

# **GTM Tools Add-on For Google Sheets | Simo Ahava's blog**

Chapter 7

academy.kspl.tech | Koenig AI Academy

# Learning Objectives

---

- Run a full GTM container audit to identify redundant, legacy, and duplicate tags and their orphaned triggers and variables
- Apply the pause-before-delete workflow to safely reduce container size without data loss risk
- Use Chrome DevTools Network tab to produce before/after container weight benchmarks that justify the audit to stakeholders
- Maintain a tracking plan (SDR) and a quarterly four-checkpoint review process that keeps the container accurate across team and campaign changes

# Diagnosing Tag Bloat: The Full Audit Methodology

---

- GTM containers have a hard size cap of 300 KB.
- The GTM UI warns at 70% of that limit ( $\approx$ 210 KB).
- Export the container JSON from GTM Admin → Export Container. Then identify bloat across four categories:
- Legacy platform tags — Universal Analytics (analytics.js, GA3 property IDs) was sunset March 2023.

# Pause or Delete? Making the Right Call

---

- The distinction matters because it directly affects container size.
- Blocking a tag via a blocking trigger keeps the full tag code inside the container — it just doesn't fire.
- The decision rule:
- Pausing preserves the full tag configuration — triggers, variables, settings — so restoration is fast.

# Benchmarking Page Load Impact with Browser DevTools

---

- Quantifying weight reduction turns an audit into a stakeholder-ready result.
- Open Chrome DevTools (F12) → Network tab. Check Disable cache and set throttling to Fast 3G.
- Hard-reload (Ctrl+Shift+R).
- Also note the Performance tab's yellow Scripting duration for JavaScript execution cost.

# Building a Tracking Plan (Solution Design Reference)

---

- A companion Tools tab tracks active platforms with property/account IDs, owners, and last verification dates.
- The SDR must be updated at every GTM publish — not afterward as optional documentation.

# The Quarterly Review: Four Checkpoints

---

- Run deep audits on a quarterly cadence, stepping through four checkpoints in order:
- Tag Relevance — Cross-reference every active tag against the current vendor stack and campaign calendar.
- Flag tags for campaigns that ended more than 30 days ago and tags for platforms not in current SaaS contracts.
- Trigger Accuracy — Walk key user journeys in GTM Preview Mode.

# Continue Learning

Full course available at:

[academy.kspl.tech](https://academy.kspl.tech)