ULTIMATE

List of

120+

◆ Google Tag Manager

RESOURCES

Analytics mania

Long time ago this list started as a bunch of bookmarked content that helped me better understand Google Tag Manager. As the time went by, more and more GTM content was published on my own blog, **analyticsmania.com**.

It's pretty logical that a content (related to a particular platform) get outdated because the platform (Google Tag Manager) is evolving. As a result, you're currently looking at the 3rd edition of this e-book.

I hope that you'll it useful. Happy learning!

WHAT IS GOOGLE TAG MANAGER AND WHY SHOULD YOU USE?

Let's start from the very beginning. If you don't know what GTM is or whether you need it (the default answer is *of course, you do!*), check out the links below.

#1. [11 reasons to start using Google Tag Manager](#)
#2. [Google Tag Manager tutorial for beginners (+ Ebook)](#)
#3. [Google Support - Google Tag Manager](#) by Google
#4. [99 things you can do with Google Tag Manager](#)

Are you now convinced that GTM should be included in your stack of Digital Analytics tools? I bet you are. Let's continue.

MAIN CONCEPTS, NAMING CONVENTIONS, INSTALLATION

#6. [How To Install Google Tag Manager](#)
#7. [User Permissions](#) by Simo Ahava
#7. [Naming conventions and setup tips](#)
#8. [Google Tag Manager Naming Strategies to Organize Your Container](#) by Bounteous
#9. [Google Tag Manager Structure](#) by Aukera
#10. [Tag Manager Workspaces](#) by Simo Ahava
#12. [Web Performance Optimization and Google Tag Manager](#)
#13. [Google Tag Manager Best Practices](#)
#14. [Publishing and versions](#) by Google
#15. [How to import GTM container](#)
#17. [Understanding Tag Sequencing In Google Tag Manager](#) by Simo Ahava

TAGS, TRIGGERS AND VARIABLES

#18. [Tags, Triggers, Variables](#) by Google

VARIABLES
#19. [Use constant string user-defined variables](#) by Google
#20. [Variables](#) by Google
#21. [Variable Guide For Google Tag Manager](#) by Simo Ahava
#22. [JavaScript Variable in GTM](#)
#23. [Cool stuff with lookup tables in Google Tag Manager](#) by Rebelytics
#24. [7 Must-Have Google Tag Manager Custom Variables](#) by Analytics Mania

TRIGGERS
#25. [Trigger guide for Google Tag Manager](#) by Simo Ahava
#26. [Trigger groups](#)
#27. [Custom Event Trigger](#)

TAGS

#28. Tag Setup Guides by Google
#29. Tags, Triggers, Variables by Google

MEASUREMENT PLAN, TAG PLAN

#30. Measurement plan by Fresh egg
#31. Tag template + VIDEO by Measureschool

Do you want to test your current Google Tag Manager knowledge (+ learn a bit more with practical tasks)? Then check out #32. Google Tag Manager Fundamentals course.

Thriving for more knowledge? Continue reading.

DATA LAYER

#33. What is dataLayer in Google Tag Manager? by Analytics Mania.
#34. 3 Ways To Pull Data from Data Layer with Google Tag Manager by Analytics Mania
#35. Instantiating & Using The Google Tag Manager dataLayer – Data Layer Best Practices by Lunametrics
#36. The Data Layer by Lunametrics
#37. A guide to dataLayer.push
#38. Data Layer Variable

GOOGLE TAG MANAGER + GOOGLE ANALYTICS

#39. Google Tag Manager Tutorial for Beginners
#40. Google Analytics vs Google Tag Manager: What's the Difference?
#41. Google Tag Manager migration tips
#42. Cross Domain Tracking with Google Tag Manager
#43. GA Event Tracking with Google Tag Manager
#44. Advanced - Google Tag Manager Event tracking using data attribute elements by David Vallejo
#45. Advanced - Setting Google Analytics Fields In GTM by Simo Ahava
#46. Google Analytics Settings Variable in Google Tag Manager by Analytics Mania
#47. User ID tracking with GA and Google Tag Manager
#48. Using Fields to Set in Google Tag Manager by Bounteous

GOOGLE TAG MANAGER + GOOGLE ADS

#49. Setting Up Conversion Tracking in AdWords by Megalytic
#50. Install Adwords Remarketing Tag by Webanalytics
#51. Advanced - Setting up Dynamic Remarketing via Google Tag Manager by Optimize Smart
#52. AdWords Call Conversion Tracking with Google Tag Manager by Bountous

GOOGLE TAG MANAGER PLAYS WELL WITH OTHERS TOO

#53. Inspectlet + Google Tag Manager: Complete Guide
#54. Zopim + Google Tag Manager: Install, Control and Track Real-time Chat Widget
#55. Tracking LinkedIn Conversions Using Google Tag Manager
#56. Complete Guide: Google Tag Manager + Twitter
#57. Track Disqus Comments with Google Tag Manager
#58. Complete Guide: Google Tag Manager + Facebook
#59. Supported Tag Templates and Custom Tag Templates

CLICK TRACKING - DEFAULT AUTO-EVENT LISTENERS

#60. Tracking links
#61. Track buttons with Google Tag Manager
#62. Matches CSS selector Operator in Triggers by Simo Ahava

REGULAR EXPRESSIONS
In my opinion, basic knowledge of Regular Expressions (Regex or Regexp) is a must-have skill when working with Google Tag Manager (i.e. setting up triggers) or Google Analytics (i.e. settings up custom filters). Make sure you check out the next 4 resources.

