

Course Code: **M495**

# Google Tag Manager (GTM) Essential Training

## COURSE INFORMATION

Sessions  
1 day

Duration  
7.5 hrs

Level  
Beginner

Assessment  
NA

### VENUE

**Address:** 3/5 Esan Close, College Estate, Off Oko Oloyun Street, Off Isheri-Igando Expressway, Igando Lagos, Nigeria 100216.

## WHAT'S THIS COURSE ABOUT

Topic 1 Get Started on Google Tag Manager

Overview of Google Tag Manager components and interface

Setup Google Analytics tag on WordPress sites

Topic 2 Setup Google Tag Manager Components

Setup user-defined variables and data layer

Setup custom dimensions and metrics

Setup event tracking in Google Tag Manager

Topic 3 Versioning and Best Practices

Propose changes through versioning

Best Practices for Google Tag Manager

## COURSE FEE

Full Fee NGN 170,000.00

## CERTIFICATION

- **Certificate of Completion from Tertiary Courses** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Courses.

## REGISTRATION

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<https://www.tertiarycourses.com.ng/google-tag-manager-gtm-training.html>



SCAN TO REGISTER

## SUPPORT

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**Email:** [info.tertiarycourses.ng@gmail.com](mailto:info.tertiarycourses.ng@gmail.com)

**Tel:** +234 813 093 230