

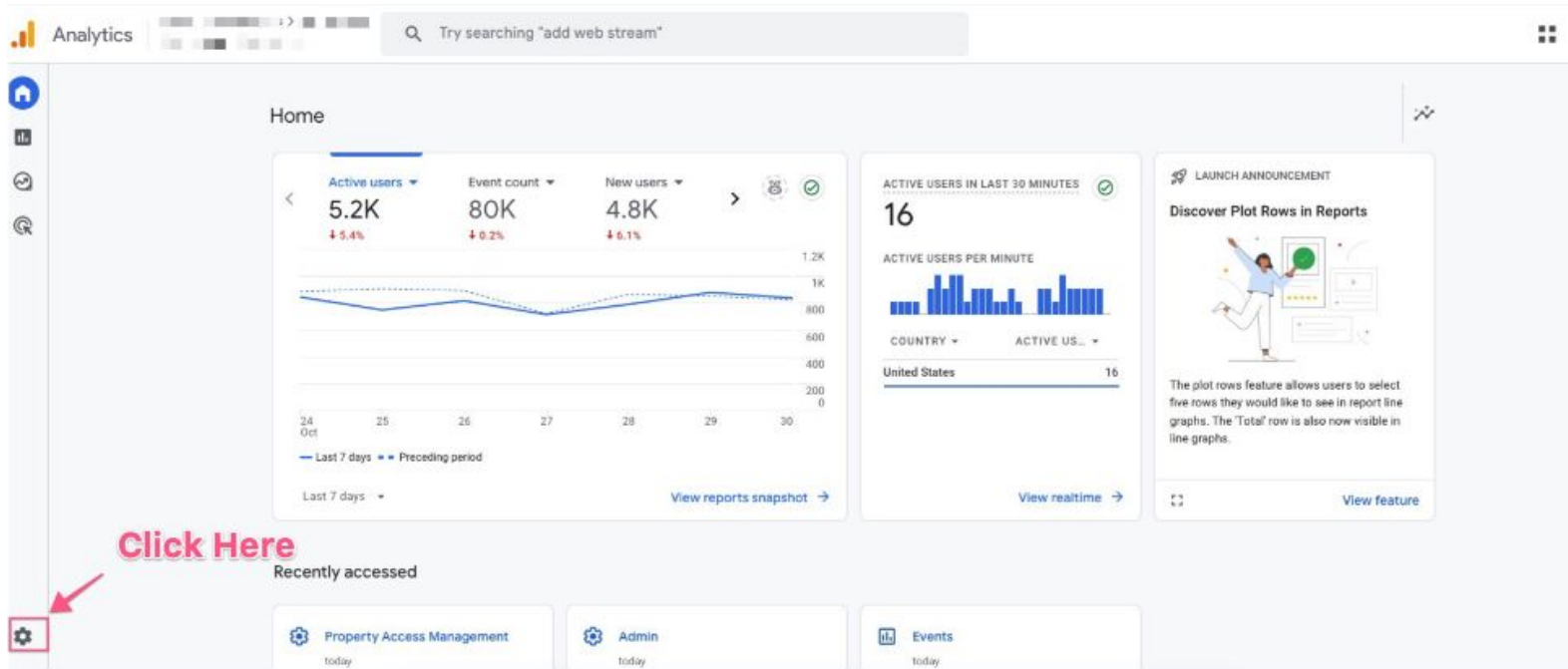
Troubleshooting GA4 Tagging Issues: Iframes and False Positives

The Cars Commerce Customer Analytics Team has identified that Google Analytics 4 (GA4) is displaying errors in tag diagnostics, indicating incorrect or untagged pages. Upon further investigation, we found that these issues relate to iframes within the tagged website pages. Although the main website pages are tagged correctly, GA4 is also scanning each iframe and may flag them as untagged if it does not detect the **gtag.js** script within those iframes.

You don't need to add a **gtag.js** script to every iframe since they might already be sending GA4 custom events through a webhook with an API secret key. We recommend contacting your third-party tool provider to check if they're properly sending the ASC events to your GA4 property.

