



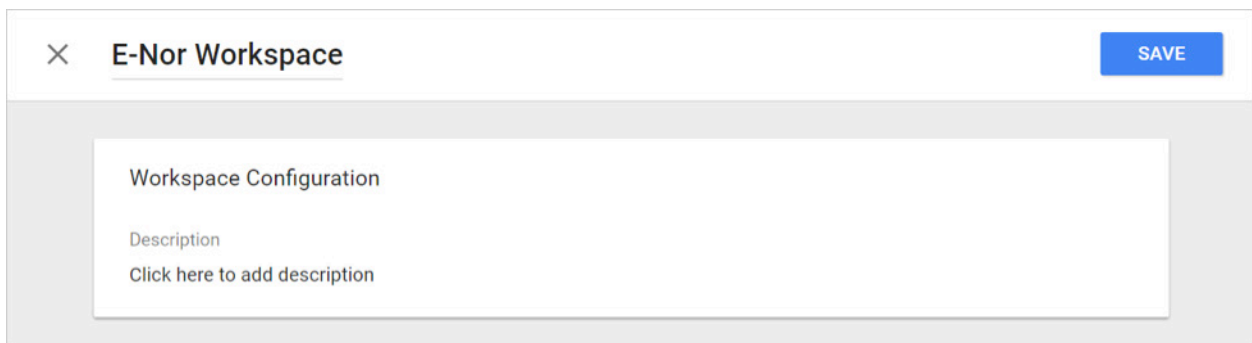
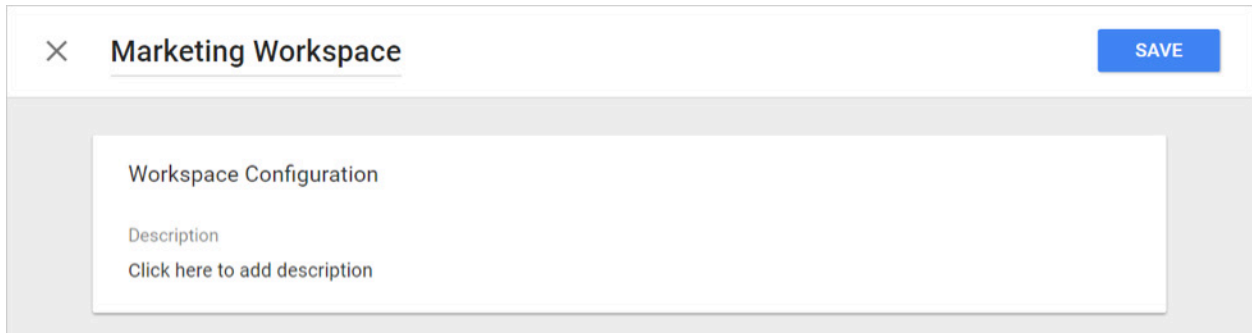
Google Tag Manager Naming Guide

Please use the naming guidelines as specified below or feel free to adapt them to your organization's needs. There's no single correct naming convention, so be sure to do what makes the most sense for you.

