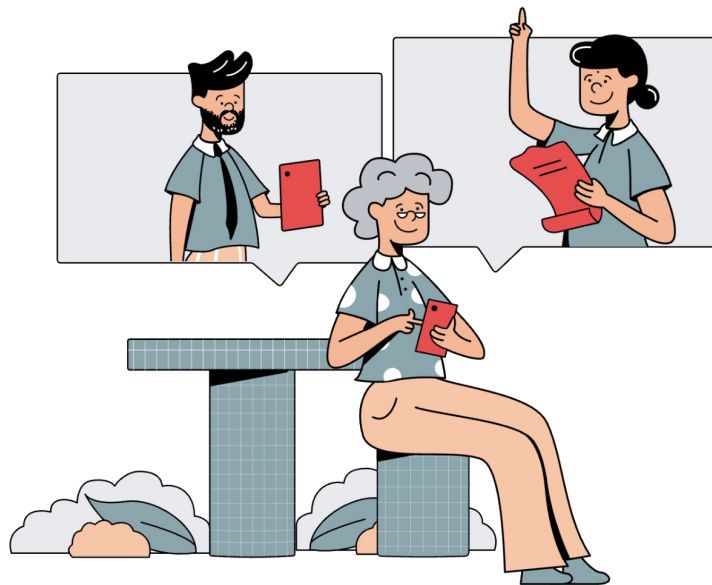GO.gov.sg

# The official link shortener for the government

Trusted short links from public officers
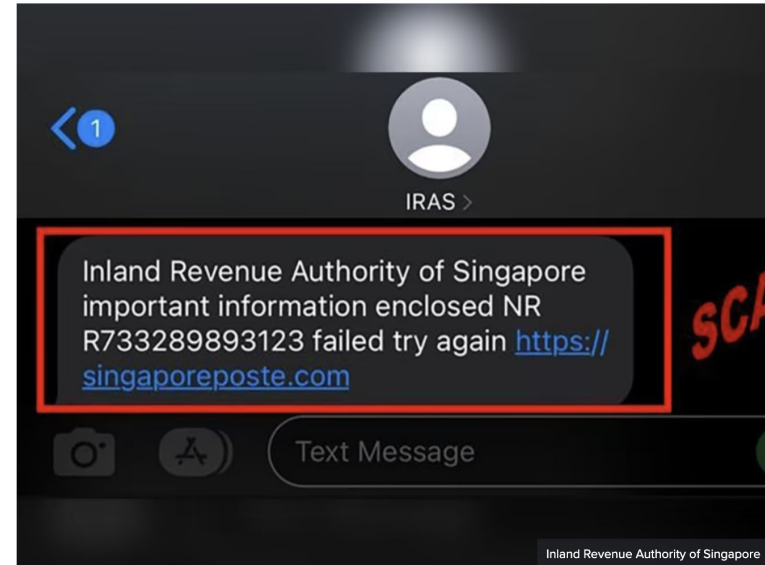
# The problem

# For the longest time, sharing links with citizens was simple and fuss-free...

# Until this...

## Iras warns public of SMS scam that includes phishing link



A sample of a fake SMS that looks like it was sent by the Inland Revenue Authority of Singapore.

BY ASYR

Published February 3,
Updated February 3,

Follow us on Instagram and Tiktok, and join our Telegram channel for the latest updates.

SINGAPORE — The Inland Revenue Authority of Singapore (Iras) is advising members of the public to ignore a scam (Short Message Service) SMS purportedly sent by the statutory board that includes a phishing link designed to obtain important information.

