Magic Url Shortener

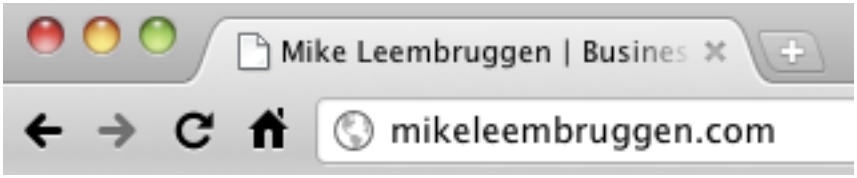
Download Magic Url Shortener from http://www.mikeleembruggen.com/magic-url-shortener/

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.

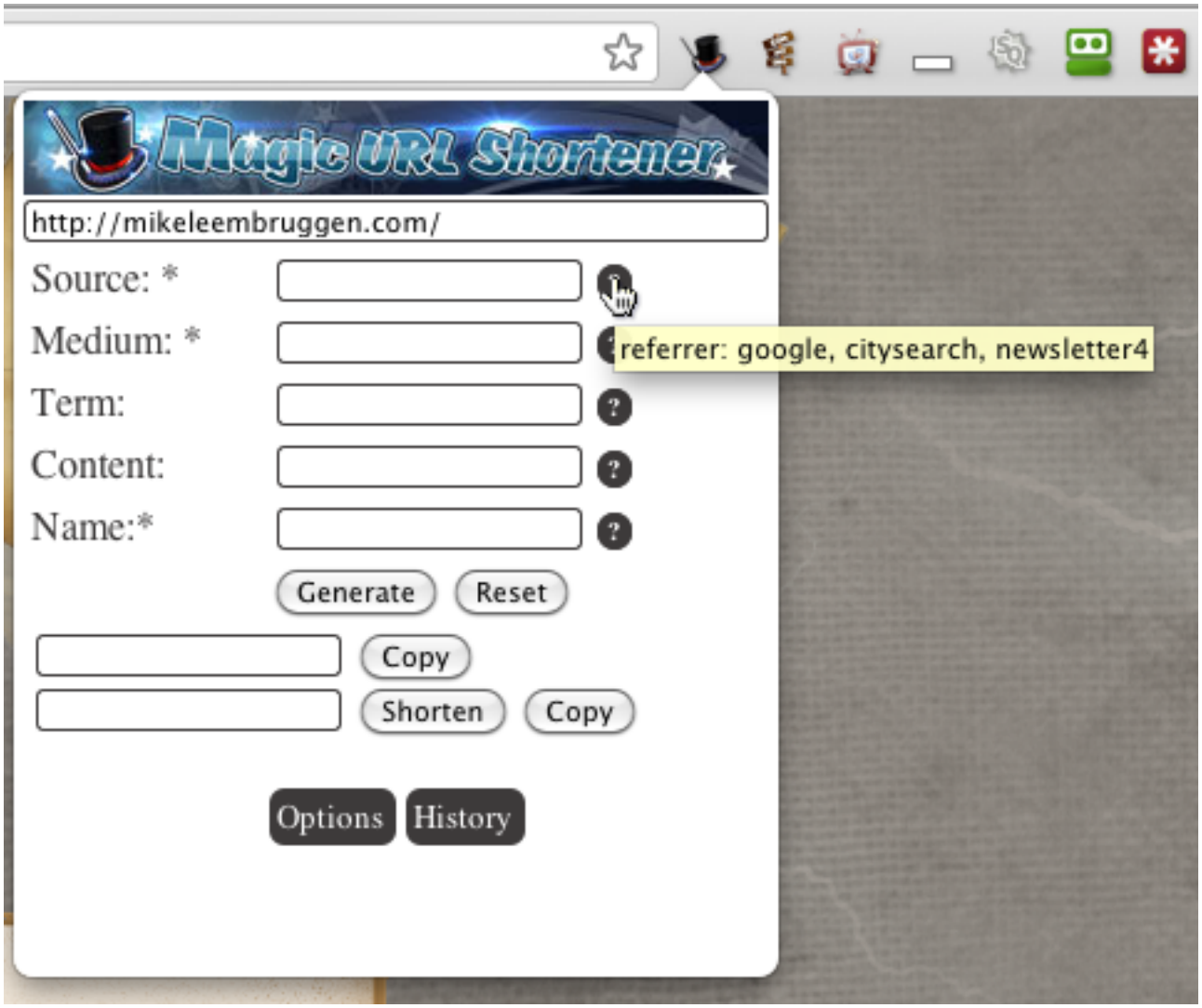
Here is a quick tutorial detailing how to use Magic Url Shortener...

