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# The 10 Commandments of Tag Management

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Hundreds of marketing technologies, thousands of tags - effective tag management requires more than just an enterprise tag management solution. In this post, I present you my 10 commandments for effective tag management. I think these 10 simple rules are quite obvious and useful for anyone interested in implementing a more robust and effective tagging regime.

### **Convention over configuration**

- Choose a data layer convention
- Develop a tagging style guide
- Fat data layer skinny tags

### **Pattern Physiology and Pathology**

- Don't repeat yourself
- Simplicity before generality, use before reuse
- Simplify essential complexity; diminish accidental complexity

### **Pay down your tagging debt**

- Tagging debts are like open shoelaces - disaster waiting to happen
- Shortcuts now are paid back with interest later

### **Tagging is about balancing**

- Good tagging requires balancing act between structure and latency.
- "Perfect" is the Enemy of "Good Enough"
- You can't future-proof solutions, today's solution is tomorrow's problem

### **Focus on Tag Support and Maintenance**

- Traceability, auditing and logging
- Always tag as if the guy who ends up maintaining your tag will be a violent psychopath who knows where you live.

### **In god we trust and all others we audit**

- Control the data, not just the tag
- Change management and tag governance
- Understand the impact of change

### **Reliable and repeatable release process**

- Version everything
- Deploy continuously

### **Everything will ultimately fail**

- Automate actions, diagnostics, and processes
- Tag testing and monitoring as a first class citizen
- Perform regression, browsers are evil

### **Choose your weapons carefully, relinquish them reluctantly**

- Tools you must love - Sublime Text, Github, Charles, Android Studio and TestFlight
- Debuggers are your best friends - Chrome Debugger, Firebug

### **Understand the business domain**

- Chances are your biggest problem isn't technical
- Seek the value in requested capabilities
- Be pragmatic - business first resume later