



Installation and User Guide for Magento 2 Global Site Tag (gtag.js) Extension

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1. Installation

- **Upload Package:** Upload the content of the module to your root folder. This will not overwrite the existing Magento folder or files, only the new contents will be added.
- **Install Extension:** After the successful upload of the package, run below commands on Magento 2 root directory.

```
composer require scommerce/core  
php bin/magento setup:upgrade  
php bin/magento setup:di:compile  
php bin/magento setup:static-content:deploy
```

2. Configuration Settings for Global Site Tag (gtag.js)

Go to **Admin > Stores > Configuration > Scommerce Configuration > Global Site Tag (gtag.js)**

- **General Settings**
 - **Enabled** – Select “Yes” or “No” to enable or disable the module.
 - **License Key** – Please add the license for the extension which is provided in the order confirmation email. Please note license keys are site URL specific. If you require license keys for dev/staging sites then please email us at core@scommerce-mage.com
 - **Accounts ID** – You can add multiple account id, it can be Analytics, Adwords.
 - **Main Account** – Select ‘Yes’ to set your main analytics id as an account id. This account will be used to connect gtag.js.
 - **Use Linker** – If this is enabled (set to ‘Yes’) then this account will be linked to domains from “Domains to link” field, which is specified below
 - **Action** – You can delete your account\, if required.
 - **Enable Optimize** – Select ‘Yes’ to enable the module, or ‘No’ to disable it.
 - **Enable Linker** - If this is enabled then you can set linker properties, in domain configurations which is specified below e.g. Domain to link, Decorate Forms.

- **Enable Enhanced Ecommerce** – Select ‘Yes’ to enable this module. Please make sure this feature is enabled in Google Analytics first before enabling in Magento2.
- **Promotion Tracking** – Here is the format to set up the promotion tracking:
`Content`
- **Brand Attribute** – Please select brand attribute, if you have one otherwise put your brand name in the below input box.
- **Brand Name** – Enter your brand name -
- **Base** – Set ‘Yes’ if you want to send base order data and ‘No’ to send store order data to Google. Set this ‘No’ only when you have multicurrency and you want to send different currency data to Google.
- **Enable Dynamic Remarketing Tag** – If set to ‘Yes’, then this will enable and install remarketing tag to different pages.
- **Enable Tracking for Other Sites** – This will enable other sites variables (<https://developers.google.com/adwords-remarketing-tag/parameters#other>) instead of retail site variables.

General Settings

Enabled
[store view]

Select "Yes" to enable the module

License Key
[store view]

Enter the License key for the module

Accounts Id
[store view]

Account Id	Main account	Use Linker	Action
<input type="text" value="UA-33387561-11"/>	Yes <input type="button" value="v"/>	Yes <input type="button" value="v"/>	
<input type="text" value="AW-12345678"/>	No <input type="button" value="v"/>	No <input type="button" value="v"/>	

Please add the Accounts Id

Connected services which will receive tracking information

Account Id - ID of the linked account

Main account - This account will be used to connect gtag.js script

`<script async src="https://www.googletagmanager.com/gtag/js?id=XXXXX"></script>`

Use Linker - If "Yes" then this account will be linked to domains from "Domains to link" field

Enable Optimize
[store view]

Select "Yes" to Enable the Optimize

Enable Google Optimize Service

More information about service [here](#)

Enable Linker
[store view]

Select "Yes" to enable the Linker

Enable track users across domains

More information about this [here](#)

Enable Enhanced Ecommerce
[store view]

Select "Yes" to enable the Enhanced Ecommerce

Please make sure this feature is enabled in Google Analytics first before enabling in Magento.

Promotion Tracking
[store view]

Select "Yes" to enable the Promotion Tracking

Example of usage: `Content`

Brand Attribute
[store view]

Please select the Brand Attribute

Please select brand attribute if you have one otherwise put your brand name in the below input box.

Brand Name
[store view]

Please add the Brand Name

Set here brand name if there is no brand name with the product

Base
[store view]

Select "Yes" to enable the Base

Set 'Yes' if you want to send base order data and 'No' to send store order data to Google.

Set this 'No' only when you have multicurrency and you want to send different currency data to Google.

Enable dynamic remarketing tags
[store view]

Select "Yes" to enable the Dynamic Remarketing Tags

This will enable and install remarketing tag to different pages

Enable tracking for other sites
[store view]

Select "Yes" to enable tracking for other sites

This will enable other site variables (<https://developers.google.com/adwords-remarketing-tag/parameters#other>) instead of retail site variables

- **Backend Tracking Configuration**

- **Enabled Backend Tracking** – Select “Yes” to track orders created in admin
- **Backend Campaign Source** – Please add the Campaign Source for backend orders.
- **Campaign Medium** – Please define the Campaign Medium for Backend Orders.

