✅ Quick Checklist: How to Add Google Tag Manager to Your Website

1. Create a GTM Account and Container

☐ Go to tagmanager.google.com and sign in with your Google account

☐ Click **"Create Account"**, enter your account and website name

☐ Choose **Web** as the platform and accept the terms

☐ Click **Create** and accept the terms of service

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2. Get Your GTM Code Snippets

☐ After creating the container, copy the two GTM code snippets:
- one for the <head> section
- one for the <body> section

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3. Add the GTM Code to Your Website

a) On a standard HTML site or via a developer

☐ Paste the first (script) snippet right after the opening <head> tag

☐ Paste the second (noscript) snippet right after the opening <body> tag

b) On WordPress

☐ Install a plugin like **Insert Headers and Footers** or **GTM4WP**

☐ Paste the first code into the HEAD section

☐ Paste the second code into the BODY or Footer section

c) On other platforms (Shopify, Shoptet, Wix...)

☐ Use a specific plugin or GTM section in your platform's admin area

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4. Verify GTM Installation

☐ Go back to GTM and click on **"Preview"**

☐ Enter your website URL and check if GTM is loading correctly (via debug mode)

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5. Publish the GTM Container

☐ If everything works, click **Submit → Publish** in GTM

☐ Add a version name (e.g. "Initial GTM install")