

Four Benefits of URL Shortener

URL means Uniform Resource Locator. Whenever we search for some information from the internet, we type a web address. Every browser is having a web address bar. Once we type the web address, we get the website we are looking for in the browser window. A website consists of many links like home, about us, services, contact us etc. Once we click in any of the links, we are redirected to that respective page. Now if we see our address bar, we can see a change in the web address and sometimes it gets too long.

These web addresses are the URLs. They help us access the information stored in the web server by redirecting us to that address. As we can access any information, which are resources, hence it is named Universal Resource Locator.

URL Shortener is required for the following 4 main benefits:

1. It easily provides analytical data: **URL shortener** uses a common landing platform. Moreover, one URL can have multiple shorteners. This can give you the ease to monitor and track clicks and website visits on your website.
2. Helps you 'Tweet' effectively: Twitter is having a restricted character usage limit per tweet. It is somewhat around 110 characters. Long URLs can take the entire allowed limit. Using **URL Shortener**, you can add information along with the link to your website.
3. It is easy to share: This feature is especially useful for blogs. When you want to share any particular article of your blog, the link gets too long. It loses its attractiveness and looks unprofessional. URL shorteners help you keep your URL simplified and easy to circulate.
4. It is popular and gives high click rate: Nowadays people are used to see **shortened links** in social media platforms and online promotion campaigns. This makes them easy to use and increases the beauty of your posting. This helps in increasing the click rate, hence, increasing the effectiveness of your online presence.