

Course Code: **C484**

Google Tag Manager (GTM) Essential Training

COURSE INFORMATION

Sessions
1 day

Duration
7.5 hrs

Level
Beginner

Assessment
NA

VENUE

12 Woodlands Square #07-85/86/87 Woods Square Tower 1, Singapore 737715. 5 mins walk from Woodlands (NS9) MRT station.

The venue is disabled-friendly.

WHAT'S THIS COURSE ABOUT

Topic 1 Get Started on Google Tag Manager

Overview of Google Tag Manager components and interface

Setup Google Analytics tag on WordPress sites

Topic 2 Setup Google Tag Manager Components

Setup user-defined variables and data layer

Setup custom dimensions and metrics

Setup event tracking in Google Tag Manager

Topic 3 Versioning and Best Practices

Propose changes through versioning

Best Practices for Google Tag Manager

COURSE FEE

Full Fee S\$350.00 Before GST

GST S\$31.50 9% of fee

Total Payable S\$381.50 Including GST

CERTIFICATION

- **Certificate of Completion from Tertiary Infotech** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Infotech.

REGISTRATION

<https://www.tertiarycourses.com.sg/google-tag-manager-gtm-training.html>



SCAN TO REGISTER

SUPPORT

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