



Snipli Released Report Surrounding Myth on Shortened URL Links

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Snipli, a url shortener website, has published a short guide showing why shortened url links make surfing a great experience. The online start up announced that it had proved short url link helped both the website owner and surfers recently, and this guide has the data regarding the same.

“We have studied people’s reaction to use short url links in the past few years and we realized that many Internet user view them as suspicious links. At the same time, there was a large section of users, who were aware about the associated advantage. Website and online publishers are greatest benefactors of short urls, as they can track the performance of shorter links and make use of the data,” Jim Gray, the website founder stated in the guide.

According to the Snipli report about why people use url shortner, the top preference is listed as “almost one third of social media users shorten their links so that they can either align with the agreed character limit on twitter or for the sake of making their micro-blog posts neat.” At second, most website owners and online marketers shorten their links so that they can track performance accordingly. Shortened links often are designed in a way that you can go back and assess their performance in terms of click rate or share rates.

Apart from these 2 main reasons, there are many webmaster who believed that their reader prefer clicking through shortened links.

Snipli has also highlighted the data in percentage about preference between long and short links. More than 60% of people click through links sent to them via email if they are short and readable. On other social networks also, a large percentage of participants claim to only click through readable links. Grey also says that it was after the realization that people loved short and appealing links that he launched snipli.com.

?I used to be an online marketer and every time I sent short links to people, they would react to them. On the contrary, my long links often received few or not share, and this made me realize that I could do something to help other marketers and bloggers,? Grey noted.

?We are not only about url shortening, but offer more services,? Grey added. The Snipli team helps client to carryout statistics through links, organize the links by tags, monitor long url on a 24/7 basis among other services. They even help online marketer to target clients based on browser types, advanced Geo-targeting and in depth social media presence.

While they have their own advantages, short urls links have often been criticized for their vulnerability to cyber hacking. If it happens, hacked url links could expose a client?s data, cause havoc and lead to the spread of malware. Claire Bridgeton, the spokesperson of Snipli however says that ?The risks of hacking would only happen if the url shortener had a weak security system.?

?There are always risks of cyber-attacks, but when the security system is uptight and state of the art, url links can never be hacked,? Ms. Claire noted.

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For more information about Snipli, contact the company here:SnipliCharles_Hubbardcontact@snipli.com

Snipli

Snipli is the most advanced URL shortener, you have complete control over shortening links and tracking your traffic.

Website: <https://snipli.com/>

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