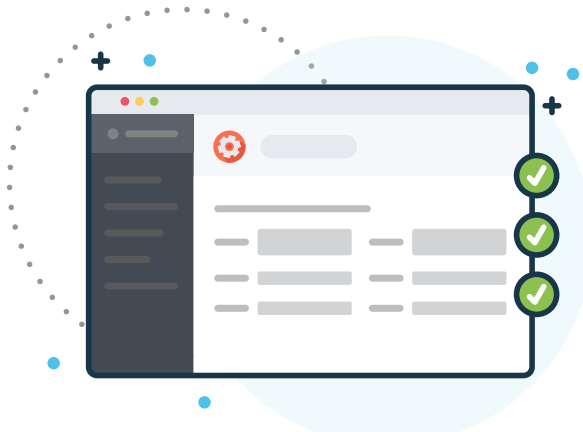
A COMPLETE GUIDE TO THE NEW GOOGLE URL BUILDER

GOOGLE UTM PARAMETERS

Campaign Source (Required) utm_source	**Required.** Use utm_source to identify the source of the traffic. *Example: facebook, instagram*
Campaign Medium utm_source	Use utm_medium to identify a medium of the visit. *Example: cpc, email*
Campaign Name utm_campaign	This parameter ties the visit to a particular campaign or promotion. Often used to see what is performing well. *Example: utm_campaign=trackingguide*
Campaign Term utm_term	This is normally only used for paid serch to identify the keywords for the visit. *Example: google+analytics+guide+utm*
Campaign Content utm_content	This is used to differentiate ads that come from the same campaign, like text ad vs display ad. *Example: displayad or textad*

HOW CAN I USE THE GOOGLE URL BUILDER?



To add UTM tracking codes to your URLs, you can go to the Google Campaign URL Builder website and follow my step-by-step instructions. There are other alternative to the Google UTM builder like Effin Chrome Extension.

Alternatively, you can download my Excel file to quickly add tracking tags to hundreds of URLs quickly.

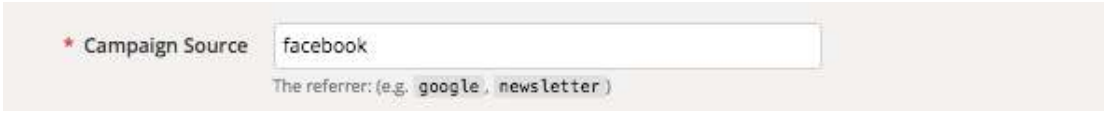
STEP 1: ENTER THE LINK YOU WANT TO TRACK

In the first field, enter your website URL *https://prateekagarwal.com/google-url-builder*

STEP 2: ADD THE PARAMETERS THAT YOU'LL WANT TO TRACK

For example, you could use Campaign Source, Campaign Medium, Campaign Name, Campaign Term and Campaign Content. If you want a quick overview of what these parameters are, click here.

Campaign Source

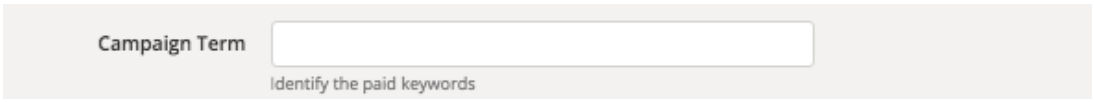


Note: It is mandatory to include the Campaign Source.

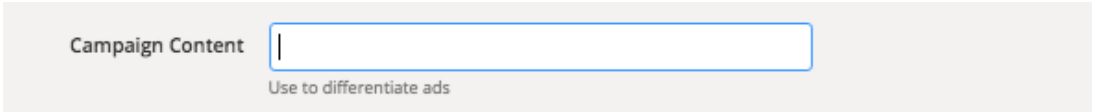
Campaign Medium

Campaign Name

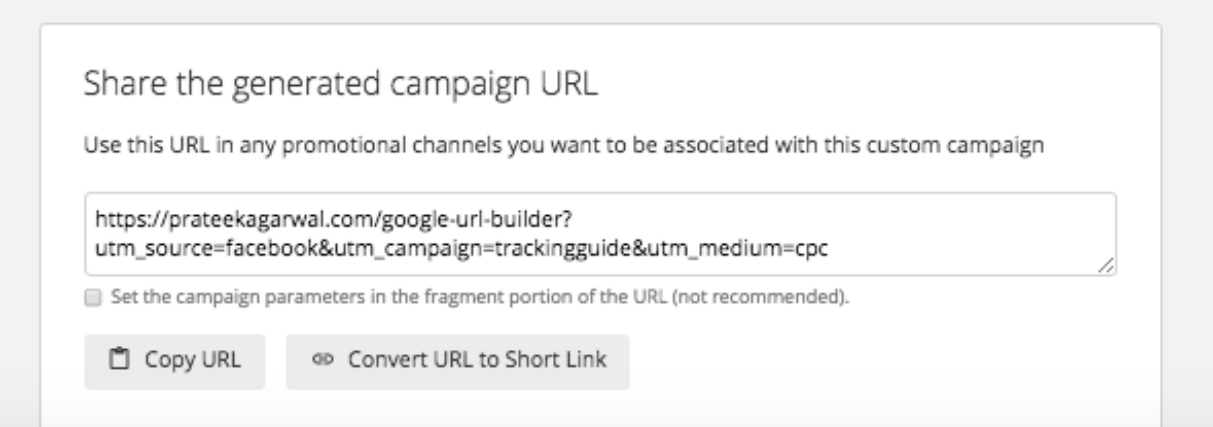
Campaign Term



Campaign Content



STEP 3: COPY THE LINK AND ADD TO YOUR CAMPAIGN.



Note: Some tools like Facebook Ad Campaigns only require the UTM Parameters so only insert this part of the URL -

?utm_source=facebook&utm_campaign=trackingguide&utm_medium=cpc