# How to Create a QR Code

1. **Use a free QR code generator.** These services will create a QR code for you, but don't provide any advanced tracking or analytics. There are also apps available for iPhone and Android that allow you to create QR codes. (Such as Qrafter-$1.99)

   A few free suggestions:

   - qr-code-generator.com

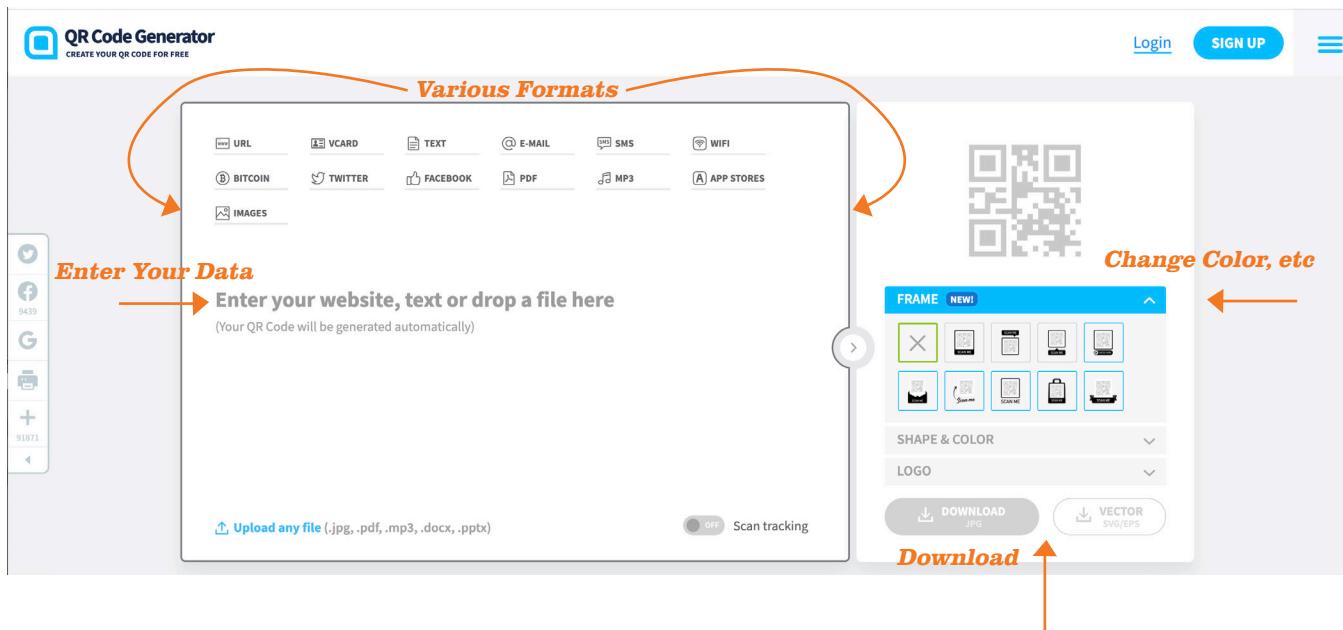   - unitag.io/qrcode

   - qrcode-tiger.com

   - qrcode-monkey.com

2. **Several format options are available from most free generators.** These might be simple text, a website URL, a phone number, a text message, or a vCard (contact card). The device that scans the code will launch the applicable program when the code is scanned (for example, scanning a phone number code will open the dialer on the phone and enter in the phone number).

3. **Enter in your data.** Enter your data into the fields provided by the generator.

4. **You can change the color.** By default, QR codes are black and white, but they can be any color you want.

5. **Share your code.** All free code generators allow you to download your code in PNG format. This image file can be easily added to any document, uploaded to your personal website, or added to your email signature.

*Example using QR Code Generator*

# How to Shorten a URL

1. **Copy the URL you want to shorten.** You can shorten any URL, regardless of its length and complexity. Simply highlight the URL in your address bar and copy it to the clipboard by pressing Ctrl + C (Command + C for Mac).

2. **Use a URL shortener service.** URL Shorteners provide abbreviated URLs for extra-long addresses. These URLs typically hide the destination due to shortening. There are a wide variety of free URL shortening services available.

   A free suggestion:

   • [bitly.com](bitly.com)

3. **Paste the URL into the shortener field.** Place the cursor in the text field on the shortener's website and paste the copied URL. You can paste by pressing Ctrl + V (Command + V for Macs).

4. **Press the "Shorten" button.** While every site will look a little different, they should have a button next to the URL field to create the shortened URL.

5. **Share your new link.** Shorter URLs make it a lot easier for users to write down and access your sites when live links are not always possible. They also just look better!

*Example using Tiny URL*



*Paste Your URL* →

*Click "Make"* ↑