

Google Tag Manager: Track Respondent Behavior in Your Survey

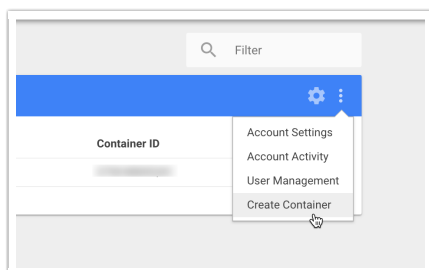
If you are looking to track various traffic metrics in your surveys the easiest way to do so is to use [Alchemer's built-in tool to implement Google Analytics](#) in your surveys. If, however, you are already using [Google Tag Manager](#) to track other web traffic, you'll probably prefer to roll tracking of surveys into your implementation of Google Tag Manager. In this tutorial we'll cover the steps to install Google Tag Manager in your Alchemer surveys.

Create a Container for Alchemer in your Google Tag Manager Account

1. Log in to your Google Tag Manager account or set one up here:

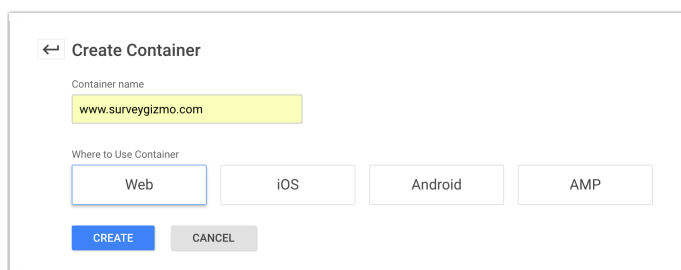
<https://www.google.com/analytics/tag-manager/>

2. Create a new container for www.alchemer.com by selecting **Create Container** from the menu on the top right.



3. Enter www.alchemer.com in the Container name field.

4. Select **Web** for **Where to Use Container** and click **Create**.



This will take you to a popup that provides you with the codes you need to install Google Tag Manager.

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':'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','');</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="
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->

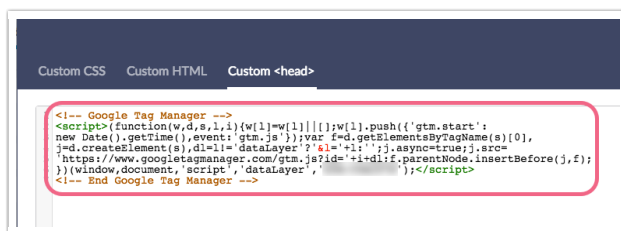
```

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

OK

Install Google Tag Manager in Alchemer Surveys

1. Copy the first code and go to the **Style** tab of the survey you wish to your survey. Scroll to the bottom of the survey preview and click the link to access the **HTML/CSS Editor**. Paste the code you copied on the **Custom**.



2. Paste the second code at the top of the **Custom HTML** tab.



Add the Google Tag Manager codes to *each Alchemer survey you wish to track*.

Now you are ready to create tags and triggers in Google Tag Manager! Check out [Google's Tag Manager Help](#) to learn how!

Google Tag Manager Support

This tutorial, and our support team, can help with installing Google Tag Manager in your Alchemer surveys. Google Tag Manager how to's and troubleshooting are outside the scope of Alchemer support. Check out [Google's Tag Manager Help](#) to learn more about using Google Tag Manager.

