Create a Go Link (shortened Brown URL)
Stephanie Obodda - 2020-04-16 - 0 Comments - in Web Literacy

**Go Self-Serve** allows Brown community members to create shortened URLs for any page within a Brown website. The service is an easy way to immediately create a more memorable and marketable URL, perfect for a poster, Morning Mail, BDH ad, slide presentation, website, etc. The best part is, you can do this yourself.

1. Log into [https://brown.edu/go/](https://brown.edu/go/)
2. Enter the URL you wish to shorten, e.g.,
   ```
   https://www.brown.edu/about/administration/human-resources/benefits/wellness-brown
   ```
3. Enter the Go address, e.g., [https://www.brown.edu/go/wellness-brown](https://www.brown.edu/go/wellness-brown)

*Tip: Check to make sure that the Go link you want doesn't already exist. If so, you will not be able to associate it with a different URL.*

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**Go Self-Serve URLs**

<table>
<thead>
<tr>
<th>Create a Link</th>
<th>View All Links</th>
<th>Manage Your Links</th>
<th>WebServices</th>
</tr>
</thead>
</table>

**URL to shorten:**
http://www.brown.edu/
(example: http://www.brown.edu/information-technology/support/training)

**URL requested:**
http://brown.edu/go/
Your short URL must be in this “go” format.

[Go]

*Note: This service is only valid for URLs that are hosted on Brown University web servers; only authenticated Brown users are permitted to use this service. Any Brown University community member can set up a Go Self-Serve based on any Brown University website. Is there a new Brown server/service that you want to create go URLs with and you can’t? Email us at [WebServices@brown.edu](mailto:WebServices@brown.edu).*