $separator;
 }
 echo "'categories':" . trim($output, $separator) . "'";
}
?>
});
```

Data is accessible within GTM; create Data Layer variables to store the values.



# Data Layer

Use Data Layer variables in Tags or Triggers.

## Example:

Send blog categories to a Custom Dimension in Google Analytics.

### Tag Configuration

Tag type

 Universal Analytics  
Google Analytics 

Track Type

Page View 

Google Analytics Settings 

{{GA Settings Template}}  

Enable overriding settings in this tag 

Tracking ID 

Inherited from settings variable 

More Settings

Custom Dimensions

| Index |                                                                                       | Dimension Value    |                                                                                       |
|-------|---------------------------------------------------------------------------------------|--------------------|---------------------------------------------------------------------------------------|
| 1     |  | {{blogCategories}} |  |
| 2     |  | {{blog author}}    |  |

## Outcome:

Data from your server is shared with Google Analytics and can be used for analysis/action.

*Which blog categories had the most engagement?*

| Blog Categories ✓                  |                                                  |
|------------------------------------|--------------------------------------------------|
| Primary Dimension: Blog Categories |                                                  |
| Plot Rows                          | Secondary dimension ▾                            |
| Sort Type: Default ▾               |                                                  |
| <input type="checkbox"/>           | Blog Categories ?                                |
| <input type="checkbox"/>           | 1. Analytics Google Analytics                    |
