

Campus Web Address Guidelines

1/16/2020

As a part of the 2019 Web Stewardship project, new web site addresses were implemented. Most current web addresses changed. The new web address structure was optimized for search engines with acronyms being replaced by full words separated by dashes. Previous top-level college, administrative and academic department now point to new search friendly pages (i.e. csus.edu/aba redirects to -> csus.edu/administration-business-affairs).

Departments, centers, institutes may request a shortened URL that redirects users to their web site. If the requesting entity resides within a college or division, that college or division must be included in the shortened URL (i.e. csus.edu/ssis/name). Requests will be evaluated based on the criteria below and will be implemented upon approval within 5 business days.

1. **Audience** – A description of the audience targeted must be provided in the request. Generally, top-level URLs are reserved for public-facing audiences at least as large as the campus student body.
2. **Clarity** – The requested URL must not cause confusion for the end-user. Acronyms and terms that are too generic may not be approved.
3. **Accessibility** - The page must be ready, not under-construction and reviewed and checked for accessibility pursuant to the WCAG 2.1 AA standards level prior to web address implementation.
4. **Search** – All official campus sites must be structured with relevant meta-data.
5. **Marketing** – Digital marketing campaigns such as targeted or mass email messages often do not require shortened URLs. Radio or print campaigns to direct users to specific digital content will be taken into consideration.

URL Shortener Services

Official campus web properties will not be linked to from URL shortener services such as Bitly, TinyURL, etc. The URL convention these sites use is often cryptic and can appear to be a non-credible source. Commercial web shortener services do not support our campus brand.

Top-level domains

Top level domains (name.csus.edu or csus.vendor.com) are primarily reserved for technical requirements often in the case of a new campus cloud services. Any requests for DNS or IIS configurations involving a new domain request should be submitted to the IRT Web & Mobile team as early as possible in the project planning.

Last reviewed 4/6/2023