

# 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.

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

/members/(.\*)

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)

(.\*)Mobile(.\*)Safari(.\*)

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 UTMs 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"

utm-grabber	<b>Request Method:</b> GET
utm-grabber/	<b>Status Code:</b> 200 OK
js_defer.l4cHjq6EEP.js	<b>Remote Address:</b> 104.237.137.65:443
data:text/javascrip...	<b>Referrer Policy:</b> no-referrer-when-downgrade
main.bundle.js	▼ <b>Response Headers</b> <a href="#">view source</a>
js?id=UA-5992641-17	<b>Accept-Ranges:</b> bytes
analytics.js	<b>Cache-Control:</b> max-age=0, no-cache, s-maxage=10
js?id=AW-604754791&l=dataLayer&cx=c	<b>Connection:</b> Keep-Alive
l.js	<b>Content-Encoding:</b> gzip
hotjar-1988099.js?sv=6	<b>Content-Length:</b> 1537
collect?v=1&_v=j85&a=577489176&t=pageview&_s=1&dl=...26489...	<b>Content-Type:</b> text/html
css2?family=Poppins:ital,wght@0,100;0,200;0,300;0,...;1,400;1,500...	<b>Date:</b> Sat, 12 Sep 2020 16:11:41 GMT
v3	<b>Keep-Alive:</b> timeout=5, max=100
header-background.jpg	

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

**accept-language:** en-GB,en;q=0.9,en-US;q=0.8

```
cookie: HandLtestDomainNameServer=HandLtestDomainValueServer; handl_ip=207.254.8.1
93479211.1599846461; _hjTLDTest=1; _hjid=bf9f50db-7de1-4d19-be1d-7af8a8dbe808; ga
jsUVYgADpRUK595EVd8%3D; notifii-_zldt=70c17acb-313f-45cb-9e08-74637dd13975; _hjIn
imp; utm_medium=Email; utm_term=Segmentation; utm_campaign=APT; first_utm_source=
Finventory-management%2F%3Futm_source%3DMailchimp%26utm_medium%3DEmail%26utm_camp
2F%2Fwww.notifii.com%2Finventory-management%2F%3Futm_source%3DMailchimp%26utm_med
anMfbn27ebr+wfNDGJNAdTxcxqVfkK5U2BeuIwx1KVQutUGS0IIS; AWSALBCORS=E7s4iNyIB06CTB2l
w.notifii.com%2Finventory-management%2F%3F%2Futm_source%3DMailchimp%26utm_medium%
```

if-modified-since: Fri, 11 Sep 2020 17:25:16 GMT

sec-fetch-dest: document

sec-fetch-mode: navigate

sec-fetch-site: none

```
sec-fetch-user: ?1
```

This will tell you whether caching is coming from server side (Varnish, CloudFlare) or WordPress site (such as WP Rocket, WP Super Cache etc). Your solution will vary depending on where the cache is coming from. You can whitelist the cookie parameters or/and query arguments used in HandL UTM Grabber V3 or you may have to add the page in the exclusion page altogether.



# 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

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

# 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.

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

Rejected cookies:

Never send cache pages for these user agents.

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.

# 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	<div>Whitelist</div> <div>utm_term</div> <div>gclid</div> <div>utm_campaign</div> <div>utm_medium</div> <div>utm_content</div> <div>utm_source</div>	<div>Whitelist</div> <div>utm_term</div> <div>gclid</div> <div>utm_campaign</div> <div>utm_medium</div> <div>utm_content</div> <div>utm_source</div>

