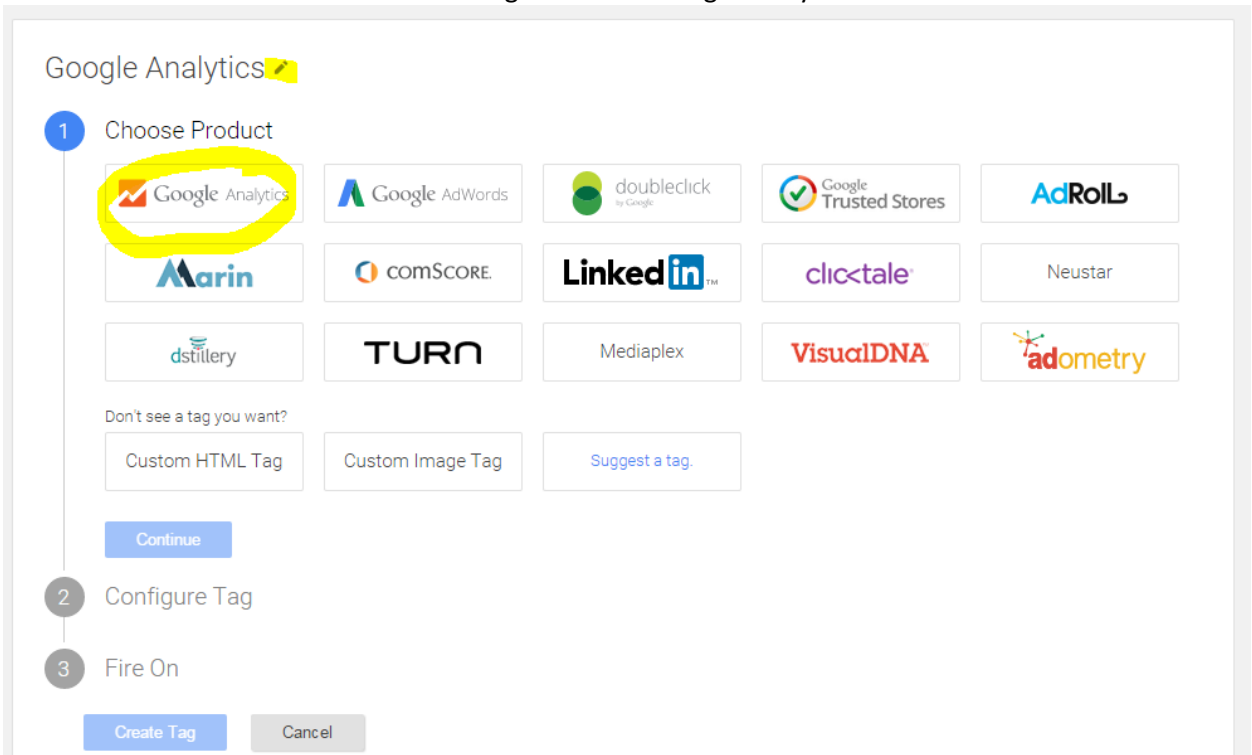


### Setting Up and Configuring GTM for Higher Logic Sites

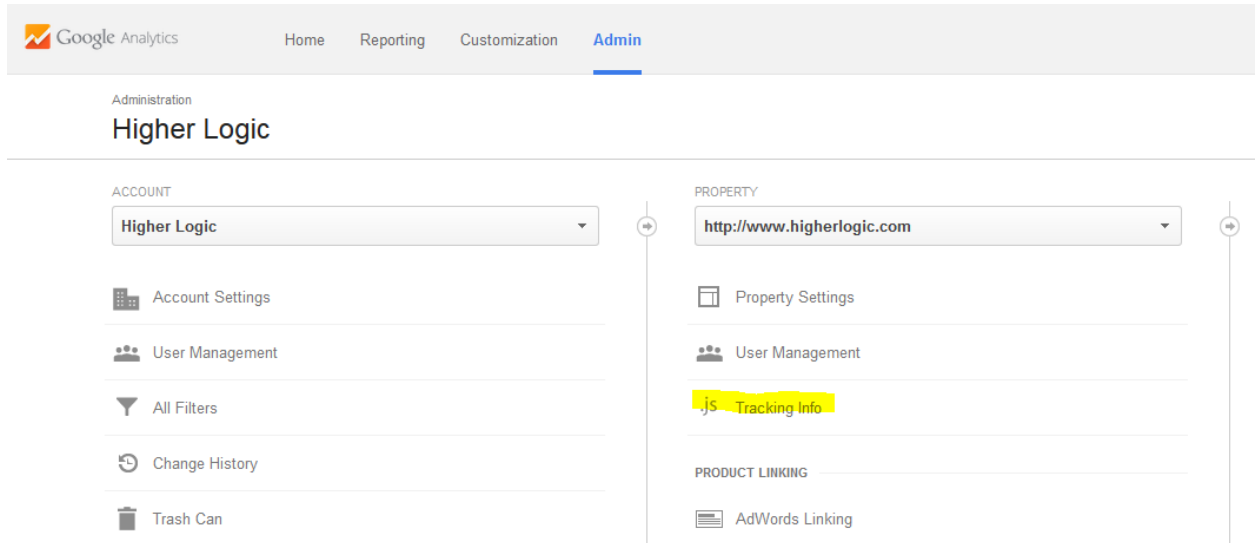
Steps for setting up a client GTM site and configuring their Google Analytics tag is below:

1. Have the client set up a GTM account and send you the credentials.
2. Go to  
<https://accounts.google.com/ServiceLogin?service=tagmanager&continue=https://www.google.com/tagmanager/web/>
3. Sign in with the client's credentials.
4. Click on the account name (named by the client, usually their organization name)
5. Click on the container name (named by the client, usually their organization name)
