

UTM Code Tracking Checklist

- Use Google's Campaign URL Builder:
 - <https://ga-dev-tools.web.app/campaign-url-builder/>
- UTM Parameters to Include:
 - utm_source – Where traffic comes from (e.g., Facebook, Google, newsletter)
 - utm_medium – What type of marketing (e.g., ad, email, cpc)
 - utm_campaign – Campaign name (e.g., spring_sale, black_friday)
- Optional Parameters:
 - utm_term – Keywords (for paid search campaigns)
 - utm_content – Differentiate similar links (e.g., button_vs_textlink)
- Tips:
 - Use lowercase letters
 - Use dashes or underscores (no spaces)
 - Stay consistent with naming
 - Don't use UTM codes for internal links
 - Always test your link before launching the campaign
- Where to View Results:
 - Google Analytics → Reports → Acquisition → Traffic acquisition