



SMART LINKS STARTER KIT

**Name links once. Know what wins—
everywhere.**



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UTM Naming System

**Copy-ready base string with
{platform}/{placement}/{campaign}/{asset}.**

Before you promote any link, you'll want to know where your clicks came from — Instagram bio, TikTok post, YouTube video, or Pinterest pin.

UTMs (Urchin Tracking Modules) help you see which platform and caption actually drives the most traffic or sales.

```
?utm_source={platform}&utm_medium={placement}&utm_campaign={campaign}&utm_content={asset}
```

Example:

```
?utm_source=instagram&utm_medium=bio&utm_campaign=summer_launch&utm_content=free_guide
```

Here's your reference guide:

Field	What it tracks	Example Value
utm_source	Where the traffic comes from	instagram, youtube, tiktok
utm_medium	The specific placement	bio, pin, description, story
utm_campaign	The campaign or promo name	summer_launch, ebook_promo
utm_content	The creative asset	free_guide, product_demo

Caption Examples

IG bio, Pinterest pin, YT description, TT bio examples.

IG BIO

Helping creators track what
really converts 🎯
Grab my Smart Links Starter Kit
↓
[digitalbrandsllc.co/service]

No more random clicks — know
exactly what drives results.
Your tracking journey starts here
↓
[digitalbrandsllc.co/service]

Pinterest Pin Description

Finally, a plug-and-play system
for tracking your traffic.
Get the Smart Links Starter Kit —
your complete setup guide.
[digitalbrandsllc.co/product]

Pin now, track forever 💡
Build your custom link hub with
this easy starter kit.
[digitalbrandsllc.co/product]

YouTube Description

Want to know which platform
drives the most traffic?
Grab the Smart Links Starter Kit
and track your growth like a pro:
[digitalbrandsllc.co/product]

You've built content. Now let's
make it convert.
Set up your smart tracking
system here →
[digitalbrandsllc.co/product]

—
More tools I use 📌
[tool link] | [course link]

—
Watch next: [related video]

YouTube Description

Turning views into verified clicks
Get my Smart Links Starter Kit ↓
[digitalbrandsllc.co/product]

No more guessing what works.
Free guide + templates inside ↓
[digitalbrandsllc.co/product]

Link-in-Bio Hub Layout

Wireframe + button labels; featured magnet and product slots.

Suggested Page Flow

1. **Header Section** – Profile photo, tagline, and one-line “why.”
2. **Primary Call-To-Action (Feature Box)** – Your main magnet or launch offer.
3. **Quick Links Grid** – Key evergreen buttons (shop, watch, read, join).
4. **Social Buttons Row** – Optional icons linking to other platforms.
5. **Footer Line** – Tiny compliance or affiliate disclosure.

Button Label Ideas

Category	Label Example	Purpose
Feature Magnet	Get the Free Smart Links Starter Kit	Lead magnet or main CTA
Paid Product	Shop My Templates	Direct sales page
Video/Content	Watch My Setup Tutorial	YouTube or Reels link
Community	Join the Creator Circle	Private group or Discord
Booking	Book a 1-on-1 Call	Calendly or booking link
Social Proof	See My Results Dashboard	Testimonial or case study
Newsletter	Get Weekly Tips	Email opt-in

Tracking Sheet How-To

Connect to the provided sheet; read totals and winners.

How It Works

1. **Add your links** – Paste each link you’ve published into the sheet (include the UTM version).
2. **Record your metrics** – Drop in click totals from analytics or use automated integrations if available.
3. **Watch results update** – The sheet auto-calculates totals, CTRs, and platform winners.
4. **Spot your “top performer”** – Highlight rows with the highest CTR or conversions — that’s where to double down.

Pro Tips

- Keep column headers short and consistent with your UTM names (e.g., source, medium, campaign, content).
- Update weekly — trends become clear fast when you track often.
- Color-code each platform for quick scanning (Instagram = pink, TikTok = black, YouTube = red, Pinterest = red).
- Use filters to sort by “Most Clicks” or “Highest CTR.”

Mock Mini-spreadsheet Thumbnail

Platform	Campaign	Asset	Clicks	CTR
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Instagram	summer_launch	free_guide	482	9.2%
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TikTok	summer_launch	teaser_video	311	7.5%
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YouTube	tutorial_series	episode1	289	6.1%
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Callout labels:

“Auto-totals update here” → arrow pointing to total row.