| <input type="checkbox"/>           | 2. Analytics Google Analytics Google Tag Manager |
| <input type="checkbox"/>           | 3. Google Analytics                              |
| <input type="checkbox"/>           | 4. Google Analytics Google Tag Manager           |
| <input type="checkbox"/>           | 5. Google Tag Manager                            |
| <input type="checkbox"/>           | 6. LunaLabs Search Engine Optimization           |

## Outcome:

Data from your server is shared with Google Optimize and can be used to target experiments.

*Show experiment variations to people who viewed blog posts within a specific category.*

The screenshot shows the 'Configuration' page for a Google Optimize experiment, specifically the 'TARGETING' tab. Under the 'Who' section, there are two sliders: 'Percentage of visitors to target' is set to 100.0%, and 'Weighting of visitors to target' is split into two 50.0% segments. Below this, the 'When' section is visible, with 'Evaluate on page load' checked. At the bottom, a condition is defined: 'blogCategories contains Google Tag Manager'.

This is a close-up of the 'Data layer variable' configuration dialog. It shows a dropdown menu for 'blogCategories', a dropdown for the operator 'contains', and a text input field containing 'Google Tag Manager'. A 'SAVE' button is located in the top right corner.

We can send information directly to the dataLayer after the page loads (when an action occurs), to be retrieved by GTM.

```
dataLayer.push ({ 'event' :
'event_name' }) ;
```

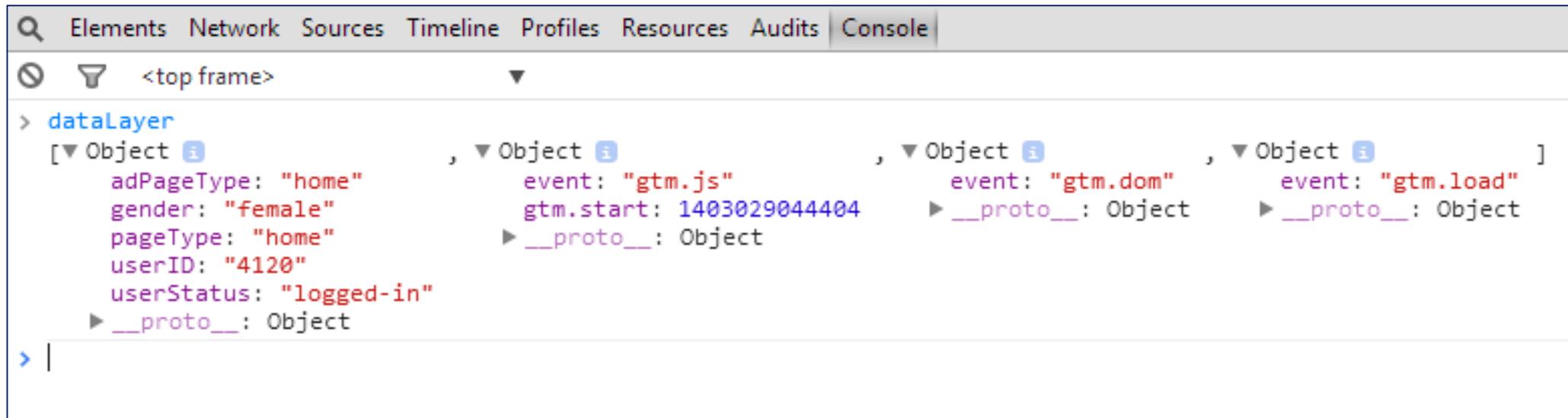
Call the push() API by modifying a button link to set an event when the button is clicked:

```
<a href="#" name="button1"
onclick="dataLayer.push({'event': 'button1-
click'});" >Button 1
```

