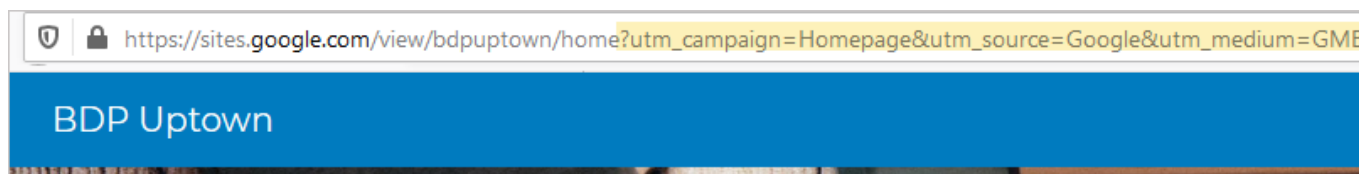
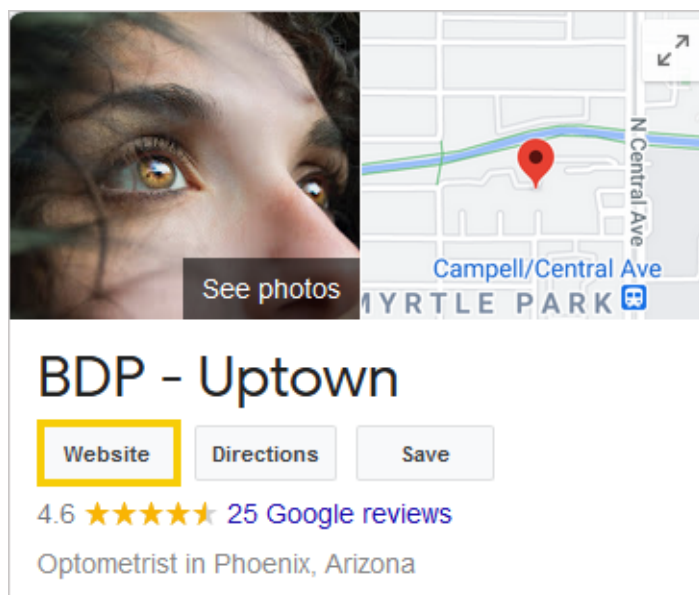


Define and publish custom UTM tracking parameters at scale to monitor traffic and measure ROI.

Track where your website clicks are coming from by creating rules within the platform to automatically add the defined UTM parameter code to the end of your URL when a website of the chosen type gets published to the selected source.

Link tracking is only available for Listings Management URLs at this time.



Configuring Link Tracking

Configure link tracking one time to apply to all locations, including new locations added later!

For tracking to be automatically applied:

- Location needs to be enabled for Business Listings publishing.
- The specific source needs to be enabled for your account and each location.
- URLs identified for link tracking cannot already have UTMs appended.
- GMB UTM tracking needs to be disabled in Profiles.
If GMB UTM tracking in Profiles and link tracking are both enabled, the GMB UTM tracking will publish (UTMs built in link tracking will not).

To enable link tracking configuration for your users:

1. From the platform, click **Settings** (⚙️).

- From the left panel, click **Roles**.
- Click the **Edit** icon next to the role you want to modify.
- Under the Platform > MANAGING > UTM Parameters, select at least the View and Add checkboxes.

	All None View	All None Edit	All None Add	All None Delete
Platform				
MANAGING				
UTM Parameters	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

- Click **Save**.

Only users who have permission to edit or add roles can adjust UTM Parameters settings.

Link tracking is all or nothing! There is no way to opt out specific locations or groups of locations at this time.

To configure link tracking:

- From the platform, click **Settings** (⚙️).
- In the left panel, click **Link Tracking**.
- Click **Add Link Tracking**.
- Configure link tracking settings:
 - Source** – The site your URL is published to; the source of traffic to your website. Link tracking is only available for Listing Management sources at this time even though Social sites are included in the dropdown. Listing sources included in the dropdown are the Correctable Sites configured for your account.
 - Modules** – The solution your URL is published through. Options include Listings Management (Directory) and Publishing (Social). Options change depending on the Source selected. Not every source publishes URL for listings and social content. Link tracking is only available for Listings Management at this time.
 - URL Type** – The URL the link tracking will be added to. Options include: Homepage, Reservation, Sales, Service, Menu, Product.
 - Parameters** – The code added to the end of your URL that passes traffic data to your website analytics tool. While UTMs are customizable, they do not currently take local variables.

