

Google Tag Manager Scripts Setup Guide

Google Tag Manager configuration allows you to manage all your website tags without editing codes.

Use tag manager to manage tags (such as measurement and marketing optimization JavaScript tags) on your site. Without editing your site code, use Tag Manager to add and update Google Ads, Google Analytics, Floodlight, and third-party tags.

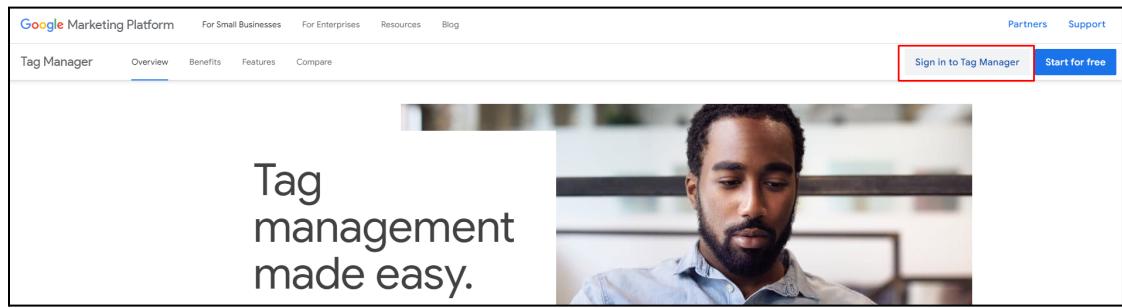
The configuration settings are located under **Manage Settings > General Settings > SEO > Google Tag Manager**.



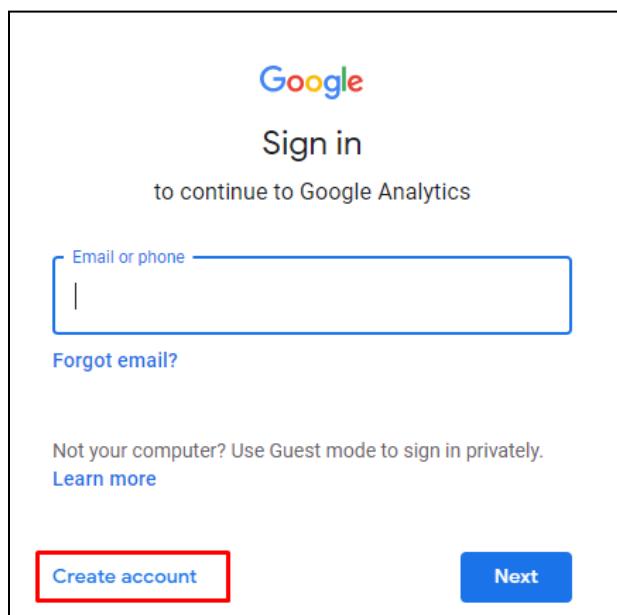
Follow the steps below to generate Head Script and Body Script:

Step 1: Login to Google Tag Manager

1. Visit <https://marketingplatform.google.com/about/tag-manager/> and click on **Sign In To Tag Manager** located at the upper right corner of the page.



2. Next, enter your gmail account details. If you don't have an account, you can create one by clicking on **Create Account**.



Step 2: Create an account to generate Head & Body Script codes

Once logged in, the **All Accounts** page is displayed. Click on **Create Account** from the upper right corner of the page.

Below is a list of Tag Manager Accounts and Google tags to which you have access.

Accounts Google tags [Create Account](#)



Click here to create an account

3. Enter following details:

Add a New Account

Account Setup

Account Name

Country

Share data anonymously with Google and others ?

