

What is Bitly?



[Print](#)

Bitly (<http://www.bit.ly>) is a **link shortening** service that creates short URLs that redirect to the original longer web address. Especially popular on the microblogging site Twitter due to the social network's 140 characters per post limit, Bitly quickly became the most common way to shorten and share URLs on the service.

Bitly's key benefits and features

- Links can be shortened on the [bitly](#) website, as well as through a bookmarklet that can be installed on the majority of modern web browsers.
- Unlike some other link shortening services, Bitly also offers analytics tools with real-time link tracking that allow you to track your short URL as it is shared across social networks and blogs. As well as seeing how many times your link has been clicked, Bitly also shows you who clicked on it and where they are located in the world.
- It is free to register and use Bitly, or you can choose to log-in to the service using your existing [Facebook](#) or [Twitter](#) username and password if you would rather not set-up an account directly with the service.
- One potential issue with Bitly is that the .ly top-level domain that it used is controlled by the Libyan government, and there have been reported instances of link removal. You can however use [bitly.com](#) or the [j.mp](#) domain as an alternate to the bit.ly address, to get around this issue.

Next steps

[What is Twitter?](#)

[What is Facebook?](#)

[How to use Twitter](#)

[How to build and manage your Twitter following](#)

Search

We use cookies on this site to enhance your user experience

By clicking any link on this page you are giving your consent for us to set cookies. [More info](#)

OK, I agree

No, thanks

Remote Digital Championing!

Guides covering some tips and techniques for providing remote support to learners, an increasingly important service in times of social isolation.

[Find out more](#)

Free how-to guides for your website

Why not add our award-winning and extensive range of digital skills guides to your website?

[Find out more](#)

Start a Digital Champion movement!

Could your workplace do with developing its digital skills? With funded membership opportunities currently available, now is the perfect time for organisations to join our Digital Champions Network.

[Find out more](#)

Subscribe to our newsletter

Join our mailing list to receive the latest news, offers and expert insights from our team.

First name

Last name

Email address

[Submit](#)