

There is no UTM collected

HandL UTM Grabber works well with cache enabled websites. In most of the cases, you do not need to any server-side adjustments. Because our plugin leverages tracking client-side. However, if you feel that the tracking is not working, please do the appropriate steps based on your setup and server configuration.

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WP Engine is my webhost

If you are on WP Engine, you need to contact WP Engine support and let them know that you want to whitelist the following **QUERY ARGS & COOKIES** to prevent caching.

COOKIES

```
utm_campaign
utm_source
utm_term
utm_medium
utm_content
gclid
first_utm_campaign
first_utm_source
first_utm_term
first_utm_medium
first_utm_content
handl_original_ref
handl_landing_page
handl_ip
handl_ref
handl_url
organic_source
gaclientid
//and all the custom parameters created by you
```

QUERY ARGS

```
utm_campaign
utm_source
utm_term
utm_medium
utm_content
gclid
```

```
//and all the custom queries you are capturing
```

Usually, this process takes couple of hours to complete. However, you may want to wait longer for changes to completely take effect.

Still having problems? Let us know, clicking the chat bubble at the bottom right of the page.

I have WP Rocket installed

****HandL UTM Grabber works well with cache enabled websites. In most of the cases, you do not need to the following adjustments. Because our plugin leverages tracking client-side. However, if you feel that the tracking is not working, please do the following steps.****

Before whitelisting the following COOKIES, please make sure to remove UTM query strings from our ignore list. And then continue with the following. You can do this by installing and activating the following [small plugin](#).

If you have WP Rocket installed, you need to go to "Advanced Rules" and put the following entries under "Never Cache Cookies" section.

DASHBOARD Get help, account info	
CACHE Basic cache options	
FILE OPTIMIZATION Optimize CSS & JS	
MEDIA LazyLoad, emojis, embeds, WebP	
PRELOAD Generate cache files, preload fonts	
ADVANCED RULES Fine-tune cache rules	
DATABASE Optimize, reduce bloat	
CDN Integrate your CDN	
HEARTBEAT Control WordPress Heartbeat API	
ADD-ONS Add more features	
IMAGE OPTIMIZATION Compress your images	
TOOLS Import, Export, Rollback	
TUTORIALS Getting started and how to videos	

Never Cache URL(s)

 [NEED HELP?](#)

Sensitive pages like custom login/logout URLs should be excluded from cache.

Specify URLs of pages or posts that should never be cached (one per line)

The domain part of the URL will be stripped automatically.
Use (.*) wildcards to address multiple URLs under a given path.

Never Cache Cookies

Specify the IDs of cookies that, when set in the visitor's browser, should prevent a page from getting cached (one per line)

Never Cache User Agent(s)

Specify user agent strings that should never see cached pages (one per line)

Use (.*) wildcards to detect parts of UA strings.

Always Purge URL(s)

 [NEED HELP?](#)

```
utm_campaign
utm_source
utm_term
utm_medium
utm_content
gclid
first_utm_campaign
first_utm_source
first_utm_term
first_utm_medium
first_utm_content
handl_original_ref
handl_landing_page
handl_ip
```

```
handl_ref  
handl_url  
organic_source  
gaclientid
```

