

Getting Started with Clarity: How to Create an Account and Install Clarity

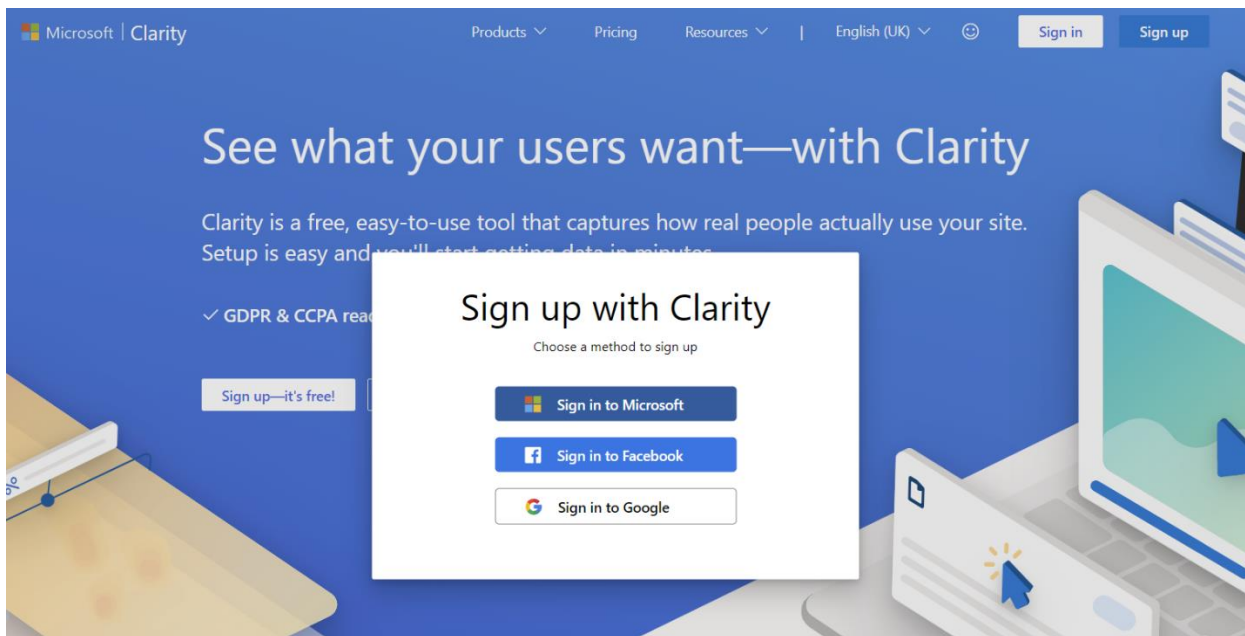
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Selection from: rootandbranchgroup.com/microsoft-clarity-tutorial

Creating an Account

To create an account, visit clarity.microsoft.com and click the “sign up” button. For you to proceed, you will choose one of the following account creation methods:

