

# UC Denver Web Publishing Practices and Procedures

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## *URL Management*

### **Requesting a Subdomain:**

A subdomain is located in front of the domain in a URL. An example of a subdomain for “library” might look like: <http://library.ucdenver.edu> where “ucdenver” is the domain and “library” is the subdomain. A subdomain is configured in the university DNS servers and once it’s typed in by a visitor, it redirects them to the complete (and typically longer) location, such as <http://www.ucdenver.edu/StudentServices/Library>.

A university entity can request one primary subdomain through University Web Services (UWS) if their website is completely unique in content or purpose and contains a significant amount of content (~ 25 or more pages). Additional subdomains may be granted if deemed appropriate by UWS. Subdomain requests are granted on a “first-come, first serve” basis and requires approval from the entity’s senior management or designee. Requests will be processed within 48 hours after final approval.

Subdomains previously granted on deprecated university domains such as [cudenver.edu](http://cudenver.edu), [uchsc.edu](http://uchsc.edu) and [ucdhsc.edu](http://ucdhsc.edu) are not guaranteed, will not be automatically migrated to the [ucdenver.edu](http://ucdenver.edu) domain and must be requested through UWS. Integrated University Communications (IUC) and UWS reserves the right to refuse requests deemed inappropriate or likely to be used in the future by UC Denver entities. For example, a subdomain that includes common terms such as “apply,” “contact” and “academics” may be denied due to their potential use for university websites . For further clarification, see “Reserved URLs” below.

### **Requesting a Subdirectory:**

A subdirectory is located after the domain in a URL. An example of a subdirectory for “library” might look like: [www.ucdenver.edu/library](http://www.ucdenver.edu/library). A subdirectory can be an actual file on the web server or redirect a visitor to a deeper location in the site.

A university entity can request a subdirectory redirect on the [ucdenver.edu](http://ucdenver.edu) domain through UWS if it does not meet the criteria for requesting a subdomain. A [ucdenver.edu](http://ucdenver.edu) subdirectory redirect request is granted on a “first-come, first served” bases. IUC and UWS reserves the right to refuse requests considered inappropriate or likely to be used in the future by UC Denver entities. For example, a [ucdenver.edu](http://ucdenver.edu) subdirectory redirect that includes common terms such as “apply,” “contact” and “academics” may be denied due to their potential use for university websites. For further clarification, see “Reserved URLs” below.

Entities considered a division of a parent website or entity that uses a subdomain should request a subdirectory redirect using the parent entity's subdomain. For example, The Business School may choose the subdomain [business.ucdenver.edu](http://business.ucdenver.edu) and use subdirectory redirects such as [business.ucdenver.edu/accounting](http://business.ucdenver.edu/accounting) or [business.ucdenver.edu/marketing](http://business.ucdenver.edu/marketing) for each department. A subdirectory redirect request for a subdomain requires approval from the subdomain owner's senior management or designee.

### **Prefixes:**

The "www" and "http://" prefix in a domain was initially used to direct an application to the appropriate service (web, mail, FTP, etc) on the correct server but it is no longer necessary. A visitor will still access your site if you use the prefix or omit it. However, using the prefix inconsistently may negatively impact search engine rankings because the search engine may see "[www.ucdenver.edu](http://www.ucdenver.edu)" and "[ucdenver.edu](http://ucdenver.edu)" as two separate sites. Do not include the "www" prefix when linking to a website from electronic formats such as e-mail, website, etc. Refrain from using the "www" prefix in printed formats, such as postcards, promotional giveaways (pens, mugs), brochures, etc., unless you feel it has an aesthetic value or makes the URL more recognizable as a web address. Contact UWS for more information on unique prefix needs such as Secure Socket Layers (SSL), <https://>.

### **Naming Conventions:**

Make the URL memorable, intuitive and search engine friendly by using keywords familiar to your visitors. Search engine optimization (SEO) tools, such as Google's Keyword Tool: (<https://adwords.google.com/select/KeywordToolExternal>), are a great way to find keyword ideas for a URL. Refrain from using acronyms and abbreviated words in the URL unless the acronym or abbreviation is a keyword familiar to your visitors.

A single word URL may not be as meaningful or specific as multiple words. When using multiple words in a URL, do not separate words with a space or underscore. Spaces may cause the link to break and underscores are indistinguishable from spaces when the link is underlined. Acceptable word separators include hyphens and capitalizing the first letter of each word (sometimes referred to as CamelCase).

Please contact UWS for additional resources or assistance with selecting URL naming conventions.

### **Conflicts**

Conflicts and disputes will be mediated by the Web Administrative Team.

