

Creating Traceable QR Codes

1. Create a tracking URL, go to: <http://www.google.com/support/analytics/bin/answer.py?answer=55578>

Step 1: Enter the URL of your website.

Website URL: *
(e.g. <http://www.urchin.com/download.html>)

URL = Where you want them to go

Step 2: Fill in the fields below. Campaign Source, Campaign Medium and Campaign Name should always be used.

Campaign Source: * (referrer: google, citysearch, newsletter4)
Campaign Medium: * (marketing medium: cpc, banner, email)
Campaign Term: (identify the paid keywords)
Campaign Content: (use to differentiate ads)
Campaign Name*: (product, promo code, or slogan)

***Source = your group/org.**

***Medium = where you're putting the QR Code**

Term – you can skip this

Content = define if there are different types or messages

***Name = what the event, campaign or ad is for**

Step 3

***Required**

2. Copy the URL from the "Generate URL" field seen above.
3. Go to: <http://createqrcode.appspot.com/> (or any QR code generator)
4. Paste in your new URL, select the 500x500 QR Code option (especially for print)
5. Submit
6. Right-click the new QR Code and "Save image as" or "Save image"
7. Make sure you have Google Analytics installed on your website and you will be able to see the QR Code Results under the "Campaigns" section of your Google Analytics