



Scout Install Instructions
Version 1.0 - June 2020

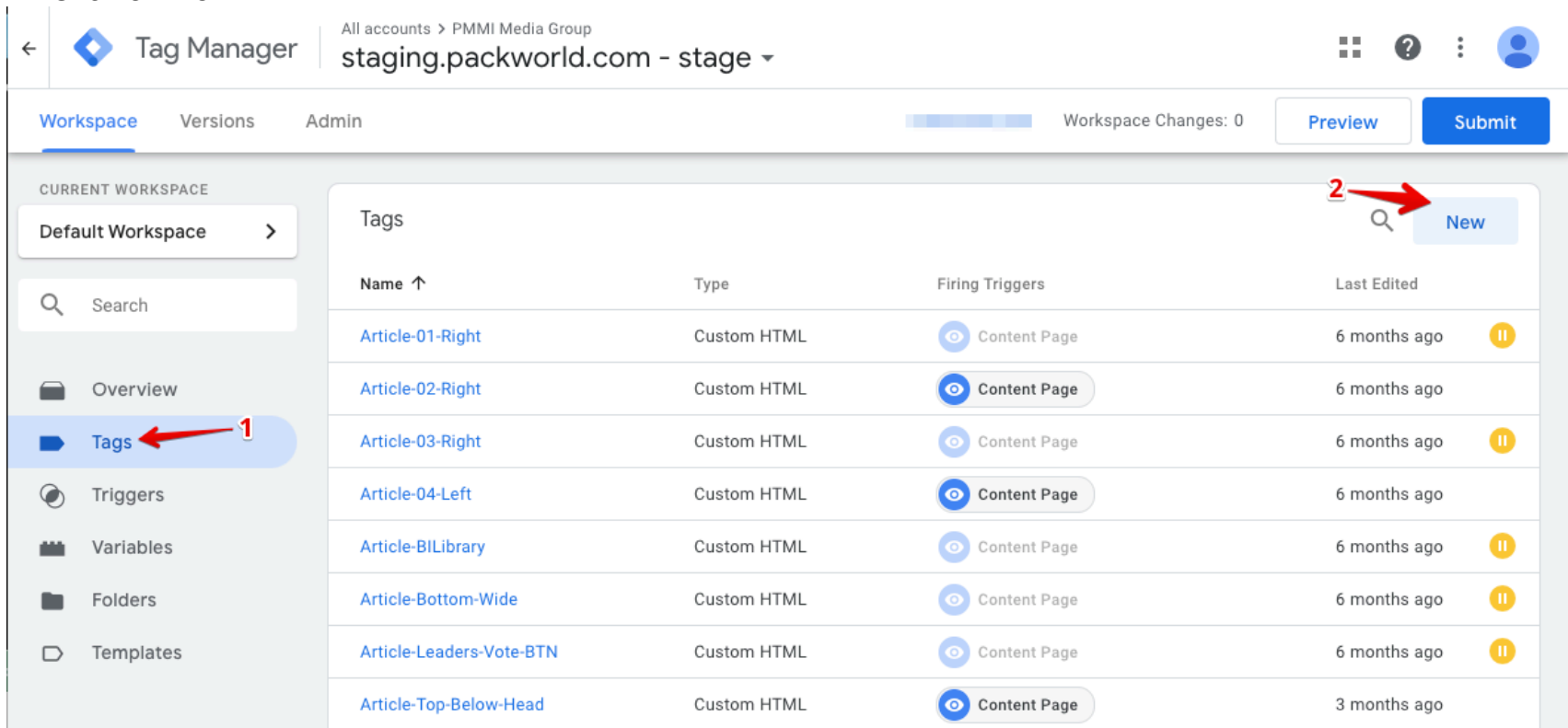
Please read the following, it explains how we use your data and limits our liability:

<https://hub.pmmimediagroup.com/scout-data-and-privacy-faq/>

Log into Google Tag Manager, and select the container of the website you would like to add the PMG Scout Tag.

