Initial Site Setup Checklist

IMPORTANT: Please read this entire task and watch the attached tutorial before beginning this task.

Making sure all our tracking code and pixels are installed is critical if you are going to have success in marketing any site we launch. This document will bring you through that process. If you have any questions please refer to the video walkthrough within this document or speak to your manager.

Step 1: If you have access to our google tag manager account go to https://tagmanager.google.com/#/admin/accounts/create and create a new site based off the notes you've received from your manager. Install the code snippet you're going to receive from the tag manager and place it in between the header section on the site you're setting up. This tutorial should show you with finding that place.

Step 2: Place your google analytics, google search console, facebook, adwords, twitter, Quora, linkedin tracking pixels inside of google tag manager (tutorials are hyperlinked) and you may need to set up custom audiences as well. If you have been asked to set up custom audiences, set up an audience that has converted (email opt in, purchased a product) to start and ask your manager if other audiences need to be set up.

Step 3: If this is a new URL, such as www.runningremote.com register all social media accounts under that URL brand such as facebook, twitter, instagram, linkedin, youtube and any other platforms that may be applicable.

Step 4: Once you have installed everything, install and run the ghostery chrome extension which will confirm that all your tracking pixels are running properly. If any of these pixels aren't firing properly go back to step 2 and make sure all of them are working properly. Once everything is working properly submit a jira ticket to QA to confirm that all the tracking code is firing properly.


Managers Notes:

The person assigned to this task will need the following logins:

Tag manager access, GA access, Search console access, Facebook pixel access, Adwords pixel access, Twitter pixel access, Quora pixel access, linkedin pixel acces, Jira access.