POPULAR

# Some tried to improve legitimacy by using commercial link shorteners:

Example of original link:
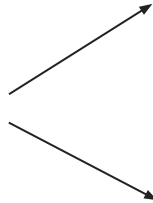
https://eservices.ica.gov.sg/esvclandingpage/apples



https://bit.ly/ica-eservices

OR

https://tinyurl.com/ica-eservices

# Problems with using existing commercial link shorteners:



Pay taxes:
bit.ly/paytax

**Sent by IRAS**

Pay taxes:
bit.ly/pay-tax

**Sent by attacker**

# Problems with using existing commercial link shorteners:

## Links regarded as phishing or fake news

Citizen might be afraid of phishing when receiving a shortened link and unsure of where it goes to

## Links regarded as spam

Email clients (e.g. Gmail) might block your link because it is listed as Spam (eg. *bit.ly, tinyurl, goo.gl*)

## Extra cost for security features

Some tools allow you to use your domain to ensure security and branding but charge more for this

# The solution

# GO.gov.sg

# The official link shortener for the government

Trusted short links from public officers

# Ensure scammers are unable to replicate your links

Pay taxes:
bit.ly/paytax

**Sent by IRAS**

Pay taxes:
bit.ly/pay-tax

**Sent by attacker**

VS

Pay taxes:
go.gov.sg/paytax

**Legitimate
.gov.sg domain
can't be
replicated by
attacker**

🔒 go.gov.sg

🦁 A Singapore Government Agency Website

**Check your address bar**

Beware of phishing!
Make sure your link starts with go.gov.sg
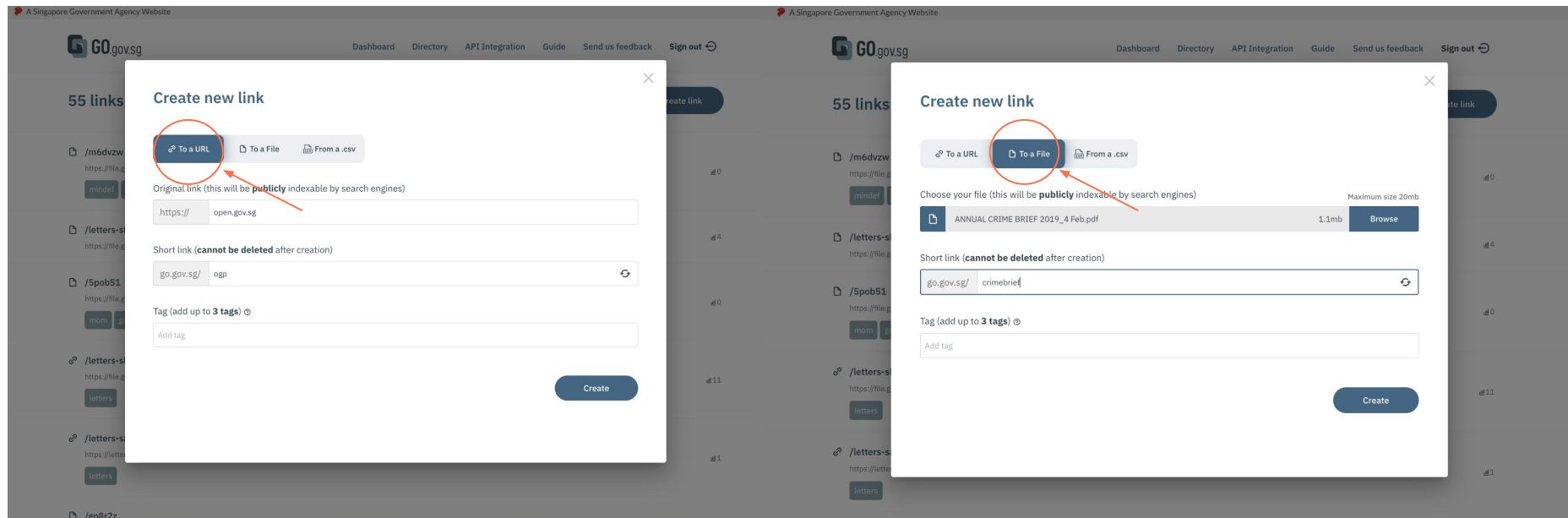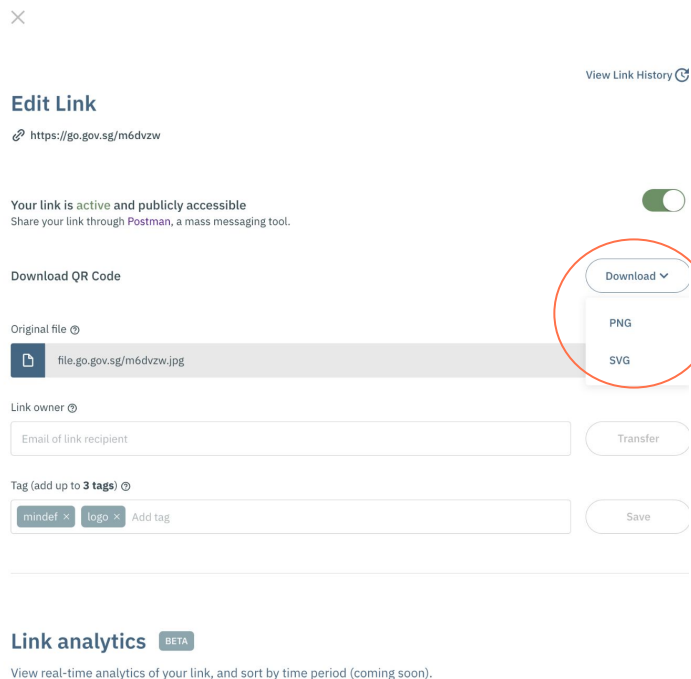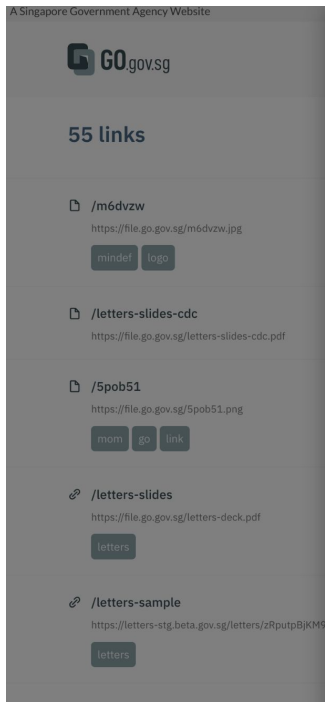You will be redirected in 6 seconds ⟳

