



DIGISNARE TECHNOLOGIES

GOOGLE TAG MANAGER



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GTM FUNDAMENTALS

- Benefits of Google Tag Manager (GTM)?
- GTM Overview
- How to Implement GTM
- Data Layer
- Tags, triggers, and variables
- Preview and publish
- How to Find CSS Selector(Type)
- Container Activity

BASICS OF GTM TRACKING

- Creating a GTM container for Website/App
- Installing Google Analytics with GTM
- Upgrading to Global Analytics via GTM
- Implementing Facebook Pixel, AdWords Conversion and other scripts code
- GA4 Analytics with GTM
- Tag Manager Injector

TAGS, TRIGGERS, AND VARIABLES

- File Download Tracking
- Link Tracking
- Lead Generation Tracking
- 404 Error Tracking
- Tracking Clicks on HTML elements
- Conversion Tracking
- Different Types of Navigations Menu Tracking
- Google Map Visibility Tracking
- Types of Variables
- How to Copy Tags
- How to Apply Multiple Triger

IMPLEMENT DIFFERENT TRACKING SCRIPTS

- General Strategy for Custom Tracking
- Scroll Tracking
- Tracking Embedded YouTube videos
- Deploying 3rd-party Tracking Pixels and Scripts(Google Ads, Facebook and Hotjar etc)
- Social Media Traffic Tracking
- Understanding of DOM Element and Web Scraping
- URL Re-Direction

IMPLEMENT IN WEBSITE USING GTM

- Schema Tags
- Implement Breadcrumb Using GTM
- Create Popup Message Using GTM
- Implement Breadcrumb Using GTM
- Change Website Content Using GTM

GOOGLE TAG MANAGER CERTIFICATION

- How to Certified in GTM?
- Google Tag Manager Certification from Google ?



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IMPLEMENT ECOMMERCE FEATURES WITH GTM

- Custom dimensions & metrics
- Enhanced Ecommerce (Online Transaction Tracking)
- Add to Cart and Remove from Cart Tracking
- Different Types of Tracking via Visblity Method
- How and When to use Timer trigger type

INTERFACE REVIEW

- GTM folders
- Exporting and importing containers
- User Management
- AMP Website Tracking with GTM
- Approval Queue
- Environment
- How To Secure and Authencate GTM Account
- GTM Template Option

OTHER GTM FACTORS

- How to Get Job in GTM Domain as a GTM Expert
- How to Get Freelance GTM Project
- How to Update Latest Topics in GTM
- Measurement Template Design
- Tag, Trigger and Variable Reference Template Design

BASICS OF CODING

- Understanding of HTML Code
- Understanding of CSS Code
- Types of CSS Selectors
- Understanding of Javascript Code
- Understanding of JQuery Code
- How to use the inspector Method



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