

How to Connect Google AdWords, YouTube and Tag Manager with Google Analytics

Created From: Connecting Everything Video 2
Nathan Hagues' YouTube Marketing Accelerator Course

NOTE: This is an extremely valuable process that most folks simply have no idea how to do. Save yourself time and hassles even if you're only using a couple of these now and walk through this setup for yourself.

Project Guide:

1. Please login to Google Analytics Account (analytics.google.com); 'Reporting' tab is the default tab and you'll find the basic info here.
2. Click Admin (the gear icon from the bottom left corner) and then click 'Property Settings'.
3. In Property settings, make sure you select the correct Default URL (HTTP/HTTPS)
4. Choose Default View "All Website Data"

5. Please make sure you have turned on the feature 'Enable Demographics and Interest Report' and 'Use enhanced link attribution'

Advertising Features

Enable Demographics and Interest Reports [?](#)

Demographics and Interest Reports make Age, Gender, and Interest data available so you can better understand who your users are. To see this data, you need to enable Advertising Features first. [Learn more](#)



In-Page Analytics

Use enhanced link attribution

Enhanced link attribution allows us to better track links on your page, but requires a small change to the tracking code. Follow these instructions to setup enhanced link attribution on your site: [How to setup enhanced link attribution on my site?](#)



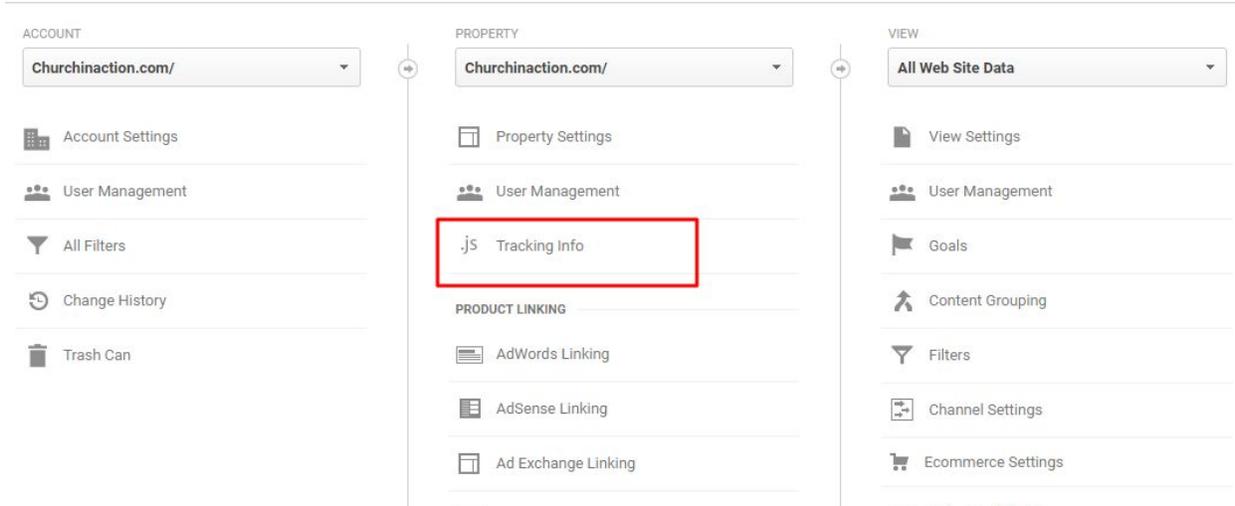
Start In-Page Analytics in

Embedded mode (recommended)

Full view mode

Use of full view mode is recommended only if your site has trouble loading in embedded mode.

6. Make sure you've saved the changes.
7. Now adjust the Search Console settings. Click 'Search Console settings' and then click Edit.
8. Now select your website and click save. (add and verify your website to search console if you don't find your website; please ask help from your developer if you can't do it alone)
9. Refresh the Search Console page to see the added domain and Save it.
10. Now click the 'Traffic info' under the Property Settings

