

## *PCM HowTo...*

### Customising bitly shortened links. [bit.ly/pcm-bitly-howto](http://bit.ly/pcm-bitly-howto)

# bitly THE POWER of THE LINK.

There are quite a few of this type of URL shortening tools online. Some platforms like Twitter and Hootsuite create platform specific shortened URLs to save space in your post or to aid visitor tracking statistics.

Bit.ly is excellent for this.

#### ***Shortening***

- any unwieldy web link into a succinct short link.
- a link from your own website, blog or social media account to monitor visitor traffic as well as gaining additional insights.
- a link for use to track printed offline attention on a poster, flyer or behind a QR code

#### ***Customising***

- a shortened, more visually relevant link suffix for inclusion in printed materials and cover graphics.
- a memorable short link for project work, marketing materials, EPK (electronic press kit) and documentation for mouth sharing

The basic FREE service includes visitor count and basic referral and location tracking.

Customising your bit.ly following the forward slash ' / ' is also part of the free account.

There are THREE service levels

1. FREE level 1 | Public - no sign in
2. FREE level 2 | Signed in - links created management dashboard
3. PAID level 3 | *not covered in this HowTo.*



**Customisation of the link beyond the ' / ' forward slash is part of the FREE service level 2.**

Creating an account has many benefits. There is also a Chrome browser extension to aid workflow when creating links and a mobile app enables the monitoring of link activity.

## ***How To... step one - creating a short link***

GoTo...Browser address - URL (Universal Resource Locator) <http://bit.ly>

Note that on your first visit you are not signed in.

This is FREE level 1.

bitly LINK MANAGEMENT ENTERPRISE RESOURCES BLOG LOGIN SIGN UP GET ENTERPRISE

# HARNESS EVERY CLICK, TAP AND SWIPE.

Brand, track and optimize every touchpoint with Bitly, the world's leading link management platform. [Learn More](#) →

paste in link to be shortened

<https://www.equity.org.uk/at-work/rates-agreements> SHORTEN

GET STARTED FOR FREE or Go Beyond the Basics → [click to shorten](#)

Next screen...

<https://bit.ly/2RZjt3V> ← the resulting shortened link X COPY

equity.org.uk/at-work/rates-agreements  
equity.org.uk/at-work/rates-agreements

<https://bit.ly/2RZjt3V> COPY

click to copy for use in documents and social media posts.

Want to customize, share, and track your links? [SIGN UP FOR FREE](#)



## You have a short link.

### Resources

Bit.ly Chrome Extension - <http://bit.ly/c-browser-ext>

All Bit.ly apps and extensions - <http://bitly.is/apps-extensions01>

Accompanying PCM blog post - <http://bit.ly/pcm-howto-custom-bitly>

## How To... step two - create a short link you can customise

GoTo...Browser address - URL (Universal Resource Locator) <http://bit.ly>



### PCM Tip

I recommend you create your bitly account using your primary Twitter account. Others can be added. There are link sharing opportunities for cross posting to Facebook and Twitter directly from Bitly. But that's not why you are here!

