

Do you ever struggle with how to shorten links in your documents? Have you ever tried to write a report and unsure of how to shorten links to make your documents look more professional? Look no further...here is how to shorten your links. *Welcome to the world of Google URL Shortener...*

- Visit [www.goo.gl](http://www.goo.gl) and you will see the following page:



Original URL	Created	Short URL	All Clicks
<a href="http://www.blogger.com/about">www.blogger.com/about</a>	8 days ago	<a href="http://goo.gl/ow1qMe">goo.gl/ow1qMe</a>	0
<a href="http://bcslearningzone.co.uk">bcslearningzone.co.uk</a>	Jul 10, 2017	<a href="http://goo.gl/HQDLBo">goo.gl/HQDLBo</a>	8
<a href="http://www.businesscomputersolutions.co.uk/lunch-learn/cyber-security-lunch-l...">www.businesscomputersolutions.co.uk/lunch-learn/cyber-security-lunch-l...</a>	Jul 10, 2017	<a href="http://goo.gl/vHAK8K">goo.gl/vHAK8K</a>	11
<a href="http://www.eventbrite.co.uk/o/business-computer-solutions-13362151869">www.eventbrite.co.uk/o/business-computer-solutions-13362151869</a>	Jul 6, 2017	<a href="http://goo.gl/pczWqz">goo.gl/pczWqz</a>	2
<a href="http://www.eventbrite.co.uk/o/business-computer-solutions-13362151869">www.eventbrite.co.uk/o/business-computer-solutions-13362151869</a>	Jul 6, 2017	<a href="http://goo.gl/boiMDx">goo.gl/boiMDx</a>	3
<a href="http://www.businesscomputersolutions.co.uk/community/took-hour-day-save-life">www.businesscomputersolutions.co.uk/community/took-hour-day-save-life</a>	Jun 22, 2017	<a href="http://goo.gl/wDkzwe">goo.gl/wDkzwe</a>	16
<a href="http://www.sainsburyslocalcharity.co.uk">www.sainsburyslocalcharity.co.uk</a>	Jun 22, 2017	<a href="http://goo.gl/XiPYzf">goo.gl/XiPYzf</a>	15
<a href="http://www.theguardian.com/travel/2017/jun/08/readers-favourite-coastal-beac...">www.theguardian.com/travel/2017/jun/08/readers-favourite-coastal-beac...</a>	Jun 21, 2017	<a href="http://goo.gl/hD2fYD">goo.gl/hD2fYD</a>	3
<a href="http://uk.virginmoneygiving.com/JonathanClarke15">uk.virginmoneygiving.com/JonathanClarke15</a>	Jun 7, 2017	<a href="http://goo.gl/T0E2CH">goo.gl/T0E2CH</a>	9
<a href="http://www.businesscomputersolutions.co.uk/community/oasis-golf-day-charity">www.businesscomputersolutions.co.uk/community/oasis-golf-day-charity</a>	May 22, 2017	<a href="http://goo.gl/8HqfXN">goo.gl/8HqfXN</a>	6

Rows per page: 10 1-10 of 55

- Simply copy and paste your long URL address into the text box area. We have used our Facebook business page as an example:

Simplify your links

<https://www.facebook.com/365ITSUPPORT/>

SHORTEN URL

All goo.gl URLs and click analytics are public and can be accessed by anyone

- Click **Shorten URL** and *ta-dah!* A new shortened, tidier and cleaner URL address has been created for you:

Your short URL

[goo.gl/gxXWM9](https://goo.gl/gxXWM9)

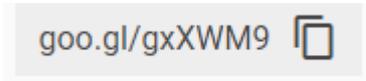
See analytics data



[www.facebook.com/365ITSUPPORT](https://www.facebook.com/365ITSUPPORT)

