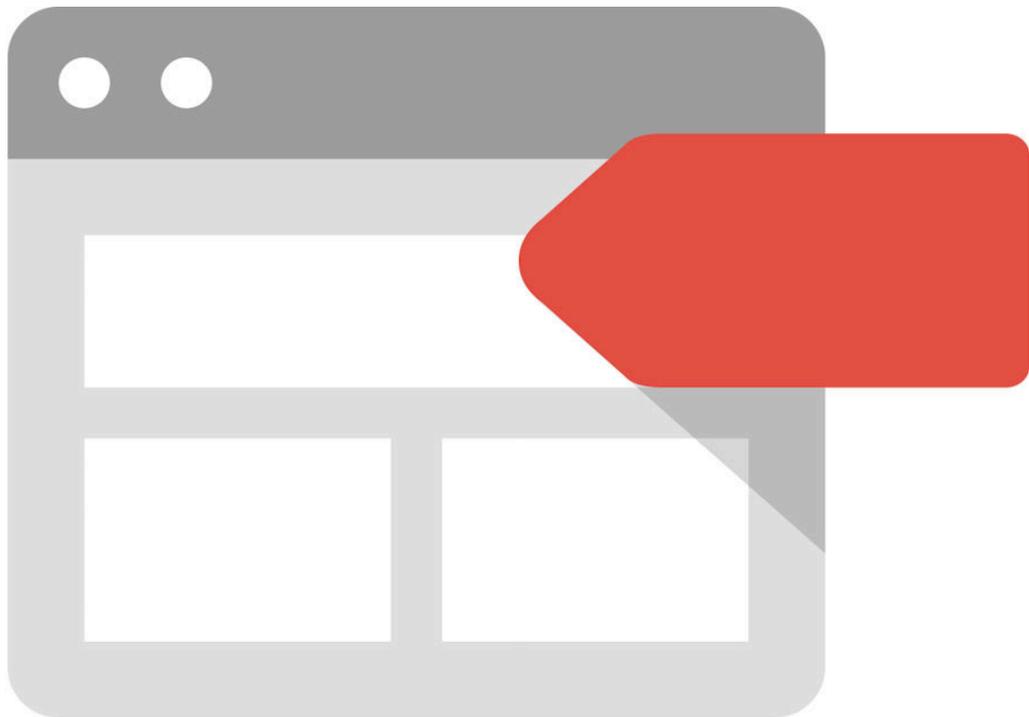




5 TIPS FOR IMPROVING YOUR **GOOGLE TAG** **MANAGER CONTAINER**

5 TIPS FOR IMPROVING YOUR GTM CONTAINER

This white paper looks at our top tips for improving your Google Tag Manager container. Many of these do not require a lot of technical expertise, it's often more about improving the admin, governance and processes around your tagging.



[\[Image Credit\]](#)

