

Troubleshoot with Tag Assistant - Tag Assistant Help

Chapter 5

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Learning Objectives

- Diagnose misfiring tags, undefined variables, and duplicate events using GTM Preview Mode and Tag Assistant
- Apply the GA4 DebugView cross-validation workflow to confirm event parameters reach the GA4 property
- Publish a GTM container version with a descriptive change log and roll back a bad publish using 'Set as Latest Version'
- Complete the pre-publish QA checklist covering naming, trigger scope, variable resolution, and consent state

Diagnosing Tag Errors with GTM Preview Mode

- Every subsequent page interaction generates a numbered event in the left-panel event list, in firing order.
- These four tabs are your primary diagnostic toolkit — before reaching for any other tool, exhaust them.
- A chip showing undefined in resolved-value mode pinpoints a broken variable without having to read a list.

Three Error Scenarios: Reproduce, Diagnose, Fix

- Scenario 1 — Variable returns undefined.
- The casing mismatch is immediately visible side-by-side.
- Scenario 2 — Tag fires on wrong trigger.
- A GA4 - begin_checkout tag should fire only on /checkout.

Cross-Validating with GA4 DebugView

- In GA4, navigate to Admin → DebugView.
- One form_submit event in the stream confirms the fix.
- Together they close the loop between GTM configuration and data collection.

Container Versioning: Publishing with a Change Log

- Every GTM container publish creates an immutable version snapshot.
- The change log is written during the submission step, not after.
- Publishing, versions, and approvals treats the description field as the equivalent of a git commit message.

Rolling Back After a Bad Publish

- Rolling back does not mean clicking Publish on an old version directly.
- The safe path: Versions tab → Actions menu (■) next to the target version → Set as Latest Version.
- "Set as Latest Version" is the intended rollback mechanism.

Continue Learning

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