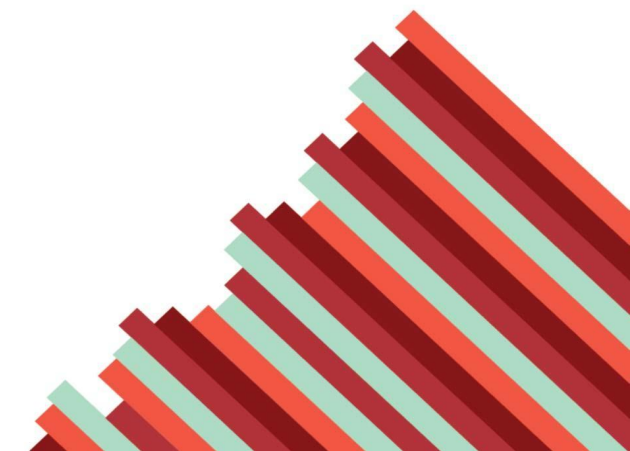


# Google Tag Manager

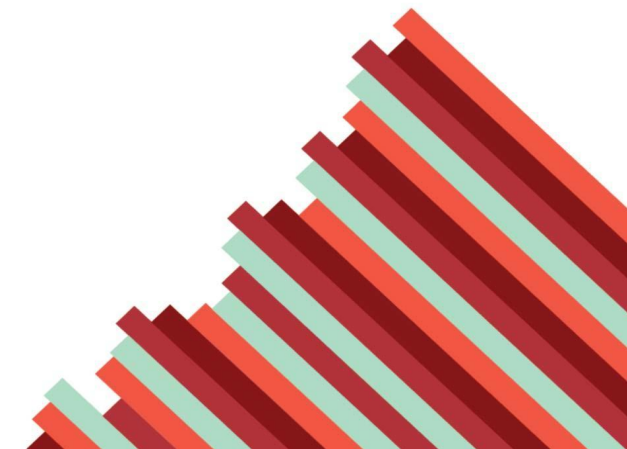


Na entic



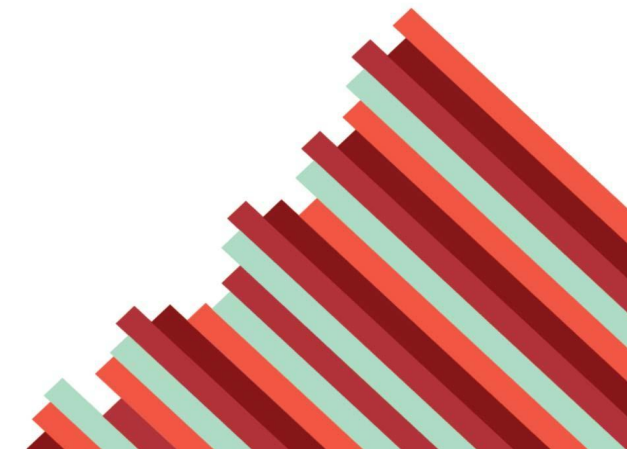
# Use Naming Conventions

- You will quickly build a large repository of
  - Tags
  - Rules
  - Macros
- Maintenance and Management
  - Ensure only required entities and the right entities are used
  - Find what you need to use quickly and easily
- Testing
  - Help the testing team
  - Help yourself
- Re-use assets!
  - Don't reinvent the wheel
  - Think DRY



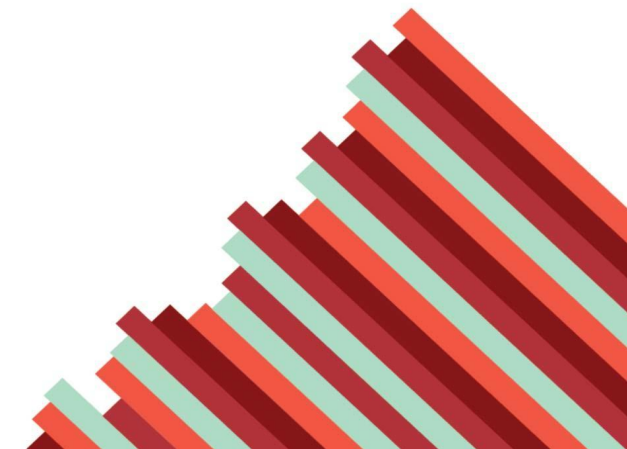
# Use Naming Conventions

- Use consistent case standards
- Facilitate
  - development
  - testing
  - asset reuse
- Re-use existing conventions where appropriate
  - Existing house style/standards?
  - Tune to your requirements
- Be specific
  - Don't write an essay!
  - Including reams of detail is counter productive