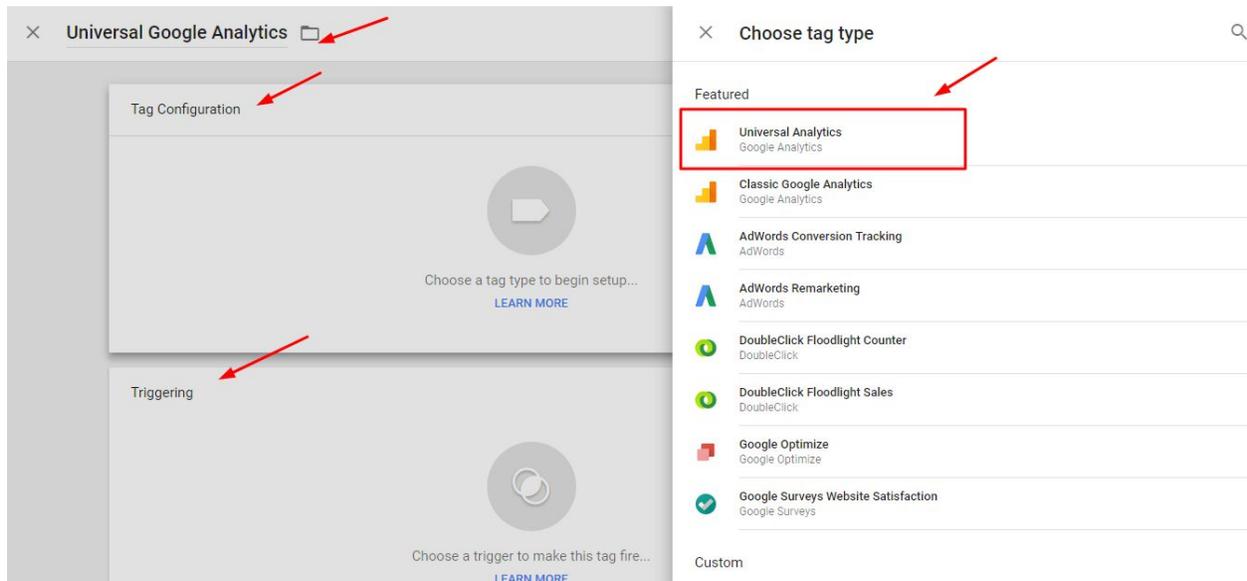


11. Under the Traffic info, you'll find tracking id and tracking code. You need to put this code to the website; recommended method is to use Google Tag Manager.
12. When you are not using Google Tag Manager, you need to paste this code in the header.php file of your website.
13. Now please click on the 'Data Collection' under the property and please make sure the 'Remarketing' and 'Advertising Reporting Features' are turned on.
14. Now Click on 'Admin' and then 'AdWords Linking' under the Property. Click 'New Link Group' and connect your AdWords account with Analytics. While linking Analytics and AdWords please make sure you are also logged in to your AdWords Account.
15. Now click 'All Products' under the property and make sure AdWords and Search Console are linked.
16. Now click on the 'Admin' again > Audience Definition > Audiences. Now click 'New Audience' to create any custom audience for Remarketing or any purpose.
17. In the Link Configuration section please select 'All Web Site Data' and select your AdWords account for Destination Account.
18. Now click on 'Next Step' and define your audience. Let's say you want to target people who visited a specific page of your website.

19. Please click 'Users who visited a specific section of my site (e.g. /index.html, shirts, /cart/)'. Now click the pencil icon under the Conditions section to edit the conditions. You can define the rules here.
20. Please use a 'Audience name' to recognize the audience and use it later.
21. Now click 'E-commerce Settings' under the view section. You don't need to turn this on if you have e-commerce website.
22. Now click 'View Settings' and set up your timezone.
23. Please turn on your site search settings and your Query parameter.
24. Please tick mark on the Bot Filtering setting and save your settings.
25. Now to set up Google Analytics goal, Click 'Goals' under the view section.
26. If you have something as goal in your website, please set it up by clicking '+ New Goal'
27. To set up a custom goal which will track your page visit of your blog, please select 'Custom' under the Goal set-up template> continue > Set a name of your goal > set the types as 'Pages/Screens per session' > continue > On the Goal details please select 'greater than' and set the number of page visit you are set as a goal for a visitor.
28. Please click 'Verify this Goal' when you've set up a goal.
29. Please keep in mind you can't delete a goal.
30. To setup Google Tag Manager please go to tagmanager.google.com > Log in or Signup > Create Account
31. You need to install two piece of Google Tag Manager code into every your website. You can use wordpress plugins to install Google Tag Manager code.
32. To setup a Account please use a Account Name and Click 'Continue'

33. Now to setup the Container please use a Container name. (e.g. yourwebsite.com) and select the container type and Click 'Create'

34. To install Google Analytics tag using Google Tag Manager, please click 'Add A New Tag' > Set a name of your tag > Please click 'Tag Configuration' and choose tag type 'Universal Analytics'



35. Now you need to select where to trigger you tag; please click Triggering and choose the trigger 'All Pages'

36. After adding new tag to Google Tag Manager you always need to publish the code otherwise it will not work. So, please click submit to publish the code.

37. To check your Google Analytics code is working please check Google Analytics real time report.

38. Please use Google Tag Manager preview mode to check the code in live website.

39. Please use Tag Assistant extension to Google Chrome browser to check the tags are working.

40. To add facebook pixel to your website using Google Tag Manager; Please click Facebook Ads Manager> All Tools > Pixels > Create A Pixel > Install the Pixel > Copy the pixel code > and add the codes to GTM.
41. To add the Facebook Pixel code using Google Tag Manager, please click 'ADD A NEW TAG', Set a name of your tag > Click Tag Configuration > Choose TAG Type 'Custom HTML', Peste the Facebook Pixel code here > Click Triggering > Choose the trigger 'All Pages'
42. Now save the changes and click submit to publish the changes.