



LIVE THE WORLD

URL Shortener

User Manual Guide

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Project Objective & Overview

The AMEX LIVE THE WORLD URL Shortener project was developed by Construct Digital. The aim of this project is to enable AMEX LIVE THE WORLD to share vanity links with her customers on collaterals and on various digital media.

For instance, a long URL like:

<https://longurlmaker.com/go?id=KEMQORCWMKXIBPGFZNXDCRHZWYWYSCZDHMTVDWRQGPZIEFOESLHVDOVAMSUFUYIBKWCWOYOEFDNDNIIBMBNTXQISQVKPAFNJGYMD>

can be shortened to:

<https://livetheworld.co/2>

Terms of Service & Use

AMEX LIVE THE WORLD URL Shortener (hereinafter will be known as 'service') will help with the aesthetics especially in print and web media sharing. The shortened URL is relatively easy to remember and together with analytics built it, it can provide useful information on the number of clicks.

AMEX can also share the same URLs but with different UTMs parameters to determine the most successful media for a campaign.

Construct Digital is not liable for any misuse of any sorts for this service.

This service is dependent on the hosting for the LIVE THE WORLD website (<https://livetheworld.americanexpress.com/en-GB>) as it resides in the same server.

A yearly renewal for both SSL certificate and domain name (<https://livetheworld.co>) will be required and borne by AMEX through Construct Digital.

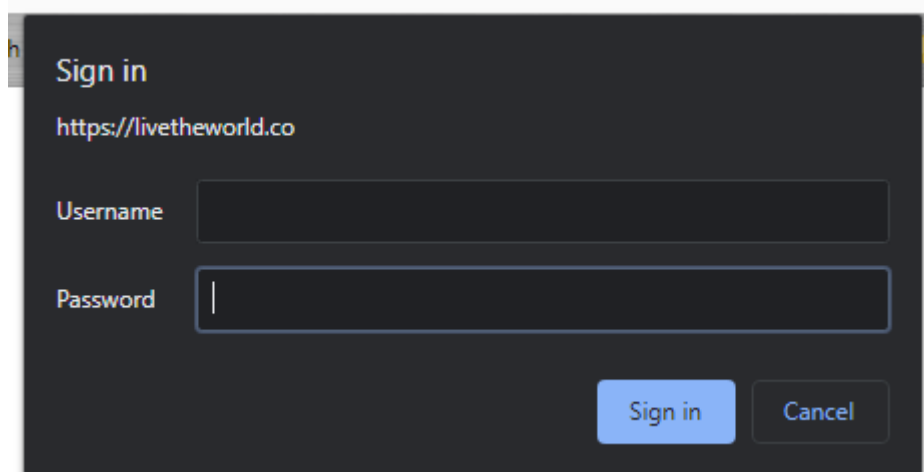
Getting Started

The application is built on 2 layers of security namely:

- Level 1 – Upon entering <https://livetheworld.co>
- Level 2 – Logging into the application to check your link performance, analytics and dashboard.

Acquiring Level 1 Access

Acquiring the access upon entering <https://livetheworld.co> can only be obtained by contacting the administrator. You will need to contact the administrator, **Denise Cheang** (denise.a.cheang@aexp.com) and obtain the approval from her.



Sign in

https://livetheworld.co

Username

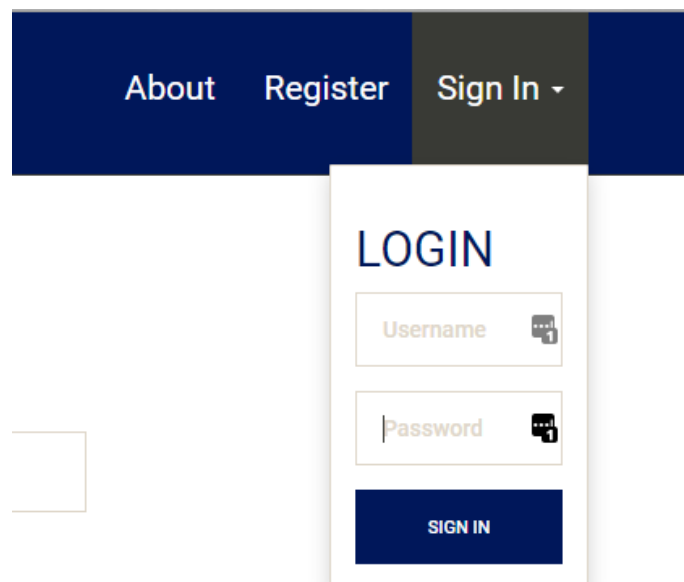
Password

Sign in Cancel

The username and password will be sent to you by the administrator.

Acquiring Level 2 Access

You can freely use the service without acquiring a Level 2 access. However, you will not be able to track the performance of your links. To check the performance of your vanity links, you will need a Level 2 Access



About Register Sign In ▾

LOGIN

Username

Password

SIGN IN

Requesting for Level 2 Access to view statistics

To acquire a Level 2 access, you will need to create an account by clicking on the **Register** button.

The following page should load.

Register

Username:	<input type="text" value="Username"/>	Username The username you will use to login to Amex Url Shortener.
Password:	<input type="password" value="Password"/>	Password The secure password you will use to login to Amex Url Shortener.
Email:	<input type="text" value="Email"/>	Email The email you will use to verify your account or to recover your account.