Call the push() API within a function:

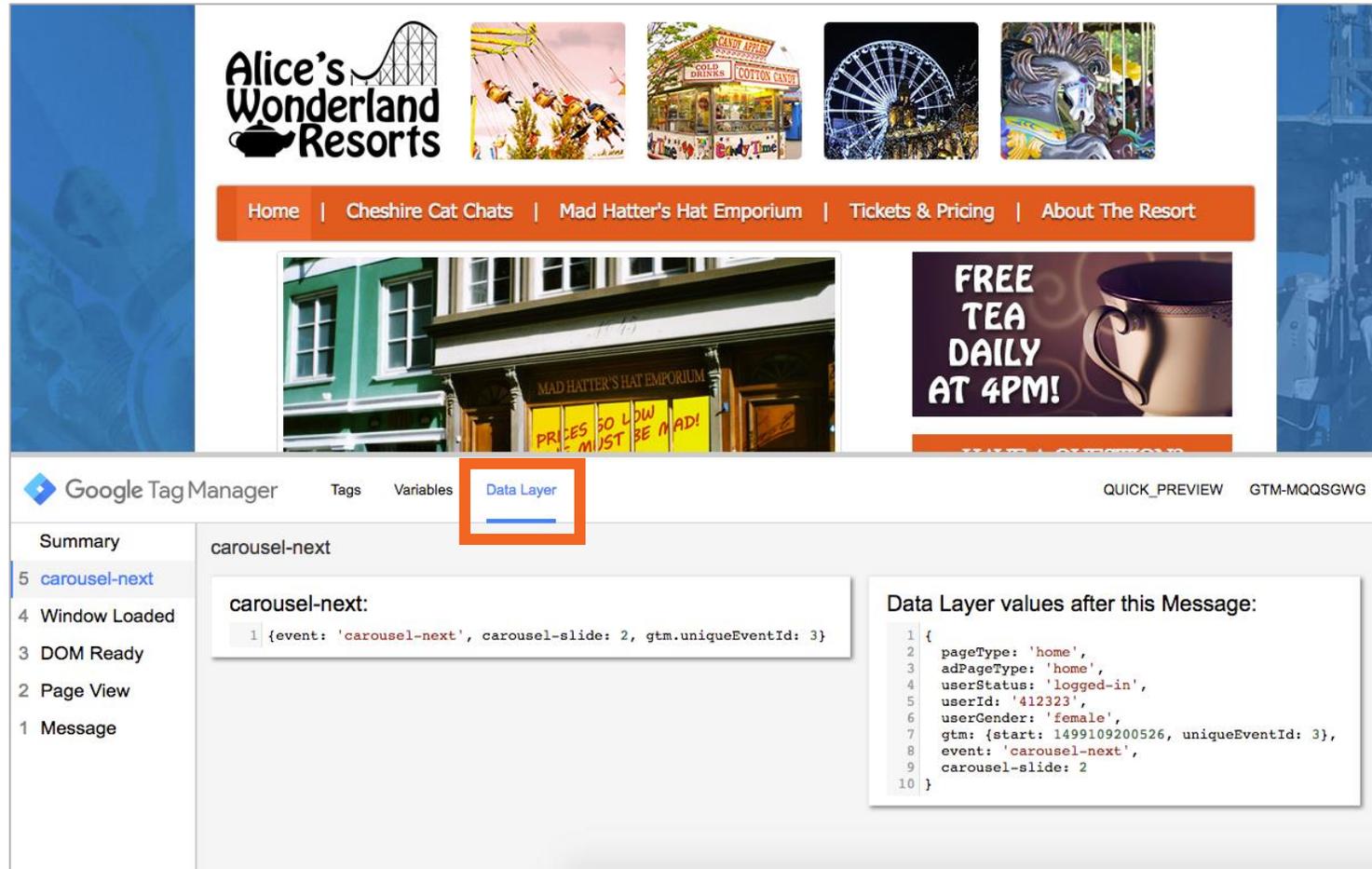
```
function nextSlide() {
 if(currentslide < totalslides -1) {
 currentslide = currentslide + 1;
 $('.jcarousel').jcarousel('scroll', currentslide, true);
 } else {
 currentslide=0;
 $('.jcarousel').jcarousel('scroll', currentslide, true);
 }
 dataLayer.push({'event': 'carousel-next', 'carousel-slide':(currentslide+1)});
}
```

You can view the dataLayer in the JavaScript console by typing in "dataLayer"



```
Elements Network Sources Timeline Profiles Resources Audits Console
<top frame>
> dataLayer
[Object, Object, Object, Object]
 adPageType: "home"
 gender: "female"
 pageType: "home"
 userID: "4120"
 userStatus: "logged-in"
 __proto__: Object
 event: "gtm.js"
 gtm.start: 1403029044404
 __proto__: Object
 event: "gtm.dom"
 __proto__: Object
 event: "gtm.load"
 __proto__: Object
```

You can also view the dataLayer in the Debug panel:



The screenshot shows the Alice's Wonderland Resorts website with the Google Tag Manager Debug Console open. The website header includes the logo and navigation links: Home | Cheshire Cat Chats | Mad Hatter's Hat Emporium | Tickets & Pricing | About The Resort. A banner for 'FREE TEA DAILY AT 4PM!' is visible. The Debug Console shows a 'carousel-next' message with the following data layer values:

```
1 {event: 'carousel-next', carousel-slide: 2, gtm.uniqueEventId: 3}
```

The 'Data Layer values after this Message:' section shows the following JSON structure:

```
1 {
2 pageType: 'home',
3 adPageType: 'home',
4 userStatus: 'logged-in',
5 userId: '412323',
6 userGender: 'female',
7 gtm: {start: 1499109200526, uniqueEventId: 3},
8 event: 'carousel-next',
9 carousel-slide: 2
10 }
```

# How Can I Continue My Education?

LunaMetrics Services Training About Contact Blog CTM Book 1877.220.LUNA

