



## Web Domain Standards and Guidelines

Jointly written by Information Technology Services and Marketing Services

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All domains and websites, regardless of where the website is actually hosted (on the University network, with a vendor, or any other third-party hosting off-site) are subject to review by the Marketing Services department for adherence to the subdomain standards as well as for compliance with the [Website Guidelines](#).

### I. For Websites on the .edu Domain

Effective June 1, 2009, all new requests for a web subdomain from uncc.edu will be given the standard non-www subdomain and users are asked to promote and market the non-www URL. In addition, users will automatically be given the “www” subdomain with a permanent redirect to their content at the non-www subdomain.

Reasons for this new standard are two-fold: 1) the removal of the “www” in front of the subdomain name is shorter for end-users to remember and type, thus making it an easier-to-market URL; and 2) the consistent usage of a standard subdomain configuration will eliminate duplicate content on two web sites, thus improving organic search results over time with the redirects assisting the search engines in locating the actual content/site.

Effective December 24, 2009, all websites that existed before June 1, 2009 will have all web content living at a corresponding non-www subdomain. All existing websites that used the “www” in the subdomain will have a permanent redirect placed on the “www” site and point that to the non-www site. By December 2010, campus entities should update print marketing materials and other means of communication about their URLs to promote their website without the “www” in front of the URL. Both the “www” and the non-www site will continue to work indefinitely as we adopt this new standard campus-wide. Organic search results will improve over time after the permanent redirects are added to the existing “www” sites, thus pointing search engines to the non-www site.

The only exception to this is the top-level domain of [www.uncc.edu](http://www.uncc.edu). The main site to which we drive all traffic will be [www.uncc.edu](http://www.uncc.edu) and the non-www will redirect to the “www” domain. Print marketing will reflect the “www” in front of the URL only when referencing the top-level domain and not subdomains.

The above guidelines apply to \*.uncc.edu websites only. If there is a UNC Charlotte-affiliated site that is not hosted on \*.uncc.edu, the website must be configured to use the www prefix. A redirect from the non-www version must point to the www version. Affiliated entities are defined in [University Policy 302, Web Communications](#). Marketing materials and links should reference the version with the www prefix. Additional details are below.

### II. For Websites Using Non-edu Domains (.com, .net, etc.):

All users must include an administrative, technical, and billing contact when submitting a domain to the domain registrar, when updating their records, or when renewing the domain. The administrative contact must be [marketing@uncc.edu](mailto:marketing@uncc.edu). The technical contact must be a generic email address for the business unit that is requesting the domain. The billing contact must be provided by the business unit requesting the domain name; this ensures that payment and renewal notices are delivered to the appropriate party. All information provided to the domain registrar must also be provided to [marketing@uncc.edu](mailto:marketing@uncc.edu) for our records.