

SMARTER TAGGING WITH GOOGLE TAG MANAGER

CHECKLIST



 **USERCENTRICS**

HAVING GREAT TOOLS DOESN'T AUTOMATICALLY PREVENT OR SOLVE PROBLEMS. YOU NEED TO USE THEM SYSTEMATICALLY TO GET REAL VALUE FROM YOUR GOOGLE TAG MANAGER EXTENSIONS.

Without process, even the best debugging tools can lead to inconsistent results and missed issues.



1 Set up a consistent testing routine

Use debugging extensions during development, not just when things break. Create a simple checklist: validate tags, inspect the data layer, and check privacy compliance. Run through it every time you make changes, so testing becomes part of the workflow, not an afterthought.

2 Keep your team aligned on tools

Document which Google Tag Manager extensions your team uses and why. New team members need to know which tools to install and how you use them. This prevents the chaos of everyone relying on different debugging methods and helps to ensure consistent results across the team.

3 Schedule regular GTM audits

Set monthly reminders to review your setup with your tag manager assistant tools. Look for unused tags, confirm that privacy compliance is maintained, and spot configuration drift before it grows into a larger problem.

4 Layer your debugging approach

Don't rely on a single extension for complex issues. Use multiple tools together — combine Tag Assistant validation with data layer inspection and performance monitoring for a more complete analysis.

5 Turn tools into process

The value of GTM tools comes when they're baked into your team's routines. With consistent testing, shared practices, and layered debugging, these tools move from being quick fixes to being part of a reliable system that scales with your projects.