Mindluster Platform

About the course Google tag manager for beginners

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Google tag manager, in this course we will learn about Google Tag Manager (GTM), a powerful tool that simplifies the management of tracking codes without modifying website code directly. We will explore how to set up GTM, create tags, triggers, and variables to track user interactions, such as clicks, form submissions, and conversions. You'll learn how to integrate GTM with Google Analytics, Google Ads, Facebook Pixel, and other marketing tools to enhance data collection. We will also cover event tracking, debugging techniques, and best practices for structured data implementation to improve website performance and campaign efficiency. Additionally, we will explore how to test and publish tags without errors. Whether you're a marketer, analyst, or developer, this course will equip you with the skills to streamline tracking, improve analytics, and optimize marketing campaigns with GTM efficiently. Umar Tazkeer

Digital Marketing Category's Courses

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