🔒 go.gov.sg/

I've checked the link. Skip ahead →
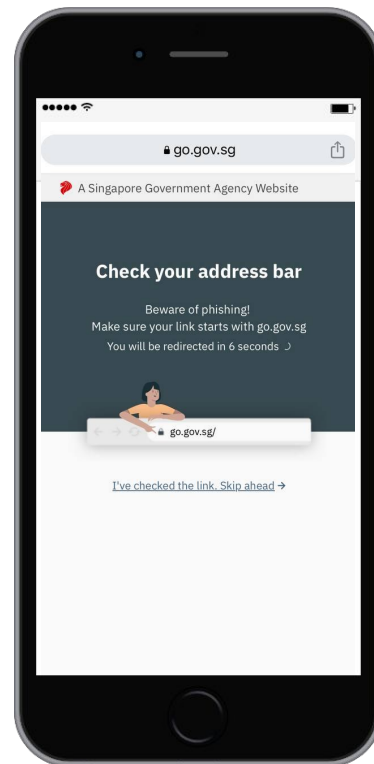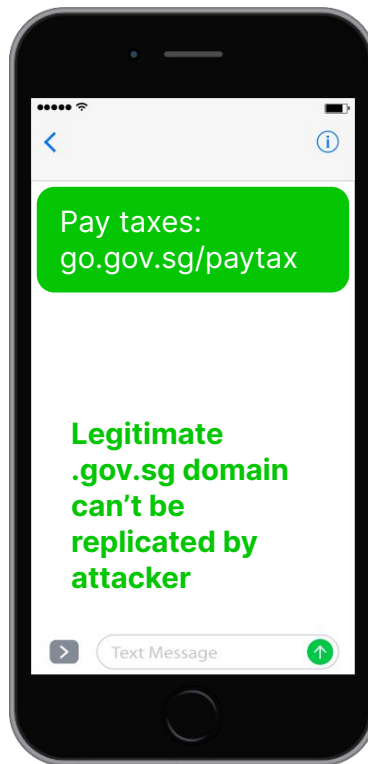
# How does it work?

