

How to Install Google Analytics 4 and Tag Manager

The State of Montana has approved agency use of Google Analytics 4 (GA); follow the steps below to complete the process.

1. Create your Google Analytics Profile
2. Set up Analytics for a website and/or app
3. Create and link your GA4 and your GTM accounts
4. Add the GTM code to your website
5. Add the GTM code to your templates
6. Add the GTM code to your assets
7. Add Cookie Consent Modal and Google Analytics Use page
8. Publish your website

1) Create GA Profile

If you do not already have a Google Analytics profile, go to analytics.google.com to sign up.

2) Set up Analytics

Google provides excellent directions to set up analytics for a website. Go to their page and follow the directions to create an analytics profile for your website(s).

- <https://support.google.com/analytics/answer/9304153?hl=en>

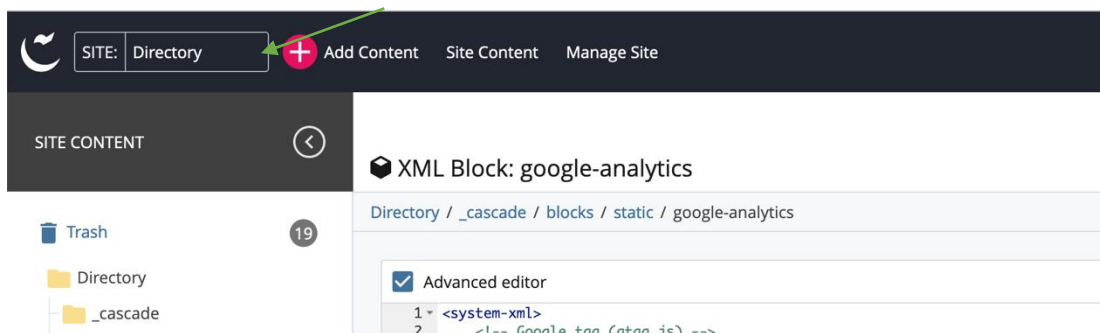
3) Set Up Google Tag Manager

Tag Manager has directions to set up here including a video.

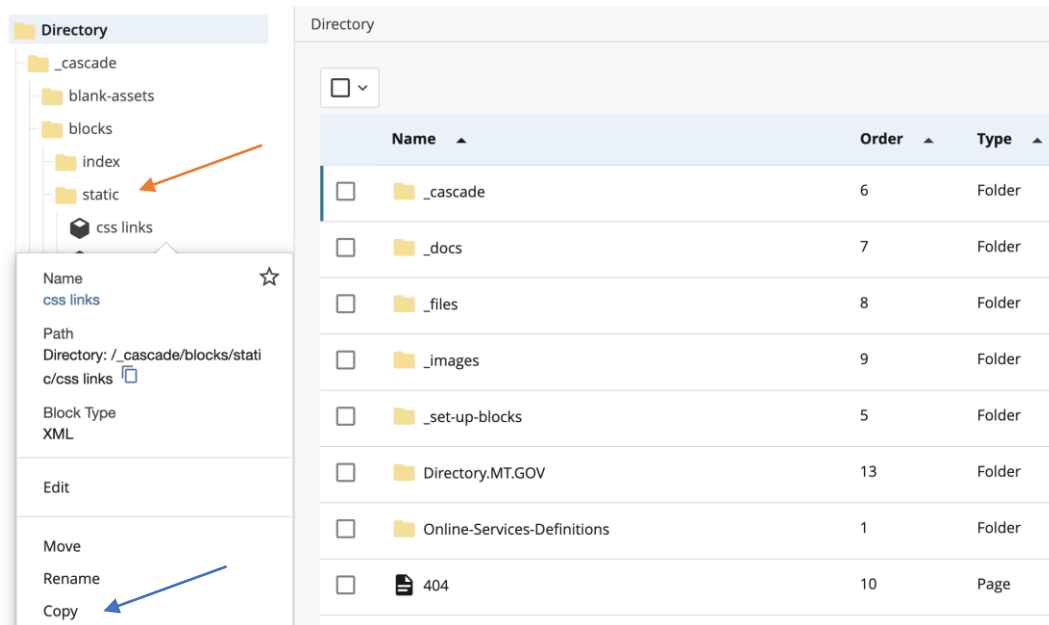
- <https://support.google.com/tagmanager/answer/6103696?hl=en>

