



Benefits and how to use it

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Why use Bit.ly

Bit.ly allows you to shorten, share and obtain statistics from the links (URLs) you want.

Benefits:

- Shorter URLs are easier to share.
- Besides being shortened, URLs can also be customized so that the links are consumer-friendly (See example in [Generate a short Bit.ly URL](#)).
- After conducting a campaign with the new link, these statistics can be seen:
 - Exact number of clicks.
 - Image including number of clicks of the day, the previous week, the previous month and total.
 - Image of **Top Referrers** which indicates how many clicks were made and from which sites. These data can also be seen from the clicks of the day, the previous week, the previous month and the total.
 - Image of **Locations** which shows the country of origin of the clicks. These data can also be seen from the clicks of the day, the previous week, the previous month and the total.
 - Number of Twitter conversations that contained such bit.ly.
 - Number of times that bit.ly was shared on Facebook.
 - Number of conversations where that bit.ly was mentioned on FriendFeed.
- You can also access a statistic of all the links that were turned into Bit.ly by clicking on Manage and then Metrics Summary where the same data are shown for each click (as mentioned in the above item), but comparing the different links included in the created account (See Image 1 on the following page).

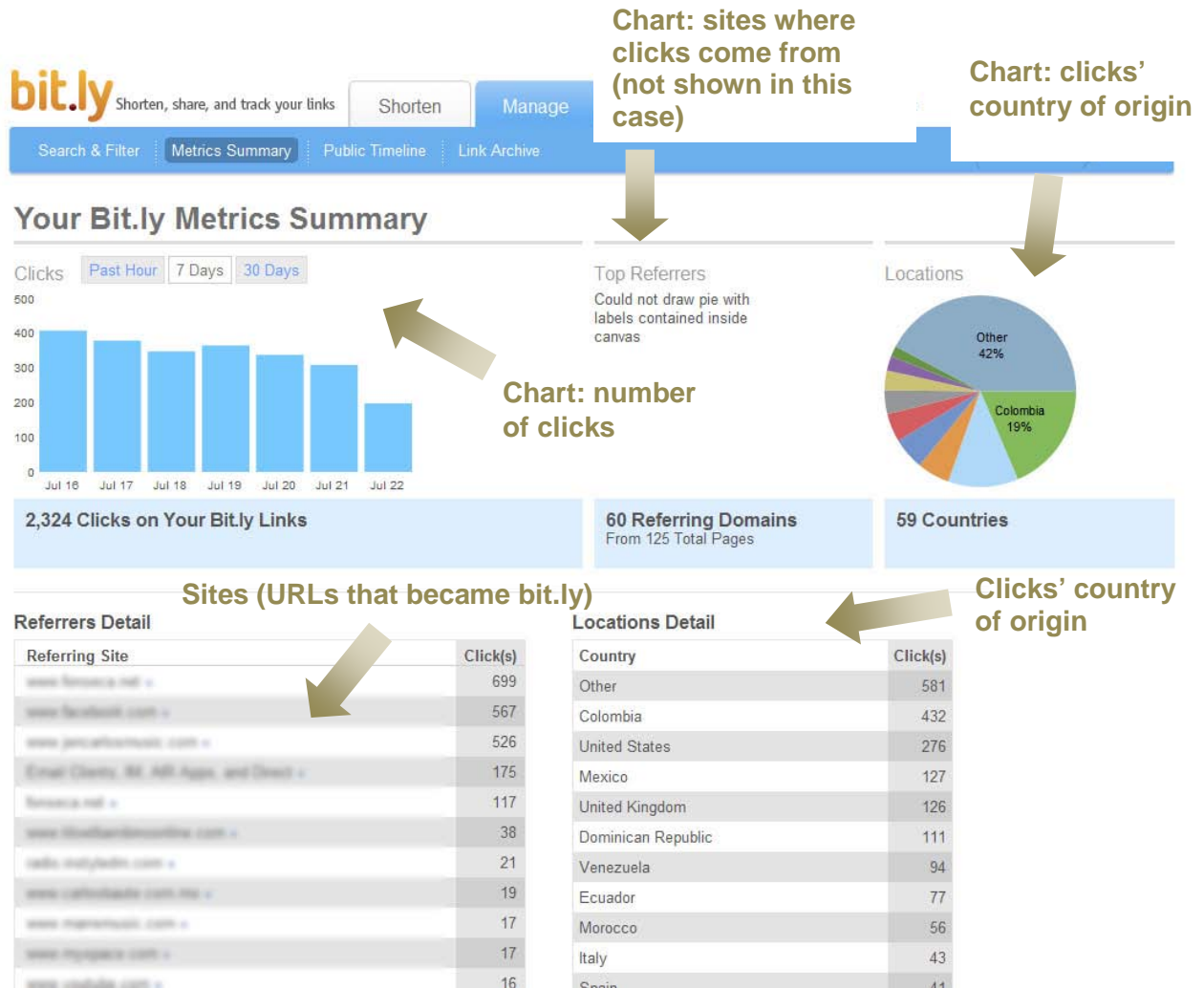


IMAGE 1

Creating a Bit.ly account

To create a new account, access <http://bit.ly>. Once there, the following screen is displayed. Click on any of the two options that indicate “Sign Up”.