# Use Naming Conventions

- Asset usage becomes more general lower down the tree
- Tags - most specific usage
- Rules - used in multiple tags
- Macros - most general usage
- Naming convention reflects usage patterns
- Relate tags and rules, rules and macros



# Use Naming Conventions

## ●Accounts

- Name the account according to the site

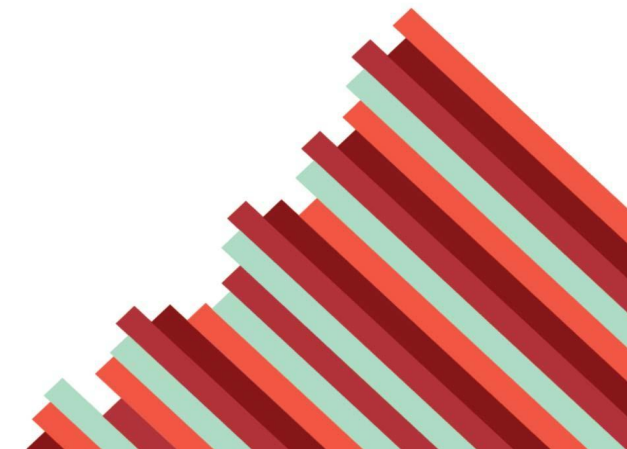
Name ↑
usb-flashdrive.co.uk
usb-flashdrive.com US

## ●Containers

- Name the container according to the site and environment

### Containers 3

Name ↑
██████████ - DEV
██████████ - INT
██████████ - PROD



# Tag Naming Conventions

- **Functional area - tag type - tag function**

All pages - GA - page tracking

Basket - GA - vpv

Util - GTM - Click Listener

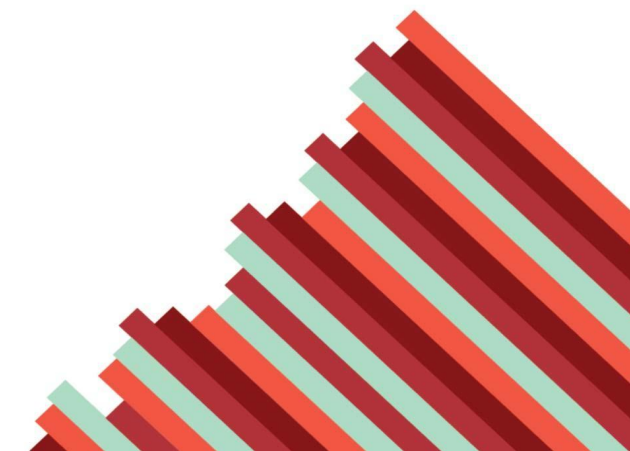
Product Quantity - GA - Click Event

Basket - Remarketing - Abandon Basket

Checkout - AdWords - Conversion

Checkout - GA - Transaction

- **Grouping by functional area first enables grouping of related tags**
- **Using tag types and functions enables easy searching**



# Tag Naming Conventions

## ● Search by tag function - click

Tags 16 of 34

Name ↑	Type	Rules	Last Modified
<a href="#">All Pages - GTM - Click Listener</a>	Click Listener	All pages - not links	Dec 2, 2013, 10:59:26 AM
<a href="#">Homepage - GA - See all phones Click</a>	Google Analytics	Homepage See all phones click	Dec 2, 2013, 11:04:10 AM
<a href="#">Homepage - GA - Phone Click Event</a>	Google Analytics	Homepage phone link click	Dec 2, 2013, 10:59:50 AM

