

Magento 2 Google Global Site Tag (gtag.js) with GA4(Google Analytics 4) Enabled

Installation and User Guide for Magento 2 Global Site Tag (gtag.js) Extension

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Installation

- **Installation via app/code:** 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. After the successful upload of the package, run below commands on Magento 2 root directory.

```
php bin/magento setup:upgrade  
php bin/magento setup:di:compile  
php bin/magento setup:static-content:deploy
```

- **Installation via Composer:** Please follow the guide provided in the below link to complete the installation via composer.

<https://docs.scommerce-mage.com/magento-2-extensions/installation-via-composer/installation-via-composer>

- **Installation via Composer(Hyvä Theme):** Go to My Account section then go to Composer Instructions. Run the composer config commands mentioned on the page then run the below command to install the module on hyva theme.

```
composer require hyva-themes/magento2-scommerce-gtag
```

Configuration Settings for Tracking Base

Go to **Admin > Stores > Configuration > Scommerce Configuration > Tracking Base**

General Settings

- **Enabled** - Select "Yes" or "No" to enable or disable the module.
- **Enable Enhanced Ecommerce** - Select 'Yes' to enable this module. Please make sure this feature is enabled in Google Analytics first before enabling in Magento2.
- **Product ID Attribute** - Select the attribute which you have submitted in your Google base feed. For e.g. SKU
- **Brand Attribute** - Please select brand attribute, if you have one otherwise put your brand name in the below input box.
- **Use Base Currency** - Set 'Yes' if you want to send base order data and 'No' to send store order data to Google. Set this 'No' only when you have multicurrency and you want to send different currency data to Google.

Enabled <small>[store view]</small>	Yes	<input type="checkbox"/> Use system value
Enable Enhanced Ecommerce <small>[store view]</small>	Yes	<input checked="" type="checkbox"/> Use system value
<small>Please make sure this feature is enabled in Google Analytics first before enabling in Magento.</small>		
Product ID Attribute <small>[store view]</small>	Entity ID	<input type="checkbox"/> Use system value
<small>This attribute should match with the id provided in Google Merchant Center feed</small>		
Brand Attribute <small>[store view]</small>	Brand (brand)	<input type="checkbox"/> Use system value
<small>Please select brand attribute if you have one otherwise put your brand name in the below input box. Attribute should be available for product listing 'Storefront Properties -> Used in Product Listing = Yes'</small>		
Use Base Currency <small>[store view]</small>	Yes	<input checked="" type="checkbox"/> Use system value
<small>Set 'Yes' if you want to send base order data and 'No' to send store order data to Google. Set this 'No' only when you have multicurrency and you want to send different currency data to Google.</small>		

- **Product Price Include Tax**- Set "Yes" then VAT will be included in the price.
- **Order Total Include VAT** - Set "Yes" then VAT will be included in order total.
- **Always Send Parent SKU** - Set "Yes" then it always send parent sku instead of child sku to GA during checkout.
- **Category Attribute**- Please select category attribute if you have one otherwise put your brand name in the below input box. **Attribute should be available for product listing 'Storefront Properties -> Used in Product Listing = Yes'**
- **Is Category ID**- Set "Yes" if "Category Attribute" is ID of the category, "No" if it is plain value

Product Price Include Tax <small>[store view]</small>	Yes	<input type="checkbox"/> Use system value
<small>If set to "Yes" then price will include TAX</small>		
Order Total Include VAT <small>[store view]</small>	No	<input type="checkbox"/> Use system value
<small>If set to "Yes" then VAT will be included in order total</small>		
Always Send Parent SKU <small>[store view]</small>	Yes	<input type="checkbox"/> Use system value
<small>If set to "Yes" then it will always send parent sku instead of child sku to GA during checkout. Be careful with "No" - it might affect correct tracking</small>		
Category Attribute <small>[store view]</small>	Primary Category (product_primary_category)	<input checked="" type="checkbox"/> Use system value
<small>Please select category attribute if you have one otherwise put your brand name in the below input box. Attribute should be available for product listing 'Storefront Properties -> Used in Product Listing = Yes'</small>		
Is Category ID <small>[store view]</small>	Yes	<input checked="" type="checkbox"/> Use system value
<small>If set to "Yes" if "Category Attribute" is ID of the category, "No" if it is plain value</small>		