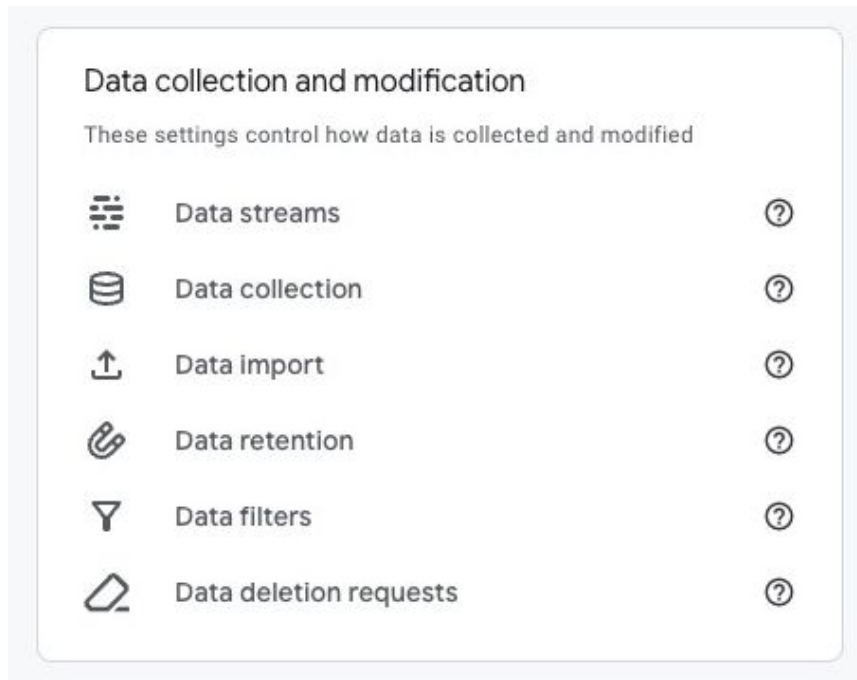
Here's how to confirm the website page is tagged and sending both Google-defined and ASC events properly:

STEP 1: Go to GA4 Admin section

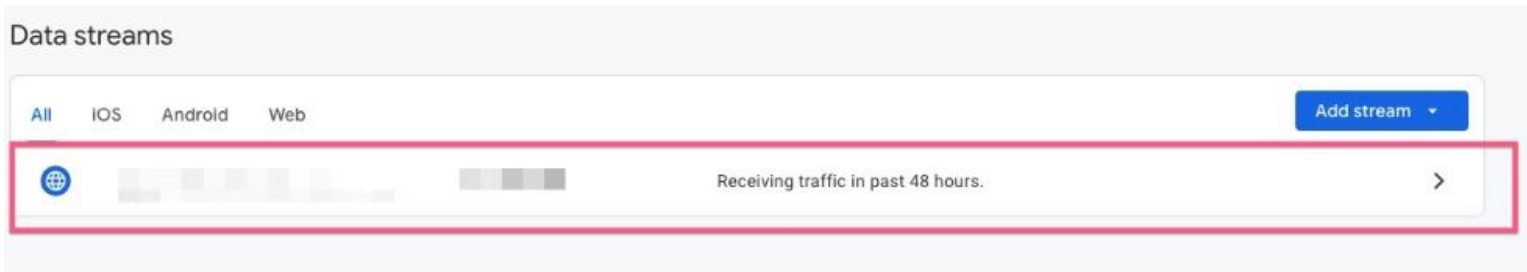


The screenshot displays the GA4 Admin interface. At the top, there's a search bar with the text "Try searching 'add web stream'". The main content area is titled "Home" and features three key metrics: Active users (5.2K, +5.4%), Event count (80K, +0.2%), and New users (4.8K, +6.1%). Below these metrics is a line graph showing data from October 24 to 30. To the right, there's a section for "ACTIVE USERS IN LAST 30 MINUTES" showing a value of 16, and a "LAUNCH ANNOUNCEMENT" for "Discover Plot Rows in Reports". At the bottom, there's a "Recently accessed" section with links for "Property Access Management", "Admin", and "Events". A red arrow points to the gear icon in the bottom left corner, with the text "Click Here" next to it.

