

GOOGLE TAG MANAGER • ATHLETICS SITE

Installing GTM on guilfordquakers.com

The athletics site is **vendor-hosted on Sidearm Sports** and already carries tags nobody at Guilford installed. This runbook covers what is on it today, how to get Guilford's container onto a template you cannot edit, and the cross-domain and consent configuration that makes the data usable next to **guilford.edu**.

CLIENT

Guilford College

PLATFORM

Sidearm Sports

AUDITED

27 Jul 2026 • Live site

STATUS

Internal • Confidential

A What is already on the site

Read from the live homepage on **27 Jul 2026**. Everything below arrived with the Sidearm template — none of it was installed by Guilford, and none of it reports into the guilford.edu property.

Type	ID	How it loads	What it does
GTM container	GTM-TW6R675	Hardcoded in the Sidearm template, plus a <code><noscript></code> iframe.	Ships the Sidearm dataLayer — <code>dataLayerLoaded</code> , <code>schoolAttributes</code> , <code>ssClientID 2047</code> . Vendor-owned; leave it alone.
GTM container	GTM-K3TH4CC	Hardcoded, second container, loads in parallel.	Owner unconfirmed. Check your GTM account first — if Guilford owns this one, there is nothing to install.
GA4	G-9ZEY3G5WQF	Hardcoded <code>gtag.js</code> in <code><head></code> , not via GTM.	An athletics-only GA4 property, entirely separate from guilford.edu's <code>359308554</code> .
Universal Analytics	UA-195038689-33	Present as a dataLayer value only.	Dead — UA stopped processing in July 2023. Vestigial, harmless, remove opportunistically.

TWO THINGS TO KNOW BEFORE YOU TOUCH ANYTHING

- 1• **There is no consent gate.** No consent platform is present, and `gtag('consent', ...)` is never called. Analytics and any advertising tags on the athletics site currently fire for every visitor from the first millisecond, with no opt-in and no way to withdraw. The consent banner built for guilford.edu does not cover this domain.
- 2• **The two sites do not share sessions.** `guilfordquakers.com` shows up as a **referral source** in guilford.edu's GA4 today. A prospect who reads a roster page and then clicks through to Admissions is counted as two people on two sessions, and the athletics half of the journey is credited to a referral rather than to the channel that actually earned it.

Before you start

1. **Confirm what Guilford already owns.** Open GTM and look for `GTM-K3TH4CC` . If it is in Guilford's account, skip section B entirely — the container is installed and you only need the configuration in C.
2. **Decide which container to use.** Use the **existing guilford.edu web container** rather than creating a new one, so both domains share one set of tags, triggers and consent logic.
3. **Get publish rights** in that container, and edit access to GA4 property `359308554` .
4. **Open a Sidearm/Learfield support channel.** You cannot edit the template yourself — see B.

B Getting the container onto a template you don't control

Sidearm is a hosted platform. There is no `<head>` you can open in a text editor, so the usual "paste it in the theme" instruction does not apply. Three routes, best first.

1 Sidearm admin — third-party tracking field TRY THIS FIRST

Sign in to the Sidearm CMS and look under **Settings → Integrations / Tracking** (wording varies by contract tier) for a custom-code or third-party-tracking field. Where the field exists, paste the container ID or the head snippet there and save. It applies site-wide with no ticket.

2 Learfield / Sidearm support ticket MOST LIKELY ROUTE

If there is no such field — common on standard tiers — raise a ticket with Sidearm support. Give them all four of these, or it will bounce back:

- The container ID, and that it is **additive** — the existing containers stay.
- Both snippets verbatim (below), head and body.
- Placement: head snippet **as high in `<head>` as possible**; noscript snippet **immediately after the opening `<body>`**.
- Scope: **every page and every subdomain**, not just the homepage.

3 Already installed CHECK BEFORE DOING 1 OR 2

If `GTM-K3TH4CC` turns out to be Guilford's, stop. Adding a third container would just double-fire everything. Go straight to section C.

HEAD SNIPPET — REPLACE GTM-XXXXXXX WITH THE CONTAINER ID

```

<!-- 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-XXXXXX');</script>
<!-- End Google Tag Manager -->

```

BODY SNIPPET — IMMEDIATELY AFTER `<body>`

```

<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-XXXXXX"
  height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->

```

DO NOT REMOVE THE VENDOR CONTAINERS

Containers coexist safely. `GTM-TW6R675` carries Sidearm's own reporting and the school dataLayer; deleting it breaks the vendor's analytics and buys nothing.

C Cross-domain, consent, and not double-counting

Installing the container is the easy half. These three settings are what turn two disconnected sites into one measurable journey.

1· Cross-domain measurement

In GA4, open **Admin → Data streams → the guilford.edu web stream → Configure tag settings → Configure your domains**. Add every domain in the journey:

`guilford.edu``guilfordquakers.com``giving.guilford.edu``catalog.guilford.edu``portal.mist.com`

Then fire **the same measurement ID** on both sites from the container. Sharing the ID is what lets GA4 stitch the session; listing the domains is what lets the linker pass the client ID across. One without the other does nothing. Finally add `guilfordquakers.com` to **Admin → Data streams → List unwanted referrals** so the old referral rows stop accruing.