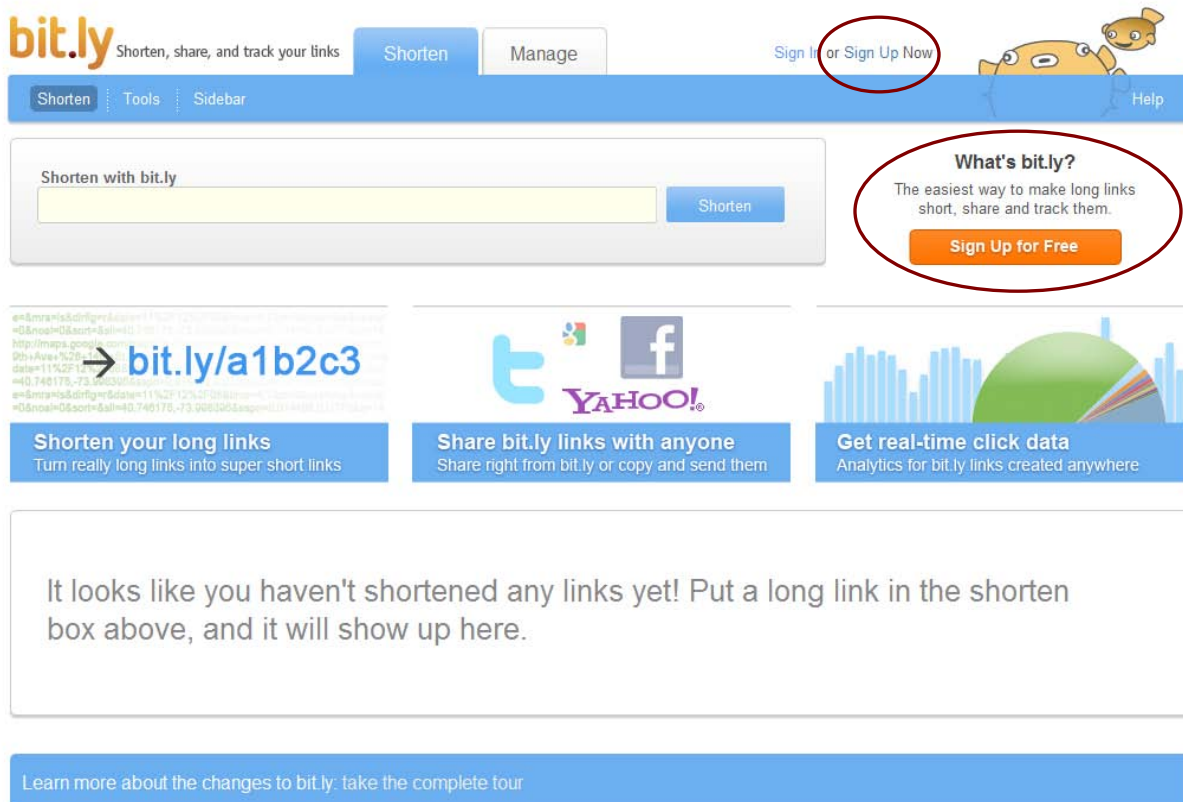


IMAGE 2

The required data are “Username”, “Email” and “Password”. After entering them and clicking on “Sign Up”, you’ll be able to use your account to create bit.ly from the links you wish to measure.

Generate Bit.ly short URL

For example, let's take the link <http://www.raulantonio.com/custom/trivia/>.

Steps to follow:

- 1) Copy and paste the link <http://www.raulantonio.com/custom/trivia/> on <http://bit.ly/> where it says "Shorten your links and share from here".