Backend Tracking Configuration

Enabled Backend Tracking
[store view]

Yes
▼

Set "Yes" to track orders created in admin

Select "Yes" to Enable the Backend Tracking

Backend Campaign Source
[store view]

phone

Campaign Source for Backend orders

Please add the Backend Campaign Source

Campaign Medium
[store view]

admin

Campaign Medium for Backend orders

Please define the Campaign Medium

- **Backend Order Tracking in Google Analytics** - You can track admin orders by selecting "Yes" for " **Enabled Backend Tracking**" from **Admin > Stores > Configuration > Scommerce Configuration > Global Site Tag (gtag.js) > Backend Tracking Configuration > Enabled Backend Tracking - "Yes"**. In the below image you can see the tracked admin orders in Google analytics.

Ecommerce					
<ul style="list-style-type: none"> Overview Shopping Behavior Checkout Behavior Product Performance Sales 					
Transaction ID ?	Revenue ?	Tax ?	Shipping ?	Refund Amount ?	Quantity ?
	£94.00 % of Total: 100.00% (£94.00)	£0.00 % of Total: 0.00% (£0.00)	£0.00 % of Total: 0.00% (£0.00)	£0.00 % of Total: 0.00% (£0.00)	4 % of Total: 100.00% (4)
1. 000000344	£49.00 (52.13%)	£0.00 (0.00%)	£0.00 (0.00%)	£0.00 (0.00%)	2 (50.00%)
2. 000000345	£45.00 (47.87%)	£0.00 (0.00%)	£0.00 (0.00%)	£0.00 (0.00%)	2 (50.00%)

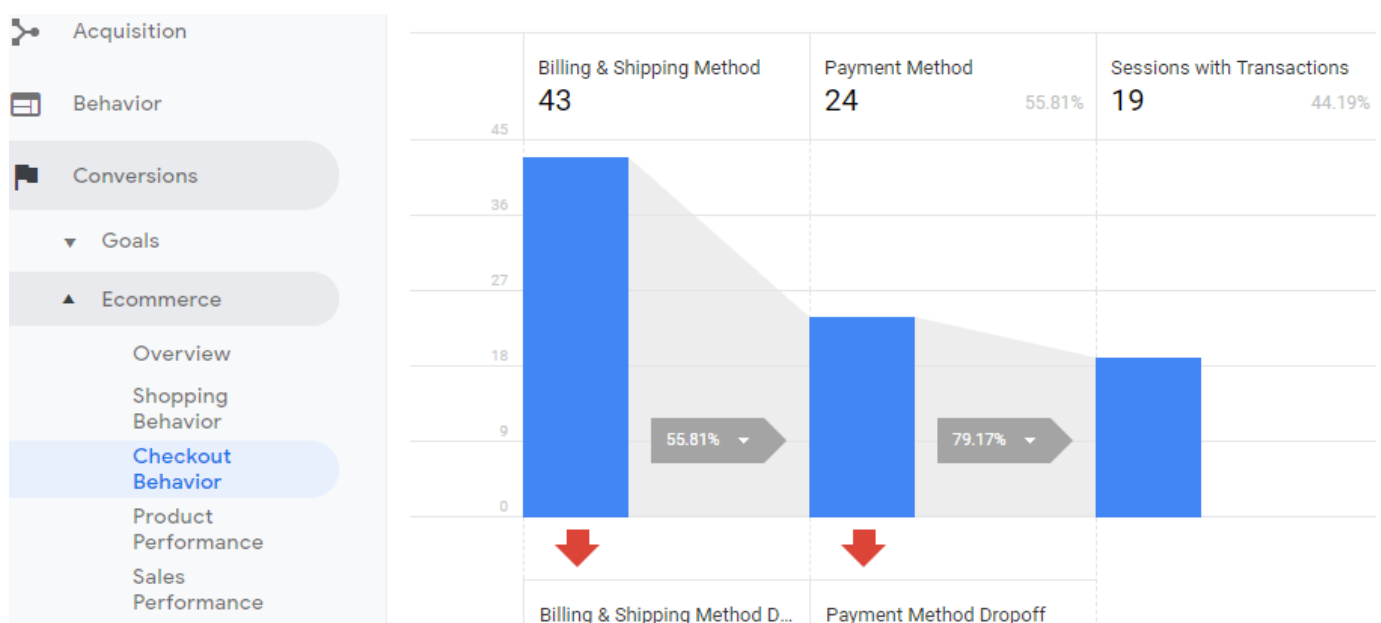
Show rows: 10 ▼ Go to: 1 1 - 2 of 2 ◀ ▶

- **Backend Order Google Analytics Source/Medium** - To track/add Campaign Source and Medium for backend orders, add campaign source and medium from **Admin > Stores > Configuration > Scommerce Configuration > Global Site Tag (gtag.js) > Backend Tracking Configuration > Backend Campaign Source - "phone" > Campaign Medium - "admin"**.

