

# How to set up a Google Tag Manager

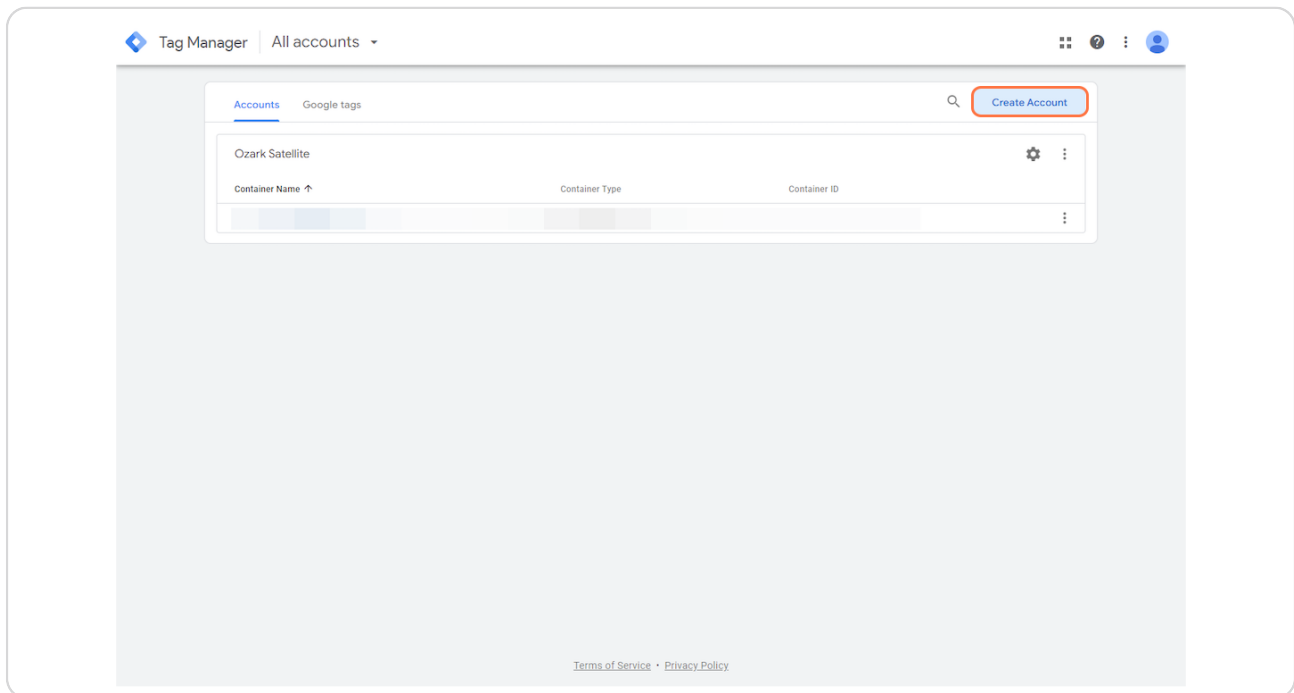
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## STEP 1

Go to <https://tagmanager.google.com/>

## STEP 2

Click on Create Account



### STEP 3

## Enter your Company Name

← Add a New Account

Account Setup

Account Name  
e.g. My Company

Country  
United States

Share data anonymously with Google and others

Container Setup

### STEP 4

## Select your Country

Account Setup

Account Name  
e.g. My Company

Country  
United States

Share data anonymously with Google and others

Svalbard & Jan Mayen  
Sweden  
Switzerland  
Taiwan  
Tajikistan  
Thailand  
Timor-Leste  
Tokelau  
Tonga  
Trinidad & Tobago  
Tunisia  
Türkiye  
Turkmenistan  
Turks & Caicos Islands  
Tuvalu  
U.S. Outlying Islands  
Ukraine  
United Arab Emirates  
United Kingdom  
United States

Server  
For server-side instrumentation and measurement

## STEP 5

### Enter your website domain

The screenshot shows a configuration window with a sidebar on the left. The main content area is divided into two sections. The top section contains a dropdown menu set to 'United States' and a checkbox labeled 'Share data anonymously with Google and others' which is currently unchecked. The bottom section is titled 'Container Setup' and contains a 'Container name' field with a blue border and a light blue background, which is highlighted with a red and blue border. Below this is a 'Target platform' section with a list of options: 'Web' (selected with a blue checkmark), 'iOS', and 'Android'. Each option includes a small icon and a description of its use.