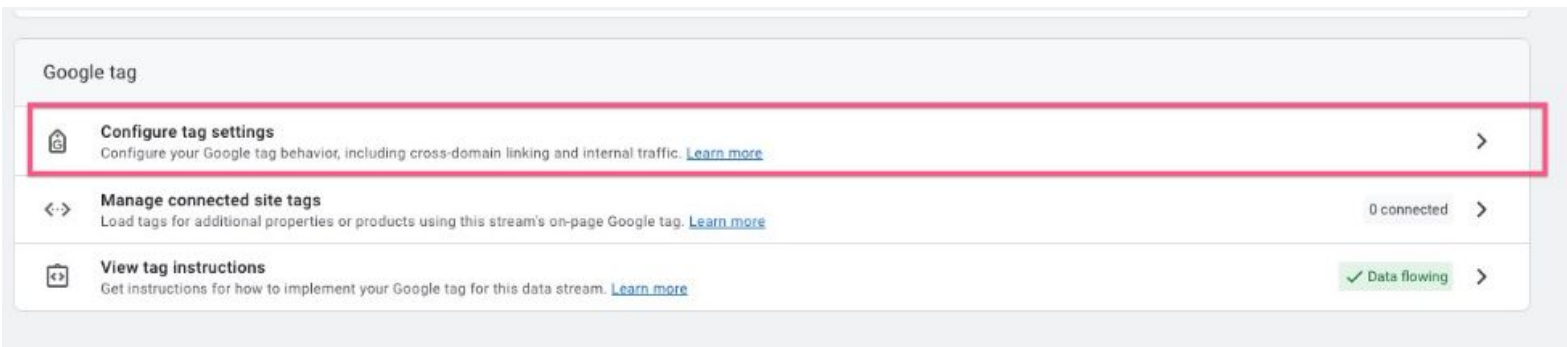
STEP 2: Click on **Data Stream** under **Data Collection and Modification**



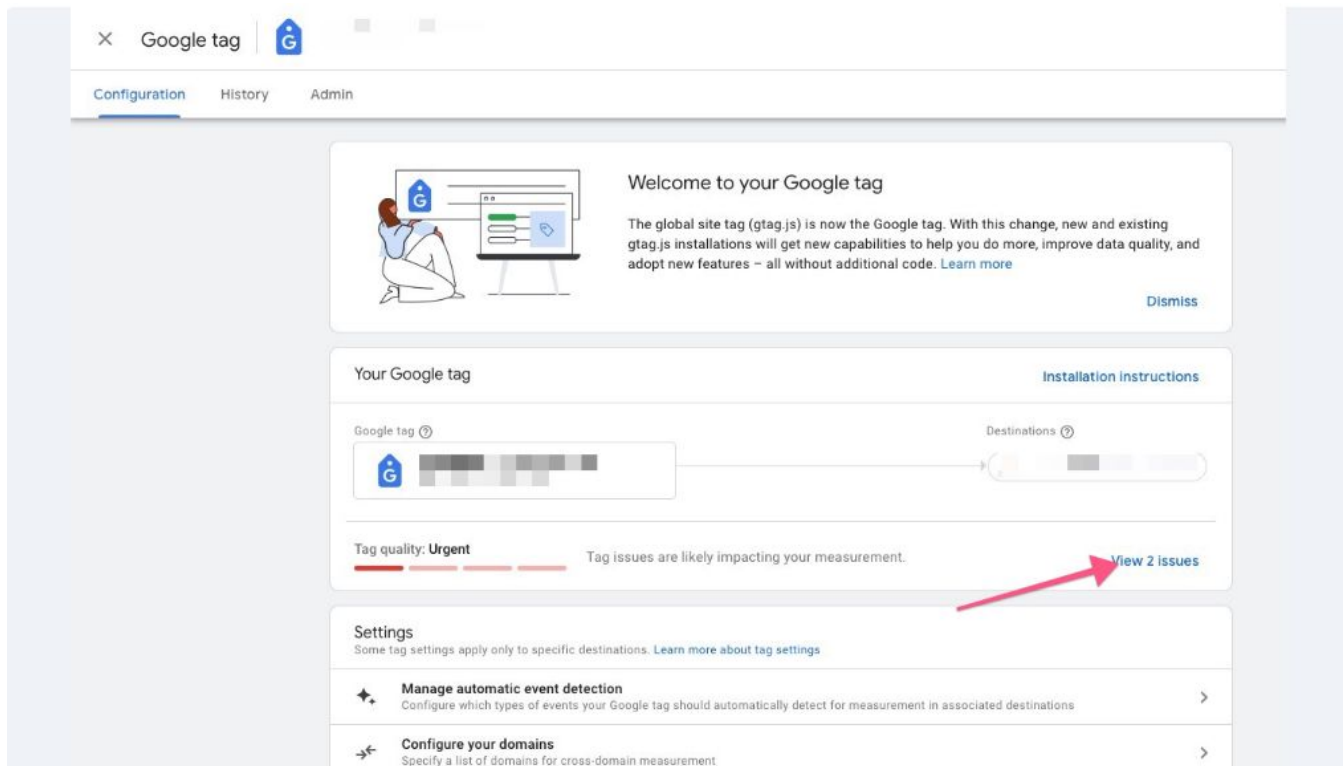
STEP 3: Select the relevant **Data Stream**



