# Dealer Inspire

## 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.

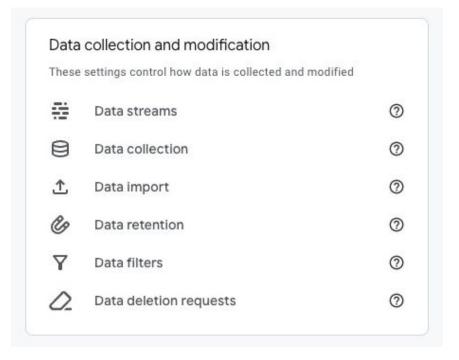
Here's how to confirm the website page is tagged and sending both Google-defined and ASC events properly:

Analytics Q Try searching "add web stream" .... 100 125.25 o N Home 113 1 LAUNCH ANNOUNCEMENT 0 Active users -Event count \* ACTIVE USERS IN LAST 30 MINUTES 8 0 5.2K 80K 4.8K **Discover Plot Rows in Reports** 16 C + 0.2% 40.1% 15.4% 1.28 ACTIVE USERS PER MINUTE un Ili 800 600 COUNTRY -ACTIVE US. . 400 United States 16 The plot rows feature allows users to select 200 five rows they would like to see in report line graphs. The Total row is also now visible in 24 Det 25 26 20 line graphs. - Last 7 days - Preceding per Last 7 days + View reports snapshot → View realtime → :: View feature Click Here Recently accessed \$ Property Access Management Admin il. Events

### STEP 1: Go to GA4 Admin section



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



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

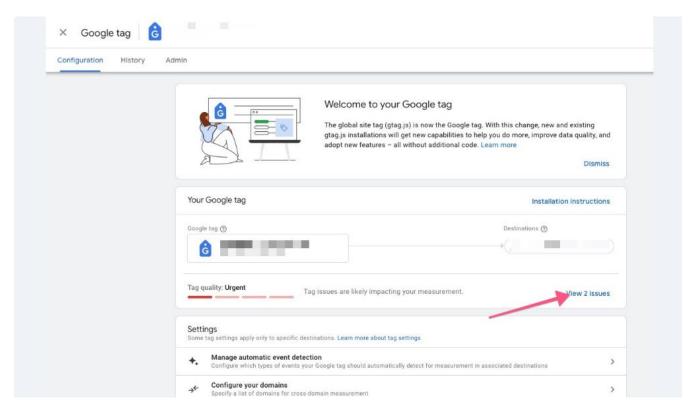
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•	100		Receiving traffic in past 48 hours.	>

#### STEP 4: Choose Configure Tag Settings

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Ĝ	Configure tag settings Configure your Google tag behavior, including cross-domain linking and internal traffic. <u>Learn more</u>	>
<·>	Manage connected site tags Load tags for additional properties or products using this stream's on-page Google tag. <u>Learn more</u>	>
<>	View tag instructions Get instructions for how to implement your Google tag for this data stream. Learn more	>



**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.

guration History Admin	Tag quality Urgent Tag issues are likely impacting your measurement. Learn more Action items
E I	O     Tags of placed correctly     Your hay may be installed too low in the page, which can impact performance.     View pages
Your Google tag	Some of your pages are not tagged Having your tag installed on all pages of your site is important for comprehensive measurement. Untagged pages pages may result in gaps in data and lower quality measurement.
Soogle tag () mademmazda IDA: 0.766278056	You are using legacy Universal Analytics tags Legacy UA tags with connected data tags sould lead to inconstituted data reports and could prevent access to tion the tag features like Enhanced Measurement events and limited API commands. To leverage the full set of Google to features, instal the Google tag directly on your site or use Google Tag Manager. Learn more
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**STEP 7:** To investigate further, open **Tag Assistant** (Clicking on Tag icon) for a specific page where tagging issues are detected.

т	ag coverage summary ag coverage shows where your tag is in: ee if they're tagged. Learn more about to		ay be missing measurement. Add URLs to th	ne table below to	
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**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. ("XXXXXXX") 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

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

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🔶 i WalkAround	Tag Details				
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	Pages Tagged: 1/4 pages Hit:	sSent	asc_special_offer Google Analytics Hit	1	Page View Google Analytics Hit
	Pages Tagged: 1/4 pages Hit asc_item_pageview	asc_pageview	Sector Concernation	Protected Audience API	

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
   <u>https://mywebsite.com</u> redirects to <u>https://www.mywebsite.com</u>, 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, <u>https://mywebsite.com</u> and <u>https://mywebsite.com/</u> 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: <u>https://mywebsite.com/contact</u> and <u>https://mywebsite.com/CONTACT</u>.
- 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."