# Create unique short links that point to URL or a file

# Easily generate QR codes to share with others

A Singapore Government Agency Website

**GO**.gov.sg

**55 links**

/m6dvzw
https://file.go.gov.sg/m6dvzw.jpg
`mindef` `logo`

/letters-slides-cdc
https://file.go.gov.sg/letters-slides-cdc.pdf

/5pob51
https://file.go.gov.sg/5pob51.png
`mom` `go` `link`

/letters-slides
https://file.go.gov.sg/letters-deck.pdf
`letters`

/letters-sample
https://letters-stg.beta.gov.sg/letters/zRputpBjKM9
`letters`

✕

View Link History ↻

## Edit Link

🔗 https://go.gov.sg/m6dvzw

Your link is active and publicly accessible
Share your link through Postman, a mass messaging tool.

Download QR Code                                    Download ⌄

                                                    PNG

Original file ⓘ                                      SVG

📄  file.go.gov.sg/m6dvzw.jpg

Link owner ⓘ

Email of link recipient                              Transfer

Tag (add up to 3 tags) ⓘ

`mindef ✕` `logo ✕` Add tag                          Save

## Link analytics  BETA

View real-time analytics of your link, and sort by time period (coming soon).

**GO**.gov.sg

# Mass generate up to 1000 short links using a csv upload



## Create new link

| 🔗 To a URL | 📄 To a File | 📋 From a .csv |
|---|---|---|

⭐ New feature to shorten your original links in bulk! Here is how:
1. **Download template .csv file** ←
2. Fill up the template file with your links (up to 1000 links)
3. Upload the .csv file here

Choose your **.csv** file (the links in this file will be **publicly indexable** by search engines)    Maximum size 10mb

📄 No file selected    **Browse**

Only CSV format files are allowed.
If you have an Excel file, please convert it by going to File > Save As > CSV (Comma delimited).

Tag (add up to **3 tags**) ⓘ

Add tag

**Create**

---

GO.gov.sg    Dashboard    Directory    API Integration    FAQ    Help us improve    Sign out →

## 12033 links

Link ⌄    🔍 Search links    ⚙    Download links    **Create link**

✅ **QR codes successfully generated**
Please download your QR codes here or via email    ← **Download .zip ⌄**    ✕

Download all

🔗 /0vbo8zym    Links (CSV File)
https://google.com
bulk_create    guide    🔗 Copy    • Active    QR Codes (PNG)    5 Dec    📊 0

🔗 /888hdr35    QR Codes (SVG)
https://yahoo.com
bulk_create    guide    🔗 Copy    • Active    5 Dec 2022    📊 0

🔗 /bi86upev
https://open.gov.sg
bulk_create    guide    🔗 Copy    • Active    5 Dec 2022    📊 0

# Create tags for your short links to make them easier to find

# Find out how your short links are doing using analytics
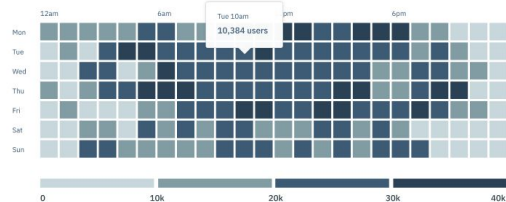
## By devices

## By clicks

## By traffic

### Link analytics BETA

View real-time analytics of your link, and sort by time period (coming soon).

Devices    Clicks    Traffic

23,568 total clicks

**What devices are your users on?**

- Desktop **77.4%**
- Tablet **1.8%**
- Mobile **20.9%**
- Others **0.2%**

### Link analytics BETA

View real-time analytics of your link, and sort by time period (coming soon).

Devices    Clicks    Traffic

301903 total clicks

**How many users have visited your link in the past week?**

Download full link click statistics here

400
300
200
100
0

27 August 2022
**186 total clicks**

Tue   Wed   Thu   Fri   Sat   Sun   Mon

### Link analytics BETA

View real-time analytics of your link, and sort by time period (coming soon).