Container Setup

Container name

Target platform

 Web For use on desktop and mobile web pages
 iOS For use in iOS apps
 Android For use in Android apps
 AMP For use in Accelerated Mobile Pages
 Server For server-side instrumentation and measurement

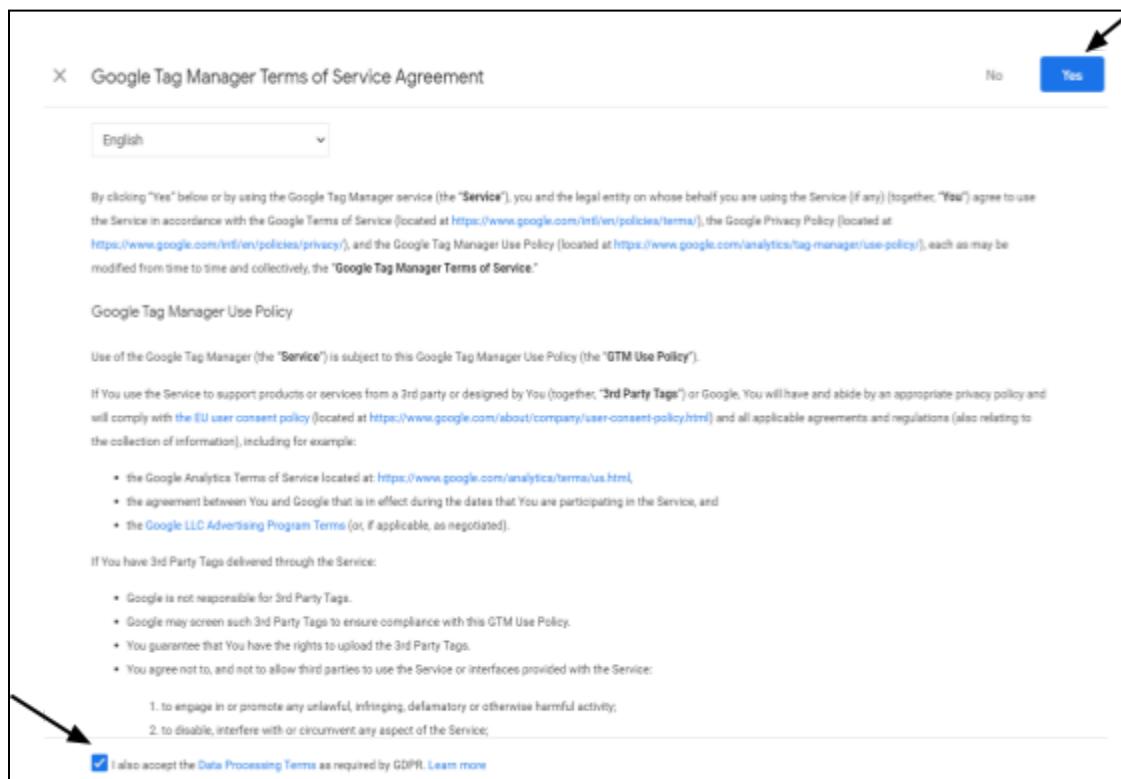
[Create](#) [Cancel](#)

- **Account Name:** Enter name of the account.

- **Country:** Select country from the drop-down list.
- **Share Data Anonymously with Google and Others:** Select the check-box if share site data in an anonymous form.
- **Container Name:** Enter the website URL following the right format (www.mysite.com).
- **Target Platform:** Select **Web** as the target platform.

Once you have added all the details, click on **Create**.

4. Next, select the **I also accept the Data Processing Terms as required by GDPR** checkbox, and select **Yes**.



X Google Tag Manager Terms of Service Agreement

English

By clicking "Yes" below or by using the Google Tag Manager service (the "Service"), you and the legal entity on whose behalf you are using the Service (if any) (together, "You") agree to use the Service in accordance with the Google Terms of Service (located at <https://www.google.com/intl/en/policies/terms/>), the Google Privacy Policy (located at <https://www.google.com/intl/en/policies/privacy/>), and the Google Tag Manager Use Policy (located at <https://www.google.com/analytics/tag-manager/use-policy/>), each as may be modified from time to time and collectively, the "Google Tag Manager Terms of Service."

[Google Tag Manager Use Policy](#)

Use of the Google Tag Manager (the "Service") is subject to this Google Tag Manager Use Policy (the "GTM Use Policy").