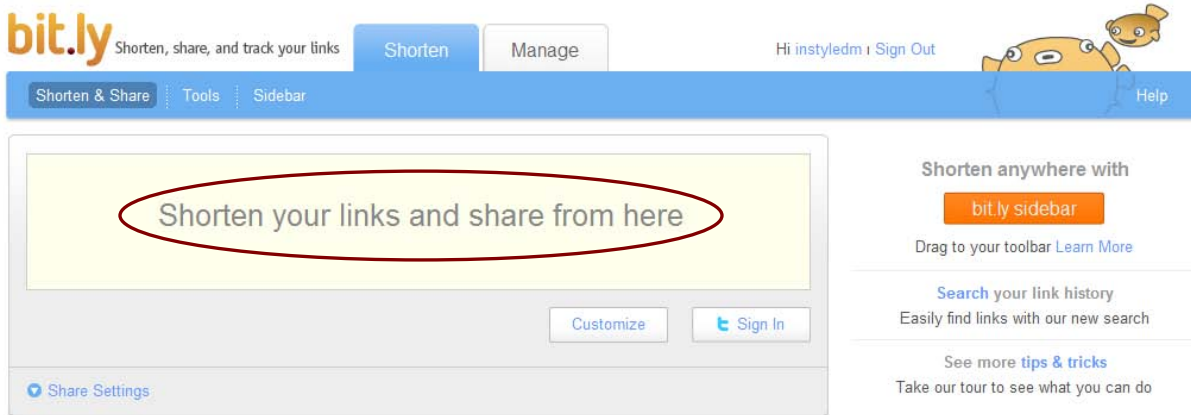


IMAGE 3

- 2) Once you paste the URL, a link as the following will be created: <http://bit.ly/ao6vL4>.

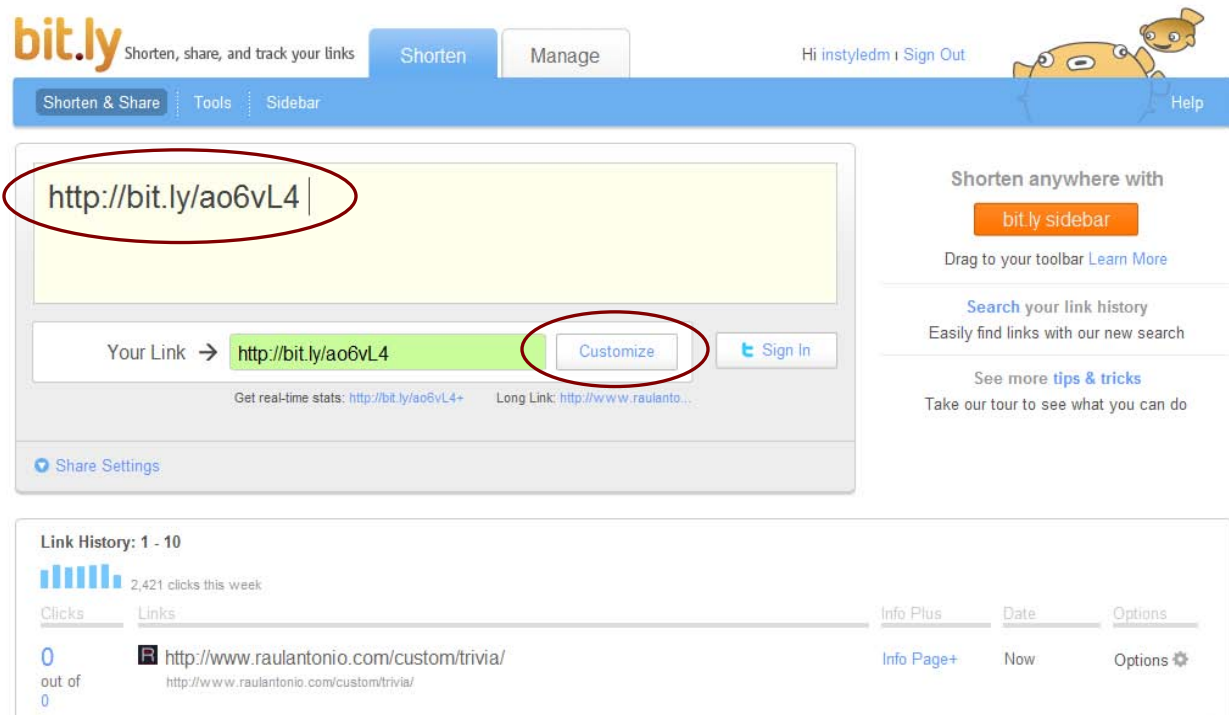


IMAGE 4

- 3) To make the link user—friendly and so that fans know what is about, you may customize it by clicking on "Customize" (See Image 4). After clicking, the text you wish to customize will be shown in red. For example, we could customize it as: <http://bit.ly/raulantoniotrivia> or <http://bit.ly/ratrivia>.

