

Magic Url Shortener

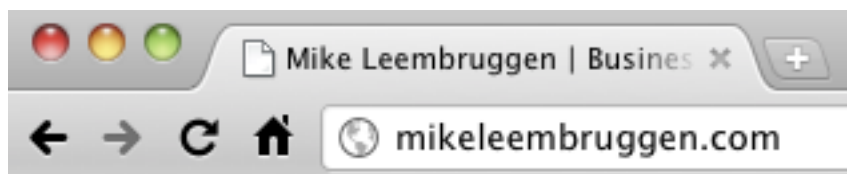
Download Magic Url Shortener from <http://www.mikeleembruggen.com/magic-url-shortener/>

Link tracking is a fundamental part of online business. If you don't know where your traffic is coming from then you don't know how to optimize your website, your sales process, and your business. Google provides a set of parameters you can add to any link which automatically get tracked through Google Analytics. This means you can now easily track exactly where your traffic and conversions are coming from. Problem is, these parameters aren't easy to remember, and its rather tedious to navigate to the Google URL builder page everytime you want to create a trackable link.

Now you don't have to. You can create Google Url Builder links very easily using the Magic Url Shortener extension for Google Chrome. You can even shorten those links using the popular bit.ly shortening service all through one interface.

Here is a quick tutorial detailing how to use Magic Url Shortener...

Navigate to the Url you wish to create a link for



Click the Magic Url Shortener icon in Google Chrome



Enter the required fields for Google Analytics tracking

The screenshot shows the Magic URL Shortener interface. At the top, there is a browser window with a star icon and several extension icons. Below the browser window is the Magic URL Shortener logo, which features a top hat and the text "Magic URL Shortener". The main form area contains a text input field with the URL "http://mikeleembruggen.com/". Below this are five form fields: "Source: *", "Medium: *", "Term:", "Content:", and "Name:*". Each field has a corresponding help icon (a question mark in a circle). A tooltip is visible over the Medium field, displaying the text "referrer: google, citysearch, newsletter4". Below the form fields are two buttons: "Generate" and "Reset". At the bottom of the form, there are two more input fields, each followed by a "Copy" button. Below these are two buttons: "Shorten" and "Copy". At the very bottom of the interface are two buttons: "Options" and "History".

Note: You can mouse over the help icons to see what Google recommends for each field.

Time Saver - You can quickly select values you have previously entered from a drop down menu



The screenshot shows the Magic URL Shortener web application. At the top, there is a navigation bar with a star icon, a top hat icon, and a menu icon. Below this is the application's logo, which features a top hat and the text "Magic URL Shortener". The main content area contains a text input field with the URL "http://mikeleembruggen.com/". Below the URL field are five form fields: "Source: *" with a dropdown menu showing "g", "Medium: *" with a dropdown menu showing "google", "Term:" with an empty text input, "Content:" with an empty text input, and "Name:*" with an empty text input. Each dropdown menu has a question mark icon to its right. Below these fields are two buttons: "Generate" and "Reset". At the bottom of the form, there are two empty text input fields, each followed by a "Copy" button. Below the form fields are two buttons: "Options" and "History".

Click "Generate"

The screenshot shows a web browser window with the address bar containing <http://mikeleembruggen.com/>. The page title is "Magic URL Shortener". The main content area contains a form with the following fields and controls:

- Source: * ?
- Medium: * ?
- Term: ?
- Content: ?
- Name:* ?

Below the form are two buttons: "Generate" and "Reset". A mouse cursor is pointing at the "Generate" button. Below these buttons are two empty text input fields. The first field has a "Copy" button next to it. The second field has "Shorten" and "Copy" buttons next to it. At the bottom of the page are two buttons: "Options" and "History".

Copy the long Google Analytics trackable link to your clipboard if you wish to use the raw link



The screenshot shows the Magic URL Shortener web application interface. At the top, there is a navigation bar with a star icon, a top hat icon, and a traffic light icon. Below this is the application's logo, which features a top hat and the text "Magic URL Shortener". The main content area contains a form for generating a short URL. The form includes a text input field for the source URL, currently containing "http://mikeleembruggen.com/". Below this are five rows of form fields, each with a label and a question mark icon: "Source: *" with "google", "Medium: *" with "cpc", "Term:" with "url shortening", "Content:" with "ad1", and "Name:*" with "Magic Url Shortener". Below these fields are two buttons: "Generate" and "Reset". Below the "Generate" button is a text input field containing "http://mikeleembrugg" and a "Copy" button. Below this is another text input field and two buttons: "Shorten" and "Copy". At the bottom of the form are two buttons: "Options" and "History".

Click 'Shorten' to shorten the long url through bit.ly



The screenshot shows the Magic URL Shortener web application. At the top, there is a navigation bar with a star icon, a top hat icon, and a list icon. Below this is the application's header, which features a top hat icon and the text "Magic URL Shortener" in a stylized, glowing blue font. The main content area contains a text input field with the URL "http://mikeleembruggen.com/". Below this are five form fields, each with a label and a question mark icon: "Source: *" with "google", "Medium: *" with "cpc", "Term:" with "url shortening", "Content:" with "ad1", and "Name:*" with "Magic Url Shortener". There are two buttons, "Generate" and "Reset", below these fields. Below the "Generate" button is a text input field containing "http://mikeleembrugg" and a "Copy" button. Below this is another empty text input field, a "Shorten" button (with a mouse cursor pointing to it), and another "Copy" button. At the bottom of the interface are two dark buttons labeled "Options" and "History".

Copy the shortened Url to the clipboard

http://mikeleembruggen.com/

Source: * ?

Medium: * ?

Term: ?

Content: ?

Name:* ?

Click the 'History' button to see all your previously created Urls



The History tab is provided for your reference if you ever need to re-use previously shortened Urls

#	Campaign	Content	Medium	Source	Term	Generated URL	Short URL	Date	Actions	
<input type="checkbox"/>	1	Magic Url Shortener	ad2	email	newsletter	url shortening	http://mikeleembrugg	http://bit.ly/mNoYK9	2011-05-31 11:13:26	Delete
<input type="checkbox"/>	2	Magic Url Shortener	ad1	cpc	google	url shortening	http://mikeleembrugg	http://bit.ly/iy78b0	2011-05-30 12:31:20	Delete

Note: Before you can create a shortened url you must enter your bit.ly User name and API Key into the Options panel



Enter your bit.ly details and click 'Save'

bit.ly Account Details

User Name :

API Key :

Saved successfully.

Sign up at: http://bit.ly/a/sign_up
Find your API Key at: http://bit.ly/a/your_api_key

That's It!