4) Add the Code for Google Tag Manager

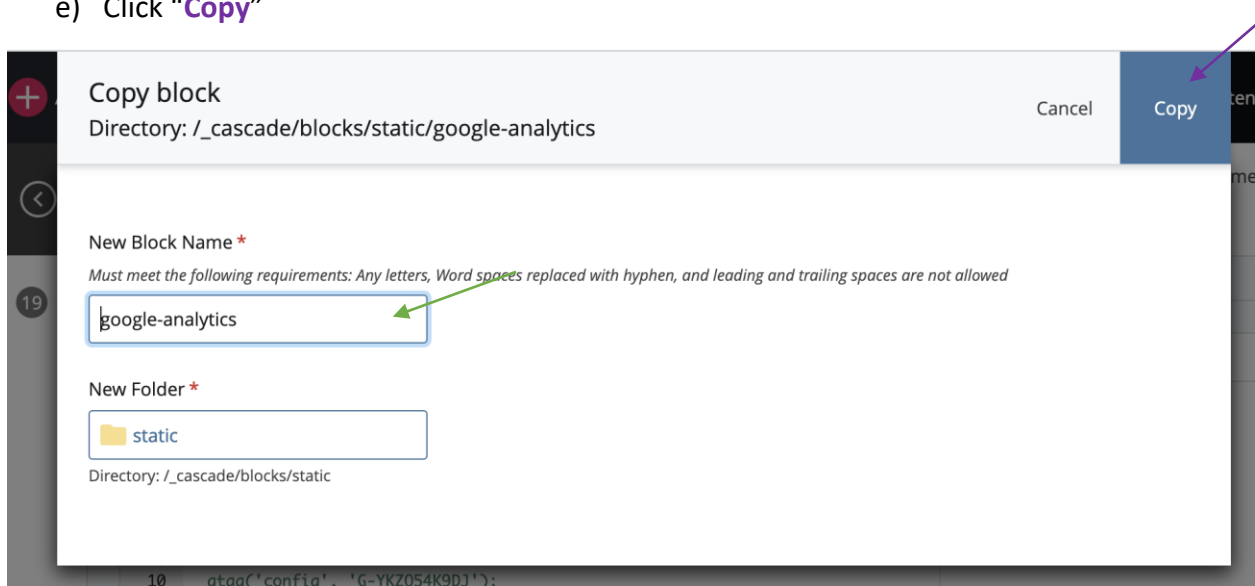
- a) In Cascade CMS admin, navigate to your site using the “Go to Site” search bar.



- b) Navigate to **cascade > blocks > static folder**.
- c) Right-click on an existing block and click the “More” button to open the rest of the menu, then click **“Copy.”**

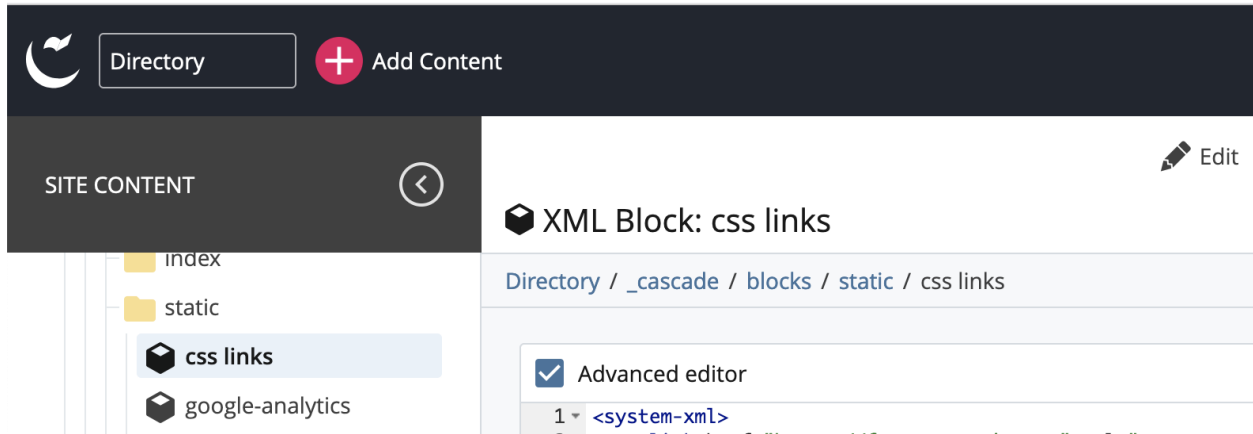


- d) Name the block **“google-analytics”**
- e) Click **“Copy”**



- f) Refresh the browser to see your new block.