United States

Share data anonymously with Google and others ⓘ

#### Container Setup

Container name

Target platform

- Web** For use on desktop and mobile web pages ✓
- iOS** For use in iOS apps
- Android** For use in Android apps

## STEP 6

### Click on Web...

This screenshot shows the same configuration window as in Step 5, but with the 'Web' option in the 'Target platform' list highlighted with a red and blue border. The 'Container name' field is also highlighted with a blue border. At the bottom of the window, there are 'Create' and 'Cancel' buttons. The footer of the window contains links for 'Terms of Service' and 'Privacy Policy'.

Account Setup

Account Name  
e.g. My Company

Country  
United States

Share data anonymously with Google and others ⓘ

#### Container Setup

Container name

Target platform

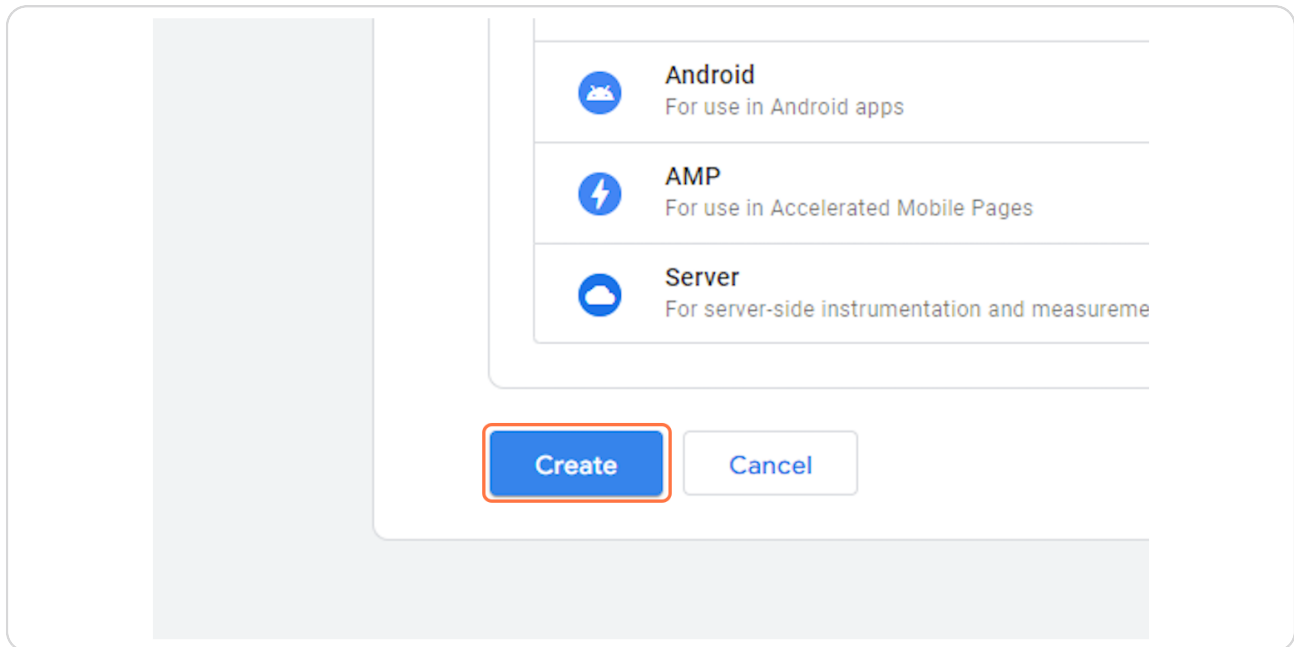
- Web** For use on desktop and mobile web pages ✓
- iOS** For use in iOS apps
- Android** For use in Android apps
- AMP** For use in Accelerated Mobile Pages
- Server** For server-side instrumentation and measurement

