**Link** **Shortener**

You might’ve heard about them; they are used to create short links of a long URL / Link so that the URL/Link is more readable.

The base functionality of Link Shortener is simple, but this project also aims to look on to the depths this small base project can achieve.

**Why do we need it?**

Some of you may already have an idea. Let me describe in naive form with a real and movie life example of Mr. Iyer in Dhammal(2007). His fullname is **“Shivavenkata Srinivasna Trichipalli Yekeparampir Perambdur Chinnaswami Muttuswami Venugopal Iyer”**, but you can call him **Iyer.**

So, instead of always using the full name we use shortname to make it much easier in everyday communications and this is very similar to the case of URL/Link shorteners which make the links much easier to read and rememberable in few cases too.

**What does it use?**

A little Space and a little processing! That includes storing the actual data and a shortcode data that is referencing the actual data.

You can associate this with an example of variables in any programming language. You use a variable to store data and you don’t need to refer to data you can just refer to the variable and that will provide you with the data.

**Why this project, you may ask?**

Recently during my internship, one of the departments organized a training / short course and they’ve circulated design art along with a QR code to allow participants to register using the link in QR, as the registration link was long, the team decided to use the first URL shortener they could’ve found of google search, they used it and made the QR code shorter and more compact.

Later, next day, I’ve received a text that the QR is not opening the registration link, I’ve checked and found the site which hosted the shorten link banned the link because they might’ve found it suspicious, wrongly.

**But what did that mistake cost the organization?**

An image and a lot of participation because if I am interested and try to register but the QR is broken, I’ll have a second though and probably going to give it a pass.

That made me think that there should be a managed URL shortener of any organization, allowing the organization to have much more control over the situations like this.

Also, this can easily be run on t2.nano instance with a lot least costing or can be hosted in premises.

**What do free link shorteners offer?**

There are a lot of link shorteners we have,

Let’s start with what common grounds we are covering. Both can shorten the Links.

Just this??

Yes, along with the free one you get one thing with strings attached that can be pulled when you needed it the most.

**But what do we have:**

Shorten URL, allows you to have custom short code, modify any link at any given point in time ( from changing the base link to short link ) you have freedom to modify both

QR code by just adding **“.qr”** behind the short link of your need, a more manageable dashboard to create and view the link which you’ve shorted, one click copy, edit, delete.

**Upcoming Proposed Features**

Analytics (Global or of a certain link) providing the time graph the link being accessed along with the type of devices charts.

Time bomb, yes, you’ve heard it right, this will allow you to create self-destructing short link, in case you want to close the registrations.

Authentication, as this is more associated with making corporate life easy and manageable how can we leave the authentication part?