



Web Domain Standards and Guidelines

Jointly written by Information Technology Services and Marketing Services
Last Updated: June 23, 2016

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.