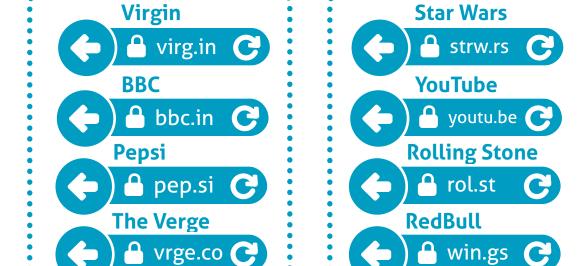


anchor text and the page rank. Now that's as long as the link uses 301 redirect, which most of them do.

> more often, there is an added SEO benefit from this greater exposure."

But since shortened links get shared







New York Times nyti.ms 🗲 There is a reason some of the

an effective way to maximize your brand awareness and to the next level.

largest brands in the world

use branded links. They are



https://blog.bufferapp.com/url-shorteners

https://www.thesocialmediahat.com/article/how-create-branded-short-link

http://www.myloudspeaker.ca/blog/21-real-branding-stats-that-will-lead-you-down-the-right-track-in-2016/

https://iwantmyname.com/blog/10-big-brands-using-domain-hacks-for-url-shortening-on-twitter

take your marketing efforts You should definitely consider starting to use branded links today.