


# Let Me Tell You a Story About Porn And Why I love Bit.ly

 [iteachblogging.com/let-me-tell-you-a-story-about-porn-and-why-i-love-bit-ly/](http://iteachblogging.com/let-me-tell-you-a-story-about-porn-and-why-i-love-bit-ly/)



Let me tell you a story about porn.

In 2009, we started a Social Media company. It was an exciting time in the world of Social Media and we were all learning.

One day we sent out a tweet but the link didn't get shortened. It just so happened that when someone clicked on that link, it took them directly to a porn site.

To hear the full pain and fall out of this story, listen to the podcast.

This is why making sure that your links don't get cut off is crucial.

[Bit.ly](#) is the tool that I use to shorten my links for social media. However, I will even use it for shortening internal links, sometimes.

**[Bit.ly](#) is free.**

Now, if you use a service like Hootsuite, it has an easy to use link shortener built into it. If I am in a huge hurry, I will sometime use that but I really try to use [Bit.ly](#) as much as possible. Having all of my links shortened with one tool allows me to see a good overall sense of what people are clicking on.

[Bit.ly](#) also provides some really interesting information such as where people clicked on links from. For example, it breaks it down by day and gives you a bar graph. You can see how many times a specific link has been clicked. They will also tell you what has been clicked on by date.

Yesterday, I sent out a Newsletter and I was able to track how many clicks I got live. It can be fun or

frustrating to see how people are responding to your efforts in real time.

## Here is a quick tutorial on how I use Bit.ly

Note: You will need to create an account. It is [easy to signup](#) and it is free.

Step 1: Sign in to Bit.ly

Step 2: Paste a link into the space at the top right (follow the red arrow)

The screenshot shows the Bitly dashboard interface. At the top, there is a text input field with the placeholder "Paste a long URL here to shorten..." and a small cartoon character. A red arrow points from the text "Put the link here" to this input field. Below the input field, the dashboard is divided into two main sections: "YOUR BITLINKS" and "TRAFFIC".

**YOUR BITLINKS**

Date	Title	Shortened Link	Clicks
OCT 8	7 SEO tip reminders that you need to focus on	<a href="#">bit.ly/1RvZumJ</a>	0
OCT 8	7 SEO tip reminders that you need to focus on	<a href="#">bit.ly/1FUPzpV</a>	0
OCT 8	For New Single Parents: Get Organized (Part 1 of 2)	<a href="#">bit.ly/1LBtSNV</a>	0
OCT 8	For New Single Parents: Get Organized (Part 1 of 2)	<a href="#">bit.ly/1R19JyB</a>	0

**TRAFFIC**

OCT 8, 10:47 AM

**7 SEO tip reminders that you need to focus on**

[http://iteachblogging.com/7-seo-tips-and-tricks/?utm\\_campaign=c](http://iteachblogging.com/7-seo-tips-and-tricks/?utm_campaign=c)

[bit.ly/1RvZumJ](#) [COPY](#)

**TOTAL CLICKS**

7

**CLICKS ON THIS BIT**

0  
0%

Step 3: Click on Copy in the Popup on the right

## Next, track your Social Media clicks with Bitly Stats

Step1: Click on Stats

This is a quick general overview of how I measure my success on Social Media. I really appreciate Bitly and the fact that they offer this free version of their tool.

