

Grad Recruitment Worksheet: Vanity/short URLs

AHEM*

You may need to keep this and come back to it periodically, as your plans evolve.

Unit

Landing page URL

Root URL for your
faculty/dept/school

e.g. <https://whatssamatta.edu/history>, or <https://history.whatsamatta.edu>

Contact person to add or change URLs within your school/department (or "none")

Name

Email

Ideal URL for your program, **using** your unit's root URL

e.g. <https://whatssamatta.edu/history/PhD>, or <https://history.whatsamatta.edu/PhD>

Ideas for short URLs - available

e.g. historygrad.com, or gradstudies.engineer – check using sites like NameCheap.com

Suffixes for short URLs that represent your programs

e.g. /Masters, /PhD, /certificate, /librarytech, /part-time, etc.

Will short URLs be redirecting to UTM codes for campaign tracking?

Y

☐

N

☐

Grad Recruitment Worksheet: UTM Codes

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What campaign elements do you need to track?

You may not need to track everything individually, or at all. But if you want to, for instance, know what web traffic came from social media ads, vs. printed posters and postcards, vs. magazine ads, you'd want to list "social media," "print material," and "magazine ads" as three categories. If you want to distinguish Instagram, Facebook, and Reddit advertising, you'd want those to be three categories.

Contact person to create UTMs within your school/department (or "none")

Name

Email

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Track UTM generation here:

Campaign

UTM

Remember these UTM codes as you move on to making QR codes; if you're making QR codes for print, for instance, they should link back to your "print" campaign UTM code, not to your general URL.

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including plans for print ads, i.e. in student newspapers, trade magazines, etc., and ads that will be visually displayed but not clickable links, like slides on screens in public spaces, digital billboards, slides to show at conferences and events.