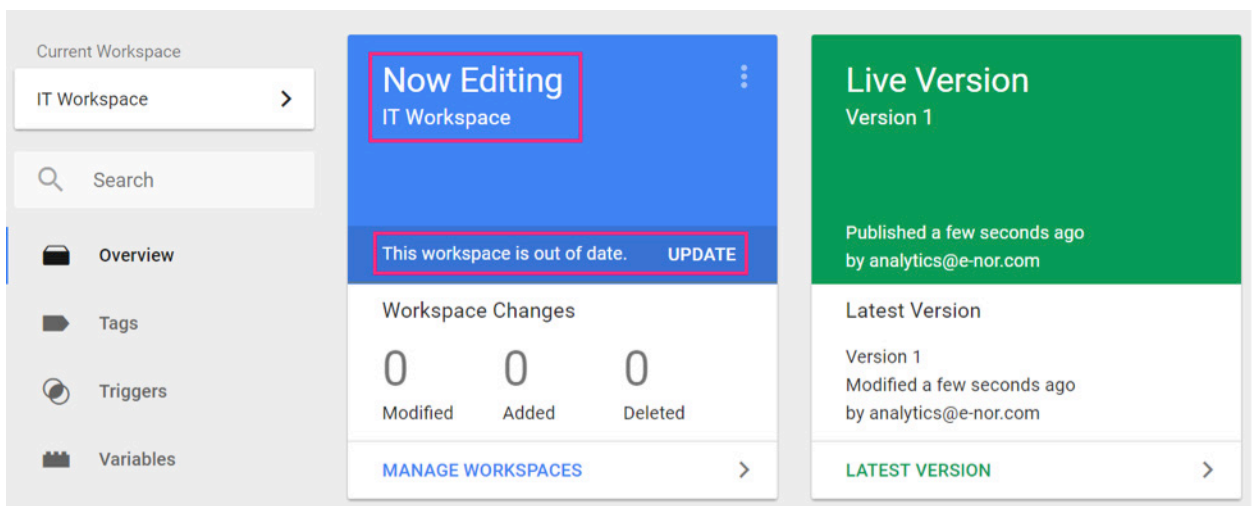
Workspaces

- **Recommended workspaces:** create a separate Workspace for any of the following:
 - internal teams: *Marketing, Workspace, IT Workspace*
 - individuals working independently of teams: *Catherine Workspace, Sylvester Workspace*
 - external agencies: *Agency ABC Workspace, E-Nor Workspace*As a note, you can create an unlimited number of workspaces in GTM 360 but only two in addition to the Default workspace in non-paid GTM. (If you have GA 360, you can upgrade to GTM 360 for no additional cost.)
- **More detailed workspace names:** if individuals or teams may need multiple concurrent workspaces, or if you prefer more specific/descriptive workspace names, you can format your workspace names as:
 - *Catherine Workspace - Add Heatmapping - 20180620*
 - *E-Nor Workspace - Update Page Titles - 20180731*
- **Access permissions** are assigned at the container and cannot be restricted down to the workspace level. You must therefore instruct individuals, teams, and outside agencies to work within their designated workspaces. (If they don't see them, they should ask for them to be created/recreated.)
- **Workspace disappear** after publishing (or version creation), when their changes are incorporated into the latest container version. If you need to maintain a workspace on an ongoing basis, you'll need to recreate the workspace after publishing. (Note that GTM creates the workspace from the latest version even if it is not live.)
- **WARNING: When you publish one workspace, update the others before you publish them.** When a workspace is published, the other workspaces are no longer in sync with the latest version. If you publish a workspace that is out of date, the latest version will overwrite the most recent changes that were versioned from another workspace. Therefore, before publishing a workspace:
 - Check on the main workspace screen if you see the Update option, which indicates that the workspace is out of date in regard to the most recent version.
 - If the workspace is out of date (that is, you see the Update option), verify that the most recently version is functioning correctly, and click Update to pull the most recent changes from the current version into your workspace.
 - You will not be able to publish until you resolve any conflict between your changes in your workspace and the latest version changes.
 - It's recommended that you don't make updates to the Default Workspace directly. You must have Edit permissions to create a workspace.

- Container zones (for GTM 360 only) might provide a better option to workspaces if you want to control the portions of your site where individuals or teams can add/publish tags or the type of tags they can add/publish.



Create workspaces as needed for individuals, teams, and outside agencies.



After you publish a workspace and verify the changes, update other workspaces to the latest container version.

New Tag
Choose from over 50 tag types.
ADD A NEW TAG >

Now Editing
Test2
MANAGE WORKSPACES >

Live Version
Version 6
Published a few seconds ago by analytics@e-nor.com
LATEST VERSION >

Workspace Changes

Modified	Added	Deleted
1	0	0

MANAGE WORKSPACES >

Conflict found RESOLVE

Workspace Changes

Name ↑	Type	Change	Last Edited	User
GA Event - Add to Cart from Upsell	Tag	Conflict	a few seconds ago	analytics@e-nor.com

If there are any conflicts between the changes in your workspace and other changes to the same elements in the latest version of the container, you have to resolve the conflict to be able to publish your changes.

