TRAFFIC

UTM TAGGING
ADWORDS
WEBMASTER TOOLS

>

UTM TAGGING

Where does my traffic come from?

UTM TAGGING

www.website.com/?utm_medium=email&utm_source=newsletter&utm_campaign=12-5-2015

- utm_medium
- utm_source
- utm_campaign

- utm_content
- utm_term

Automation

- [UTM URL Builder](#)

- [UTM GoogleSheet](#) (LunaMetrics)

ADWORDS / WEBMASTER TOOLS

TRAFFIC

UTM TAGGING
ADWORDS
WEBMASTER TOOLS

>

GA TRAFFIC ACTIONS

READ & VIEW

Read this post by Jim Gianoglio (LunaMetrics) about the [Death of UTM Campaign Parameters](#)

SETUP

Try out UTM Tags for seeing yourself in the Real Time Reporting
Use [the GoogleSheet](#) to tag a real or an example email autoresponder campaign

DISCUSS

Please give your ideas on how to include UTM Parameters for Offline Campaigns