GOOGLE TAG MANAGER · APPLY & GIVING

Installing GTM on apply and giving

Two very different jobs. **apply.guilford.edu** is a Slate portal that already carries Guilford's container — the work there is configuration, not installation. **giving.guilford.edu** is a WordPress site with **no analytics on it whatsoever**, which is exactly why the giving funnel has never had a baseline.

CLIENT	PLATFORMS	AUDITED	STATUS
Guilford College	Slate · WordPress	27 Jul 2026 · Live	Internal · Confidential

A Where the four properties actually stand

Read from the live sites on **27 Jul 2026**. Worth doing before any ticket is raised — two of these need nothing installed, and one of them needs everything.

Property	Platform	GTM container	Consent	Where it stands
`www.guilford.edu`	Drupal	`GTM-5BZ4942`	None	The reference implementation. Guilford's own container.
`apply.guilford.edu`	Technolutions Slate	`GTM-5BZ4942`	None	Same container as the main site. **Nothing to install.**
`www.giving.guilford.edu`	WordPress · Divi	Nothing	None	No GTM, no GA4, no gtag, no pixel. **The gap.**
`guilfordquakers.com`	Sidearm Sports	`TW6R675` · `K3TH4CC`	None	Vendor containers only — neither is Guilford's. See the separate runbook.

THIS SETTLES THE OPEN QUESTION FROM THE ATHLETICS RUNBOOK

Guilford's container is `GTM-5BZ4942` — it is on both the main site and the Slate portal. Neither container on the athletics site matches it, so `GTM-K3TH4CC` is **not** Guilford's. That runbook's "check whether you already own it" step now has an answer: you do not, and the install there is genuinely needed.

What that means for this piece of work

1. **apply.guilford.edu needs no installation.** Slate already renders the container on portal pages. Section B is configuration and one real defect.
2. **giving.guilford.edu is the only true install**, and it is the easy one — WordPress, so Guilford controls it outright with no vendor ticket. Section C.
3. **Nothing anywhere has a consent gate.** Not the main site, not Slate, not giving. Because all the Guilford-controlled properties share one container, consent can be fixed **once**, centrally. Section D.

WHY GIVING HAS NEVER HAD A BASELINE

The measurement framework records "no baseline anchors, giving-side — the gap." This is the cause, not a symptom: there has never been a tag on the giving site to produce one. Everything the campaign wants to report on starts the day this ships.

B apply.guilford.edu — already tagged, badly routed

Technolutions Slate. The container is present on portal pages, so this section is configuration plus one defect that is quietly costing you attribution on paid media.

The defect: the bare domain destroys campaign parameters

Only the *root* of the domain redirects. Everything below it is the live portal. But that root redirect drops the query string:

```
apply.guilford.edu/?utm_source=meta&utm_medium=paid&utm_campaign=fall26
  → 302  http://www.guilford.edu/admission/      (query string gone — and an insecure hop)
  → 301  https://www.guilford.edu/admission/
  → 301  https://www.guilford.edu/admissions     (lands with no campaign data)
```

Any ad, email or print QR code pointing at `apply.guilford.edu` arrives at the admissions page as **Direct**. With Encoura running display and paid social, this is live budget reporting as untracked traffic. **Fix:** make the root redirect preserve the query string and go straight to `https://www.guilford.edu/admissions` in one secure hop.

The portal paths that matter

URL	What it is	Event to fire
`/apply/?pk=UNDER`	The undergraduate application itself	`apply_start` → `apply_submit`
`/register/?id=…`	Inquiry and event registration forms	`request_info_submit`
`/portal/campus_visit`	Campus visit scheduling	`visit_scheduled`

CONFIGURING, NOT INSTALLING

Because Slate already renders `GTM-5BZ4942`, adding conversion tracking is done entirely inside the container — no Technolutions ticket. Build triggers on the three paths above, and read the thank-you/confirmation step for the submit events rather than the button click, so you count completions and not intentions. If you need richer data than the URL exposes, Slate's **custom source code** per form can push a `dataLayer` object; that *does* need a Slate admin.

ONE THING TO CONFIRM

`UA-9584163-1` is still rendered alongside the container here and on the main site. Universal Analytics stopped processing in July 2023, so it collects nothing — but leave it until you have confirmed nothing internal still points at it, then strip it from the Slate template and the Drupal theme together.

C

giving.guilford.edu — the real install

WordPress on the **Divi** theme with a `grow-pro` child theme, LiteSpeed caching, PHP 8.1. Guilford controls this outright, so no vendor is involved. Currently carries **no analytics of any kind**.

1 Divi → Theme Options → Integration — SIMPLEST

Divi ships a built-in code injection panel: **Divi → Theme Options → Integration**, then *"Add code to the < head > of your blog."* Paste the head snippet, save. It applies site-wide and survives Divi updates. Use this unless you need a managed dataLayer.