1. Go to the **Tags** section

2. Click on **New**



The screenshot shows the Google Tag Manager interface for the container 'staging.packworld.com - stage'. The left sidebar contains a navigation menu with 'Tags' highlighted and a red arrow labeled '1' pointing to it. The main content area displays a list of tags. In the top right corner of this list area, there is a search icon and a 'New' button, with a red arrow labeled '2' pointing to the 'New' button.

| Name ↑ | Type | Firing Triggers | Last Edited |
|--|-------------|-----------------|--------------|
| Article-01-Right | Custom HTML | Content Page | 6 months ago |
| Article-02-Right | Custom HTML | Content Page | 6 months ago |
| Article-03-Right | Custom HTML | Content Page | 6 months ago |
| Article-04-Left | Custom HTML | Content Page | 6 months ago |
| Article-BILibrary | Custom HTML | Content Page | 6 months ago |
| Article-Bottom-Wide | Custom HTML | Content Page | 6 months ago |
| Article-Leaders-Vote-BTN | Custom HTML | Content Page | 6 months ago |
| Article-Top-Below-Head | Custom HTML | Content Page | 3 months ago |

3. Name your tag - **PMG Scout**

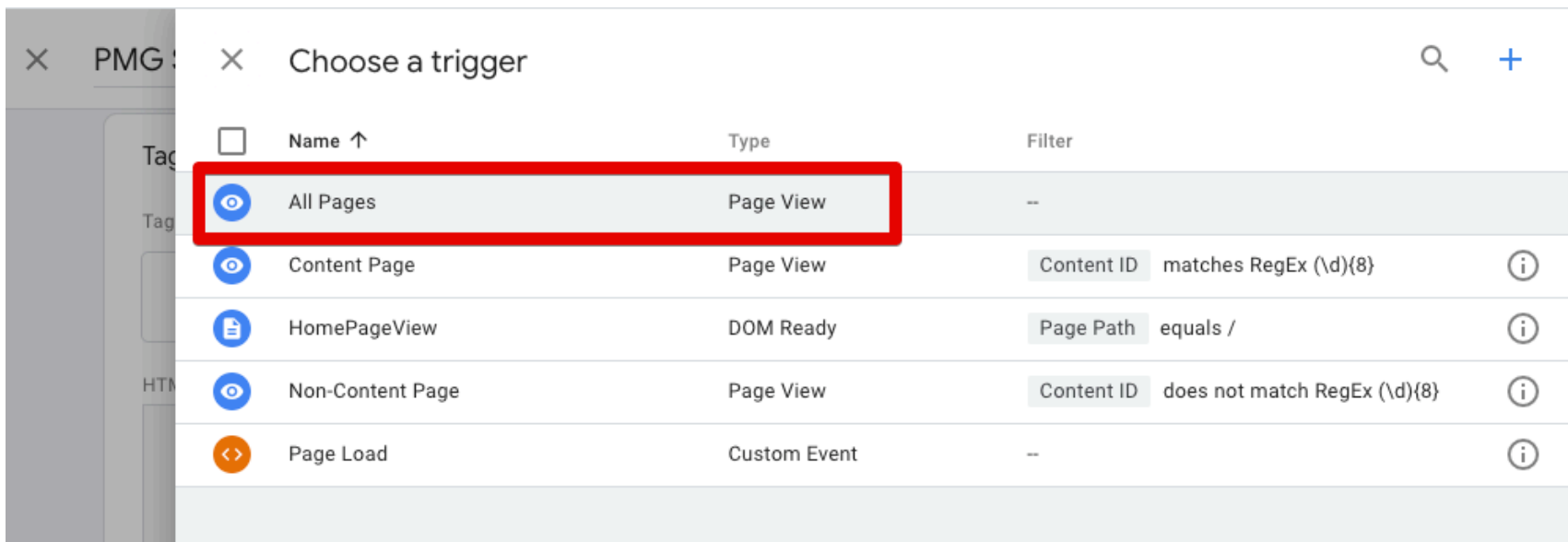
4. Under **Tag Configuration**, select **Custom HTML**

