

NAME.LY

Self-expressing jingly URLs

@Name_ly #odcamp

How often do you click on provided links?

- Studies show that many hyperlinks are skipped because the users find them uninteresting, unattractive, excessively long, unclear, or some other way unappealing or disturbing
- Of course **context** plays a big role, and yet, these days many people scan the articles without deeply reading them
- Thus a good looking URLs help you to increase your Click-Through-Rate (CTR)
- Now, how to attract your readers to click on your links?
- Many people will click on **jing.ly** links just out of **curiosity** and also because the URL itself carries a direct **message** itself
- @Nespresso #clooney: have you heard of “Nespresso. What Else?” campaign? <http://nespresso.what-el.se?>

Name.ly/Themes

- Say you want to share all link to your online resources in one go:
 - <http://odessacamp.com.ua/>
 - http://community.livejournal.com/odessa_camp/
 - <http://twitter.com/OdessaCamp>
 - <http://tweetvite.com/event/OdCamp>
 - <http://www.facebook.com/OdessaCamp>
- If you have them on you home page – it is fine – share it.
- If not, why not to try free Name.ly themes:
 - <http://sincere.ly/odessa.camp/> [Name.ly/Frames]
 - <http://what-el.se/odessa.camp/> [Name.ly/Cards]

Name.ly/Frames

Just select tabs in the top menu

The screenshot shows a web browser window displaying the Name.ly page for 'Odessa Camp'. The browser's address bar shows the URL 'http://sincere.ly/odessacamp/'. The page features a top navigation menu with tabs for 'Start', 'Home', 'Blog', 'Twitter', 'Tweetvite', and 'Facebook'. Below the navigation, there is a header for 'LIVE JOURNAL' and a search bar. The main content area displays a post titled 'Трансфер Вокзал - Здание горсовета' by user 'oksunny' on August 10th, 12:42. The post includes a list of bus routes and a calendar for August 2010. A sidebar on the right contains a calendar and a promotional banner for 'Plus amazing HD channels' from Virgin Media. Arrows from the text on the left point to the navigation tabs.

Odessa Camp

http://sincere.ly/odessacamp/

Start Home Blog Twitter Tweetvite Facebook

LIVE JOURNAL You are viewing the community odessa_camp

Log in Create a LiveJournal Account Learn more

RECENT ENTRIES FRIENDS ARCHIVE USER INFO RSS

OdessaCamp — баркемп в Одессе

August 2010

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Трансфер Вокзал - Здание горсовета

От Железнодорожного вокзала можно проехать:

1. **Маршрутки (проезд 2 грн.)**. Переходим через подземный переход на Привокзальную площадь Там стоим на остановке. Ориентир - круглая площадь с фонтаном должна быть напротив. Ориентировочное время на проезд - 15 мин.

- 221 выходим на Ласточкина (остановка так и называется) и спускаемся по ней к оперному театру, затем от оперного до Приморского бульвара и здесь вы увидите это самое красивое здание горсовета
- 175 - едем до конечной - Соборная площадь. Переходим подземный переход, выходим на Дерибасовскую, по Дерибасовской доходим до переуллка к оперному театру - виден визуально по левую руку. Затем от оперного спускаемся до Приморского бульвара и упираемся в здание горсовета.
- 242 маршрутка - выходим на остановке Дерибасовская. Дальше маршрут см. выше

Троллейбусы (проезд 1 грн.), ориентировочное время на проезд - около 20 мин.

1,2 - доезжаем до остановки Соборная площадь/Садовая - выходим - маршрут смотри выше

10 - доезжаем до остановки Морской вокзал - выходим. доходим до Потемкинской. поднимаемся вверх (можно на фуникулере)

