

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

Campaign Name

Medium

Source

- Use a Campaign URL Builder tool:
ga-dev-tools.appspot.com/campaign-url-builder/

Building Your Links

[Fewer Options](#)

Organization

Campaign Name:

Vanity Name:

Group Name:

Google Campaign Tracking ([help](#))

Name:

Medium:

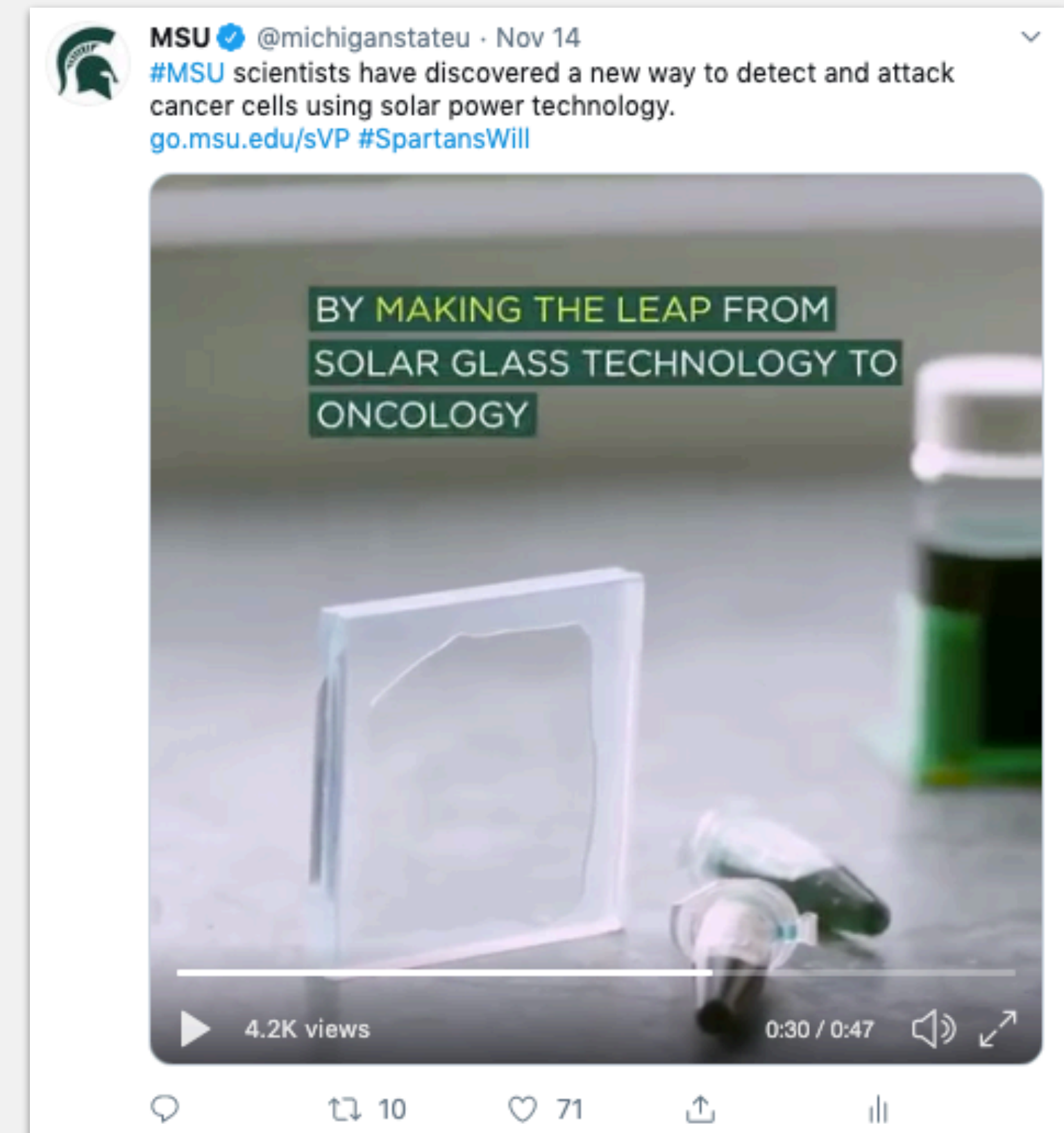
Content:

Source:

Term:

Link Shorteners

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



<http://go.msu.edu/DVP>

Track | Disable

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

<http://go.msu.edu/wVP>

Track | Disable

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

<http://go.msu.edu/sVP>

Track | Disable

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

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

<input type="checkbox"/>	Page ?	Source ?	Pageviews ? ↓
			4,801 % of Total: 1.33% (360,249)
<input type="checkbox"/>	1. /news/2019/msu-achieves-record-graduati on-rate/	msufacebook-post	2,651 (55.22%)
<input type="checkbox"/>	2. /news/2019/msu-achieves-record-graduati on-rate/	msulinkedin-post	1,049 (21.85%)

- 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?