

The Ultimate Guide to Using UTM Parameters

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How to generate custom URLs for your campaign with Google's URL builder? (and UTM best practices)

Here's the link to [Google's URL builder](#).

It's a form that you can complete inside the Google Analytics help center for setting up your URLs. Here are the 5 form fields that you need to complete:

- **Campaign Source** – The platform (or vendor) where the traffic originates, like Facebook or your **email newsletter**.
- **Campaign Medium** – You can use this to identify the medium like Cost Per Click (CPC), social media, affiliate or QR code.
- **Campaign Term** – You'll use this mainly for tracking your keywords during a **paid AdWords campaign**. You can also use it in your display ad campaigns to identify aspects of your audience.
- **Campaign Content** – If you're A/B testing ads, then this is a useful metric that passes details about your ad. You can also use it to differentiate links that point to the same URL.
- **Campaign Name** – This is just to identify your campaign. Like your website or a specific product promotion. Here's an **example screenshot** with the campaign names you might see when you navigate to Traffic Sources >> Sources >>

You can also use the [Effin amazing UTM Builder Chrome extension](#) to create UTMs. It auto-populates the URL and saves your most used terms as presets.

Here are three [best practices that you must follow for tagging your URLs](#). It will help in easy identification of your traffic.

1. Create a naming convention for your UTMs

- First, prefer dashes over underscores, percentage (representation for spaces inside GA) and plus signs in your URLs.
- Second, stay consistent with lowercase throughout all of your campaigns.
- Third, keep your URLs clean, descriptive, non-redundant and easy to read.

Note: Once you've taken sufficient time to create data-rich URLs, I recommended that you shorten them, using tools like bit.ly or Google Link Shortener. A long and bulky URL does not make for a good user experience and might even come across as spammy.

2. Track your UTM links inside a spreadsheet

Keeping a record of the tagged links will ensure that your marketing team stays on the same page. You can use this [free spreadsheet template by Sam Wiltshire](#) or [this free link tagging tool by Rafflecopter](#) to get started.

3. Do this after establishing an UTM system...

Once you know your way around UTMs, it's useful to connect your tracking data with your CRM. It shows you a clear picture of how various online marketing channels are affecting your bottom line. Here are 3 UTM parameter use cases you can implement right away.

1. Insert UTM parameters in the URLs you share on your social media profiles

For example, on [Twitter](#), you have 4 options to promote your links – a regular tweet, a promoted tweet, website field and profile/bio description.

Here are example UTM parameter strings, based on Twitter with different medium values.

```
?utm_source=twitter&utm_medium=profile&utm_campaign=email
```

```
?utm_source=twitter&utm_medium=tweet&utm_campaign=email
```

```
?utm_source=twitter&utm_medium=promoted&utm_campaign=email
```

Once you've generated a custom URL, you can shorten the link, using shorteners I mentioned earlier and save the precious 160 character real estate.

Similarly, on Facebook, you can create separate UTM links for promoted posts, profile contact info, posts in a group, organic posts from your page and more.

2. Test the clicks from your email newsletters

I recommend that check out the UTM analysis of [8 more companies](#), by [Puru Choudhary](#), [here](#).

You can further implement UTM parameters inside your email signature to track if it leads visitors to your website.

3. Track the characteristics of the most effective banner advertisements for your brand

With UTMs, you can not only find out the external website that brings the most traffic, but you can even find out the banner placement, design, size, color and banner types that are most effective. For example, suppose you use two banner sizes, 300px and 600px, for advertising on a third-party website, Koozai.

Here's how the UTM might look if it is 300 px wide.

```
http://www.karenmillen.com/?  
utm_source=koozai&utm_medium=banner300  
&utm_campaign=broderie
```



And, here's how it would look when it is 600 px wide.

```
http://www.karenmillen.com/?  
utm_source=koozai&utm_medium=banner600  
&utm_campaign=broderie
```



Once you've tagged both sizes, you can easily find the one that's more effective and double down on it.

Once again, I want to emphasize that if you've set up goals inside GA, then you can find the most valuable piece of info that affects your business.