- g) Once you see your new block, **click edit** to add in the script from your Google Tag Manager account.



- h) Paste in your GA4 code. You will place your Google Analytics code in two wrapped tags, **system** and **passthrough** tags.

```
<system-xml>
  <!--#passthrough
    <!-- insert your code GTM HEAD code here -->
  #passthrough-->
</system-xml>
```

Install Google Tag Manager



Copy the code below and paste it onto every page of your website.

Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-T6BHNHK');</script>
<!-- End Google Tag Manager -->
```



Additionally, paste this code immediately after the opening **<body>** tag:

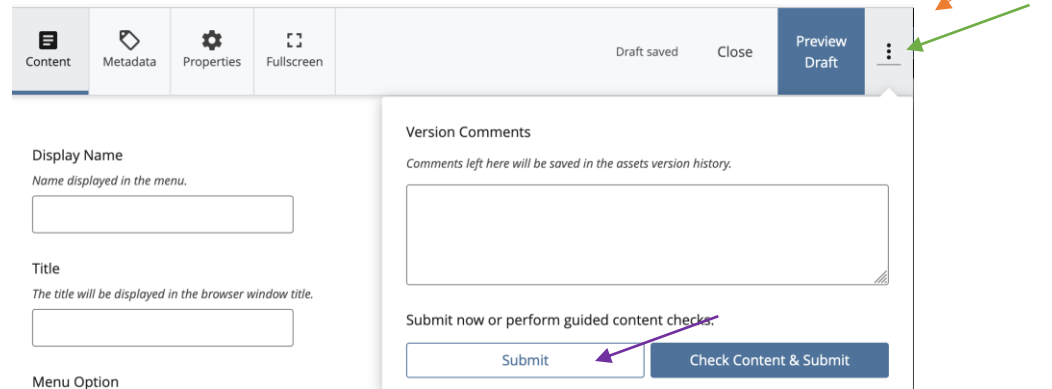
```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-T6BHNHK"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```



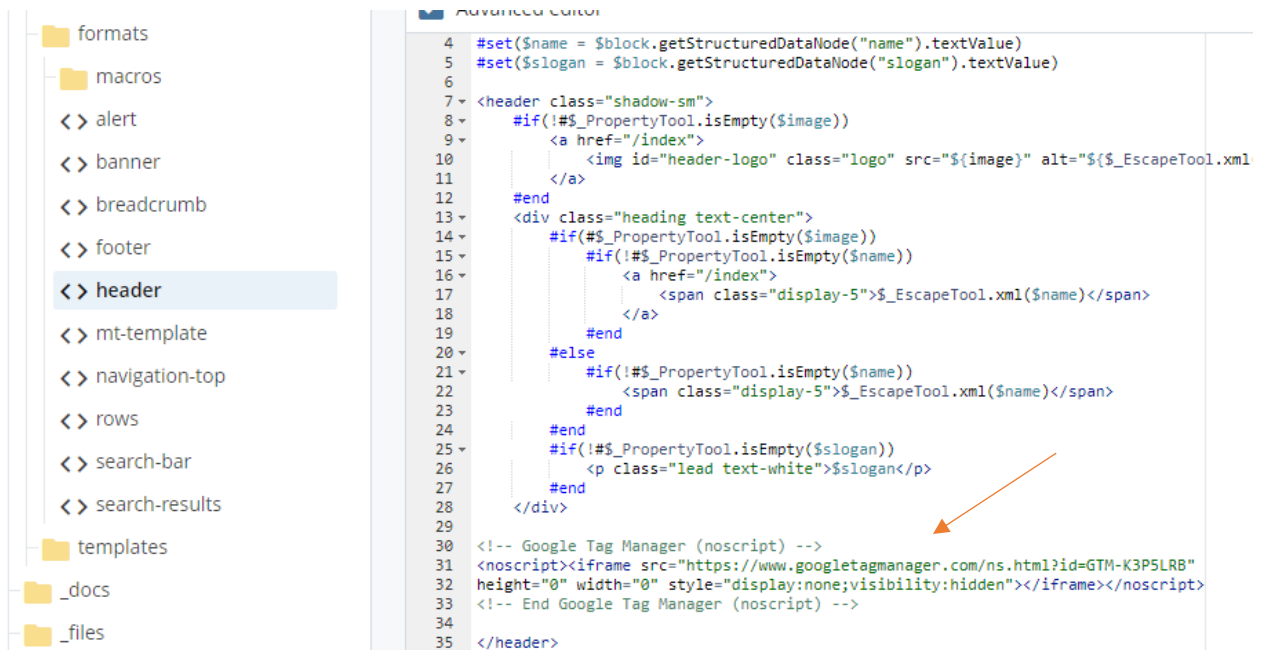
For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).

