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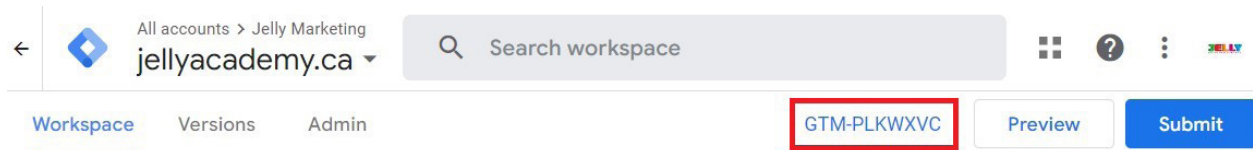
Now, how do you install it? This guide walks you through how to install Google Tag Manager in website's built with Squarespace, Wordpress, and Wix.

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.

# Squarespace

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

| Pages | |
|---|---|
| Design | |
| Commerce | |
| Marketing | |
| Scheduling | |
| Asset Library | New |
| Analytics | |
| Profiles | |
| Settings | |
| Help | |
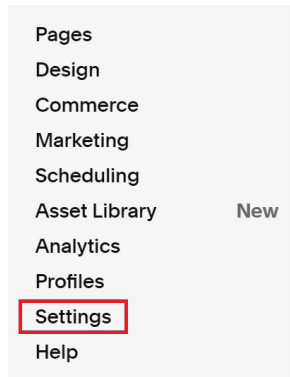
2. Scroll down and click on 'Developer Tools'.

WEBSITE

| Site Availability | Public |
|---|---|
| Permissions | |
| Site Languages | |
| Regional Settings | |
| Member Areas | |
| Social Links | |
| Pinterest Save Buttons | |
| Mobile Information Bar | |
| Cookies & Visitor Data | |
| Import & Export Content | |
| Blog Preferences | |
| Site Promotion | |
| Developer Tools | |
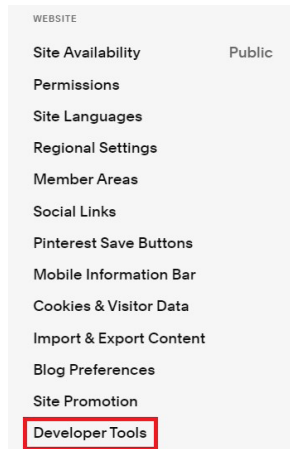
3. Once in Developer Tools, click on 'Code Injection'.

< SETTINGS

## Developer Tools

| External API Keys | |
|---|---|
| Developer API Keys | |
| Code Injection | |
| URL Mappings | |
| Website Protection | |
| SSL | Active |
| | |
| Default Text Editor | |
| Image Metadata Importing | |

**3**
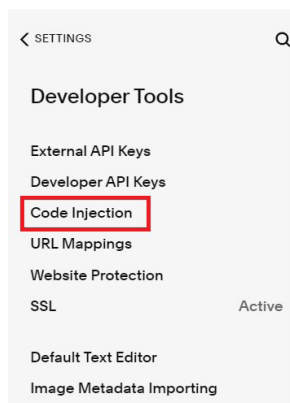
4. Here, you will insert the two pieces of Google Tag Manager code. In the 'Header' section, paste the first piece of Google Tag Manager code. In the 'Footer' section, paste the second piece of code.

# Wordpress

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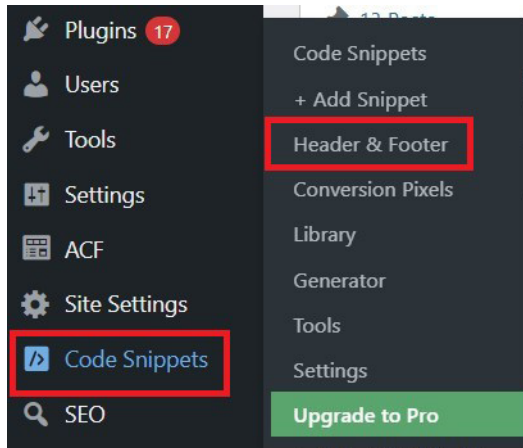


