SYNOPSIS

ON

Url Shortener

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INTRODUCTION

An URL shortener is a website that reduces the length of your URL (Uniform Resource Locator). The idea is to minimize the web page address into something that's easier to remember and track.

There are many URL shorteners on the market today, including Bit.ly, Goog.le and Tinyurl.com. The URL shortening service you choose will maintain the connection between the new link and the original URL. This means that anyone who clicks your new link will be redirected to the original page.

USE OF THE PROJECT

Content is a critical part of any marketing strategy. To share that content, you'll need the right URLs. An URL shortener ensures that you get the right messages out to your audience without taking up too much space in your social posts. Additionally, tools like Bit.ly:

- Make it easier to share your content: Simplified and branded URLs tell customers everything they need to know about your site. There's no need to use reduced URLs with random combinations of letters and numbers anymore.
- Make your URLs more appealing: Shorter URLs have more aesthetic appeal. Although this might not seem important, a shorter URL could make all the difference in convincing someone to click on your links.
- Allows for traffic monitoring: Bit.ly comes with tracking monitors that measure the sharing activities of your tweet or post over a certain period.

However, it's important to ensure your short links don't harm your reputation. Though URL shortener tools are useful, they also hide the original content of your link, making customers more suspicious. Brands will need to make sure that their links always lead to the content promised to keep customers happy.

EXISTING SYSTEM

There are plenty of URL shortener tools on the market today.

1. BITLY
2. GOO.GL
3. TINYURL.COM
4. OW.LY
5. IS.GD
6. BUFF.LY
7. ADF.LY
8. BIT.DO

Feasibility of Project

Economic Feasibility

Today in this current World there are a lot of websites and web-application who provide
This service but mostly applications are paid and if somehow they are free they are busy with a lot of advertisements and malicious traffic which is very harmful to the systems which irritates us mentally.
Thus, our web-application is not only freely available to download to all but also free from all types of disturbing advertisements and malicious traffic.

FUNCTIONAL SPECIFICATION

- Service should be able to create shortened url/links against a long url

- Click to the short URL should redirect the user to the original long URL

- Shortened link should be as small as possible

- Service should collect metrics like most clicked links

- Once a shortened link is generated it should stay in system for lifetime

Software Specification:

- Technology Implemented : Backend And Frontend
- Language Used : HTML, Css, JavaScript
- Database : MongoDb
- Web Browser : Any

Hardware Requirements:

- Processor : i3 and above
- Operating System : Any with a browser
- RAM : 4Gb +
- Hard disk : 64Gb

FUTURE SCOPE

Pune, Maharashtra, May 18, 2020 (Wired Release) Prudour Pvt. Ltd: The Continuing Growth Story Of URL Shortening Services Market report consisting of important parts, which present many aspects of the worldwide market with provides more accurate and meaningful information about the market status and future trends, trade matrix, management decisions, corporation positioning for short-term, mid-term and long-term during the forecast period 2020-2029 and much more. It provides market figures and accurate estimates calculated using the latest primary and secondary survey techniques.