The screenshot shows the Bitly dashboard interface. At the top, a notification bar says "BITLINK SAVED A FEW SECONDS AGO". Below this, there are icons for various actions. A link is displayed: "[Ep 128] Nick Loper Answers: What's the Best Way to Make Money Fast with a Side Hustle? | Screw The Nine To Five" with the URL "screwtheninetofive.com". The shortened link "bit.ly/1ZhPSkW" is shown with a "COPY" button next to it. A red arrow points from the text "Click Copy" to the "COPY" button. Below the link, there is a section for "CUSTOM BITLINK" with a text input field containing "bit.ly" and a "customize" button. On the left side, there is a sidebar with "BROWSE" options: "Your Bitlinks", "Stats", and "Your Network". A red arrow points from the text "Click for stats" to the "Stats" option. The main content area shows a list of "YOUR BITLINKS" with details for each link, including the date "OCT 8", the title, the URL, and the shortened link. The first link is "7 SEO tip reminders that you need to focus on" with the URL "http://iteachblogging.com/7-seo-tips-and-tricks/?utm\_campaign=co..." and the shortened link "bit.ly/1RvZumJ". The second link is "7 SEO tip reminders that you need to focus on" with the shortened link "bit.ly/1FUPzpV". The third link is "For New Single Parents: Get Organized (Part 1 of 2)". On the right side, there is a "TRAFFIC" section with a circular chart showing "TOTAL CLICKS 7" and a "CLICKS ON THIS BITL" section showing "0" and "0%".

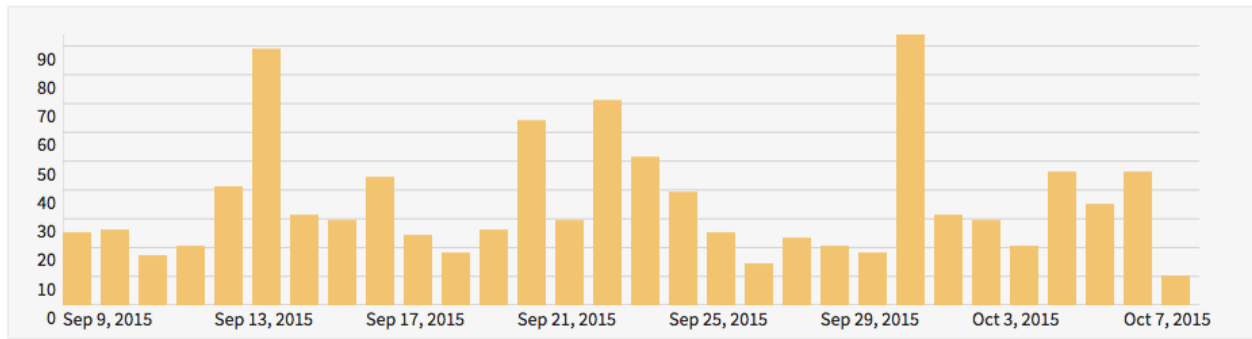
If you click on a link on this blog and make a purchase, you will not pay more money. You may actually get a discount. By purchasing from one of my links you are helping me fund the content that I create. This is how I pay for the content and upkeep of this blog. Thank You so much for using my links and supporting this blog.

**1,055 clicks** on your Bitlinks

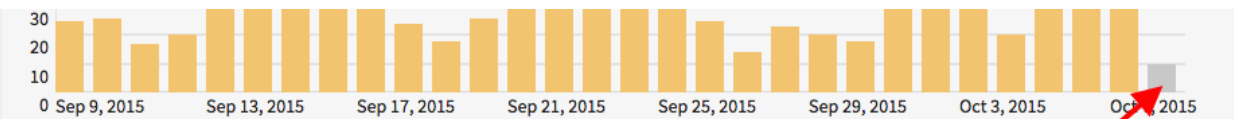
Clicks

Past 30 Days

since Sep 9, 2015



All times are in UTC-5



10 Clicks on 11 Links - Oct 8, 2015

4

**prekindle.com/promo/id/24116491635911551**

prekindle.com · Created yesterday 11:27 PM ·

Click on date

2

**experiencemacandcheese.com/avocado-mac-cheese-recipe**

experiencemacandcheese.com · Created Jan 3, 2014 9:07 AM ·

1

**iteachblogging.com/7-seo-tips-and-tricks/?utm\_campaign=coschedule...**

iteachblogging.com · Created yesterday 9:39 AM ·

1

**iteachblogging.com/7-seo-tips-and-tricks/?utm\_campaign=coschedule...**

iteachblogging.com · Created today 8:23 AM ·

1

**experiencemacandcheese.com/brown-butter-pumpkin-mac-cheese**

experiencemacandcheese.com · Created Jan 3, 2014 9:07 AM ·