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:

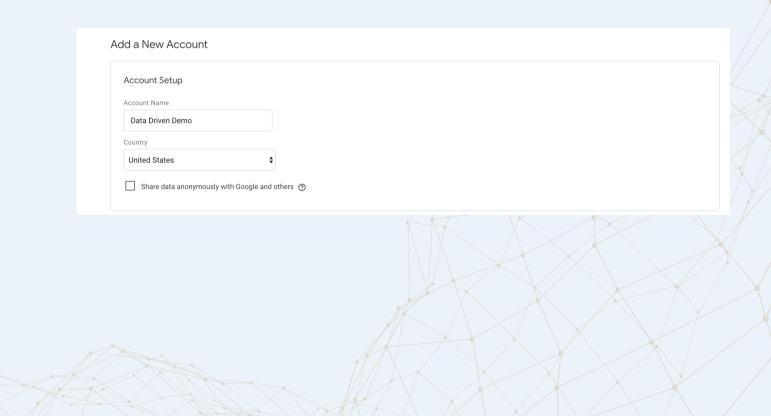
- Creating your GTM Account
- Getting GTM on Your Website

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.

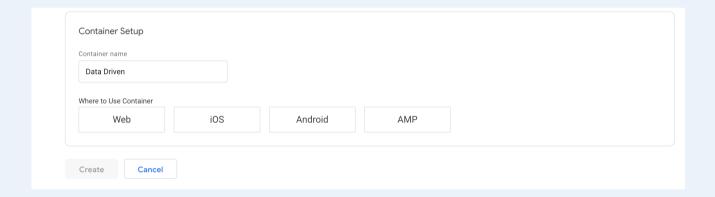
Select create an account, and then choose a name for your account.



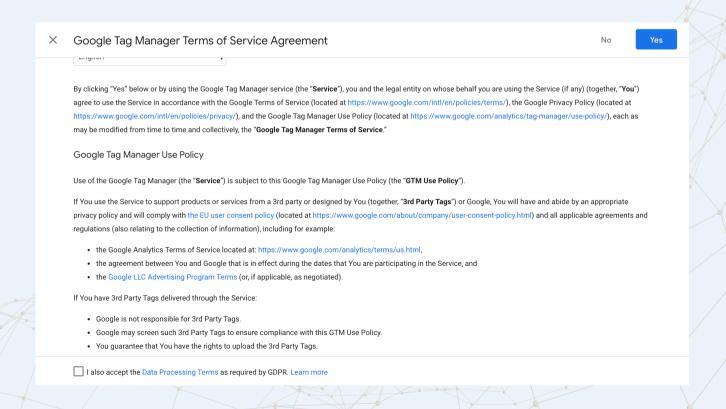
STEP 2 CREATE A GTM CONTAINER

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.



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



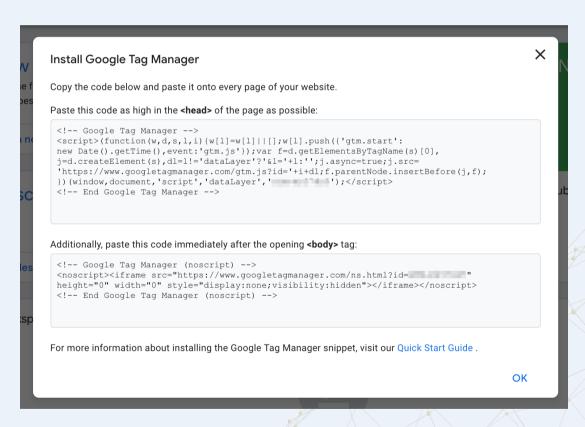
STEP 3 INSTALL THE GTM TRACKING CODE ON YOUR WEBSITE

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.

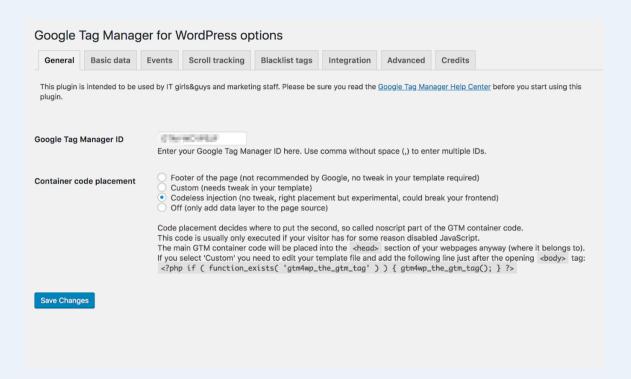
Follow the approved GTM instructions to place your code on your site.



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.



*** 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.

