

Custom Code in Head & Body

GA4, Pixels, Chat & GTM — installation and configuration guide · by Softnet Sistemas

1. What this module does

Custom Code inserts any third-party snippet (Google Analytics 4, Google Tag Manager, Meta/TikTok/Pinterest pixels, live-chat widgets, verification tags, custom CSS/JS) into the `<head>` or `<body>` of every page of your store — without editing a single template file, and safe from theme updates. Each snippet can be targeted by page type, device, language and visibility.

2. Requirements

- PrestaShop 1.7.0.0 to 9.x.
- No external service or account is required. The module runs entirely on your own store.

3. Installation

1. In your back office, go to **Modules** → **Module Manager**.
2. Click **Upload a module** and select the module ZIP file (`sncustomcode.zip`).
3. PrestaShop installs it automatically. When it finishes, click **Configure**.

The module registers three display hooks on install: `displayHeader` , `displayAfterBodyOpeningTag` and `displayBeforeBodyClosingTag` . No template edits are needed.

4. Adding your first snippet

1. On the configuration screen, click **Add snippet**.
2. Give it a clear **Name** (e.g. "GA4", "Meta Pixel", "Chat widget").
3. Choose the **Position** (see the table below).
4. Paste your code in the editor. It is stored exactly as you paste it — script and meta tags are never stripped.
5. Optionally set the targeting options (pages, device, language, visibility, priority).
6. Make sure **Enabled** is ticked and click **Save**.
7. Open your store and confirm the tag loads correctly.

Positions

Position	Where it prints	Typical use
Head	Inside <code><head></code>	GA4, Matomo, Clarity, verification meta tags, the script part of GTM

Body start	Right after <code><body></code>	The Google Tag Manager <code><noscript></code> snippet
Body end	Before <code></body></code>	Chat widgets and non-critical scripts

5. Targeting options

- **Pages** — show the snippet on all pages, or only on selected page types (home, product, category, CMS, cart, checkout, contact, search).
- **Device** — all devices, mobile only, or desktop only.
- **Language** — all languages or one specific language.
- **Visibility** — *Everyone*; *Hide from logged-in employees* (keep your own visits out of your analytics); or *Employees only* (test a new tag safely in production before it goes live).
- **Priority** — lower numbers print first when several snippets share a position.

6. Managing snippets

- Enable or disable any snippet without deleting it — pause a pixel while you test, then switch it back on.
- Edit or delete a snippet from the list at any time.
- On multistore installations, snippets saved in a single-shop context apply only to that shop.

7. Uninstalling

Uninstalling the module from the Module Manager removes all snippets and the inserted code from your store pages. No residual data is left behind.

Tip: a badly closed script tag can break page rendering. After saving a snippet, open your store front office and check that pages load correctly.