Folders

Folders allow you to build an additional level of classification for your tags, triggers, and variables. This classification is normally based on the overall purpose of the element, e.g.:

- Marketing
- Analytics
- Other

Folders NEW FOLDER

- Marketing (14)
- Analytics (22)
- Other (9)

Folders allow you to apply an additional level of classification for your tags, triggers, and variables.

Tags

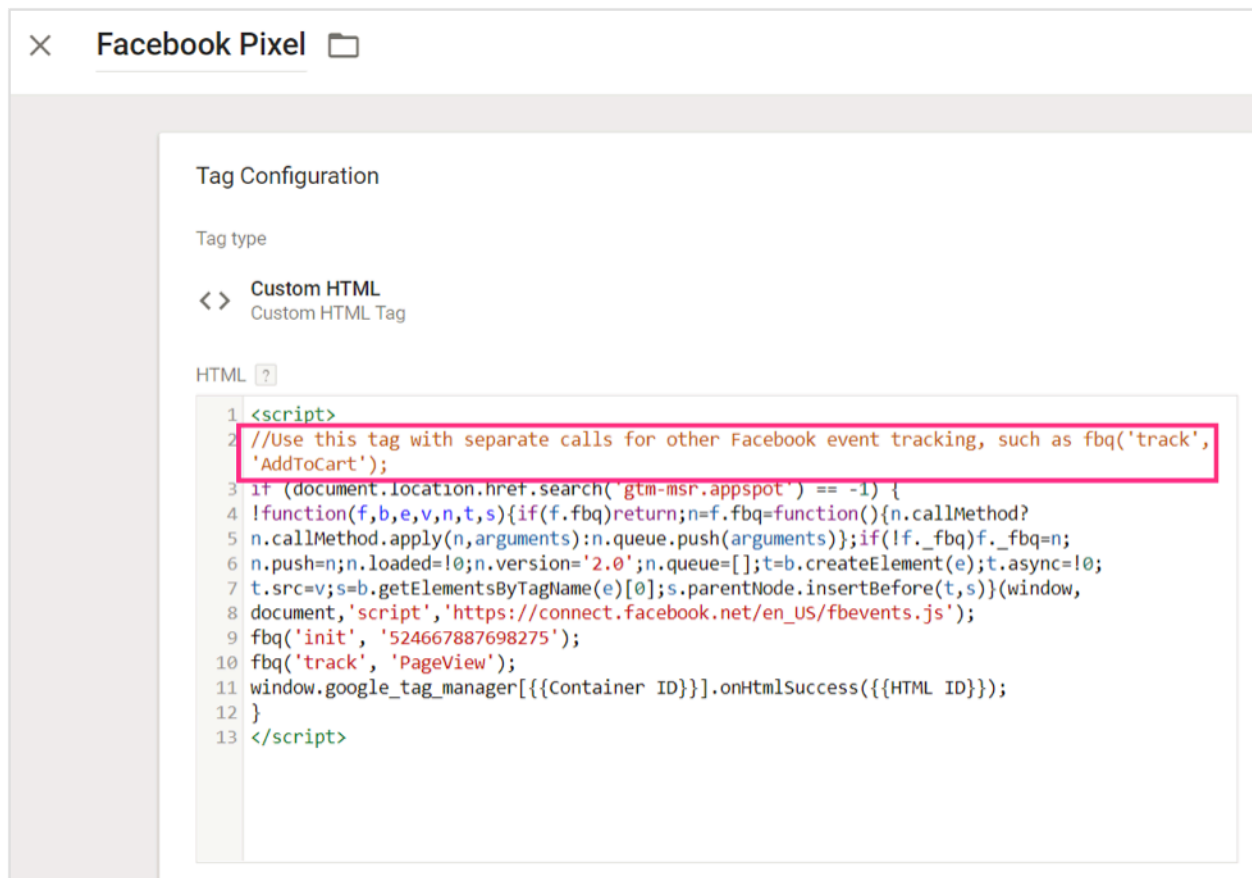
The names of the tag templates themselves gets you off to a good start.

