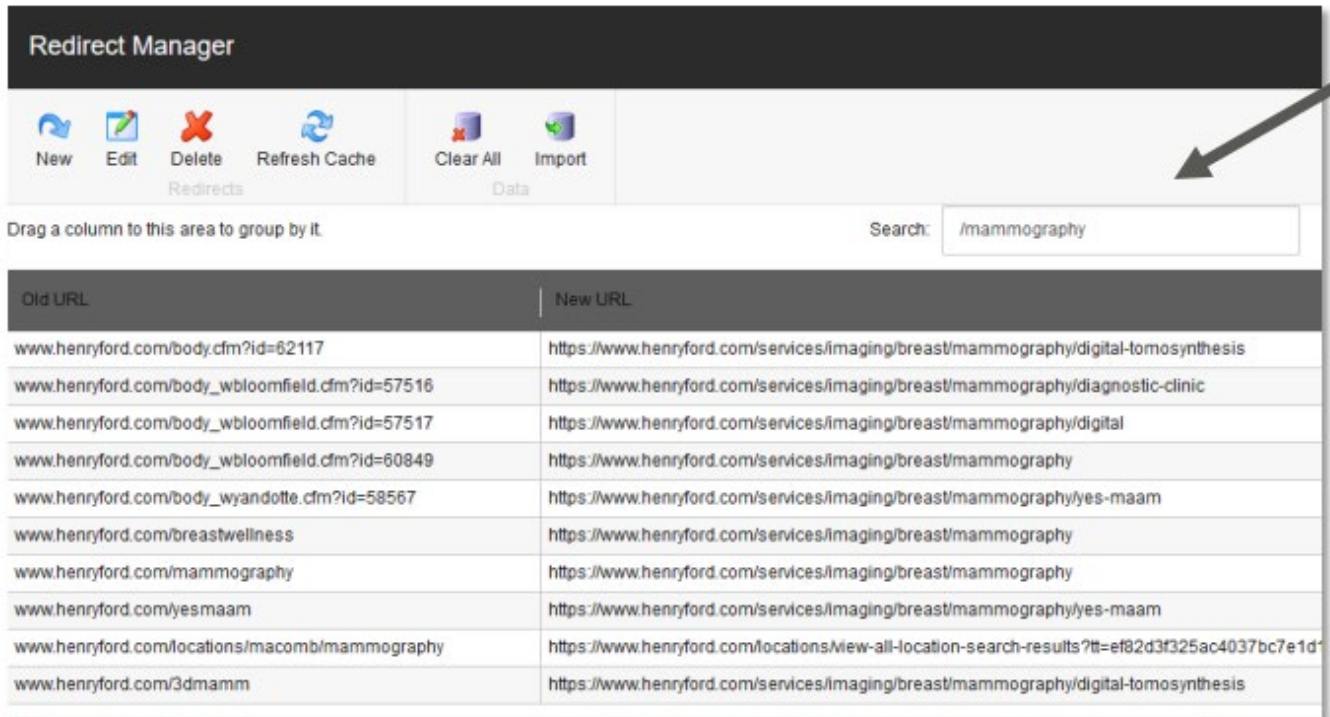


VANITY URL REDIRECTS

Using Mammography Example: (/mammography redirect)

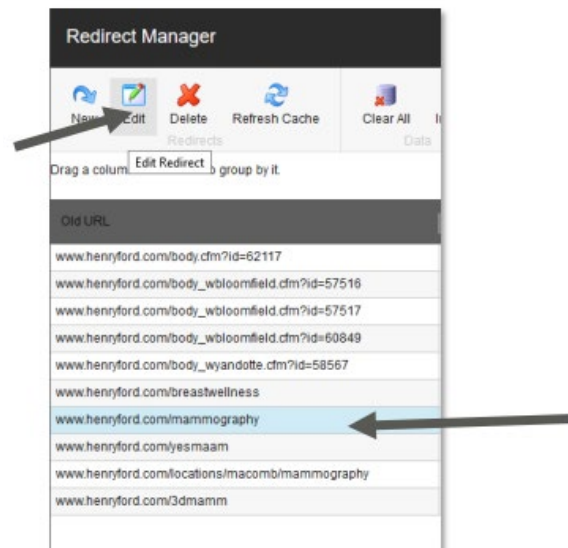
Step 1: Search the Redirect Manager for “/mammography”



