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%

→ **Flat** vs August

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



Leads audited	No UTMs at all	Paid clicks untagged	Checks passed
1,120	131	33	3 of 7
	12% of leads	had a click ID, no UTMs	

The checks

Seven checks on your tracking.

Each one names a specific leak and how many leads it touched.

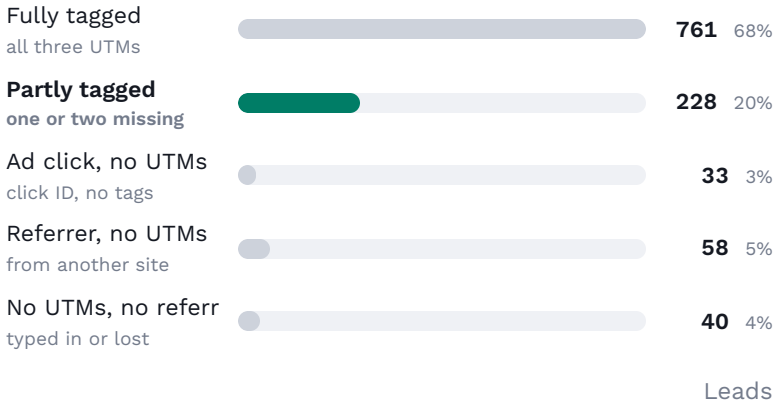
Tracking health

✓	**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

Where tags go missing

How each lead arrived.

Every lead sorted into one tagging state.



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.

Fix order

What to fix first.

1 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

2 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

3 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

4 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

5 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.

The audit in one line

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

Fully tagged	No UTMs	Paid clicks untagged	Checks passed
68%	131	33	3 of 7

- 761 of 1,120 leads arrived fully tagged.
- Fix first: paid clicks without UTMs.
- Then: Meta click ID capture.

Data: UTM Grabber, Sample data for northwinddental.com

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