REGISTER

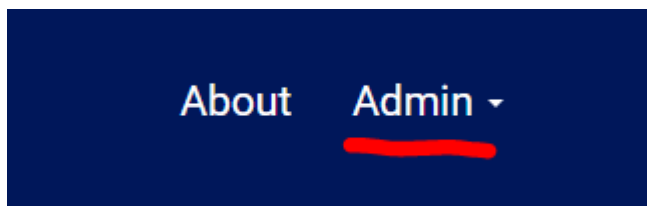
Already have an account? [Login](#)

Enter the username, password and email address and click on the **Register** button.

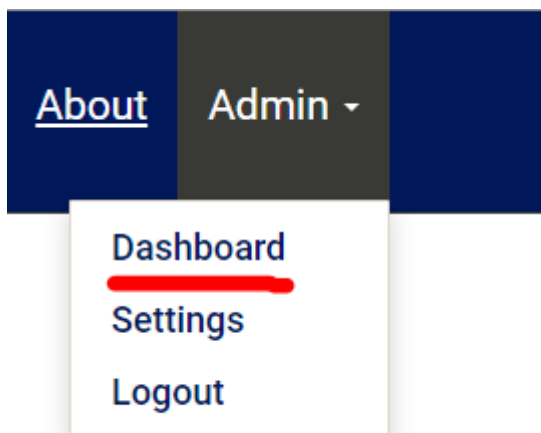
Once that has been completed, inform the administrator through email to be granted access.

Approving Access for Level 2 (For Administrator Only)

Login to the application and click on your name.



Select **Dashboard**.



Select **Admin**.

- HOME
- LINKS
- SETTINGS
- ADMIN**

Welcome to your Amex Url Shortener dashboard!

Use the links on the left hand side to navigate your Amex Url Shortener dashboard.

Under Users, click on **Inactive** and assign a **Role** - Default (only see their vanity links) or Admin (can see all)

Users NEW

Show entries Search:

Username	Email	Created At	Activated	API	Role	Delete
admin	tan@construct.sg	2020-11-26 09:59:38	ACTIVE	API INFO	admin	DELETE
farihin	farihin@construct.sg	2020-12-03 10:53:55	INACTIVE	API INFO	default	DELETE

Showing 1 to 2 of 2 entries PREVIOUS 1 NEXT

Note: Remember to inform the user that you have created their account.

Creating a Random URL Link (Vanity)

Users can use the service by entering the URL that they would like to shorten. If the vanity link does not matter and has no specific required URL, users can simply place the long URL and click on the 'Shorten' button.

Upon clicking on the shorten button, users will need to copy the link and share the link with their users or place it in their marketing mediums.

Shortened URL

📄

GENERATE QR CODESHORTEN ANOTHER


Creating a QR Code

Based on the generated Vanity link, users can also opt to generate a QR code by clicking on the **Generate QR Code** button after shortening the URL.

Shortened URL

📄

GENERATE QR CODESHORTEN ANOTHER



The QR code will be displayed below the buttons. You can perform a Right-click and 'Save image as' to be shared.

Click on **Shorten Another** to shorten another URL.

Creating Custom URL Link (Vanity Link)

Users can use the service by entering the URL that they would like to shorten. If there is a specific required URL, users will need to place the long URL and click on More Options link.

Customize Link

livetheworld.co/

Check Availability


Shorten [More Options](#)

Place the custom URL into the textbox area and click on **Check Availability** button.

If the URL is **available**, simply click on the **Shorten** button.

Upon clicking on the shorten button, users will need to copy the link and share the link with their users or place it in their marketing mediums.

Shortened URL



GENERATE QR CODE **SHORTEN ANOTHER**

Creating a QR Code

Based on the generated Vanity link, users can also opt to generate a QR code by clicking on the **Generate QR Code** button after shortening the URL.

Shortened URL

<https://livetheworld.co/3>



GENERATE QR CODE

SHORTEN ANOTHER



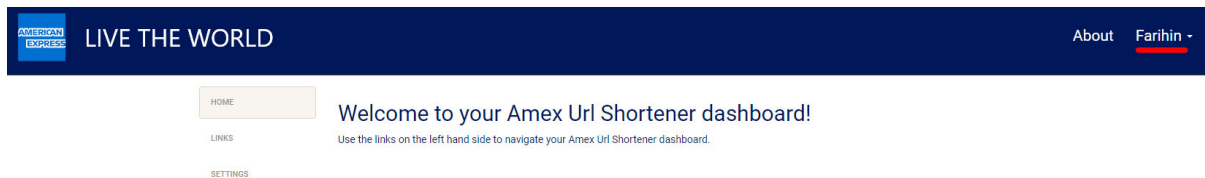
The QR code will be displayed below the buttons. You can perform a Right-click and 'Save image as' to be shared.

Click on **Shorten Another** to shorten another URL.

Dashboard - Link Performance (Analytics)

User who would like to see the performance of their vanity can login (both level 1 and level 2), select their name and choose **Dashboard**.

They will be greeted with the following screen.



Click on **Link** found on the left sidebar menu.

Users will be able to see the following details and screen.

Show entries Search:

Link Ending	Long Link	Clicks	Date
3	https://longurlmaker.com/go?id=KEMQORCWMKXIBPGFZNX...	0	2020-12-03 11:12:18

Showing 1 to 1 of 1 entries PREVIOUS 1 NEXT

- Link Ending indicates the shortened vanity link.
- Long Link is the actual long URL
- Clicks refer to the number of users who have clicked on the vanity link
- Date refers to the time the vanity link was created (GMT +0)

Dashboard - Change Password

User will need to login (both level 1 and level 2), select their name and choose **Settings**.

Input your old password and new password.

Change Password

Old Password:

New Password:

SUBMIT

Click **Submit**.

Your password should be changed.

Note: It is good practice to change your password every 6 months.

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