- **Name of tag template** can often be descriptive enough for the name of the tag:
 - Google Surveys Website Satisfaction
 - AdRoll
 - MouseFlow
- **Name of tag template plus additional settings** is suitable in cases where you can configure one tag template (such as Google Analytics Universal) to do different things:
 - Google Analytics Pageview
 - Google Analytics Event - Scroll
 - Google Analytics Virtual Pageview - Multistep Ajax Process
- **Custom HTML tags need a descriptive name**, which you can provide:
 - Facebook Lead Event
 - SessionCam Session Recording

If you want to readily distinguish tags created by agencies, include the agency directly in the tag name, e.g.:

- E-Nor - Google Analytics Event - Scroll
- Agency ABC - Facebook Lead Event

Bonus: use an HTML or JavaScript comment within a Custom HTML tag to provide further background on the purpose of the tag.



If the purpose of a Custom HTML tag is not completely clear in the name, add a comment directly within the HTML field.

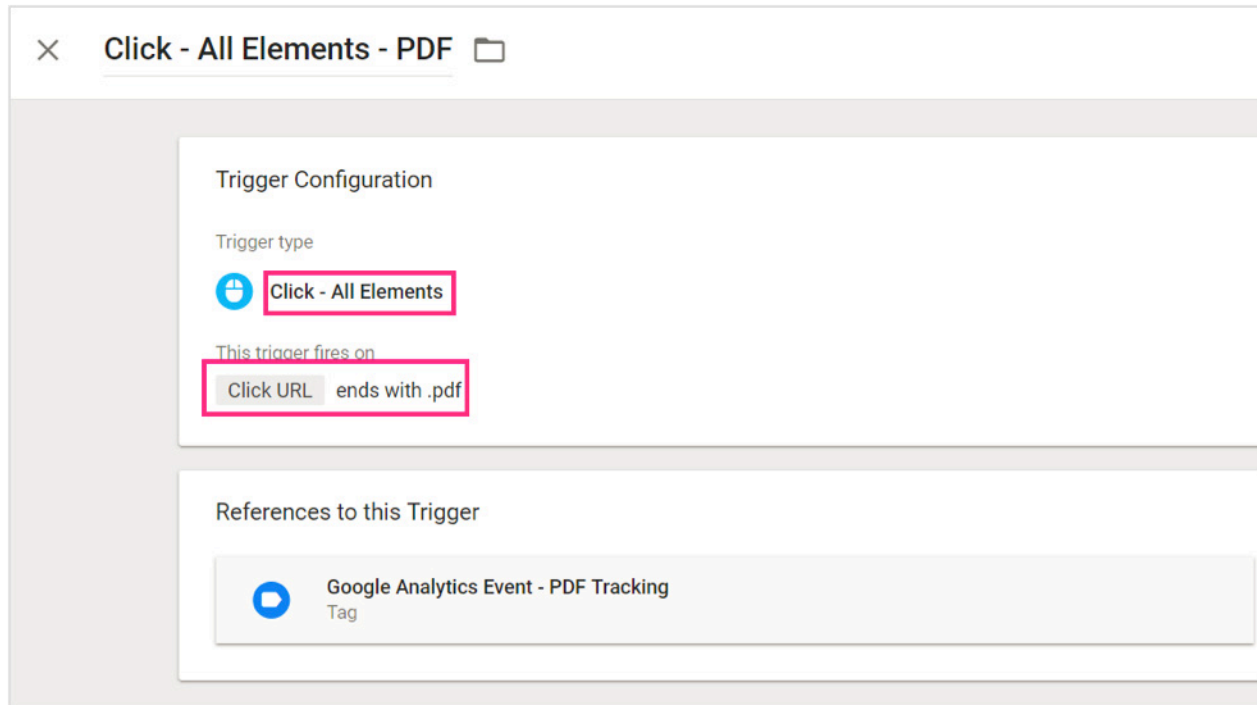
Triggers

For trigger names, you can start with the trigger category or trigger type, and then include additional configurations and conditions that you used in the trigger definition.