The code below is an **example** of the Google Analytics code you will receive in your GTM account

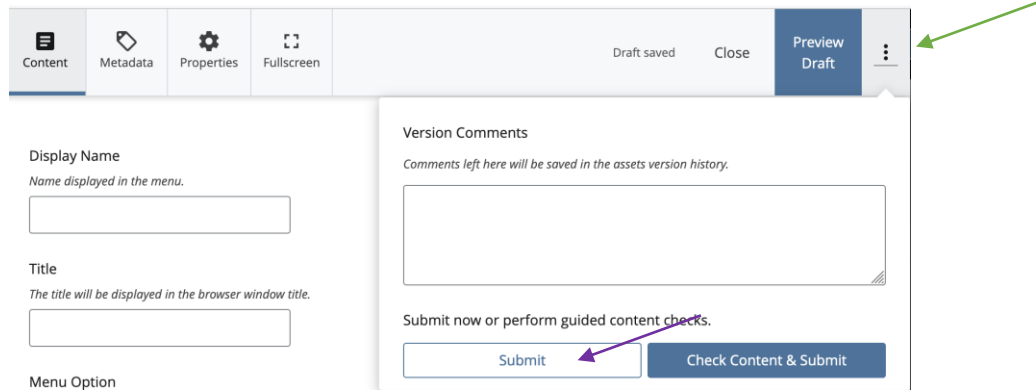
- i) In the upper right corner, click the **:** in the upper right corner on the current page, click **“Submit.”**



- j) Add in the Body code for GTM to Format > header. Add this code at the bottom of the page before the `</header>` closing tag.



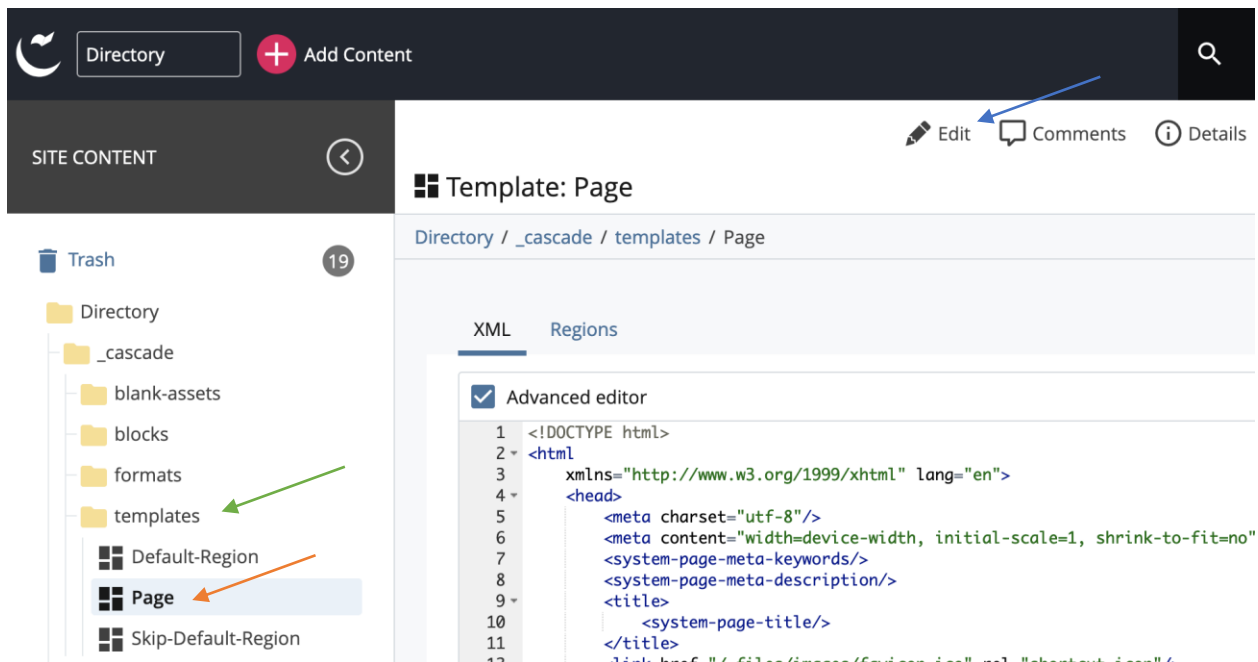
- k) In the upper right corner, **click the** **:** **in the upper right corner** on the current page, **click “Submit.”**



