

How to Track Organic Traffic?

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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"
- Facebook: 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"
- 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.