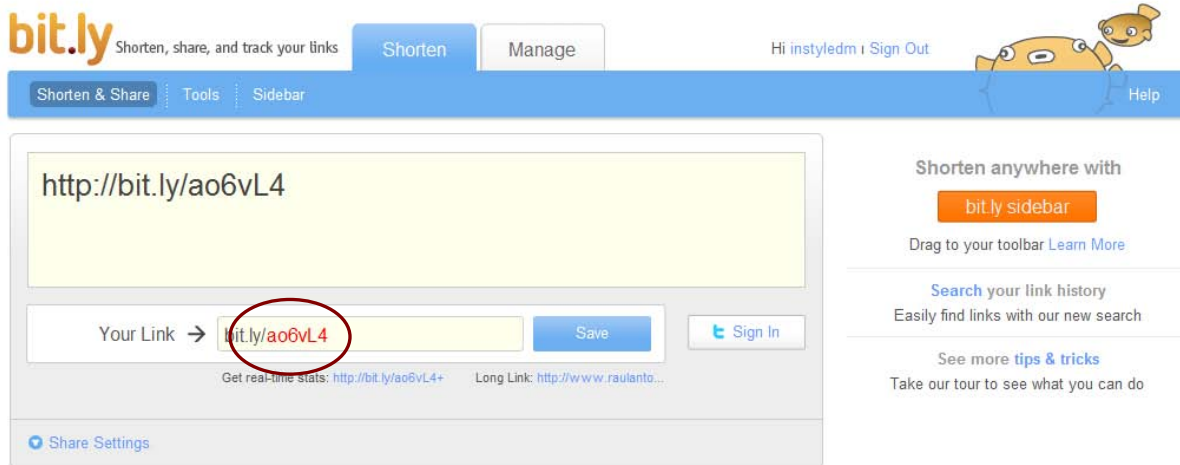


IMAGE 5

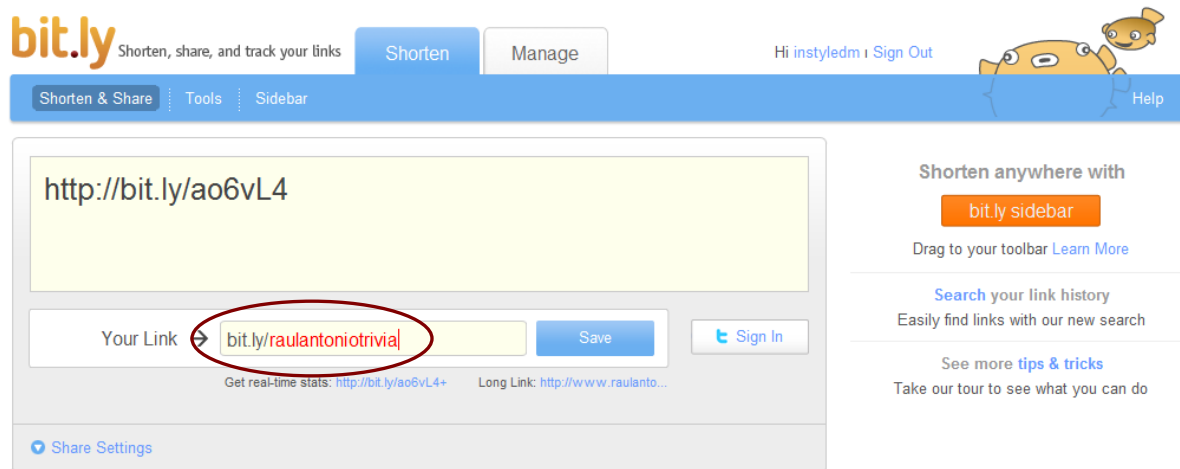


IMAGE 6

Save the change by clicking on “Save” and the link will remain as shown in the image below (Number 1 in Image 7). The link will turn up below, along with its information, creation date and other options (Number 2 in Image 7).

