

# INTEGRATED GOOGLE MARKETING

Integrate Google marketing tools (Google Analytic, Google Tag Manager, Google Search Console) into your PrestaShop website

A product of ETS-Soft

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## I. INTRODUCTION

"**Integrated Google Marketing**" is a free PrestaShop module that allows you to integrate Google marketing tools (Google Analytic, Google Tag Manager, Google Search Console) into your website.

\*"**Integrated Google Marketing**" is compatible with PrestaShop 1.7.x

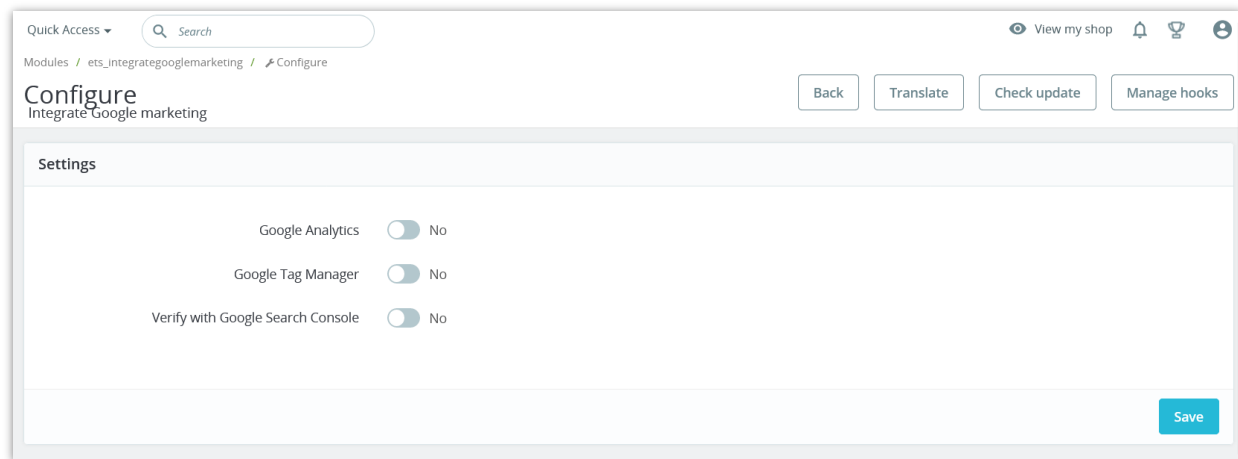
## II. INSTALLATION

- Navigate to "**Modules / Modules Manager**" > click on "**Upload a module / Select file**".
- Select the module file "**ets\_integrategooglemarketing.zip**" from your computer then click on "**Open**" to install.
- Click on "**Configure**" button of the module you just installed to open the module's configuration page.

## III. CONFIGURATION

From your installed module list (located at "**Modules/Module Manager**"), find "**Integrate Google Marketing**" then click on the "**Configure**" button to open its configuration page.

You will see the options below which are used to manage the integration of Google marketing tools:



Enable the tool you want to integrate into your PrestaShop website.