DONE

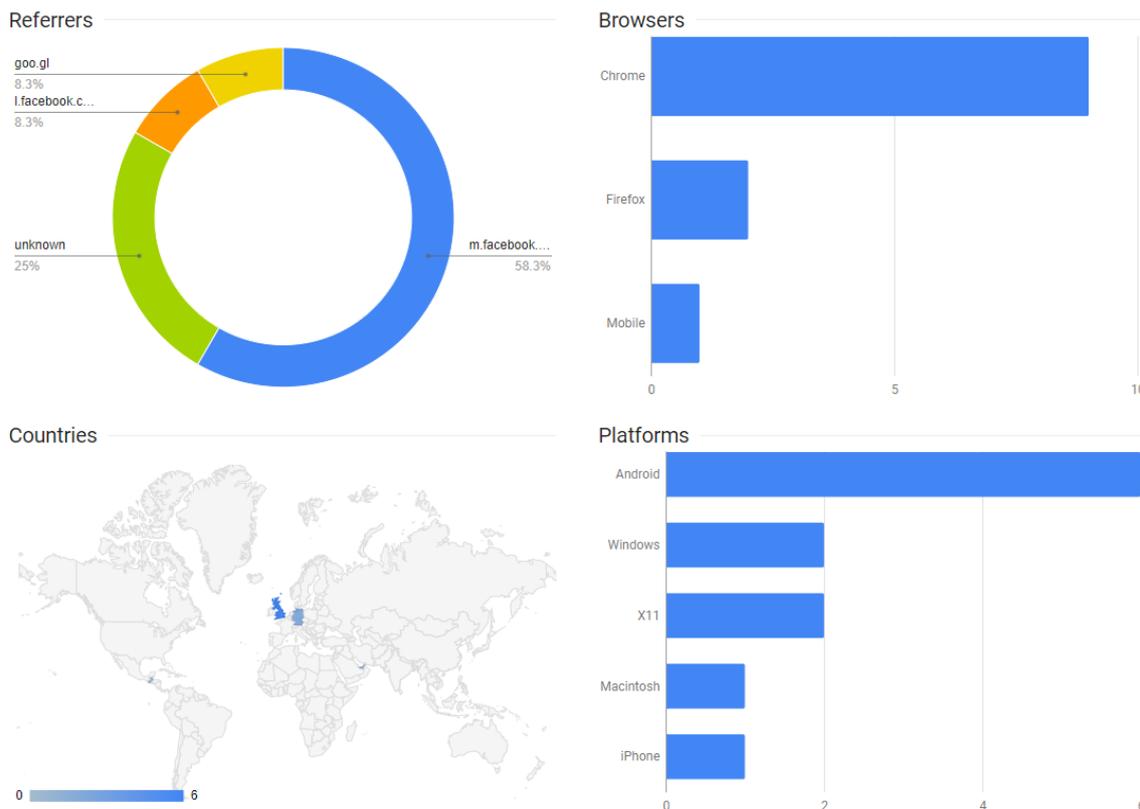
- Click on the two squares, next to the text and **copy short URL** will appear. This means you have copied the URL:



- You can now paste this shortened URL into an email, Word document, report, blog post and much more. This shortened URL will enable people to visit the original website page, without seeing an unsightly URL!

Not only is this free to use; the shortened URL's that you create have their own analytics for you to read over...*sweet!* If there are 0 clicks, wait until there are clicks to see your analytics.

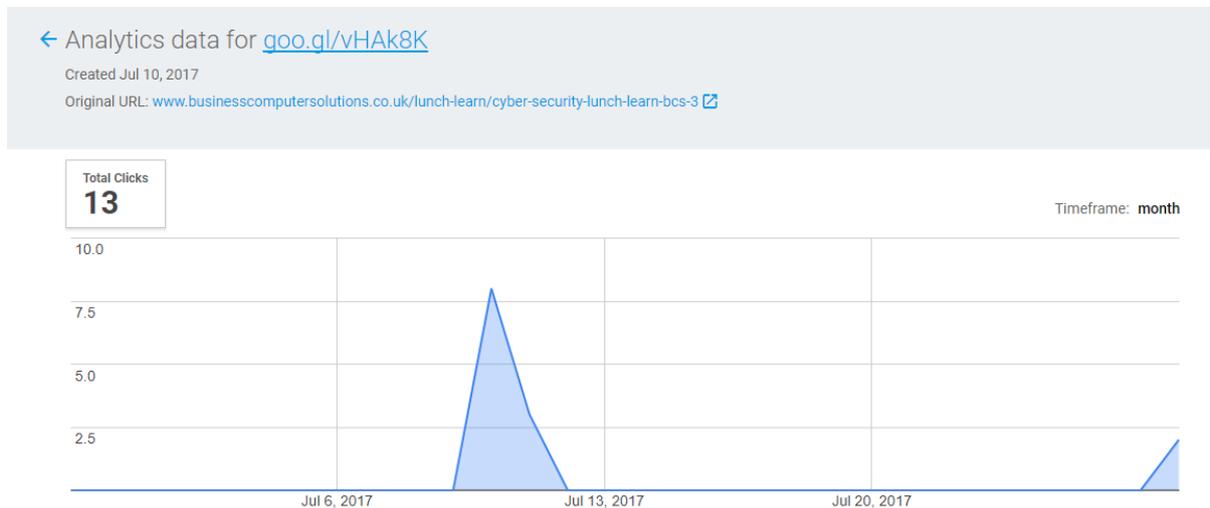
- Simply click on the number in the **all clicks column**, on the shortened URL you have created and your analytics will appear:



It details which social media platform people have clicked on the shortened URL from, what country, which browsers people have used and which devices.

In the same section, the graph shows you when and what time people have clicked on your URL. Simply hover your mouse over the blue indents on the graph (at the start and end points) and it will show you all this information.

The timeframe can also be changed, so you can view your analytics over different periods of time. *Pretty cool eh?*



Any URL address that you have shortened will save on your Google URL Shortener homepage, with the analytics still showing. *It really is brilliant!*

Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about your marketing. You can also email us at [marketing@365itsupport.co.uk](mailto:marketing@365itsupport.co.uk) – we are always happy to help and provide advice for your IT requirements.