



GOOGLE CLOUD TRAINING

Google Tag Manager

Master Google Tag Manager to efficiently deploy and manage website tracking, analytics, and marketing tags without code.

DURATION

2 hours

LEVEL

Intermediate

FORMAT

Instructor-Led

-
- Globally Recognized Certification
 - Expert-Led Hands-On Training
 - Flexible Scheduling

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COURSE OVERVIEW

This intermediate Google Tag Manager (GTM) course by Computer Pride, developed under the Google Cloud vendor umbrella, is designed for digital marketing professionals, web analysts, and developers seeking to master efficient tag deployment and management. Participants will gain a comprehensive understanding of GTM's architecture, including containers, tags, triggers, and variables, enabling them to implement and manage website tracking, analytics, and marketing tags with precision and agility. The course emphasizes practical application, allowing learners to control their website's data collection strategy without constant developer intervention, ultimately streamlining workflows and improving data accuracy. This hands-on training empowers you to leverage GTM for advanced tracking scenarios, from sophisticated event tracking to e-commerce data layers. By mastering GTM, you'll enhance your ability to gather critical insights, optimize marketing campaigns, and make data-driven decisions. The skills acquired will not only boost your productivity but also make you an invaluable asset in any digital team, bridging the gap between marketing initiatives and technical implementation.

Duration	2 hours
Level	Intermediate
Vendor	Google Cloud

COURSE CURRICULUM

01 Module 1: GTM Fundamentals & Interface Navigation

- Introduction to Google Tag Manager and its benefits
- Understanding GTM account structure: accounts, containers, workspaces
- Navigating the GTM interface: Tags, Triggers, Variables, Templates
- Initial setup and container installation on a website
- GTM best practices for organization and naming conventions

02 Module 2: Mastering Tags, Triggers, and Variables

- Deep dive into tag types: Google Analytics (GA4), Google Ads, Custom HTML
- Exploring trigger types: Page View, Click, Scroll Depth, Form Submission
- Leveraging built-in variables for dynamic data capture
- Creating user-defined variables: Data Layer, DOM Element, URL, Lookup Table
- Understanding variable scopes and data types

03 Module 3: Implementing Core Marketing & Analytics Tracking

- Setting up Google Analytics 4 (GA4) configuration tag
- Tracking GA4 events: custom events, enhanced measurement customization
- Implementing Google Ads conversion tracking and remarketing tags
- Integrating third-party marketing pixels (e.g., Facebook Pixel) via GTM
- Cross-domain tracking configuration using GTM

04 Module 4: Advanced Data Layer and Event Tracking

- Introduction to the Data Layer: pushing custom data to GTM
- Implementing custom event tracking with `dataLayer.push()`
- E-commerce tracking implementation using the GA4 e-commerce data layer schema
- Leveraging Custom JavaScript variables for complex data extraction
- Debugging Data Layer implementations and common pitfalls

05 Module 5: Debugging, Version Control, and Best Practices

- Utilizing GTM Preview Mode for thorough testing
- Introduction to Google Tag Assistant Companion for debugging
- Reviewing and reverting container versions
- User permissions and collaboration in GTM
- Maintaining a clean and efficient GTM container for long-term scalability

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Digital Marketing Analyst specializing in campaign performance and optimization**
- > **Web Analytics Specialist focused on data collection and reporting infrastructure**
- > **Conversion Rate Optimization (CRO) Professional implementing A/B testing and user behavior tracking**

FREQUENTLY ASKED QUESTIONS

Q: What specific Google Analytics 4 (GA4) tracking capabilities will I master using GTM in this course?

This course will equip you with the skills to implement GA4 configuration tags, track custom events with parameters, configure enhanced measurement settings, and set up sophisticated e-commerce tracking using the GA4 data layer. You'll learn to send rich, granular data to GA4, enabling deeper insights into user behavior and campaign performance.

Q: How does this course prepare me to implement advanced e-commerce tracking or custom event tracking scenarios with GTM?

You will gain hands-on experience with the data layer, learning how to structure and push custom data, including detailed e-commerce purchase and product view information, into GTM. The course covers creating custom variables to extract this data and configuring triggers for specific user interactions, allowing you to track virtually any custom event relevant to your business objectives.

Q: What are the recommended prerequisites to get the most out of this Intermediate Google Tag Manager course?

While not strictly mandatory, we recommend attendees have a basic understanding of web analytics concepts (e.g., Google Analytics basics), familiarity with HTML/CSS selectors, and a general grasp of how websites function. Basic exposure to JavaScript is beneficial for advanced data layer concepts, but the course will guide you through the necessary code snippets.

ABOUT COMPUTER PRIDE



East Africa's Premier IT Training Center

With over 15 years of excellence, Computer Pride delivers globally recognized certification programs from leading technology vendors. Located on Kenyatta Avenue in Nairobi's CBD, our state-of-the-art facilities and expert instructors have empowered thousands of professionals across East Africa.

15+

Years of Excellence

10,000+

Professionals Trained

50+

Vendor Certifications

READY TO ENROL?

Take the next step in your technology career.

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