

Adding Google Tag Manager to a WordPress Site

Last Updated / Reviewed: Jan 10th, 2023

Execution Time: ~10-15 minutes



Goal: To add Google Tag Manager to a WordPress site.

Ideal Outcome: Google Tag Manager is properly installed without any technical issues.

Prerequisites or requirements: This exact process only applies to WordPress.org sites.

Why this is important: Google Tag Manager is a great tool to add and manage multiple pixels and tracking codes without needing to edit the code of a site.

Where this is done: In your WordPress install and Google Tag Manager.

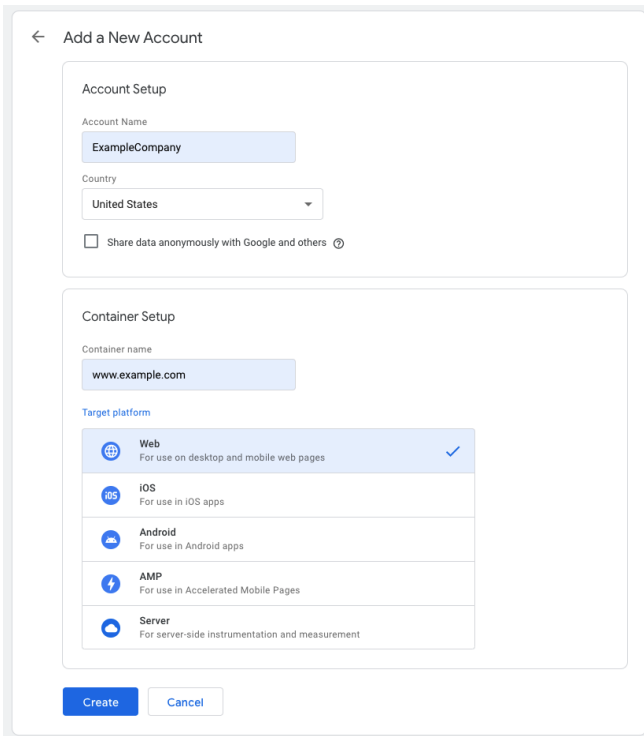
When this is done: Only once—the first time you install Google Tag Manager.

Who does this: The person responsible for website management or analytics.

□ Environment Setup

Important: This SOP works only for self-hosted WordPress sites, aka WordPress.org and not WordPress.com

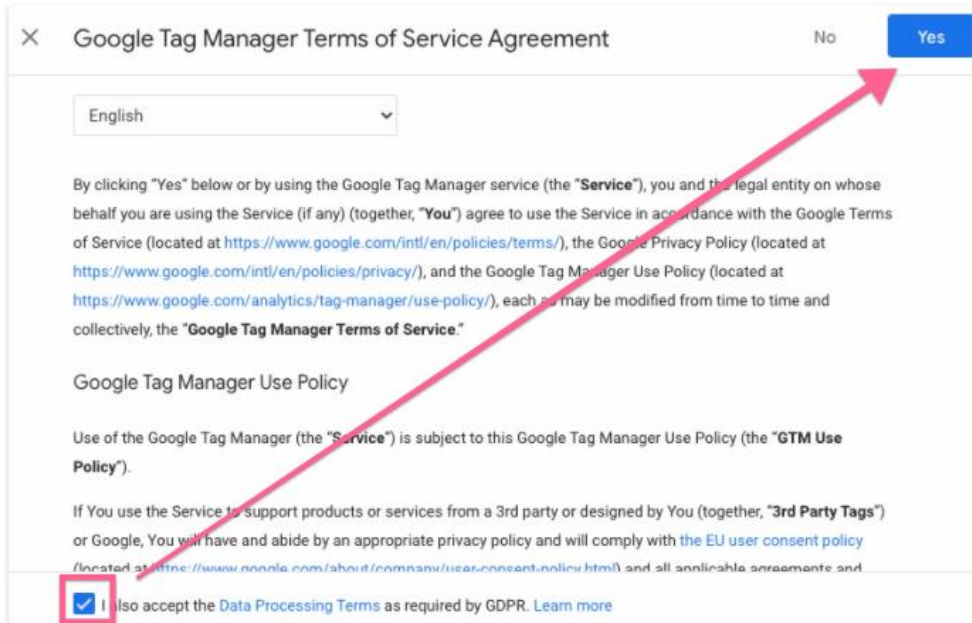
1. Download the [Google Tag Assistant Legacy Chrome Extension](#) (Free).
2. Sign up for [Google Tag Manager](#) (Free):
 - a. You'll need to log in to your Google account.
 - b. If this is your first time creating a Google Tag Manager Account, you'll be redirected to the account creation page.
3. Fill in the following information:
 - a. Account Name — The name you use to identify this account.
 - b. Country — Country origin.
 - c. Container name — Insert the URL of your website
 - d. Target platform — Where do you plan to add Google Tag Manager (e.g. on your website, mobile, etc)
 - e. (Optional) Share data anonymously with Google.



