

UTM link planner

Plan every tagged link for a campaign on one page, then test each one before it goes out.

1. Before you build anything

What do you want to compare when the campaign is over? Write it in one sentence.

Campaign name (lowercase, underscores, reuse it on every link): _____

Landing page: _____

2. One row per link

Where the link appears	utm_source	utm_medium	utm_content (optional)	Tested
Example: Instagram bio	instagram	social	bio	☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐

3. Values GA4 already understands

Channel you want in GA4	Medium to use	Example source
Organic Social	social	facebook, instagram, linkedin
Paid Social	paid_social	facebook, instagram
Email	email	newsletter
Paid Search	cpc	google (only if auto-tagging is off)
Referral	referral	the other site's name
SMS	sms	sms

4. Test every link before it goes out

- ☐ The link opens the right page on a phone
- ☐ After the page loads, the address bar still shows utm_source, utm_medium and utm_campaign
- ☐ Every value is lowercase and spelled the same as last time
- ☐ No tagged link points from one page of your own site to another
- ☐ The next day, the campaign shows in GA4 under Traffic acquisition, Session campaign

The full guide: fynl.io/blog/how-to-create-utm-links/

Free UTM builder: fynl.io/utm-builder