The Redirect Manager interface shows a search bar with the text "/mammography". Below the search bar is a table with two columns: "Old URL" and "New URL". The table contains several rows of redirects, including "www.henryford.com/body.cfm?id=62117" and "https://www.henryford.com/services/imaging/breast/mammography/digital-tomosynthesis".

Old URL	New URL
www.henryford.com/body.cfm?id=62117	https://www.henryford.com/services/imaging/breast/mammography/digital-tomosynthesis
www.henryford.com/body_wbloomfield.cfm?id=57516	https://www.henryford.com/services/imaging/breast/mammography/diagnostic-clinic
www.henryford.com/body_wbloomfield.cfm?id=57517	https://www.henryford.com/services/imaging/breast/mammography/digital
www.henryford.com/body_wbloomfield.cfm?id=60849	https://www.henryford.com/services/imaging/breast/mammography
www.henryford.com/body_wyandotte.cfm?id=58567	https://www.henryford.com/services/imaging/breast/mammography/yes-maam
www.henryford.com/breastwellness	https://www.henryford.com/services/imaging/breast/mammography
www.henryford.com/mammography	https://www.henryford.com/services/imaging/breast/mammography
www.henryford.com/yesmaam	https://www.henryford.com/services/imaging/breast/mammography/yes-maam
www.henryford.com/locations/macomb/mammography	https://www.henryford.com/locations/view-all-location-search-results?tt=ef82d3f325ac4037bc7e1d4
www.henryford.com/3dmamm	https://www.henryford.com/services/imaging/breast/mammography/digital-tomosynthesis

Step 2: Select the chosen redirect and click “edit”



The Redirect Manager interface shows the "Edit Redirect" button highlighted. Below the button is a table with two columns: "Old URL" and "New URL". The table contains several rows of redirects, including "www.henryford.com/body.cfm?id=62117" and "https://www.henryford.com/services/imaging/breast/mammography/digital-tomosynthesis". The row "www.henryford.com/mammography" is highlighted in blue.

Old URL	New URL
www.henryford.com/body.cfm?id=62117	https://www.henryford.com/services/imaging/breast/mammography/digital-tomosynthesis
www.henryford.com/body_wbloomfield.cfm?id=57516	https://www.henryford.com/services/imaging/breast/mammography/diagnostic-clinic
www.henryford.com/body_wbloomfield.cfm?id=57517	https://www.henryford.com/services/imaging/breast/mammography/digital
www.henryford.com/body_wbloomfield.cfm?id=60849	https://www.henryford.com/services/imaging/breast/mammography
www.henryford.com/body_wyandotte.cfm?id=58567	https://www.henryford.com/services/imaging/breast/mammography/yes-maam
www.henryford.com/breastwellness	https://www.henryford.com/services/imaging/breast/mammography
www.henryford.com/mammography	https://www.henryford.com/services/imaging/breast/mammography
www.henryford.com/yesmaam	https://www.henryford.com/services/imaging/breast/mammography/yes-maam
www.henryford.com/locations/macomb/mammography	https://www.henryford.com/locations/view-all-location-search-results?tt=ef82d3f325ac4037bc7e1d4
www.henryford.com/3dmamm	https://www.henryford.com/services/imaging/breast/mammography/digital-tomosynthesis

Step 3: Append tracking information to New URL field

Edit Redirect
Edit redirect.

Please enter Old URL to create a new redirect.