## Create an Account or Sign in

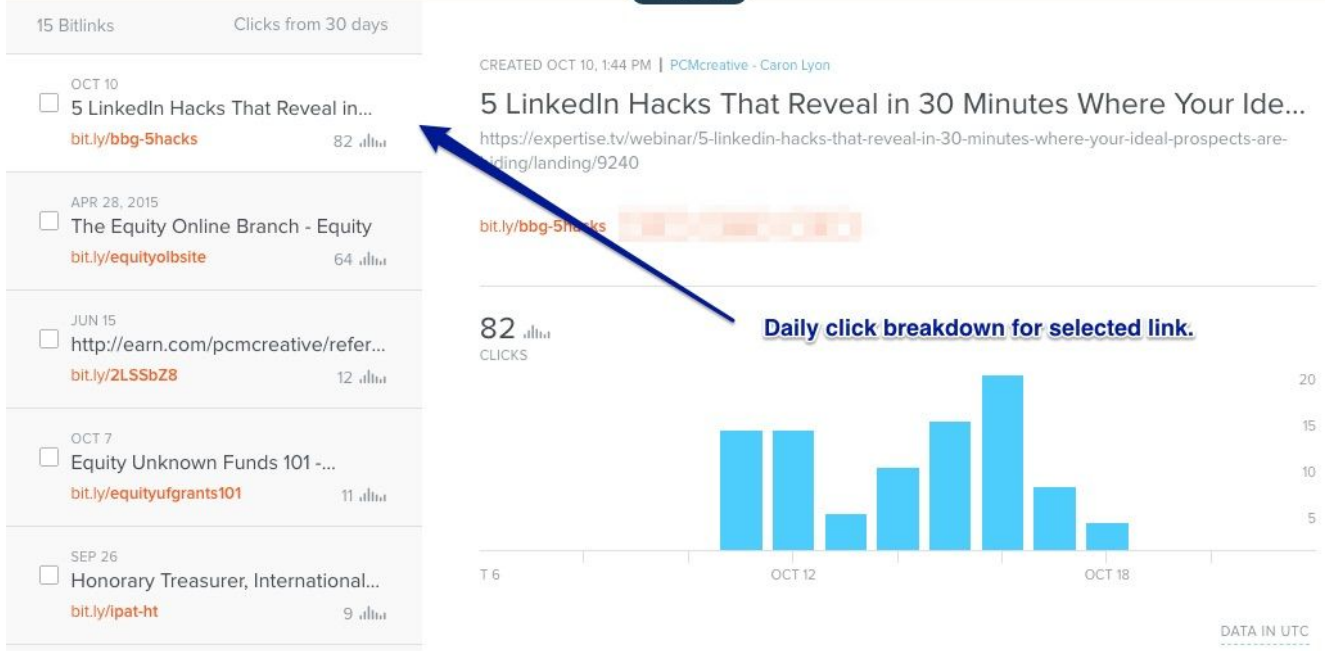
Sign Up dialogue Screen (*below left*) Sign In dialogue screen (*below right*)

The sign-up screen features the Bitly logo at the top, followed by the heading 'CREATE A FREE ACCOUNT'. Below this, there are three social media icons for Google, Facebook, and Twitter under the heading 'SIGN UP WITH:'. An 'OR' separator is followed by four input fields: 'Username', 'Email address', 'Password' (with a '6+ characters' requirement), and 'Password again'. A note below the password fields states: 'Password should be 6 or more characters, must contain at least one letter, number, and special character'. At the bottom, there is an orange 'CREATE ACCOUNT' button. Below the button, there is a line of text: 'By creating an account, you agree to Bitly's Terms of Service and Privacy Policy.' and another line: 'Already have an account? Sign In Sign In with SSO'.

The sign-in screen features the Bitly logo at the top, followed by the heading 'SIGN IN & START SHARING'. Below this, there are three social media icons for Google, Facebook, and Twitter under the heading 'SIGN IN WITH:'. An 'OR' separator is followed by two input fields: 'Email address or username' and 'Password'. A 'Forgot?' link is located to the right of the password field. At the bottom, there is an orange 'SIGN IN' button. Below the button, there is a line of text: 'Don't have an account? Sign Up Now Sign In with SSO'.

# The Bitly Dashboard

Notice the Orange **CREATE** button



## Creating a custom shortened link using Bit.ly

Get started by clicking the ORANGE 'create' button to reveal this dropdown window.

PCM Tips - this bit.ly (customised below) is the link for the Chrome browser extension - #meta !

