Web Domain Standards and Guidelines
Joinly 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 and prior approval by the Marketing Services department for adherence to the subdomain standards as well as for compliance with the Website Guidelines and University Policy 302, Web Communications.

I. For Websites on the .edu Domain

Effective July 1, 2016, all new requests for a web subdomain from uncc.edu will only be given the standard non-www subdomain. All users should promote this version in their marketing collateral, including email signatures, digital signage, advertisements, print materials, etc.

The only exception to this is the top-level domain of www.uncc.edu. The main site to which we drive all traffic will be 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.

This guideline applies 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.

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. 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 for our records.