

Magento 1 Google Global Site Tag (gtag.js)

Installation and User Guide for Magento 1 Google Global Site Tag (gtag.js)

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Installation

- **Disable Compilation Mode:** To check that this is disabled, go to **System >Tools>Compilation**. If the compiler status is 'Disabled', you are ready to go. If not, simply click the 'Disable' button on the right hand side of the screen.
- **Upload Package:** Upload the content of the module to your root folder. This will not overwrite the existing Magento folder or files, only the new contents will be added.
- **Clear Caches:** This can be done from the admin console by navigating to the cache management page (**System > Cache Management**), selecting all caches, clicking

'refresh' from the drop-down menu, and submitting the change.

Configuration Settings for Google Global Site Tag

Go to **Admin > Stores > Configuration > Scommerce Configuration > Google Global Site Tag**

General Settings

- **Enabled** - Select "Yes" or "No" to enable or disable the module.
- **License Key** - Please add the license for the extension which is provided in the order confirmation email. Please note license keys are site URL specific. If you require license keys for dev/staging sites then please email us at support@scommerce-mage.com.
- **Accounts Id** - You can add multiple account id. It can be analysis, adwords.
 - **Main Account** - Select "Yes" to set your main analytics id as an account id. This account will be used to connect gtag.js.
 - **Use Linker** - If this is enabled (set to "Yes") then this account will be linked to domains from "Domains to link" field, which is specified below.
 - **Action** - You can delete your account.
- **Promotion Tracking** - Here is the format to set up the promotion tracking: `Content`
- **Brand Attribute** - Please select brand attribute, if you have one otherwise put your brand name in the below input box.
- **Brand Text Box** - Enter your brand name. Set brand name if there is no brand name with the product.
- **Enhanced Ecommerce Enabled** - Select "Yes" to enable this module. Please make sure this feature is enabled in Google Analytics first before enabling in Magento.
- **Send Base Data** - Set "Yes" if you want to send base order data and "No" to send store order data to Google.
- **Enable Google Optimize** - Select "Yes" to enable the module, or "No" to disable it.
- **Enable Linker** - If this is enabled then you can set linker properties, which is specified below e.g. Domain to link, Decorate Forms.
- **Dynamic Remarketing Enabled** - If set to "Yes" then this will enable and install remarketing tag to different pages.
- **Dynamic Remarketing other sites** - Set "Yes" to enable other site variables (<https://developers.google.com/adwords-remarketing-tag/parameters#other>) instead of retail site variables.

General

Enabled Select "Yes" to enable the module

License Key Enter the License key for the module

Accounts Id

Account ID	Main Account	Use Linker	
<input type="text" value="UA-33387561-3"/>	<input type="text" value="Yes"/>	<input type="text" value="Yes"/>	<input type="button" value="Delete"/>
<input type="text" value="AW-123456789"/>	<input type="text" value="No"/>	<input type="text" value="No"/>	<input type="button" value="Delete"/>
			<input type="button" value="Add"/>

Please add the accounts Id

▲ Connected services which will receive tracking information
Account Id - ID of the linked account
Main account - This account will be used to connect gtag.js script
 <script async
 src="https://www.googletagmanager.com/gtag/js?
 id=XXXXX"></script>
Use Linker - If "Yes" then this account will be linked to domains from "Domains to link" field

Promotion Tracking Select "Yes" to enable the promotion tracking

▲ **Example of usage:** Content

Brand Attribute Please select the brand attribute

▲ Please select brand attribute if you have one otherwise put your brand name in the below input box.

E-commerce Enabled Select "Yes" to enable the Enhanced Ecommerce

Domain Auto Select "Yes" to enable the Domain Auto

▲ When set to no, it will get the domain name from http host name otherwise it will be set to auto

Linker Enabled Select "Yes" to enable the Linker

Link Two GA Accounts Enabled Select "Yes" to enable the Link Two GA Accounts

Base Select "Yes" to enable the Base

▲ Set 'Yes' if you want to send base order data and 'No' to send store order data to Google

Enable Optimize Select "Yes" to enable the Optimize

▲ Enable Optimize with Google Analytics

Enable GDPR cookie check Select "Yes" to enable the GDPR Cookie check

▲ If you are using our [GDPR extension](#) or any other GDPR extension and you want to block sending information to Google then set this to "yes" based on customer preference. Please note this is optional as far as you are not sending any PII to Google this setting needs to be turned off

Admin Transactions Tracking

- **Send Backend Transactions** - Set "Yes" if you want to send base order data and "No" to send store order data to Google created from admin panel.
- **Admin Source** - Please add the Campaign source for backend orders.
- **Admin Medium** - Please define the Campaign Medium for Backend Orders.