Click CREATE

CREATE BITLINK

bit.ly

PASTE LONG URL  
<https://chrome.google.com/webstore/detail/bitly-unleash-the-power-of-our-iabeiobmhlpgkcgjiloemdbofjbdic>

CREATE

## Next to customise

**BITLINKS** [SEARCH]

202 TOTAL CLICKS  
140 Email, SMS, Direct TOP REFERRER  
59 United Kingdom TOP LOCATION

**Your shortened link** → bit.ly/2NRbry [COPY] [SHARE]

**Customise the shortened link's TITLE** → TITLE: Bitly | Unleash the power of the link - Chrome Web Store

**Click to insert your cursor at the end of the link, use backspace to clear the random generated text following the '/'** → CUSTOMIZE: bit.ly/2NRbry|

**Create your own link ending.** → bit.ly/2NRbry

**It must be unique to Bit.ly so obvious combinations may have been used already.**

**Clicking SAVE will accept your customisation or inform you the extension is already in use.** → [SAVE]

PRO TIP: Create Bitlinks from any webpage in one click. Get the Bitly extension →

**PCM Tip:** Use your event or campaign hashtag followed by consecutive numbers if you want to track a series of linked sources or aid the location of online assets. (links with in a press release for example)



## You have a short custom link.

[For further social media assistance book your FREE 30 min video 1-2-1 with Caron](#)

## Bitly Dashboard Management

**BITLINKS** [SEARCH]

Date Created | Top Performing | Referrers | Location

202 TOTAL CLICKS  
140 Email, SMS, Direct TOP REFERRER  
59 United Kingdom TOP LOCATION

**Dashboard entry for management** → bit.ly/c-browser-ext [COPY] [SHARE]

**TITLE** → TITLE: Bitly | Chrome Extension

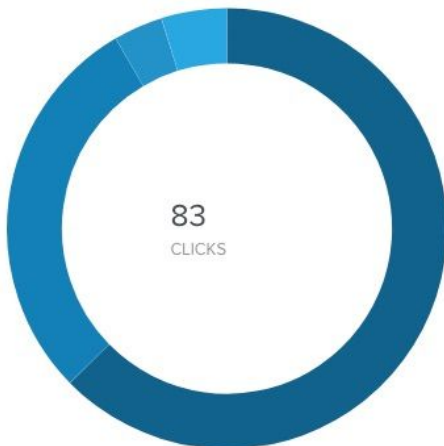
**CUSTOM EXTENTION** → CUSTOMIZE: bit.ly/c-browser-ext

**TAG** → Add or create tag

**SAVE** → [SAVE]

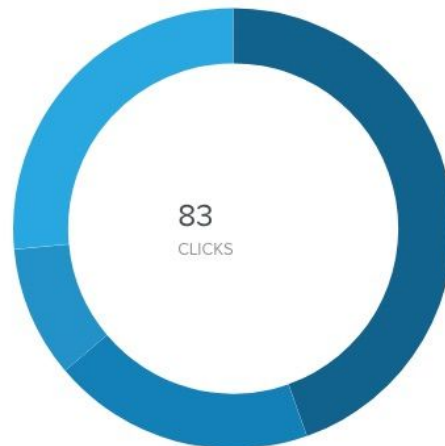
With the FREE level 2 service you gain access to the dashboard and a selection of analytical data. Where your traffic came from, In what location the link was clicked, How many times it is clicked. For more extensive data analysis requires upgrading to *PAID | level 3*.

#### REFERRERS



Email, SMS, Direct	52
LinkedIn	24
com.linkedin.android	3
+3 more	4

#### LOCATIONS



United Kingdom	37
United States	16
Czech Republic	8
+7 more	22

[www.PCMCREATIVE.com](http://www.PCMCREATIVE.com)

[PCM Adventurers Community Sign Up Link](#)

Internet Adventurer and Explorer, Social Media Womble - Writer, Podcaster, Digital Media Producer.



**caron LYON @PCMcreative**  
Social Technology Recovery Consultant

- Social Media Solutions
- Audiences Development
- Video for the Web



**“You tell the stories. We paint the pictures.”**

Following the Brexit vote returned to a UK client based after working for 6 years with Audiences Europe and established **PCM creative media** as a boutique digital media agency.

#### **MENTORING & CONSULTING SERVICE - Social Web Assistant Programme**

For personalities (actors, agents and creatives trading as themselves), startups and SMEs who want to start social the right way and those who had the best of intentions but over the years social just ‘got away from them’.

**Delivered on time at affordable prices with the support you deserve.**