

## Magic Url Shortener

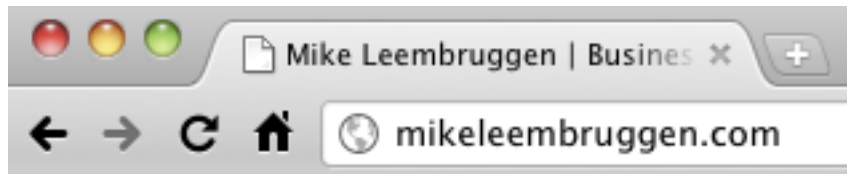
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Link tracking is a fundamental part of online business. If you don't know where your traffic is coming from then you don't know how to optimize your website, your sales process, and your business. Google provides a set of parameters you can add to 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 rows of form fields, each with a label and a help icon (a question mark in a circle):

- Source: \* [input field] ?
- Medium: \* [input field] ?
- Term: [input field] ?
- Content: [input field] ?
- Name: \* [input field] ?

Below the form fields are two buttons: "Generate" and "Reset". Underneath these are two more input fields, each with a "Copy" button to its right. Below the second "Copy" button are two more buttons: "Shorten" and "Copy". At the bottom of the form are two dark buttons: "Options" and "History". A tooltip is visible over the help icon for the "Medium" field, displaying the text "referrer: google, citysearch, newsletter4".

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 interface. At the top, there is a navigation bar with a star icon, a top hat icon, and a list icon. Below this is the site's logo, "Magic URL Shortener", featuring a top hat and a wand. A text input field at the top contains the URL "http://mikeleembruggen.com/".

The main form consists of several fields, each with a question mark icon to its right:

- Source: \***: A text input field containing the letter "g".
- Medium: \***: A dropdown menu with "google" selected and highlighted in blue. A mouse cursor is pointing at the dropdown arrow.
- Term:**: An empty text input field.
- Content:**: An empty text input field.
- Name:\***: An empty text input field.

Below the form fields are two buttons: "Generate" and "Reset".

At the bottom of the form, there are two more text input fields, each followed by a "Copy" button. The first "Copy" button is positioned to the right of the first empty input field, and the second "Copy" button is positioned to the right of the second empty input field. Additionally, there is a "Shorten" button located between the two empty input fields.

At the very bottom of the interface, there are two dark buttons: "Options" and "History".

Click "Generate"



The image shows a web browser window displaying the "Magic URL Shortener" application. The browser's address bar contains the URL "http://mikeleembruggen.com/". The application's header features a logo with a top hat and the text "Magic URL Shortener". Below the header, there are several input fields and buttons:

- Source: \*** Input field containing "google" with a help icon (?)
- Medium: \*** Input field containing "cpc" with a help icon (?)
- Term:** Input field containing "url shortening" with a help icon (?)
- Content:** Input field containing "ad1" with a help icon (?)
- Name:\*** Input field containing "Magic Url Shortener" with a help icon (?)

Below the input fields, there are two buttons: "Generate" (with a mouse cursor hovering over it) and "Reset".

Underneath these buttons are two empty 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 interface, there are two dark 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 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 site'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". 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 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 logo, which features a top hat and the text "Magic URL Shortener". The main interface consists of a text input field containing the URL "http://mikeleembruggen.com/". Below the input field 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 empty text input field and a "Shorten" button, which is being clicked by a mouse cursor. To the right of the "Shorten" button is another "Copy" button. At the bottom of the interface are two buttons: "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	<a href="http://mikeleembrugg">http://mikeleembrugg</a>	<a href="http://bit.ly/mNoYK9">http://bit.ly/mNoYK9</a>	2011-05-31 11:13:26	<a href="#">Delete</a>
<input type="checkbox"/>	2	Magic Url Shortener	ad1	cpc	google	url shortening	<a href="http://mikeleembrugg">http://mikeleembrugg</a>	<a href="http://bit.ly/iy78b0">http://bit.ly/iy78b0</a>	2011-05-30 12:31:20	<a href="#">Delete</a>

**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](http://bit.ly/a/sign_up)  
Find your API Key at: [http://bit.ly/a/your\\_api\\_key](http://bit.ly/a/your_api_key)

**That's It!**