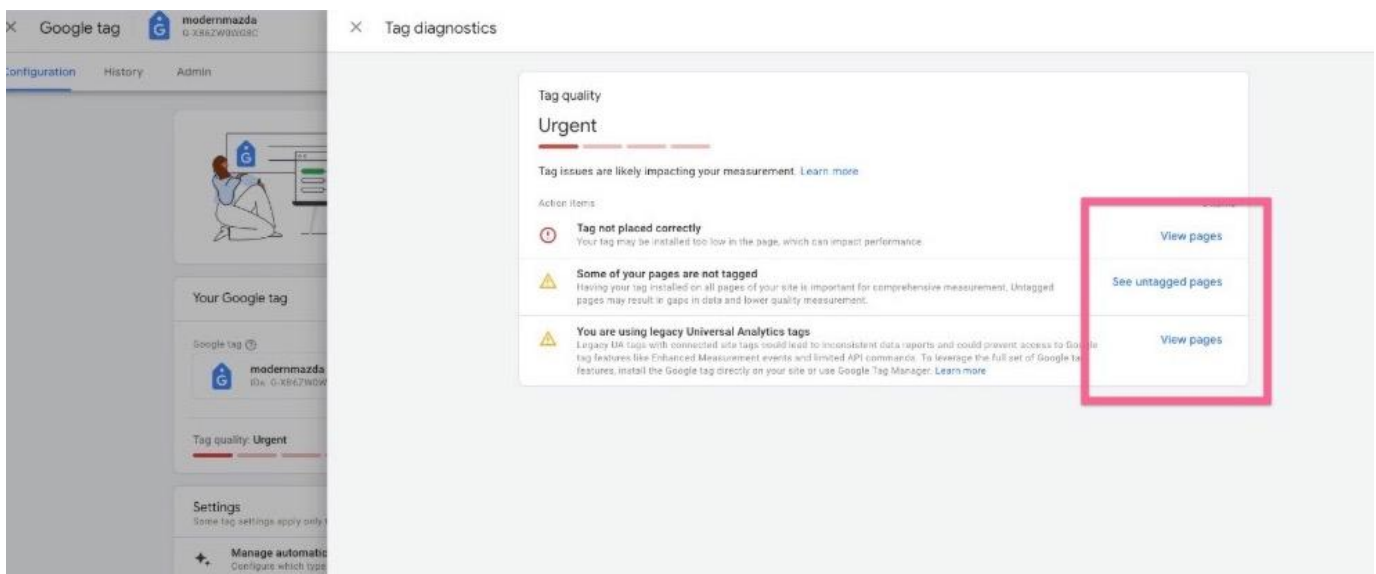
STEP 4: Choose **Configure Tag Settings**



STEP 5: Under **Your Google Tag**, if **Tag Quality** displays an alert, click **View # Issues** to open the diagnostics.



STEP 6: Within Tag Diagnostics, you can examine any page or tag issues by clicking on the blue text.



STEP 7: To investigate further, open **Tag Assistant** (Clicking on Tag icon) for a specific page where tagging issues are detected.

Tag coverage summary

Tag coverage shows where your tag is installed to help you find pages that may be missing measurement. Add URLs to the table below to see if they're tagged. [Learn more about tag coverage](#)

1164 Included pages	36 Not tagged	322 No recent activity	806 Tagged
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Page details

