What is link shortening?

Print

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

What is Bitly?

What is a hyperlink?

What is a URL?

What is a website?

What is a web browser?

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