fynl.io

FREE CHECKLIST

Static or dynamic? QR code decision sheet

Five questions before you print, and a register so you always know where every code points.

Five questions before you print

Question	If yes
Does the code hold Wi-Fi, a contact card, an email or a phone number?	Static. These work without the internet and need no service.
Could the web address change before the printed item is thrown away?	Dynamic, or static pointing at a page on your own domain.
Do you need to count scans from this print run?	Dynamic, or static with UTM tags on the link.
Is the item expensive or long-lived (signage, vehicle, packaging)?	Avoid dependence on a service you may stop paying for.
Will you reprint it within months anyway (flyers, menus)?	Static is fine; make a new code with the reprint.

Before a dynamic code goes to print

- ☐ I know which account owns the code, and two people can log in
- ☐ I know what happens to the code if the plan lapses
- ☐ The short link's domain is one I recognise and trust
- ☐ Scanned and tested after pointing it at the final page

Register of printed codes

Where it is printed	Static / dynamic	Points to	Owner / account	Printed on	Check again on

The full guide, with the video: fynl.io/blog/static-vs-dynamic-qr-code/ Free QR code generator: fynl.io/free-qr-code-generator