

# Using UTM/Tracking Website URL and Call Tracking Numbers

## Article Content

Google, Facebook, and Bing give you the ability to embed UTM tracking website URLs and call tracking numbers, used in gathering tracking data on visitors to your listings for use in analytics.

To use call tracking numbers or UTM tracking website URLs, you insert the number or URL in the Call Tracking Number field or the UTM/Tracking Website URL field on the Location Details page (Locations > Locations).

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