How to Track Organic Traffic?

- Organic Traffic UTM Parameters
- What do the organic tracking values mean?

Organic Traffic UTM Parameters

Are you tracking all of your Organic traffic in Google Analytics?

```
[organic_source] - organic source href (e.g. https://www.google.com/some/path)
[organic_source_str] - organic source (Google, Facebook, Bing, Instagram etc)
```

What do the organic tracking values mean?

You will often see the following following if you are tracking organic traffic using HandL UTM Grabber.

- Google: Referrer domain contains the term "google" (google.com, google.co.uk etc.)
- Yahoo: Referrer domain contains the term "yahoo" (yahoo.com etc.)
- Bing: Referrer domain contains the term "bing"
- Instagram: Referrer domain contains the term "instagram"
- Faecbook: Referrer domain contains the term "facebook"
- Twitter: Referrer domain contains the term "twitter"
- Snapchat: Referrer domain contains the term "snapchat"
- YouTube: Referrer domain contains the term "youtube"
- Pinterest: Referrer domain contains the term "pinterest"
- LinkedIn: Referrer domain contains the term "linkedin"
- Tumblr: Referrer domain contains the term "tumblr"
- OpenAI: Referrer domain contains the term "openai" or "chatgpt" (As of 3.1.7)
- Perplexity: Referrer domain contains the term "perplexity" (As of 3.1.7)
- Claude: Referrer domain contains the term "claude" (As of 3.1.7)
- Gemini: Referrer domain contains the term "gemini" (As of 3.1.7)
- Copilot: Referrer domain contains the term "copilot" (As of 3.1.7)
- Internal: If the user is coming from other internal pages. First captured referral is matching the domain itself.
- Other: If none of the conditions above met, it is flagged as Other.