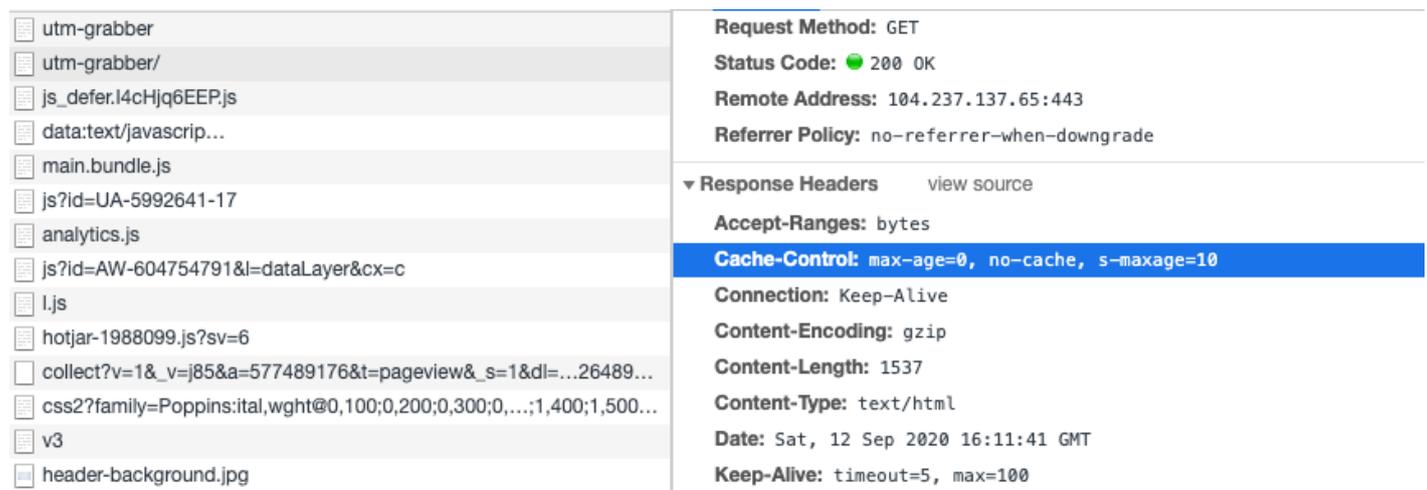
After this is implemented, make sure you start with a clean cache (incognito preferred) or hard refresh your browser and test again. It should work.

Still having problems? Let us know, clicking the chat bubble at the bottom right of the page.

Common Troubleshooting Tips

Check whether request is returned from cache

Visit your website making sure UTM's are appended to the URL. Open up the developer console and navigate to "Network" tab and select the page request (usually at the top) and Select "Headers" in the right panel. Check the cache related headers, if your server does not have any cache you should see "Cache-Control: max-age=0, no-cache, s-maxage=10"



The screenshot shows the network tab of a browser's developer console. On the left, a list of resources is shown, with 'js?id=UA-5992641-17' selected. The right panel displays the request and response headers for this resource. The 'Cache-Control' header is highlighted in blue and shows the value 'max-age=0, no-cache, s-maxage=10'. Other headers include 'Accept-Ranges: bytes', 'Connection: Keep-Alive', 'Content-Encoding: gzip', 'Content-Length: 1537', 'Content-Type: text/html', 'Date: Sat, 12 Sep 2020 16:11:41 GMT', and 'Keep-Alive: timeout=5, max=100'. The request method is GET, status code is 200 OK, and the remote address is 104.237.137.65:443.

Request Headers	Response Headers
Request Method: GET	Accept-Ranges: bytes
Status Code: 200 OK	Cache-Control: max-age=0, no-cache, s-maxage=10
Remote Address: 104.237.137.65:443	Connection: Keep-Alive
Referrer Policy: no-referrer-when-downgrade	Content-Encoding: gzip
	Content-Length: 1537
	Content-Type: text/html
	Date: Sat, 12 Sep 2020 16:11:41 GMT
	Keep-Alive: timeout=5, max=100

If there is cache, you should see something like "if-modified-since" or other cache related headers.

I am with FlyWheel

If you are on FlyWheel, you need to contact FlyWheel support and let them know that you want to whitelist the following **QUERY ARGS & COOKIES** to prevent caching.

COOKIES

```
utm_campaign
utm_source
utm_term
utm_medium
utm_content
gclid
first_utm_campaign
first_utm_source
first_utm_term
first_utm_medium
first_utm_content
handl_original_ref
handl_landing_page
handl_ip
handl_ref
handl_url
organic_source
gaclientid
//and all the custom parameters created by you
```

QUERY ARGS

```
utm_campaign
utm_source
utm_term
utm_medium
utm_content
gclid
```

```
//and all the custom queries you are capturing
```

Usually, this process takes couple of hours to complete. However, you may want to wait longer for changes to completely take effect.

Still having problems? Let us know, clicking the chat bubble at the bottom right of the page.

