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A **shortname** is the portion of your **landing page** URL that appears after the domain name. You create a shortname when you [create a new profile](#).

For example, in the URL

```
http://myreviews.com/mybusiness
```

```
mybusiness
```

is the shortname.

Please note that a profile will still have a shortname even if you are hosting it on a dedicated domain or subdomain (e.g. *mybusinessreviews.com* or *review.mybusiness.com*).

You can find your profile's shortname anytime by:

- Going to **Manage > Profiles**
- Locating your profile in the list (use the **Search** field if desired)
- Looking in the **shortname** column