5) Add the code to your templates

Once you have the code installed, you must add the code to your page templates.

- Navigate to **_cascade > templates > page**
- Click on a template** to edit, ****if you have more than one template used on your site you will need to add this step to all templates used or your code will not appear on those pages.**
- Click edit**, located on the upper right side of the screen.

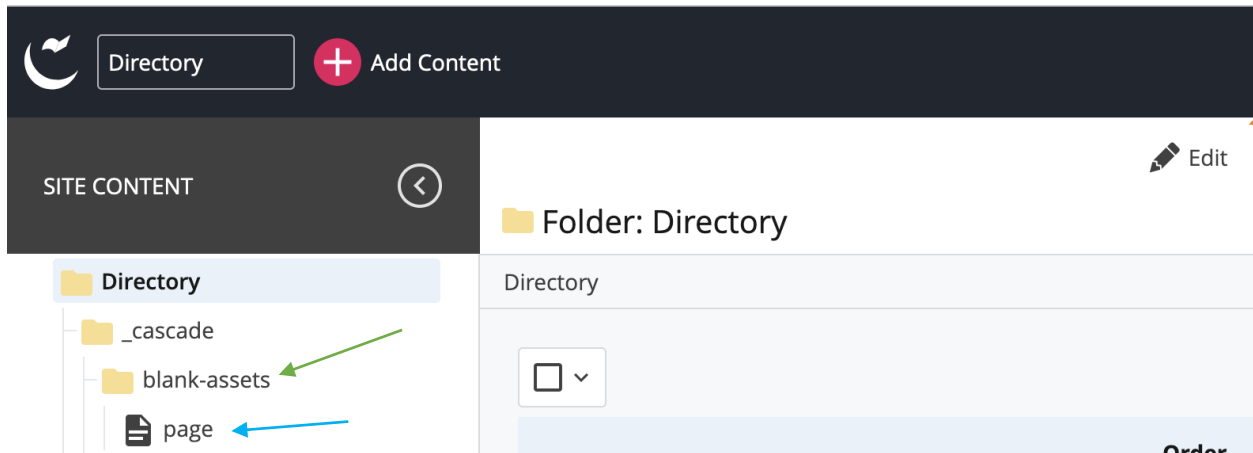


- Add a new block to the template in the head around line 16, **<system-region name="GOOGLE ANALYTICS"/>**
- You will need to add in the HEAD tag for GTM at this time as well.
- Click Submit.

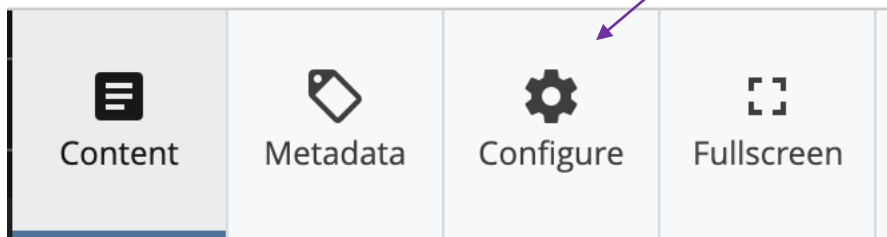
6) Add the Code to Assets

Once you have your new configuration block added to your template, add it to your assets.