Devices    Clicks    Traffic

23,568 total clicks

**When do your users visit?**

12am    6am       6pm

Tue 10am
**10,384 users**

Mon
Tue
Wed
Thu
Fri
Sat
Sun

0    10k    20k    30k    40k

# Want to find out who owns a link? Use the Directory!

# Connect your existing tech systems to GoGovSG using our APIs
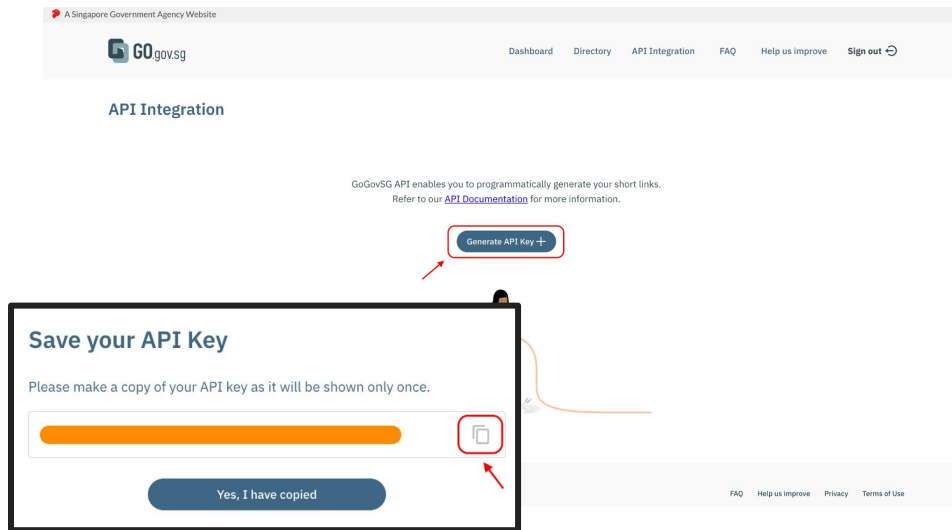


1. **Create a short link**

2. **Update your short link**

3. **Get information about your short link (s)**

# Success stories

# Examples of where GoGovSG short links have been used

# And many other use cases in government!

- **/agsubmit -** submissions of ART results for those under quarantine
- **/mohupdates** - MOH covid updates
- **/temporary-relief-fund** - MSF Temporary Relief Fund for Covid 19
- **/passport** - passport application
- **/sgn-shorttermaccomm**  - Stay-Home Notice and short-term hotel accommodation rates for returned overseas Singaporeans
- **/msf-covid19-support** - MSF Covid 19 Support Grant
- **/ssolocator** - Social Service Office locator
- File sharing use case: POFMA notices

**397+ million** link visits since March 2019

# A brand increasingly recognised by citizens :)
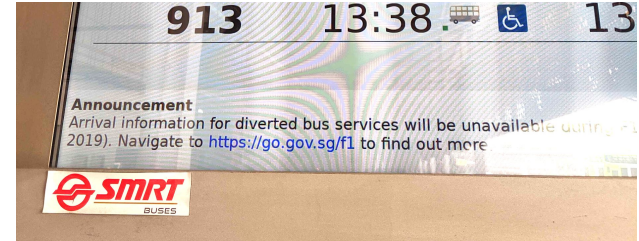
# Upcoming Features

# Upcoming features in our product roadmap:

## Link Collaboration

Exploring how to allow public officers to share ownership of links with different access/editing rights.

## Link Analytics 2.0

Exploring how to allow users to better track & attribute the traffic for their shortlinks.

## GoGovSG APIs 2.0

Exploring how to allow users to better link up their systems with GoGovSG through APIs.

**Please let us know** if you have any use cases for the features above. Our team would like to speak to you!

OPEN
GOVERNMENT
PRODUCTS

GO.gov.sg

# Contact Us

Guide: https://guide.go.gov.sg
Contact Us: feedback@go.gov.sg