The screenshot shows the 'Add a New Account' interface in Google Tag Manager. It is divided into two main sections: 'Account Setup' and 'Container Setup'. In the 'Account Setup' section, the 'Account Name' field contains 'ExampleCompany', the 'Country' dropdown is set to 'United States', and the 'Share data anonymously with Google and others' checkbox is unchecked. The 'Container Setup' section has the 'Container name' field set to 'www.example.com'. Under 'Target platform', several options are listed: 'Web' (selected with a blue checkmark), 'iOS', 'Android', 'AMP', and 'Server'. At the bottom, there are 'Create' and 'Cancel' buttons.

4. Once finished. Click **“Create”**.
5. You'll see a Google Tag Manager Terms of service pop up. Select the checkbox

and click **“Yes”**.



Google Tag Manager Terms of Service Agreement

No Yes

English

By clicking “Yes” below or by using the Google Tag Manager service (the “Service”), you and the legal entity on whose behalf you are using the Service (if any) (together, “You”) agree to use the Service in accordance with the Google Terms of Service (located at <https://www.google.com/intl/en/policies/terms/>), the Google Privacy Policy (located at <https://www.google.com/intl/en/policies/privacy/>), and the Google Tag Manager Use Policy (located at <https://www.google.com/analytics/tag-manager/use-policy/>), each of which may be modified from time to time and collectively, the “Google Tag Manager Terms of Service.”

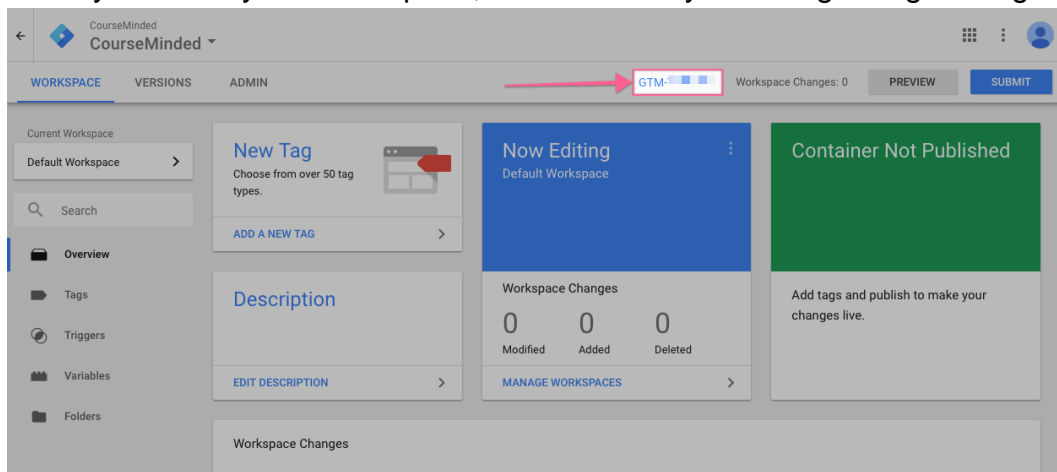
Google Tag Manager Use Policy

Use of the Google Tag Manager (the “Service”) is subject to this Google Tag Manager Use Policy (the “GTM Use Policy”).

If You use the Service to support products or services from a 3rd party or designed by You (together, “3rd Party Tags”) or Google, You will have and abide by an appropriate privacy policy and will comply with the [EU user consent policy](https://www.google.com/about/company/user-consent-policy.html) (located at <https://www.google.com/about/company/user-consent-policy.html>) and all applicable agreements and

☒ I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

6. You will see the code to install Google Tag Manager. Ignore this since you won't be manually adding code to your Wordpress site. Click **“OK”**.
7. Once you are in your Workspace, make note of your Google Tag Manager ID.



CourseMinded CourseMinded

WORKSPACE VERSIONS ADMIN

GTM- Workspace Changes: 0 PREVIEW SUBMIT

Current Workspace

Default Workspace

New Tag

Choose from over 50 tag types.