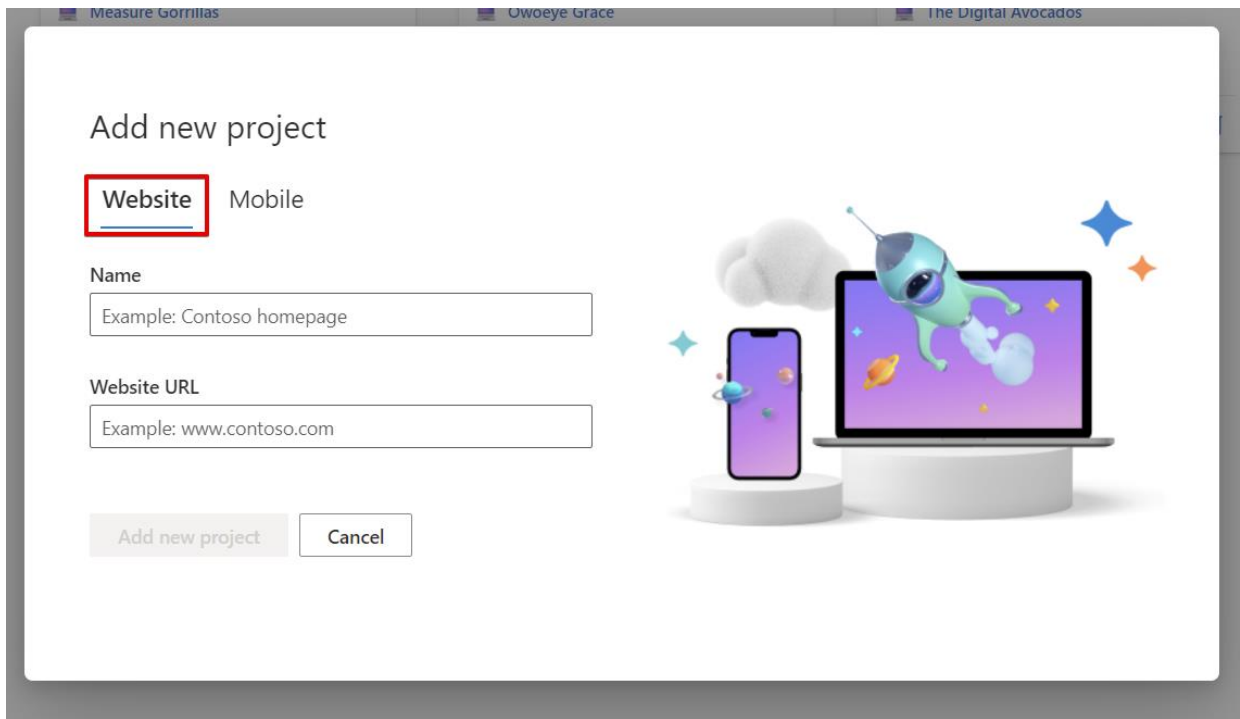
1. Sign up using a Microsoft account.
2. Sign up using your Facebook account.
3. Sign up using your Google account.



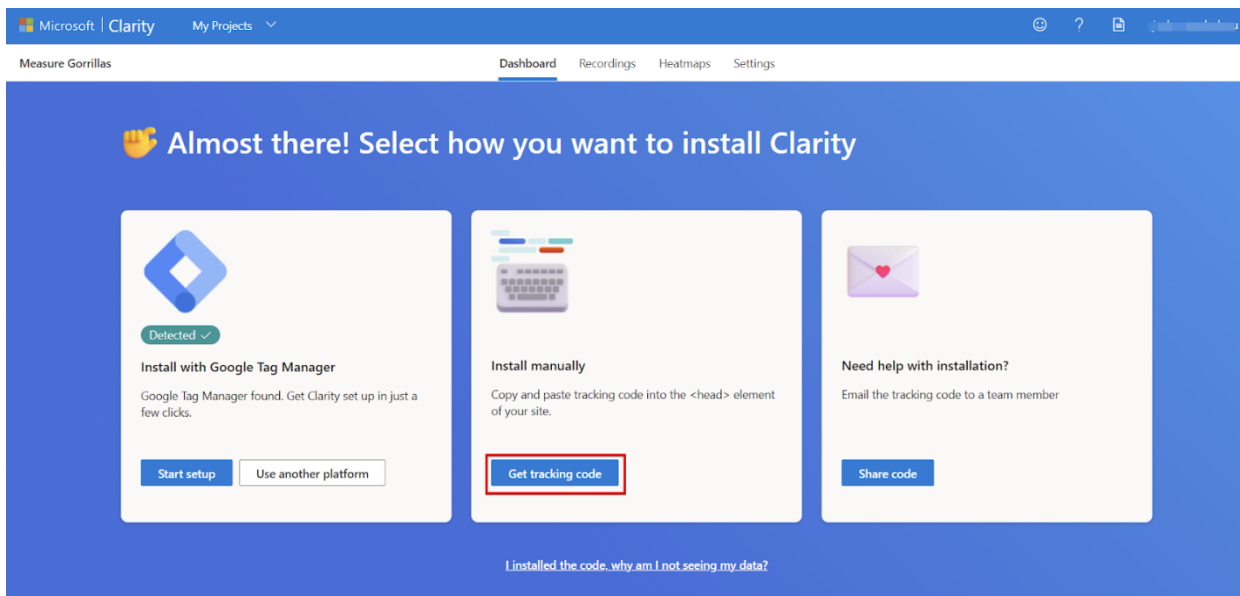
Depending on your selected option, you will get guided through a wizard that makes the process quick and easy.