- **Send Parent Category** - Set "Yes" to send the category path and Set "No" to send the category name only.
- **Default List**- Enter the default list name if the product impression is not found
- **Send Admin Orders to Google**- Select "Yes" to track orders created in admin
- **Source**- Please add the Campaign Source for backend orders.
- **Medium**- Please define the Campaign Medium for Backend Orders.

- **Send Product Impression on Scroll** - Enable this feature when you have loads of products on product listing / category pages.
- **Category Ajax Enabled** - Enable this feature if you have third party ajax enabled extension on your category page.

Send Parent Category [store view] Yes Use system value
 If set to "Yes" then it will send category path. If "No" then it will send only category name

Default List [store view] Default List Use system value
 Default list name if impression list could not be found

Send Admin Orders to Google [store view] Yes Use system value
 Enable this feature only if you want to send admin orders on order creation

Source [store view] phone Use system value
 You can add your source here to pass this to Google for admin orders

Medium [store view] admin Use system value
 You can add your medium here to pass this to Google for admin orders

Send Product Impression On Scroll [store view] No Use system value
 Enable this feature when you have loads of products on product listing / category pages

Category Ajax Enabled [store view] No Use system value
 Enable this feature if you have third party ajax enabled extension on your category page. You need to set tracking data manually when content is getting loaded

Checkout Behaviour

- **Add Carrier Title:-** Use this to add carrier title to the shipping step. Set "Yes" to send *carrier_code::carrier_title*. Ex. flatrate::Flat Rate
- **Add Payment Title :-** Use this to add payment method title to payment step. Set "Yes" to send *method::title*. Ex. checkmo::Check / Money Order
- **Steps Configuration:-** define checkout steps
 - **Step:-** number of step
 - **Selector:-** add the selector for the step. Basic selector could be '#customer-email' this is equals to '#customer-email/change' and will send customer email itself
 - **Type:-** choose the step type from the dropdown

Add Carrier Title [store view] Use system value
 Add carrier title to shipping step. If "Yes" it will send `carrier_code::carrier_title`. Ex. `flatrate::Flat Rate`

Add Payment Title [store view] Use system value
 Add payment method title to payment step. If "Yes" it will send `method::title`. Ex. `checkmo::Check / Money Order`

Steps Configuration [store view]

Step	Selector	Type	Action
<input type="text" value="Step"/> ▼	<input type="text" value="#customer-e"/>	<input type="text" value="Other"/> ▼	
<input type="text" value="Step"/> ▼	<input type="text" value="Use Differen"/>	<input type="text" value="BillingDeliver"/> ▼	
<input type="text" value="Step"/> ▼	<input type="text" value="shipment"/>	<input type="text" value="Shipment"/> ▼	
<input type="text" value="Step"/> ▼	<input type="text" value="payment"/>	<input type="text" value="Payment"/> ▼	
<input type="button" value="Add Step"/>			

Configuration of the checkout steps. Selectors for payment and shipment steps can be arbitrary they are not used.
 For additional steps you can use format "selector[/event[/value]]". Where event and value are optional. Default event "change", if value is not set then it will send element value. So basic selector could be '#customer-email' this is equals to '#customer-email/change' and will send customer email itself.

Configuration Settings for Global Site Tag (gtag.js)

Go to **Admin > Stores > Configuration > Scommerce Configuration > Global Site Tag (gtag.js)**

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 Analytics, 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, if required.