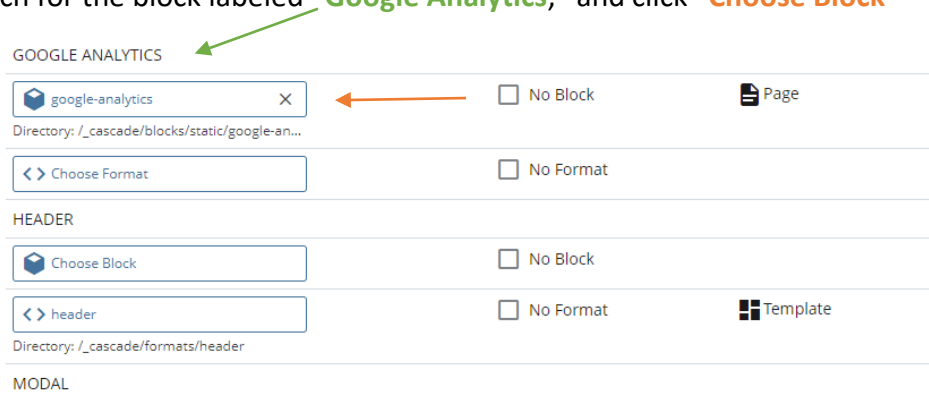
- Go to **_cascade > blank-assets > page** (or whatever your template page name is).
- click the **page asset** and then click the **"Edit"** button.



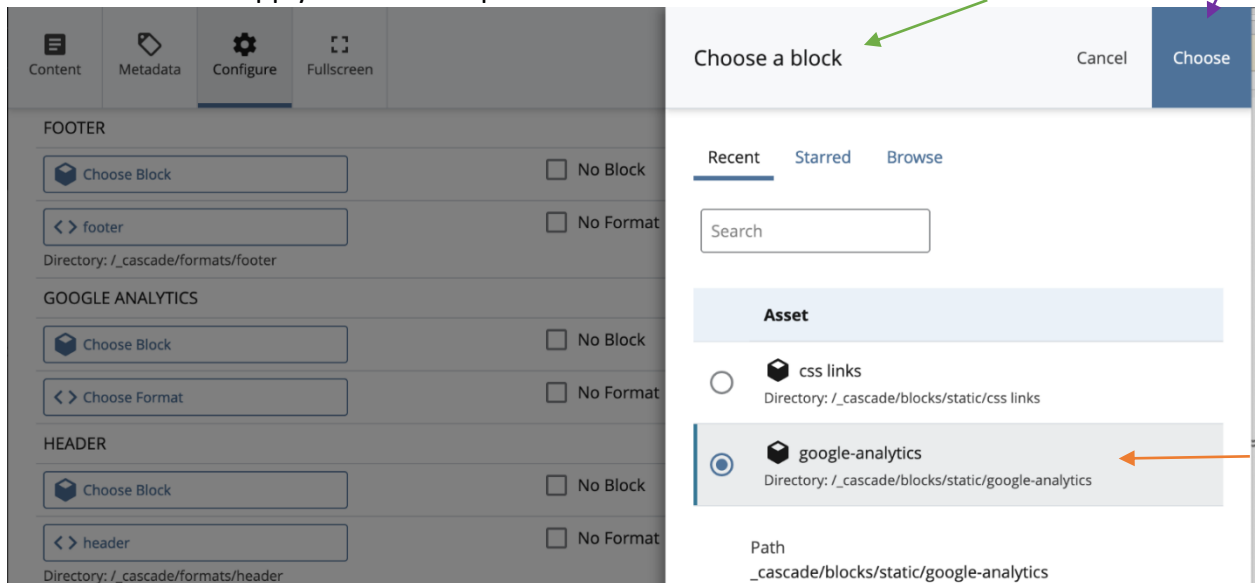
- Choose the **configure tab**.