Compression support

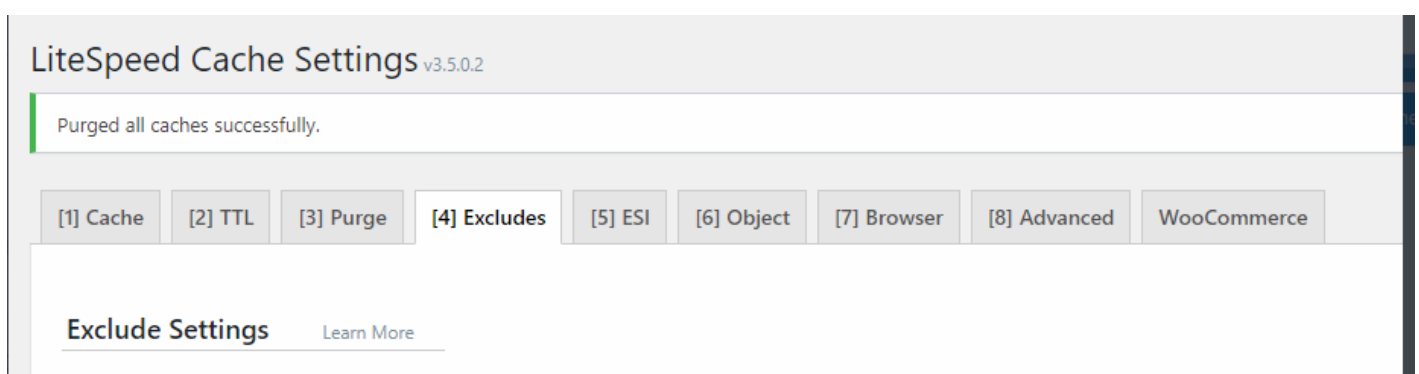
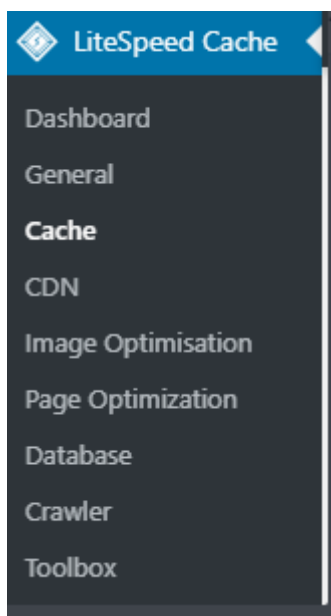
✔ Gzip enabled

✔ 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

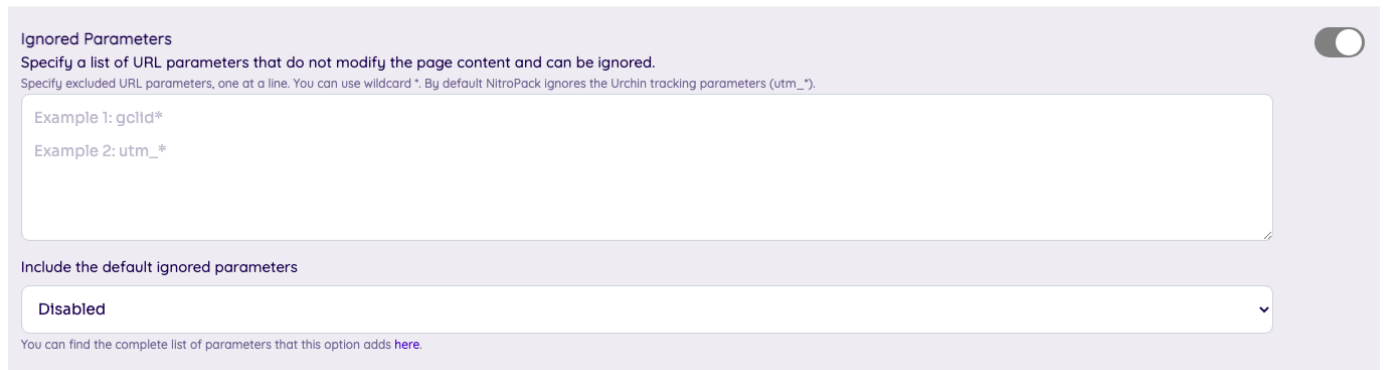
```
utm_campaign
utm_source
utm_term
utm_medium
utm_content
gclid
//and all the custom queries you are capturing
```

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 is a toggle switch that is currently turned off. Below the title, there is a text box for specifying URL parameters to ignore, with examples 'gclid\*' and 'utm\_\*'. At the bottom, there is a dropdown menu for 'Include the default ignored parameters' which is set to 'Disabled'.