### **Reserved URLs**

IUC and UWS reserves the right to refuse requests for subdomain and ucdenver.edu subdirectory redirect URLs likely to be used in the future. University entities have exclusive rights to URLs containing or related to their official entity name. The list below includes, but is not limited to, URLs reserved for future use.

1. About
2. AboutUs
3. Academic Departments (AMC & DDC)
4. AcademicAffairs
5. Academics
6. Administration
7. Administration Departments
8. Admissions
9. Advising
10. Affiliates
11. Alumni
12. AMC Schools (e.g.; Dentistry, Nursing)
13. Announcement
14. Announcements
15. Anschutz
16. Anthropology
17. Application
18. Apply
19. Art
20. Athletics
21. Benefits
22. Billing
23. Biology
24. Books
25. Bookstore
26. Bulletin
27. Bursar
28. Calendar
29. Campus
30. CampusLife
31. Career
32. Careers
33. Catalog
34. Center
35. Chancellor
36. Chemistry
37. CLAS (and clas)
38. Classes
39. College
40. Colleges
41. Colorado
42. Commencement
43. Communication(s)
44. Community
45. ComputerLabs
46. Computing
47. Conference
48. Contact
49. ContactUs
50. Cost
51. Courses
52. Culture
53. CurrentStudents
54. CUSucceed
55. Degree
56. Degrees
57. Denver
58. Departments
59. Directions
60. Directory
61. Disability
62. DisabilityServices
63. Diversity
64. Doctoral
65. Donations
66. Economics
67. Emergency
68. Emeriti
69. Emeritus
70. Employment
71. English

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|---------------------------|----------------------------|---------------------|
| 72. Environment           | 97. Help                   | 122. Mail           |
| 73. EnvironmentalSciences | 98. History                | 123. Maintenance    |
| 74. EthnicStudies         | 99. Home                   | 124. Majors         |
| 75. Events                | 100. Honors                | 125. Maps           |
| 76. FA                    | 101. Hospital              | 126. Masters        |
| 77. Facilities            | 102. Housing               | 127. Math           |
| 78. Facts                 | 103. HR                    | 128. Medical        |
| 79. Faculty               | 104. Humanities            | 129. Medicine       |
| 80. Family                | 105. HumanResources        | 130. Mentor         |
| 81. Features              | 106. Info                  | 131. News           |
| 82. Fees                  | 107. Information           | 132. Newsroom       |
| 83. FinancialAid          | 108. InformationTechnology | 133. OIE            |
| 84. Find                  | 109. Institute             | 134. Online         |
| 85. Foundation            | 110. Interdisciplinary     | 135. OpenHouse      |
| 86. Freshman              | 111. International         | 136. Outreach       |
| 87. Gallery               | 112. InternationalStudies  | 137. Parents        |
| 88. Geography             | 113. Jobs                  | 138. Parking        |
| 89. GetStarted            | 114. JudicialAffairs       | 139. Patients       |
| 90. Giving                | 115. Language(s)           | 140. Ph.D.          |
| 91. Global                | 116. Learn                 | 141. Philosophy     |
| 92. Graduate              | 117. Learning              | 142. Phonebook      |
| 93. Graduation            | 118. LearnMore             | 143. PhoneDirectory |
| 94. Handbook              | 119. LiberalArts           | 144. PhoneNumbers   |
| 95. Health                | 120. Libraries             | 145. Physics        |
| 96. Health                | 121. Library               | 146. Podcast        |

147. Police	172. Science(s)	197. Veteran
148. PoliticalScience	173. Search	198. VeteranAffairs
149. Politics	174. Services	199. Video
150. PreCollegiate	175. SignatureAreas	200. View
151. Preventative	176. SMART	201. Visit
152. Prevention	177. SocialSciences	202. Visitors
153. PrintingServices	178. Sociology	203. Webcast
154. Privacy	179. Spanish	204. Webmaster
155. Professor	180. Staff	205. WGST
156. Programs	181. Strategic	206. WomenGenderStudies
157. ProspectiveStudents	182. StrategicPlan	207. Writing
158. Provost	183. StudentAffairs	
159. Psychology	184. StudentHealth	
160. Purchasing	185. StudentInvolvement	
161. Registrar	186. StudentLife	
162. Registration	187. Students	
163. ReligiousStudies	188. StudentSuccess	
164. Research	189. Tour	
165. ROTC	190. Transcripts	
166. RSS	191. Transfer	
167. Safety	192. Tuition	
168. Schedule	193. Tutor	
169. Scholarship	194. Tutoring	
170. School	195. Undergrad	
171. Schools	196. Undergraduate	