

Installing Google Tag Manager

Congratulations, you've created a Google Tag Manager! (If you haven't already, not to worry. Follow this [guide here](#) for setup).

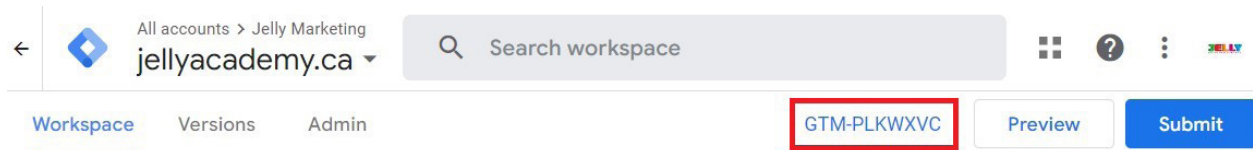
Now, how do you install it? This guide walks you through how to install Google Tag Manager in website's built with Squarespace, Wordpress, and Wix.



**JELLY
ACADEMY**

Google Tag Manager Code

1. To find the code to Install Google Tag Manager, click on the ID at the top.



2. A box will pop up with two pieces of code. The first piece of code gets placed in the **<head>** section of the website and the second piece of code gets placed in the **<body>** (for some websites the footer) section of the website.

Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','');</script>
<!-- End Google Tag Manager -->
```

Additionally, paste this code immediately after the opening **<body>** tag:

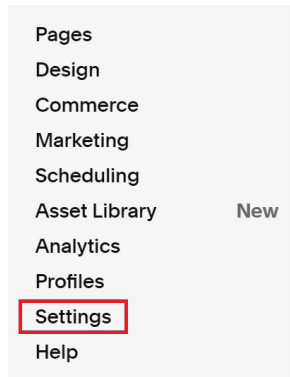
```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id="
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).

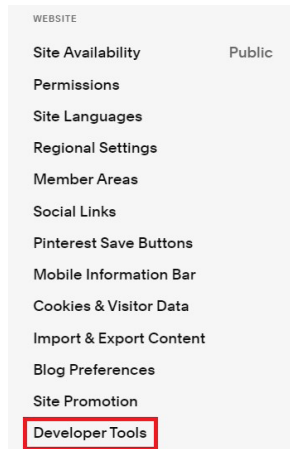
OK

Squarespace

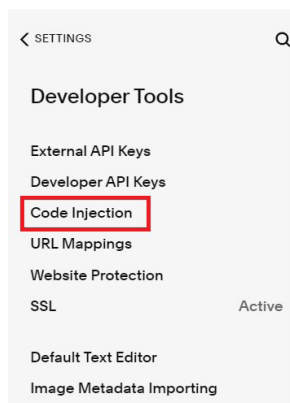
1. Once you've logged into your Squarespace site, click on 'Settings' on the home screen.



2. Scroll down and click on 'Developer Tools'.



3. Once in Developer Tools, click on 'Code Injection'.



4. Here, you will insert the two pieces of Google Tag Manager code. In the 'Header' section, paste the first piece of Google Tag Manager code. In the 'Footer' section, paste the second piece of code.

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Code Injection

HEADER
Enter code that will be injected into the 'head' tag on every page of your site.

```
1 <!-- Mailchimp Integration -->
2 <script id="mcjs">!function(c,h,i,m,p) {m=c.createElement(h),p=c.getElementsByTagName(h)
3 [0],m.async=1,m.src=i,p.parentNode.insertBefore(m,p)}
4 (document,"script", "https://chimpstatic.com/mcjs-
5 connected/js/users/d0d0c68b4fe63e852ae51a997/0e437d3c2fca68b98b7723120.js");</script>
6
7 <!-- Dropdown Accordion Code -->
8 <script type="text/javascript" src="//ajax.googleapis.com/ajax/libs/jquery/1/jquery.min.js">
9 </script>
10
11
12
13
14 <meta name="facebook-domain-verification" content="14y80x96holl11wr6m4g9mmyt1pa3zr" />
```

<head> code

```
1 <!-- Google Tag Manager -->
2 <script>(function(w,d,s,l,i) {w[l]=w[l]||[];w[l].push({'gtm.start':
3 new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
4 j=d.createElement(s),dl=l!='dataLayer'?'dl'+l:'';j.async=true;j.src=
5 'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
6 }) (window,document,'script','dataLayer','GTM-PLKXKVC');</script>
7 <!-- End Google Tag Manager -->
```