Create Cancel

[Terms of Service](#) • [Privacy Policy](#)

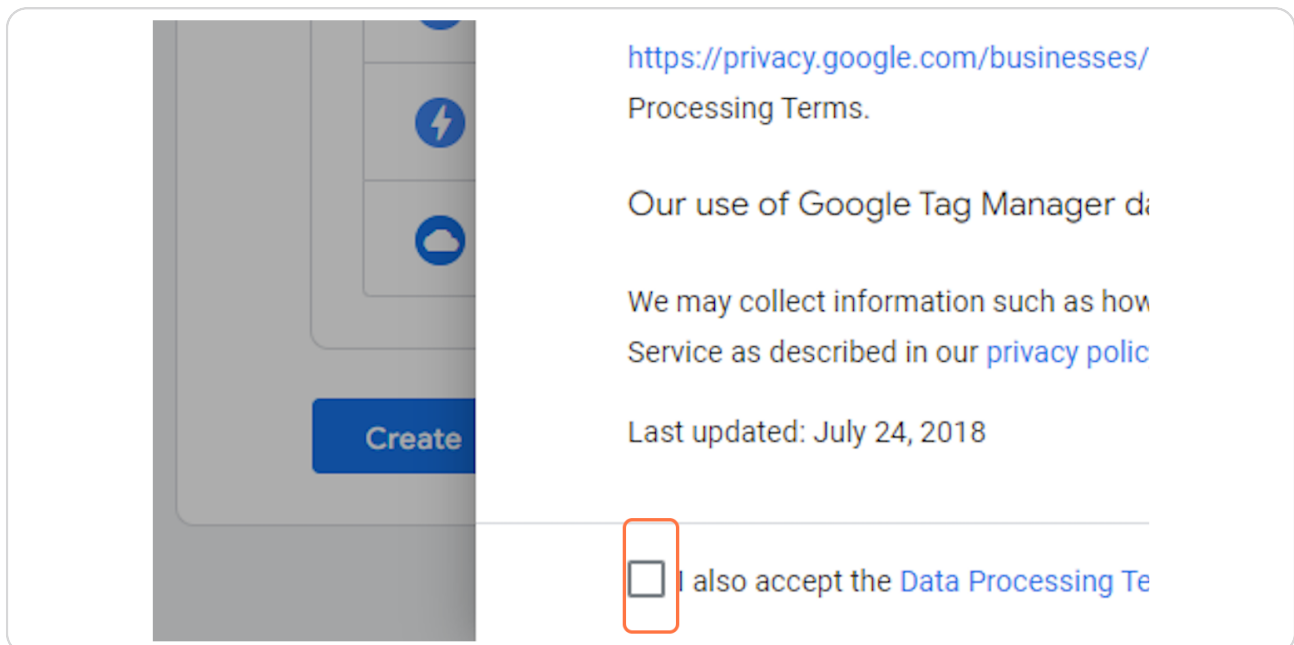
## STEP 7

Click on Create



## STEP 8

Click on I also accept the Data Processing Terms as required by GDPR. Learn more



STEP 9

Click on Yes

No

TM Use Policy").

rd Party Tags") or Google, You will have and abide by an appropriate  
[ut/company/user-consent-policy.html](#)) and all applicable