You will get redirected to the Microsoft Clarity dashboard upon successful account creation. If this is your first time accessing Clarity, you will get presented with a screen to create a new website project.

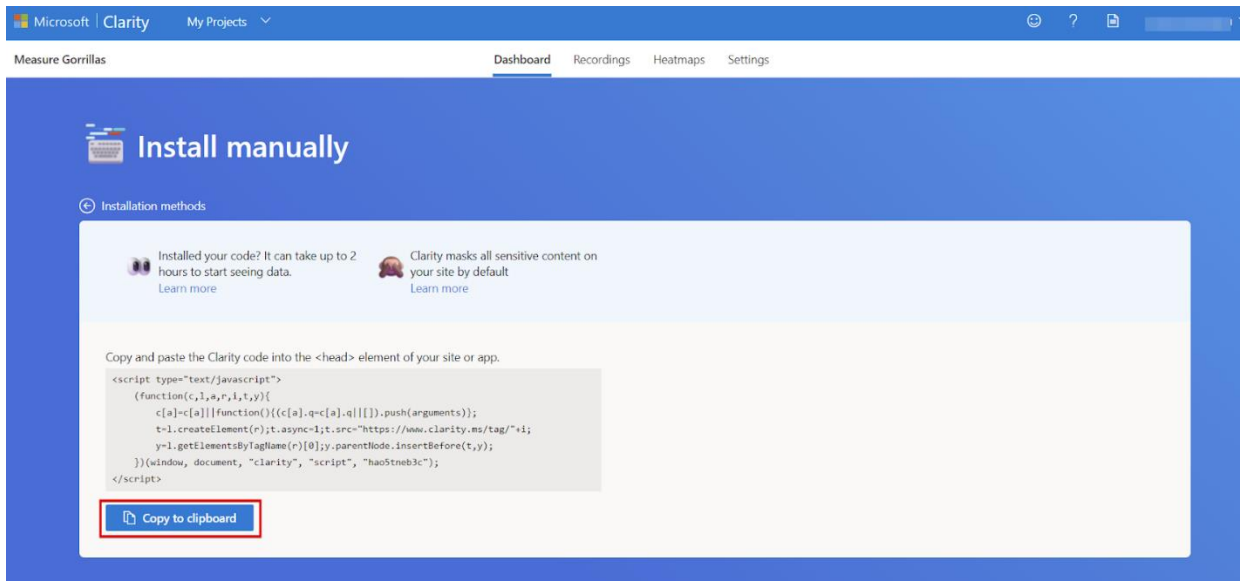
On the new screen, enter the project name and website URL.



In the next screen, you'll have to click the **"Get Tracking code"** in the **"Install Manually"** card to copy the tracking code or project ID, which we'll use in the instrumentation inside Google Tag Manager.



You can copy the whole tracking code or just the project ID, depending on the installation approach you take in Google Tag Manager.



How to Install Microsoft Clarity

Different methods exist to install the Clarity tracking script, but we will focus on using [Google Tag Manager \(GTM\)](#).

If you plan to use GTM, you have three options:

1. Custom HTML Tag Type:

It starts by creating a new tag and choosing the custom HTML tag type. Next, add the Microsoft Clarity tracking script and configure it to fire on all pages or when the user has given the required consent.

