

Web Sub Domain Standards and Guidelines at UNC Charlotte

jointly written by Information Technology Services and Marketing Services

Effective Date: June 1, 2009

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

Reasons for this new standard are two-fold: 1) the removal of the “www” in front of the sub domain 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 sub domain 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 web sites that existed before June 1, 2009 will have all web content living at a corresponding non-www sub domain. All existing web sites that used the “www” in the sub domain 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 web site 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 exceptions to this are: 1). 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 sub domains; and 2). www.its.uncc.edu due to a conflict with the AD service at its.uncc.edu.

These new guidelines apply to *.uncc.edu web sites only. If there is a UNC Charlotte affiliated site that is a .net/.org/.com, the web site can be set up to work with our without the “www” as long as it is marketed consistently. It is advised that if both the www and non-www sites exist, then there is a global redirect placed on the one not actively marketed for the reasons stated above.