Linking You Institutional Identifiers

This summarises the work done as part of the Linking You project towards providing a recommended set of institutional indentifiers suitable for use across a wide range of higher education institutions.

```
.ac.uk
    /{ucas_code}
    /courses
    /course/{id}
    /undergraduate
        /courses
            /{id}
            /search/{query}
            /entry_requirements
        /prospectus
    /postgraduate
        /courses
            /{id}
            /search/{query}
            /entry_requirements
        /prospectus
    /foundation
        /courses
            /{id}
            /entry_requirements
        /prospectus
    /events
        /opendays
        /conferences
        /public_lectures
        /graduation
    /business
        /incubation
        /ktp
    /research
    /academic_depts
        /{id}
            /courses/undergraduate
            /courses/postgraduate
        /staff
        /news
    /support_depts
        /{id}
        /staff
        /news
    /about
        /vc
        /parents
        /{city}
        /campuses
            /{id}
    /search
    /press
        /facts
    /news
        /{date}
        /{id}
        /search/{query}
    /jobs
    /legal
        /policies
        /data_protection
        /environment
        /equality
        /foi
        /ict
        /website
        /regulations
    /contact
        /staff
        /{id}
        /search/{query}
```

URI segments in green can be replaced with institution-specific details.

Underlying Principles

The aim of this identifier structure is to be **clear**, **consistent**, **readable** and **accessible** in as many situations as possible.

It is designed to be easily memorised for use in promotional literature, quickly understood to aid navigation of web users, inherently hackable for use in Linked Data scenarios and optimised for search engines to improve visibility.

Choosing Identifiers

The Linking You project recommends using these identifiers for particular resources, but names can vary from institution to institution. It's more important to follow the principle of clean URIs rather than try to follow the exact names.

Keeping It Clean

Institutional URIs should always be kept as clean as possible. It's far easier for people to read and remember a short, human readable URI instead of an arcane 'machine readable' address created by a CMS. It also helps modern browsers make the best use of 'universal search' address bars, letting users quickly find pages they've visited in the past.

Don't be afraid to stand up for good URI design in the face of demands to follow the latest trend in naming departments. Be consistent, and try to choose URIs which people would instintively type if they were guessing how to reach resources.

Redirecting users should always be done with a HTTP 3xx code, never using Javascript. This helps search engines keep track of content and improves ranking.

Page not found errors should always be handled using a HTTP 404 code, and never by redirecting.

You can find more about the project, our complete set of recommendations, all our findings and source data on our online institutional identifers toolkit.

http://lncn.eu/toolkit

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