

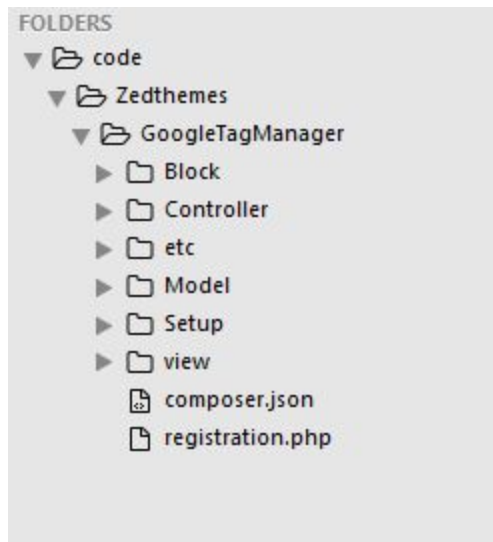
# **Zed Google Tag Manager**

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Installation Guide 1.0

## Plugin Structure:

Plugin will be at your Magento **app/code** directory. Plugin structure will be like below:



## Plugin Install:

After add plugin you need to **upgrade setup**, **clear cache** and **static content deploy**. You can execute below commands using terminal/putty by SSH from your store root directory. Try using **sudo** if using linux server.

