QR Codes

explained

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QR Code Reader

QR Code
Mobi____alia

Designed for Tablet Reading

The Modern Guide to QR Codes for Australian Businesses

Introduction

QR Codes have come a long way from their beginnings in Japan. Today, they're a vital part of marketing, product tracking, and customer engagement for businesses across Australia. This guide is your practical introduction to using QR Codes effectively.

What is a QR Code?

A QR Code (Quick Response Code) is a barcode that can be scanned with a smartphone or tablet. When scanned, it redirects the user to digital content like a website, video, contact details, or document.

There are two main types:
- **Static QR Codes**: fixed and can't be updated
- **Dynamic QR Codes**: editable, trackable, and ideal for business use

Why Use QR Codes?

They're easy to use, affordable, and highly effective. QR Codes help bridge the gap between physical and digital – ideal for linking printed materials, packaging, signage, or displays to a website or video.

How to Create a QR Code

For Static QR Codes, just enter the data you want to link. Your free static QR Code, visit our free generator at https://qrcodesaustralia.com.au/generator.

You can create QR Codes that link to:
- Websites or landing pages
- Contact cards (VCard)
- Google Maps locations
- Videos or social media
- Coupons, menus, files and more

Dynamic QR Codes & Tracking

Dynamic QR Codes give you flexibility. You can change the destination without reprinting the code. Plus, you can track how often it's scanned, what devices were used, and when – handy for improving your marketing.

Dynamic QR Codes only work with URLs so **you can track and alter them.**

Get started with Dynamic QR Codes at **https://qrcodesaustralia.com.au/dynamic-qr-codes/**

A **Dynamic QR Code** adds a database URL that allows you to change the destination through a database using our proprietary online software.

This is why there is a fee for it.

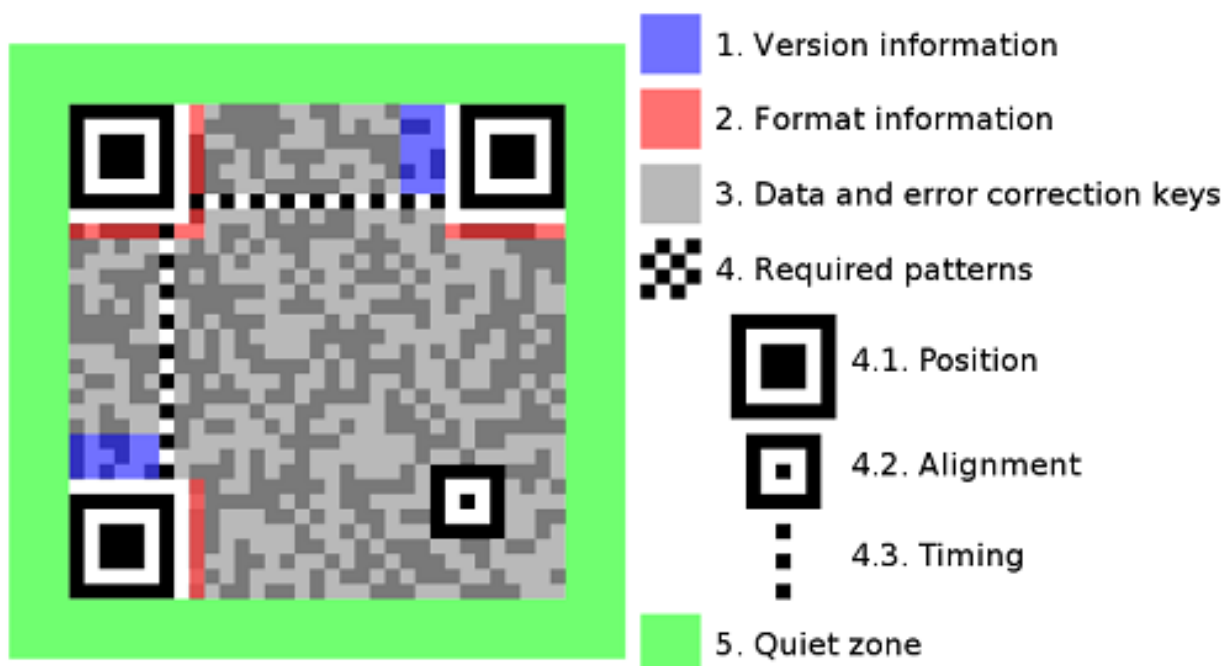Always test your QR Code before printing to avoid mistakes.

QR Code Decorating

Make your QR Codes stand out by adding colours, logos, or custom designs. Just make sure the code is still scannable. Tools like Canva or Photoshop can help, or use built-in options from QR Codes Australia.

There are also some companies that specialise in decorating the Code however, most graphic artists can do it. **Best to do in graphics software so it can be edited later**.