UTM Parameter	Description	Example

UTM Parameter	Description	Example
utm_medium	The campaign or marketing medium that led traffic to your website.	utm_medium=GMB Customers clicked a link on GMB to get to my website.
utm_source	The source or referrer of traffic to your website.	utm_source=Google Customers clicked through to my website from Google.
utm_campaign	Adds a level of specificity as to which campaign or product the traffic came from.	utm_campaign=homepage Customers clicked through to my website from my homepage URL.
utm_content	Differentiates between different links or call to actions in the same promotion.	Not applicable.
utm_term	Tracks which paid keywords resulted in the click.	Not applicable.

Link Tracking Configuration

Source:

Modules:

URL Type:

Parameters

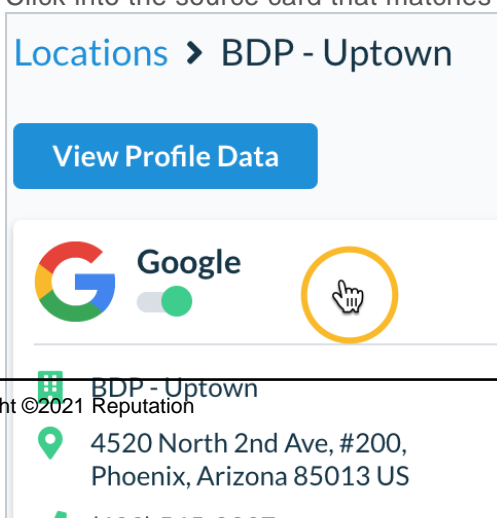
utm_campaign	Homepage	<input type="text"/>	<input type="text"/>
utm_source	Google	<input type="text"/>	<input type="text"/>
utm_medium	GMB	<input type="text"/>	<input type="text"/>

5. Click **Save**.

Once link tracking is configured, the time for UTM parameters to publish will vary based on standard publishing timelines per source site.

To locate link tracking on your Listings URLs:

1. From the platform, click **Listings**.
2. Click **Locations**.
3. Click your desired location to open the card view.
4. Click into the source card that matches your link tracking settings.



Locations > BDP - Uptown

[View Profile Data](#)

Google

BDP - Uptown

4520 North 2nd Ave, #200, Phoenix, Arizona 85013 US

(623) 565-8297

https://bdp-uptown.business.site/?utm_campaign=Homepage&utm_so

5. Links published to the source site will include your UTM parameters.

	Profile data	Google data
	BDP - Uptown	BDP - Uptown
	4520 North 2nd Ave, #200, Phoenix, AZ 85013 US	4520 North 2nd Ave, #200, Phoenix, Arizona 85013 US
	(623) 565-8297	(623) 565-8297
	https://bdp-uptown.business.site/	https://bdp-uptown.business.site/?utm_campaign=Homepage&utm_source=Google&utm_medium=GMB
	https://calendly.com/bdpuptown/60min/12-31-2018	
	https://sites.google.com/view/bdpuptown/home	

UTM parameters are not included in Source of Truth downloads. The UTMs are only added during publishing.

Monitoring Traffic

Log in to your analytics tool and navigate to the traffic sources section. Look for the UTM parameters built in your link tracking to monitor traffic.

Link Tracking Configuration

Source	Google	Google data						
Modules	Listing Management	BDP - Uptown						
URL Type	Homepage	4520 North 2nd Ave, #200, Phoenix, Arizona 85013 US						
Parameters	<input type="text" value="Parameter K"/> <input type="text" value="Parameter V"/>	(623) 565-8297						
	<table><tr><td><u>utm_campaign</u></td><td>Homepage</td></tr><tr><td><u>utm_source</u></td><td>Google</td></tr><tr><td><u>utm_medium</u></td><td>GMB</td></tr></table>	<u>utm_campaign</u>	Homepage	<u>utm_source</u>	Google	<u>utm_medium</u>	GMB	https://bdp-uptown.business.site/?utm_campaign=Homepage&utm_source=Google&utm_medium=GMB
<u>utm_campaign</u>	Homepage							
<u>utm_source</u>	Google							
<u>utm_medium</u>	GMB							

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