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# UTM URL Generator

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Build tracking URLs with UTM parameters for your marketing campaigns.

## Website URL \*

The full URL of the page you want to track

## Campaign Source \*

utm\_source: Identifies which site sent the traffic

## Campaign Medium \*

utm\_medium: The marketing medium (e.g., cpc, email, social)

## Campaign Name \*

utm\_campaign: The specific campaign name

## Campaign Term (optional)

utm\_term: Paid search keywords

## Campaign Content (optional)

utm\_content: Differentiate ads or links pointing to the same URL

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### Custom Parameters (optional)

+ Add Parameter

## Generated URL

*Enter a URL and required parameters to generate your tracking URL*

Copy URL

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## About This Tool

This UTM URL Generator helps you create campaign tracking URLs with:

- All standard UTM parameters (source, medium, campaign, term, content)
- Custom parameters for additional tracking needs
- Live URL preview as you type
- Proper URL encoding for special characters
- One-click copy to clipboard

The tool processes everything in your browser - no data is sent to any server.

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**Accessibility:** This website is designed and developed to meet WCAG 2.1 Level AAA standards, ensuring the highest level of accessibility for all users. Features include high contrast ratios, keyboard navigation, screen reader compatibility, and responsive design.

The site supports both light and dark modes with automatic system preference detection.