



Sitecore CMS 7.1

Sitecore Tag Management Client Library 1.0

Installation guide for administrators and developers

Chapter 1

Sitecore Tag Management Client Library

Tag Management is the founding technology that is used by Click Tracking and other Sitecore and third party tags and applications to enable the injection of tags and UI into Sitecore CMS managed webpages.

Sitecore Tag Management makes the deployment of third party tags and applications to your website simpler and faster. With Tag Management a content author is able to insert and manage third party tags and applications on a webpage. Any programming or configuration that might be needed is handled automatically without any assistance from a Sitecore developer.

This manual describes how to install and set up Tag Management for Sitecore CMS 7.1 version 130926 or later.

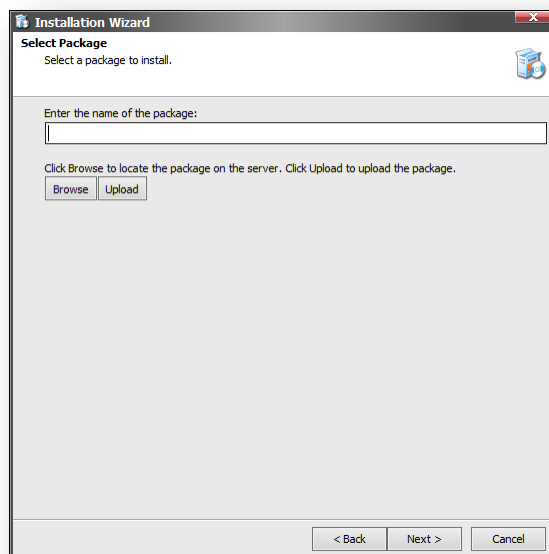
1.1 Installing Tag Management

The Tag Management tool is a client library installation package that must be installed in order to use applications, such as Click Tracking, without distributing client side packages. With Tag Management installed everything needed for an application is downloaded from the server automatically.

The Tag Management client library package must be installed on both the Sitecore Content Delivery Server and the Sitecore Content Management server. If you have multiple content management servers or content delivery servers, the package must be installed on all of them.

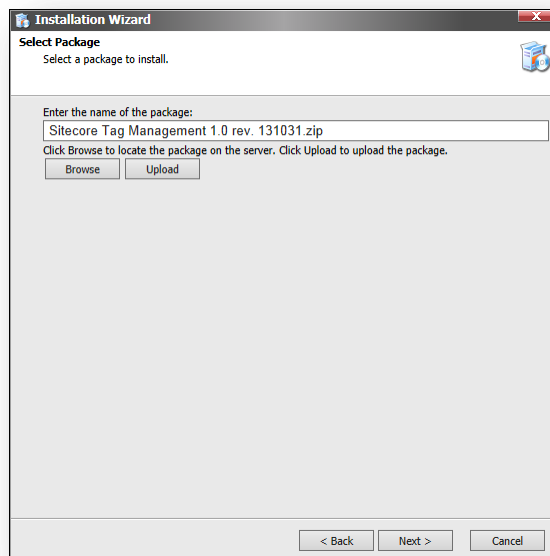
To install the Tag Management package:

1. Login to SDN and download the Sitecore Tag Management zip file to your local machine.
2. Login to Sitecore Desktop as an administrator.
3. Click the **Sitecore Start** button, **Development Tools**, and then **Installation Wizard**.
4. In the installation wizard, click **Next**, and then **Upload**.



5. Follow the steps in the **Upload Wizard** to upload the tag management zip file to Sitecore.

- When the tag management zip file is uploaded, follow the steps in the **Installation Wizard** to install the file.



- If you use a layout file other than the standard Sample Layout.aspx file available in Sitecore, you need to insert extra placeholders into the layout file that you use instead.

1.2 Inserting Placeholders into the Layout File

If you use a custom layout definition, you need to add extra placeholders to the layout file to finish the setup of Tag Management.

To insert placeholders to a layout file:

1. From the Sitecore Desktop, open the **Developer Center**.
2. Under **Recent Files**, click **Open**.
3. In the **Insert Sitecore Item** dialog, select and open your own layout file.
4. In the **Developer Center**, click **HTML** to view the HTML codes of the layout file.
5. Insert the following placeholders into the layout file:

- Into the beginning of the aspx definition layout:

```
<%@ Register TagPrefix="sc"
Namespace="Sitecore.Apps.TagInjection.Placeholders"
Assembly="Sitecore.Apps.TagInjection" %>
```

- Into the section `<head runat="server">`:

```
<sc:AppCenterPlaceholder ID="__head" key="__head" runat="server" />
```

- Into the beginning and end respectively of the section `<body>`:

```
<sc:appcenterplaceholder runat="server" id="__bodybegin"
key="__bodybegin"/>
```

```
<sc:Appcenterplaceholder runat="server" id="__bodyend"
key="__bodyend"/>
```

- Into the beginning and end of the section `<form>`:

```
<sc:Appcenterplaceholder runat="server" id="__formbegin"
key="__formbegin"/>
```

```
<sc:Appcenterplaceholder runat="server" id="__formend"
key="__formend"/>
```

6. To publish the new placeholders in the layout file, click **File** and then **Publish**.
7. In the **Publishing Wizard**, choose the smart publishing option.

Important

Remember to synchronize the layout on *all* your Sitecore Content Delivery Servers and Sitecore Content Management Servers.