



Course Code: TGS-2023018659

WSQ - Mastering Google Tag Manager for Optimized Website Tracking and Analytics

Funding Available: WSQ SkillsFuture Credit PSEA UTAP SFEC Absentee Payroll MCES

COURSE INFORMATION

Sessions
2 days

Duration
16 hrs

Level
Beginner

Assessment
2 hrs

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

WSQ FUNDING

Full Fee S\$800.00 Before GST

GST S\$72.00 9% of fee

Baseline Nett S\$472.00 SG/PR age 21+ · 50% funded · incl. GST

MCES / SME Nett S\$312.00 SG age 40+ · 70% funded · incl. 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.
- **OpenCerts from SkillsFuture Singapore** - After passing the assessment(s) and achieving at least 75% attendance, participants will receive an OpenCert (aka Statement of Achievement) from SkillsFuture Singapore, certifying that they have achieved the Competency Standard(s) in the above Skills Framework.

REGISTRATION

<https://www.tertiarycourses.com.sg/wsg-mastering-google-tag-manager-for-optimized-website-tracking-and-analytics.html>



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SUPPORT

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