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This section is all about tools that help you with creating links and tracking their performance. Having in mind that you will be promoting affiliate links it is essential to track the performance of content that features affiliate links. You will learn more about content that performs well, about channels that are promoting the link the most, etc.

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#1 Bit.ly

It is one of the most popular URL shortening services online. Basic analytics reporting is included for each link you track through this tool.

#2 TinyURL

This tool is an alternative for link shortening.

#3 Google Campaign URL Builder

By adding campaign parameters with the URL to track, you can get pretty detailed reporting on how the URL is performing, as well as which parameters affect its performance (for example, social media shares, an email link, etc.).



#4ClickMeter

[This tool creates custom tracking](#) links for you providing a very detailed data about the link you are tracking. It comes with several reporting options enabling you to focus on a particular aspect, such as clickstream, conversion, comparison, etc. It is a paid tool.

#5 Capsulink

Basic statistics and URL shortening are available for free with Capsulink. More advanced paid plans include extra features such as editable URL shortening, broken link notification, advanced statistics, etc.

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#6 Linktrack

Enabling simple and easy link monitoring, Linktrack is an alternative you could consider when monitoring link performance. The free account comes with unlimited links monitoring, real-time tracking and charts, while paid accounts include additional data such as conversion tracking, email click alerts, IP geo-location, etc. as well as downloadable reports.

Action Point

PS: I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you could drop your comment. Thanks in anticipation.

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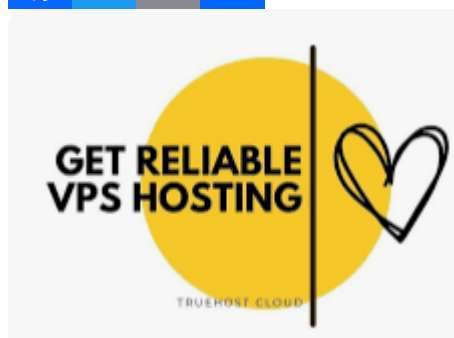
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