The image shows a screenshot of the Google Tag Manager interface. On the left, a tag named "PMG Scout" is highlighted with a red box and a red arrow pointing to it, with the number "3" next to the arrow. Below this, the "Tag Configuration" section is visible, and the "Triggering" section is partially shown. On the right, a "Choose tag type" dialog is open, displaying a list of tag types. The "Custom HTML" option is highlighted with a red box and a red arrow pointing to it, with the number "4" next to the arrow. The list of tag types includes: Discover more tag types in the Community Template Gallery, Google Ads Conversion Tracking, Google Ads Remarketing, Floodlight Counter, Floodlight Sales, Conversion Linker, Google Optimize, Google Surveys Website Satisfaction, Custom (with sub-options: Custom HTML, Custom Image), and Custom Image.


5. In the **HTML** section, add this line of script:


```
<script type="text/javascript" async src="https://s3.amazonaws.com/beacon.pmmimediagroup.com/prod/script.js"></script>
```

6. Under **Triggering**, Choose a trigger. Select **All Pages**




7. Your tag should look like this.


PMG Scout 

 [Save](#)

Tag Configuration

Tag Type

 **Custom HTML**
Custom HTML Tag

HTML 

```
1 <script type="text/javascript" async  
src="https://s3.amazonaws.com/beacon.pmmimediagroup.com/prod/script.js"></script>
```

Triggering

Firing Triggers



All Pages
Page View

Then hit **Save**.

8. Then at the top right corner, hit **Submit**

The screenshot shows the Google Tag Manager interface. At the top, the breadcrumb navigation reads "All accounts > PMMI Media Group" and the current workspace is "staging.packworld.com - stage". The top navigation bar includes "Workspace", "Versions", and "Admin". On the right side of this bar, there are buttons for "Preview" and "Submit". The "Submit" button is highlighted with a red rectangular box, and a red arrow points from the "Preview" button towards it. Below the navigation bar, the left sidebar shows the "CURRENT WORKSPACE" as "Default Workspace" and a list of navigation items: "Overview", "Tags" (which is selected and highlighted in blue), "Triggers", "Variables", "Folders", and "Templates". The main content area displays a table of tags. The table has columns for "Name", "Type", "Firing Triggers", and "Last Edited".

| Name ↑ | Type | Firing Triggers | Last Edited |
|-------------------------------------|-------------|-----------------|--------------|
| Article-01-Right | Custom HTML | Content Page | 6 months ago |
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| Article-BILibrary | Custom HTML | Content Page | 6 months ago |
| Article-Bottom-Wide | Custom HTML | Content Page | 6 months ago |

9. Make a note of your changes, then **Publish**.

The screenshot shows the 'Submit Changes' dialog in a development tool. The title bar at the top reads 'Submit Changes' and features a blue 'Publish' button on the right, which is highlighted with a red rectangular box and a red arrow pointing towards it. Below the title bar, the 'Submission Configuration' section is visible. It contains two main options: 'Publish and Create Version' (selected, with a blue background and an upward arrow icon) and 'Create Version' (with a document icon). Under 'Publish and Create Version', the 'Version Name' field is highlighted with a blue border and contains the text 'Added PMG Scout', with a red arrow pointing to it. Below this is the 'Version Description' field, which is empty and contains the placeholder text 'Add a detailed description of the changes'. At the bottom, the 'Publish to Environment' section shows a 'Live' environment selected with a circular icon and a pencil icon.

10. Once you have published the tag, notify PMMI Media Group staff to confirm that systems are operating as it should.

Common Issues:

- Make sure the tag has been Submitted then Published in GTM
- Make sure there is not an extra space after /prod/
- Check to make sure you have no other GTM errors on your site
- Try clearing your DNS cache

11. Here is how to inspect your page to make sure the tag has been installed properly.

- Go to website in Chrome
- Right Click > Inspect > Network
- Then in Filters under Network, type in pmg-beacon, then refresh the page
- You should see pmg-beacon display in the lower panel - this shows the tag was added correctly.

Here is a video screenshot - <https://share.getcloudapp.com/WnubEDEk>