I have SiteGround (SG)
installed

I'm hosting with Pair

I'm hosting with Pantheon

I'm using CloudFlare (CF)

Make sure the caching level is set as "Standard" shown in the image below

<p>Caching Level</p> <p>Determine how much of your website's static content you want Cloudflare to cache. Increased caching can speed up page load time.</p> <p>This setting was last changed a few seconds ago</p>	<p><input type="radio"/> No query string</p> <p><input type="radio"/> Ignore query string</p> <p><input checked="" type="radio"/> Standard</p>
<p style="text-align: right;">API ▶ Help ▼</p>	
<p>What are Cloudflare's Caching Levels?</p> <p>You can set Cloudflare's CDN to cache static content according to these levels:</p> <ul style="list-style-type: none">• No Query String: Only delivers files from cache when there is no query string.• Ignore Query String: Delivers the same resource to everyone independent of the query string.• Standard: Delivers a different resource each time the query string changes. <p>We recommend using the Standard level. Learn more</p> <p>Note: By default, Cloudflare does not cache HTML content. You can create a Page Rule to cache static HTML content.</p> <p>Additional Resources</p> <p>Understand Cloudflare Caching Level</p>	

I'm using HummingBird WP plugin

Make sure "Cache URL queries" **turned off**

Settings
Fine tune page caching to work how you want it to.

Include logged in users
Caching pages for logged in users can reduce load on your server, but can cause strange behavior with some themes/plugins.

Cache URL queries
You can turn on caching pages with GET parameters (?x=y at the end of a url), though generally this isn't a good idea if those pages are dynamic.

end exclude the following COOKIES and all the custom parameters created by you.

Cookies

Exclude specific cookies by entering their IDs in this field.

Cookies
Specify the cookie IDs you don't want cached. Add one ID per line.

wp_woocommerce_session_

COOKIES

utm_campaign

```
utm_source
utm_term
utm_medium
utm_content
gclid
first_utm_campaign
first_utm_source
first_utm_term
first_utm_medium
first_utm_content
handl_original_ref
handl_landing_page
handl_ip
handl_ref
handl_url
organic_source
gaclientid
//and all the custom parameters created by you
```

Kinsta is my webhost

If you are on Kinsta, you need to contact Kinsta support and let them know that you want to whitelist the following **QUERY ARGS & COOKIES** to prevent caching.

COOKIES

```
utm_campaign
utm_source
utm_term
utm_medium
utm_content
gclid
first_utm_campaign
first_utm_source
first_utm_term
first_utm_medium
first_utm_content
handl_original_ref
handl_landing_page
handl_ip
handl_ref
handl_url
organic_source
gaclientid
HandLtestDomainName
//and all the custom parameters created by you
```

QUERY ARGS

```
utm_campaign
utm_source
utm_term
utm_medium
utm_content
```

```
gclid
```

```
//and all the custom queries you are capturing
```

Usually, this process takes couple of hours to complete. However, you may want to wait longer for changes to completely take effect.

Still having problems? Let us know, clicking the chat bubble at the bottom right of the page.

Customer Provided Feedback

“I have found that the guide you have about Kinsta and the custom cache rules where we need to ask Kinsta to implement specific rules to let Handl work, are not enough. I'm sharing with you a screenshot from the Kinsta dashboard which shows that Kinsta Edge Caching (saving HTML on Cloudflare Edge PoPs) is not compatible with custom cache rules, and thus Handl customers with Kinsta should also turn off Edge Caching. It's logical since Handl rewrites HTML based on query parameters and custom cookies and the HTML in Cloudflare edge are static and not even triggering the HandL plugin.”

This feedback was provided by a customer and included in our documentation as is.

I use WP Super Cache

There is known caching issues with WP Super Cache plugin. We'll update this document as we have more information. In the mean time, you can try the adding the following code in your functions.php

```
function handl_add_wpsc_cookie_banner() {    do_action( 'wpsc_add_cookie', 'utm_campaign' );
};
    do_action( 'wpsc_add_cookie', 'utm_medium' );    do_action( 'wpsc_add_cookie', 'utm_term' );
};
    do_action( 'wpsc_add_cookie', 'utm_content' );    do_action( 'wpsc_add_cookie', 'utm_source' );
}
add_action( 'init', 'handl_add_wpsc_cookie_banner' );
```

I'm using W3 Total Cache

Please do the following changes in the plugin

Go to Performance > Rejected cookies and copy/paste the following text in there and save

```
utm_campaign  
utm_source  
utm_term  
utm_medium  
utm_content  
gclid  
first_utm_campaign  
first_utm_source  
first_utm_term  
first_utm_medium  
first_utm_content  
handl_original_ref  
handl_landing_page  
handl_ip  
handl_ref  
handl_url  
organic_source  
gaclientid
```

It should look like this.

