Difference between biolink page and short URL

Platform · https://get.1li.ch/en/faq/difference-between-biolink-page-and-short-url/

The biolink page is a page where you list all your useful links, social networks, contact details, latest posts, products, services, etc.

One of the main purposes of biolink pages is to insert a useful link in the profile of social networks that do not allow links directly into posts (such as Instagram), allowing the indication "Link in bio" in posts and inserting the respective link (e.g., to the last blog article) into the respective biolink page.

In addition, the biolink page can also be used on all other social media (e.g., instead of the link to the website, as an intermediate landing page summarizing all the main useful links, products, services, other socials, etc.) or as a digital business card to present to your potential contacts at any opportunity (directly with its short link, or by scanning a dedicated QR code).

You can find some popular biolink pages at 1li.ch/directory.

The short URL, on the other hand, is a shortened link that is easy to remember and quick to write (e.g., 1li.ch/web) to one of your long links that would otherwise be difficult to memorize and transcribe (e.g., https://www.amweb.ch/it/servizi/pacchetti/#pacchetti-web).

Also for the biolink page, it is advisable to define a link that is as short as possible and related to your business, so that it is easy to remember and to write if necessary.