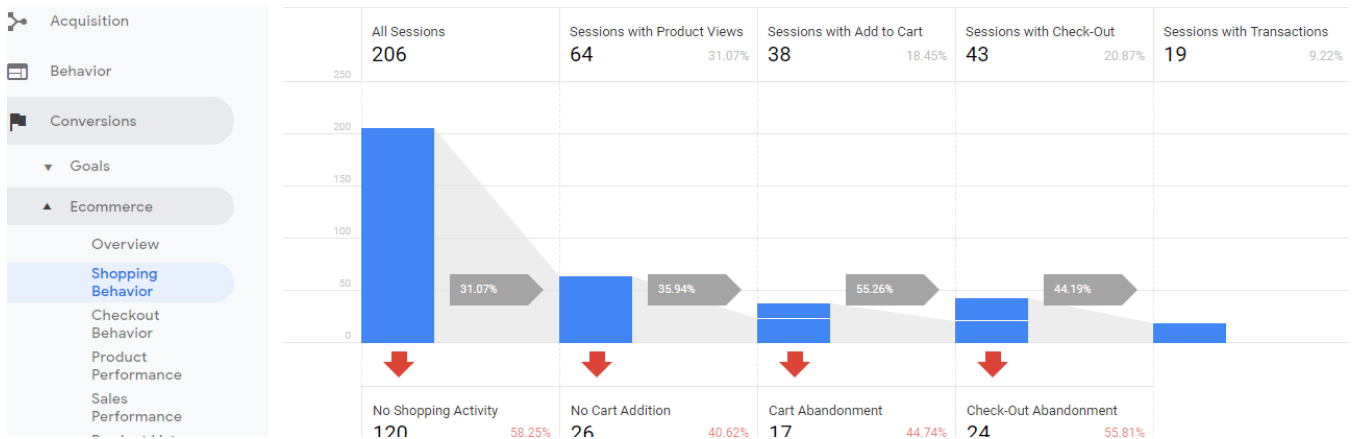
The screenshot shows the Google Analytics interface with the 'Sales' report selected. The 'Secondary dimension' is set to 'Source / Medium'. The table displays two transactions with their IDs and corresponding source/medium values.

	Transaction ID	Source / Medium
1.	000000344	phone / admin
2.	000000345	phone / admin

- **Google Analytics Checkout Behaviour** - You can see the checkout behaviour in GA with billing & shipping method, payment method and transactions details.



- **Google Analytics Shopping Behaviour** - In below image you can see the shopping behaviour with all sessions, product views, add to cart, checkout details.



- **Google Analytics Sales Performance** - Placed order details in GA, with Transaction ID, Tax, Shipping, Refund Amount and Quantity details.