6. Click the blue New button to add a new tag and title it Google Analytics



7. Go to the client's Google Analytics account and log in with their credentials

- Find their Google Analytics code going to the Admin tab and clicking on Tracking Info > Tracking Code



Google Analytics Home Reporting Customization **Admin**

Administration  
**Higher Logic**

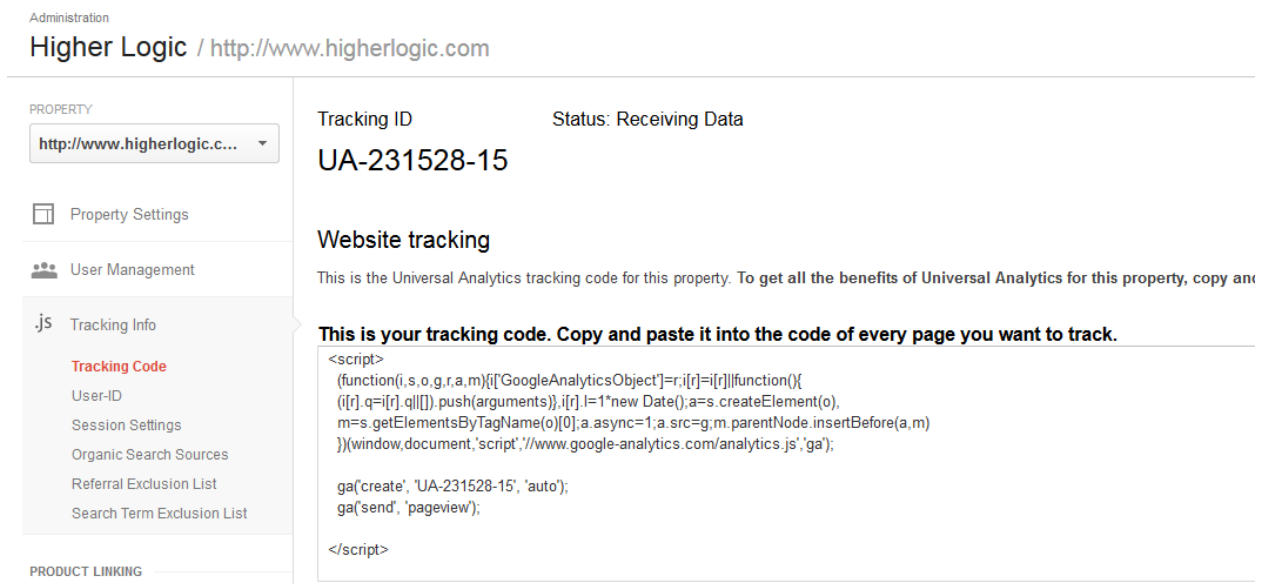
ACCOUNT: Higher Logic

- Account Settings
- User Management
- All Filters
- Change History
- Trash Can

PROPERTY: http://www.higherlogic.com

- Property Settings
- User Management
- .js Tracking Info**
- PRODUCT LINKING: AdWords Linking