Never send cache pages for these user agents.

Rejected cookies:

```
utm_campaign  
utm_source  
utm_term  
utm_medium  
utm_content  
gclid  
first_utm_campaign  
first_utm_source  
first_utm_term  
first_utm_medium  
first_utm_content  
handl_original_ref  
handl_landing_page  
handl_ip  
handl_ref  
handl_url  
organic_source  
gaclientid
```

Never cache pages that use the specified cookies.

- UTM
- SEO 1
- MC4WP
- Currency Tool
- Instant Articles
- Quick Redirects
- Product Manager
- Unbounce Pages
- Performance**
- Dashboard
- General Settings
- Page Cache**
- Minify
- Database Cache
- Object Cache
- Browser Cache
- User Agent Groups
- Referrer Groups
- Cookie Groups

I'm on CloudFront

Please do the following changes in v

Create a new policy in CloudFront and attach it to your distribution.

You can include the following cookie exceptions

```
utm_campaign
utm_source
utm_term
utm_medium
utm_content
gclid
first_utm_campaign
first_utm_source
first_utm_term
first_utm_medium
first_utm_content
handl_original_ref
handl_landing_page
handl_ip
handl_ref
handl_url
organic_source
gaclientid
```

It should look like this.

DoNotCacheUTMs

[Edit](#) [Delete](#)

Info

Name	Comment
DoNotCacheUTMs	-

TTL Settings

Minimum TTL	Maximum TTL	Default TTL
1	31536000	86400

Cache key contents

The cache key includes the headers, cookies, and query strings in the cache policy, as follows:

Headers	Cookies	Query strings
None	Whitelist utm_term gclid utm_campaign utm_medium utm_content utm_source	Whitelist utm_term gclid utm_campaign utm_medium utm_content utm_source

Compression support

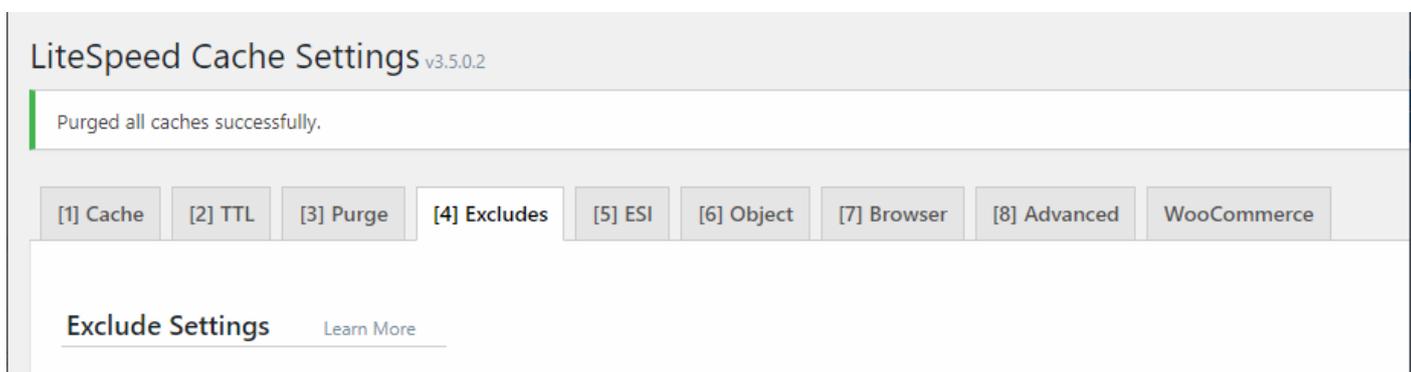
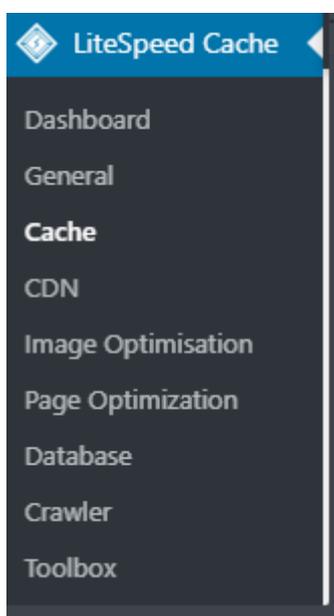
 Gzip enabled

