Using UTM Tags and Link Shorteners

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What is a UTM tag?

• UTM = Urchin Traffic Monitor

• Snippet of code is added to the end of your link in order to track traffic acquisition in Google Analytics

• Good resource for additional information: https://agencyanalytics.com/blog/utm-tracking
Why Should You Care?

- Know where your traffic is coming from
- Know which links in a campaign perform best
- Group your traffic by medium
- Track traffic for different campaigns
- Prove the value of social media to your department!
UTM Parameters

- **Source**: The referrer, where the traffic originated from
  Ex: &utm_source=twitter (or facebook, linkedin, etc.)

- **Medium**: The marketing medium, what type of traffic the visitor originated from
  Ex: &utm_medium=email (or social, referral, display, etc.)

- **Campaign Name**: Track specific campaign performance
  Ex: &utm_campaign=holiday-greeting
UTM Parameters

• Content: Allows you to differentiate when you have multiple links pointing to the same URL (such as different ads or two links to the same place in the same email)
  Ex: &utm_content=navlink

• Keyword Term: Which keyword term a website visitor came from (used only for paid search ads)
  Ex: &utm_term=online+masters+michigan
Building Your Links

• Manual: Combine UTM codes by separating each parameter with the ‘&’ sign, as seen below:

http://comms.msu.edu/social-media/?
utm_campaign=socialatstate&utm_medium=email&utm_source=meeting-notes

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Medium</th>
<th>Source</th>
</tr>
</thead>
</table>

• Use a Campaign URL Builder tool:
  ga-dev-tools.appspot.com/campaign-url-builder/
# Building Your Links

https://msutoday.msu.edu/feature/2019/taking-steps-to-tackle-cancer/

<table>
<thead>
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<th>Organization</th>
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<tbody>
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<table>
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<tr>
<th>Google Campaign Tracking (help)</th>
<th></th>
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<tbody>
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<td>msutwitter-post</td>
<td></td>
</tr>
<tr>
<td>Medium:</td>
<td>social</td>
<td>msutwitter-post</td>
<td></td>
</tr>
<tr>
<td>Content:</td>
<td></td>
<td>msutwitter-post</td>
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</tr>
</tbody>
</table>
Link Shorteners

- Sprinklr - built-in tool
- Hootsuite - built-in tool
- bitly.com
- go.msu.edu - Available to Admissions, MSU IT, and University Advancement
UTMs in Google Analytics

• Custom Reports:
  • Customization > Custom Reports > Add medium, campaign, or source as a dimension, and add the metrics you want to view

• Acquisition:
  • Acquisition > Overview > All Traffic > Source/Medium

• Campaigns:
  • Acquisition > Campaigns > All Campaigns
Best Practices

• Establish a naming convention.
  • Underscores or dashes?
  • All lowercase?
  • .com or no?

• Use easy to understand names.

• Use link shorteners for user-friendly URLs (on social, print, etc.).
Best Practices

• Use the same exact campaign name for all links related to that campaign, across all platforms.

• Document what tags you’re using and how they are to be used. Train everyone!

• Use a unique link w/ appropriate UTM parameters for every link you share for every platform you share it on.
Questions?