## ● Search by functional area - homepage

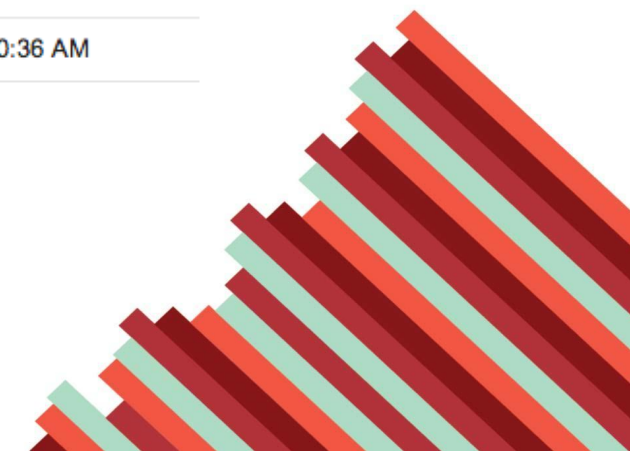


Tags 2 of 34

Name ↑	Type	Rules	Last Modified
<a href="#">Homepage - GA - See all phones Event</a>	Google Analytics	Homepage See all phones click	Dec 2, 2013, 11:09:13 AM
<a href="#">Homepage - GA - See a phone Event</a>	Google Analytics	Homepage phone link click	Dec 2, 2013, 11:10:14 AM

Tags 2 of 34

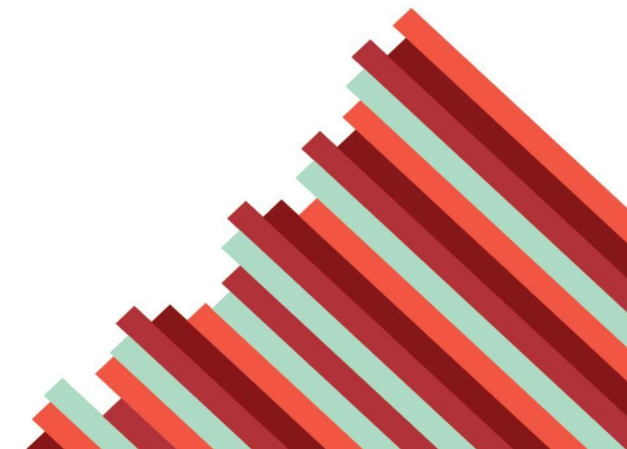
Name ↑	Type	Rules	Last Modified
<a href="#">Util - GTM - Click Listener</a>	Click Listener	All pages - not links	Dec 2, 2013, 11:06:55 AM
<a href="#">Util - GTM - Link Click Listener</a>	Link Click Listener	All pages	Dec 2, 2013, 11:00:36 AM





# Rule Naming Conventions

- Functional area - rule function
- Use the functional area to relate rules with tags
- Use the rule function to differentiate the **primary** rule clause (macro related)
  - URL
  - click
  - data
  
- Differentiate between click and data
  - data from the dataLayer
  - click caused by user
- Relate rule function to macro name/function





# Rule Naming Conventions

## ● Search by functional area - Homepage

Rules 2 of 33

Homepage

Name	Information	Last Modified
Homepage - phone link click	{{event}} equals gtm.linkClick, ...	Dec 2, 2013, 11:32:19 AM
Homepage - See all phones click	{{event}} equals gtm.linkClick, ...	Dec 2, 2013, 11:32:38 AM