cHTML - Microsoft Clarity - All Pages

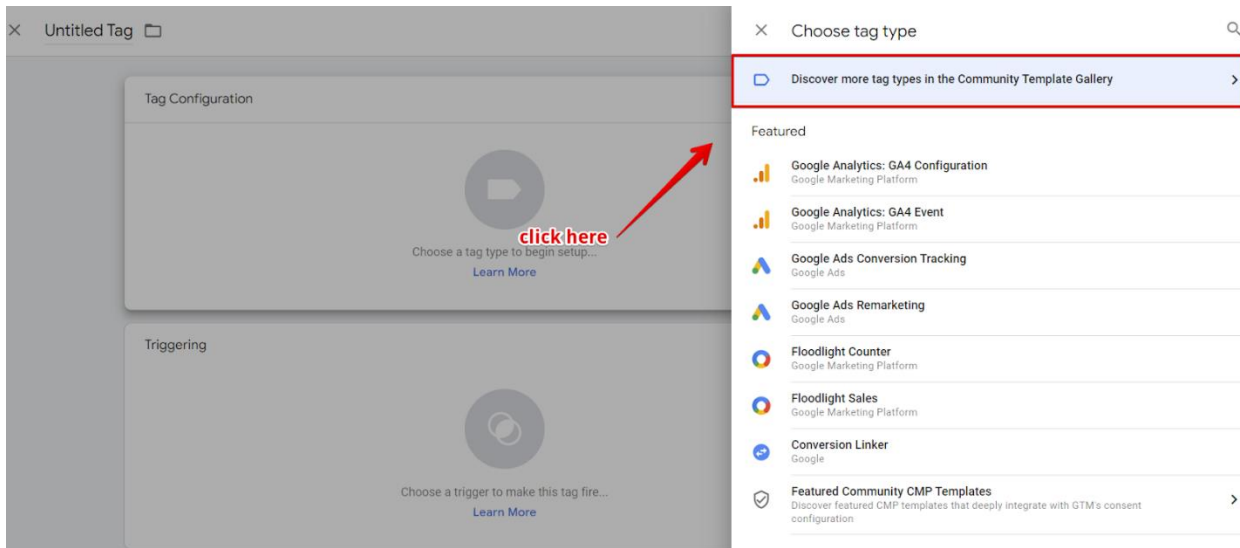
Save



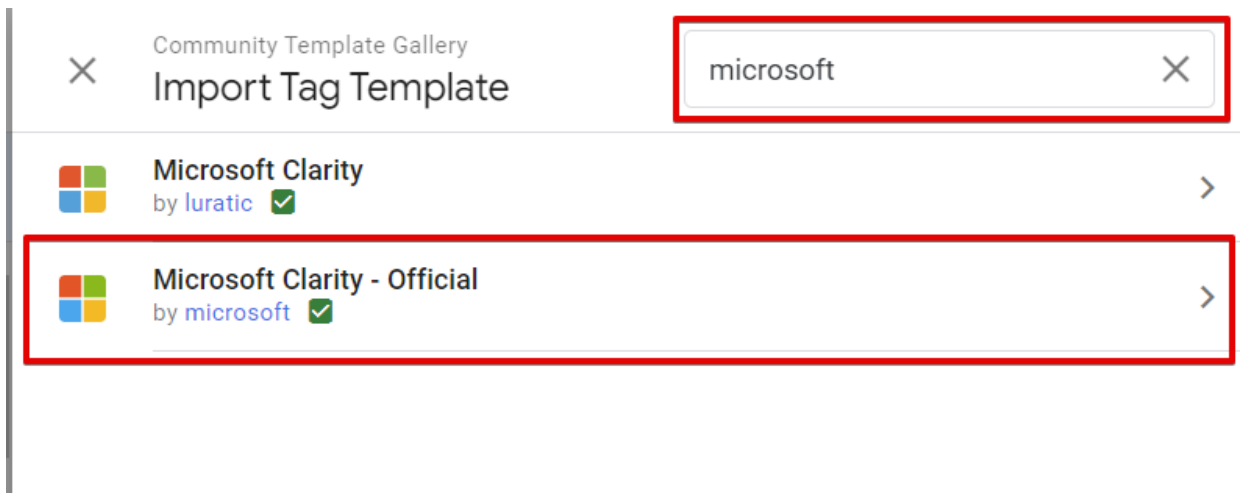
2. Native Microsoft Clarity Custom Template:

Add the custom template from the tag template gallery. Then, input your project ID and set the trigger, and you're ready.

From the "[Choose tag type](#)" panel, click on the custom tag template community gallery.



Use the search term “**Microsoft**” and select the official one created by “**Microsoft**”.



Click the “**Add to workspace**” button to add the template to your GTM container.

Add to workspace



Microsoft Clarity - Official

by microsoft

WEB TAG

Description

Clarity is a user behavior analytics tool, which helps you understand how users are interacting with your website. Supported features include: Session Recordings Heatmaps ML Insights

What's new

Adding referer query parameter on loading clarity script from GTM

Permissions

- Injects scripts**
Injects a script into the page
- Accesses global variables**
Accesses a global variable (potentially including sensitive APIs)

Select "Add" to proceed.