Analytics | All accounts > Magento 2 Staging | All Web Site Data

Search reports and help

Conversions

Goals

Ecommerce

Overview

Shopping Behavior

Checkout Behavior

Product Performance

Sales Performance

Product List Performance

£400.00

£200.00

Thursday, January 17, 2019

Primary Dimension: Transaction ID Date

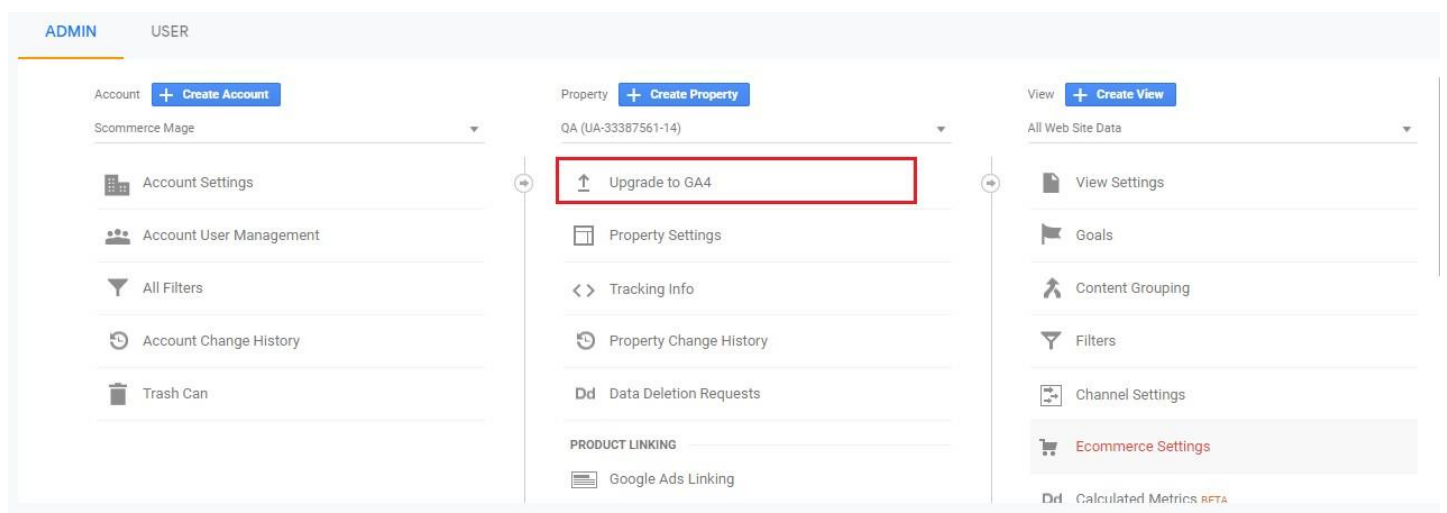
Secondary dimension

advanced

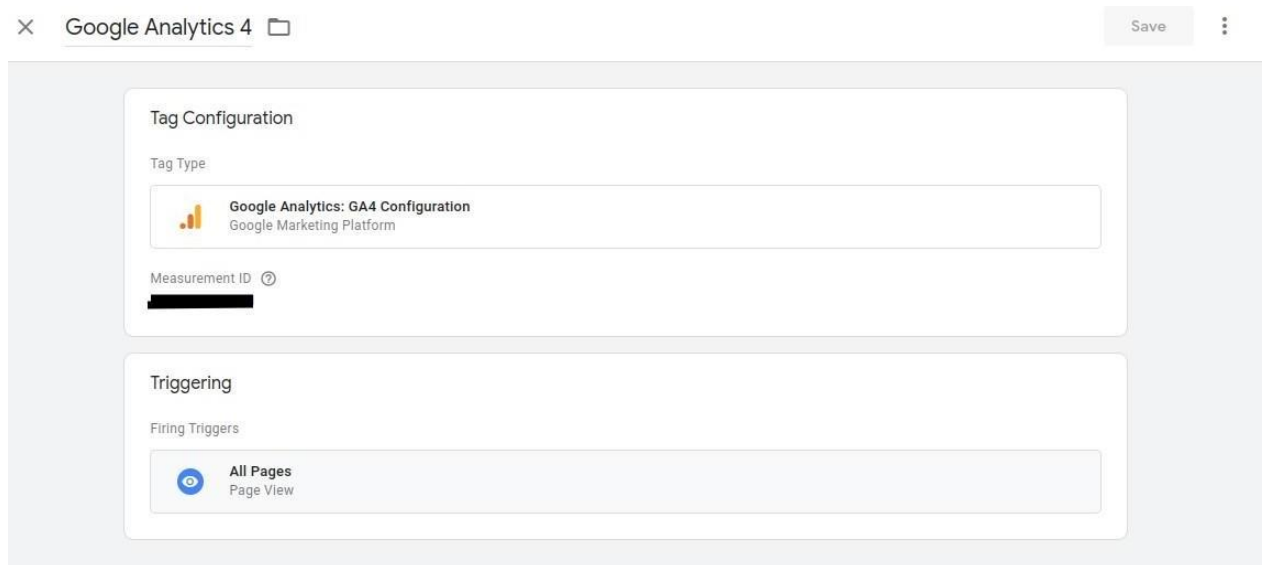
Transaction ID	Revenue	Tax	Shipping	Refund Amount	Quantity
	£452.00 % of Total: 100.00% (£452.00)	£0.00 % of Total: 0.00% (£0.00)	£0.00 % of Total: 0.00% (£0.00)	£0.00 % of Total: 0.00% (£0.00)	8 % of Total: 100.00% (8)
1. 000000302	£216.00 (47.79%)	£0.00 (0.00%)	£0.00 (0.00%)	£0.00 (0.00%)	3 (37.50%)
2. 000000304	£134.00 (29.65%)	£0.00 (0.00%)	£0.00 (0.00%)	£0.00 (0.00%)	3 (37.50%)

