

## Create a Go Link (shortened Brown URL)

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**Go Self-Serve** allows Brown community members to create shortened URLs for any page *within* a Brown website as well as the Brown Google domain. 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://go.brown.edu/>
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>

*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.*

### Go Self-Serve URLs



The screenshot shows the 'Go Self-Serve' web interface. On the left is a sidebar with links: 'Create a Link', 'View All Links', 'Manage Your Links', and 'WebServices'. The main content area has two sections. The first, 'URL to shorten:', contains a text input field with 'http://www.brown.edu/' and a small example text below it: '(example: http://www.brown.edu/information-technology/support/training)'. The second section, 'URL requested:', contains a text input field with 'http://brown.edu/go/' and a note below it: 'Your short URL must be in this "go" format.' At the bottom of this section is a 'Go!' button.

**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).