Are you sure you want to add a community template?

The templates provided by third party parties in this Google Tag Manager Community Template Gallery are not provided by Google. [Learn more](#)

Microsoft Clarity - Official requires the following permissions:

- Injects scripts**
Injects a script into the page
- Accesses global variables**
Accesses a global variable (potentially including sensitive APIs)

Don't add **Add**

Enter your Microsoft Clarity project ID into the field marked in the image below.

Microsoft Clarity Tag - All Pages ☐

Save

Tag Configuration

Tag Type

Microsoft Clarity - Official
microsoft

GALLERY

Tag permissions 2 permissions >

Clarity Project Id

hao5tneb3c

> Advanced Settings

You can copy that in the “**Overview**” section in the “**Settings**” view of Microsoft Clarity.

Microsoft | Clarity My Projects ▼

Measure Gorrillas Dashboard Recordings Heatmaps **Settings**

Overview

Clarity tour

Team

Setup

Masking

IP blocking

Copilot

Overview

Name
Measure Gorrillas

Website URL
https://measuregorillas.com/

Site category
Select an option

Project ID: hao5tneb3c

Delete this project Save

3. Luratic’s Custom Template:

This template simplifies the custom configuration of Microsoft Clarity and facilitates easy installation. First, search for “**Microsoft Clarity**” in the tag template gallery and select the template created by **Luratic**. Then, add your Clarity project ID, make the necessary configurations, save your tag, and set it to fire on all pages or when the user grants the appropriate consent.

As we did earlier, navigate to the custom tag template community gallery, search for “**Microsoft**”, and choose the template provided by “**Luratic**”.



microsoft



Microsoft Clarity

by [luratic](#) ✓



Microsoft Clarity - Official

by [microsoft](#) ✓



Click the “**Add to workspace**” to import the tag template.



Add to workspace



Microsoft Clarity

by [luratic](#) ✓

WEB TAG

Description

This is an unofficial Google Tag Manager template for Microsoft Clarity and has the following improvements: - Custom Tags - Cookie Consent - Custom identifiers - Upgrade Sessions - Fix GA4

What's new

Add support to Custom Tags, cookie consent, custom identifiers, Upgrade Sessions, fix ga4.

Permissions ?



Injects scripts

Injects a script into the page



Accesses global variables

Accesses a global variable (potentially including sensitive APIs)

