

Google Tag Manager (GTM)



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Google Tag Manager is a free tag management system that allows you to manage and deploy marketing tags (snippets of code or tracking pixels) on your website (or mobile app) without having to modify the code.

When Tag Manager is [installed](#), your website or app will be able to communicate with the Tag Manager servers. You can then use Tag Manager's web-based user interface to set up tags, establish [triggers](#) that cause your tag to fire when certain events occur, and create [variables](#) that can be used to simplify and automate your tag configurations.

A collection of tags, triggers, variables, and related configurations installed on a given website or mobile app is called a **container**. A Tag Manager container can replace all other manually-coded tags on a site or app, including tags from [Google Ads](#), [Google Analytics](#), [Floodlight](#), and [3rd party tags](#).



Get started

- [Get Started - Basic Knowledge for GTM](#)
- [Get Started - How GTM works with GA4](#)

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FAQ

- [Unable to access GTM](#)
- [Where To Find GA4 Measurement ID](#)

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How-to

- [How to Create a New Account and Container](#)
- [How to Install Google Tag Manager On Your Website](#)
- [How to link GTM with GA4 Properties](#)
- [How to migrate Universal Analytics Tag to Google Analytics 4 Event Tag](#)

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Troubleshooting

- [How to Check Google Tag Manager is Working](#)

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