tml,

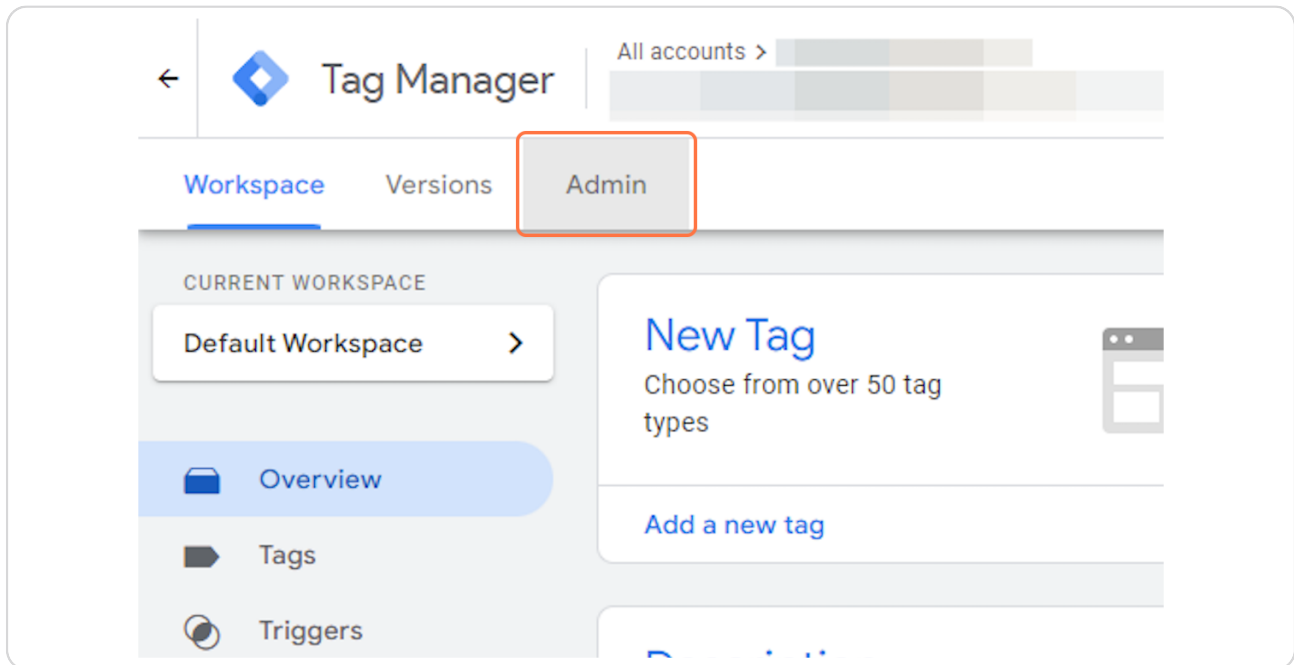
ng in the Service, and

STEP 10

Click on Close

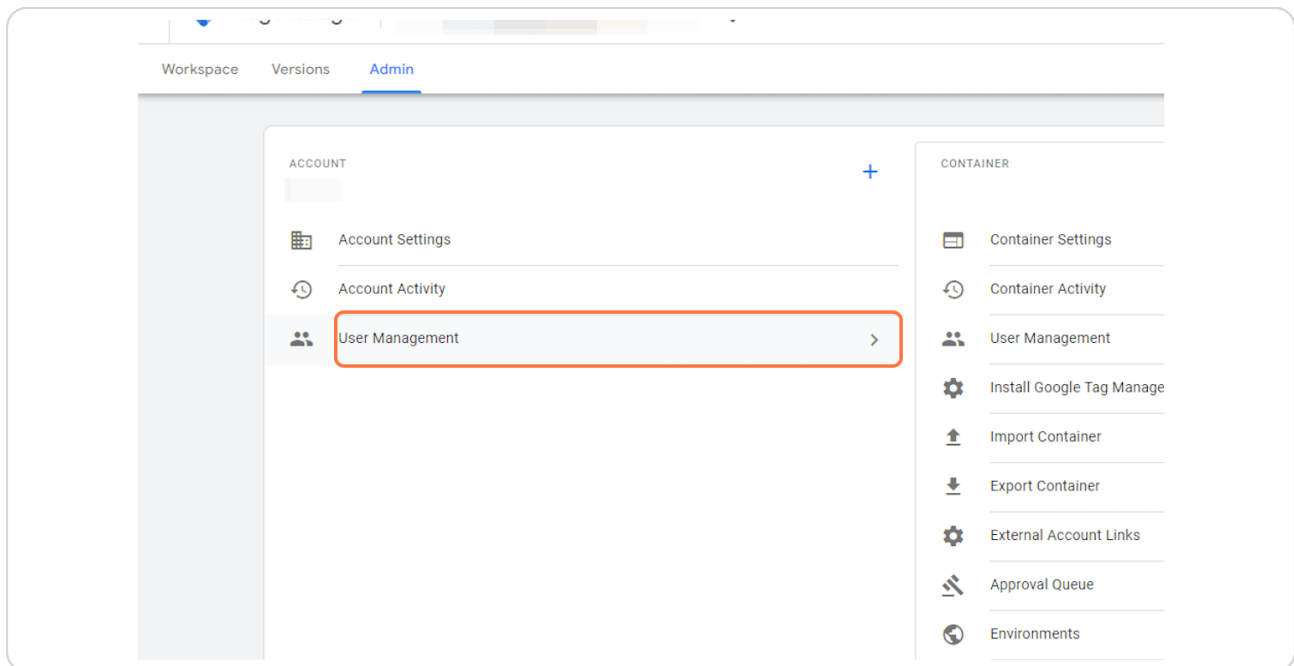
## STEP 11

### Click on Admin



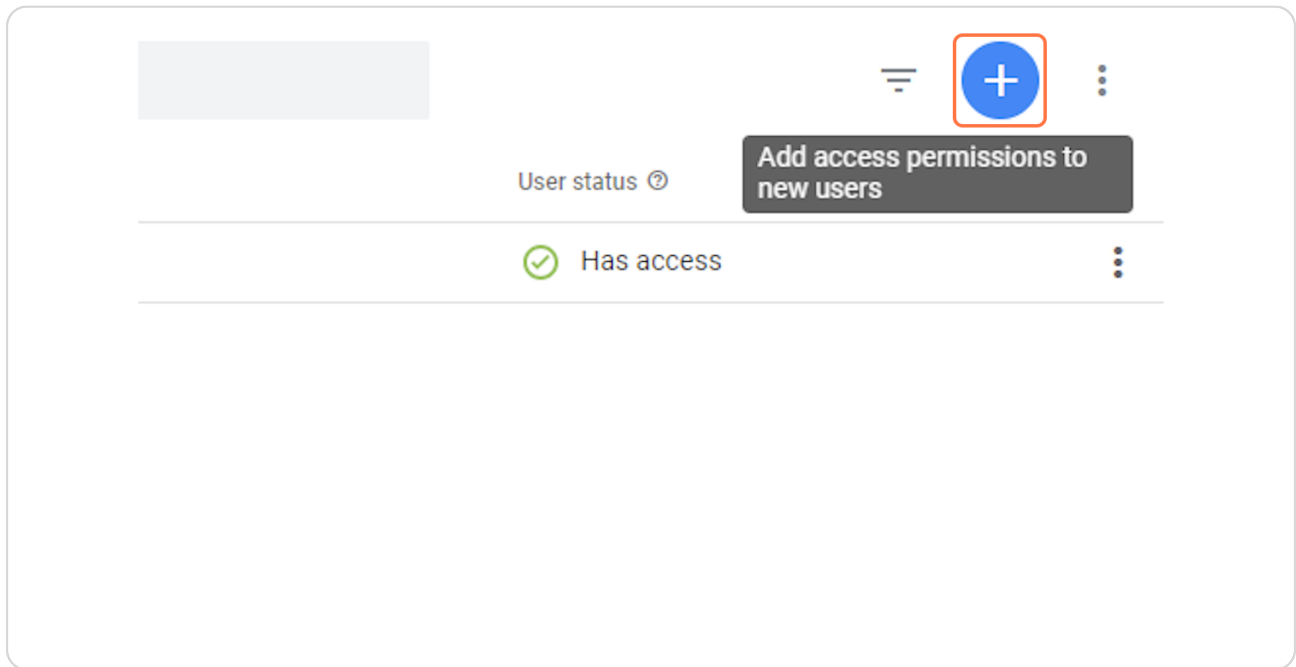
## STEP 12

### Click on User Management



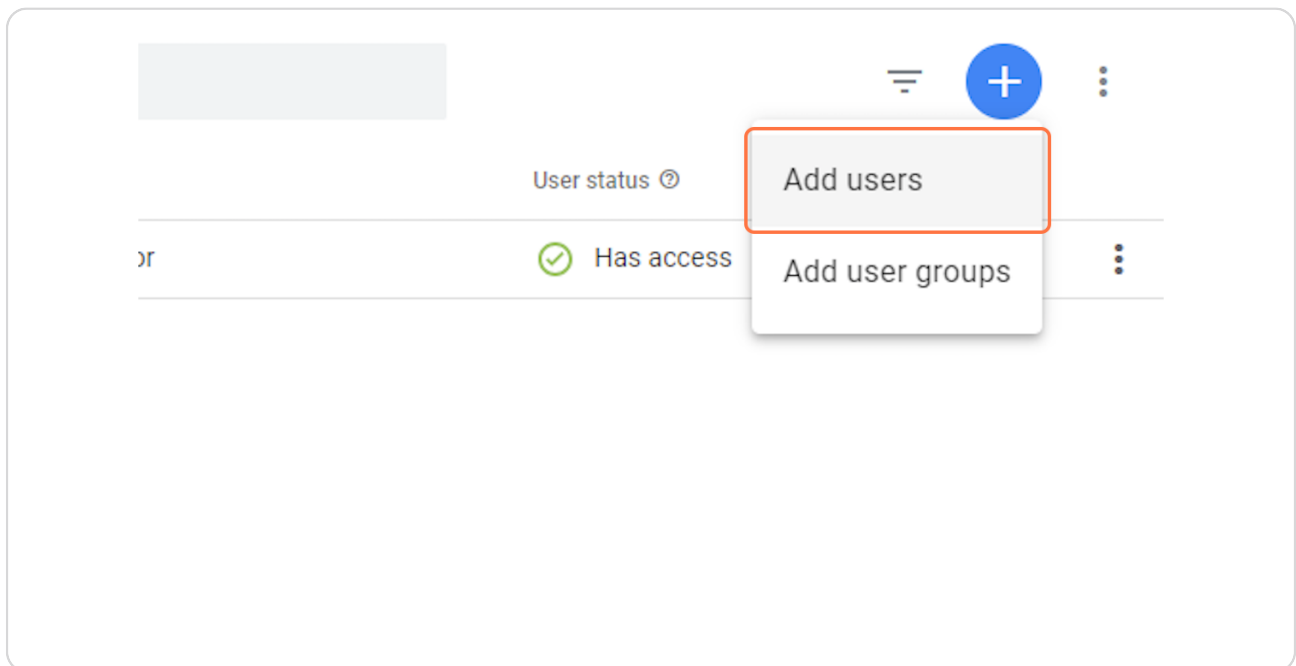
### STEP 13

Click on add



### STEP 14

Click on Add users



## STEP 15

Type "schuster.claudio@gmail.com"

Send invitations Invit

Email addresses

Account permissions

Administrator   
Can create new containers and modify user permissions for this account as well as its containers. [Learn more](#)

User   
Can view basic account information. [Learn more](#)

Container permissions Set all

None >

## STEP 16

Click on Administrator

Send invitations Invit

Email addresses

Account permissions

**Administrator**   
Can create new containers and modify user permissions for this account as well as its containers. [Learn more](#)

User   
Can view basic account information. [Learn more](#)