**NOTE:** Below are some tutorial video for Beginner to help you learn more about Google Marketing Tools:

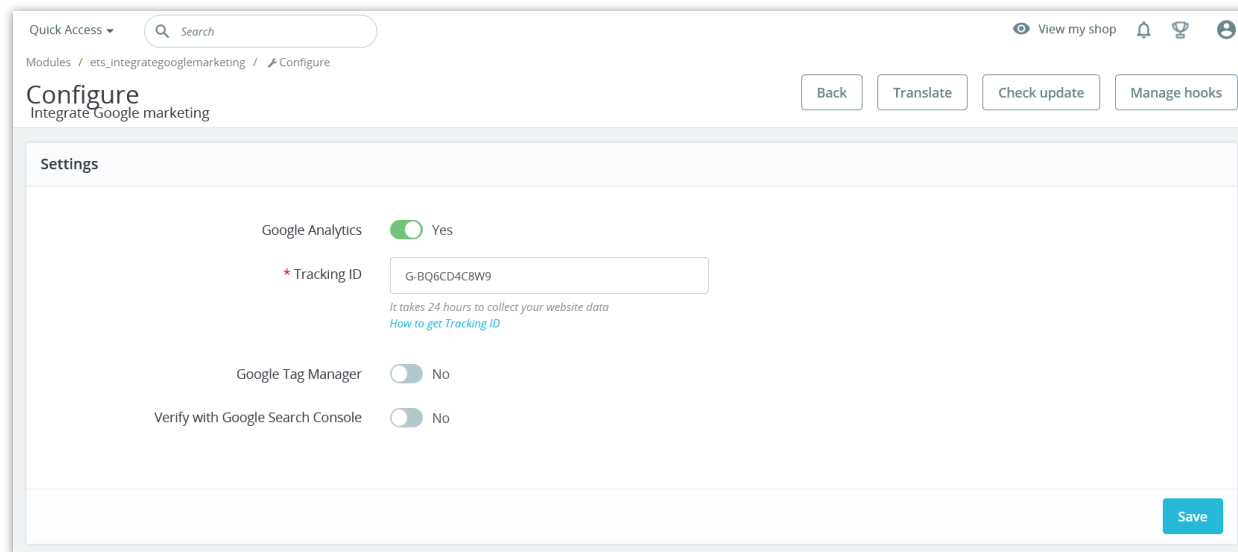
- Google Tag Manager: [https://youtu.be/u\\_x5IVJMKZ0](https://youtu.be/u_x5IVJMKZ0)
- Google Analystic: <https://youtu.be/ZRCAfFKtbg0>
- Google Search Console: <https://youtu.be/hHQU93eEh9k>

## 1. Google Analytics

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Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand. You will need to enter **Tracking ID** of your website and save the change to activate Google Analytics tool.

To learn how to get Tracking ID, please click on the link "*How to get Tracking ID*" and read the instruction.



