



Standard Operating Procedure (SOP)

Adding UTM Parameters to URLs for QR Codes

Purpose

To create trackable QR codes by adding UTM parameters to URLs. This helps us understand where traffic comes from when users scan printed materials like flyers, postcards, or product packaging.

Tools Needed

- UTM Builder
 - Recommended UTM Builder: <https://utmbuilder.net/>
- A QR code generator (such as Canva, QRCode Monkey, or similar)

Step-by-Step Instructions

Open the UTM Builder

Go to <https://utmbuilder.net/> or the UTM builder of your choice. This is where you'll create a trackable link.

Fill in the Required Fields

When entering information in the form fields, please remember that URL best practices still apply and should be adhered to:

- Do not use uppercase lettering
- Dashes (-), never underscores (_)
- Dases (-), never spaces
- No special characters like \$, &, *, \$, @, etc.



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Use the form fields as follows:

- Website URL
 - Enter the exact page the QR code should direct to.
 - Example: <https://bethepageseo.com/>
- Campaign Source
 - Use the media the QR code is applied to as a way to identify the traffic source.
 - Example: Holiday Special
- Campaign Medium
 - Use something clear like a print, a flyer, or a postcard.
- Campaign Name
 - Describe the campaign for internal tracking.
 - Use something like dec-2025-offer or holiday-launch.

You can skip "Campaign Term" and "Campaign Content" unless you're running a more complex campaign.

Copy the Generated URL

Once you fill in the form, the tool will generate a full link that looks like this:

https://bethepageseo.com/?utm_source=holiday-special&utm_medium=postcard&utm_campaign=dec-2025-offer

Click "Copy URL".

UTM Builder - Free Google URL Builder to Generate UTM Codes

Fill all the required fields (marked with *) and other campaign information. A final URL with UTM codes will be automatically created. Copy the generated URL and use it in your campaigns.

Website URL *	<input type="text" value="https://bethepageseo.com/"/>
UTM Source * <small>(utm_source)</small>	<input type="text" value="holiday-special"/> <small>e.g. newsletter, twitter, google, etc.</small>
UTM Medium * <small>(utm_medium)</small>	<input type="text" value="postcard"/> <small>e.g. email, social, cpc, etc.</small>
UTM Campaign * <small>(utm_campaign)</small>	<input type="text" value="dec-2025-offer"/> <small>e.g. promotion, sale, etc.</small>
UTM Content <small>(utm_content)</small>	<input type="text"/> <small>Any call-to-action or headline, e.g. buy-now.</small>
UTM Term <small>(utm_term)</small>	<input type="text"/> <small>Keywords for your paid search campaigns</small>
GENERATED UTM TRACKING URL	
<input type="text" value="https://bethepageseo.com/?utm_source=holiday-special&utm_medium=postcard&utm_campaign=dec-2025-offer"/>	
<input type="button" value="Copy URL"/>	

Optional - Shorten the Link

If your QR tool prefers short links or if the URL looks too long, use a shortener like Bit.ly. Most QR scanners work fine with full-length links, so this step is optional.

Generate the QR Code

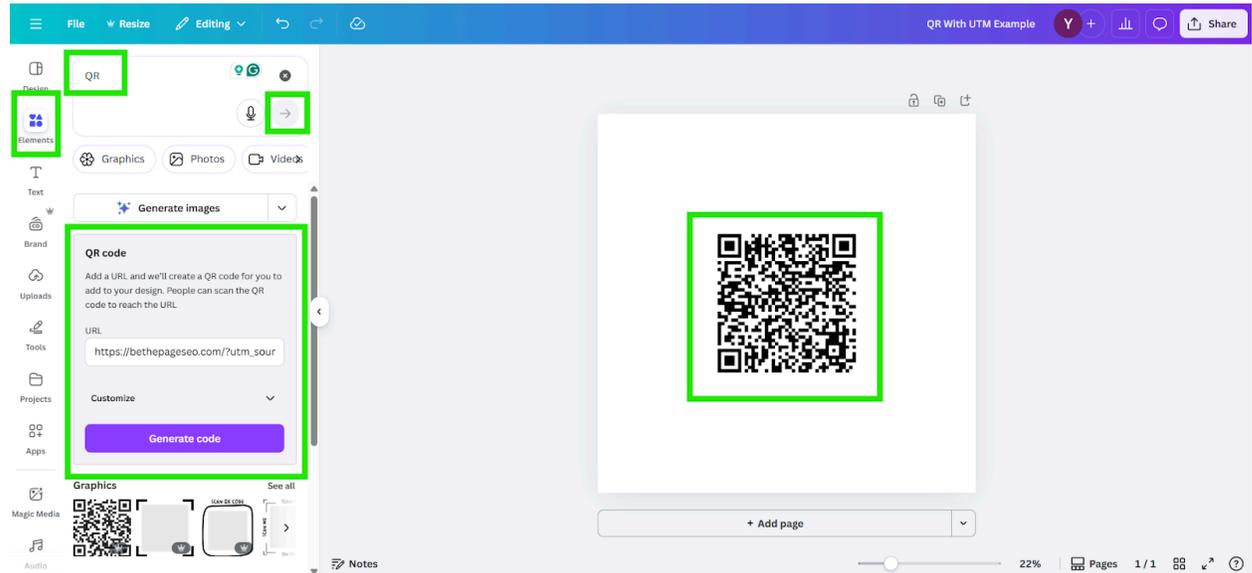
Paste the UTM-tagged URL into your QR code generator.

For example, in Canva:

- Select "QR Code" from the elements tab
- Paste in the full UTM URL
- Click "Generate Code"

You can style the QR code if needed, but avoid distorting it or using colors that affect scannability.

Example using Canva shown below:



Test the QR Code

Always scan the code with your phone to confirm it works and lands on the correct URL with UTM parameters intact.

Monitor Traffic in Analytics

To track results in Google Analytics 4:

- Go to Reports > Acquisition > Traffic Acquisition
- Look for Source = QR code or your specific campaign name under Campaign

Best Practices

- Use consistent naming conventions for sources and campaigns
 - Note best practices for URLs
- Keep UTM names simple, descriptive, and lowercase
 - Note best practices for URLs



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- Always test your QR code before using it in any printed material
 - Scan with your mobile device is the easiest.
- Save a copy of each UTM link in your internal tracking spreadsheet or campaign doc
 - Be the Page SEO client content calendar has a campaign tracking sub-sheet.