QR Codes

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What’s Black and White and Indistinct all over?
Realtors:

• Virtual tours
• Web sites
• Contact information
Applications for HPD?

- Web site
- Contact info
- Application info
- Testing sites
- Virtual tour
- Videos
How to Create a QR Code:

• Use a QR Code generator OR
• Do it yourself
Copy the URL of your web site
Go to Google URL Shortener

http://goo.gl/
Paste the long URL into the box and select shorten.
Copy the shortened URL
Paste new URL into your browser window
Add .qr to your URL, Enter

http://goo.gl/4JZR6.qr
Get the new QR Code for your web site
Best Practices:

• Use 1/8 inch border around your QR Code
• Code should be larger than 1 inch square
More info: shortened URLs

- Extensions / plug-ins available
- Get a shortened URL from your browser
- Probably not generate QR Code
- Useful in Twitter, SMS, texting
Ethics of shortening URL services:

- Look at source country of URL shortening service (is.gd=UK, Google=US)
- Should be free service with no 3rd party advertising attached
- Do they collect personal data and what do they do with it?
- How is the service funded?
Google Chrome users:

1. Launch Chrome browser
2. Open goo.gl shortener extension
3. Install plug-in
4. Open a web page
5. Click goo.gl shortener link
6. Copy or tweet
Safari Users:

- Download “Make it Short”
  http://junecloud.com/software/mac/make-it-short.html
- Supports bit.ly, j.mp, Google (goo.gl), CloudApp (cl.ly), is.gd, and TinyURL.com
Firefox Users:

Use goo.gl lite plugin for quick creation of goo.gl shortened URLs in Firefox browser.
Other URL shorteners

• tinyurl.com
• bit.ly
• Is.gd (iPad)
• Simple URL (iPad)
iPad option:

- Open Opera browser
- Select Tools > Preferences > Search
- Select Add
- This will create a Custom Search
Sample custom searches-

- Opera Community
- Opera.com
- The Internet Movie Database
- Newegg.com
- Google Image Search
- Deep Discount DVD
- Google
- Amazon.com
- Wikipedia
- eBay
- is.gd URL Shortener

You can perform Web searches in the address field.
Entering ‘g opera’ will search for Opera using the Google search engine.
Add is.gd URL shortener:
Keyboard shortcut u:

Example:

- URL= http://msn.foxsports.com/
- Paste u http://msn.foxsports.com/ into URL address
- Enter
- Get shortened URL address
Here it is:

Your new shortened URL is: http://is.gd/3o8MG (use control+c or right click/copy to copy it to your clipboard)

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Your is.gd shortened URL is http://is.gd/3o8MG [open in new window] (18 characters).
The original URL was http://msn.foxsports.com/nfl/story/10084588/NFL-Truths:-McKelvin-deserves-Bills-fans’-boos [open in new window] (94 characters).

We made your URL 81% (76 characters) shorter!
Shortened URL

• Smaller character number
• Useful in Tweets, places with character limits