

# Booking link placement worksheet

Make the link once, place it in every spot clients look, and see which one brings the bookings.

## 1. Your link

Booking link: \_\_\_\_\_

All-services link (if you have more than one service): \_\_\_\_\_

## 2. Place it, and tag each copy

Add **?utm\_source=** and the word in the third column to the end of the link you paste there. Put a tick in the last column when it is live.

| Place                   | Where exactly                          | utm_source | Live                     |
|-------------------------|----------------------------------------|------------|--------------------------|
| Instagram bio           | Edit profile, Links, Add external link | instagram  | <input type="checkbox"/> |
| Google Business Profile | Booking, Add link (from Google Search) | google     | <input type="checkbox"/> |
| Email signature         | A "Book a time" line or button         | email      | <input type="checkbox"/> |
| QR code                 | Counter, van, business card, flyer     | qr         | <input type="checkbox"/> |
| Website                 | Menu item and a home-page button       | website    | <input type="checkbox"/> |
| Other: _____            |                                        |            | <input type="checkbox"/> |

## 3. Where did bookings come from this month?

| Place     | Week 1 | Week 2 | Week 3 | Week 4 | Total |
|-----------|--------|--------|--------|--------|-------|
| Instagram |        |        |        |        |       |
| Google    |        |        |        |        |       |
| Email     |        |        |        |        |       |
| QR code   |        |        |        |        |       |
| Website   |        |        |        |        |       |

The place with the most bookings gets the best spot next month: the first link in your bio, the top of your signature, the front of your card.

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The full guide, with the video: [fynl.io/blog/free-booking-link/](https://fynl.io/blog/free-booking-link/)

Free booking page: [fynl.io/free-online-booking-system](https://fynl.io/free-online-booking-system)