

URL Shorteners

An URL shortener is a tool that substantially shortens a long URL yet still direct the user to the correct webpage. It has at least two advantages:

1. The URL looks less cluttered on the screen.
2. If program participants are required to type in the URL to access the survey, a shorter URL makes that task much easier.

There are many free URL tools. These are three to consider:

bitly - <https://bitly.com>

- Offers a free plan.
- Bitly generates the shortened URL (no user control).
- An example URL looks like this: <http://bit.ly/BlogPage>

tinyURL - <https://tinyurl.com>

- Popular before bitly came along.
- Tinyurl generates the shortened URL (no user control).
- An example URL looks like this: <http://tinyurl/BlogPage>

tx.ag – tx.ag

- This URL shortener is for Aggies only. To use tx.ag you must be 1) a former or current TAMU student and 2) have an account with aggienetwork.com operated by the Association of Former Students.
- tx.ag is straightforward, easy to use, and the URL fits nicely with the agency name.
- User decides the shortened URL name.
- An example URL looks like this: <http://tx.ag/blogpage>

