

Google Tag Manager: Need to Knows

What is Google Tag Manager (GTM)?

GTM is a free tool that allows users to add and update website tags -- including conversion tracking, site analytics, remarketing—without needing to edit their website code.

Why manage tags?

Adding tags without efficient management prompts big problems. All that code bogs down your site. Redundant or incorrectly applied tags can distort your measurement and result in duplicate costs or missing data. And it can be time-consuming for the IT department or webmaster team to add new tags, which means important marketing and measurement programs can be delayed. This tool will help streamline that process. [More about its features here](#). A brief overview of how it will help you with your digital marketing is [here](#).

Where do we see the web data and metrics for GTM?

GTM does not store any metrics or data within its platform. It just adds the scripts to site pages to tell them what to do and track. All data is stored in whatever platform (like Google Analytics) that GTM is writing back to.

Why is GTM important as we move to the Bootstrap platform?

GTM is important for a variety of reasons:

- Classic (or Legacy) Google Analytics have the potential to break on the Bootstrap platform. GTM is able to wrap them in such a way that prevents this.
- GTM allows tags containing JavaScript, CSS and other scripts to run more smoothly than if we had to integrate them directly on your site. With GTM, all those custom scripts run from the Google platform, meaning less development and troubleshooting time.
- Google is looking at phasing out some aspects of Google Analytics in its current form; this will help keep up with current tech.
- GTM provides more flexibility to measure different parts of websites, including conversions, integrating with marketing automation software, specific pages, and more.

How do I figure out if GTM is properly installed on my site?

- Open Chrome > go to Add Ons > Search for Google Tag Manager Assistant
- Install it and restart your browser.
- The GTM icon will appear in the upper right corner of the browser. Click on it, and it will display all Google Analytics and Google Tag Manager codes active on that page.

I see our organization's GTM code on our site, but I also see another code coming up as GTM-KFFVR2. What is that?

That's Higher Logic's overall GTM code, which goes across all our Connected Community sites and allows us to track our own data.

Will we lose any data history?

All data will flow into the same accounts, and no important history will be lost. (As with most tag migrations, there's a small chance of losing a few seconds or at most a few minutes of data. But that's better than tags that don't work in the first place.)

Will adding GTM affect page load times?

GTM tags are fired asynchronously. This means that tracking tags won't slow down the user-visible part of the page. Additionally, if a tag is slow in loading or executing, the rest of the tags won't have to wait for that tag to finish in order to execute. As a result, the overall loading time of your pages will not be slowed down.

Does GTM work with other Google products?

Yes. It has built-in tag templates for AdWords Conversion Tracking, Google Analytics, DoubleClick Floodlight, and AdWords Remarketing.

Does GTM work with the original, non-Bootstrap platform?

No. We are in the process of upgrading everyone to Bootstrap, where it will work. If you would like to use GTM but are still on the old platform, let us know and we will start the process to upgrade to Bootstrap and help you set up an account.

My site has Google Analytics and is moving to Bootstrap, but I don't want to use GTM. Will my Google Analytics still report?

Yes.

My site has Google Analytics and I don't want to use GTM, but do want to measure data from my microsites individually. Is this possible?

No. The Google Analytics code only measures data from the master and microsites as a whole; it won't break down the data individually. If you upgrade to Bootstrap and set up GTM, you can create as many different containers for their microsites as you want and measure each individually.

Does Higher Logic set up GTM accounts for us, or customize the configurations within those accounts?

As a whole, just as with Google Analytics, you will be managing your GTM account. You are welcome to log support tickets if you have issues, but we do not customize accounts. (See "**Higher Logic - Google Tag Manager Setup**" for step-by-step setup instructions.)