 Brotli enabled

I'm using LiteSpeed caching plugin

If you are using the LiteSpeed caching plugin, you should do the following settings in your WP to effectively capture UTMs.

Go to Settings



Copy the list below and add it in "Do not

cache cookies" field

COOKIES

```
utm_campaign  
utm_source  
utm_term  
utm_medium  
utm_content  
gclid  
first_utm_campaign  
first_utm_source  
first_utm_term  
first_utm_medium  
first_utm_content  
handl_original_ref  
handl_landing_page  
handl_ip  
handl_ref  
handl_url  
organic_source  
gaclientid  
//and all the custom parameters created by you
```

Do Not Cache Cookies



```
utm_campaign  
utm_source  
utm_term  
utm_medium  
utm_content  
gclid  
first_utm_campaign  
first_utm_source  
first_utm_term  
first_utm_medium  
first_utm_content  
handl_original_ref  
handl_landing_page  
handl_ip  
handl_ref  
handl_url  
organic_source  
gaclientid
```

To prevent cookies from being cached, enter them here. One per line.

Copy the list below and add it in "Do not cache query strings" field

QUERY ARGS

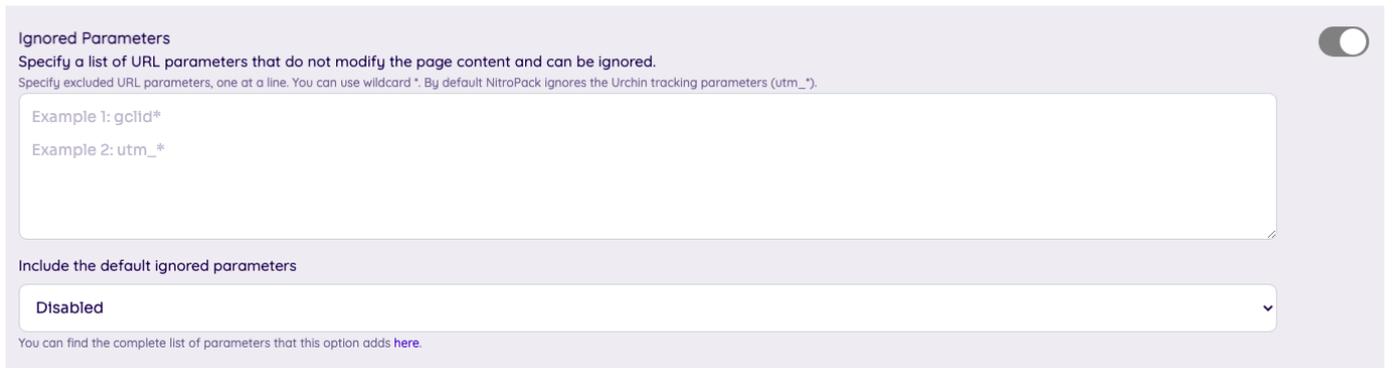
```
utm_campaign  
utm_source  
utm_term  
utm_medium  
utm_content  
gclid  
//and all the custom queries you are capturing
```

That's it. You are ready to go collecting UTMs :)

I've NitroPack plugin

1) Ignored parameters

Make sure "Include the default ignored parameters" is disabled.



The screenshot shows the 'Ignored Parameters' settings panel in the NitroPack plugin. At the top right, there is a toggle switch that is turned on. Below the title, there is a text area for specifying URL parameters to ignore, with two examples: 'gclid*' and 'utm_*'. Below this, there is a dropdown menu for 'Include the default ignored parameters', which is currently set to 'Disabled'. A small link is provided below the dropdown to find the complete list of default parameters.