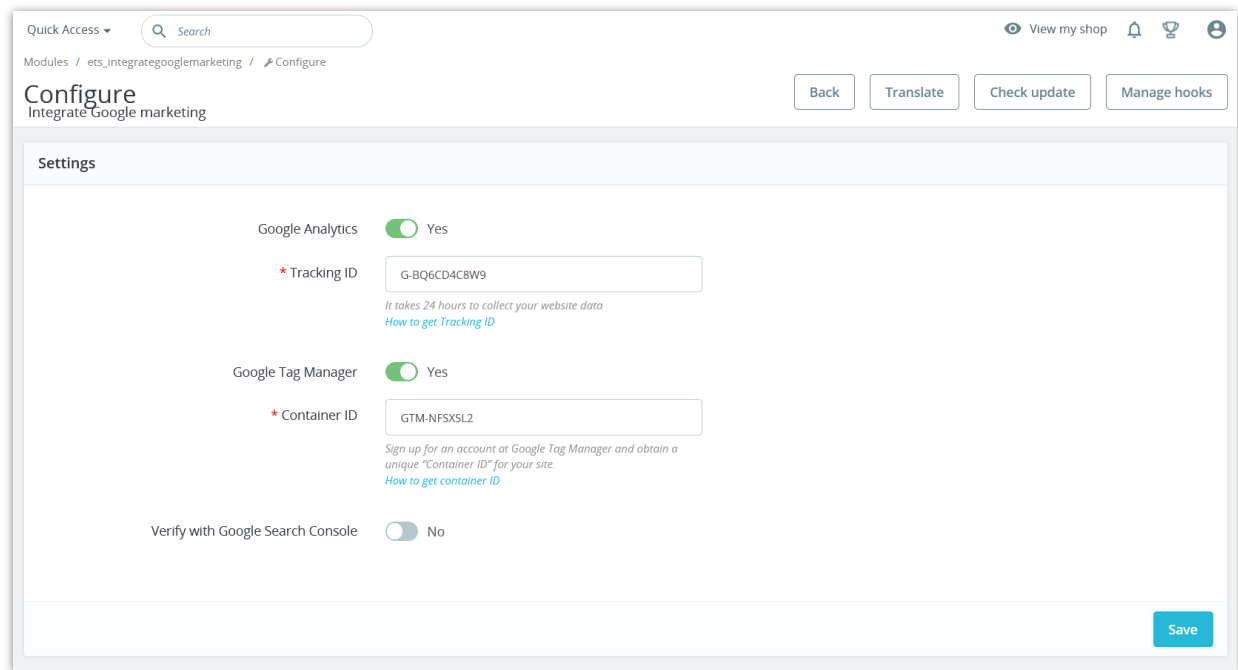
## 2. Google Tag Manager

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Google Tag Manager is a tag management system that includes the same functionality as global site tags, and lets you configure and instantly deploy tags on your website or mobile app from an easy-to-use web-based user interface.

You will need to enter **Container ID** of your website and save the change to activate Google Tag Manager tool.

To learn how to get Container ID, please click on the link "*How to get Container ID*" and read the instruction.



### 3. Verify with Google Search Console

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Google Search Console is a web service by Google which allows webmasters to check indexing status and optimize visibility of their websites.

To verify your website with Google Search Console, please follow this instruction:

- Go to <https://search.google.com/search-console/about>
- Click on "**Get start**" button.
- Enter your website URL or URL prefix.
- Click on "**Continue**" button.
- Select a verification method that works best for you. Our module offers 4 ways to verify your website.
- Click on "**Verify**" button on Google Search Console page.

**Verify by HTML file:** You can verify ownership of a site by uploading a special HTML file to a specific location on your site. This file is tied to a specific user.

Quick Access  View my shop

Modules / ets\_integrategooglemarketing / Configure

## Configure

Integrate Google marketing

[Back](#) [Translate](#) [Check update](#) [Manage hooks](#)

### Settings

Google Analytics  Yes

\* Tracking ID

*It takes 24 hours to collect your website data*  
[How to get Tracking ID](#)

Google Tag Manager  Yes

\* Container ID

*Sign up for an account at Google Tag Manager and obtain a unique "Container ID" for your site.*  
[How to get container ID](#)

Verify with Google Search Console  Yes

1. Go to [search.google.com](https://search.google.com)

2. Click on "Get start" button.

3. Enter your website URL or URL prefix.

4. Click on "Continue" button.

5. Select a verification method that works best for you. Enter the required data in the field(s) below then click on "Save" button in this module.

6. Click on "Verify" button on Google Search Console page.

Verify by  HTML file  
*You can verify ownership of a site by uploading a special HTML file to a specific location on your site. This file is tied to a specific user.*

HTML Meta tag  
*You can verify your ownership of a site by adding a "<meta>" tag to the HTML of a specified page. Google will verify that the meta tag exists in the correct location.*

Google Analytics tracking code  
*If you use Google Analytics to track your site's traffic, you can verify your site using the Google Analytics tracking code used in your Search Console property.*

Google Tag Manager  
*If you have a Google Tag Manager account active on your site, you can verify ownership of your site using your Google Tag Manager container snippet code.*

\* Upload HTML file

*Accepted format: .html. Limit: 8Mb*

**Verify by HTML Meta tag:** You can verify your ownership of a site by adding a "<meta>" tag to the HTML of a specified page. Google will verify that the meta tag exists in the correct location.

**Settings**

Google Analytics  Yes

\* Tracking ID

*It takes 24 hours to collect your website data  
[How to get Tracking ID](#)*

Google Tag Manager  Yes

\* Container ID

*Sign up for an account at Google Tag Manager and obtain a unique "Container ID" for your site.  
[How to get container ID](#)*

Verify with Google Search Console  Yes

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3. Enter your website URL or URL prefix.
4. Click on "Continue" button.
5. Select a verification method that works best for you. Enter the required data in the field(s) below then click on "Save" button in this module.
6. Click on "Verify" button on Google Search Console page.

