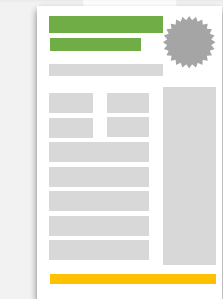
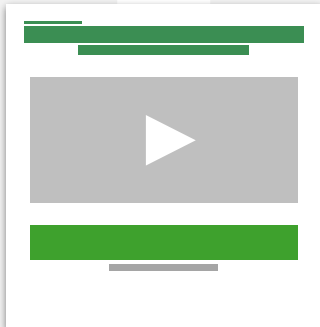
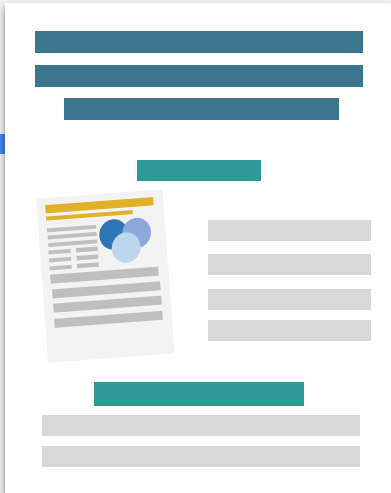




# Tag Manager Playbook



Welcome to your Google Tag Manager Playbook! This guide is designed to help you stay organized as you install your tags and setup your conversion tracking.

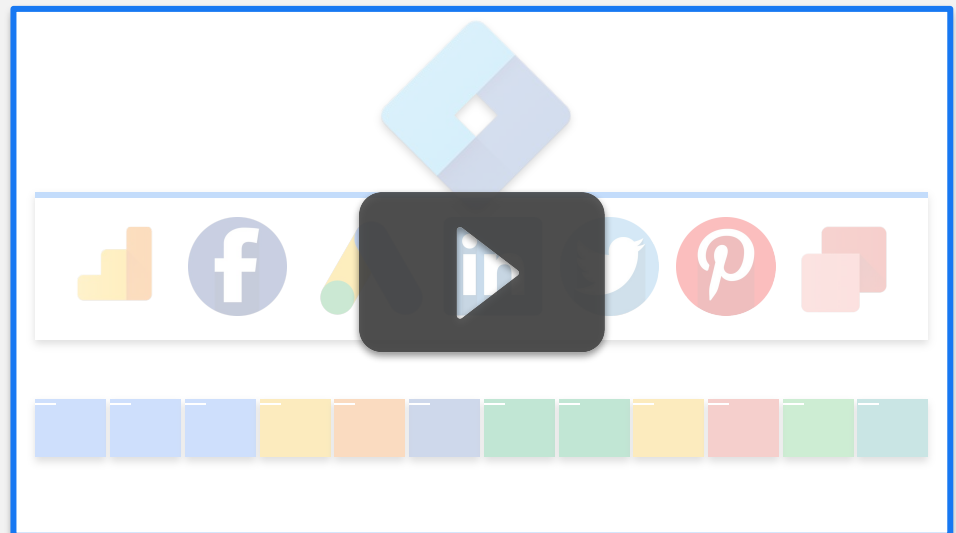
## How To Use

On each page you'll find boxes where you can enter and save your information. It's important that you manually save this PDF everytime you modify a page to insure your changes aren't lost.

## New Funnels

As you create more pages and funnels, but sure to keep this guide updated with your information. Having a central location for all of your URLs and tracking IDs will save you a lot of time (we know it has for us).

Below is a link to our latest Tag Manager tutorial. Happy tracking!



# Tag Manager Playbook



*Company Name*

*Full Website URL*

*Paste this code as high in the **<head>** of the page as possible:*

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



Prospects



Audience



Leads



Customers



# Tag Manager Playbook



*Conversion Name*

*Conversion Label*

*Conversion ID*

<i>Conversion Name</i>	<i>Conversion Label</i>	<i>Conversion ID</i>

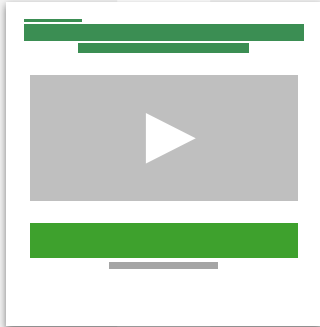


# GTM Playbook: URL List
















# GTM Playbook: Funnel Tracking



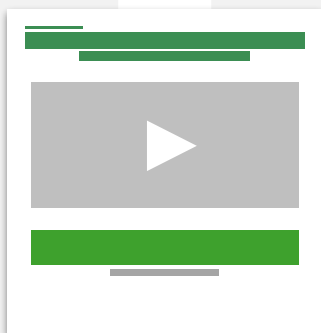

*Trigger*                      *Customer Journey*                      *Notes*

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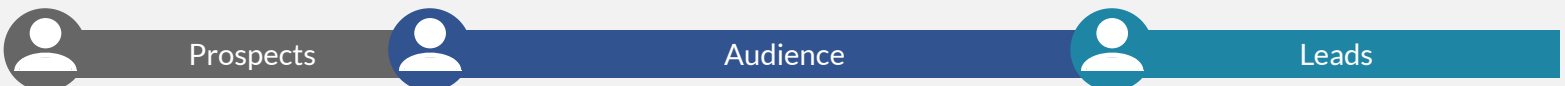

*Trigger*                      *Customer Journey*                      *Notes*

--	--	--



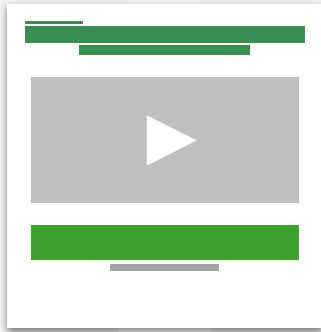

*Trigger*                      *Customer Journey*                      *Notes*

--	--	--



Set Triggers

# GTM Playbook: Funnel Tracking




*Trigger*                      *Customer Journey*                      *Notes*

--	--	--




*Trigger*                      *Customer Journey*                      *Notes*

--	--	--




*Trigger*                      *Customer Journey*                      *Notes*

--	--	--



# Tag Manager Playbook



4

Google Tag Assistant



## Result Of Tag Analysis

5 In Total 2 Errors



1. Google Tag Manager  
GTM-AC85TM1

Good: Tag Is Working



2. Google Ads Conversion Tracking  
823619538

Okay: Non-Standard Install



3. Google Analytics  
UA-12345678-1

Error: Data Collection Issue



4. Google Ads Remarketing Tag  
937645218

Major Issue: Tag Not Working



### Where To Optimize



No Google Analytics HTTP response because  
Opted out with extension

Search Google For Errors



An error occurred while the tag was fired:  
Net::ERR\_BLOCKED\_BY\_CLIENT

Disable

Record

VIEW RECORDINGS



Prospects



Audience



Leads



Customers