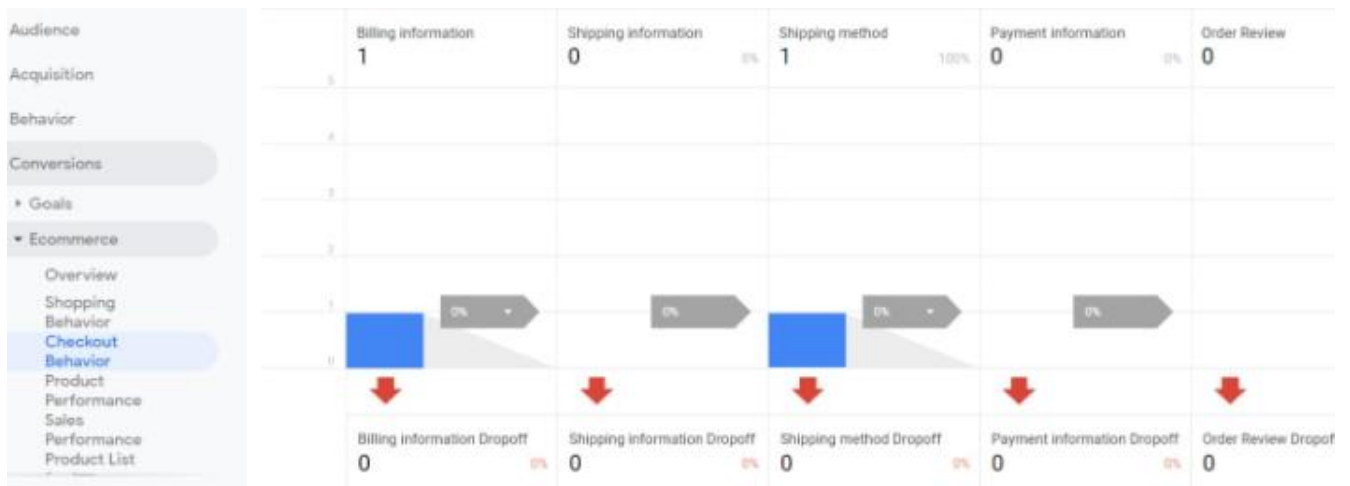
- **Backend Order Tracking in Google Analytics** - You can track admin orders by selecting "Yes" for "**Admin Transactions Tracking**" from **Admin > Stores > Configuration > Scommerce Configuration > Global Site Tag (gtag.js) > Admin Transactions Tracking - "Yes"**. In the below Image you can see the tracked admin orders in Google Analytics.

Transaction ID	Revenue	Tax	Shipping	Refund Amount	Quantity
	£734.87 % of Total: 100.00% (£734.87)	£54.87 % of Total: 100.00% (£54.87)	£15.00 % of Total: 100.00% (£15.00)	£0.00 % of Total: 0.00% (£0.00)	% of Total
1. 145000111	£492.54 (67.02%)	£37.54 (50.42%)	£0.00 (0.00%)	£0.00 (0.00%)	
2. 145000113	£86.19 (11.72%)	£6.19 (11.28%)	£5.00 (33.33%)	£0.00 (0.00%)	
3. 145000114	£86.19 (11.72%)	£6.19 (11.28%)	£5.00 (33.33%)	£0.00 (0.00%)	
4. 145000112	£69.95 (9.52%)	£4.95 (9.02%)	£5.00 (33.33%)	£0.00 (0.00%)	

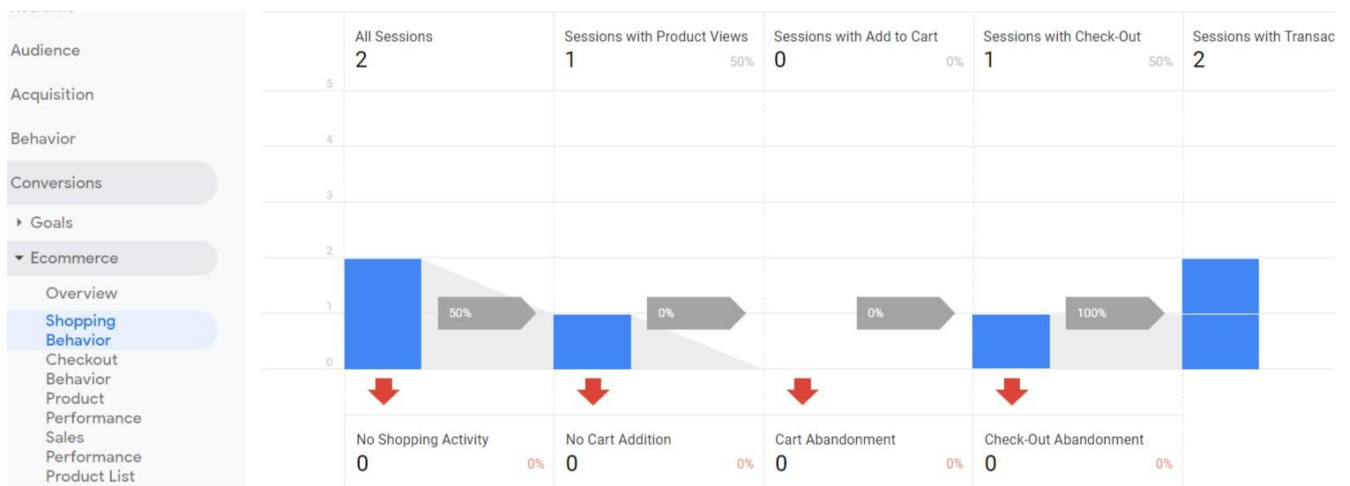
- **Backend Order Tracking - Source/Medium** - To add campaign Source and Medium for backend orders go to **Admin > Stores > Configuration > Scommerce Configuration > Global Site Tag (gtag.js) > Admin Transactions Tracking - "phone" > Admin Medium - "admin"**.

