UTM TRACKING
CHEATSHEET
by AgencyAnalytics

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THE BASICS: WHAT IS UTM TRACKING?

WHAT ARE UTM CODES?

A UTM code is a snippet of simple code that you can add to the end of a URL to track the performance of campaigns. There are 5 parameters your can track: source, medium, campaign, content, & term.

WHY USE THEM?

Track which marketing campaigns & content generate traffic to your website with more precision. They're especially helpful to track email campaigns, guest posting, social media, paid traffic, and offline content.

BEST PRACTICES

- Establish a naming convention across your team. Using different variables for each parameter (ie. "facebook" and "facebook.com") will muddle your analytics.

- Use easy to understand names, so it is clear in your analytics what campaigns drive traffic.

UTM PARAMETERS

01   **UTM_SOURCE**
Where the traffic originated from.
ex. facebook, google, newsletter

02   **UTM_MEDIUM**
Type (medium) of traffic.
ex: cpc, display, email, social

03   **UTM_CAMPAIGN**
Name of specific campaign.
ex: "spring_shoes", "50%off_sale"

04   **UTM_CONTENT**
Variation in the same campaign.
ex: display_ad1, display_ad2

05   **UTM_TERM**
Paid Keyword driving traffic.
ex: "best marketing software"

QUICK LINKS

🔗 Google's URL Builder

🔗 Guide to UTM Tracking

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EXAMPLE

yoursite.com/your-page/**?utm_source=facebook&utm_medium=cpc&utm_campaign=spring_sale&utm_content=shoe_ad**

UTM PARAMETER WORKSHEET(EXAMPLE)

NAMING CONVENTIONS

NAMING RULES

Our team follow these guidelines when creating a UTM code for consistency.

- All lowercase variables
- Use underscores as spaces
- Email campaigns names use date format YYMMDD in utm_campaign
- Do not use the TLD (ie .com) when naming the source

WHAT TO TRACK

Our team creates UTM codes for the following:

- All Guest Posts
- All Paid Social campaigns are tracked as utm_medium=cpc
- All Email Campaigns
- All offline materials (ebooks, case studies) include UTM links

UTM PARAMETERS (TEAM GUIDE)

01 UTM_SOURCE

- Website name, without .com
- Email Source is the name of the list

02 UTM_CAMPAIGN

- PPC campaign matches campaign name in FB, Adwords, etc.
- Email campaign name matches subject line

03 UTM_TERM

- Always use the exact term in search generating the click

04 UTM_MEDIUM

- Mediums to track: cpc, email, display, social, referral, guest post, offline

05 UTM_CONTENT

- PPC ads within the same campaign use utm_content variable that matches with the ad name.

QUICK LINKS

🔗 Google's URL Builder

🔗 Guide to UTM Tracking

UTM PARAMETER WORKSHEET

NAMING CONVENTIONS

NAMING RULES
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WHAT TO TRACK
Our team creates UTM codes for the following:

UTM PARAMETERS (TEAM GUIDELINES)

01 UTM_SOURCE

02 UTM_CAMPAIGN

03 UTM_TERM

04 UTM_MEDIUM

05 UTM_CONTENT

QUICK LINKS

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