If You use the Service to support products or services from a 3rd party or designed by You (together, "3rd Party Tags") or Google, You will have and abide by an appropriate privacy policy and will comply with the [EU user consent policy](#) (located at <https://www.google.com/about/company/user-consent-policy.html>) and all applicable agreements and regulations (also relating to the collection of information), including for example:

- the Google Analytics Terms of Service located at: <https://www.google.com/analytics/terms/us.html>,
- the agreement between You and Google that is in effect during the dates that You are participating in the Service, and
- the [Google LLC Advertising Program Terms](#) (or, if applicable, as negotiated).

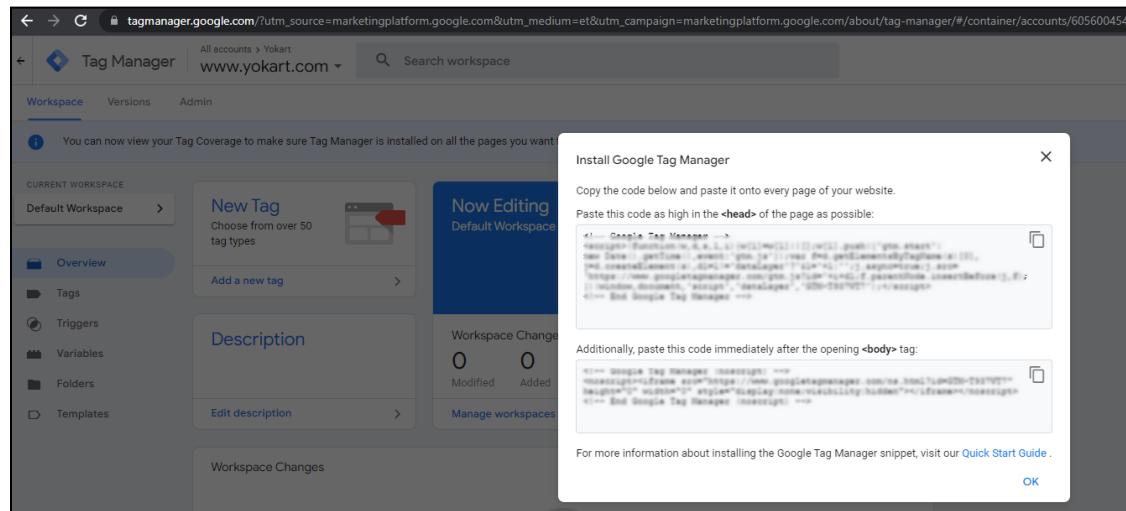
If You have 3rd Party Tags delivered through the Service:

- Google is not responsible for 3rd Party Tags.
- Google may screen such 3rd Party Tags to ensure compliance with this GTM Use Policy.
- You guarantee that You have the rights to upload the 3rd Party Tags.
- You agree not to, and not to allow third parties to use the Service or interfaces provided with the Service:

1. to engage in or promote any unlawful, infringing, defamatory or otherwise harmful activity;
2. to disable, interfere with or circumvent any aspect of the Service;

I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

5. It will launch the **Install Google Tag Manager** pop-up window. Find the Head script and Body script as displayed in the form. Click on the copy icon  given besides each of the scripts to copy the code and paste the respective codes into the **Manage Settings > General Settings > SEO > Google Tag Manager** section.



The screenshot shows the Google Tag Manager interface with a 'New Tag' card and a 'Now Editing' workspace summary. A modal window titled 'Install Google Tag Manager' is open, displaying code snippets for the head and body sections of a website. The code includes comments for 'Google Tag Manager' and 'End Google Tag Manager'.

```

<!-- 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 t=d.getElementsByTagName('script')[0],
n=d.createElement('script');n.async=true;n.src='https://www.googletagmanager.com/instant.js?'+i;
w[l].push(n);})(window,document,'script','dataLayer','GTM-5387977');
```

Additionally, paste this code immediately after the opening <body> tag:

```

<!-- Google Tag Manager (noscript) -->
<noscript><frame src="https://www.googletagmanager.com/instant.js?GTM-5387977"
height="0" width="0" style="display:none;visibility:hidden"></frame></noscript>
<!-- End Google Tag Manager (noscript) -->
```

For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).

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