## Setup Upgrade:

```
php bin/magento setup:upgrade
```

## Flush Cache:

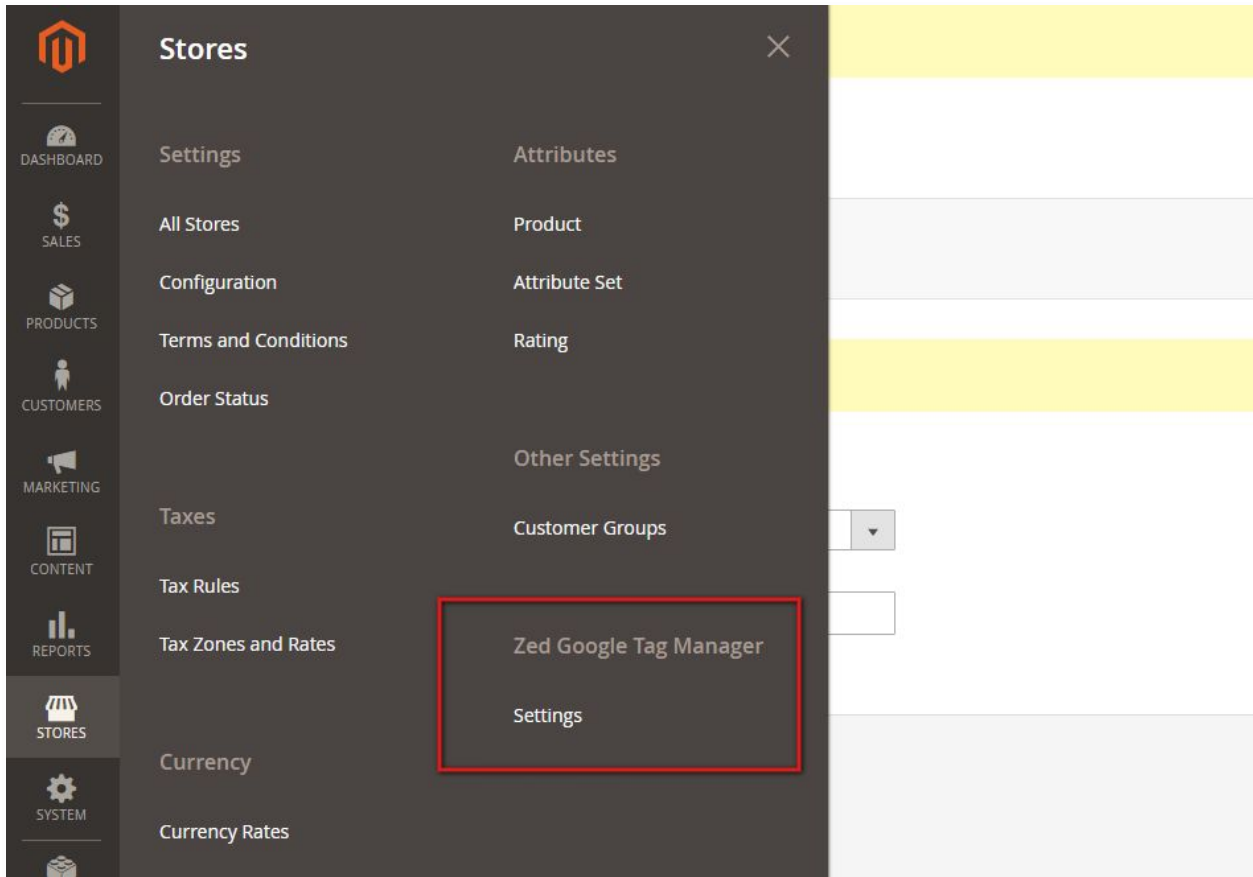
```
php bin/magento cache:flush
```

## Static Content Deploy:

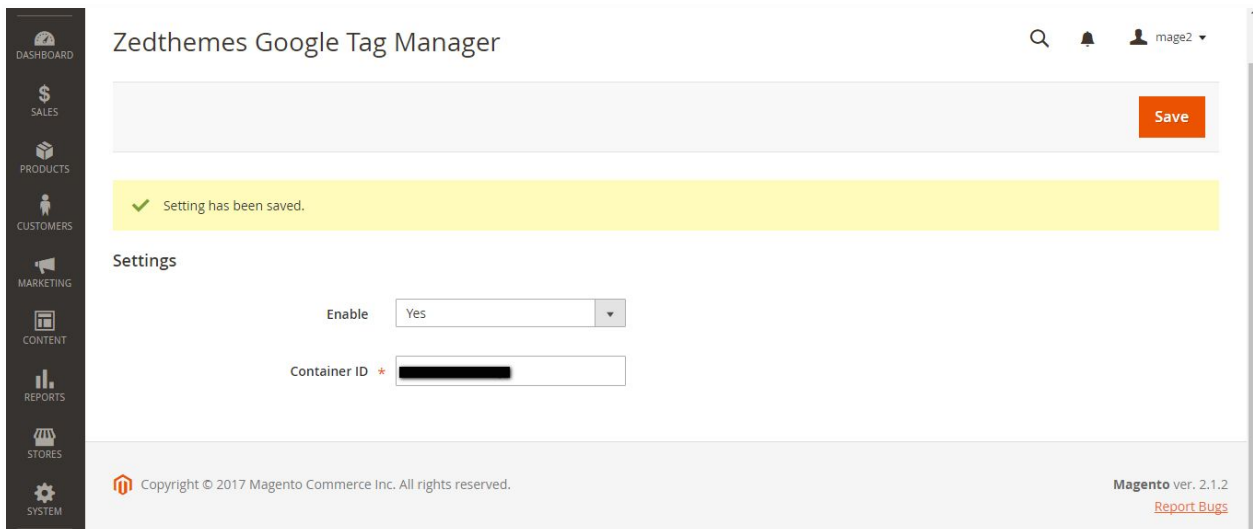
```
php bin/magento setup:static-content:deploy
```

## Plugin Settings:

To enable plugin login with your magento store admin. Go to **Stores -> Zed Google Tag Manager -> Settings**.



In the settings **Enable to Yes** and **add google Tag ID** and **Save**.



After successfully save data, Clear cache for store. Your tracking for Google Tag Manager is ready now.




## Home Page

The screenshot shows the browser's developer tools with the 'Elements' tab selected. The DOM tree is expanded to show the Google Tag Manager script. The script is a JavaScript function that starts with a comment: `<!-- Google Tag Manager -->`. The script code includes a function `(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start': new Date().getTime(),event:'gtm.js'});var f=d.createElement(s),dl='dataLayer'+l+'*';j.async=true;j.src='//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);})(window,document,'script','dataLayer',...)`. The 'Styles' panel on the right shows the default browser styles for the `body` element, such as `background-color: #fff;` and `font-family: 'Open Sans', 'Helvetica Neue', Helvetica, Arial, sans-serif;`.

You can Install **Google Tag Assistant** Chrome extension for tracking your store and can see the results.

<https://chrome.google.com/webstore/detail/tag-assistant-by-google/kejbdjndbnbjgmefkgdddjlbokphdefk?hl=en>

### Migration Tutorials:

1. Google Analytic to Google Tag Manager:  
[https://www.youtube.com/watch?v=7Dxi\\_-eZenA](https://www.youtube.com/watch?v=7Dxi_-eZenA)
2. Adwords Conversion Tracking with Google Tag Manager:  
<https://www.youtube.com/watch?v=0JafAk-l8-g>
3. Adwords Remarketing using Google Tag Manager:  
<https://www.youtube.com/watch?v=Cjlb6VsGN5Y>
4. Facebook Pixel with Google Tag Manager for Conversion Tracking:  
[https://www.youtube.com/watch?v=rWSvBZ\\_uMcE](https://www.youtube.com/watch?v=rWSvBZ_uMcE)