

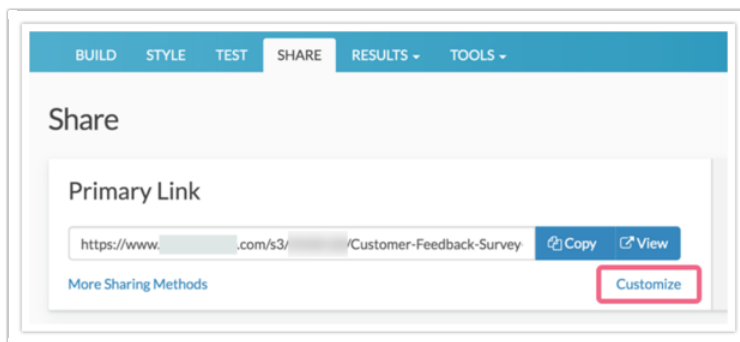
# Create a Shorter Survey Link

If you would like to share the link to your survey on a flyer or bulletin board you will probably want to create a survey link URL that is easy to type. In this tutorial we will cover a couple of options to create shorter survey links.

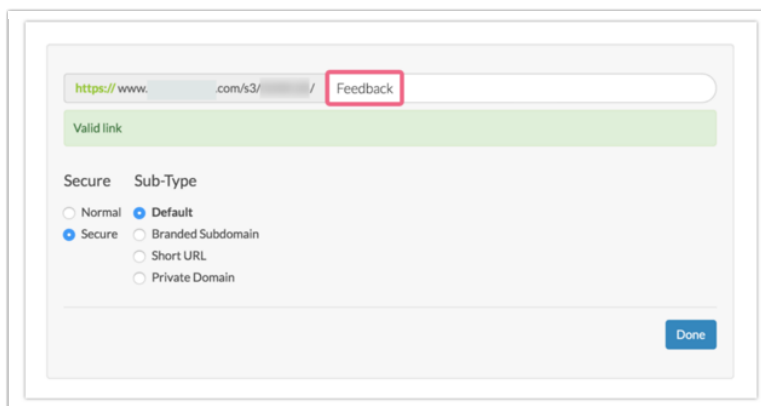
## Option 1: Shorten Your Link Slug

The slug, or last portion of your link, is created based on the survey title you entered when you created your survey. This can be easily shortened on the **Share** tab.

1. Click **Customize** below your **Primary Link**.



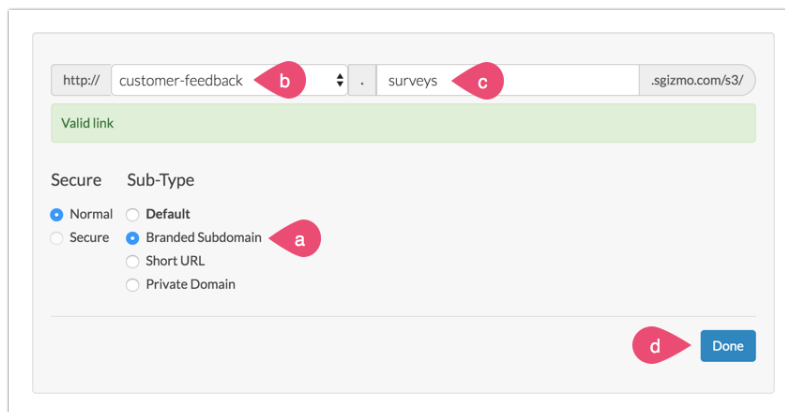
2. In the panel that slides out you will see the final portion of the link is editable. You can start by shortening this. The minimum you will need for a slug is a single character. Click **Done** and **Save Link** when you are finished customizing.



## Option 2: Use a Branded Subdomain

**Branded subdomains** will swap out the *www.surveygizmo.com* portion of the link with whatever subdomain you wish to use. In place of the *www.surveygizmo.com* you will see *.sgizmo.com/s3/* on the end of your link. This may or may not be easier to type. It is shorter by 4 characters but the forward slashes may be more difficult to type on a mobile device.

1. To set up a branded subdomain go to **Account > Integrations > Domains**.
2. Click **New Domain** and select the option to **Create Branded Sub Domain**. Click **Next**.
3. Enter your domain name and **Save**.
4. Return to the **Share** tab and click **Customize** below the **Primary Link**.
  - a. Choose the **Branded Subdomain** option in the **Sub-Type** section.
  - b. Select your subdomain from the first dropdown menu.
  - c. Customize the survey title portion of the link, if you wish.
  - d. Click **Done** and **Save Link** when you are finished.

