

Course : Optimize web performance with Google Tag Manager

Gather reliable data to optimize your digital strategy
Practical course - 2d - 14h00 - Ref. GTA
Price : 1590 CHF E.T.

On completion of this course, you'll be able to implement and manage marketing tracking and analytics tags via Google Tag Manager. You'll be able to configure triggers, variables and tags to collect accurate data, optimize conversion tracking and improve the performance of digital campaigns. You'll also be able to understand best practices for effective tag management and resolving common issues.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand how Google Tag Manager works and its role in marketing tag management
- ✓ Apply basic GTM configurations, such as the creation of tags, triggers and variables
- ✓ Analyze data collected via GTM to identify optimization opportunities
- ✓ Evaluate the effectiveness of GTM configurations and suggest improvements
- ✓ Create customized tracking solutions to meet specific needs

Intended audience

This training course is aimed at future Google Tag Manager users, or those who already use the tool and wish to perfect their skills.

Prerequisites

No

Practical details

Hands-on work

Theoretical input, exchange of best practices and practical work

Course schedule

PARTICIPANTS

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PREREQUISITES

No

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

1 Getting to grips with Google Tag Manager (GTM)

- 5 steps to integrating the Google Analytics 4 (GA4) configuration tag
- Tag preview tools
- GTM fundamentals: tags, triggers...
- From CMP (Consent Management Platform) consent to Google Mode Consent

Hands-on work

Configuring GA4 in GTM and using GTM's advanced preview and debugging tools

2 Personnaliser la collecte d'information dans GA4

- Creating a customized event
- Overview of triggers for each analysis scenario (page, event, timer, visibility)
- Creating a custom variable

Hands-on work

Integration of events such as clicks on specific buttons, file downloads, and other engagement actions on your site

3 Integrating and customizing advertising tags

- Implementing Google Ads tags
- Meta tag implementation
- Server Side fundamentals (data security, limiting blockers...)

Hands-on work

Setting up conversion tracking tags and remarketing tags. Examples of other custom tag implementations

4 Google Tag Manager administration features

- Managing administration rights
- Efficient use of workspace
- Tag import and export functionalities

Hands-on work

Manage authorizations in GTM. Optimize the use of workspaces to facilitate team collaboration and manage simultaneous modifications.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS

2026 : 11 June, 24 Sep., 14 Dec.