- This will give you their full tracking code, as below:



Administration  
**Higher Logic** / http://www.higherlogic.com

PROPERTY: http://www.higherlogic.c...

- Property Settings
- User Management
- .js Tracking Info**
  - Tracking Code**
  - User-ID
  - Session Settings
  - Organic Search Sources
  - Referral Exclusion List
  - Search Term Exclusion List

Tracking ID: UA-231528-15      Status: Receiving Data

**Website tracking**

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste the code below into the code of every page you want to track.

**This is your tracking code. Copy and paste it into the code of every page you want to track.**

```
<script>
(function(i,s,o,g,r,a,m){(['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-231528-15', 'auto');
ga('send', 'pageview');

</script>
```

PRODUCT LINKING

- Copy the client's Google Analytics ID (formatted as UA-xxxxxx-xx)
- Return to the GTM site and under Tag Type, select Google Analytics and choose either Universal or Classic for the Tag Type. You will be able to find which type they have by looking at the Google Analytics Tracking Code script. If the .js file is called "analytics.js," that indicates

Universal Analytics. If it is called “ga.js,” it is Classic.

Administration  
Higher Logic / <http://www.higherlogic.com>

PROPERTY  
[http://www.higherlogic.c...](#)

Tracking ID      Status: Receiving Data  
**UA-231528-15**

Website tracking  
This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste the code below into the code of every page you want to track.


**This is your tracking code. Copy and paste it into the code of every page you want to track.**


```
<script>
(function(i,s,o,g,r,a,m){['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date(),a=s.createElement(o),
m=s.getElementsByTagName(o)[0],a.async=1,a.src=g,m.parentNode.insertBefore(a,m)
})(window,document,'script','/www.google-analytics.com/analytics.js','ga');


ga('create', 'UA-231528-15', 'auto');
ga('send', 'pageview');


</script>
```

12. Paste the client’s Google Analytics ID into the Tracking ID field.

Google Analytics 


Choose Product 


 Google Analytics


Choose a Tag Type 

Universal Analytics

**3** Configure Tag

Tracking ID 



Enable Display Advertising Features 


Track Type






> More settings

> Advanced Settings

13. Click Continue.

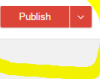
14. Set the tag to fire by selecting “All Pages”:

Google Analytics 

- Choose Product   
 Google Analytics
- Choose a Tag Type   
Universal Analytics
- Configure Tag 
  - Tag Type Universal Analytics
  - Tracking ID UA-231528-15
  - Track Type Page View
- 4** Fire On  
Choose one or more triggers from the following types:  
      
This trigger will fire your tag: [Create Exceptions](#)  
 