The Old URL must be a full URL without http:// or https:// or Fragment ID(#hashtag) i.e. 'www.domain.com/old_page.htm' or 'domain.com/old_page.php'
The New URL can be either full URL (http:// and https:// are optional) i.e. 'www.domain.com/new-page' or root relative i.e. 'new-page'.

Old URL:

New URL:

Redirect Type:

Redirect Response:

Case sensitive URL:
☐

In the “New URL” field, add the following to the end of the existing url

?utm_source=redirect&utm_medium=url&utm_campaign=vanity&utm_content=/mammography

*Note the highlighted information should be modified to show the vanity redirect. This is the only piece of the tracking parameter which needs customized with each example.

Step 4: Save the New URL

Edit Redirect

Edit redirect.

Please enter Old URL to create a new redirect.

The Old URL must be a full URL without http:// or https:// or Fragment ID(Hashtag) i.e. 'www.domain.com/old_page.htm' or 'domain.com/old_page.php'
The New URL can be either full URL (http:// and https:// are optional) i.e. 'www.domain.com/new-page' or root relative i.e. '/new-page'.

Old URL:

New URL:

Redirect Type:

Redirect Response:

Case sensitive URL:

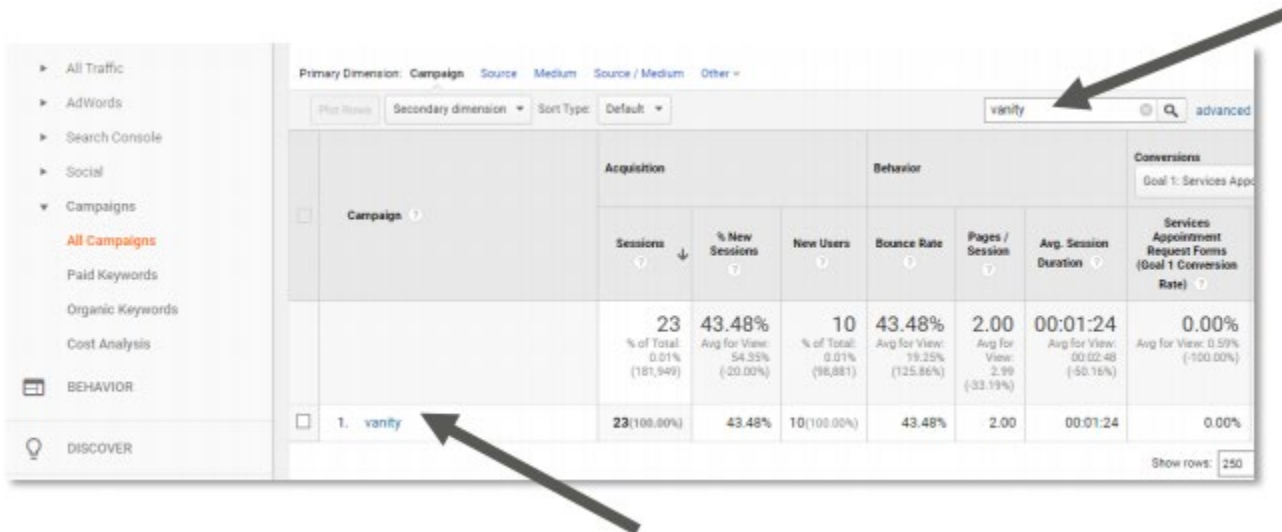
☐

OK

Cancel

Reporting Results:

Step 1: In Campaigns > All Campaigns Report, search for “vanity”

