



# Google Tag Manager Course

A 5 Star Rated course from the  
Marketing experts

# Google Tag Manager Course

Learn GTM from the ground up, understand tags, triggers, and variables, and take control of how your website data is captured and managed with this practical 1 day, business-focused Google Tag Manager Training.

## Introduction

Google Tag Manager (GTM) is a powerful tool that allows you to manage all your website and marketing tags from one interface.

On this practical course you'll learn how to plan and implement tracking, configure tags for GA4 and other marketing tools, and use GTM's data layer to capture meaningful interactions.

By the end of the day, you'll have hands on experience building, testing, and publishing tags and the knowledge to extend your GTM setup confidently in the future.

## Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £690 and Online from £590. Please email or call us with your preferred venue, number of delegates and any requests.

## Who would benefit from this course?

This Google Tag Manager Course is designed for professionals, marketers, and analysts who want to manage website tracking efficiently and independently.

## Classroom & Online Courses

We offer this course as classroom based and as a live, interactive online course.

Our classroom courses are run as private courses held at our premises or at yours anywhere in the UK.

Our online courses are available for people anywhere in the world with internet access. You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.



Small Class Sizes

5 Star Rated Course

Practice Led Learning

3 Months Email Support

Lunch Provided

Detailed Course Notes

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment



5.0 ★★★★★

Really useful hands on digital marketing training, which has made a big difference to our business.

Donna  
CUBE Design



# Google Tag Manager

## Course Outline

### Introduction to GTM

- What is Google Tag Manager?
- The Google Tag Manager architecture
- Why should I use Google Tag Manager?
- What are tags and what can I use them for?
- What ready made tags are available?

### Signing up and creating containers

- Signing up to Google Tag Manager
- Considering cross domain and sub domain tracking needs
- Adding your first container
- Deploying your container/s to your website

### Interface & Admin

- Setting personal preferences

- Administration controls and adding other users
- About workspaces and versions
- The interface screens
- About Folders

### Technical concepts

- Web Basics and GTM; HTML, JavaScript and the DOM
- Tags, Triggers and Variables
- The GTM workflow process
- Using built-in vs user defined variables
- What is the Data Layer?

### Creating first tags

- Installing GA4 tracking tag
- Installing social media tracking tags
- Other ready made Tags available

- Configuring your first trigger
- Configuring a variable

### GA4 web tracking

- Identifying and planning trackable activities
- Configuration accuracy
- Simple form submission tracking
- Simple button interaction tracking
- Setting up document download tracking

### Publishing and Deployment

- Entering the preview mode
- Testing and checking Tag configurations
- Troubleshooting common issues
- Other google tools to help debugging and configuration



5.0 ★★★★★

The courses were really informative! I started the courses as a novice and they have taught me all the skills I need to really progress.

Amina  
Marketing Manager

For private courses the course content can be adapted to suit your requirements.  
Please contact us to discuss your requirements.



# Google Tag Manager Course

## Why Choose our GTM Course

- Run by a highly experienced GTM certified digital marketer and trainer with over 15 years experience marketing
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations: Your offices, Online & our training rooms
- Detailed course notes provided
- Lunch & refreshments provided\*
- Certificate of achievement

## Private and One-to-One Courses

Classroom one-to-one and private group courses are available from £690 or Online for £590 for a one day course (6 hours).

With private course the content can be tailored to suit your requirements. If the course outline doesn't list what you're looking for please get in touch.

## How To Book

For more information or to book this course please get in touch on:

Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)

Call: 0161 226 6032

Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)

A very personalised service with no question left unanswered. I would highly recommend the courses at M Training.

Imogen  
Australian Wines

