



Google Tag Manager – Course Syllabus

- Fundamentals of Tag Manager (Applies to any tag manager)
- Signing up for Google Tag Manager
- Details of Google Tag Manager Interface
- How to setup Google Tag Manager for Google Analytics and track page views
- How to setup external link tracking as Events in Google Analytics via Google Tag Manager
- How to setup Button click tracking in Google Analytics
- Track JavaScript errors using GTM
- Deploy GTM in WordPress
- Use Data Layer in Google Tag Manager
- Facebook Conversion and Re-targeting Pixel Facebook event tracking

- Learn Google Tag Manager and use it for managing Digital Marketing and Analytics tags
- Learn how to deploy various tags and track them in Google Analytics
- Learn how to use Data Layer to track certain actions
- Learn how to deploy Facebook pixel via Google Tag Manager
- Become confident in using Google Tag Manager