ADD A NEW TAG

Description

EDIT DESCRIPTION

Workspace Changes

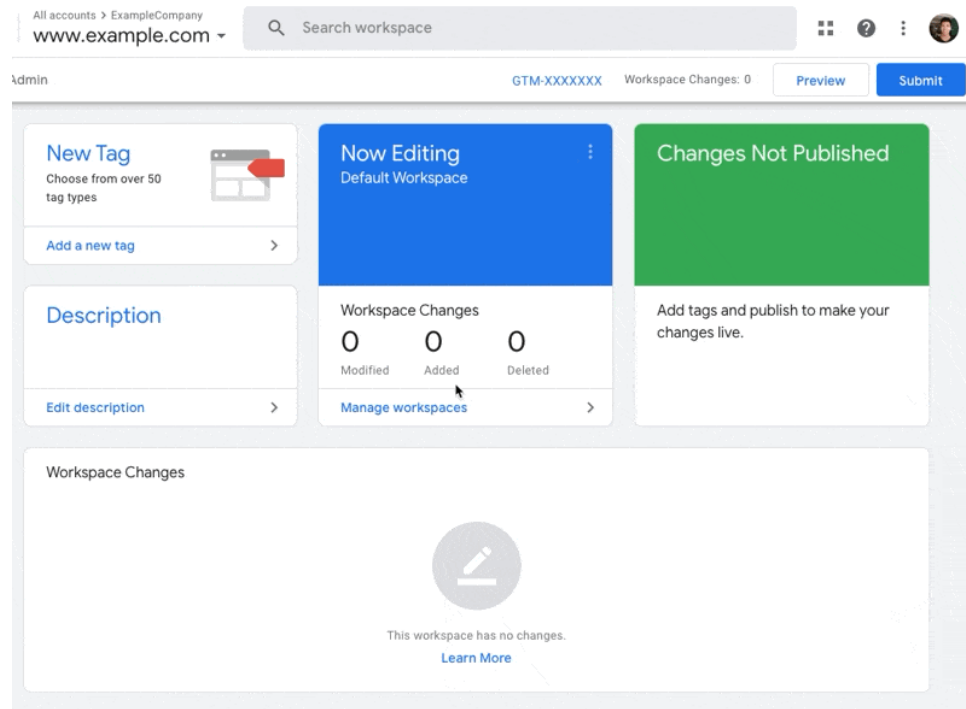
0 Modified 0 Added 0 Deleted

MANAGE WORKSPACES

Container Not Published

Add tags and publish to make your changes live.

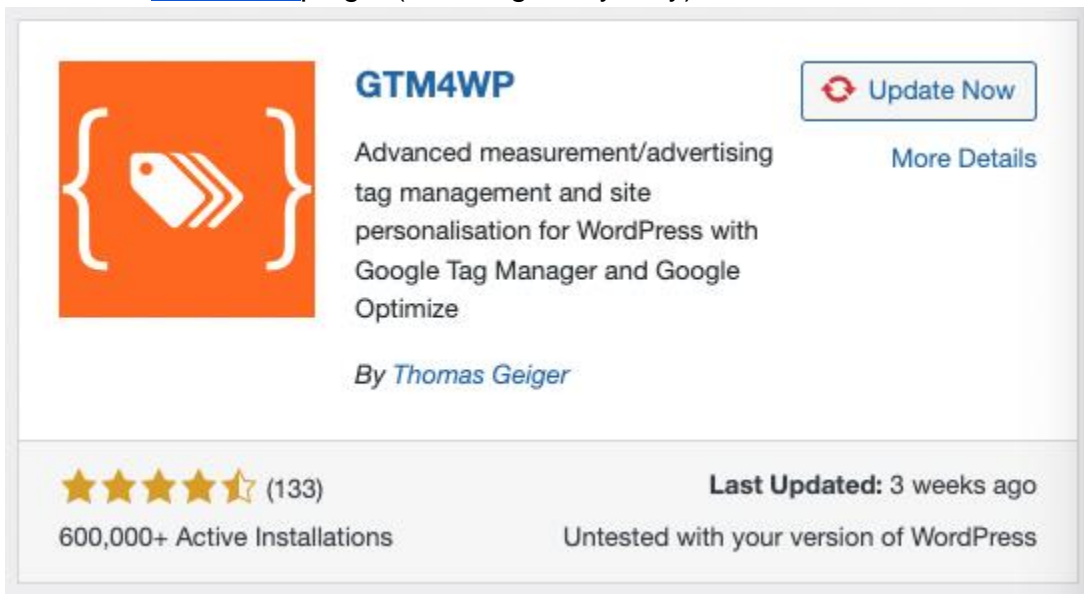
- a. Click on Submit > Publish > Continue to publish your Google Tag Manager container