oksunny August 10th, 12:42

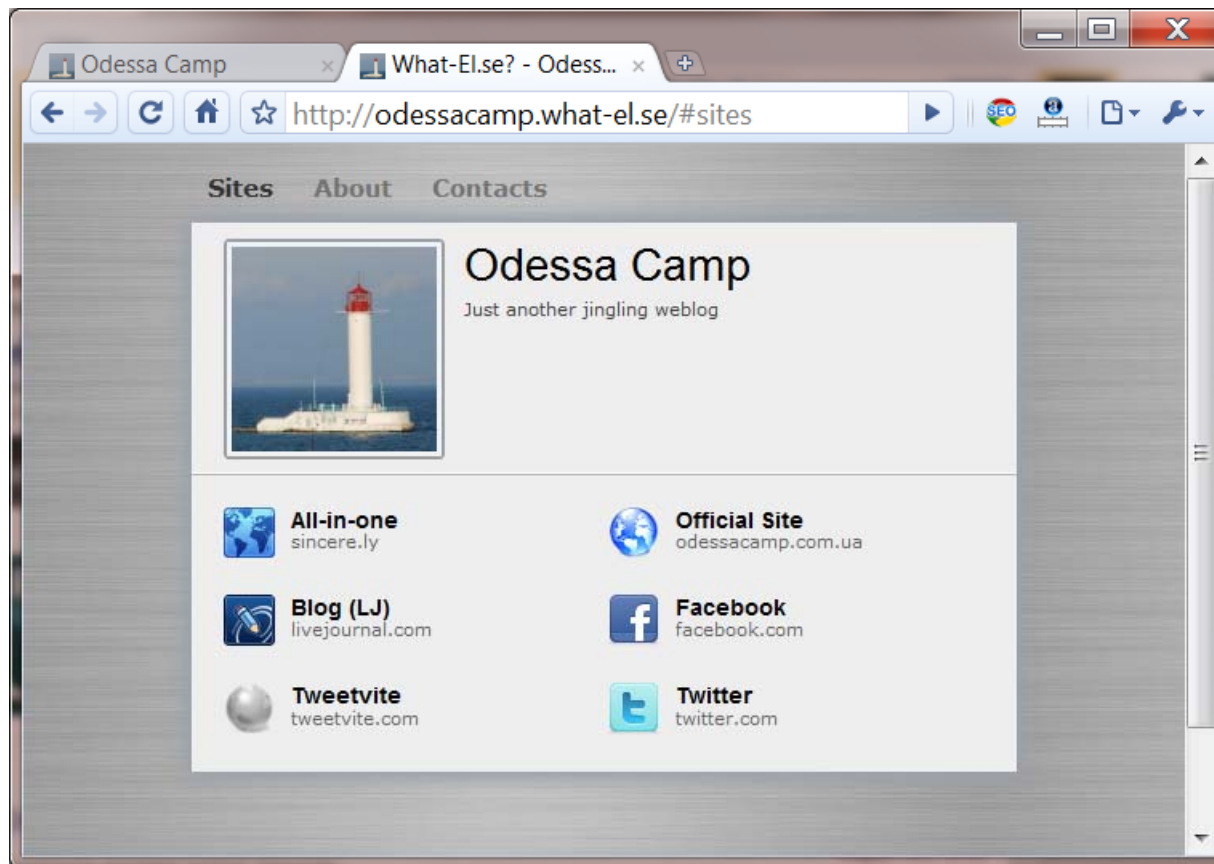
Plus amazing HD channels

Rollover for legals

Virgin media

Page Summary

Name.ly/Cards



- Links can be set to open in a new window
- Add some brief information about yourself as well as your public contacts
- Run a blog too

Short URLs

- Choose any Name.ly domain for your short URLs:
 - <http://name.ly/!NU>
 - <http://sincere.ly/!NU>
 - <http://sincere.ly/yours/!NU> or <http://yours.sincere.ly/!NU>
 - <http://thatism.me/!NU>
 - <http://of-cour.se/!NU> or <http://ofcour.se/!NU>
 - <http://what-el.se/!NU> or <http://whatel.se/!NU>
 - <http://where-el.se/!NU> or <http://whereel.se/!NU>
 - <http://who-el.se/!NU> or <http://whoel.se/!NU>
- ...
- And many more to come, brief.ly, cool.ly, savvy.me, smarter.me, sure.ly, url4.me ...

Why should I use Name.ly?

- It allows you to consolidate your multiple pages and social profiles
- Its meaningful URLs look cool
- It offers catchy designs
- It has impressive short links
- Extra links to your main resources always help
- You can blog on it too, share photos, etc
- If you add <http://sincere.ly/your/.../> to your email signature - more people with whom you communicate will be visiting your web sites
- So far more than half of my readers click on <http://sincere.ly/your/mark/> - mostly out of curiosity

Further reading

- More examples and information on Name.ly:
 - > [http://Name.ly/!Ej\\$3n](http://Name.ly/!Ej$3n) (these slides in PDF format)
 - > <http://Name.ly/demo/>
- Brands-and-Jingles is an advertisement initiative with representatives in the United Kingdom, the Netherlands, Montenegro and Ukraine. The agency creates and develops jingles that intensify brands online as well as in the real world. Brands-and-Jingles is sponsored by MAKTIG Venture Capital.

Brands-and-Jingles

53 Radford House

1 Pembridge Gardens

W2 4EE

London

United Kingdom

Tel +44 7920162000

Research@Brands-and-Jingles.com

<http://Brands-and-Jingles.com/>

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