2. Here, you will insert the two pieces of Google Tag Manager code. In the 'Header' section, paste the first piece of Google Tag Manager code. In the 'Body' section, paste the second piece of code. Make sure you click on 'Save Changes' to have the code fully installed on your website.
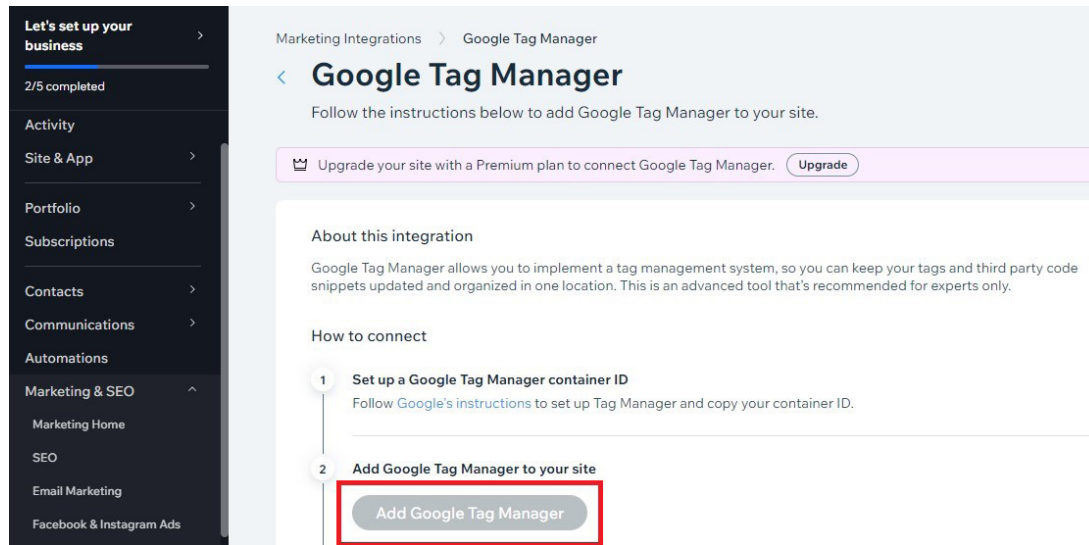
# Wix
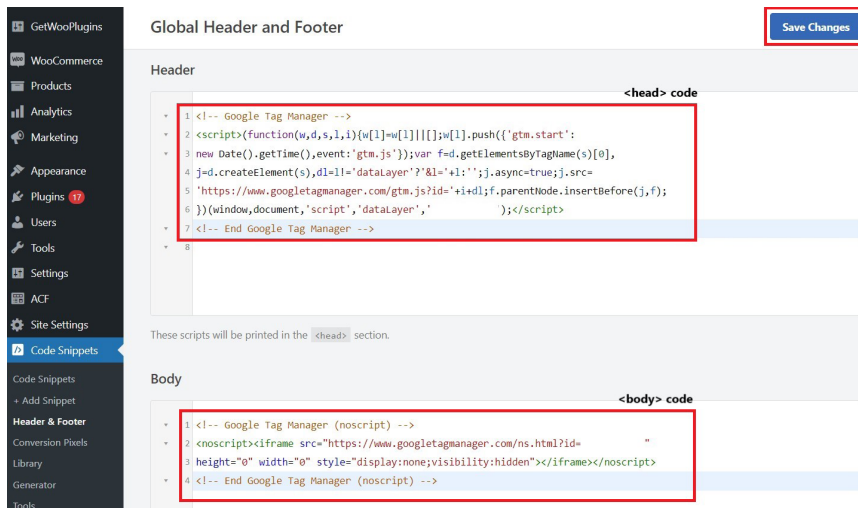
1. On the left side panel, scroll to 'Marketing & SEO'. Click on the arrow and then click on 'Marketing Integrations'.
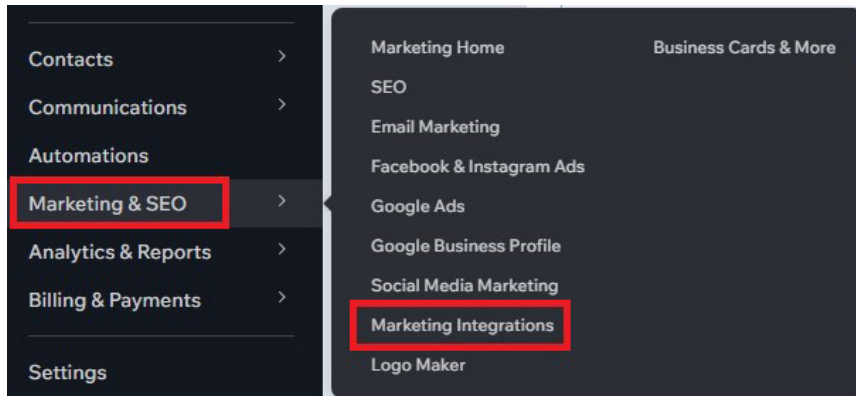


2. Find 'Google Tag Manager' and click 'Connect'.
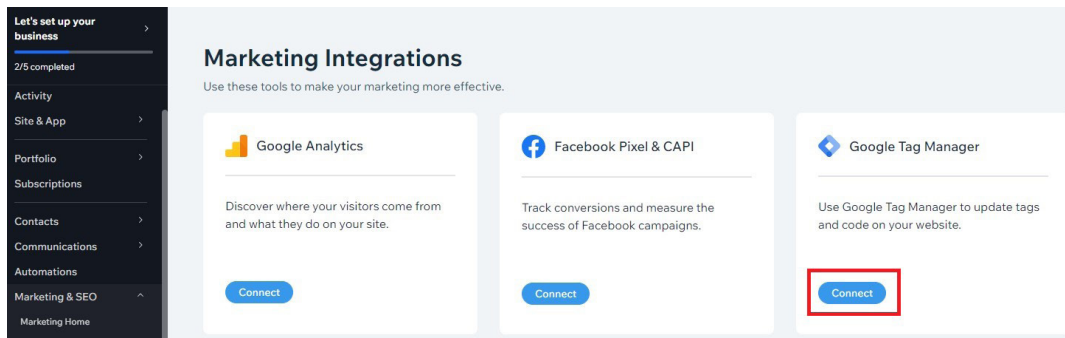
3. Select 'Add Google Tag Manager' and paste your Google Tag Manager ID which can be found in your Google Tag Manager container at the top near the 'Preview' and 'Submit' buttons. Once you've entered the ID, select 'Save'. Note: you will need to have a Premium Wix Plan in order to add Google Tag Manager.