“Best performer” → star icon next to top CTR.

“UTM link column” → highlight where to paste links.

10 Caption CTAs

Copy list of 10 that lift CTR.

A solid CTA is what moves your audience from interest to action. You don't need to sound "salesy"—just clear, confident, and direct.

These 10 examples are battle-tested for social captions, bios, and YouTube descriptions.

1. "Tap below to grab your free guide before it's gone ↓"
2. "Your setup starts here — click to download instantly."
3. "See how the system works (and steal the template)."
4. "Save this, then click the link to start tracking smarter."
5. "Don't guess — know. Set up your link hub today →"
6. "Join 1,000+ creators who upgraded their tracking."
7. "Start with the same setup I use daily — it's inside ↓"
8. "Turn your link into a conversion tool — get the starter kit."
9. "You've got the content — now track the clicks that count."
10. "One tap. Zero confusion. Click to build your link hub."

Pro Tips

- Keep one CTA per caption — never stack multiple.
- Pair each CTA with an emoji that matches the tone (e.g., ↓  .
- Test a few across platforms and track which phrasing gives higher CTR.
- Match the CTA energy to your content type (educational = soft, launch = strong).

QA Checklist

Before publish: Check links, UTMs, formatting, tags.

Item	Description
☐ All Links Open Correctly	Test every button and link — no 404s or redirects.
☐ UTM Tags Applied	Confirm that your UTM parameters are on every tracked link.
☐ UTM Format Matches Naming System	Check for lowercase, underscores, and consistency.
☐ Featured Link Works on Mobile	Open your link-in-bio hub from your phone to verify usability.
☐ Captions Updated	Make sure your captions include the correct smart link.
☐ Tracking Sheet Synced	Paste your latest links into the tracking sheet.
☐ Analytics Connected	Confirm that your analytics or link tool records traffic.
☐ Formatting Looks Clean	Check spacing, emoji placement, and no broken formatting.
☐ Compliance Footer Visible	Ensure your disclaimer or affiliate note is live and readable.
☐ Load Speed Check	Test how fast your page loads (aim for under 3 seconds).

Troubleshooting

UTM not passing? Wrong tags? Quick fixes.

Most Common Problems + Fast Fixes

Problem	Quick Fix
UTM isn't showing in the link preview	Double-check you copied the full link (including everything after "?"). Some social apps trim long links — use a shortener like Bitly if needed.
Tracking data not updating	Refresh your analytics dashboard or sheet. Many tools update every few hours, not instantly.
Wrong platform showing in analytics	Verify that your <code>utm_source</code> value matches the platform (e.g., "instagram" not "insta"). Consistency matters.
Clicks showing but no conversions	Make sure your destination page's form or checkout is tagged properly — tracking stops if redirects remove UTMs.
Buttons not opening correctly	Re-paste your URL directly into the button field (sometimes formatting adds hidden spaces).
Duplicate or broken UTMs	Use only one "?" in a link. If adding extra parameters, use "&" instead (e.g., <code>?...&utm_medium=</code>).
UTM case mismatch	Keep all lowercase — "Instagram" and "instagram" count as two separate sources.
Link looks messy or too long	Use a custom short link or branded domain to tidy it up — but make sure UTMs stay intact.

Glossary & Compliance

UTM fields glossary + compliance footer.

Term	Definition	Definition
UTM Source	Identifies where your traffic comes from.	instagram, tiktok, youtube
UTM Medium	Defines the placement or type of content.	bio, story, description
UTM Campaign	The name of your marketing push or offer.	summer_launch, ebook_promo
UTM Content	The specific creative or version used.	video_a, free_guide, pin1
UTM Term	(Optional) Used for keyword tracking.	google_ads, paid_search
CTR (Click-Through Rate)	% of people who clicked your link.	5.3%
Conversion Rate	% of people who completed an action (e.g., sign-up).	2.1%
Bounce Rate	% of visitors who left without interacting.	38%

UTM fields glossary + compliance footer.

1. **Disclose all affiliate or sponsored links.**

Add a short disclaimer like:

“Education only. Some links may be affiliate links.”

2. **Respect platform policies** – Avoid using misleading link text or redirecting users without notice.

3. **Privacy counts** – If collecting any data (emails, purchases, etc.), ensure your landing page includes a privacy policy or cookie notice.

4. **Keep it professional** – Always test your links — broken or misleading ones can flag your profile for spam.