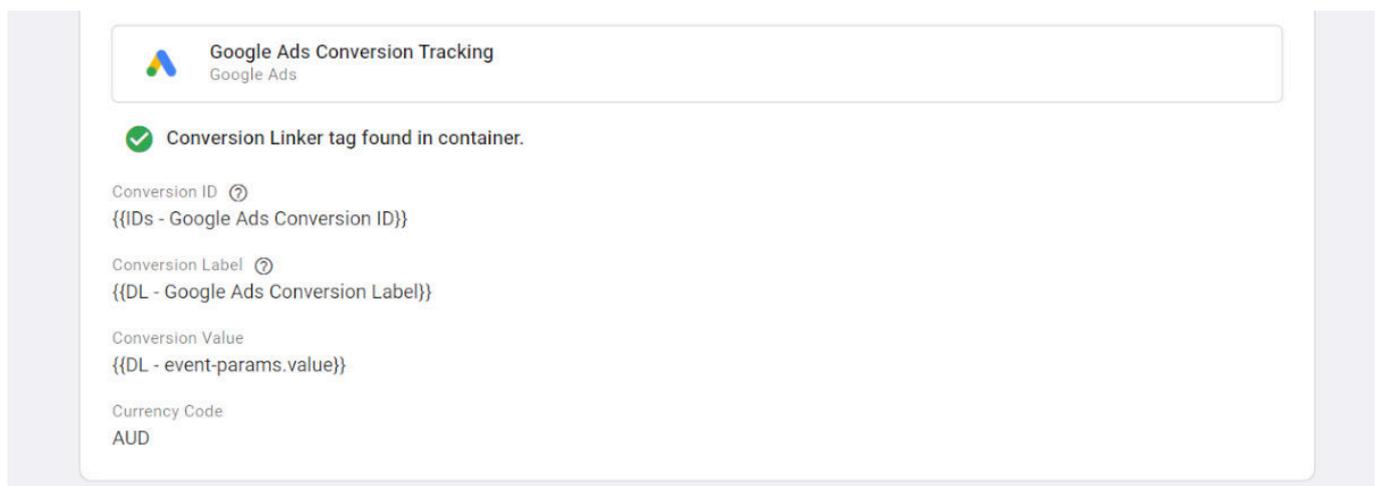
TIP #1

REDUCE CONTAINER BLOAT

For a large website, it's tempting to have lots of tags to track all you need. However this has downsides:

- It's very labour-intensive to create a lot of tags.
- It's also difficult to maintain and/or scale.
- It can lead to a confusing container, with double-ups.
- Page speed performance is impacted.

By consolidating multiple tags into one, using lookup tables and similar techniques, you can have a more robust container.



An example of a single tag that fires for any/all Google Ads conversions.

TIP #2

HAVE GREAT NAMING CONVENTIONS

As soon as you have more than a few tags (or if you have multiple people or organisations working on the container), documentation is a must. The best documentation is what every GTM user can see: your naming conventions and version names. The messiest containers we've seen have had multiple tags doing the same thing (named slightly differently) which can result in double-tracking and other loss of data quality.

EXAMPLE TAG NAMES

Google Ads - Base Pixel

Google Ads - Lead

Google Ads - Purchase

Google Ads - Call Tracking

Meta - Base Pixel

Meta - Lead

A consistent naming convention makes it easier to find, edit and scale assets

TIP #3

AVOID USING GTM FOR OPERATIONAL TASKS

GTM is a tracking tool and as such if a user is using an adblocker (or something similar), it may not load at all. It's common for operational tools (eg. website chat tools) to list GTM as an option to make it run on your website. This may even be a good option if you're needing to fire code conditionally. However if you really need some code to always run, it's probably best to deploy it outside of Google Tag Manager.



```
<> Custom HTML
Custom HTML Tag

HTML ⓘ
1 <script type="text/javascript">
2   var Tawk_API = Tawk_API || {}, Tawk_LoadStart = new Date();
3   (function () {
4     var s1 = document.createElement("script"), s0 =
document.getElementsByTagName("script")[0];
5     s1.async = true;
6     s1.src = "https://embed.tawk.to/XXXXX/default";
7     s1.charset = 'UTF-8';
8     s1.setAttribute('crossorigin', '*');
9     s0.parentNode.insertBefore(s1, s0);
10  })();
11
12  Tawk_API.onLoad = function () {
13    Tawk_API.showWidget();
14    Tawk_API.addTags(['My website name'], function (error) { });
15  };
16  // ...
```

An example of a Tawk chat code deployed as a GTM custom HTML tag. This will mean that some people may not see the chat option.