d) Search for the block labeled “Google Analytics,” and click “Choose Block”



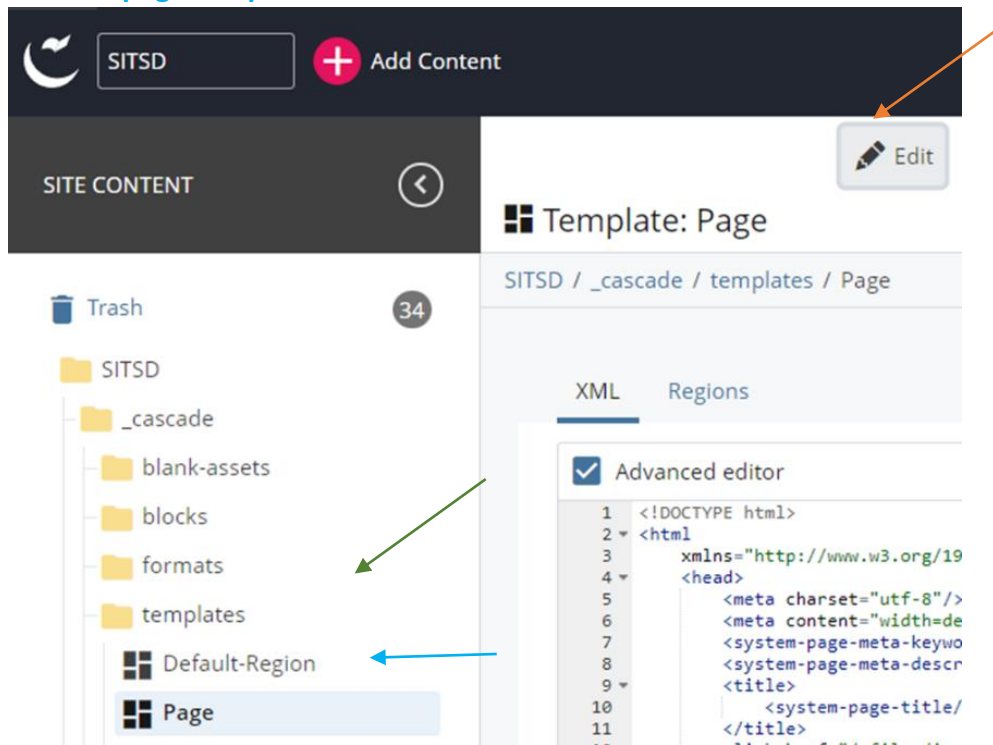
e) In the “Choose a block” dialog, select the block you created for your modal code and click “Choose” to apply it to the template.



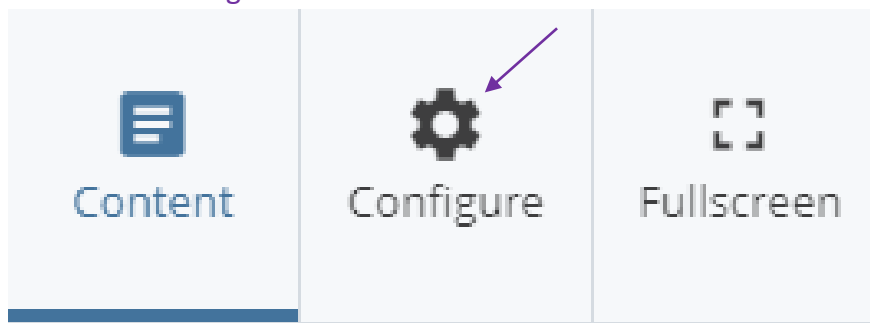
f) Submit the changes.

