

8% COMPLETE



Referral program



Changelog

Module 1: Getting started with Google Tag ManagerWhat is Google Tag Manager
(6:10)

Create account (3:38)



Account overview (5:29)



Install Google Tag Manager (4:53)



Tags triggers and variables (5:47)



Module recap (6:54)



Quiz

Module 2: Setting up your first tag

Intro to the sandbox website

Changelog

This is the list of updates that I did in this course (starting from 2021). If you decide to revisit this course, say, in 12 months, use this changelog to see what new component was added.

2023

- **April 8th, 2023:** Updated [GA4 - a quick introduction](#) and [GA4 installation](#) lessons.
- **March 27th, 2023:** Added a lesson about [GA4 item-scoped custom dimensions](#)

2022

- **December 7th, 2022:** All settings from the *Configure* section of GA4 were moved to Admin. I added notes about that to many lessons. [You can also look at this sheet](#) to find the new locations of those features.
- **August 26th, 2022:** added an additional note (below the video) [in this lesson](#) about an easier way to configure GA4 e-commerce tags in GTM
- **August 22nd, 2022:** Updated [Google Ads conversion tracking lesson](#) to reflect the recent interface changes
- **June 13th, 2022:** Additional notes are added below the video [here](#) and [here](#) regarding behavioral modeling in GA4 and Consent Mode
- **February 22nd, 2022:** Added a new lesson about [Google Ads enhanced conversions](#)
- **February 18th, 2022:** The **conversion** creation interface in GA has slightly changed. I have added screenshots below the video [in this lesson](#).
- **February 10th, 2022:** **Important.** There is now only one private Facebook group for course students. If you haven't yet, [join the main group here](#).
- **January 31st, 2022:** Added a lesson about [Google Ads conversion tracking](#)
- **January 27th, 2022:** There is a bug in Google Consent Mode + GA4. Google is aware of that. [Here's an explanation and workaround](#).
- **January 25th, 2022:** [added some notes](#) to module 8 about recent controversies with Austria, GDPR, and Google Analytics
- **January 21st, 2022:** Added a student referral program where you can get rewarded. [Learn more](#)

2021

- **September 13th, 2021:** Added a bonus lesson [Custom Cookie Consent + GTM](#)
- **June 29th, 2021:** GA4 renamed and changed the locations of many features in the interface. [Watch/read this to stay up-to-date](#)

- **June 25th, 2021:** Lessons about Google Consent Mode were added to module 8
- **June 9, 2021:** GTM now automatically publishes a newly created container. Thus you don't need to do that manually. I have added this comment to several lessons.
- **May 28th, 2021:** Google Introduced [new consent features](#). From this day, you will notice two new events in the preview mode: *Consent initialization* and *Initialization*. Don't worry, they affect almost no lessons in this course. Continue setting tags as I instruct in videos. If I say that you should use Pageview (Container Loaded), then continue doing so.
- **January 12th, 2021:** completely re-recorded the course (version 3.0)

[Complete and Continue >](#)

Discussion

Post a comment



Amy Allen

Leave a comment...



Post Comment

2 comments



Diego Spauldo 2 years ago

Thank you Julius. This is helpful!



Bruce Tan 2 years ago

Noted with thanks. Much appreciates on the updates.