#63. Beginner's Guide to Regular Expression (Regex) by Hongkiat
#64. RegEx guide for Google Analytics and Tag Manager by Aleksandrs Pasters
#65. An Introduction to regular expressions, and the ABCs. It's an interactive guide with practical tasks.
#66. Regular expressions 101. I use this web-based app to test and validate my regular expressions. Extremely useful.
#67. Regular Expressions Guide for SEO, Google Analytics & Google Tag Manager by Optimize Smart.

FORM TRACKING - DEFAULT AUTO-EVENT LISTENERS

#68. Track Form Engagement With Google Tag Manager by Simo Ahava
#69. Form tracking with Google Tag Manager

HISTORY, ERRORS, TIMER - DEFAULT AUTO-EVENT LISTENERS

#70. Track URL Fragments As Pageviews by Simo Ahava
#71. Tracking single page web apps with Google Tag Manager and Analytics
#72. Track Errors As Events
#73. How to Use Timer Triggers in Google Tag Manager
#74. Scroll trigger by Simo Ahava
#75. How to track accordion clicks

CUSTOM AUTO-EVENT LISTENERS

#76. Google Tag Manager Form Tracking: 7 Ways To Reach Your Goal #77. Google Tag Manager: Track Social Interactions
#78. Track page translations
#79. Transfer UTMs from one page to another
#80. Video Tracking In Google Analytics & Google Tag Manager
#81. Track Klaviyo forms
#82. Track HTML5 audio players
#83. Hover Tracking in Google Tag Manager by Bounteous
#84. Track AJAX Forms with Google Tag Manager
#85. Vimeo tracking with Google Tag Manager by Cardinal Path

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P.S. You can find more Custom Auto-Event Listeners in the [library of 30+ Free GTM Recipes](#).

VERSIONS, DEPLOYMENT, TESTING, QA

#86. [How to Publish a Single Tag (and not others) in Google Tag Manager](#) by Bounteous
#87. [Better QA With Google Tag Manager Environments](#) by Simo Ahava
#88. [Deploying Google Tag Manager on Multiple Website Environments](#) by Bountous
#89. [Process Control: Google Analytics and Google Tag Manager in Development and Live Environments](#) by E-nor

TOOLS

#90. T[Top Google Tag Manager Extensions for Google Chrome](#) by Analytics Mania
#91. [Google Tag Manager Injector: Painless Tagging](#) Chris Berger
#92. [GTM DataLayer Sifter: Find The Data You Want Easily](#) by Grue and Bleen
#93. [Facebook Pixel Helper](#) reviewed by AdEspresso
#94. [A Guide to Google Tag Manager Preview and Debug Mode](#)

GOOGLE TAG MANAGER + SEO

#95. [Verify your site in Search Console (ex. Webmaster Tools)](#) by Google
#96. [Using Google Tag Manager to Dynamically Generate Schema/JSON-LD Tags](#) by Moz
#97. [Dynamically Added Meta Data Indexed By Google Crawlers](#) by Simo Ahava
#98. [404 Error Tracking with Google Tag Manager and Google Analytics](#)

RECIPES

#99. The [Ultimate Library of 40+ Google Tag Manager](#) (ready-made containers with tags and triggers). Just download them and import to your container.

A/B TESTING

#100. [A/B Testing with Google Tag Manager](#) by The Next Web
#101. [Use Optimizely X API within Google Tag Manager for sending experimental data to GA](#) by Dmitri Ilin
#102. [[VIDEO] How to A/B Test with Google Tag Manager](#) by Measureschool

OTHER RESOURCES

#103. [Most common Google Tag Manager Mistakes](#)
#104. [10 Useful CSS Selectors](#) by Simo Ahava
#105. [Accelerated Mobile Pages Via Google Tag Manager](#) by Simo Ahava
#106. [[VIDEO] How to integrate Google Tag Manager on AMP pages](#) by Measureschool

#107. Set and Read Cookies with Google Tag Manager
#108. 29 Advanced Google Tag Manager Tips Every Marketer Should Know by UpBuild
#109. Add Konami Code To Your Site by Simo Ahava
#110. Tealium or Google Tag Manager? Weighing Your Options by Bounteous
#111. Google Tag Manager Readiness Checklist

COMMUNITIES

Join these communities if you want to be the first to hear the GTM news, solve your problems or get some new ideas.
#112. GTM Facebook community
#113. Official Google Tag Manager Forum
#114. Google Tag Manager Subreddit
#115. Stack Overflow - Google Tag Manager

PEOPLE AND BLOGS TO FOLLOW

Pro tip: I prefer getting updates/new blog posts straight to my email inbox. Unfortunately not all GTM influencers send newsletters. My solution to that is using Blogtrottr - a free service which regularly checks RSS feeds and sends me an email when a new post is published. I do this with Simo Ahava's or Krista Seiden's blogs, for instance.

#116. Simo's blog post 10 Blogs, 10 Articles, 10 People To Follow is a good place to start looking for GTM/Digital Analytics influencers to follow.
#117. Analytics Mania #shamelessplug
#117.5   Check out any other author whose post(s) are mentioned in this list and you will find what you need.

COMPLETE GUIDES

#118. Complete guide to Google Tag Manager by iPullRank
#119. "Advanced - "Generic" GTM Developer Guide by Phil Pearce
#120. Google Tag Manager – Complete Guide for WordPress by WPism

DO YOU KNOW MORE GOOGLE TAG MANAGER RESOURCES?

In case I missed something (which is very possible), contact me via Twitter or Email. If I find your suggestion interesting and useful, I'll add it to this list (topics should not overlap with my current choices).

Ok, so what's next?

1. If you haven't already, check out at least few entries on this list.

2. Bookmark this list for the future.

3. Join GTM communities and start following GTM people/blog of your choice.

4. Continue learning.

5. Profit.

This guide was compiled by Julius Fedorovicius, www.analyticsmania.com
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