## ● Search by rule function - URL

Rules 7 of 33

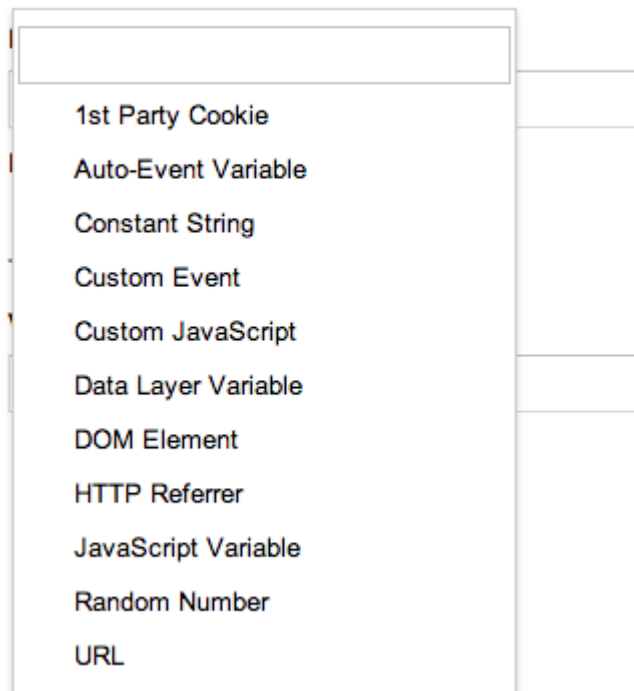
URL

Name	Information	Last Modified
All pages - URL	{{url}} matches RegEx .*	Dec 2, 2013, 11:18:33 AM
Member Pages - URL	{{url}} matches RegEx Vsettings Vdashboard Vprofile Vaccount VbuyV.* VmobileVbuy- payment	Dec 2, 2013, 11:19:02 AM
Phones - URL	{{url page path}} matches RegEx (ignore case) ^\phones	Dec 2, 2013, 11:17:11 AM
Phone Details - URL	{{url page path}} matches RegEx (ignore case) Vphone-details	Dec 2, 2013, 11:16:24 AM
Phone Plans - URL	{{url page path}} matches RegEx (ignore case) Vphone-plans	Dec 2, 2013, 11:16:16 AM
Phones Checkout - URL	{{url page path}} matches RegEx ^\phonesV(about-you payment-details order-review loan-status secure-payment)	Dec 2, 2013, 11:16:56 AM
Phones Checkout Success - URL	{{url page path}} contains /phones/success	Dec 2, 2013, 11:17:02 AM

# Macro Naming Conventions

- Macros - typically general usage
- Use macro name to explain usage - general or specific
- Use macro name to explain macro type
- Define variables/constants
- Closely related to methods/variables

## Create New Macro



A screenshot of a 'Create New Macro' dialog box. The dialog has a title bar at the top and a list of macro types below. The list items are: 1st Party Cookie, Auto-Event Variable, Constant String, Custom Event, Custom JavaScript, Data Layer Variable, DOM Element, HTTP Referrer, JavaScript Variable, Random Number, and URL. There are two small rectangular input fields on the right side of the dialog, one next to '1st Party Cookie' and one next to 'Data Layer Variable'.

- 1st Party Cookie
- Auto-Event Variable
- Constant String
- Custom Event
- Custom JavaScript
- Data Layer Variable
- DOM Element
- HTTP Referrer
- JavaScript Variable
- Random Number
- URL

# Macro Naming Conventions

element

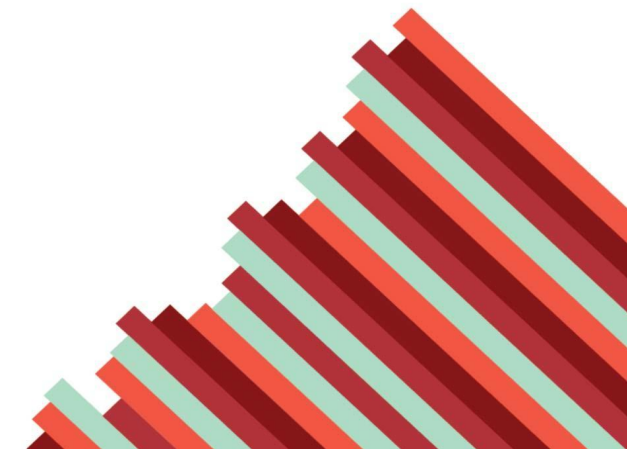
element ID

element href

URL pathname

userType cookie

Static GA UA ID



# Container Version Naming Conventions

- Version Names
  - Sprint related



Version Name

Save Cancel