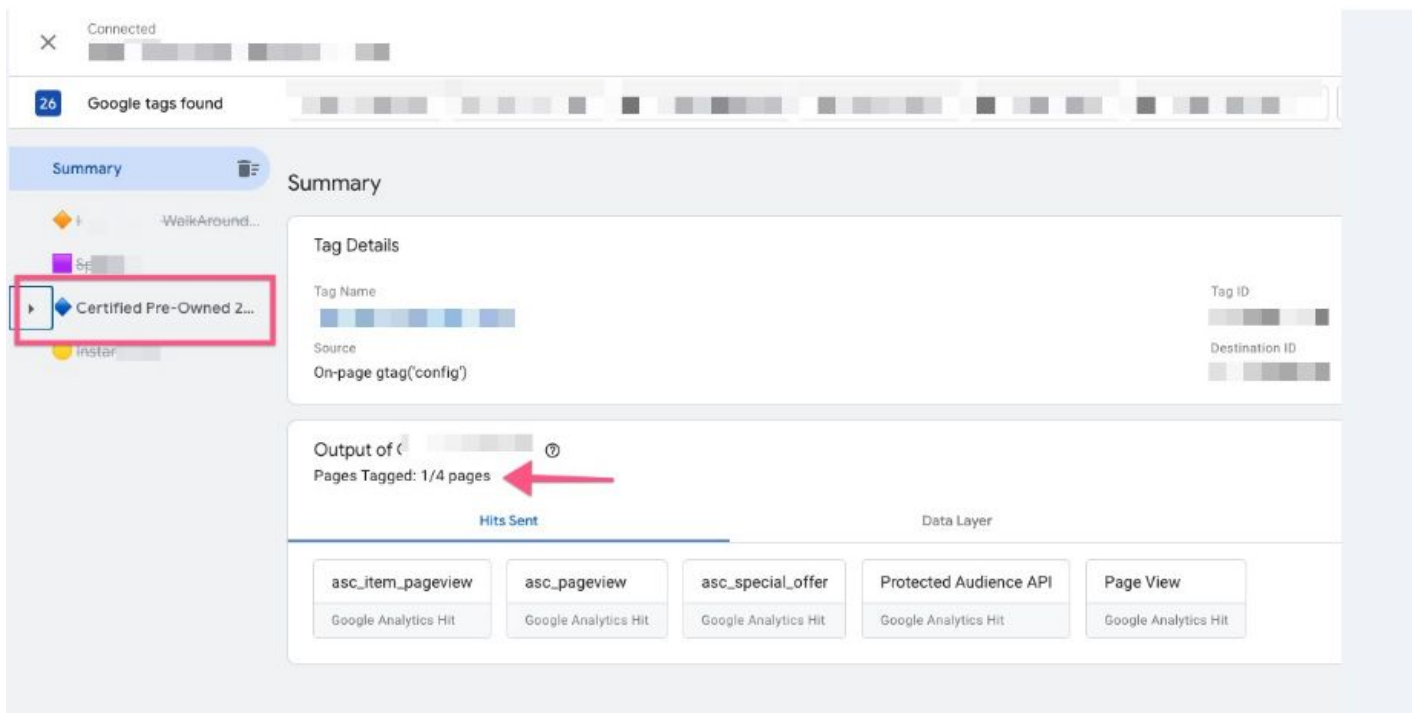
<input type="checkbox"/> URL	Tag status
<input type="checkbox"/> Suggested	Not tagged
<input type="checkbox"/> Suggested	Not tagged
<input type="checkbox"/> Suggested	Not tagged
<input type="checkbox"/> Suggested	Not tagged
<input type="checkbox"/> Suggested	Not tagged
<input type="checkbox"/> Suggested	Not tagged
<input type="checkbox"/> Suggested	Not tagged
<input type="checkbox"/> Suggested	Not tagged
<input type="checkbox"/> Suggested	Not tagged
<input type="checkbox"/> Suggested	Not tagged