- **Trigger type** suffices as a name for triggers that are the only one of its type and don't have additional conditions applied, e.g.:
 - DOM Ready
 - Scroll Depth
 - JavaScript Error
- **Trigger type plus additional configurations** can serve as a good name for two YouTube triggers, one based on start/pause/completed action and the other based on percentage watched:
 - YouTube Action
 - YouTube Percentage
- **Trigger type plus additional conditions** can serve as a good name for the many types of triggers to which you would add specific conditions, e.g.:
 - Click - PDF
 - Click - Outbound
 - Form Submit - Lead

Alternatively, you could use simplified format these type of triggers:

- PDF Clicks
- Outbound Link Clicks
- Lead Form Submission
- **Custom event** trigger naming can be very straightforward; just use the data layer event value that the trigger is listening for:
 - Custom Event: eventTracker
 - Custom Event: vpTracker



You can name triggers according to the basic trigger type plus any additional conditions that you have specified.

Variables

For names of user-defined variables, you can use the variable type, additional configurations, and - importantly - the type of value that the variable is configured to return.

- **Variable type plus additional configurations** can serve as the name for a URL querystring variable or an Auto-Event (that is, the clicked element) variable:
 - URL - Query - sessionid
 - Auto-Event - Element Text
- **DOM Element variables are based on HTML id or CSS selector**, so that's how you can name them. The variable should also indicate if you're reading in a specific attribute of the HTML element:
 - DOM - CSS - h2.author
 - DOM - CSS - div.centerPanel

If the CSS selector is not descriptive, you can also name the tag according to the value that's being read in:

- DOM - ID - Car Model
- **Data Layer variable (GTM interface):** names can just indicate the value they're reading in from the data layer: (DL - <variable name as pushed from code>)
 - DL - author
 - DL - productColor
 - DL - userID
- **Data Layer variable (Code pushes):** should follow the below naming convention:
 - Capitalisation of variable names: **variableNameID**
 - Encapsulation of text values: **single quotes**e.g. 'userType': 'New User'
e.g. 'userID': '123456'

GA Event Variable Naming Convention: (event: eventTracker)

eventAction
eventCategory
eventLabel
eventValue
nonInteraction

Virtual Pageview Naming Convention:(event : vpTracker)



vpURL
vpTitle


- **Lookup and Regex Tables transform an input variable to an output,** so the variable name can reflect both:
 - Lookup Table - Button Text to Virtual Page Name
 - Regex Table - Hostname to Google Analytics UA Number
- **Google Analytics Settings** variable - since it's possible that you'll need only a single one of these variables in your container, you can just use the template name as the name of your tag:
 - Google Analytics Settings

× **Regex Table - Hostname to GA Property ID** 📁


Variable Configuration







Variable type


 **Lookup Table** 

Input Variable 

{{Page Hostname}}

Lookup Table 

Input	Output
<input type="text" value="^dev\.mysite\.com\$"/> 	<input type="text" value="UA-12345678-2"/> 
<input type="text" value="^staging\.mysite\.com\$"/> 	<input type="text" value="UA-12345678-3"/> 
<input type="text" value="^(www\.)?mysite\.com\$"/> 	<input type="text" value="UA-12345678-1"/> 