When doing this, there are some key parts of the code that should not be touched. You can see in some of the QR Codes above various changes. Both colourful and graphicly.

The important thing is that when you make any changes, **you test it** before releasing it.

1. Version information
2. Format information
3. Data and error correction keys
4. Required patterns
   4.1. Position
   4.2. Alignment
   4.3. Timing
5. Quiet zone

Mobile Websites & Bio Links

A QR Code should always lead to a mobile-friendly site.

Responsive sites adjust to phones and tablets. If you have lots of links, try a BioLink (like a mini link hub) at https://bizlinks.info/Quentin or https://linktr.ee/

Smart QR Code Labels

For storage, inventory or asset tracking, use QR Code labels from https://smartqrcodelabels.com.au/.

They're waterproof, UV-resistant and can be scanned with free software. You can update the details anytime.

Where to Use QR Codes

Here are a few Aussie-friendly examples:
- Tradie vans linking to quote forms
- Café menus
- Real estate brochures linking to virtual tours
- Event posters with booking links
- Stickers on products for setup help or videos

We write articles every week in our blog on our website.

Videos

Find Priceless Information
in Our Video Library.

Just a few examples of how **QR Codes are being used. By using both a QR Code and an optimized Mobile Website the possibilities are limitless. Click the graphic to view a QR Code YouTube video**.

https://qrcodesaustralia.com.au

Devices

Device	Hits	Changes	Time on site	Action
Windows Phone	6	No change	00:00:00	View trends
Android Phone	40	No change	00:00:00	View trends
HTC	3	No change	00:00:00	View trends
IPhone	61	No change	00:00:00	View trends

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QR Code Tracking

Static QR Code: The actual destination website URL or information is placed directly into the QR code and can't be modified. Little to no tracking available

Dynamic QR Code: The URL information is added to a database and works exactly the same as the static QR Code however you can change this information at a latter date. Usually provides additional tools such as basic tracking.

Dynamic QR codes greatly extend the useful life of a single QR code since, once published, where it sends the user to can be changed at will without it having to create a new QR code. A single QR code image can be deployed permanently in-the-wild and then simply re-tasked as and when required – link it to your own website this week, a YouTube video next week, your Facebook page the week after that, etc, etc.

Or to different offers or coupon pages on your own website as each new promotional program is released over time.

QR Code Tracking is usually a paid service which provides a range of different metrics for each code.

One of the best services is QR Codes Australia which is based in Australia however provides dynamic codes for businesses globally.
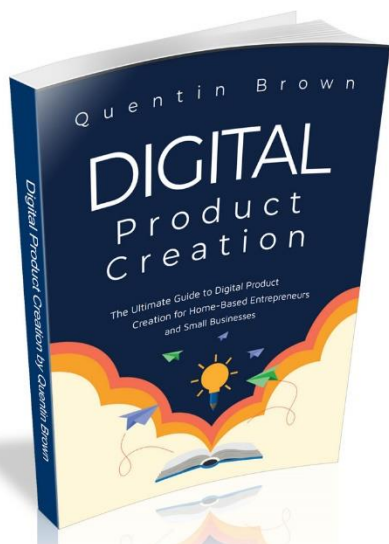
Order your Dynamic Tackable QR Codes Today
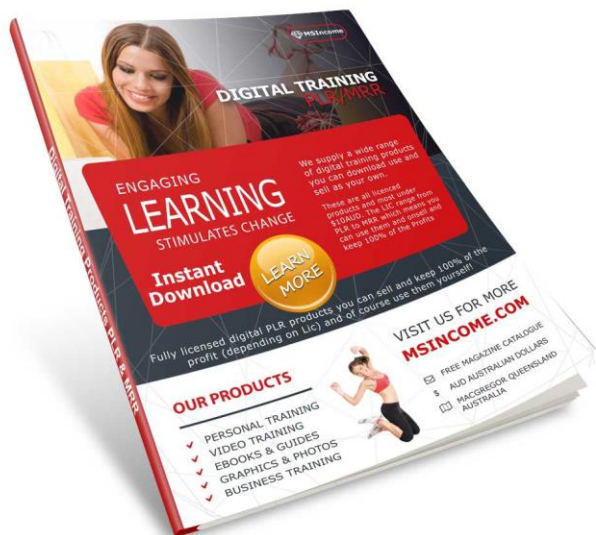
Digital Products You Can Sell

Australian & International **Digital PLR Products**. Fully licensed digital PLR products you can sell and keep 100% of the profit and of course use them yourself! *Pay with Paypal or Stripe Credit Card.* **MSIncome**

Digital Product Creation

Product Creation is a course that will help you create a wide range of Digital Products you can sell as your own. Costs $10 AUD a month for 10 months or $80 one time access. **Free Course Here**