☐ Install and configure the Google Tag Manager WordPress plugin

1. Log into your WordPress site.
2. In the WordPress sidebar, go to Plugins > Add New
3. Enter “Google Tag Manager for WordPress” in the search box

4. Install the [GTM4WP](#) plugin (the image may vary)



5. Activate the plugin
6. In the WordPress sidebar, go to Settings > Google Tag Manager
7. Paste your Google Tag Manager ID (the one you got from the Google Tag Manager dashboard) in the available field

8. The plugin offers several ways to install the container code on your site. Before you implement any of these, we recommend you create a backup of your site.
 - a. Option 1: **Off** — with this option, the plugin will try to figure out the right placement for the container for you. This is the easiest option but there's a

small risk it might break something on the frontend of your site. If you decide to go with codeless injection, select this option from the list and click “Save changes”

Container code compatibility mode

Compatibility mode decides where to put the second, so called `<noscript>` or `<iframe>` part of the GTM container code. This code is usually only executed if your visitor has disabled JavaScript for some reason. It is also mandatory in order to verify your site in Google Search Console using the GTM method. The main GTM container code will be placed into the `<head>` section of your webpages anyway (where it belongs to).

If you select "Manually coded", you need to edit your template files and add the following line just after the opening `<body>` tag:

```
<?php if ( function_exists( 'gtm4wp_the_gtm_tag' ) ) { gtm4wp_the_gtm_tag(); } ?>
```

☒ Off (no tweak, right placement)

☐ Footer of the page (not recommended by Google, Search Console verification will not work)

☐ Manually coded (needs tweak in your template)

[Save Changes](#)

After selecting this, visit the website in a new tab or window and make sure everything looks right. If it does, you can move on to the next step of [QA-ing the installation](#).

- b. Option 2: **Manually Coded** — with this option, you will need to make a small edit to your theme files. If your WordPress theme allows you to make changes and you're comfortable with the theme editor, you can use this option. Select the “Custom (needs tweak in your template)” container code placement and click on “Save Changes.”

Container code compatibility mode

Compatibility mode decides where to put the second, so called `<noscript>` or `<iframe>` part of the GTM container code. This code is usually only executed if your visitor has disabled JavaScript for some reason. It is also mandatory in order to verify your site in Google Search Console using the GTM method. The main GTM container code will be placed into the `<head>` section of your webpages anyway (where it belongs to).

If you select "Manually coded", you need to edit your template files and add the following line just after the opening `<body>` tag:

```
<?php if ( function_exists( 'gtm4wp_the_gtm_tag' ) ) { gtm4wp_the_gtm_tag(); } ?>
```

☐ Off (no tweak, right placement)

☐ Footer of the page (not recommended by Google, Search Console verification will not work)

☒ Manually coded (needs tweak in your template)

[Save Changes](#)

- i. Copy the php code provided by the plugin and click on “Save Changes”

Container code compatibility mode

Compatibility mode decides where to put the second, so called `<noscript>` or `<iframe>` part of the GTM container code. This code is usually only executed if your visitor has disabled JavaScript for some reason. It is also mandatory in order to verify your site in Google Search Console using the GTM method. The main GTM container code will be placed into the `<head>` section of your webpages anyway (where it belongs to).

If you select "Manually coded", you need to edit your template files and add the following line just after the opening `<body>` tag:

```
<?php if ( function_exists( 'gtm4wp_the_gtm_tag' ) ) { gtm4wp_the_gtm_tag(); } ?>
```

☐ Off (no tweak, right placement)