~~2) Excluded Cookies (Now Obsolete, see Variation Cookies below instead)~~

Add the following cookies and all the custom parameters you created in "Excluded Cookies" section.

COOKIES

```
utm_campaign, utm_source, utm_term, utm_medium, utm_content, gclid, first_utm_campaign, first_utm_source, first_utm_term, first_utm_medium, first_utm_content, handl_original_ref, handl_landing_page, handl_ip, handl_ref, handl_url, organic_source, gaclientid//and all the custom parameters created by you
```

2) Variation Cookies

With Excluded ones (the method above), NitroPack wouldn't generate any cache for the pages containing your cookies.

While with Variation cookie, a new optimization would be created based on the different cookie values.

Variation Cookies

Specify cookie names for different page cache versions based on their values

Specify one or more cookie names (one line each) based on which different page cache versions will be created for each different value

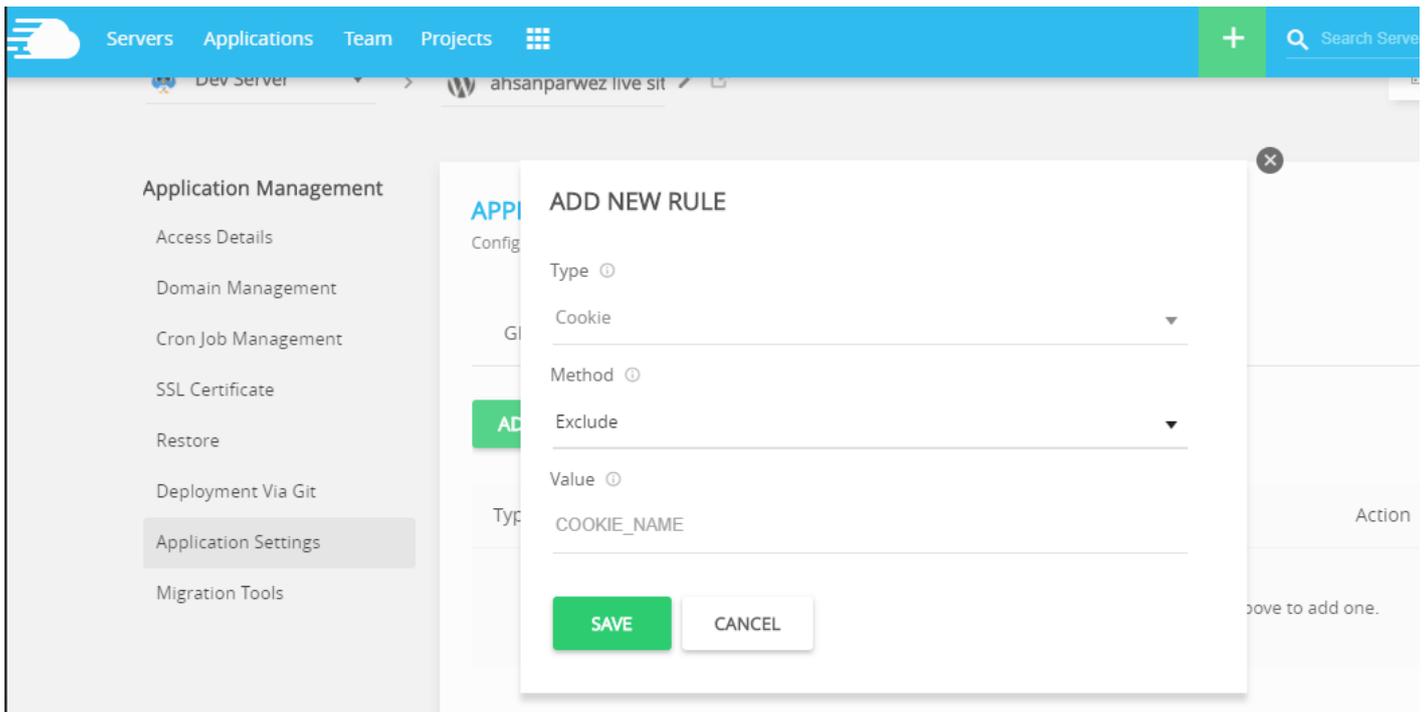
Cookie Name	Cookie Values (comma-separated)	Group
<input type="text" value="Example: language"/>	<input type="text" value="Example: en,de,es"/>	<input style="border: none;" type="text" value="No Group"/> ▼

Still having problems? Let us know, clicking the chat bubble at the bottom right of the page.

