Northwind Dental northwinddental.com

TRACKING AUDIT · SEPTEMBER 2026

33 leads from paid clicks arrived with no *UTMs* in September.

3 of 7 checks passed. Fix first: paid clicks without UTMs.

northwinddental.com · 1,120 leads audited · 30 days

UTM Grabber 1,120 leads audited

Sample data fictional business

TRACKING HEALTH SCORE

68%

of 1,120 leads arrived fully tagged: source, medium and campaign. 131 had no UTMs at all.

1,120	*131*	*33*	*3 of 7*
LEADS AUDITED	NO UTMS AT ALL	PAID CLICKS UNTAGGED	CHECKS PASSED

01 THE CHECKS

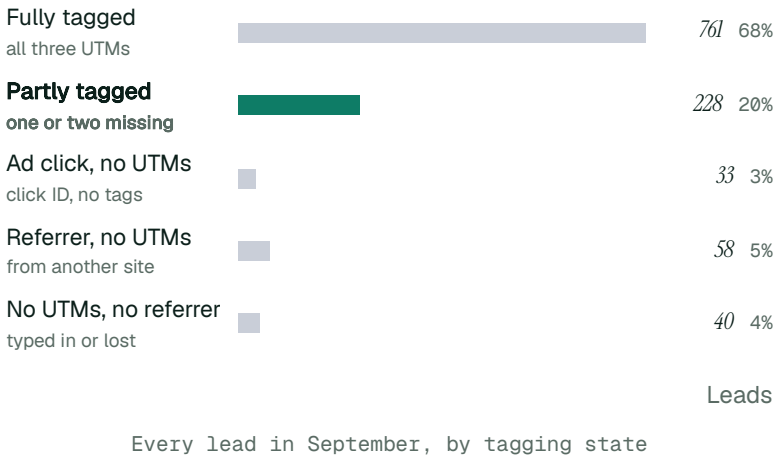
Seven checks on your *tracking*.

Tracking *health*

✓	**Full UTM coverage on campaign traffic** 714 of 765 leads from ads, email and social carried source, medium and campaign. Most often missing: utm_campaign (51 leads).	*93%*	HEALTHY
✕	**Paid clicks that lost their UTMs** 33 leads had a Google Ads click ID but no UTMs, most often on /emergency-dentist.	*33*	FIX
✓	**Google click ID on Google Ads leads** 369 of 382 Google Ads leads carried it.	*97%*	HEALTHY
✕	**Meta click ID on Meta Ads leads** 115 of 287 Meta Ads leads carried it. Check redirects on your landing pages and keep the fbclid field on your forms.	*40%*	FIX
!	**One spelling per source, medium and campaign** "google" and "Google" and "GOOGLE" are counted as different values in utm_source. Analytics tools split them, so each looks smaller than it is.	*7*	WATCH
!	**Campaign names that look like typos** 15 misspelled names split 24 leads off their real campaign. Biggest: "invisaline_consult_promo" next to "invisalign_consult_promo" (4 leads and 80 leads).	*15*	WATCH
✓	**Landing pages losing tags** No landing page lost tags on half or more of its leads.	*0*	HEALTHY

02 WHERE TAGS GO MISSING

How each *lead* arrived.



Every lead in September, by tagging state

THE BIGGEST GAP

Partly tagged leads are the biggest gap: 20%.

Most of them lack utm_campaign (228 leads).

210 are organic, referral or direct visits, which never carry a campaign. Judge the rest.

33 leads came from a paid click with no tags: the costliest leak, because you paid for the click.

Pages losing the most *tags*

#	LANDING PAGE	NO UTMS	OF PAGE	AD CLICKS	LIKELY FIX
1	/	52	24%	4	Add UTMs to Google Ads ad URLs
2	/new-patients	17	14%	5	Add UTMs to Google Ads ad URLs
3	/emergency-dentist	15	9%	7	Add UTMs to Google Ads ad URLs
4	/book-appointment	10	43%	0	Tag links from google.com
5	/invisalign	10	10%	4	Add UTMs to Google Ads ad URLs
6	/insurance	7	12%	2	Add UTMs to Google Ads ad URLs
7	/invisalign-consult	7	5%	3	Add UTMs to Google Ads ad URLs
8	/new-patient-special	5	4%	3	Add UTMs to Google Ads ad URLs
9	/dental-implants	4	6%	3	Add UTMs to Google Ads ad URLs
10	/teeth-whitening	4	8%	2	Add UTMs to Google Ads ad URLs

Ad clicks: leads with a click ID and no UTMs. Pages are each lead's landing page.

Campaign traffic missing part of its *tags*

#	SOURCE / MEDIUM	LEADS	MISSING
1	facebook / social	10	utm_campaign
2	instagram / social	8	utm_campaign

Ads, email and social only. Organic, referral and direct visits are left out.

What to fix *first*.

THIS WEEK

Add UTMs to *Google Ads* ad URLs

33 leads arrived from a paid click with no UTMs, most often on /emergency-dentist. Add utm_source, utm_medium and utm_campaign to the final URL or tracking template.

High impact · Low effort · 33 leads to recover

THIS WEEK

Capture the *fbclid* on Meta leads

172 of 287 Meta Ads leads had no fbclid. Check redirects on the landing page and keep the fbclid field on your forms.

Medium impact · Low effort

THIS MONTH

Use one spelling for *google*

510 leads are split across 3 spellings in utm_source. Pick lowercase and update the links.

Medium impact · Low effort

THIS MONTH

Merge *invisaline_consult_promo* into invisalign_consult_promo

The names are 2 letters apart and probably one campaign. Fix the link that uses it; 14 names more like it split 20 leads.

Low impact · Low effort

NEXT MONTH

Rerun this *audit* after the fixes

Coverage was 68% in September. Run the audit again in two weeks to confirm the fixes held.

Low impact · Low effort

How we built this report

- Fully tagged: utm_source, utm_medium and utm_campaign all present. Partly tagged: one or two of them.
- Campaign traffic means ad clicks plus any medium other than organic, referral or direct; organic visits never carry a campaign, so they are left out of the coverage check.
- Click ID checks: Google Ads leads are google with a paid medium; Meta Ads leads are facebook or instagram with a paid medium. Pass is 90% or more.
- Spelling check groups values that match once case and punctuation are ignored. Typo check flags campaign names one or two letters away from a bigger campaign, skipping numbered series and short variants like _us and _uk.
- Sites that add only utm_source on their own (chatgpt.com, perplexity.ai) count as referrals, not campaign traffic.
- The score's change compares September 2026 with August.

Next: add UTMs to *Google Ads* ad URLs. 33 paid clicks arrived untagged.

Data: UTM Grabber, Sample data for northwinddental.com

Prepared with UTM Grabber, v2.0.0, Oct 5, 2026