

Setting up Google Tag Manager on your interactive (registration) site

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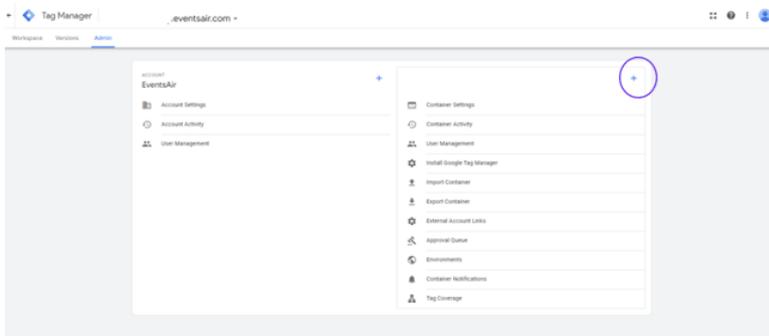
Google Tag manager helps you streamline how you track website activity.

You'll need a Google account (e.g. using your gmail address, or a Google Workspace account).

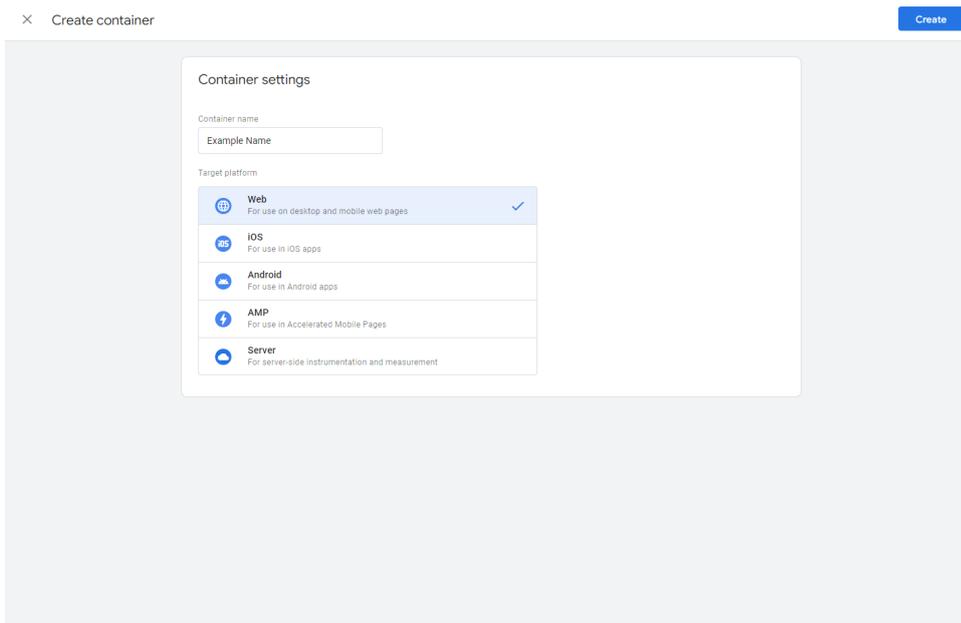
Your account must use the **correct URL for your event**.

Go to <https://tagmanager.google.com>

Once you've set up your account, select the blue “+” icon to set up a new Container. (Containers are where you store the tags for each website you want to tag.)



Fill in the details (selecting “Web” if you want to track website traffic) and then press the “Create” button.



After creating the Container, a page will appear with two code snippets.

You need to copy-paste these into Notepad or something similar (not Microsoft Word in case this adds extra formatting code).

Install Google Tag Manager ✕

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

1. 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 -->
```

2. 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) -->
```

3. Test your website (optional):

e.g. ✕

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

[You can also come back here later to test your site if you'd like to.]

Now you need to add the code into your interactive [registration] site in EventsAir.

In the Online Panel, in your Interactive Site, under the Details tab, then in the SEO tab, you'll see the options below:

Cyber Education International – 15th Annual Summit Registration Builder **Details** Submit Actions ✕

Details Style Confirmation **SEO** Messages Localization

Meta Description

Meta Keywords

Page Title

Analytics Code for Page View

Analytics code for Thank You page

Analytics code for submit registration

Additional <HEAD> Code

Paste the **first** code snippet into the “Additional <HEAD> Code” box.

Then, paste the **second** code snippet into “Analytics Code for Page View”.

This will track every visit to one of your site’s pages.

Your analytics account will now be able to track when someone visits the site.

It can take up to 24 hours for reports to be generated.

You can also review the [Google help pages](#) for more information.