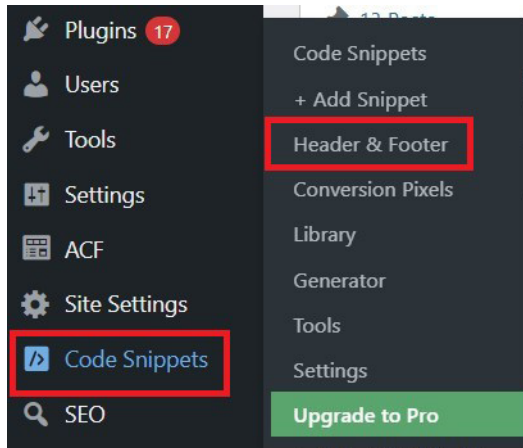
FOOTER
Enter code that will be injected into the template-defined footer on every page of your site.

<body> code

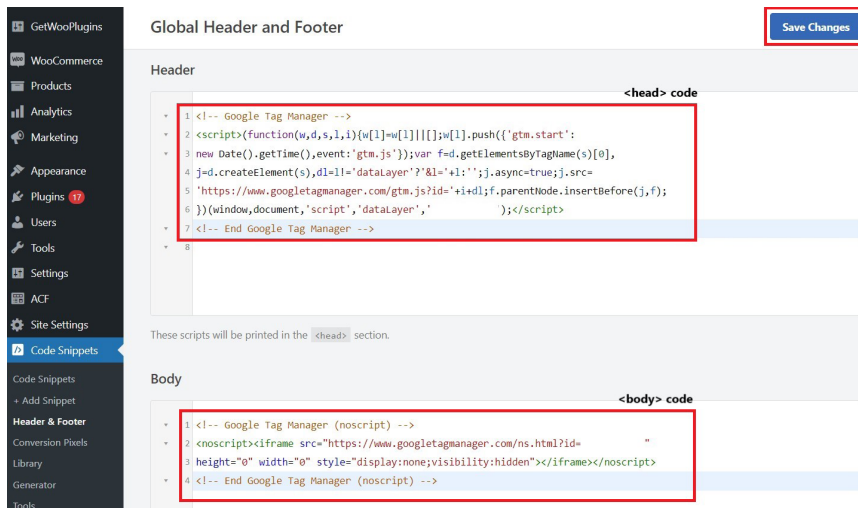
```
1 <!-- Google Tag Manager (noscript) -->
2 <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=
3 height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
4 <!-- End Google Tag Manager (noscript) -->
```

Wordpress

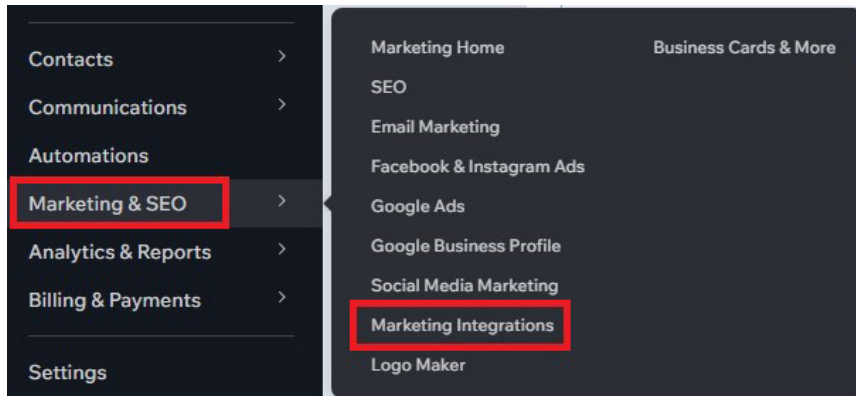
1. On the left side panel, scroll down to 'Code Snippets'. Hover over it and select 'Header & Footer'.



