



Domain names and short-cut addresses

A "Domain name" is the colloquial term for a web site's address, also referred to as a URL – for example clusterweb.org.uk is ClusterWeb's domain name. Domain names are unique and need to be purchased and registered before they can be attached to a set of web pages.

It is against KCC policy to register new external domain names for unit web pages and it is rare that exceptions to this rule will be made. CFE units are a part of KCC and therefore their web site domain names should reflect this.

KCC expends a great deal of time and resources making sure the official domain names and official branding are advertised to their target audiences and adding a number of additional domain names confuses the user and makes finding the information more complex.

Instead of a separate domain name, your unit web pages can be allocated an address rather like the ones below.

- www.kent.gov.uk/admissions
- www.clusterweb.org.uk?transition

These web addresses indicate that the page is part of one of KCC's websites, while still promoting your unit's separate identity and giving your audience a simple address to remember and use.

Buying non KCC domain names

In the event of your unit or team working in partnership with other organisations where using a Kent County Council domain is inappropriate or unacceptable to partners we can discuss each case on its merits.

Please do not purchase domain names yourself prior to any discussion with the CIG team as they should not be purchased by individuals and they must should follow KCC guidelines on the style, format and most appropriate suffix. (not .co.uk or .com or .org for instance) They should also be notified to ISG's list of official KCC domain names for maintenance purposes.

Most domain names are available on the open market to any buyer without proof of entitlement. However .gov ones are protected from misuse and are only available through official channels –hence they carry a degree of credibility which can enhance your site's reputation and the "veracity" of it content for customers.

Marketing new non KCC domain names implies a considerable extra work load for you team and ignores the obvious benefits of the search and reputation of the established corporate sites.