

Drexel University – Google Tag Manager Reference Guide

Your department can access to its own organizational-level Google Tag Manager (GTM) Container. Every Drexel University website hosted in the Sitecore Content Management System has an enterprise *and* an organizational-level GTM container automatically deployed to all pages within that website. This is also true for a few non-Sitecore sites. If you are unsure which of your websites have GTM installed, please contact Web Services (websupport@drexel.edu).

How It's Deployed

Your GTM Container is deployed via the centralized Enterprise GTM Container (GTM-TJCKC2) which is managed by the Drexel University Communications and Seer Interactive Analytics teams.

What's It For?

You can use your GTM Container to deploy any tag you need on your site. This includes:

- Conversion tracking pixels
- Javascript for other tools such as CrazyEgg, Live Chat, etc.
- Custom Google Analytics tracking that isn't covered by the enterprise tracking setup

Who Has Access?

The following teams have access to your organizational GTM Container:

- **Your team** - Your department will have *Approve* access that will allow you to create and modify any Tags, Variables, Triggers, Folders, and Workspaces within it.
- **University Communications** - The UComm Marketing and Web Services staff will have full *Administrative* access. This will allow them to QA and Publish any changes your team has made and delegate access, as needed.
- **Seer Interactive** - Seer's Analytics team will also have full *Administrative* access to allow for maintenance and troubleshooting.

Please refer to Google Tag Manager's [official documentation on user permissions](#) for more information.

Tag Deployment Process

1. **Create or edit Tags, Triggers, and Variables that you need to deploy.**
2. **Test with [GTM Preview Mode](#)** - This will allow you to verify that your changes work correctly without having to Publish.
3. **Request Publishing** - Submit the [GTM Request Form](#) to request final QA and Publishing by a University Communications team member.
4. **Verify** - After you are notified that your changes are Published, check the live site to ensure that everything works properly.