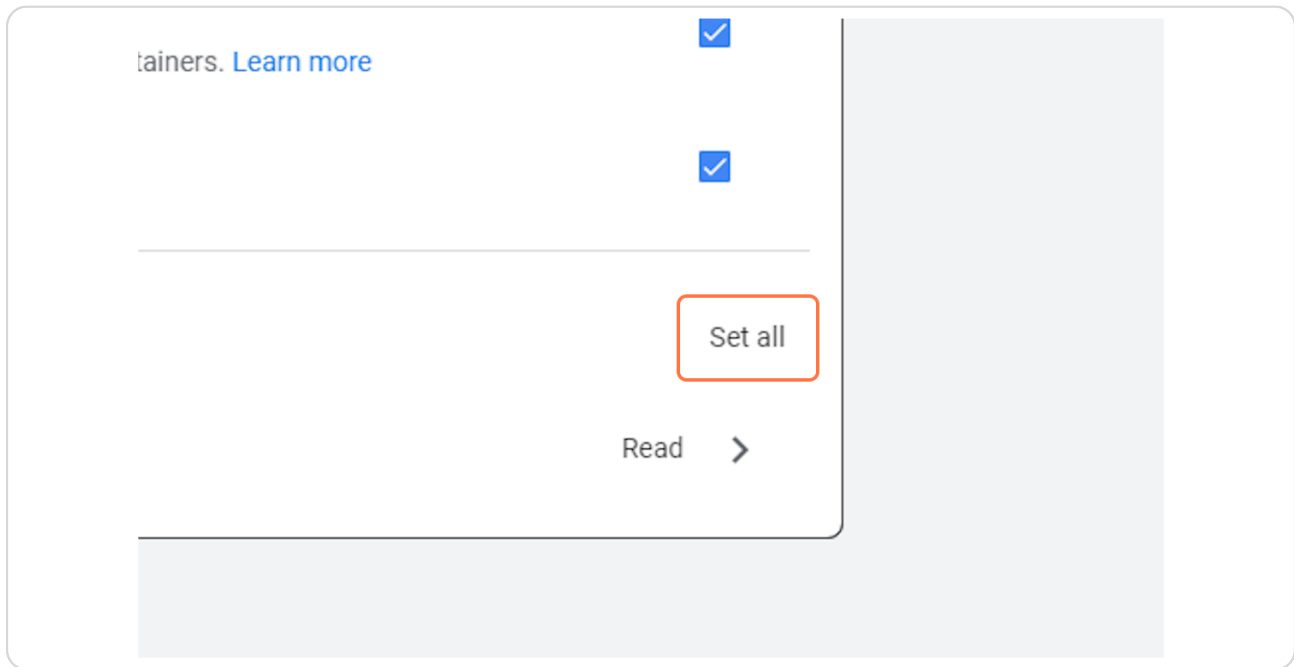
Container permissions Set all

None >



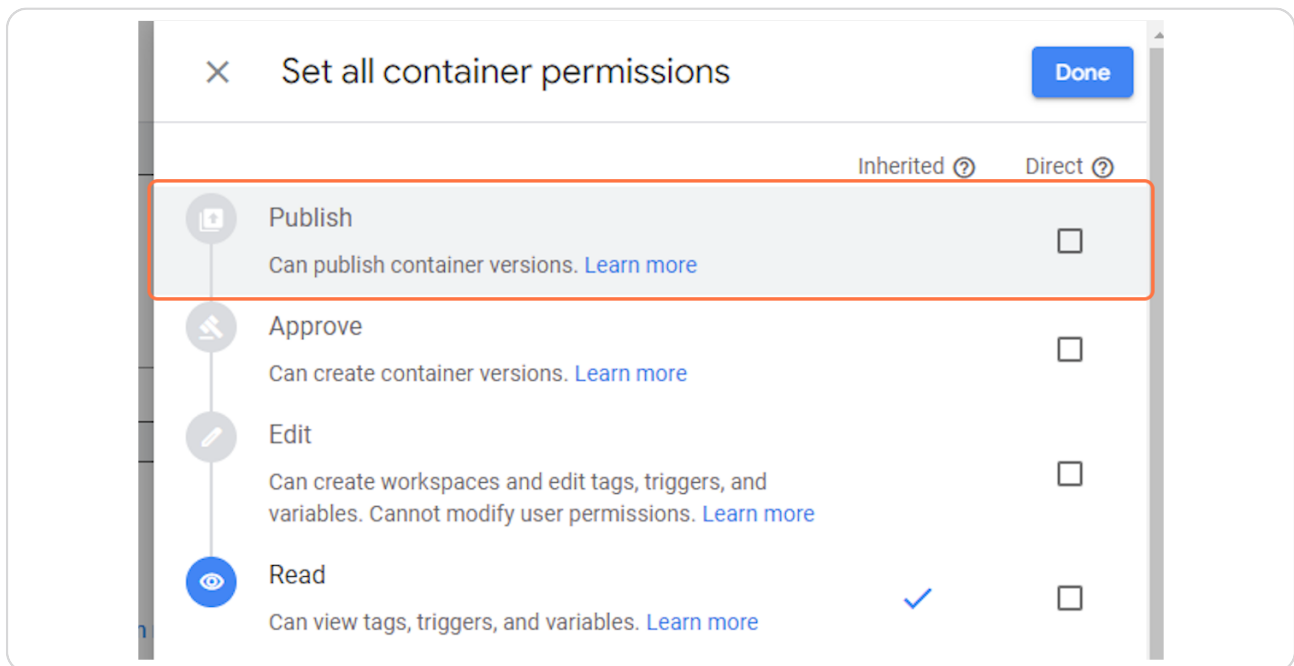
## STEP 17

### Click