UserWay Tutorial – Install on Google Tag Manager
https://userway.org/platforms/gtm

Audio	Visual
Hi everyone. In this video, I'm going to show you how to add UserWay widget to Google Tag Manager. You must follow all these steps to get the code snippet that you will later add to Google Tag Manager. Some steps are customization options that you can actually skip and go through them later. But in this video, I will show you all of them.	Woman wearing a UserWay shirt is speaking, her video is in a small box in the lower right corner of the screen. This box remains throughout the video. The main screen shows a page from the UserWay website
So, let's begin. Visit UserWay.org and click on "Get the Widget."	The cursor moves to the upper right corner of the UserWay website and clicks the "Get the Widget" button next to the UserWay icon. Step 1 of the code generation questionnaire appears.
Step number one is, add your website address. Also, don't forget to agree to the terms of service and privacy policy. When you're ready, click on "Next" to step number two.	The example website's URL appears in the "What's your website's address?" window. The cursor clicks the "I agree" checkbox and the "Next" button.
And add your name, last name, and your email. Let's continue to step number three.	Step 2 of the questionnaire appears. Sample values appear in these form windows. The cursor clicks the "Next" button in the lower right corner. The form advances to the next page. The cursor clicks the "Next" button.
Select your preferred icon. You can choose among these four. Click on "Next" to step number four.	Step 3 appears. The cursor highlights the four icon choices, leaving the first (default) option selected. The cursor clicks the "Next" button.
Choose the size of your button. No matter which size you choose, mobile devices will always display the smaller size. Click on "Next" to step number 5.	Step 4 appears, showing the two icon size choices. The cursor hovers over the smaller icon, then clicks the "Next" button, leaving the larger (default) icon size selected.
You can change the color of your accessibility button using this color picker. Click on "Next" to step number six.	Step 5 appears, showing a spectrum bar and swatch selector. The cursor clicks the "Next" button.

Select the position. You can choose where you would like to place the button on your site. There are eight different positions. Then click on "Next: to step number seven.	Step 6 appears, and the cursor highlights some of the possible icon positions around the perimeter of a webpage layout. The cursor clicks the "Next" button, leaving the upper right (default) setting selected.
Select your language. default option is letting the widget to automatically detect the language of your visitor. But if you want to force the widget to display in a specific language, then you can open this list and select yours.	Step 7 appears. The cursor highlights the "Language" field, in which contains the default text, "Auto-Detect Language." The cursor clicks the dropdown arrow in the "Language" box and a list of languages appears.
Let's continue to step number eight.	The cursor clicks out of the dropdown menu, restoring the default selection and clicks the "Next" button.
It's very important to make your site accessible. But it's also important to have an accessibility statement. If you don't have one, don't worry about it, because we can help you with that. Just leave "No/I Don't Know" selected, and we'll help you with that later. Continue to step number nine.	Step 8 appears, asking if the user's site already contains an accessibility statement. "No/I Don't Know" is the default selection. The cursor clicks the "Next" button.
If you're interested in advanced custom options for this widget, then I recommend you to click "I'd like to learn more" for more information.	The form advances to Step 9, displaying an option to learn more about a white-label or custom-branded version of the UserWay widget. The cursor clicks the "Next" button.
I'm going to scroll all the way down and click on "Next" for our last step.	The cursor scrolls down to click on the "Next" button.
Here's our code. So, click on "Copy," and I'll see you in Google Tag Manager.	Step 10 appears, showing a window containing the UserWay script. The cursor clicks on the "Copy" button in the window's upper right corner. The code is highlighted.
I'm in Google Tag Manager. Code is copied to my clipboard, and before we create a new tag, remember that you need to install Google Tag Manager on your website. Once you create a container, you get the code that you need to paste on your site.	The screen transitions to the example site's Google Tag Manager dashboard page.

