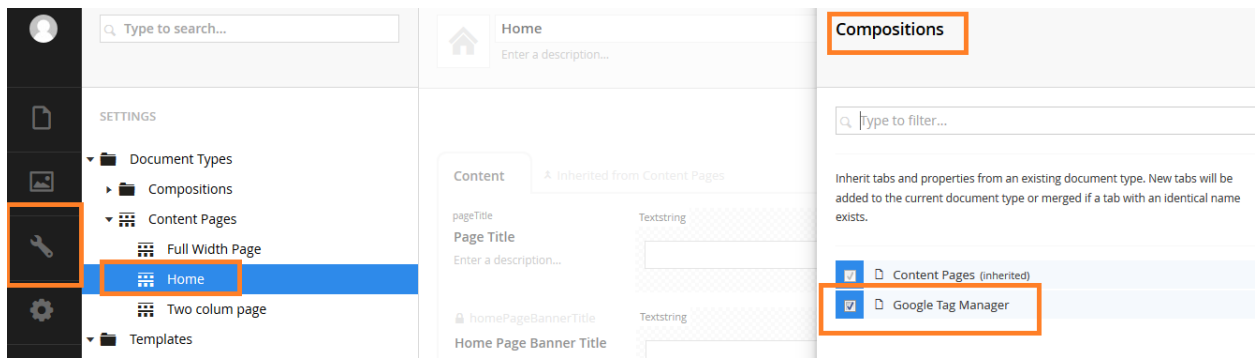


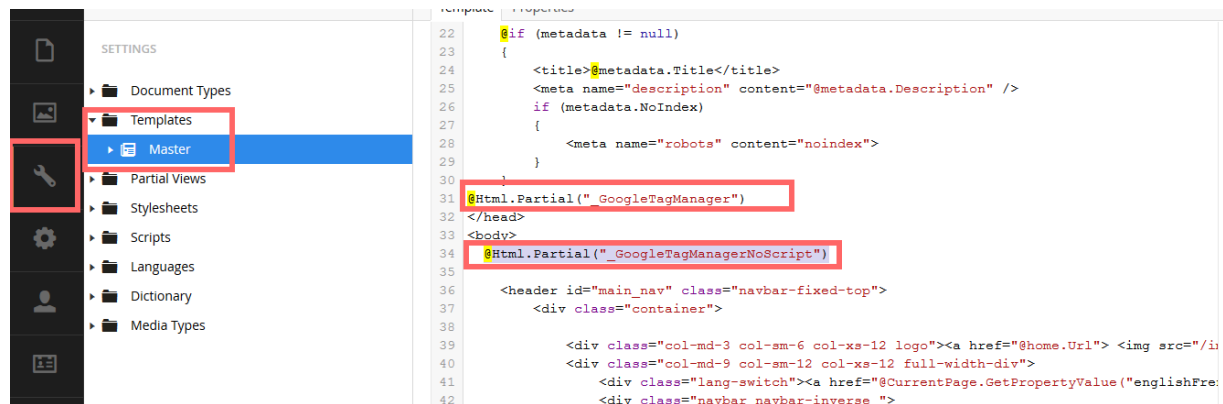
A Tag Management System (TMS) replaces hard-coded tags that are used for marketing, analytics, and testing on a website, with dynamic tags that are easier to implement and update. We are using Google Tag Manager which is a most widely used Tag Management system. We created a Umbraco Google Tag Manager plugin to minimize the efforts to integrate Google Tag Manager to Umbraco website.

Follow the below steps for Integrating Google Tag Manager in the Umbraco website.

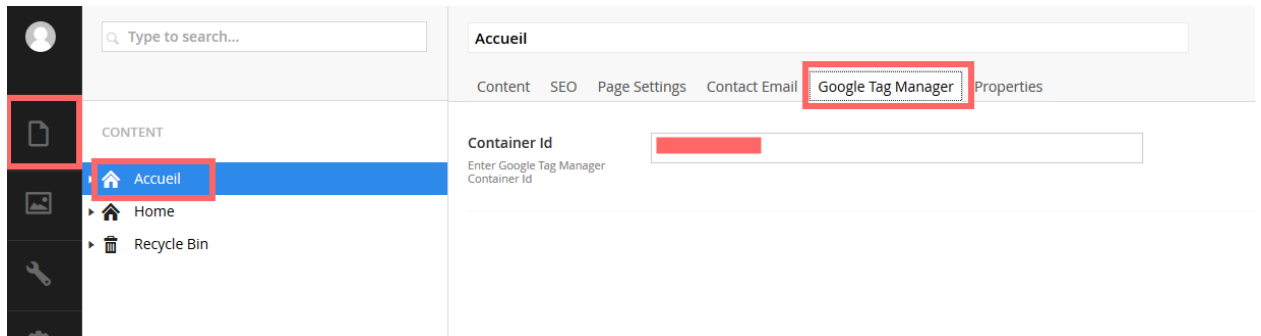
1. Create Google Tag Manager account.
2. Install Google tag Manager Umbraco plugin.
3. Login into Umbraco Backoffice, add 'Google Tag Manager' compositions document type to 'Home' node document type as shown in the screen shot below.



4. Under settings section, in the Master Template, add the below lines of code
  - a. Paste the code '@Html.Partial("\_GoogleTagManager")' in the <head> tag.
  - b. Paste the code '@Html.Partial("\_GoogleTagManagerNoScript")' immediately after the opening <body> tag as shown in the screen shot below.



5. In the content section, select the home node, In the Home node select the 'Google Tag Manager' tab and enter your Google Tag Manager container Id in 'Container Id' field as shown in the screen shot below.



6. To know more details on Google Tag Manager, refer the video:  
<https://www.youtube.com/watch?v=9bqWLMATOnY&feature=youtu.be>