on Set all



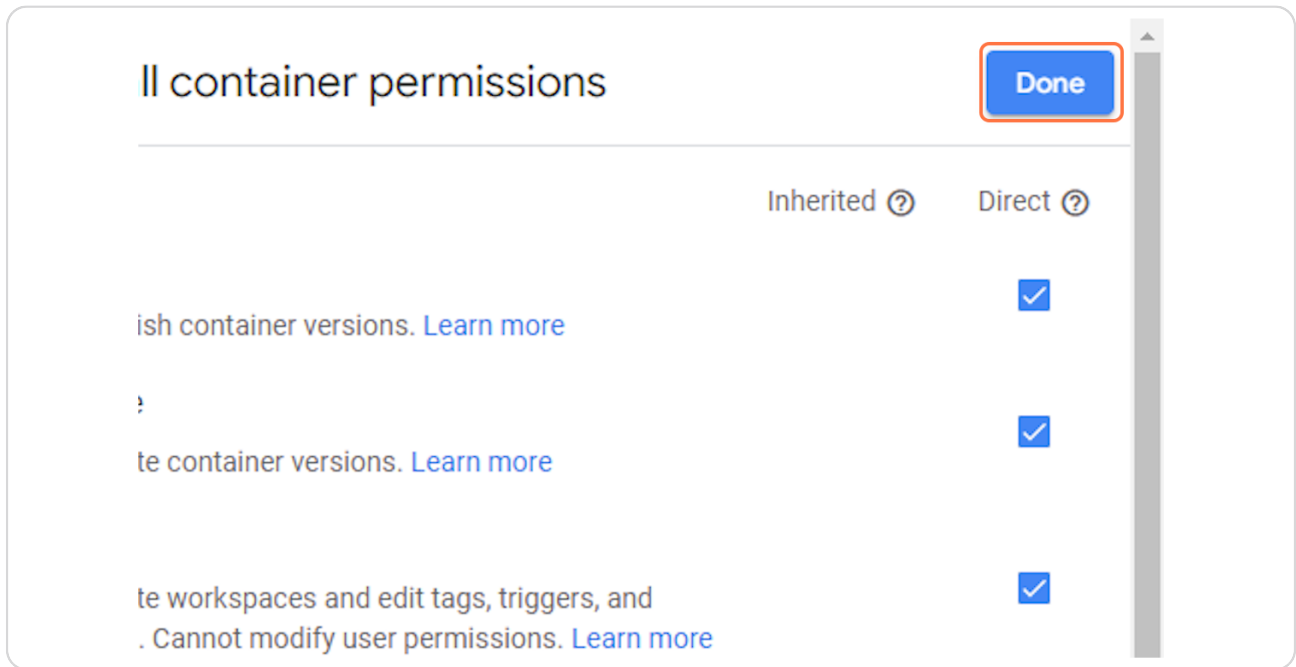
## STEP 18

### Click on Publish...



STEP 19

Click on Done



STEP 20

Click on Invite