I'm hosted on CloudWays

You should exclude cookies from varnish cache via the Cloudways platform.

Navigate to Application Management > Application Settings > Varnish Settings.



Add the following cookies in there

COOKIES

```
utm_campaign
utm_source
utm_term
utm_medium
utm_content
gclid
first_utm_campaign
first_utm_source
first_utm_term
first_utm_medium
```

```
first_utm_content  
handl_original_ref  
handl_landing_page  
handl_ip  
handl_ref  
handl_url  
organic_source  
gaclientid  
//and all the custom parameters created by you
```

I'm using WP Fastest Cache

Exclude COOKIES

In order for HandL UTM Grabber to work more efficiently, you may want to whitelist some of the COOKIES our plugin uses so they are not cached.

You can do so very easily following the steps

1. Go to the settings for the WP Fastest Cache plugin
2. Click on the "Exclude" tab.
3. Click the "Add New Rule" button associated with "Exclude Cookies"
4. Type the cookie name you use from [Native WP Shortcodes](#) in the text box.
5. Click "Save".

- Dashboard
- Posts
- Media
- Pages
- Comments
- WooCommerce
- Products
- Analytics
- Marketing
- Appearance
- Plugins
- Users
- Tools
- Settings
- WP Mail SMTP
- UTM
- WP Fastest Cache**
- Collapse menu

WP Fastest Cache Options

Settings Delete Cache Image Optimization Premium Exclude **CDN** DB (179)

Exclude Pages Add New Rule

Is Equal To: wp-login.php
https://handl-sandbox/wp-login.php

Start With: wp-admin
https://handl-sandbox/wp-admin(.*)

Exclude User-Agents Add New Rule

Contains: facebookexternalhit
User-Agent: (.*)facebookexternalhit(.*)

Contains: LinkedInBot
User-Agent: (.*)LinkedInBot(.*)

Contains: WhatsApp
User-Agent: (.*)WhatsApp(.*)

Contains: Twitterbot
User-Agent: (.*)Twitterbot(.*)

Exclude Cookies Add New Rule

Contains: Admin
Caching has been disabled for Admin users

Contains: utm_campaign
Cookie: (.*)utm_campaign(.*)

Exclude CSS

Exclude JS

Exclude Page Wizard ✕

If Cookie Contains ▼

Close Save

I'm using Wordfence

Wordfence has a feature called Live Traffic that serves an extra blank pageview to every new(?) visitor to check if they are a bot or real traffic. It is reported by our clients that HandL UTM Grabber must have been picking up the wordfence pageview as the first pageview as `handl_url`.

Proposed Solution: Turn off Live Traffic (switched from ALL to Security Only)

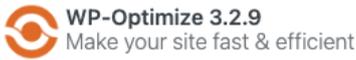
<https://www.wordfence.com/help/tools/live-traffic/#traffic-logging-mode>

I've WP Optimize

Add these ththree lines of code under

```
Cookies which, if present, will prevent caching (one per line) utm_* handl_* HandLtestDomainName
```

Useful links [Hor](#)



URLs to exclude from caching

List paths (e.g. `/product/green-beans`) that should not be cached (one per line)

```
/members/*
```

Use the wildcard * to exclude child URLs. e.g. `/shop/*` or `*sample-path*`

Cookies which, if present, will prevent caching (one per line)

List of cookies that will prevent caching when set.

```
utm_*  
handl_*  
HandLtestDomainName
```

Conditional tags to exclude from caching

List conditional tags (e.g. `is_single`) that should not be cached (one per line). You can find more details about conditional tags from [here](#)

```
is_single
```