

## **Tiny URL Instructions**

Uniform Resource Locators (URLs) represent the address of a page on a certain website. Sometimes, URLs are very long because they include the full path, which provides many details useful for the IT staff. However, most users do not need to see the full link, and it is helpful to use an online tool to shorten such URLs. For the Annual Report in particular, very long links do not fit in the width of one page. To accommodate the lengthy links, the page setup automatically changes to landscape, which negatively impacts the report font size. Below are listed several websites that provide useful tools to create tiny URLs, which you can then include in your Annual Report. These links will not break in your documents and will not expire either.

[TinyURL.com](http://TinyURL.com) – Probably the best known truncator around, TinyURL offers the features most people are looking for: an easy to remember domain name, fairly short (though at 6 characters it's double what others create) identifier, and a preview page for your shortened link by using "preview.tinyurl.com/[link]".

[MakeAShorterLink.com](http://MakeAShorterLink.com) – has been acquired by [TinyURL.com](http://TinyURL.com)

<http://www.is.gd/> – A single blank box for your address on the main page (which is totally uncluttered) and you are sent to the finished product. You are also given the option of sending your visitors to a preview page first by simply adding a hyphen to the end of your new URL.

<http://url.ie/> – It has a very simple interface; fill in one blank with your URL and receive a three-character, truncated version.

<http://www.w3t.org/> – It offers a "tag" feature, which can be very useful. Any desired tag can be added to your link.

[www.doiop.com](http://www.doiop.com) – Doiop is a little different. They don't offer alphanumeric URLs like the other services. Instead, you pick a word: <http://doiop.com/aucd>. The downside is, obviously, that someone else may have taken your word – which can make the process a little frustrating.

[www.snipurl.com](http://www.snipurl.com) – Snurl offers the usual single-blank URL truncation, but it goes way beyond that. Register on the site, and your "snips" will be stored and you can manage them whenever you want – and click-throughs get automatically tracked.