

You can use this checklist, along with our lessons in GTM Course to get started with your new Google Tag Manager account. GTM Course lessons for reference:

- Creating your GTM Account
- Getting GTM on Your Website

Follow these 4 steps to set up your Google Tag Manager Account, and install the GTM tracking code on your website.

STEP 1 SET UP A GTM ACCOUNT

Sign into your Google account and go to tagmanager.google.com to set up a new GTM account.

Select create an account, and then choose a name for your account.

Add a New Account

Account Setup

Account Name

Country

Share data anonymously with Google and others ⓘ

STEP 2 CREATE A GTM CONTAINER

It's helpful to choose a container name that will conform to the naming convention you use throughout your account.

You can create a container for a website ("web"), or create containers for iOS, Android, and AMP (Accelerated Mobile Pages). In this guide, we'll focus on installing GTM on a standard "Web" property.

Container Setup

Container name

Where to Use Container

Review and agree to the GTM terms of service to finalize your account set up and access your GTM tracking code.

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No

Google Tag Manager Terms of Service Agreement

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](https://www.google.com/about/company/user-consent-policy.html) (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.

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

STEP 3 INSTALL THE GTM TRACKING CODE ON YOUR WEBSITE

There are two primary ways to add GTM to your website, depending on how your site is built:

1. Manually add the GTM Tracking code to your website.

Manually adding the GTM tracking code to your site is the most common way to install GTM. After this code is on your site, you'll be able to install your other tracking tags using GTM.

Follow the approved GTM instructions to place your code on your site.

Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

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

```
<!-- 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','');</script>
<!-- End Google Tag Manager -->
```

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

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id="
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

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

OK

2. Use a plugin to install GTM on your website.

Depending on the content management system your website uses, there may be a plugin available that can help you install GTM on your site.

The most popular content management system is WordPress. If you have a WordPress site you can use the DuracellTomi WP plugin to do a “codeless” injection of GTM onto your site.

Google Tag Manager for WordPress options

[General](#)
[Basic data](#)
[Events](#)
[Scroll tracking](#)
[Blacklist tags](#)
[Integration](#)
[Advanced](#)
[Credits](#)

This plugin is intended to be used by IT girls&guys and marketing staff. Please be sure you read the [Google Tag Manager Help Center](#) before you start using this plugin.

Google Tag Manager ID

Enter your Google Tag Manager ID here. Use comma without space (,) to enter multiple IDs.

Container code placement

- Footer of the page (not recommended by Google, no tweak in your template required)
- Custom (needs tweak in your template)
- Codeless injection (no tweak, right placement but experimental, could break your frontend)
- Off (only add data layer to the page source)

Code placement decides where to put the second, so called noscript part of the GTM container code.

This code is usually only executed if your visitor has for some reason disabled JavaScript.

The main GTM container code will be placed into the `<head>` section of your webpages anyway (where it belongs to).

If you select 'Custom' you need to edit your template file and add the following line just after the opening `<body>` tag:

```
<?php if ( function_exists( 'gtm4wp_the_gtm_tag' ) ) { gtm4wp_the_gtm_tag(); } ?>
```

Save Changes

*** Do not publish any tags on your site yet. You'll want to complete a tag migration before you publish any tags using GTM. Otherwise, you could corrupt the data your current tags are collecting for your marketing platforms. ***

STEP 4 VERIFY THAT YOUR GTM INSTALLATION WAS SUCCESSFUL

You can verify that your installation was successful using preview mode In GTM. If you see your container on your site in preview mode, then your installation was a success.



You can also use the Chrome Extension Google Tag Assistant to verify that your installation was effective.