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Also, you can find this code if you click on your ID. So, this is the code that you need to paste on your site to install Google Tag Manager.	The cursor clicks the example user ID in the top menu. A popup displays the scripts that must me pasted into website code in order to install Google Tag Manager.
Now I'm going to close this.	The cursor clicks out of the popup.
And let's create a new tag for UserWay.	The cursor clicks the "Add a New Tag" button in the dashboard. That window appears.
Let's name it	The cursor highlights the "Untitled Tag" text at the top of the window and overtypes "UserWay."
And click on "Tag Configuration." Scroll all the way down and select "Custom HTML."	The cursor clicks the "Tag Configuration" panel. A menu slides out. The cursor scrolls down the menu and clicks the "Custom HTML" item. That window appears.
Great. So, here's where we're going to paste our code. There's one more thing that we need to do.	The cursor clicks in the HTML panel and paste's the UserWay code.
Scroll down, and in "Triggering," select "All Pages."	The cursor scrolls down the page and clicks in the "Triggering" panel. That page appears, and the cursor clicks the "All Pages" button in the upper left.
Right. So, let's click on "Save." And, we have our tag.	The cursor clicks the "Save" button in the upper right. The dashboard's main page appears. The Workspace changes panel shows that the UserWay tag has been added.
I'm going to preview the site before we publish it. So, this is our site. Right now, I haven't refreshed it. So, going back to Google Tag Manager.	The main dashboard page appears.
If you click on "Preview," you'll get a previewing workspace once you refresh your site.	The cursor clicks the "Preview" tab in the upper right. The "Now Previewing" panel appears at the top of the page.
So, let's go back to the site. And I'm going to refresh it.	The example website appears. The site reloads with the Google Tag Manager console visible along the bottom.
See how a console opens. We got our widget up here. And here you can see that the tags are fired on this page is the UserWay code.	The cursor highlights the UserWay widget icon in the upper right. The console lists the UserWay code as a tag that is fired on the page.

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And her in this console, you can debug or see if there's any error.	The Google Tag Manager console notes zero errors.
Everything is looking OK, so we can publish our site to make these changes live. So, let's go back to Google Tag Manager. First thing is to leave preview mode. OK. I want to leave Preview Mode.	The site's Google Tag Manager dashboard main page appears. The cursor clicks the "Leave Preview Mode" button and OK from the popup confirmation window.
Click on "Submit."	The main dashboard page reloads without the preview mode panel. The cursor clicks the "Submit" button in the upper right.
Here you have the option to track all your changes. So, you can name your version and give it a small description. I'm just gonna skip this step, OK? Just gonna click on "Publish."	The Submission Configuration window appears. The cursor clicks the "Publish" button in the upper right.
And again, this is the same thing, so I'm gonna skip it.	The Submission Configuration window pops up again. The cursor clicks the "Skip" button in the lower right of the popup.
And we're done, so let's go back to our site. I'm going to refresh.	The Google Tag Manager version list appears showing a summary of the actions taken. The example site loads and reloads.
You can see that once you refresh the site that Preview Mode is gone, and the Widget is here. If you can see the widget on your site, that means that you have installed it correctly. There's also another way to verify the installation. Let's go back to userway.org and I'll show you how to do it.	The cursor clicks the UserWay widget icon in the upper right corner. The Accessibility menu appears.
You can click on "Let's Verify" to double-check the installation. But again, if you can see the widget on your site, that means that everything is OK.	The screen returns to the UserWay site page with the script highlighted in Step 10. The cursor highlights the "Let's Verify" button.
So, what you can do is click on "Skip." And here's your accessibility statement. This is a template that we're sharing with you that you can copy. You can add your own details as you want and paste it on your site.	The cursor clicks the "Skip" button next to the "Let's Verify" button. The accessibility statement appears.

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If you want to learn how to install UserWay widget in other platforms like Squarespace, Webflow, WordPress, and many more, you can follow the videos that you can see on your screen right now. Visit UserWay's YouTube channel, and in the description below this video, you'll find a list of all the installation guides for other platforms.	The host appears in full screen, surrounded by the UserWay logo and banners linking to other tutorials.
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