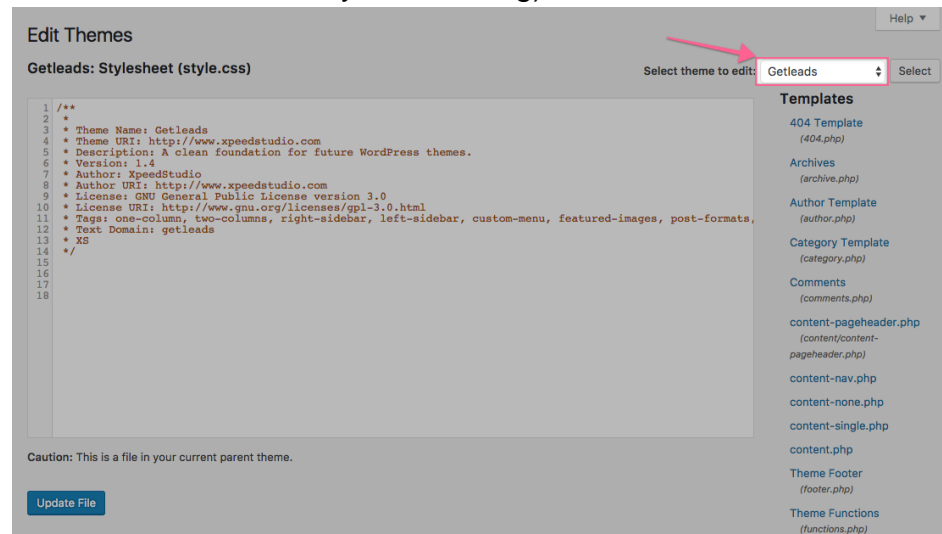
☐ Footer of the page (not recommended by Google, Search Console verification will not work)

☒ Manually coded (needs tweak in your template)

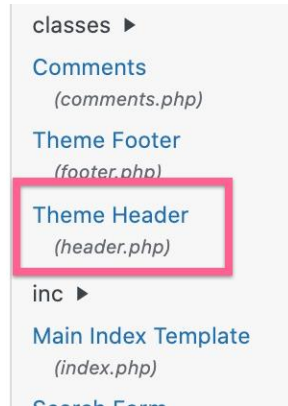
[Save Changes](#)

- ii. In the WordPress sidebar, go to Appearance > Theme Editor
- iii. Make sure that you are editing the Theme that you currently have installed in your site (you can go to Appearance > Themes to check

the name of the theme you are using)



- iv. Select the “Theme Header” template from the list on the right.



- v. This template is different depending on the theme that you have installed. However, you will always be able to find an opening `<body>` tag in the code.



- vi. Paste the php code provided by the plugin right below the opening <body> tag.

```

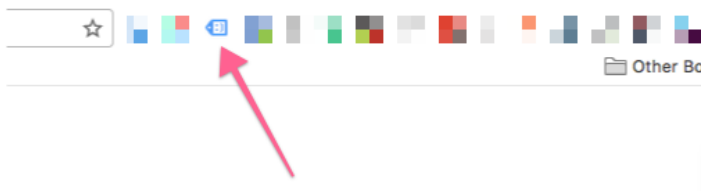
1 <?php
2 /**
3  * header.php
4  *
5  * The header for the theme.
6  */
7 ?>
8
9 <!DOCTYPE html>
10 <!--[if IE 8]> <html <?php language_attributes(); ?> class="ie8"> <![endif]-->
11 <!--[if !IE]><!--> <html <?php language_attributes(); ?>> <!--<![endif]-->
12
13 <head>
14 <meta charset="<?php bloginfo('charset'); ?>">
15 <!-- Mobile Specific Meta -->
16 <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1">
17
18 <!-- Favicon, Apple Touch Icons -->
19 <?php getleads_site_icon(); ?>
20
21 <?php wp_head(); ?>
22
23 </head>
24 <body <?php body_class(); ?> _data-spy="scroll" data-target="#main-navbar">
25 <?php if ( function_exists( 'gtm4wp_the_gtm_tag' ) ) { gtm4wp_the_gtm_tag(); } ?>
26
27

```

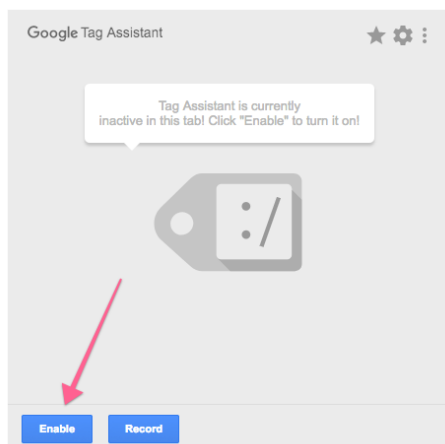
- vii. Click on “Update File”

□ QA your installation

1. Open your website homepage using Chrome.
2. Click on the Google Tag Assistant Chrome Extension



3. Click on “Enable”



4. Refresh the page and click on the Google Tag Assistant Chrome Extension again

5. You should see a green tag for Google Tag Manager, indicating that the installation was successful.

