CHECKLIST · MARKETING

Your Google tag is becoming a Tag Manager container

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digitaladvisors.com.au/journal/google-tag-manager-container-upgrade/

- [ ] **Search your inbox for Google's email.** Google says it emailed users of containers with the unsupported setup; check the account that manages your Tag Manager.
- [ ] **Ask who installed your tags how they did it.** If a G-, AW- or DC- ID is loaded through the Tag Manager snippet, it needs fixing before January 2027.
- [ ] **Use a supported snippet.** Either the standard Google tag snippet after the opening head tag, or the Tag Manager snippet with your GTM- ID.
- [ ] **Check with Tag Assistant after any change.** Confirm your tag ID shows a green or blue status.
- [ ] **Review who has Tag Manager access.** Container permissions now also control who can see data in Tag Assistant.
- [ ] **Preview before you optimise.** If you already use Tag Manager, test the optional optimisation in a workspace before you publish it.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.