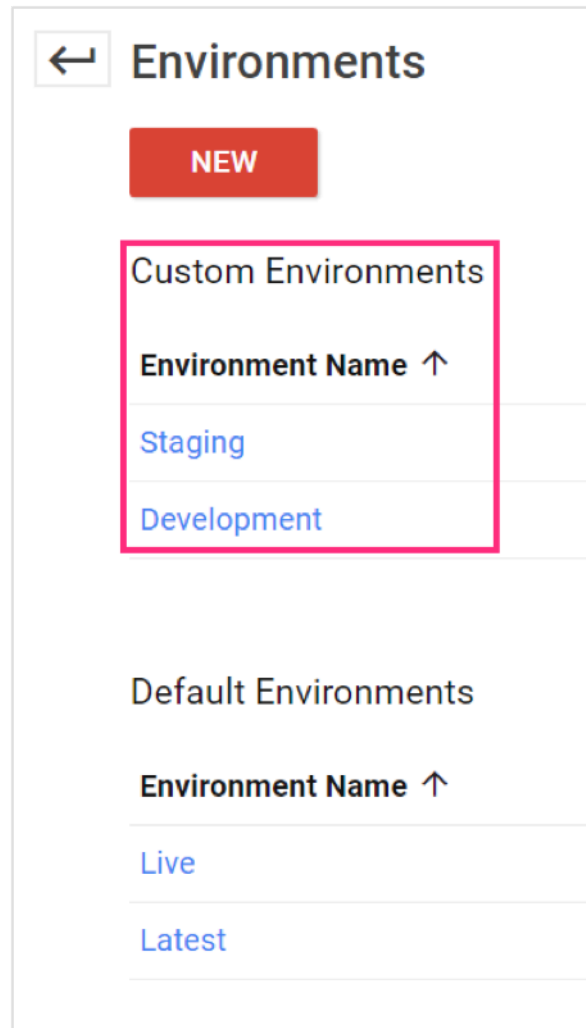
Set Default Value 

You can name your variable to indicate the variable type, and always indicate the return value. In the case of Lookup or Regex Tables, you can also indicate the input value within the variable name.

Environments

If you're using the Environments feature in GTM, naming is straightforward and should occur once only for each environment.

For your environment names, you can use Development, Staging, etc.



Naming of custom environments is straightforward.


Versions

Your versions should reflect the changes or new functionality that the version included. If you use detailed workspace names as described in a previous section, you can base your version names on the names of the workspaces from which the versions are created, e.g.:


- **workspace you're publishing from**
- **environment you're publishing to** (if you're using environments)
- **general description of changes since the previous version**

If you ever create versions without publishing, you can indicate this in the version name (and of course leave out the environment, since this would not be applicable if you're not publishing).

Submission Configuration



Publish and Create Version
Push changes to your sites



Create Version
Save changes and create a new version


Version Name

GA Scroll and YouTube Events


Version Description

Event tracking added using GTM video and scroll variables and triggers.

Publish to Environment



Live



Name your versions based on the additions and updates to the container.

Global GTM-50MNL

Version 18 is Live

Published Mar 28, 2018 by you@xyz.com

20
19
16

Tags
Triggers
Variables

Versions						<input type="checkbox"/> Show deleted
Version ID ↓	Status	Name	Created	Published	Published By	
18	Live, Latest	GA Scroll and YouTube Events	3/28/2018	3/28/2018	you@xyz.com	Actions ↓
17		MouseFlow tag on blog	2/27/2018	2/27/2018	you@xyz.com	Actions ↓
16		Google Survey for Thank You page	2/13/2018	2/13/2018	you@xyz.com	Actions ↓
15		GA Enhanced Ecommerce	1/23/2018	1/23/2018	you@xyz.com	Actions ↓
14		AdRoll	11/8/2017	11/8/2017	you@xyz.com	Actions ↓
13		GA Event for with Custom Dimension for Login	8/1/2017	8/1/2017	you@xyz.com	Actions ↓
12		Floodlight Sales	7/26/2017	7/26/2017	you@xyz.com	Actions ↓

Name versions descriptively based on changes to maintain a meaningful timeline for your container.