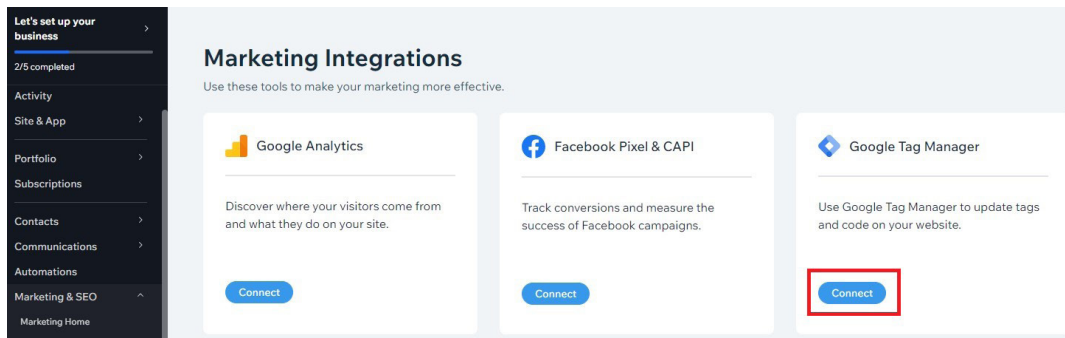
2. Here, you will insert the two pieces of Google Tag Manager code. In the 'Header' section, paste the first piece of Google Tag Manager code. In the 'Body' section, paste the second piece of code. Make sure you click on 'Save Changes' to have the code fully installed on your website.



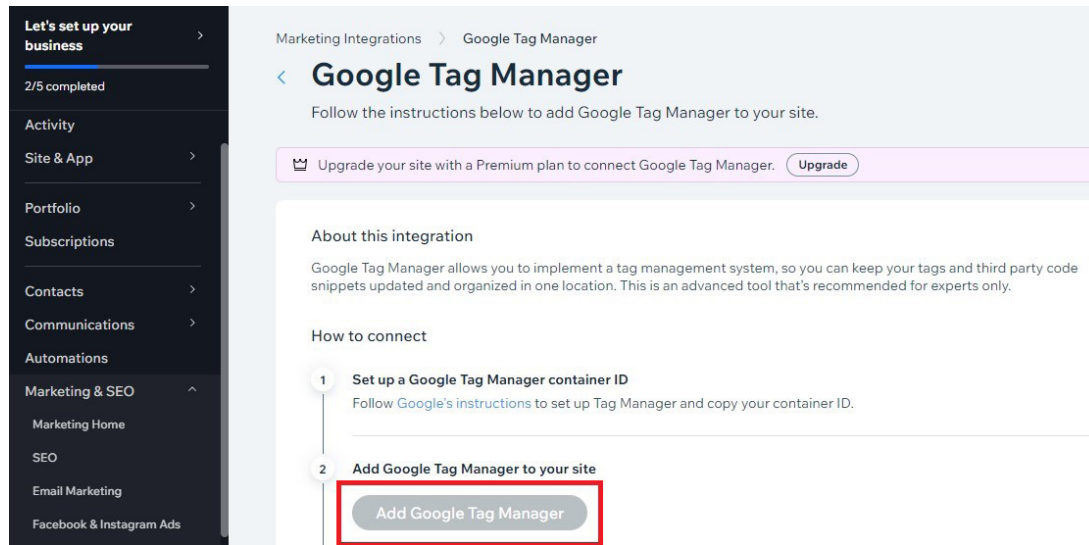
1. On the left side panel, scroll to 'Marketing & SEO'. Click on the arrow and then click on 'Marketing Integrations'.



2. Find 'Google Tag Manager' and click 'Connect'.



3. Select 'Add Google Tag Manager' and paste your Google Tag Manager ID which can be found in your Google Tag Manager container at the top near the 'Preview' and 'Submit' buttons. Once you've entered the ID, select 'Save'. Note: you will need to have a Premium Wix Plan in order to add Google Tag Manager.



The screenshot shows the Wix Marketing Integrations interface for Google Tag Manager. On the left is a dark sidebar with navigation options: 'Let's set up your business' (2/5 completed), 'Activity', 'Site & App', 'Portfolio', 'Subscriptions', 'Contacts', 'Communications', 'Automations', 'Marketing & SEO' (expanded to show 'Marketing Home', 'SEO', 'Email Marketing', and 'Facebook & Instagram Ads'). The main content area is titled 'Marketing Integrations > Google Tag Manager' and features a back arrow, the title 'Google Tag Manager', and the instruction 'Follow the instructions below to add Google Tag Manager to your site.' A purple banner with a crown icon prompts the user to 'Upgrade your site with a Premium plan to connect Google Tag Manager.' Below this is a section 'About this integration' explaining that Google Tag Manager is an advanced tool for experts. The 'How to connect' section contains two steps: 1. 'Set up a Google Tag Manager container ID' (with a link to Google's instructions) and 2. 'Add Google Tag Manager to your site', which has a red box around the 'Add Google Tag Manager' button.