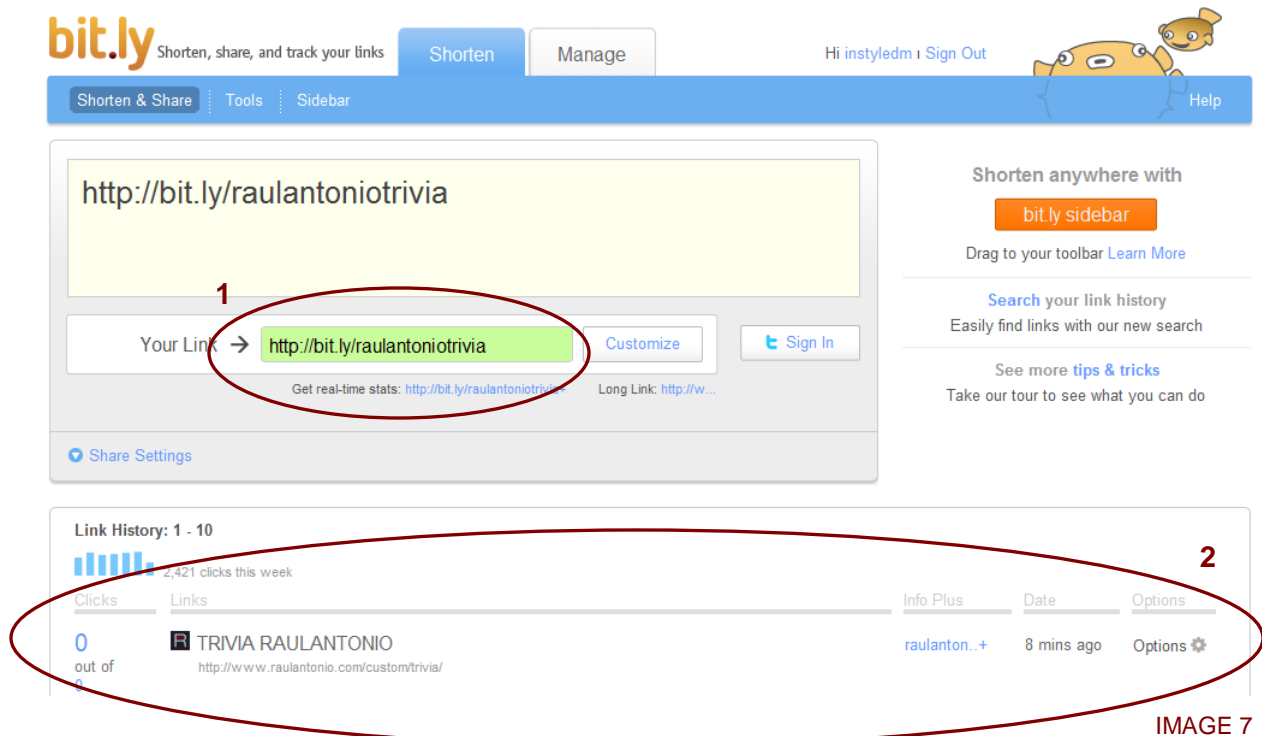


IMAGE 7

To copy the link created (in the example <http://bit.ly/raulantoniotrivia>) you must place the mouse over the link within the green space and the option “Click to copy” will appear. Click this option and you’re ready to paste the link wherever.

Attention:

Customized links can’t be repeated. This means that if we create a bit.ly <http://bit.ly/raulantoniotrivia>, you won’t be able to customize another one with the same name afterwards (in this case with “raulantoniotrivia”).

Attention:

The links generated in bit.ly that are directed to Amazon.com will have the following format: <http://amzn.to/bGikyV>. In this case, the text after <http://amzn.to/> can also be customized (in this case, “bGikyV”).

How to create unique short URLs of the same link and why

If you wish to promote a link through different actions or in different media, for example Raúl Antonio's Twitter, Facebook and with banners on his official site, you can create a link for each of those sites or social networks so as to have a more precise measure after the promotion or action takes place.

For instance, with the link <http://www.raulantonio.com/custom/trivia/>, if you wish to generate a bit.ly for each of the sites mentioned in the paragraph above, add a # and the distinctive name desired immediately after the link.

For example:

- Link for Raúl Antonio's Facebook:
<http://www.raulantonio.com/custom/trivia/#facebookraulantonio>
- Link for Raúl Antonio's Twitter:
<http://www.raulantonio.com/custom/trivia/#twitterraulantonio>
- Link for banners to be placed on his official web site:
<http://www.raulantonio.com/custom/trivia/#bannerssitiooficial>

After the # you can place the distinctive name you wish, but we recommend a name that's representative of the specific action and/or medium where the link will be published, so as to find it faster when looking for the statistics.

Once these links are created, a bit.ly link should be generated for each of these links and afterwards customize each one so as to make the new bit.ly user—friendly (as explained in the previous chapter, [Process to generate bit.ly](#)).

Examples on how and where to use bit.ly links

In the following example, a bit.ly link was used to invite users to buy the album. This bit.ly link will measure the aforementioned items.



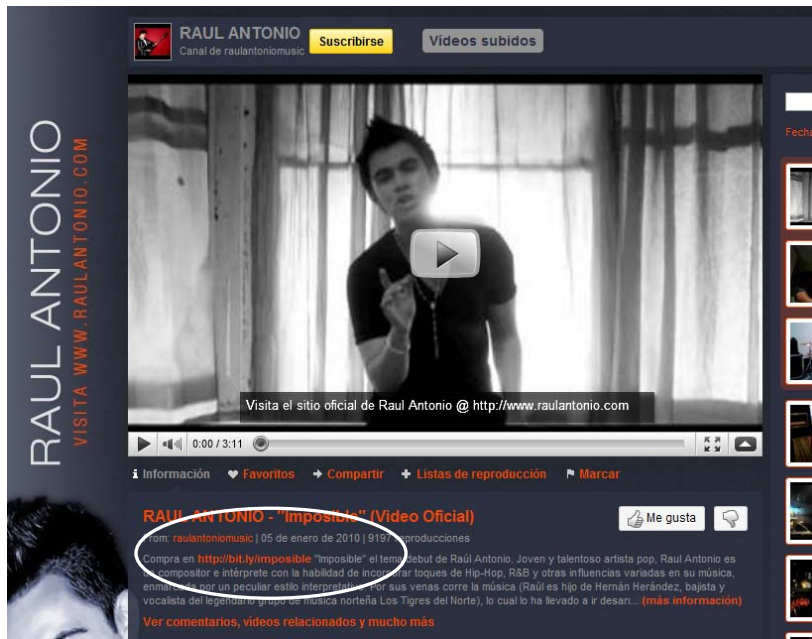
In this example you can directly see the clicks the link generated because a free web browser *add-in* called "bit.ly preview" was installed.

