

Google Analytics tagging

Google Analytics provides a very simple way to **tag** your links so that we can report the interest generate by our communications.

What is tagging?

It is a simple method of adding values to a URL so that google analytics will record the inbound visit to our websites. This will tell us where people have come from and how effective our communications activities online are.

How to tag a URL.

- 1) Use this tool:
<http://www.google.com/support/analytics/bin/answer.py?hl=en&answer=55578>
- 2) (Optional) If you are on twitter etc. use a URL shortener to hide the long URL and make your post more attractive: <http://bit.ly/>
- 3) Replace your old link with the new one

Use the link in (1), to **build the url for you** based on the information you provide, the url (e.g. www.gwp.org) and the terms you want to use in each tag. Below is a set of terms we can use consistently so that we all do the same. Each tag has an explanation of what it's for, an example and a consistent set of terms for us all to use.

Campaign Source (utm_source)	Required. Use utm_source to identify a search engine, newsletter, partner website or other source.
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We will use:

newsflow

gwp-twitter

gwp-facebook

gwp-blog

gwp-linkedin

gwp-youtube

gwp-social – for all other social media and blogging platforms

gwptoolbox - for use when linking to gwp.org from toolbox

gwpwebsite - to use when linking from the gwp.org to toolbox

Apart from the last three these should be self-explanatory

Example: utm_source=newsflow

Campaign Medium (utm_medium)	<p>Required. Use utm_medium to identify a medium such as email or cost-per-click.</p> <p>We will use: email - for any email or newsletter) article - for any article we write on a website or blog) socialmedia - for FB, twitter etc. posts) calltoaction – for add semi-permanent promotional messages or banners placed on a website or social media channel, ex. we might add a call to action on our youtube channel page, or a permanent banner on the toolbox site (and vice-versa)</p> <p>Example: utm_medium=email</p>
Campaign Term (utm_term)	<p>Do not use</p>
Campaign Content (utm_content)	<p>Optional. Use utm_content to differentiate links that point to the same URL.</p> <p>We will use: logolink - for logos textlink, textlink1, textlink2 etc, - for all other links</p> <p><i>Examples: utm_content=logolink or utm_content=textlink</i></p>
Campaign Name (utm_campaign)	<p>Optional unless for a newsletter or other campaign. Use utm_campaign to identify a specific promotion or strategic campaign.</p> <p><i>Example for NewFlow: utm_campaign=April2011</i></p> <p>Campaign names can be independent of the source, so we might use April2011 to represent a selection of different sources, water-L, NewsFlow and twitter announcements all related to one campaign topic.</p>

For more information about tracking in general and google analytics, see this link:

<http://www.google.com/support/analytics/bin/topic.py?topic=10996>