2 A GTM plugin — BETTER DATALAYER

A plugin such as *GTM4WP* adds the container **and** emits a structured dataLayer — post type, author, categories, form submissions — without hand-writing pushes. Worth it if the giving site grows campaign landing pages you want to segment.

3 Child theme `header.php` — ONLY IF YOU ALREADY MAINTAIN IT

The `grow-pro` child theme can hold the snippet via `wp_head`. Most robust, but it is a code deploy and it is the one route that a careless theme update can silently revert.

HEAD SNIPPET — GUILFORD'S EXISTING CONTAINER

```
<!— Google Tag Manager —>
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l≠'dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-5BZ4942');</script>
<!— End Google Tag Manager —>
```

LITESPEED WILL HIDE YOUR WORK — TWICE

1 · Purge after saving. The site runs LiteSpeed Cache and served us a cache *hit*. Until you purge all caches, you will keep loading a pre-tag copy of the page and conclude the snippet failed.

2 · Exclude GTM from JS optimisation. LiteSpeed's combine/defer options will happily reorder or inline the container and break consent ordering. Add `googletagmanager.com` to the JS excludes before you start debugging anything else.

D Cross-domain, the GiveCampus hand-off, and consent

All three Guilford-controlled properties share one container, so these are configured once and inherited everywhere.

1 · Cross-domain measurement

In GA4: **Admin → Data streams → the guilford.edu web stream → Configure tag settings → Configure your domains**. List every Guilford-controlled domain, and fire **the same measurement ID** from the container on each. Both halves are required — the domain list lets the linker pass the client ID, the shared ID lets GA4 stitch the session.

www.guilford.edu **apply.guilford.edu** **www.giving.guilford.edu** **catalog.guilford.edu** **guilfordquakers.com**

2 · The GiveCampus hand-off — be honest about the seam

Donations leave for `givecampus.com/schools/GuilfordCollege/donate`. That is third-party SaaS: **you cannot put the container on it**, and cross-domain linking to it will not work unless GiveCampus explicitly supports the linker. So measure the seam, do not pretend it isn't there:

- Fire `donation_start` as an **outbound click** on the GiveCampus link, from the giving site. This you fully control.
- For `donation_complete` and gift value, use **GiveCampus's own Google Analytics integration** in their admin, pointed at the same GA4 property.
- Reconcile the two monthly. Expect the click count to exceed completed gifts — that difference is the abandonment number, and it is the highest-value remarketing audience the campaign has.

3 · Consent, fixed once

No Guilford property has a consent gate today. Because they share `GTM-5BZ4942`, do not add a banner per site: create **one Consent Mode default tag** on the built-in **Consent Initialization — All Pages** trigger, denying everything except `security_storage`. GTM guarantees it runs before every other tag in the container, on every property, regardless of what each platform does with script order — which is the only reliable option when Slate and Divi both control their own `<head>`.

The banner built for the guilford.edu redesign already pushes a `consent_update` dataLayer event with the same category names, so it drives the update on every domain unchanged.

E Verify before you publish

All of it in Preview first. Publishing to a shared container touches four properties at once, so a mistake here is not contained to one site.

01 Container loads on giving

GTM Preview against `www.giving.guilford.edu`. If Tag Assistant will not connect, purge LiteSpeed before assuming the snippet failed.

02 Consent fires first

The Consent Initialization tag must appear above everything else, with GA4 tags blocked until consent is granted. This is the single most common mistake.

03 Hits land

GA4 DebugView on property `359308554`: page views from both new hostnames within seconds.

04 Cross-domain holds

Click guilford.edu → apply.guilford.edu. The URL should carry `_gl=` and DebugView should **not** show a new `session_start`.

05 UTMs survive

Load `apply.guilford.edu/?utm_source=test`. Until the root redirect is fixed, the parameter will be gone at the destination — this is your regression test for that fix.

06 Apply events fire

Walk `/apply/?pk=UNDER` and `/portal/campus_visit` and confirm the events land on the confirmation step, not the button click.

07 Giving hand-off

Click the GiveCampus donate link and confirm `donation_start` fires before the browser leaves.

08 Referrals stop

After 48h, the new domains should stop appearing as referrals in Traffic acquisition. They will not disappear retroactively — watch for new rows to stop.

The punch list, in the order worth doing it

1. **Fix the `apply.guilford.edu` root redirect** to preserve the query string over a single HTTPS hop. Cheapest fix here, and it is currently costing live paid-media attribution.
2. **Add the container to giving** via the Divi Integration tab, then purge LiteSpeed and exclude `googletagmanager.com` from JS optimisation.
3. **Ship the Consent Initialization tag** to the shared container — this closes the consent gap on all three Guilford-controlled properties in one change.
4. **Configure cross-domain** and the GiveCampus GA integration; agree the monthly reconciliation.
5. **Build the apply and giving events**, reading confirmation steps rather than clicks.
6. **Retire `UA-9584163-1`** from the Slate template and the Drupal theme once nothing internal still references it.