Facebook Example



In this case, the shared link is bit.ly. The only indication is the one shown within the red circle. The rest of the information is shown as if the original link was used. The bit.ly used in this case is: <http://bit.ly/todoesposible>

Youtube Example

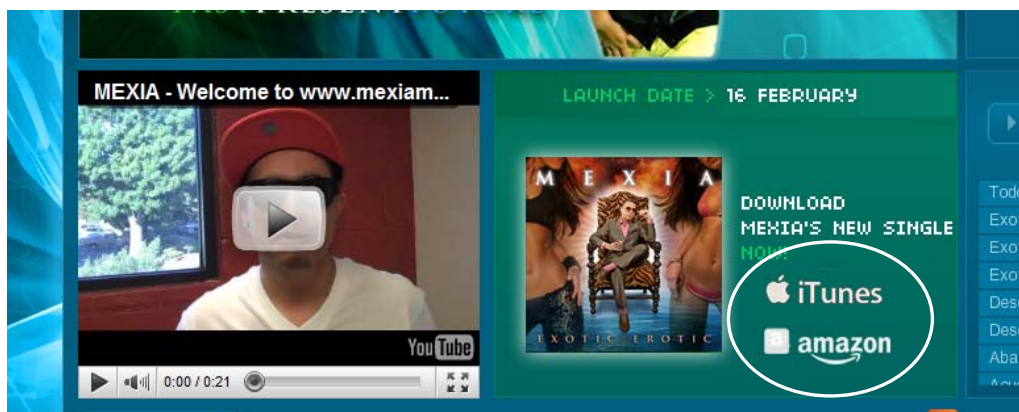


Twitter Example

¡Ya está online mi nuevo Sitio Web! <http://bit.ly/raulantonio>

miércoles, 05 de mayo de 2010 18:25:10 via Facebook

Example: Mexia's Official Web Site



As shown in the example above, the buttons that lead the user to purchase the single on iTunes and Amazon are links generated in bit.ly. Buy links are one of the most important links to measure so as to determine their acceptance and if they're being communicated correctly.

View statistics for a previously created bit.ly

To access the link's statistics, click "Manage" (Number 1 in Image 8). The same information as in "Shorten" will be displayed, but when you click the customized link found in the column "Info Plus" (Number 2 in Image 8) you'll be able to access the statistics. In this case, the created link (given it's the link most recently created) will be the first in the links column. In case new links are created, after the one its statistics we wish to see, you may use the search engine ("Search active links") (Number 3 in Image 8).