Transaction ID	Source / Medium
1. 145000117	phone / admin
2. 145000116	phone / admin

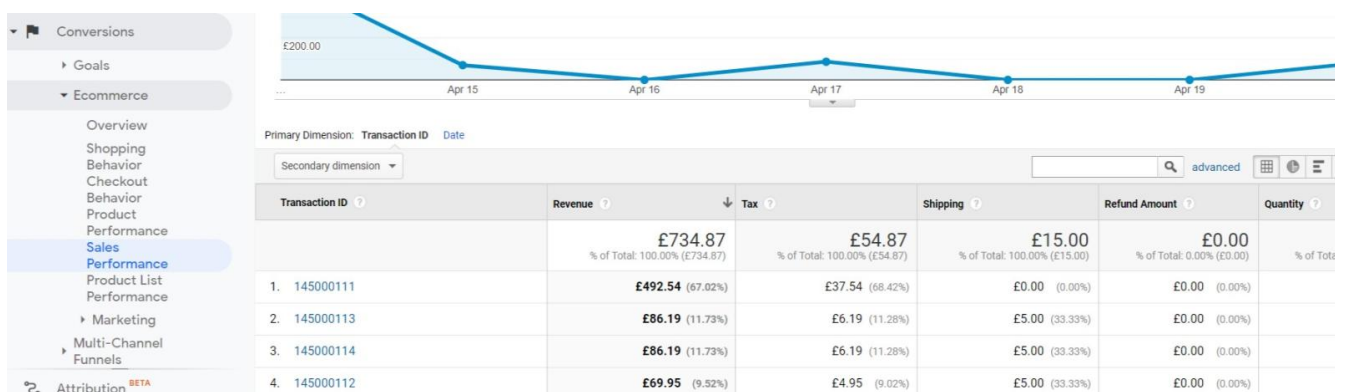
- **Google Analytics Checkout Behaviour** - You can view the checkout behaviour in GA tool under **Conversions > Ecommerce > Checkout Behaviour**.



- **Google Analytics Shopping Behaviour** - You can view the shopping behaviour with all sessions, product views, add to cart and checkout details in GA tool under **Conversions > Ecommerce > Shopping Behaviour**.



- **Google Analytics Sales Performance** - You can view the shopping behaviour with all sessions, product views, add to cart and checkout details in GA tool under **Conversions > Ecommerce > Sales Performance**.



Front-end Site view

- **Home Page with Tags** - In Tag Assistant tool you can see all the fired tags.

- **Gtag.js Code** - You can see the **UA** and **AW** tracking id's added from **Admin > Stores > Configuration > Scommerce Configuration > Global Site Tag (gtag.js) > Account Id > Click on "Add Account"** - UA - 33387561-3, AW - 123456789.

```

</script>
<!-- Scommerce Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-33387561-3"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-33387561-3'
      );
  gtag('config', 'AW-123456789'
      );
</script>

```

- **Gtag.js Brand Name** - You can add brand name from **Admin > Stores > Configuration > Scommerce Configuration > Global Site Tag (gtag.js) > Brand name - "TestScommerce"**

```

</script>
<script>
  <![CDATA[
    jQuery(document).ready(function() {
      gtag('event', 'view_item', {
        'items': [{
          'id': 'msj012c',
          'name': 'Linen Blazer', // Name or ID is required.
          'list_name': 'Category - New Arrivals',
          'brand': 'TestScommerce',
          //'variant':
          'category': 'New Arrivals',
          'list_position': 1,
          'quantity': 1,
          'price': 455          }]
        });
      });
    </script>
    <!-- Scommerce Global site tag (gtag.js) - Google Analytics -->
    <script async src="https://www.googletagmanager.com/gtag/js?id=UA-33387561-3"></script>
    <script>

```

If you have a question related to this extension please check out our **[FAQ Section](#)** first. If you can't find the answer you are looking for then please contact **support@scommerce-mage.com**.

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