

Google Tag Manager For Beginners Training Course

Get to grips with GTM fundamentals

Course Dates

Please note: This course is currently only available [in-house](#)

Google Tag Manager (GTM) has fast become the go-to tool if you want a convenient way to manage your analytics implementation, or ad tracking tags on your website.

If you're a digital marketer, a digital analyst, or you work in ad ops or conversion optimisation, getting to grips with Google Tag Manager is a must, as it offers flexibility, with powerful functionality when managing tags and triggers.

This hands-on GTM training course will give you the skills to implement, test and measure Google Tag Manager, giving you the confidence to use it on a daily basis.

Course Programme

Overview of Google Tag Manager (GTM)

- Why use Google Tag Manager?
- How it works and when to use it
- How to access it and the steps required to set up an account
- Overview of user roles for GTM

Implementing Google Tag Manager

- How to install GTM on your website
- How to ensure it is working correctly
- Structuring your GTM implementation e.g. across multiple websites
- What is a datalayer and what function does it serve

Google Tag Manager Fundamentals

- Navigating the Google Tag Manager user interface
- How GTM is structured: Tags, Triggers and Variables explained
- A review of the different built-in Tags available
- The different Trigger types and use cases for each one
- The different types of Variables available; built-in vs user-defined variables
- What are Workspaces and why use them?
- Using GTM Folders to organise Tags or Triggers

Deploying Tags In GTM

- Creating your first Tag; connecting GTM with Google Analytics 4
- Setting up Triggers; understanding Trigger conditions
- Setting up Tags for campaigns e.g. Google Ads Conversions, Meta Ads Events, LinkedIn Ads

Conversions and more...

- Setting up Tags using custom HTML
- Using regular expressions (Regex) to enhance Trigger conditions

Managing GA4 Events

- Step-by-step how to set up GA4 Events in GTM
- How to add GA4 Event parameters
- Understanding CSS basics to measure page element engagement e.g. button clicks, form interactions and more
- Tracking form submissions without a destination (conversion) page

Testing The Results

- Using GTM preview mode to check Tags are firing correctly
- Understanding how to fix errors
- Browser tools to test your tags are firing correctly

Benefits

Following this Google Tag Manager training course you will be able to:

- ✓ Set up and test Google Tag Manager
- ✓ Structure your GTM account and container(s)
- ✓ Set up GTM Tags and Triggers to meet your measurement requirements
- ✓ Confidently set up your GA4 tag as well as GA4 Events and parameters
- ✓ Configure GTM for Google Ads conversion tracking
- ✓ Set up Tags for all key social media platforms
- ✓ Set up Standard and Custom Meta Events using GTM
- ✓ Adopt best practices when managing your Tags
- ✓ Add and manage GTM users

All attendees receive an attendance certificate, digital copies of the course materials and four weeks post course support online.

Audience

The Google Tag Manager training course is suitable for anyone with beginner-level knowledge of GTM, looking to understand how to set up, configure and maximise their use of the tool.

We request that attendees have access to their own GTM account during the course.

What people say

It was a great training course and I would suggest anyone who is starting to learn GTM to do it

Alessandro Di Gianfilippo, Account Director
Syzygy UK



Jonathan is a pleasure to be around – making everything easy to understand at the ideal pace to ask any questions without feeling stupid. Highly recommend

Anthony Williams, Performance Marketing Manager
Ocado Retail



The teacher was incredible – he made complex software and concepts easy to understand. He taught in a professional, practical and accessible way.

Yasmin Elkilany, Digital & Communications Assistant
Young Women's Trust



Jonathan was an amazing teacher. As someone who knew little about GTM I now feel confident with the platform and will be able to develop my skills further. Not only this, but the Powerpoint we received afterwards is so detailed with step-by-step slides. I would recommend this course to anyone wanting to learn GTM.

Paige Haynes, Senior PPC Executive
The Good Marketer