Open in Tag Assistant

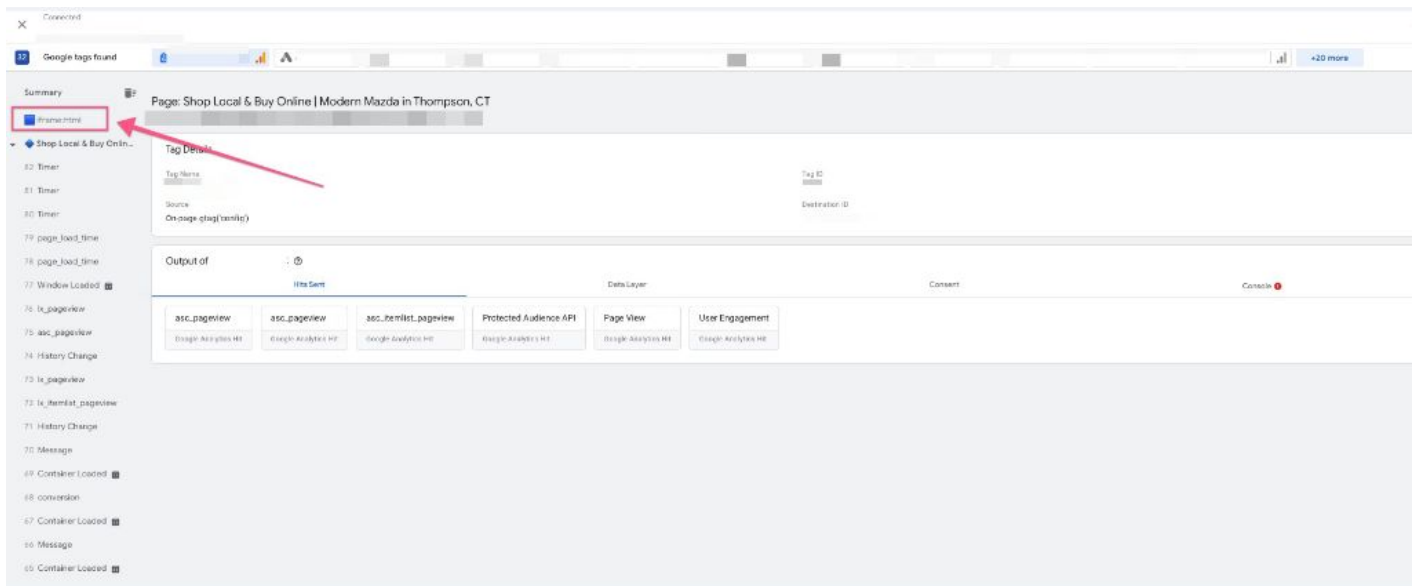
STEP 8: Once the website has fully loaded, review the **list panel on the left side**. This panel mirrors the data layer and shows which pages are triggering data layer events and on-page tags.

Near the **Measurement ID**, there may be a callout showing tagged pages. In this example, "1/4" indicates the tagging status across multiple pages.

Pages with a strikethrough i.e. ("XXXXXXXX") in the left panel indicate those specific pages are not tagged but are still loading within the same parent window of the main website URL

