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

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.)
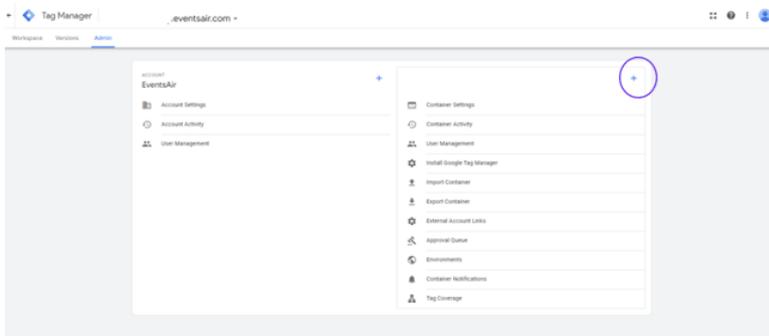
Fill in the details (selecting "Web" if you want to track website traffic) and then press the "Create" button.
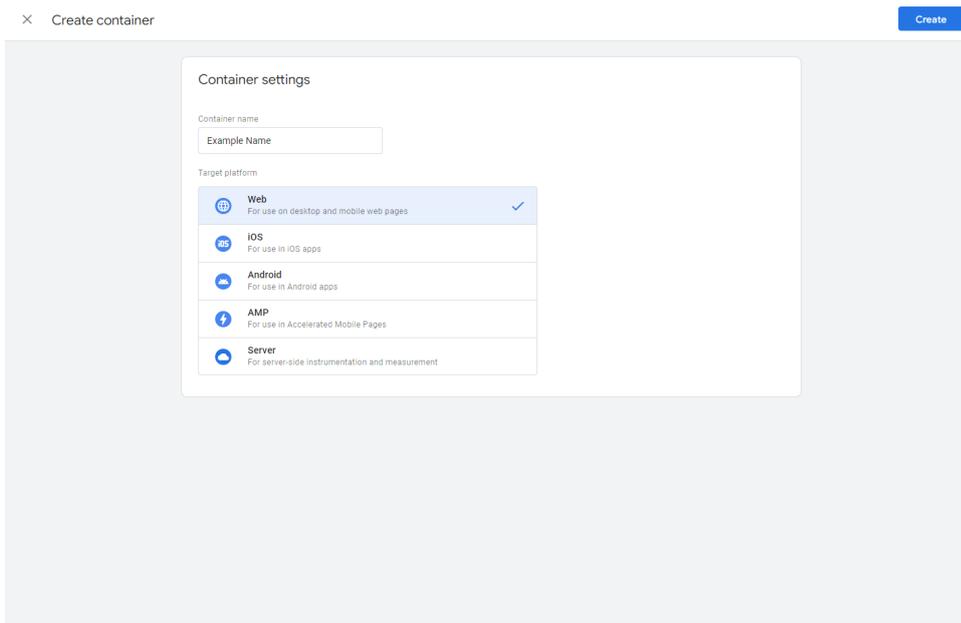
After creating the Container, a page will appear with two code snippets.

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

[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:

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.