

# Content Groups via GTM

Organize Content by Section. Automatic, Clean, and at Scale.

GA4 doesn't offer built-in content grouping like Universal Analytics did. But you can bring it back (and make it better) using Google Tag Manager.

By creating a shared event tag and sending a `content_group` parameter to GA4, you can categorize your content by section or type without editing a single line of code on your site.

This guide walks you through how to do it the right way with flexibility and future-proofing built in. This will allow you to view and analyze content by content types based on URL parameters.

*Note: this only works if your website is using consistent URLs for various content types such as [/blog](#) or [/event](#).*

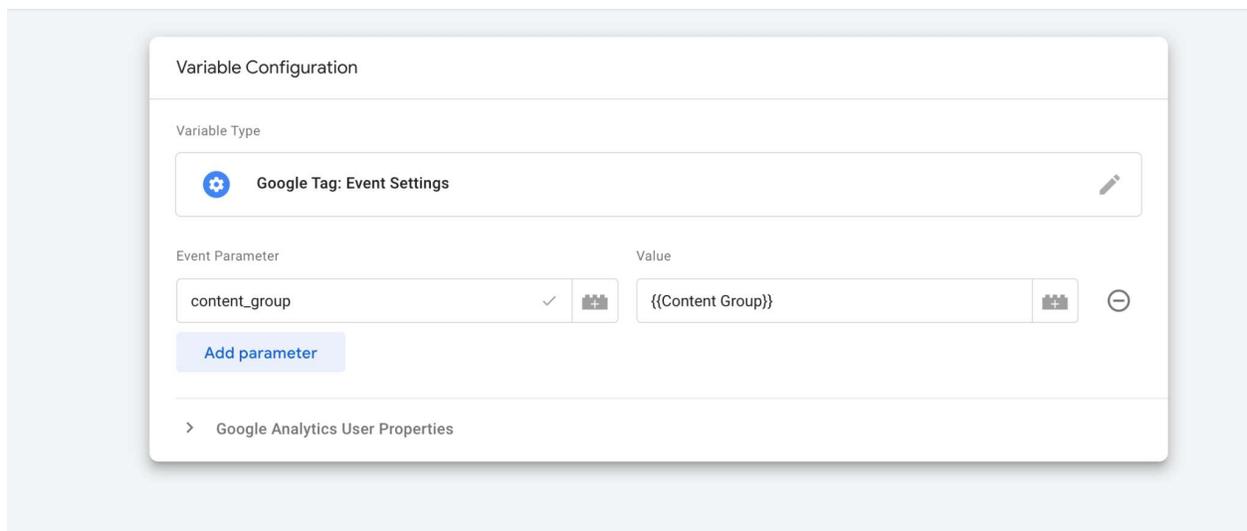
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## Step 1: Create a User-Defined Variable in Google Tag Manager

- Open Google Tag Manager.
- Navigate to User-Defined Variables and create a new variable.
  - Name the variable: `Content Group`.
  - Select the Variable Type: `Regex Table (Regular Expression)`.
  - Input Variable: Set the input variable to `Page Path`.
- Add URL Patterns:
  - For each content group (e.g., Blog Posts, Events, Resources, etc.), add a pattern that matches the URL structure. Examples:
    - `/blog` → `Blog`
    - `/consultant` → `Consultant`
    - `/event` → `Events`
    - `/resource` → `Resource`
- Set a Default Value:
  - In case no pattern is matched, set the default value to `Other`.
- Advanced Settings:
  - Check `Ignore Case`.
  - Uncheck `Full Matches Only`.
- Save the variable.

## Step 2: Add Content Group to Your Tag

- Navigate to Tags in Google Tag Manager and edit the appropriate tag (e.g., [All Pages](#)).
- In the tag, find the Shared Event Settings section and click to add a new variable.
  - Variable Name: [Content Group Event](#).
  - Event Parameter: [content\\_group](#).
  - Value: Select the previously created [Content Group](#) variable (Regex Table).
  - Note: See photo below for image
- Triggering:
  - Ensure the tag triggers on [All Pages](#).
- Save and Publish the tag.



## Step 3: Test the Configuration

- Return to the Workspace and click on Preview.
- Use Tag Assistant to load the website and ensure tags fire correctly.
- Visit different content types on your site (e.g., blog posts, journal articles) and check the tag firing in Google Tag Assistant.
- Confirm the content group is being correctly recorded under [Event Parameter](#) for each content type.

## Final Notes:

- Make sure to set up Content Groups for all content types and any additional content groups you want to track.
- The configurations will start pulling data into Google Analytics, and you'll be able to monitor traffic by content group.