

Google URL Shortener to Cease Operations Next Month

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Google's popular URL shortening service, [goo.gl](#), is scheduled to be discontinued next month, marking the end of an era for many web users and developers. The tech giant announced its plans to sunset the service back in 2018, providing a grace period for users to transition to alternative solutions. Since its launch, the Google URL Shortener has been a widely used tool for creating concise links, simplifying sharing on social media, and tracking click data. However, with the evolving landscape of web services and the rise of other robust URL shortening platforms, Google decided to shift its focus. Existing short links created with [goo.gl](#) will continue to redirect to their original destinations, ensuring that no broken links are left in its wake. However, users will no longer be able to create new short URLs or access their dashboards for analytics after the service officially ceases operations. Google has recommended that users migrate to [Firebase Dynamic Links \(FDL\)](#) for similar functionality, offering more advanced features for app and web linking. For those simply looking for a URL shortening service, a plethora of third-party options remain available, including [Bitly](#), [Rebrandly](#), and [TinyURL](#). The shutdown underscores Google's ongoing strategy of streamlining its product offerings and focusing on core services, while encouraging developers and users to adopt more modern and comprehensive solutions. Users are advised to make any necessary adjustments to their workflows before the final discontinuation next month.

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