**Ignored Parameters**

Specify a list of URL parameters that do not modify the page content and can be ignored.

Specify excluded URL parameters, one at a line. You can use wildcard \*. By default NitroPack ignores the Urchin tracking parameters (utm\_\*).

Example 1: gclid\*

Example 2: utm\_\*

Include the default ignored parameters

Disabled

You can find the complete list of parameters that this option adds [here](#).

## ~~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

Example: language

Example: en,de,es

No Group ▾

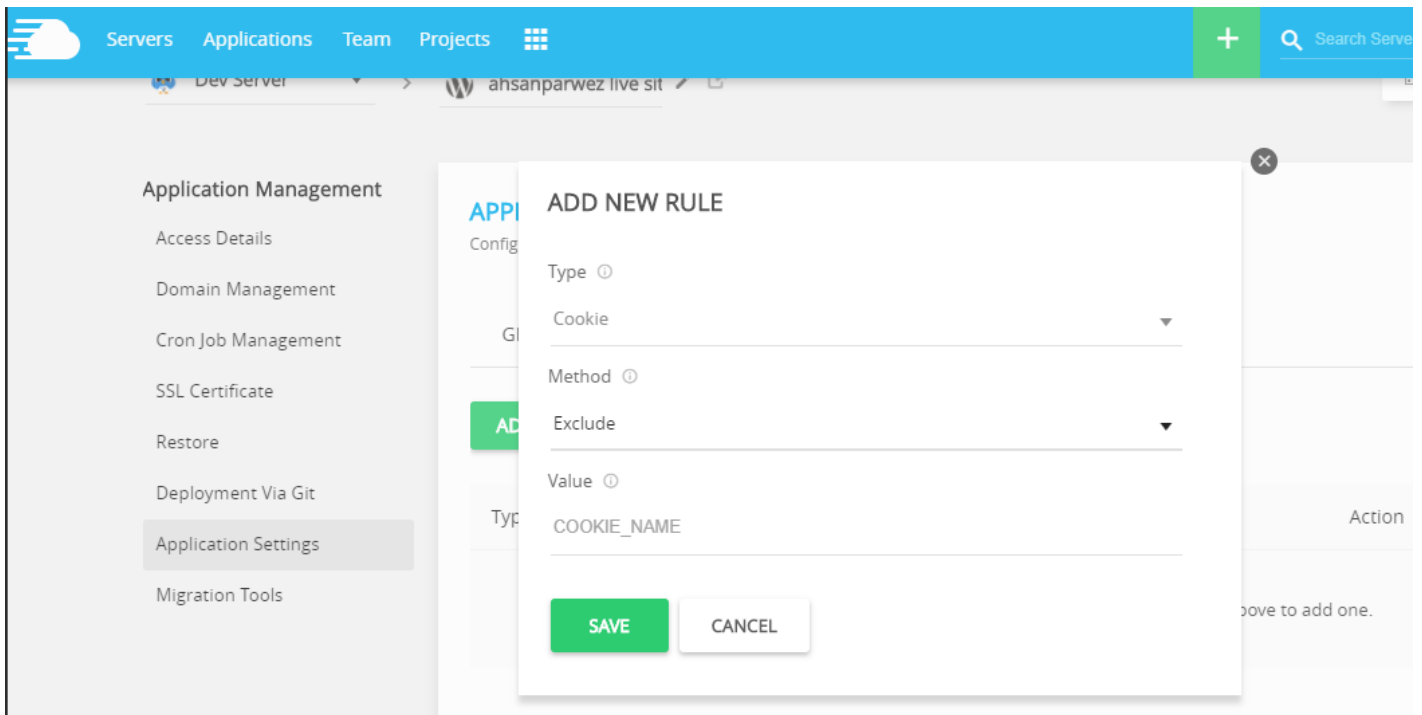
Add Cookie

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".

My Sites

HandL UTM Grabber - Sandbox

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0

New

Delete Cache

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

utm\_source

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)

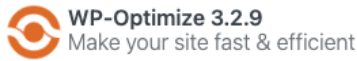
<https://www.wordfence.com/help/tools/live-traffic/#traffic-logging-mode>

# 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
```