General

Enabled
[store view] Yes ▼

License Key
[store view] gtkh1GAHtClw2

Accounts Id
[store view]

Account Id	Main account	Use Linker	Action
G-FWXJFY956H	Yes ▼	Yes ▼	
AW-123213213	No ▼	No ▼	

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

- **Enable Linker** - If this is enabled then you can set linker properties, in domain configurations which is specified below e.g. Domain to link, Decorate Forms. This setting is mainly for Cross domain measurement, so to use this you must first enable it in Google Analytics 4 Admin.
- **Domains to Link** - Enter the domains that you want to link. Example destination.com, dest3.com or `/^example.(com|de|nl)$/`.
- **Decorate Forms** - If you have forms on site pointing to the destination domain, set this property of the linker parameter to Yes
- **Promotion Tracking** - Here is the format to set up the promotion tracking: ` Content `
- **Enable Dynamic Remarketing Tag** - If set to 'Yes', then this will enable and install remarketing tag to different pages.
- **Enable Tracking for Other Sites** - This will enable other sites variables (<https://support.google.com/tagmanager/answer/6106009?hl=en-GB#zippy=%2Ccustom>) instead of retail site variables.

Enable Linker [store view] Yes

For your Google Analytics 4 property, you'll do this via the Admin page
Enable tracking users across multiple domains or subdomains
More information about this [here](#)

Domains to link [store view] magento2demo.scommerce-mage.co.uk

Example destination.com, dest3.com or /^example\.(com|de|nl)\$/

Decorate Forms [store view] No

If you have forms on site pointing to the destination domain, set this property of the linker parameter to Yes.

Promotion Tracking [store view] Yes

Example of usage: `Content`

Enable dynamic remarketing tags [store view] Yes

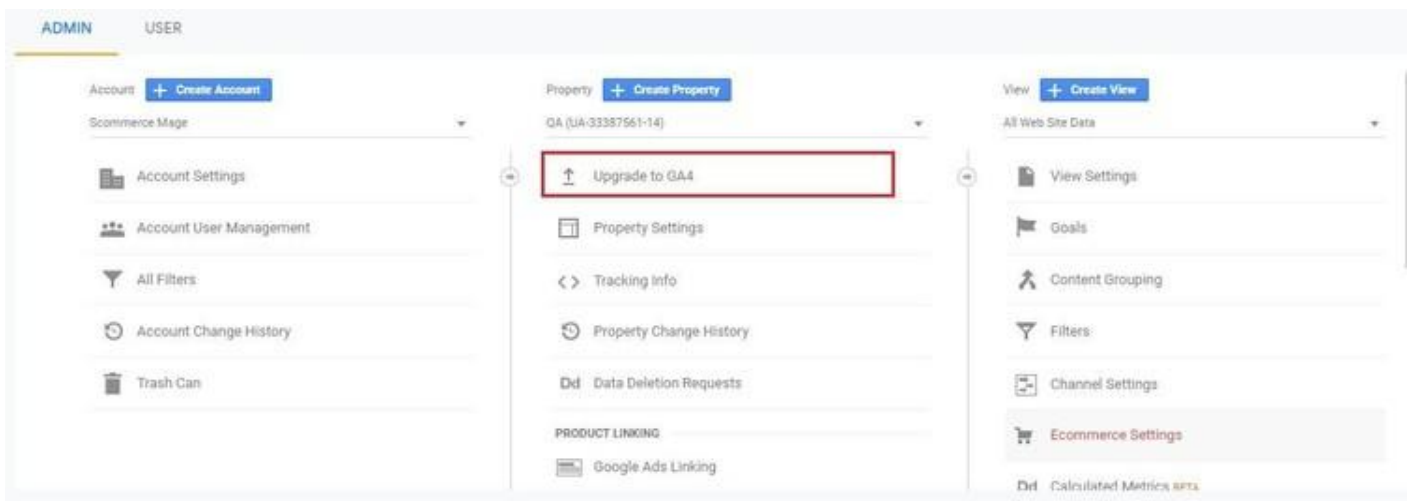
This will enable and install remarketing tag to different pages

Enable tracking for other sites [store view] No

This will enable other site variables (<https://developers.google.com/adwords-remarketing-tag/parameters#other>) instead of retail site variables