ATHLETICS KEEPS ITS OWN REPORTING

None of this takes anything away from the athletics team. `G-9ZEY3G5WQF` keeps running exactly as it does now — a page can send to two GA4 properties at once. Guilford's stream is added *alongside* it. Report athletics separately with a **hostname** comparison inside property `359308554`, and nobody has to give up their numbers.

2· Consent, on a template you don't control

Consent Mode defaults must be pushed *before* the container loads. On `guilford.edu` the banner script does that directly. Here you cannot guarantee script order — so set the defaults **inside the container instead**: create a Consent Mode default tag on the built-in **Consent Initialization — All Pages** trigger, which GTM guarantees to run before every other tag.

Deny everything except `security_storage`, then have the Guilford banner's `consent_update` dataLayer event drive the update. The banner already pushes it, so the same categories mean the same thing on both domains.

3· Do not double-count

- Never add a GA4 config tag using a measurement ID that is **already hardcoded** on the page. `G-9ZEY3G5WQF` is hardcoded — so if you ever move athletics into `359308554`, strip the hardcoded `gtag` in the same change, not after.
- Adding Guilford's stream is safe today precisely *because* it is a different ID.
- Two containers already load in parallel. Before adding tags, confirm the vendor containers are not already firing the same events, or you will report every click twice.

D Verify, publish, and what to watch

Do all of this in Preview before publishing. A container published wrong on a vendor template is slow to unwind, because the rollback goes through the vendor too.

1. **Preview against the live domain.** In GTM hit **Preview** and enter `https://guilfordquakers.com`. Tag Assistant should connect and show your container alongside the vendor containers. If it never connects, the snippet is not on the page yet — go back to the Sidearm ticket.
2. **Check the consent gate fires first.** In Tag Assistant, the Consent Initialization tag must appear *above* everything else, and GA4 tags must show as blocked until consent is granted. Tags firing before it is the single most common mistake here.
3. **Confirm the hit lands.** GA4 **Admin → DebugView** on property `359308554` : with Preview on, a page view from `guilfordquakers.com` should appear within seconds. Check the **hostname** on the event.
4. **Test the cross-domain hand-off.** With Preview still on, click a link from `guilford.edu` to the athletics site. The destination URL should carry a `_gl=` parameter, and DebugView should **not** show a new `session_start`. A new session at the boundary means the domain list in C1 is wrong.
5. **Publish** with a version name that says what changed, then re-run steps 1–4 against the published container.
6. **Check again after 48 hours.** In `guilford.edu`'s **Traffic acquisition** report, `guilfordquakers.com` should stop appearing as a referral. It will not disappear retroactively — you are watching for new rows to stop.

IF NO DATA ARRIVES

Work in this order: (1) consent is denied by default, so nothing fires until you accept — that is correct behaviour, not a fault; (2) the snippet may be on the homepage only, so test an interior roster page; (3) an ad blocker will silently drop GTM, so retest in a clean profile.

E Four things to fix while you have the vendor's attention

Found during the 27 Jul audit. None of them block the install — but a Sidearm ticket is slow to open and cheap to extend, so send them together.

01 Every page view registers a brand-new user

WHAT WE FOUND

The hardcoded athletics GA4 config sets `user_id` to `crypto.randomUUID()` — a fresh random value on every single page load. GA4 treats each one as a different signed-in person.

WHY IT MATTERS

User counts, returning-user rates and any user-scoped audience on `G-9ZEY3G5WQF` are currently meaningless. Sessions and page views are unaffected.

FIX

Remove the `user_id` parameter, or set it to a genuinely stable identifier. Sidearm ticket, same as the install.

02 No consent gate anywhere on the domain

WHAT WE FOUND

No consent platform is present and `gtag('consent', ...)` is never called, so tags fire before any opt-in.

WHY IT MATTERS

A compliance exposure on a public-facing college domain, and it will skew any before/after once consent does land.

FIX

Ship the Consent Initialization tag in C2 with the container — do not treat it as a later phase.

03 Two GTM containers loading in parallel

WHAT WE FOUND

Both `GTM-TW6R675` and `GTM-K3TH4CC` load on every page, each with its own noscript iframe.

WHY IT MATTERS

Duplicate containers routinely double-fire the same events, and they compete for the shared `dataLayer`.

FIX

Audit what each one fires before adding a third. If one is Guilford's and idle, use it instead of installing.

04 Dead Universal Analytics ID in the dataLayer

WHAT WE FOUND

`UA-195038689-33` is still published in the Sidearm dataLayer payload.

WHY IT MATTERS

Harmless — UA stopped processing in July 2023 — but it misleads anyone auditing the site.

FIX

Remove opportunistically, bundled into the next Sidearm change. Not worth its own ticket.