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Google Tag Manager  
*If you have a Google Tag Manager account active on your site, you can verify ownership of your site using your Google Tag Manager container snippet code.*

\* Meta content

*eg: dxRRTuO\_IDnxwFHVkZTjW6sLo15AZ9YSLnW\_1eJjaIM*

[Save](#)

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Settings

Google Analytics  Yes

\* Tracking ID

*It takes 24 hours to collect your website data*  
[How to get Tracking ID](#)

Google Tag Manager  Yes

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*Sign up for an account at Google Tag Manager and obtain a unique "Container ID" for your site.*  
[How to get container ID](#)

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Google Tag Manager  
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[Save](#)

**Verify by Google Tag Manager:** If you have a Google Tag Manager account active on your site, you can verify ownership of your site using your Google Tag Manager container snippet code.

**Settings**

Google Analytics  Yes

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It takes 24 hours to collect your website data  
[How to get Tracking ID](#)

Google Tag Manager  Yes

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[How to get container ID](#)

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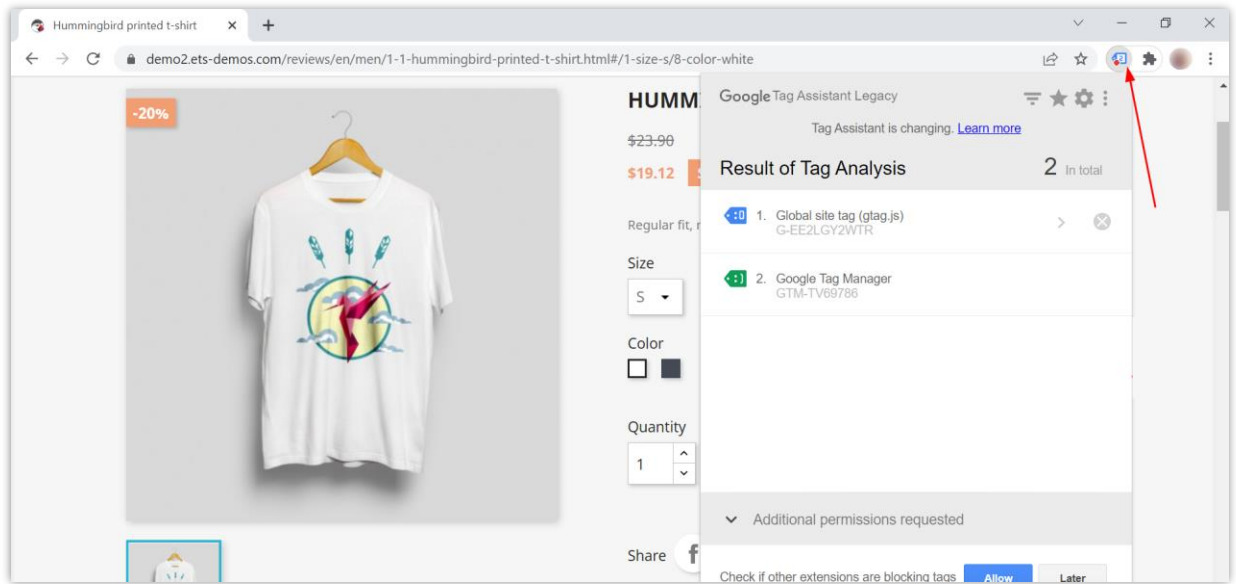
[Save](#)

#### 4. How to check if Google marketing tools work properly on your site

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On the Google Chrome web browser, find and install the [Tag Assistant Legacy \(by Google\)](#) extension. Tag Assistant helps to troubleshoot installation of various Google tags including Google Analytics, Google Tag Manager and more.

This Tag Assistant helps you verify that you have installed various Google tags correctly on your page. Just navigate to any page and Tag Assistant will tell you which tags are present, report any errors we find and suggest improvements that can be made to your implementation.



## IV. THANK YOU

Thank you again for downloading our product and going through this documentation. We hope this document is helpful and efficient in the installation and usage of **Integrate Google Marketing** module. If you do have any questions for which the answer is not available in this document, please feel free to contact us.