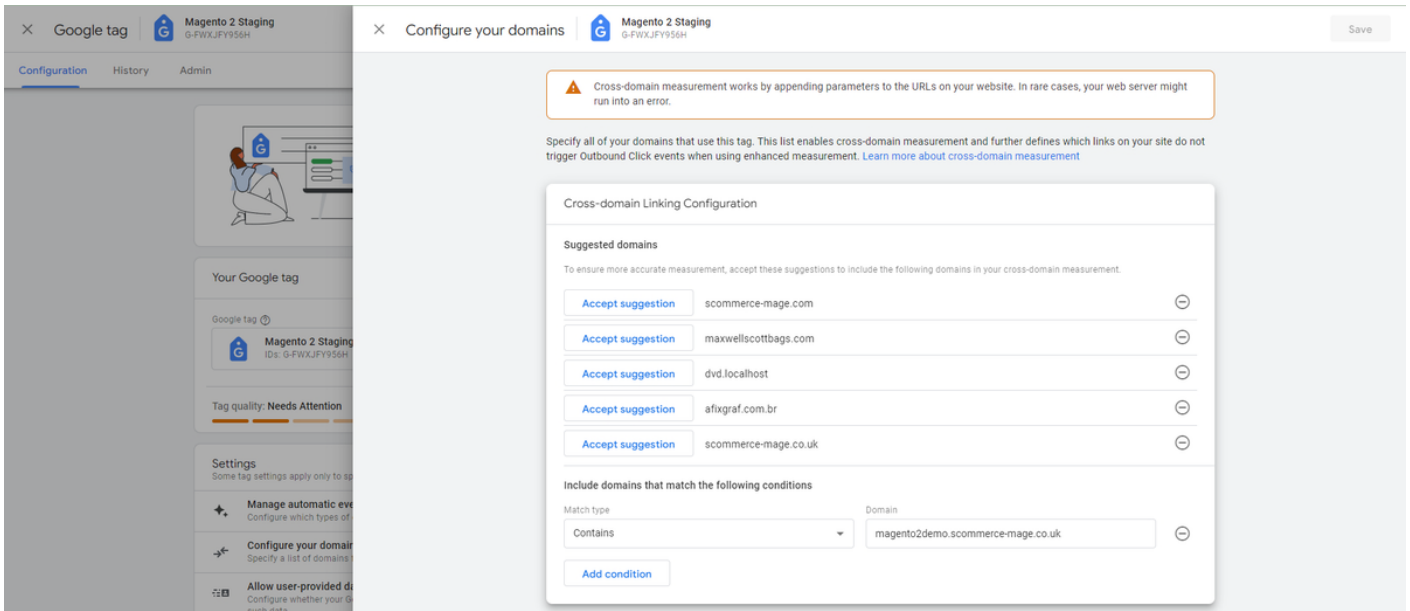
Set up Google Analytics 4

- Go to Analytics and select the website on which you want to implement GA4.
- Once you are in universal analytics panel go into admin settings. Here you will notice an UPGRADE TO GA4 button, click on it. You will be walked with creating a new property. Follow along, once you are finished you will see the new GA4 view on your screen



Set Up Cross Domain Measurement

Step 1:- Go to Google Analytics 4 Admin>Data Streams>Select your stream>Configure Tag Settings >Configure Your Domains, here add your domains or subdomains that you want to track.