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



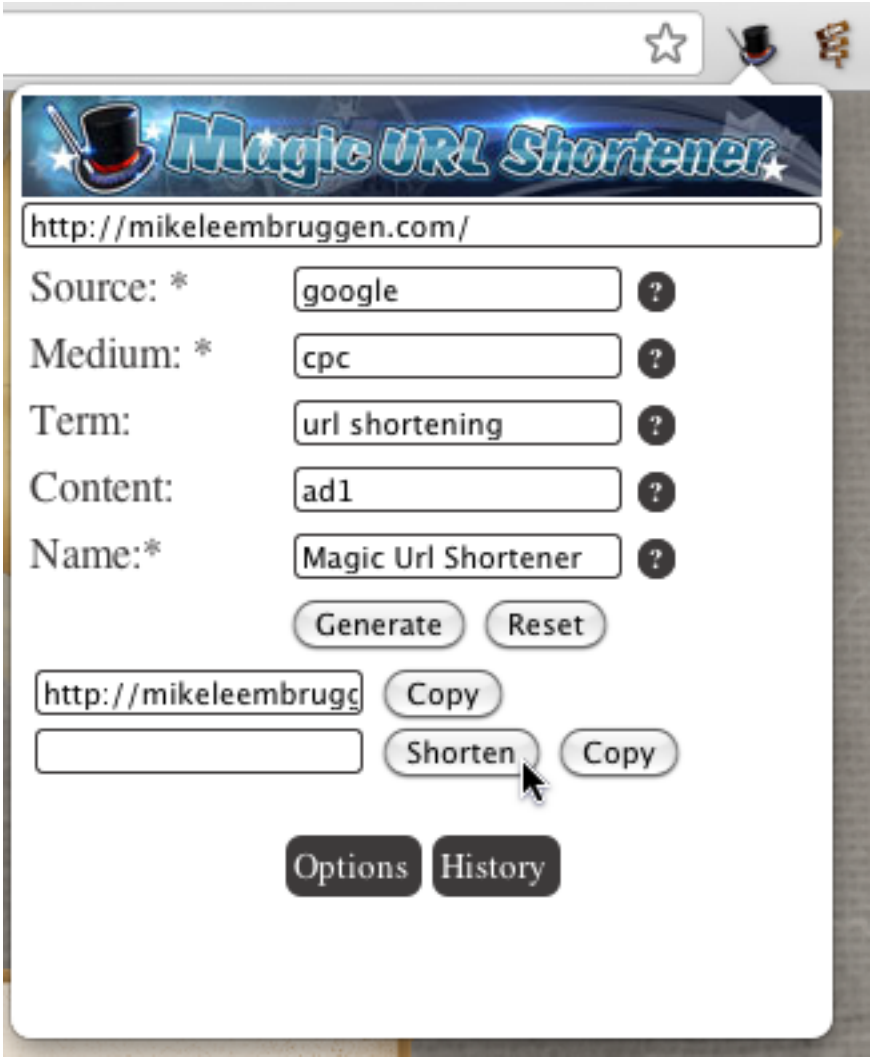
Note: You can mouse over the help icons to see what Google recommends for each field.

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

Click "Generate"

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

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



Copy the shortened Url to the clipboard

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

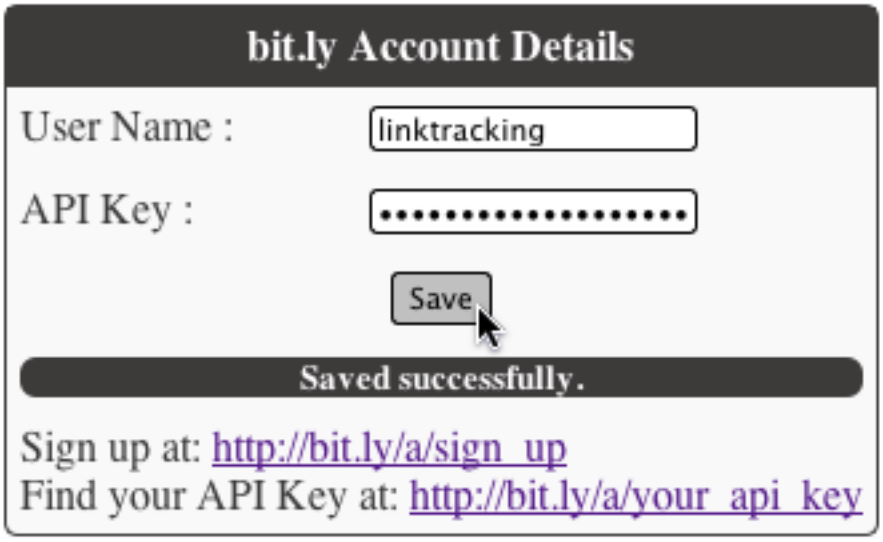
The History tab is provided for your reference if you ever need to re-use previously shortened Urls

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

Delete Selected

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'



That's It!