



Secure Link Checklist:

1. **Use HTTPS:** Always ensure the shortener provides a secure URL (starts with "https://") to protect users' data and privacy.
2. **Check the source of the URL:** Always verify the original URL to avoid linking to untrustworthy sites.
3. **Custom Branded URLs:** Utilize custom-branded URLs to maintain brand recognition and trustworthiness.
4. **Analytics Monitoring:** Regularly check link analytics for unusual or suspicious activity.
5. **Update Expired Links:** Regularly review and update shortened links to avoid broken or outdated links.

6. **Avoid Free-only Shorteners:** Opt for reputable, trusted shorteners, and consider premium plans to enhance security.
7. **Test Links Before Sharing:** Always test the shortened link to ensure it redirects to the correct destination without phishing risks.

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