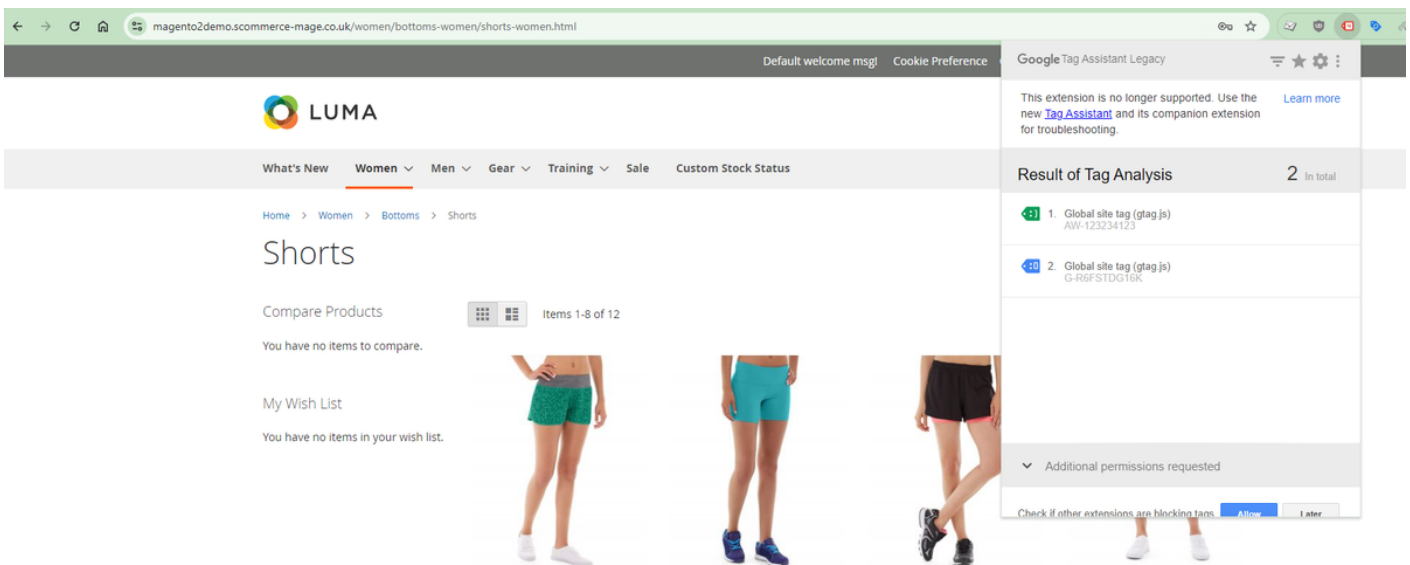


Step 2:- Add the all domains added above in the configuration "Domains to link" comma separated. Now if you have any links taking you from your main site to the linked site, **_gl cookie** is automatically appended to the URL that contains several information such as source website, source campaign etc hereby accomplishing the cross domain measurement. an example of such URL is as follows:

```
https://magento2demo.scommerce-mage.co.uk/?_gl=1fz13bd_gaMTk3ODY0NTU1Mi4xNzlyODQzNDc3_ga_FWXJFY956H*MTcyMjg1OTYxOC40LjEuMTcyMjg1OTYzNS4wLjAuMA..
```

Front-end Site view

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



- **Gtag.js Code** - In the below image you can see the UA and AW tracking id's from **Admin > Stores > Configuration > Scommerce Configuration > Global Site Tag (gtag.js) > Account Id > Click on "Add Account"** - G-R6FSTDG16K, AW-123234123.

```

});

tracking.startEvents();
});
window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments)};
gtag('js', new Date());

gtag('config', 'G-R6FSTDG16K', );
gtag('config', 'AW-123234123', );
function convertPromotions(trackingData, data) {
  if (data instanceof Array) {
    let result = [];
    for (let i=0; i < data.length; i++) {
      let promo = data[i];
      result.push({
        item_name: promo.name,
        item_id: promo.id,
        index: promo.position,
        creative_name: promo.creative
      });
    }
  }
}

```

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

```

574 <script type="text/x-magento-init">
575 {
576   "": {
577     "Scommerce_GlobalSiteTag/js/handler": {
578       "items": [{"name":"Choi Kongcroo Hoodie","id":"79801 # Orange","price":"$2.0000","brand":"TestScommerce","category":"Default
579       category","variant":"Black,Black,Black,Black,Black,Gray,Gray,Gray,Gray,Gray,Orange,Orange,Orange,Orange,XS,XS,XS,S,S,S,M,M,L,L,L,XL,XL,XL",
580       "dynx_pagetype":"cart"}]
581     }
582   }
583 }
584 </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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