15. Click the blue Create Tag button.

16. Publish the tag by clicking on the red Publish button in the upper right corner:

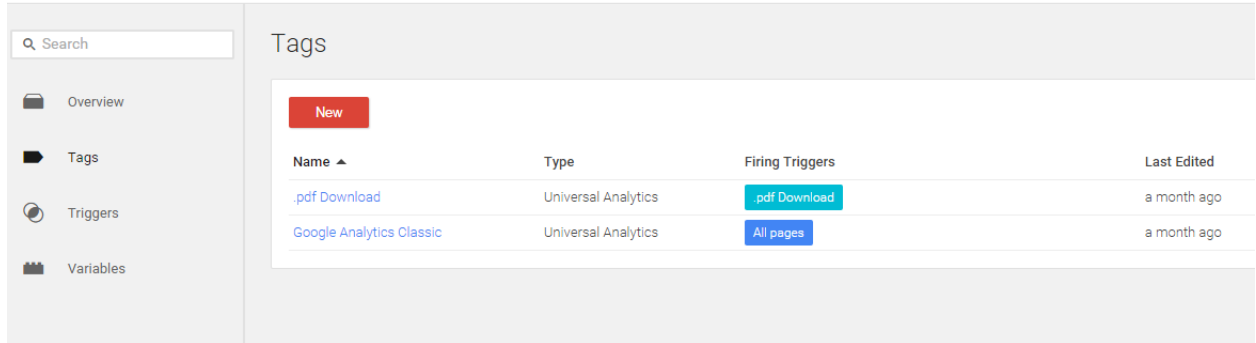
Now Editing Version: 10 Unpublished Changes 

Tags

Name	Type	Firing Triggers	Last Edited
<a href="#">.pdf Download</a>	Universal Analytics	<a href="#">.pdf Download</a>	a month ago
<a href="#">Google Analytics Classic</a>	Universal Analytics	<a href="#">All pages</a>	a month ago

17. Copy the code by the client name.

HL Web **GTM-NP5G8B**



Name	Type	Firing Triggers	Last Edited
<a href="#">.pdf Download</a>	Universal Analytics	<a href="#">.pdf Download</a>	a month ago
<a href="#">Google Analytics Classic</a>	Universal Analytics	<a href="#">All pages</a>	a month ago

18. Go to the client's CCAAdmin > Tools > Custom CSS/JS/Meta

19. Scroll to the bottom of the page, and put in the copied GTM code in the Google Tag Manager section.

Apple iTunes App ID: For example Member Centric is: 524165235 [Search for your App](#)

Google Tag Manager: If you use Google Tag Manager to embed Google Analytics and other 3rd party Javascript or CSS, please enter the GTM code here.