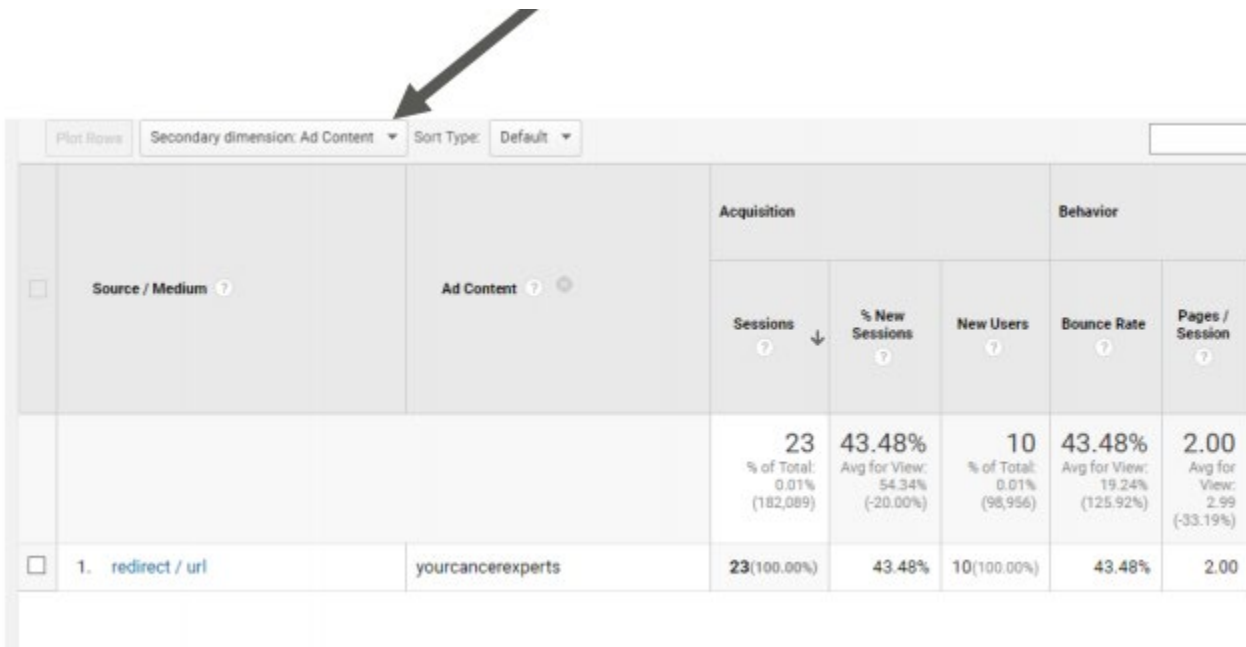


Primary Dimension: Campaign		Source		Medium		Source / Medium		Other	
Plot Rows	Secondary dimension	Sort Type: Default							
☐	Campaign	Acquisition		Behavior		Conversions		Goal 1: Services Appo	
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Services Appointment Request Forms (Goal 1 Conversion Rate)	
		23 % of Total: 0.01% (181,949)	43.48% Avg for View: 54.35% (-20.00%)	10 % of Total: 0.01% (98,881)	43.48% Avg for View: 19.25% (125.86%)	2.00 Avg for View: 2.99 (-33.19%)	00:01:24 Avg for View: 00:02:48 (-50.16%)	0.00% Avg for View: 0.59% (-100.00%)	
☐	1. vanity	23(100.00%)	43.48%	10(100.00%)	43.48%	2.00	00:01:24	0.00%	

Show rows: 250

Step 2: Select “vanity” (above) to drill into which redirects were used, which opens the “source/medium” report.

Step 3: In the “Secondary dimension” drop down menu, choose “Ad Content” to display the actual redirects used.



Plot Rows	Secondary dimension: Ad Content	Sort Type: Default						
☐	Source / Medium	Ad Content	Acquisition		Behavior			
			Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	
			23 % of Total: 0.01% (182,089)	43.48% Avg for View: 54.34% (-20.00%)	10 % of Total: 0.01% (98,956)	43.48% Avg for View: 19.24% (125.92%)	2.00 Avg for View: 2.99 (-33.19%)	
☐	1. redirect / url	yourcancereexperts	23(100.00%)	43.48%	10(100.00%)	43.48%	2.00	