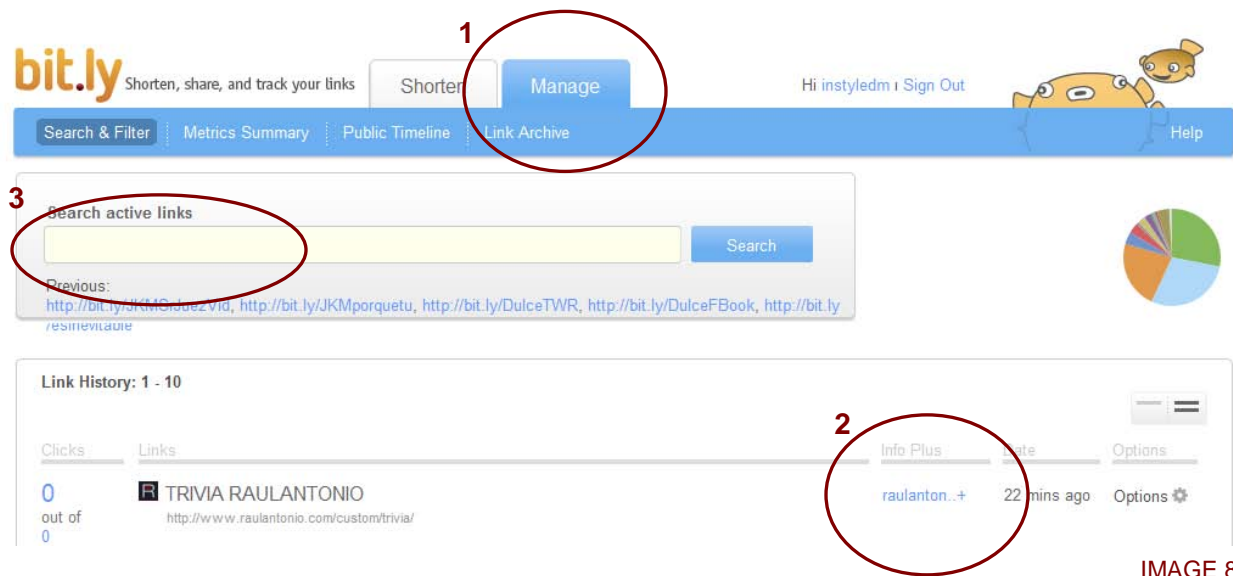


IMAGE 8

By clicking on the customized link found in the column "Info Plus" (Number 2 in Image 8) you'll access the following page:

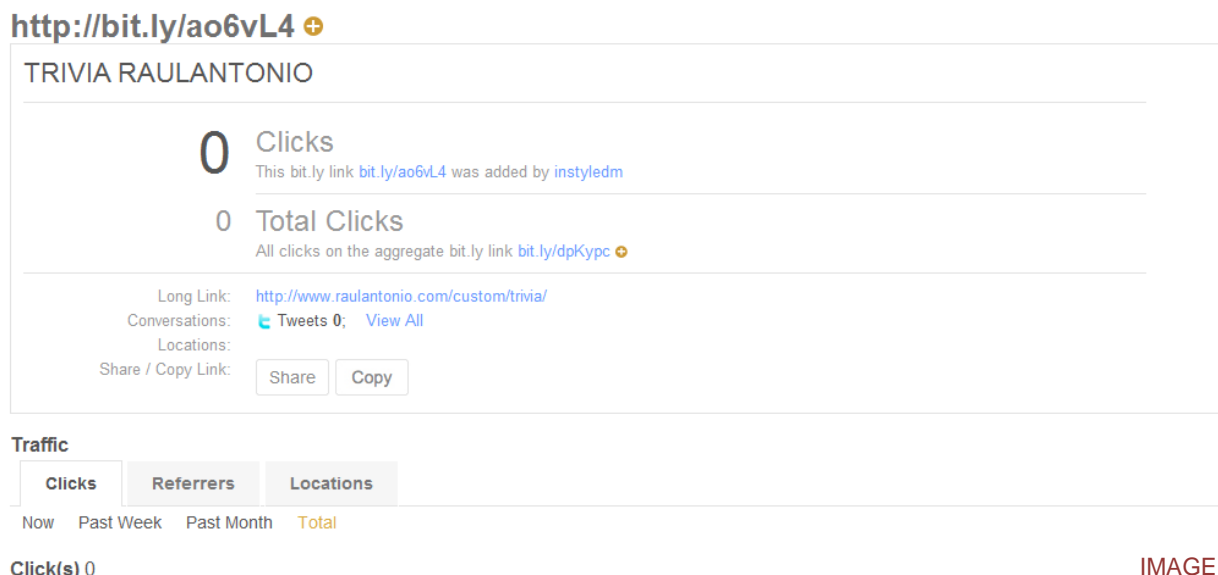


IMAGE 9

In this case, there are no statistics yet, since it's a new link with no clicks. Therefore, we'll take another one as an example:

<http://bit.ly/bV418l> +

FORNEDA - CANTONIERE Hotels. Buy Hotels for FORNEDA - CANTONIERE at 00 Shepherds Bush Empire, London

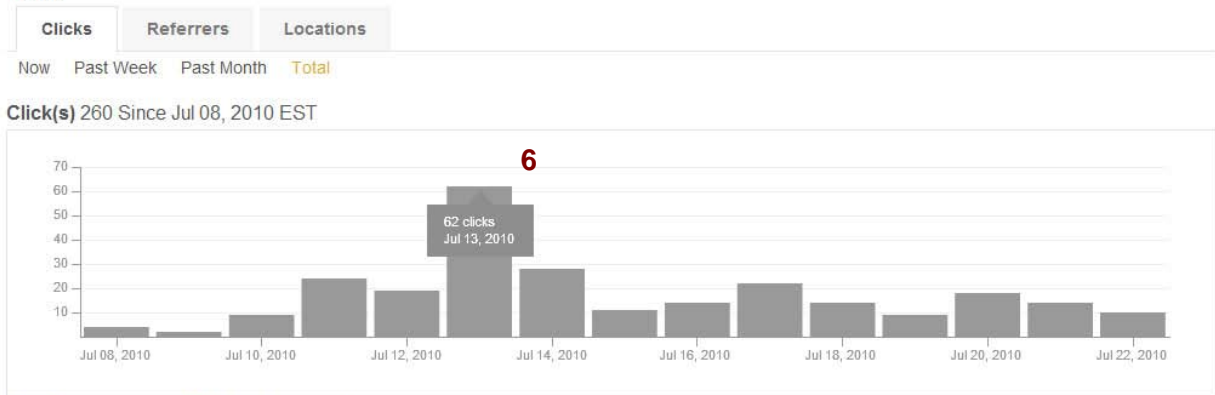
1 **260** Clicks
This bit.ly link bit.ly/bV418l was added by instyledm