GTM-56NZCK

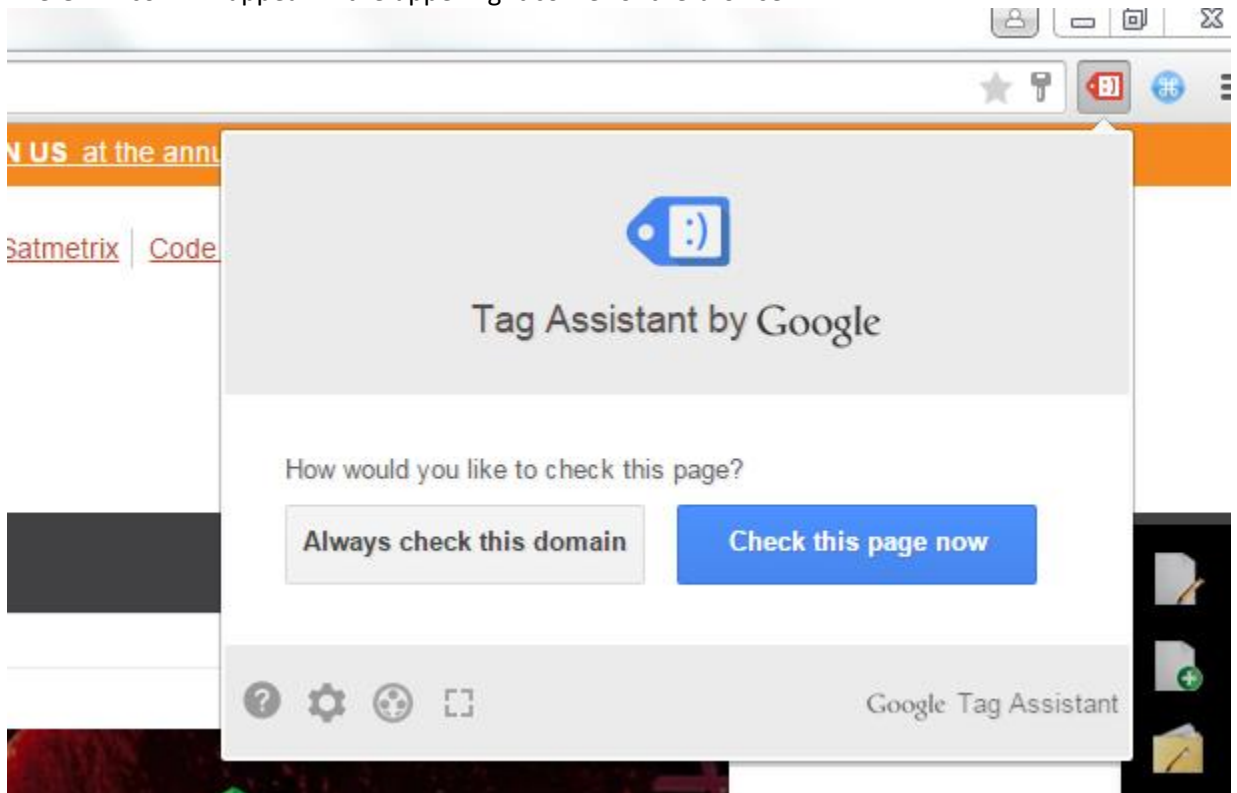
Save

20. Click Save.

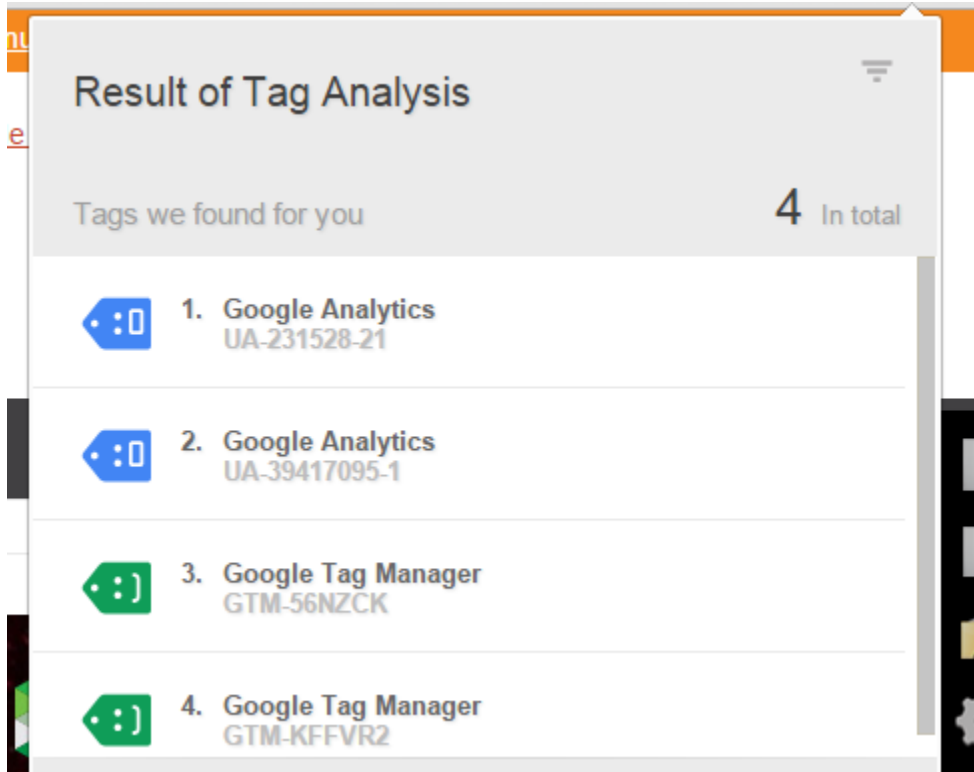
21. Check to make sure the code is active by opening Chrome > go to Add Ons > Search for Google Tag Manager Assistant

22. Install it and restart your browser.

23. The GTM icon will appear in the upper right corner of the browser.



24. Click on the Check this page now button, and it will display all Google Analytics and Google Tag Manager codes active on that page.



**Result of Tag Analysis**

Tags we found for you **4** In total

1. Google Analytics  
UA-231528-21
2. Google Analytics  
UA-39417095-1
3. Google Tag Manager  
GTM-56NZCK
4. Google Tag Manager  
GTM-KFFVR2