

# What is link shortening?

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Link shortening is the practise of reducing the length of website [URLs](#) to fit in a limited space. Largely made popular with the expansion of Twitter due to the microblogging site's restrictive 140 characters per post limit, short URLs are becoming more and more common. While [bit.ly](#) was the most popular service used, Twitter's [http://t.co](#) address is becoming more prevalent on the social network.

## Next steps

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