

13 Smart Reasons to Use a Link Shortener (And One You Should Try Today)

If you're not using a link shortener yet, you're missing out on one of the simplest tools to make your marketing cleaner, more effective, and easier to manage. Whether you're sharing content on social media, running ad campaigns, or just sending emails, shortened links do more than just look nice—they solve real problems.

Here are **13 great reasons you should be using a link shortener right now:**

1. Cleaner, More Professional Links

Long, ugly URLs filled with random characters aren't just hard to read—they make your brand look sloppy. A short, clean link looks polished and builds trust at a glance.

2. Easier to Share on Social Media

Platforms like X (Twitter), Instagram, and LinkedIn have character limits. Short links save space and leave room for your message or hashtags.

3. Perfect for Printed Materials

Putting a long URL on a flyer, poster, or business card? Don't bother—no one's going to type that in. A short link (especially with an included QR code) makes it easy for people to visit your link directly.

4. Instant QR Code Generation

Speaking of QR codes, some link shorteners (like [lnkr.click](#)) generate them for free. That means you can promote your link anywhere—in print, on packaging, even at events—without needing a separate QR code tool.

5. Links That Never Expire

Some free link shorteners quietly let your links expire unless you pay. With [lnkr.click](#), your links stay live *forever*. Share them once and know they'll keep working years from now.

6. Helps Track Clicks and Engagement

Many marketers want to know: “*Are people actually clicking my links?*” With a short link, you can easily track engagement and see which content performs best.

7. Hides Messy Tracking Parameters

UTM codes and affiliate parameters are necessary for tracking—but they make links look awful. A short link hides all of that clutter while still passing the full tracking data.

8. Boosts Click-Through Rates (CTR)

Clean, easy-to-read links actually **get more clicks**. People are more likely to trust and click a simple link than a long, suspicious-looking URL.

9. Improves Mobile User Experience

Nobody wants to type a long URL on their phone. Short links are easier to enter manually if needed and easier to scan visually.

10. Protects Your Main Domain from Spam Concerns

If you’re sharing affiliate links or promotional content, using a short link can help protect your main domain’s reputation while still getting your content in front of people.

11. Keeps Links Memorable for Offline Sharing

Need to share a URL verbally or in a podcast? Good luck reciting a 100-character URL. A short, branded link is easy to remember and repeat.

12. Simplifies Link Management

Using short links makes it easy to update or manage your URLs from a central location—especially helpful for large campaigns or when links change over time.

13. It’s Free—So Why Not?

With tools like lnkr.click, there’s no cost, no account needed, and no expiration. Why wouldn’t you make your life easier and your marketing look more professional?

Final Thoughts

A good link shortener isn't just a nice-to-have—it's a marketing tool that saves time, makes your content look better, and helps you get better results. If you're ready to clean up your links and enjoy the added bonus of free QR codes, try [Inkr.click](#) today.

FAQs About Link Shorteners

What is the purpose of using a link shortener?

Link shorteners make long URLs cleaner, easier to share, and more professional. They're especially useful for social media, printed materials, and tracking engagement.

Are link shorteners good for SEO?

Yes, if used correctly. While shortened links themselves don't directly boost SEO, they improve click-through rates and engagement, which can indirectly benefit your SEO efforts.

Do shortened links expire?

Some do—but with [Inkr.click](#), your links never expire. They stay live permanently without requiring a paid plan or ongoing maintenance.

Is it safe to use a free link shortener?

It depends on the service. Some free tools inject ads or redirect through unsafe sites. [Inkr.click](#) is ad-free, secure, and doesn't mess with your links.

Can I create a QR code for my shortened link?

Yes! [Inkr.click](#) automatically generates a free QR code for every shortened link, making it easy to share both online and offline.

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