260 Total Clicks
All clicks on the aggregate bit.ly link bit.ly/aMOYH2

Long Link: <http://www.seetickets.com/see/price.asp?code=478054&userid=%7b1049E2BD-4D0E-49B4-BF5D-D1BF6D132...>
 Conversations: [Tweets 0](#), [Shares 2](#), [Shares 0](#), [Comments on Page 0](#), [View All](#)
 Locations:
 Share / Copy Link: [Share](#) [Copy](#)

2 **3** **4** **5**

Traffic



Click + to see aggregate bit.ly traffic for this long link.

IMAGE 10

Traffic

Clicks Referrers Locations

Now Past Week Past Month Total

Top Referrers ?

Referring Site	Click(s)
www.forneda.com +	195
forneda.com +	27
Email Clients, IM, AIR Apps, and Direct +	19
www.facebook.com +	18
translate.googleusercontent.com +	1

Click + to see aggregate bit.ly referrer data for this long link.

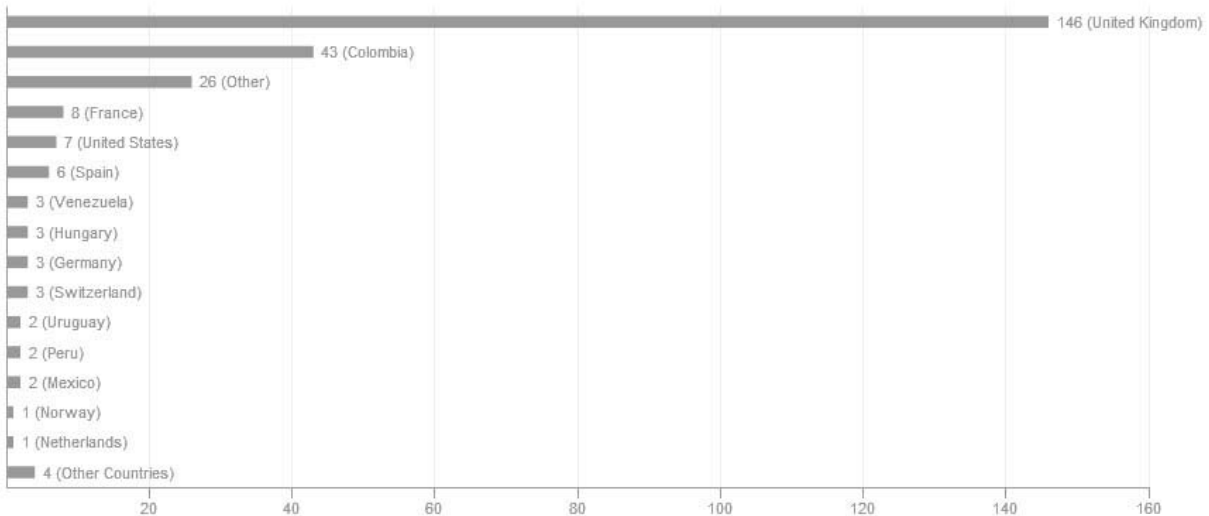
IMAGE 11

Traffic

Clicks Referrers **Locations**

Now Past Week Past Month **Total**

Locations ?



Click to see aggregate [bit.ly](#) country data for this long link.

IMAGE 12

As you can see in Images 10 to 12, the analytics provide the following information:

- Total number of clicks on the link generated by bit.ly (Number 1 Image 10).
- Total number of times it was published on Twitter conversations (Number 2 Image 10).
- Total number of times it was shared on Facebook (Number 3 Image 10).
- Total number of times it was shared on FriendFeed (Number 4 Image 10).
- Number of comments left on the site from which the bit.ly was generated (in case the page admits comments). (Number 5 Image 10).
- Chart of clicks of the day, the previous week, previous month and total number of clicks since the bit.ly was generated. Place the mouse on the image's peaks to display the number of clicks from the day the peak corresponds to (Number 6 Image 10).
- Sites where the clicks come from (referrers) and the exact number of clicks from each site. In this case, you can also see the number of clicks in the day, previous week, previous month and total number of clicks since the bit.ly was generated. By clicking on "+", next to each link, the number of clicks on each page within the same site will be displayed (in case clicks were made from several pages within the same site). (Image 11)
- Chart with number of clicks from each country. In this case, you can also see the number of clicks from that day, previous week, previous month and total number of clicks since the bit.ly was generated (Image 12).

