

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)

Revision #5

Created Tue, Sep 22, 2020 2:05 AM by [Leman](#)

Updated Thu, Dec 17, 2020 8:20 PM by [Leman](#)