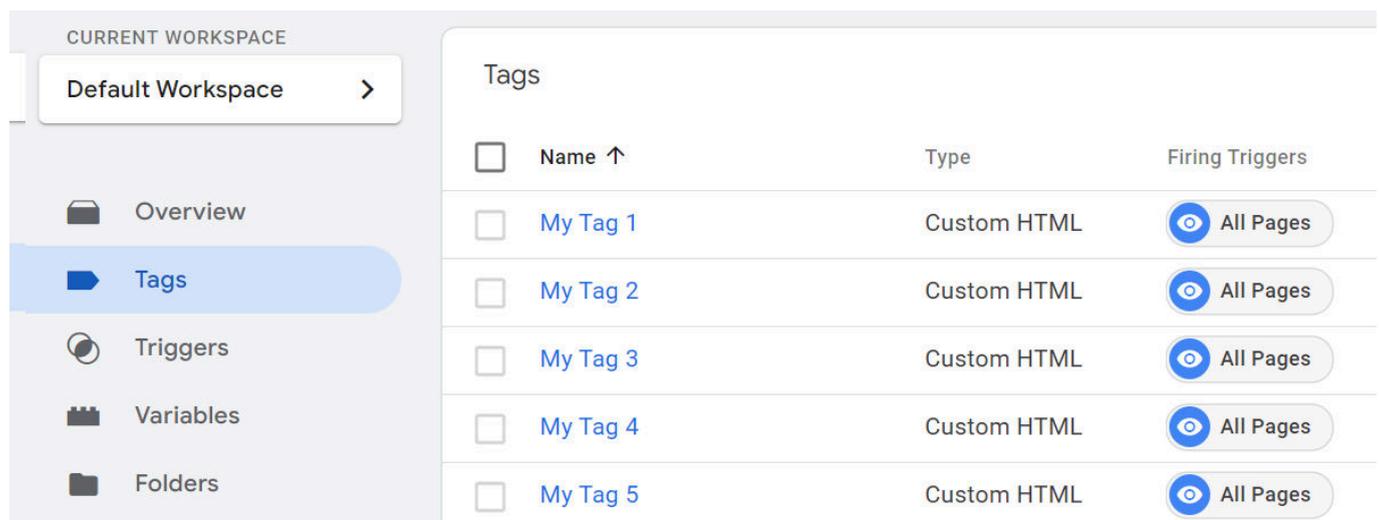
TIP #4

THINK ABOUT GTM'S SPEED IMPACT

Every functional tool will have a speed overhead for your website including GTM. Some items that may make your container particularly taxing on visitors' browsers include:

- Too many tags loaded as early as possible, blocking the main thread.
- Excessive Javascript variables, which get recalculated with every GTM event.
- Firing too many separate tags without consolidation.

For each of these, it's usually possible to work out a way to achieve the same thing without the speed issues.



The screenshot shows the Google Tag Manager interface. On the left, there is a sidebar with a navigation menu. The 'CURRENT WORKSPACE' is set to 'Default Workspace'. The navigation menu includes 'Overview', 'Tags' (which is selected and highlighted in blue), 'Triggers', 'Variables', and 'Folders'. The main content area displays a table of tags. The table has three columns: 'Name', 'Type', and 'Firing Triggers'. There are five rows, each representing a tag named 'My Tag 1' through 'My Tag 5'. All tags are of type 'Custom HTML' and are set to fire on 'All Pages'.

<input type="checkbox"/>	Name ↑	Type	Firing Triggers
<input type="checkbox"/>	My Tag 1	Custom HTML	<input checked="" type="radio"/> All Pages
<input type="checkbox"/>	My Tag 2	Custom HTML	<input checked="" type="radio"/> All Pages
<input type="checkbox"/>	My Tag 3	Custom HTML	<input checked="" type="radio"/> All Pages
<input type="checkbox"/>	My Tag 4	Custom HTML	<input checked="" type="radio"/> All Pages
<input type="checkbox"/>	My Tag 5	Custom HTML	<input checked="" type="radio"/> All Pages

An example of a bunch of tags all firing at the same time (as soon as possible). There may be optimisations to be made but either way there is some speed impact.

TIP #5

ENSURE ENOUGH GOVERNANCE & TESTING

When you're using Google Tag Manager, you want clear and strict processes for:

- Limiting container access (for security reasons).
- Testing tags in GTM preview before publishing.
- Testing tags in other tools before publishing.
- Documenting additions or changes to avoid future conflicts or double ups.

A lot of the time when we see that some tracking in GTM simply doesn't work, it's because it hasn't been safeguarded/tested properly.

Name ↑	Email	Permissions ⓘ
 user1@org.com.au	user1@org.com.au	Edit
 user2@org.com.au	user2@org.com.au	Edit
 user3@org.com.au	user3@org.com.au	Publish
 user4@org.com.au	user4@org.com.au	Publish
 user5@org.com.au	user5@org.com.au	Publish
 user6@org.com.au	user6@org.com.au	Read

If you have a huge list of people with access to the container, this might mean you need to improve your processes.

Need a Google Tag Manager audit?

- Your org's GTM needs
- Your GTM architecture & setup
- Your GTM speed & performance
- Your team's workflows & practices



[Click here](#) to learn more about a Google Tag Manager audit.