

# GLAM URL Shortener

## What is a URL shortener?

URL shortening is a technique on the World Wide Web in which a Uniform Resource Locator (URL) may be made substantially shorter and still direct to the required page. This is achieved by using a redirect which links to the web page that has a long URL. For example, the URL "https://example.com/assets/category\_B/subcategory\_C/Foo/" can be shortened to "https://snip.ml/Foo", and the URL "https://example.com/about/index.html" can be shortened to "https://snip.ml/h2iBY". Often the redirect domain name is shorter than the original one.

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## How to do it

In order to access the GLAM URL shortener, please go to <https://go.glam.ox.ac.uk/>

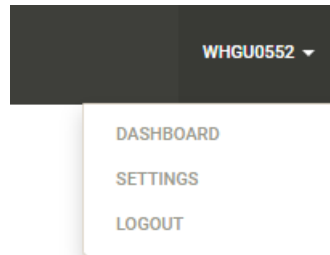
- Click on the 'Link Options' orange button to reveal more options
- Enter the source URL to be shortened in the big white box
- Click on the 'Shorten' blue button

The screenshot shows the GLAM URL Shortener interface. At the top, there is a dark navigation bar with the text "GLAM URL shortener" on the left, "ABOUT" in the center, and "SIGN IN" with a dropdown arrow on the right. Below the navigation bar, the main heading "GLAM URL shortener" is displayed in a large, dark font. Underneath the heading is a large white input field containing the text "http://". Below the input field, the text "Customize link" is centered. Underneath "Customize link" are two buttons: "PUBLIC" and "SECRET". Below these buttons, the text "go.glam.ox.ac.uk/" is displayed in green, followed by a small white input field. Below this is a green button labeled "CHECK AVAILABILITY". At the bottom of the interface, there are two buttons: a blue button labeled "SHORTEN" and an orange button labeled "LINK OPTIONS". Below the buttons, a small text note reads "Did you know you can change the URL ending by clicking on 'Link Options?'".

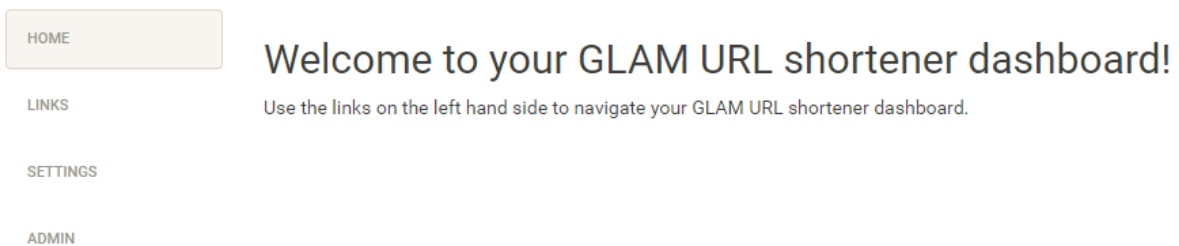
## Admin section

Please click on 'Sign in' (top right)

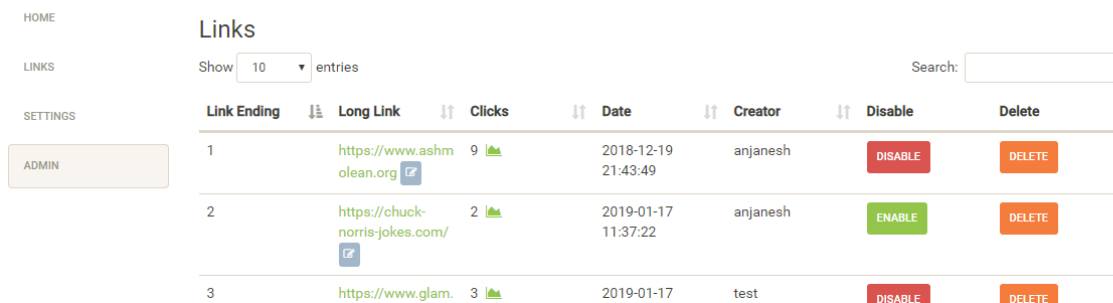
- Enter your SSO username and password (specific to this site, not your SSO password)
- You will then be presented with the following options:



- Click on 'Dashboard' in order to reveal more options:



- Click on 'Admin' to manage the existing shortened URLs:

The screenshot shows the 'Links' management page. It features a table with columns for 'Link Ending', 'Long Link', 'Clicks', 'Date', 'Creator', 'Disable', and 'Delete'. There are three rows of data. The first row shows a link ending in '1' with 9 clicks, created by 'anjanesh' on 2018-12-19, with a 'DISABLE' button. The second row shows a link ending in '2' with 2 clicks, created by 'anjanesh' on 2019-01-17, with an 'ENABLE' button. The third row shows a link ending in '3' with 3 clicks, created by 'test' on 2019-01-17, with a 'DISABLE' button. A search bar and a 'Show 10 entries' dropdown are also visible at the top of the table area.

- From this section you can disable/enable links or delete altogether.
- Click on the 'graph' icon to see analytics about a specific link:

# Links

Show  entries

Link Ending	Long Link	Clicks
1	<a href="https://www.ashmolean.org">https://www.ashmolean.org</a>	9

Here is an example:

### Stats

Short Link: [go.glam.ox.ac.uk/1](https://www.ashmolean.org)  
Long Link: <https://www.ashmolean.org>

04/14/2019 8:29 AM

05/14/2019 8:29 AM

Refresh

### Traffic over Time (total: 10)

Date	Clicks
Apr 14, 2019	0.0
Apr 15, 2019	0.0
Apr 16, 2019	0.0
Apr 17, 2019	0.0
Apr 18, 2019	0.0
Apr 19, 2019	0.0
Apr 20, 2019	0.0
Apr 21, 2019	0.0
Apr 22, 2019	0.0
Apr 23, 2019	0.0
Apr 24, 2019	0.0
Apr 25, 2019	0.0
Apr 26, 2019	0.0
Apr 27, 2019	0.0
Apr 28, 2019	0.0
Apr 29, 2019	1.0
Apr 30, 2019	0.0
May 1, 2019	0.0
May 2, 2019	0.0
May 3, 2019	0.0
May 4, 2019	0.0
May 5, 2019	0.0
May 6, 2019	0.0
May 7, 2019	0.0
May 8, 2019	0.0
May 9, 2019	0.0
May 10, 2019	1.0
May 11, 2019	0.0
May 12, 2019	0.0
May 13, 2019	0.0
May 14, 2019	1.0

### Traffic sources

### Map

### Referrers

Show  entries Search:

Host	Clicks
Direct	4

Showing 1 to 1 of 1 entries

PREVIOUS 1 NEXT

➤ In order to reset your password, click on 'Settings':

HOME

LINKS

SETTINGS

ADMIN

## Change Password

Old Password:

New Password:

SUBMIT

If you have any questions, please contact [it@museums.ox.ac.uk](mailto:it@museums.ox.ac.uk)