How to Optimize Your Short Links for Better Results

How can linking be done better? It's not a question people often raise, because as long as a link gets you to a destination effectively, it works fine, right? Truth is, links offer so much more utility when they're optimized to be most effective. Here's how to make the most of your links with Bitly.

1 Shorten your links

Shortening your links makes them more:

✔ Versatile, since you can use them online and offline

✔ Memorable, they'll have fewer characters

✔ Forgiving, you can redirect their destinations

2 Use a custom domain for branding & consistency

Branded links are trusted and get more clicks than generic bit.ly links.

Get started: Visit your Organization Settings in Bitly to add a custom domain

3 Customize the back-half of your links

Replace the randomly generated letters and numbers with a custom call to action.

Some tips: ✔ Keep it short and concise   ✔ Be aware of case sensitivity

4 Install the Bitly Chrome extension

Shorten links quickly and easily. Copy, customize and share your links straight from your browser.

Available in the Chrome Web Store

5 Generate a corresponding QR Code for offline use

QR Codes allow smartphone users to easily scan a code instead of having to type a link into their browser.

6 Track & compare cross-channel link performance

Using *Campaigns* in Bitly, you can manage and measure link activity across campaigns, influencers, internal communications and more.

3 easy steps:

● Create a campaign

● Add channels (e.g., organic social, email, paid ads)

● Add links

7 Create better mobile experiences using mobile deep links

Point mobile users to a specific location in your app, rather than a web browser. If they don't have your app installed, you can invite them to download it or lead them to the mobile web experience.

bitly

Upgrade Your Links

Move to a paid plan and claim a free custom domain. You'll be sharing powerful branded links in no time!

Upgrade Now