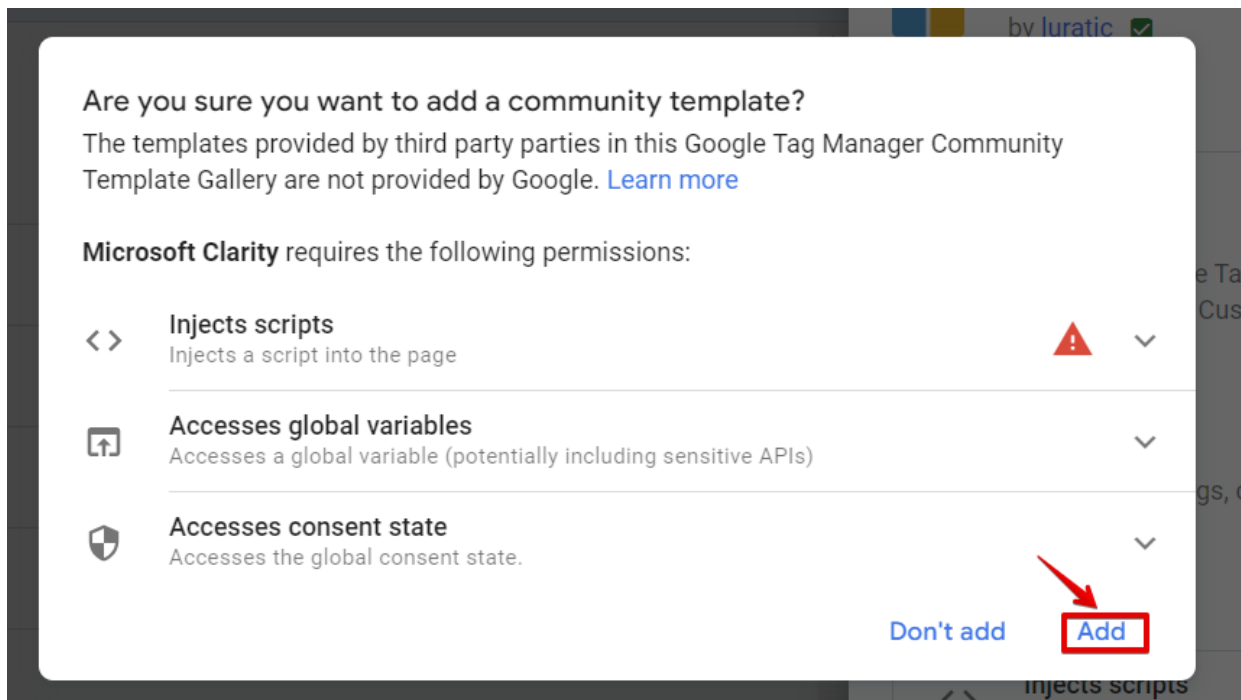


Accesses consent state

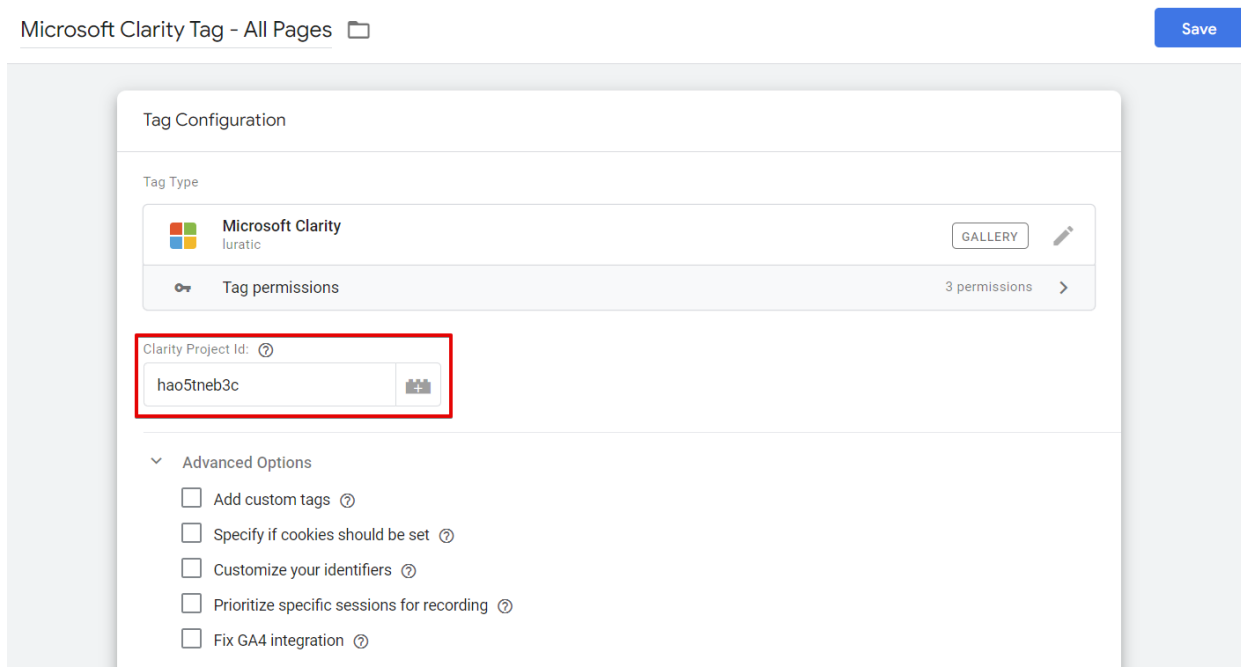
Accesses the global consent state.



Click “Add” to proceed.



Insert your Clarity project ID, and I'll explain other settings as we move along in the tutorial.



For the full guide: rootandbranchgroup.com/microsoft-clarity-tutorial

Check LinkedIn to get in touch with [the author](#) for project inquiries.

More about Jude and [the DumbData team](#).