



PACK

FREE

THE UTM AND CAMPAIGN NAMING PACK

Clean campaign data starts with boring, consistent names.

01

WHY BOTHER

UTM parameters are the labels you attach to links so analytics can tell you where a visit came from. Nothing about them is difficult. What breaks them is inconsistency: Facebook, facebook, FB and fb_paid are four different sources to your reports and one channel in reality. A convention, kept, is the entire fix.

PARAMETER	JOB	RULE
utm_source	Where the click came from	One fixed list, lowercase (google, meta, linkedin, email, partner)
utm_medium	The type of traffic	One fixed list (cpc, social, email, referral, qr, print)
utm_campaign	The initiative	kebab-case, add the year when a campaign repeats annually, eofy-2026
utm_content	Which version or placement	Distinguishes ads, buttons or list segments within one campaign
utm_term	Paid keyword	Reserved for paid search where you tag manually. Leave empty otherwise

THE CONVENTION, SIX RULES

- 1 Lowercase everything, always.
 - 2 Hyphens between words. No spaces, no underscores, no mixing.
 - 3 Source and medium come from the fixed lists. New values get added to the list deliberately, by the list's one owner, never invented in the moment.
 - 4 Never tag internal links, a click from your own homepage to your own blog is not a campaign, and tagging it overwrites the real source.
 - 5 In Google Ads, leave auto-tagging on and do not fight it with manual UTMs on the same links. Manual tagging is for everywhere else.
 - 6 Every tagged link gets built in the master sheet, which is the record.
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- Meta ad, spring campaign, second creative:

?utm_source=meta&utm_medium=cpc&utm_campaign=spring-sale-2026&utm_content=video-testimonial

- Monthly email newsletter, header button:

?utm_source=email&utm_medium=email&utm_campaign=newsletter-jul-2026&utm_content=header-cta

- LinkedIn organic post launching a resource:

?utm_source=linkedin&utm_medium=social&utm_campaign=resources&utm_content=digital-asset-register

- QR code on event signage:

?utm_source=event&utm_medium=qr&utm_campaign=perth-expo-2026&utm_content=stand-banner

Columns: Date built | Destination URL | source | medium | campaign | content | term | Final URL | Built by | Where it was used

The build logic, for a spreadsheet formula or by hand: final URL = destination + ? + each parameter as name=value joined with &. If the destination already contains a ?, join with & instead. Encode nothing by hand, follow the convention and there is nothing to encode.

Governance, two lines: the sheet has one owner, and the fixed source and medium lists live at the top of it. Six-monthly, skim analytics for rogue values and correct the habit, not just the data.



If you would rather have this done **with** you
than **to** you, this is the work I do.

START A CONVERSATION

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