

# CAMPAIGN TRACKING CHECKLIST FOR GOOGLE ANALYTICS



# ABOUT THIS GOOGLE ANALYTICS CAMPAIGN TRACKING CHECKLIST

## **Are you tracking the effectiveness and ROI of your email, social media, and ad campaigns?**

Loaded question, I know, but it is essential to measure the impact driven by all your marketing efforts. *Especially the campaigns that drive visitors back to your website.*

### **You can't improve what you can't measure!**

Fortunately, Google has made it possible to track the results from your digital marketing efforts inside of Google Analytics using their built-in campaign tracking platform.

When you correctly configure campaign tracking in GA (and have goals set up), you can generate reports that show you how much traffic your campaigns drove, how many conversions you achieved, and how much revenue each campaign produced!

The best part about campaign tracking? It's not very difficult to set up, once you get the hang of it. Moreover, when you put a campaign tracking system in place, you can use Google Analytics to see how every one of your emails, social media messages, and paid advertising placements performed for your organization.

### **Ready to start measuring campaign effectiveness?**

Follow the steps in our checklist to learn how to start campaign tracking the right way, or you can use this checklist to evaluate the completeness of your existing campaign tracking process. Happy UTM'ing!

# CAMPAIGN TRACKING CHECKLIST FOR GOOGLE ANALYTICS

## PART 1: BUILDING YOUR CAMPAIGN TRACKING

Start using campaign tracking everywhere!

- Create UTM codes for your email, social media, and paid advertising campaigns.

UTM codes at the end of URLs are how you customize the source and medium of your traffic in GA. Many email marketing systems (like Drip) have a built-in UTM builder. You can also use Google's URL builder to create UTM's for your email, paid advertising, social media campaigns, and more. If you're using Google Ads and you enable auto-tagging, Google will automatically create UTMs based on campaign structure.

- Make sure your UTM values follow the correct syntax.

There are five possible UTM values: `utm_source`, `utm_medium`, `utm_campaign`, `utm_content`, and `utm_term`

- Use campaign naming conventions that are easy to understand and clearly identify the source and medium.

For example: "jeffalytics/email" or "facebook/cpc." Your company and clients should be able to quickly identify and understand your naming convention.

- Use the `utm_term` field in your URL builder to add keyword data to your UTMs for paid search campaigns.

- Use the `utm_content` field in your URL builder to make sure your paid media campaigns can be attributed to the ad text used in that campaign.

- Create a spreadsheet (or use a software service like [campaigntracker.io](https://campaigntracker.io)) to log your campaign data along with your UTM tagged URLs.

## PART 1 (CONTINUED): CAMPAIGN TRACKING

- Create a calendar for all your marketing campaigns.
- Make sure your entire marketing team has access to your UTM builders, campaign spreadsheet, and calendar.
- Define your targets for every campaign (i.e. clicks, CTR, conversions, engagement metrics, revenue, etc.)
- Set up Goals in Google Analytics to work with your campaign tracking

For Example, if you're running an email opt-in campaign, make sure you're sending traffic to a conversion page that triggers a Google Analytics goal.

Make sure your goal funnel is turned on so that you can see the path users take to converting from your campaign and make funnel improvements.

- Enable your demographics and interest reports in Google Analytics if you want to be able to analyze audience data for your campaigns.
- Create (or import) a campaign tracking dashboard in Google Analytics or Google Data Studio. Make sure your marketing team has access to this dashboard.

## PART 2: AUDIT YOUR CAMPAIGN TRACKING PROCESS

Campaign tracking is more effective when you customize tags for each campaign. Follow these steps to make individual campaigns easier to track.

- Are you using UTMs in every email you send that includes links to website content?
- Are you using UTMs in every social media post that includes links to website content?
- Are you using UTMs in every paid media placement (i.e., AdWords, Bing, Twitter, LinkedIn, etc.) that drives visitors back to your website running Google Analytics?
- Are you using UTMs with every offline paid advertising promotion?
- Does every one of your campaigns have a specific purpose or goal?
- Do you review your campaign performance?
- Are the results of your campaign analysis disseminated in clear, easy to digest reports throughout your team?
- Are your campaign links and reports accessible from your campaign tracking calendar?

## PART 3: IMPROVING YOUR CAMPAIGN TRACKING RESULTS IN GOOGLE ANALYTICS

### Review your source/medium reports to evaluate your current campaign tracking effectiveness

Is your “direct” traffic percentage less than 20%?

Direct traffic of more than 20% could indicate a lack of campaign tracking or problems with your campaign tracking process.

Are your referrals showing up accurately?

If there is a dominant referral source that is not using campaign tracking, consider using UTM parameters to isolate your referrals further.

Are there referrals from advertising platforms in your source medium report?

If there are, add UTM parameters to your paid advertising links.

Is there consistency in your source and medium names? (i.e., Facebook vs. facebook, or ppc vs. cpc)

Is there NO significant presence of (not set) data in your source/medium report?

If there is, the cause is likely to be a mistagged link missing a key UTM parameter. Identify and fix the link using the Google URL Builder.

### Review your campaign reports

Do your campaign names make logical sense and are they easy to understand?

Is there NO presence of (not set) data in your campaign names?

Are your paid search campaigns accurately reporting keyword data?

# WANT TO LEARN HOW TO MASTER GOOGLE ANALYTICS?

**Campaign tracking is a critical analytics skill to master if you want to become a highly valued, ROI generating marketer.**

But it's really just the beginning.

If you would like to learn how to perform the most vital tasks in Google Analytics while watching Analytics expert Jeff Sauer show you his process "hands-on," I encourage you to consider enrolling in our Analytics Course program.

This course shows you every detail and step in the processes of building, measuring and evaluating campaign tracking in Google Analytics.

Inside Analytics Course, you will also get access to my campaign tracking tools, learn how to set up custom channels to match your campaign codes, discover how to build advanced segments, and much, much more!

Not only that - the majority of students who complete this course receive their Google Analytics certification directly from Google. Click below to learn how to get started with Analytics Course Today.

**GET STARTED WITH ANALYTICS COURSE**