## Where Should The Google Analytics Tracking Code Be Placed?

By Sayf Sharif / February 9, 2012 / Google Analytics

24 95 43 0

Before I even start talking about this, let's go to [code.google.com](http://code.google.com) for the official recommendation on where someone should place their Tracking Code on their webpages...

*The Analytics snippet is a small piece of JavaScript code that you paste into your pages. It activates Google Analytics tracking by inserting ga.js into the page. To use this on your pages, copy the code snippet below, replacing UA-XXXX-X with your web property ID. Paste this snippet into your website template page so that it appears before the closing </head> tag.*

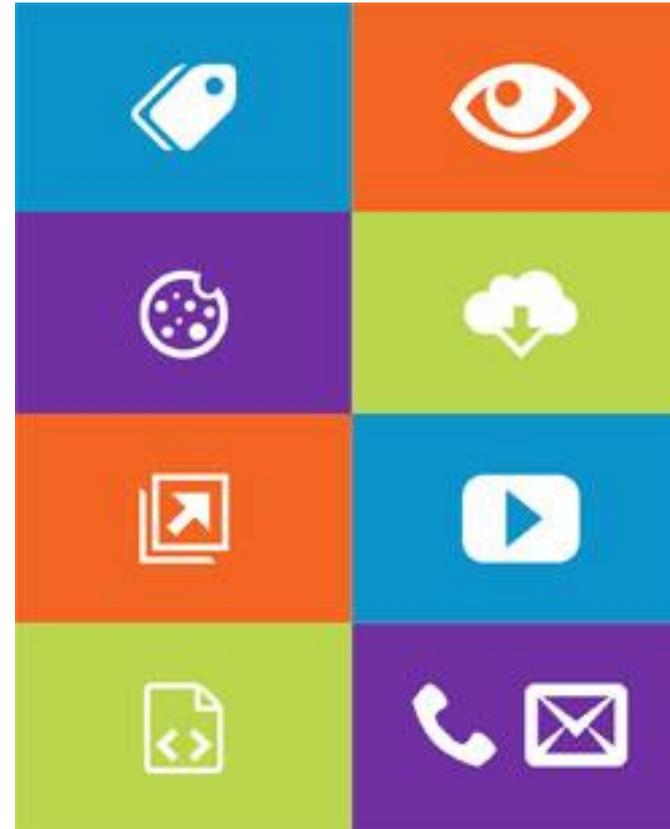
```
<script type="text/javascript">
var gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-XXXX-X']);
_gaq.push(['_trackPageview']);

(function() {
var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();
</script>
```

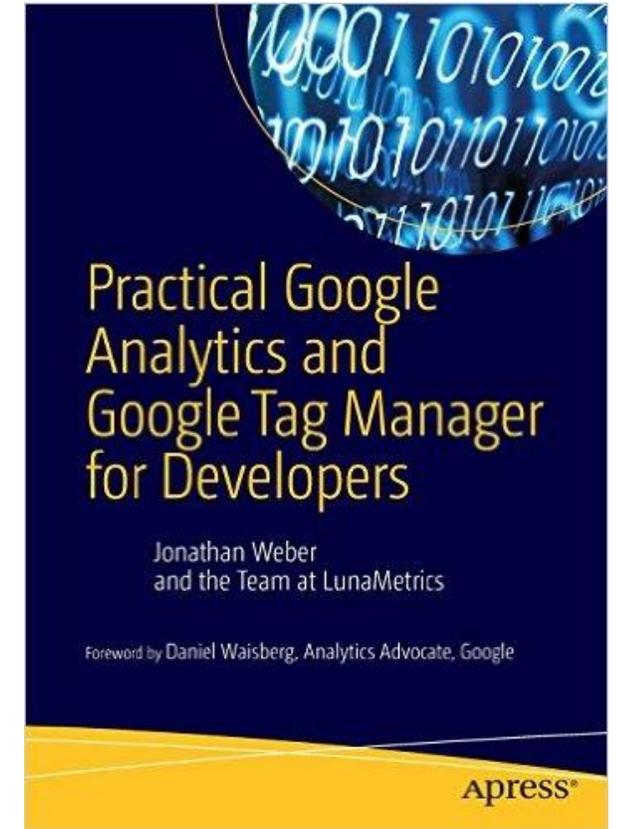
*The Google Analytics Asynchronous Tracking Code*

Ok! Thanks for reading, see you next time!

## The Blog



## The Recipes



## The Book

## Monthly

Google Analytics 360 Announcement, Google Ad Layout Changes, & How Accurate is Sampling in GA? [View this email in your browser](#)



**Recent Blog Updates from LunaMetrics**



**Meet The New Google Analytics 360 Suite**

Today, we awoke on the Ides of March to news of a coordinated media blitz from Google Analytics as they

**Upcoming Trainings**

- March 21-24  
Denver, CO [▶](#)
- Small class sizes - seats still available!
- Apr 4-8  
Boston, MA [▶](#)
- Apr 11-14  
Los Angeles, CA [▶](#)

## Daily

Just published - a new blog post you might be interested in! [View this email in your browser](#)

