



TEXAS A&M UNIVERSITY
SAN ANTONIO

Subdomain Guidelines

Overview

A subdomain is a child of the main TAMUSA domain, used to differentiate **major areas** such as University-wide resources, applications, research centers or initiatives of the university.

Most administrative sites will fall into directories under tamusa.edu, for example tamusa.edu/admissions. This hierarchy allows site visitors to differentiate between types of TAMUSA departments and allows for ITS groups to establish and organize website across different servers and platforms.

Consistent URLs improve site trust, and they also assist SEO efforts and improve the ability to track users between properties using analytics.

Several **Guidelines** are used in the creation of subdomains. These guidelines are intended to ensure that subdomains are created in a controlled manner, and effectively used once they are created.

Guidelines

1. Created subdomain will follow categorical naming convention and must be one of the following a **word**, **abbreviation**, or **acronym**.

For example:

- a. Software Services might use service.tamusa.edu
 - b. Organization Initiatives might use initativenam.tamusa.edu
 - c. Research labs might use labs.tamusa.edu/[labname]
2. Subdomains are not created for parts of the main TAMUSA website. All website addresses are tamusa.edu/college or unit name
 3. Enterprise-level, university-wide software products, services and websites that serve both internal and external audiences outside of the main TAMUSA website may use [subdomain].tamusa.edu. For example,

products, services or website related to CRMs. (Ex. Jagwire.tamusa.edu)

4. Subdomains will be renewed yearly to determine visits and activity. If sites are not kept up to date, there is no activity or if there is no longer an “owner” for the site and its content, the site will be deleted.

Site Type	Subdomain Allowed?
University-wide resource, application, research center or initiative	Yes, if approved by MarCom/ITS Example: apply.tamusa.edu, catalog.tamusa.edu, jagwire.tamusa.edu, news.tamusa.edu
Administrative office	No, should be a directory (also needs approval from MarCom/ITS) Example: tamusa.edu/academics/
Research lab	Yes, if approved by MarCom/ITS Example: labs.tamusa.edu/[labname]
School Program or College/Department	No should be a directory
Multiple-institution organization or conference	No, may use a .org Example: theinstitutesa.org

Subdomain Request

If your site meets the guidelines outlined above, submit an [ITS Helpdesk Ticket](#) to start the process. A Web Services rep will reach out to you if more information is needed.