The StackToSale UTM Sanity Guide

5 Rules, 3 Mistakes, and 1 Sheet to Rule Them All

5 UTM Rules That Keep Marketers Sane

1. Stop Overengineering Every Link - Only use utm_source, utm_medium, and utm_campaign for most links.

2. Lowercase or Die - utm_campaign=SpringSale and springsale are different.

3. Use Dashes - Use dashes instead of spaces or underscores in parameters.

4. Don't Let Sales Make UTMs - Use a shared builder or sheet to avoid chaos.

5. Name Like You'll Audit at 2AM - Be clear and descriptive, not cryptic.

3 Mistakes to Avoid

- Mixing cases (Instagram vs instagram)

- Using spaces in campaign names

- Creating random UTMs with no naming system

Use the Sheet Like a Pro

Use the sheet to log every outbound campaign link. It helps you:

- Track variations

- Spot bad tags early

- Build team-wide consistency

Each row should clearly show the base URL, source, medium, campaign, term (if any), and content. Then auto-generate the final URL with CONCAT if you're in Excel or Google Sheets.

Want a copy of the UTM Builder Sheet?

Visit stacktosale.com/tools or scan the QR on our landing page to grab your copy. Stay clean. Stay sane. And tag like a boss.