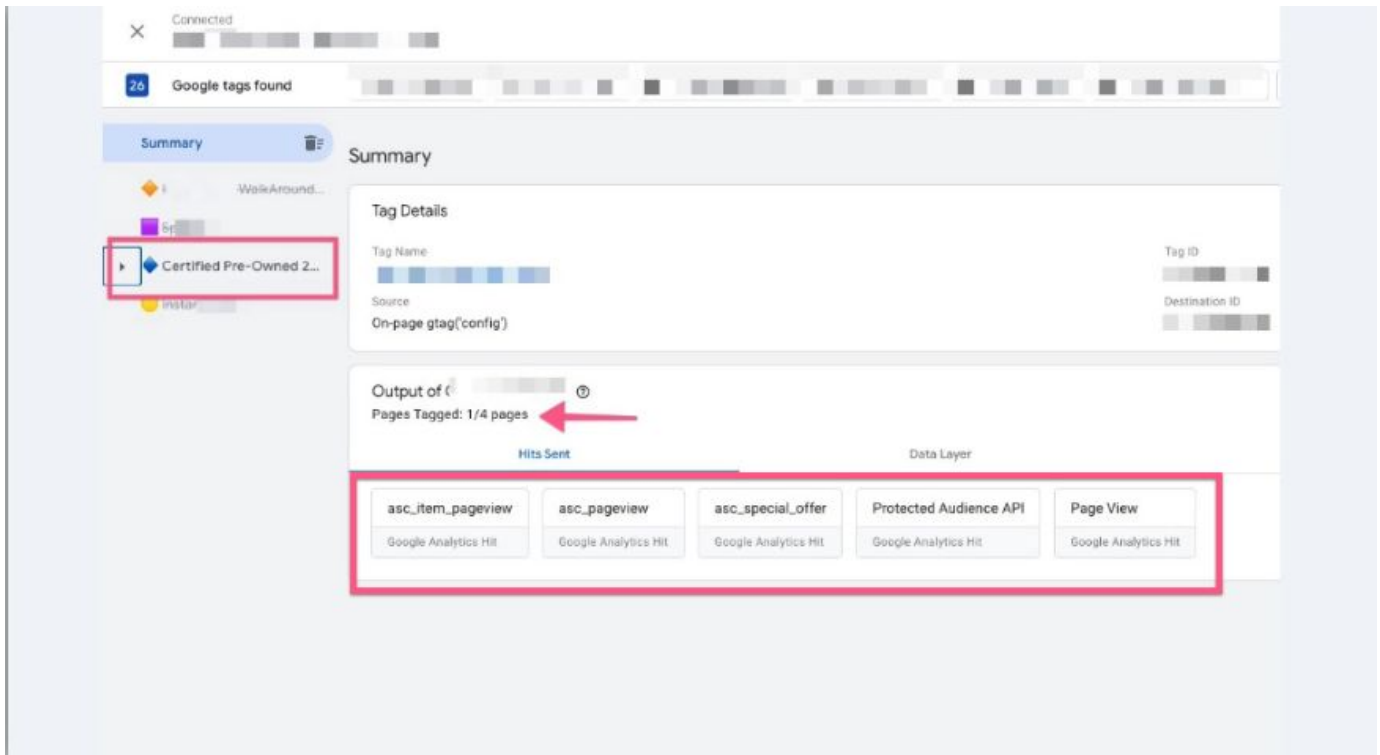


This screenshot shows the Google Tag Manager interface. On the left, a list of tags is visible, with 'Certified Pre-Owned 2...' highlighted in a red box. The main panel displays the 'Summary' for this tag. Under 'Tag Details', the 'Tag Name' is 'Certified Pre-Owned 2...' and the 'Source' is 'On-page gtag('config')'. The 'Output of' section shows 'Pages Tagged: 1/4 pages' with a red arrow pointing to it. Below this, the 'Data Layer' section lists several tags: 'asc_item_pageview', 'asc_pageview', 'asc_special_offer', 'Protected Audience API', and 'Page View', each with a 'Google Analytics Hit' label.



This screenshot shows the Google Tag Manager interface for a different tag. The left panel shows a list of tags, with 'Shop Local & Buy Online | Modern Mazda in Thompson, CT' highlighted in a red box. The main panel displays the 'Summary' for this tag. Under 'Tag Details', the 'Tag Name' is 'Shop Local & Buy Online | Modern Mazda in Thompson, CT' and the 'Source' is 'On-page gtag('config')'. The 'Output of' section shows 'Pages Tagged: 1/4 pages' with a red arrow pointing to it. Below this, the 'Data Layer' section lists several tags: 'asc_pageview', 'asc_pageview', 'asc_femlist_pageview', 'Protected Audience API', 'Page View', and 'User Engagement', each with a 'Google Analytics Hit' label.

STEP 9: Confirm the main page (not the iframe) is correctly tagged by it receiving both Google-defined events and ASC events.



These pages are expected to be without tags. As long as the main page (not the iframe) is receiving events, the correct pages are tagged.

If an iframe does not contain **gtag.js**, Google may flag it as untagged or incorrectly tagged; however, this does not necessarily mean the tool is not being tracked in GA4. An iframe lacking **gtag.js** may still send GA4 events to your GA4 Measurement ID but show incorrect tag placement or appear untagged in GA4. To ensure the iframe is transmitting events correctly, contact the iframe provider to confirm that ASC events are being sent to your Measurement ID.



Additional Information on Tag Diagnostic False Positives

Although the Gtag is as high as we can get it there is still possibility for error There are several more reasons why certain pages might be falsely marked as “Not tagged”.

- **Low-traffic pages:** Pages with low traffic might be mistakenly marked as “Not tagged,” even if they’re intentionally low-traffic pages, such as order confirmation pages.
- **Redirects:** Google says that redirects can also cause false positives. For example, if <https://mywebsite.com> redirects to <https://www.mywebsite.com>, both URLs can be flagged as “Not tagged.”
- **Trailing Backslashes:** Just like with redirects, trailing slashes (a.k.a. slashes at the end of the URL) can cause duplicate issues. For example, <https://mywebsite.com> and <https://mywebsite.com/> can both be marked as “Not tagged.”
- **Capitalization:** This issue is similar to the previous two examples. If the same page can be accessed with lowercase and uppercase letters, both versions might be marked as “Not tagged.” Example: <https://mywebsite.com/contact> and <https://mywebsite.com/CONTACT>.
- **Web Crawlers:** Google’s website crawlers may find old and out-of-date pages. Google does not crawl websites in real time; rather, they have a crawl budget that operates periodically, so there can be times when pages that are no longer live on the associated website still get flagged.

All in all, if you verify the final URL (after the redirect or with/without trailing slash) and see that GTM or GTAG is loaded, mark such pages as “Ignore.”