**Recent Blog Post from LunaMetrics**



**Google Tag Manager Naming Strategies To Organize Your Container**

Google Tag Manager Naming Strategies to Organize Your Container

[Sign Up Here!](#)

Occam's Razor  
by Avinash Kaushik



<http://kaushik.net/avinash/>

**ANALYTICS TALK**

DIGITAL ANALYTICS FOR BUSINESS

<http://cutroni.com>

SIMO AHAVA'S BLOG

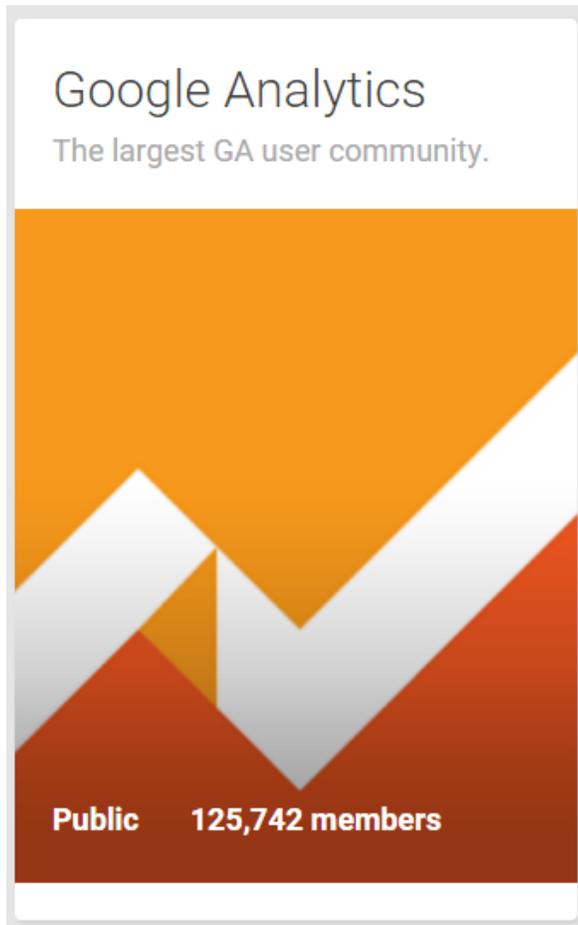
*What's New In Digital Analytics?*

<http://www.simoahava.com/>

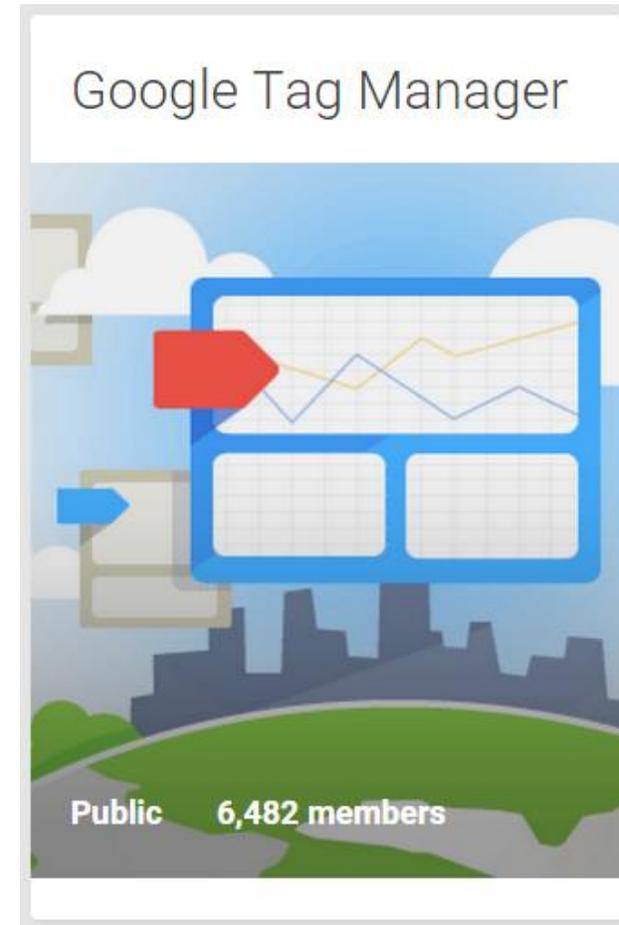
[How to Get GTM Help](#)



[11 Great Resources for Getting Free Google Analytics Support](#)



[Google Analytics](#)



[Google Tag Manager](#)

## Google Analytics Academy

<http://analyticsacademy.withgoogle.com>

Improve your Analytics skills with free online courses from Google.



### View lessons from experts

View lessons from Google's digital analytics experts at your own pace.



### Test your knowledge

Apply what you learn by completing short quizzes and practice exercises.



### Join the learning community

Engage with other students and analytics experts in course forums and on Google+.

Take the [Google Analytics Individual Qualifications Exam](#)

[How & Why to Get Your Google Analytics Individual Qualification](#)

- Google Analytics Help Center  
<http://support.google.com/analytics>
- Video  
<http://www.youtube.com/googleanalytics>
- Official Blog  
<http://analytics.blogspot.com/>
- User Forum  
<http://productforums.google.com/forum/#!forum/analytics>

- Google Code Site
  - <http://developer.google.com/analytics/>
  - All the developer docs live here
    - Tracking code
    - Data API
    - Integrations
    - Code examples, libraries, etc.

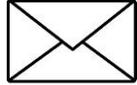


Welcome

Ok, So Who Is This?



**Jon Meck**  
Senior Director, Marketing

 [meck@lunametrics.com](mailto:meck@lunametrics.com)