3. Set up Google Analytics 4

1. Go to Analytics and select the website on which you want to implement GA4 alongside universal analytics.
2. Once you are in universal analytics panel go into admin settings. Here you will notice an UPGRADE TO GA4 button, click on it. You will be walked with creating a new property. Follow along, once you are finished you will see the new GA4 view on your screen



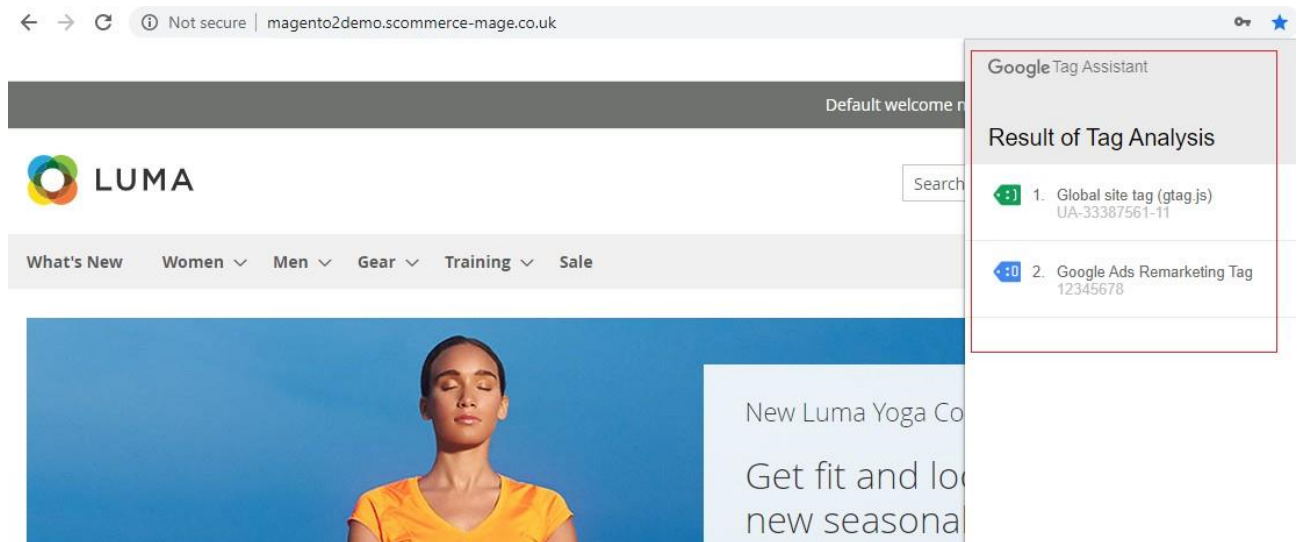
3. Now we need to setup the tag manager for GA4. In GTM create a new configuration tag. Look at the image below: -



4. To get the measurement id you need to go to your GA4 view. Go to the admin settings and then property settings. You will see the property id listed there use it as your measurement id.
5. Now for the final step import our Google analytics 4 JSON file in your GTM to get all the configurations for GA4. Once done you will see data flowing into Google analytics, Learn more about [Google Analytics 4](#).

4. Front-end Site view

- **Home Page with Tags** - In Tag Assistant tool you can see all the fired tags.



- **Gtag.js Code** - In the below image you can see the UA and AW tracking id's from **Admin > Stores > Configuration > Scommerce Configuration > Global Site Tag (gtag.js) > Account Id** > Click on **"Add Account"** – UA – 33387561-8, AW-12345678.

```
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments)};
  gtag('js', new Date());

  gtag('config', 'UA-33387561-11', );
  gtag('config', 'AW-12345678', );
</script>
<script>
  require.config({
    map: {
      '*': {
        wysiwygAdapter: 'mage/adminhtml/wysiwyg/tiny_mce/tinymce4Adapter'
      }
    }
  })
</script>
```

- **Gtag.js Brand Name** – You can add brand name from **Admin > Stores > Configuration > Scommerce Configuration > Global Site Tag (gtag.js) > Brand Name – “TestScommerce”**.

```

574 script type="text/x-magento-init">
575 {
576   "a": {
577     "Scommerce_GlobalSiteTag/js/handler": {
578       "items": [{"name": "Chaz Kangaroo Hoodie", "id": "MH01 M Orange", "price": "52.0000", "brand": "TestScommerce", "category": "Default
579       category", "variant": "Black,Black,Black,Black,Black,Gray,Gray,Gray,Gray,Gray,Orange,Orange,Orange,Orange,XS,XS,S,S,S,M,M,L,L,XL,XL", "quantity": 1, "ecomm_pagetype":
580       "dynx_pagetype": "cart"}]
581     }
582   }
583 }
584 script>

```

Please contact core@scommerce-mage.com for any queries.