g) Go to **_cascade > templates > Page**

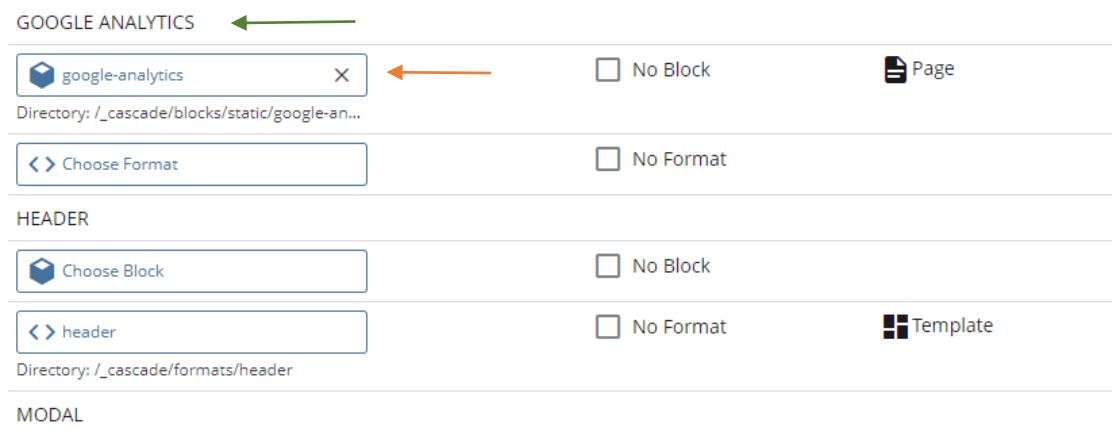
h) click the **page template** then click the **“Edit”** button.



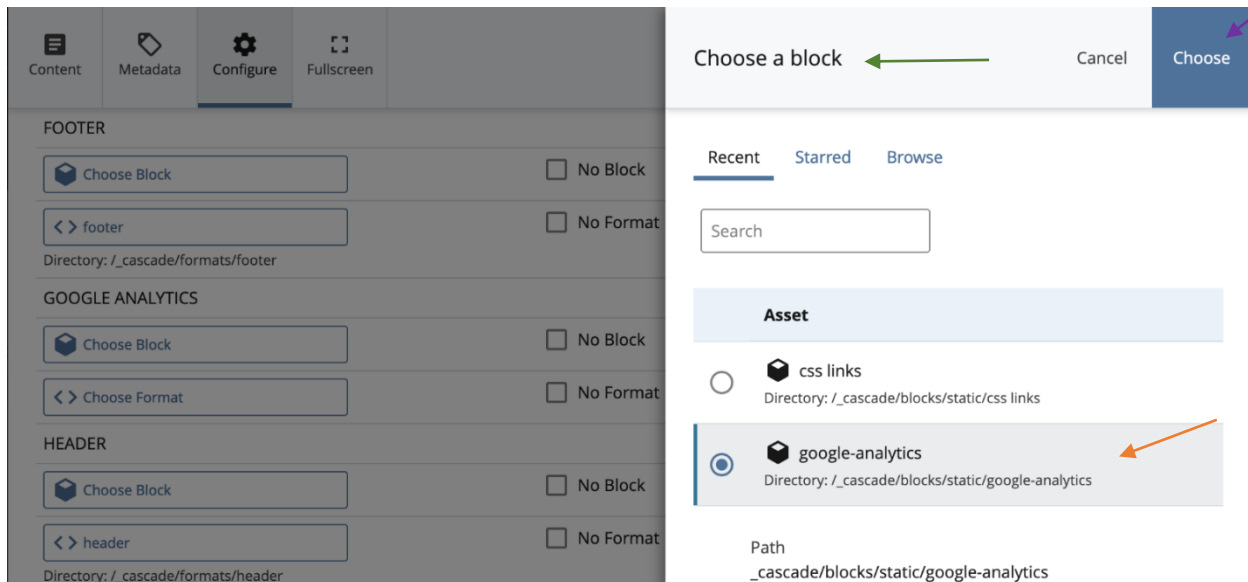
i) Choose the **configure** tab.



j) Search for the block labeled **“Google Analytics,”** and click **“Choose Block”**



- k) In the “Choose a block” dialog, select the block you created for your modal code and click “Choose” to apply it to the template.



- l) Submit the Changes

7) Add Cookie Consent Modal and Google Analytics Use page

You must use a [Cookie Consent Modal and Google Analytics Use page](#) when installing GA4. We have created a guide to create the page and install the modal; you can find instructions on the [HowTo.mt.gov website](#).

- [Download the Modal code package](#)

8) Publish your website

Once you have completed these steps, you must publish the whole site. Publish to test first and make sure all is well.