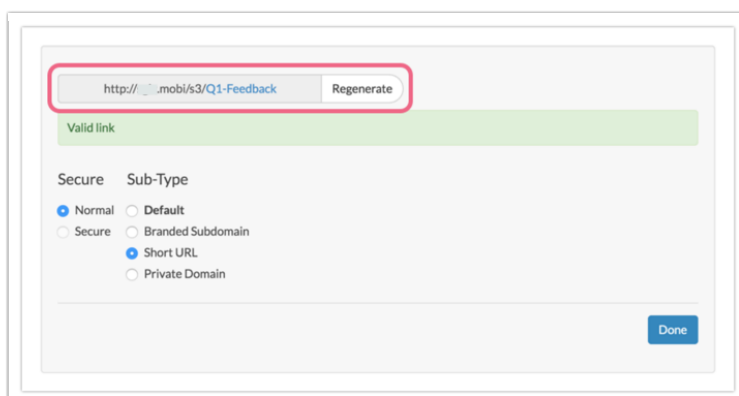


The screenshot shows a web interface for customizing a link. At the top, there is a text input field containing the URL "http:// customer-feedback . surveys .sgizmo.com/s3/". Red callout letters 'b' and 'c' point to the "customer-feedback" and "surveys" parts of the URL respectively. Below the URL field is a green bar labeled "Valid link". Underneath, there are two sections: "Secure" and "Sub-Type". The "Sub-Type" section has four radio button options: "Normal" (selected), "Default", "Branded Subdomain" (with a red callout letter 'a'), "Short URL", and "Private Domain". At the bottom right, there is a blue "Done" button with a red callout letter 'd' pointing to it.

## Option 3: Use a Short URL

Short URLs are just that, URLs that are short.

1. To set up a short URL go to the **Share** tab and click to **Customize** below the **Primary Link**.
2. Select **Short URL** under **Sub-Type**. All short URL survey links will start with <http://sgiz.mobi/s3/>. The slug of the short URL will default to the same slug as used in the default link.



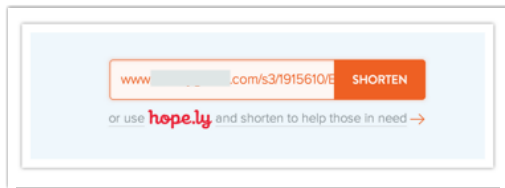
The screenshot shows the same link customization interface as above, but with "Short URL" selected in the "Sub-Type" section. The "Valid link" bar now displays "http:// .mobi/s3/Q1-Feedback" and has a "Regenerate" button next to it. A red box highlights the "Valid link" bar and the "Regenerate" button. The "Done" button is still visible at the bottom right.

You can click **Regenerate** to create a new short URL however this will just be an alpha-numeric string. If you wish to change the slug, we recommend editing the slug as part of the default link and saving and re-editing and selecting Short URL.

Short URLs are not compatible with the secure protocol (https).

## Option 4: Use a URL Shortener

If you don't like our short URLs you can also use a URL shortener like [Bitly](#). Using one of these tools you can simply copy and paste your default survey link and click Shorten.



Then copy your new shortened URL to distribute to your survey respondents!



## Option 5: Use a Private Domain

Similar to branded subdomains, private domains will swap out the `www.surveymonkey.com` portion of the link with whatever private domain you wish to use. Private domains however only require the `/s3/` between the private domain and the slug to function as opposed to the `.surveymonkey.com/s3/in` subdomain links.

Check out our [Private Domain Tutorial](#) to learn how to set this up!

## Option 6: Use a QR Code

Finally, as an alternative to a link that needs to be typed into a browser you can use a QR Code to share your survey. A QR Code (Quick Response Code) or 2D barcode can be utilized to distribute a survey, allowing respondents to scan a barcode with their smartphone or computer that will take them to your survey. QR codes are especially useful when distributing a link on printed materials or signage, as it is easier to scan a code than type a URL into a browser.

Check out our [QR Code Tutorial](#) to learn more!

# Compatibility

Short URLs and Branded Subdomains are not compatible with the secure protocol (https).

Related Articles