

# Link management checklist

When getting started with a link management strategy, there are some initial decisions to make and basic structures to put in place so everyone can easily manage the organization's links.

- **Select branded domain names**
  - Identify the gaps in your portfolio
  - Choose the best TLD for your brand
- **Set up user seats and virtual workspaces**
  - Organize workspaces
  - Send invitations to the team
- **Decide on internal best practices**
  - Set out rules for link creation
  - Educate and train team members
- **Set up integrations and apps**
- **Create presets for advanced link features**
  - Tags
  - UTM parameters
  - Retargeting
- **Set up reporting**
- **Review existing links**

# 1. Selecting branded domain names

Owning the domain used to create short links gives a business complete control and ownership over the URLs it shares. Branded links are made up of a brand name, a TLD and a keyword.

Evaluate any domains owned by your company to identify ones that will work. For your links, you may want a snappy, attention-grabbing domain or one that's more formal and industry-centric. Either way, here are some of the boxes to tick when choosing domains:

- Feature your brand's name
- Keep it short and simple
- Make it memorable
- Make sure it's unique to your business
- Make sure it's easy to pronounce

*Remember, branded links can be used in offline marketing materials and read out during media appearances or events.*

There are lots of TLDs so don't limit your brand to a .com. Consider:

- Are the last two letters of your brand's name a generally available ccTLD?
- What keyword TLDs might you need?
- What TLD is relevant to your industry or company?
- Is the domain you want available?
- If not, would a subdomain like Go.mydomain.com work?

*Think about pep.si or virg.in, which both use ccTLDs as part of their branded links*

*Some tech companies use .io or .tech*

*Search over on [Rebrandly.Rocks/NewDomain](#) to see what's available*

## 2. Set up user seats and virtual workspaces

Workspaces are like folders where specific teams can create and manage links as a group. Use a workspace for each department, office or country or whatever structure works best for your company. Invite team members, assign them various levels of access and allocate domains to specific workspaces.

## 3. Decide on internal best practices

Set out best practices for how your company's links should be presented in your brand guidelines - or create a separate procedure manual. Then familiarize the whole team with them.

When creating links, team members will decide what comes after slash when creating links:

- A keyword - Rebrandly.Rocks/LinkGuide
- A strong CTA - Rebrandly.Rocks/DownloadTheGuide
- Emojis - Rebrandly.Rocks/🔗

In your guidelines, lay out what works best. Decide how to separate words:

or

**Rebrandly.Blog/UTM-parameters — A dash is easier for search engines to read**  
**Rebrandly.Blog/UTMparameters — Ideal for reading links out loud**

Also keep in mind that online platforms often deal with links in different ways. Here are some tips to optimize link creation to avoid truncation or auto-shortening:

Twitter  
**32**  
 max characters

Facebook  
**19 + 32**  
 max char. (domain + slash)

LinkedIn \*  
**26**  
 max characters

Youtube \*  
**40**  
 max characters

Gmail \*  
**No limit**

Apple Mail  
**No limit**

SMS  
**160**  
 max characters (overall text)

Google PPC ads  
**35**  
 Display characters limitation

\* Requires the inclusion of the https:// part of a link to work properly.

## 4. Set up integrations and apps

To streamline the processes around link creation, check to see which of your organization's tools are integrated with the link management platform. For those that aren't, consider if it is worth creating a solution through Zapier or the Rebrandly API.

## 5. Create presets for advanced link features

**Tags:** Workspace admins can set up tags, which allow for the easy organization and filtering of links. Tag titles are completely flexible but consider tagging by:

- Content type
- Campaign name
- Company department

**UTM parameters:** Workspace admins can preset UTM tags for their teams. This prevents the use of several similar tags. Create presets based on the tags currently used or create new ones.

**Retargeting pixels:** Admins can add retargeting pixels to each workspace so team members can create retargeting links. If your organization uses retargeting, this is a great way to build out lists. Install retargeting pixels from Facebook, Google or whatever platform your company uses.

## 6. Preparing reports

From a reporting perspective, figure out the key metrics each department needs. Does the marketing team want to know what content is most popular? Sales might need insights on which countries click-throughs come from. Once you know, schedule custom reports for each team.

## 7. Review existing links

Set up periodical checks to optimize existing links. Keep an eye out for broken links, links that can be redirected to up-to-date content and links that could benefit from the addition of retargeting pixels or UTM parameters.