**DOMAIN NAMES/URLs**

**URLs**

All Medical Center websites should be hosted on official domains.

The standard domain convention is to add the service line or department name after the main URL.

**EXAMPLES:**

- VanderbiltHealth.com/diabetes
- ChildrensHospitalVanderbilt.org/urology

A vanity domain name is a purchased name that is helpful when a simpler or more descriptive URL is required.

**EXAMPLE:** VanderbiltHeart.com

Vanity names should be consistent with clinic, center, and program names, or to the task.

**EXAMPLE:** VanderbiltEventRegistration.com

The name chosen for your site should not infringe on commercial interests of other organizations or exploit the success of others.

The word Vanderbilt already holds authority with search engines and using it as part of a domain name will help get better search results. Domain names also play a very important role in search engine traffic. It is important that the domain name be as specific as possible to the service or department; this is not a place for acronyms.

**NOTE:** Vanity domain names must be purchased and approved through the VUMC Software Store. Domain should be obtained prior to printing materials with the URL.

**USING THE URL IN PRINT**

Do not include the “www.” The resulting URL is cleaner and easier to understand. Browsers can find the site without “www.” and it reduces clutter on the page.

Each word before the slash (“/”) should be capitalized.

Each word after the slash (“/”) should be lower-case.

**EXAMPLES:**

- VanderbiltHealth.com/diabetes
- ChildrensHospitalVanderbilt.org/urology