Google Tag Manager

Description

How do you measure user interactions within each of your web pages? Google Tag Manager is a free and easy to integrate tool that allows you to accurately measure each of the conversions that you define for your site: number of views of a video, form sent, subscription to a newsletter, sharing of an article, add to cart, etc.

Classroom Registration Price (CHF)
1400
Virtual Classroom Registration Price (CHF)
1300
Course Content

- Module 1: Introduction
- Module 2: Creating a Google Tag Manager account and container
- Module 3: Using tags and creating custom tags
- Module 4: Using predefined variables and triggers
- Module 5: Previewing your triggers in preview mode
- Module 6: Using the data layer
- Module 7: Creating custom dimensions and statistics in Google Analytics
- Module 8: Creating custom goals and events in Google Analytics

Documentation

- Digital courseware included

Participant profiles

- Marketing professionals
- Communication professionals
- Web data analysts

Prerequisites

- Good knowledge of websites
- The practice of a web analysis tool (Google Analytics)
- Basic knowledge of HTML

Objectives

- Create a Google Tag Manager account
- Create tags, triggers and variables
- Use preview mode of Google Tag Manager
- Use the data layer via Google Tag Manager
- Understand the interaction mechanisms between Google Tag Manager and Google Analytics

Niveau
Intermédiaire
Duration (in Days)
2
Reference

GMP-07

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