



# SITE DEPTH & URL NAMING

DIGITAL PLANNING & STRATEGY

YORK 

PROJECT  
**BACKGROUND**

# **The digital communications footprint at YorkU grows exponentially.**

As we grow our offerings our digital footprint grows even faster. New faculties create new programs, and new programs mean a wealth of social and research programs.

**Establishing the depth of site content is essential to helping users find what they need.**

Google scrapes sites from the homepage down. With 100s of sites within the YorkU network, deciding how frequently content is crawled and how it's indexed is key.

**As a builder or site manager, how you layout your site map, plan your site depth, and craft your URLs is essential.**

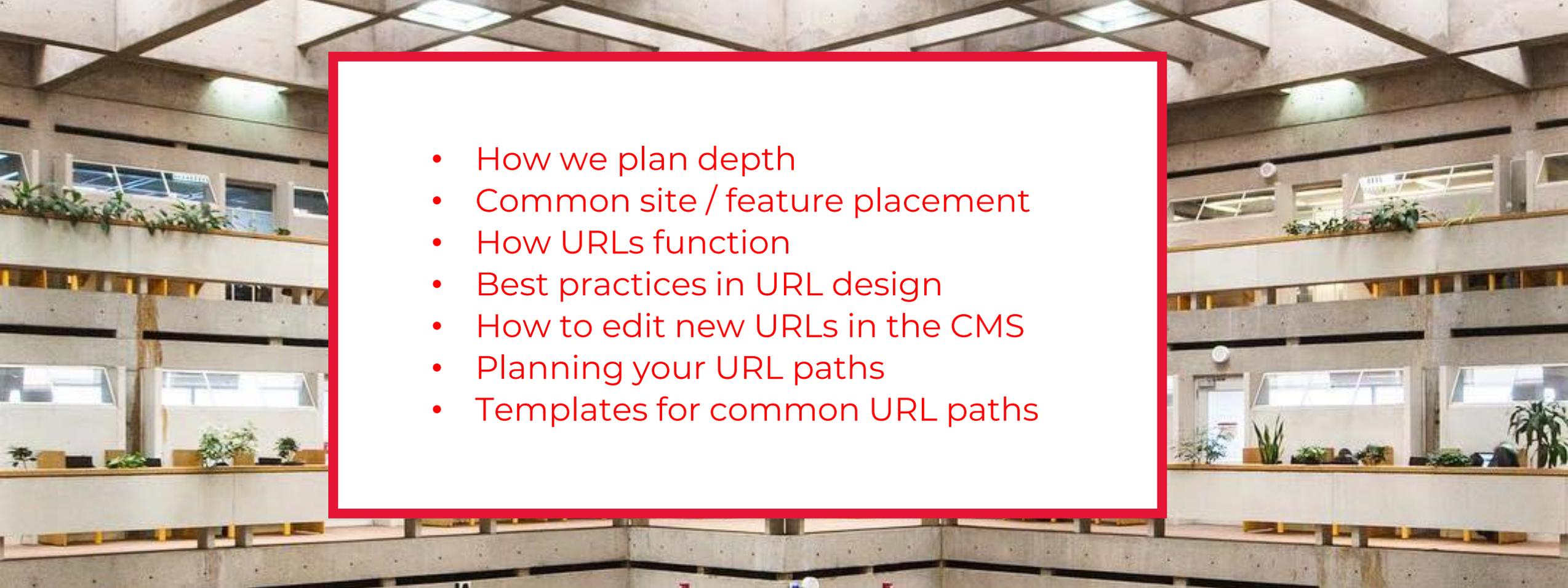
This requires an understanding of our plan, best practices, and common URL naming nomenclature.

## **How we plan our site structure and depth has a direct impact on SEO.**

The connection between pages impacts internal linking and link equity, while the depth of our content helps Google prioritize which pages to crawl and which pages to rank for high funnel, early stage search terms.

WHAT  
YOU'LL LEARN

YORK 

- 
- How we plan depth
  - Common site / feature placement
  - How URLs function
  - Best practices in URL design
  - How to edit new URLs in the CMS
  - Planning your URL paths
  - Templates for common URL paths

You'll learn the **best practices for URL naming** to improve search engine optimization, know how to **setup a new URL path**, and have **templates for common naming conventions** relevant to your department.

THE GOAL  
**STANDARDIZATION  
& OPTIMIZATION**

YORK U



Our primary goal is to **prioritize site content into depth levels & standardize naming nomenclature of URLs.** Future proofing our digital strategy with a clear site architecture and shared naming conventions.



Our secondary goal is to **make site URLs** and page placement so **easy to follow** that it can be guessed by experienced students & faculty, making the site easier to use for everyone.



**Finally our goal will be the long term SEO health of our site.**

Ensuring that the right content is crawled at the right frequency, using the best possible search terms when we name pages and URL paths.

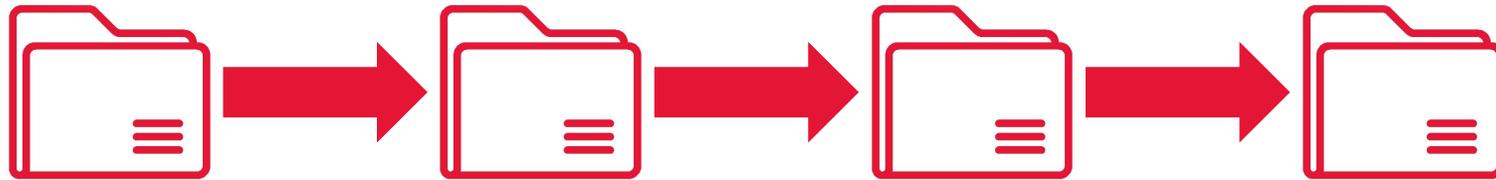
OUR PLAN  
**DEPTH & NEED**

YORK 

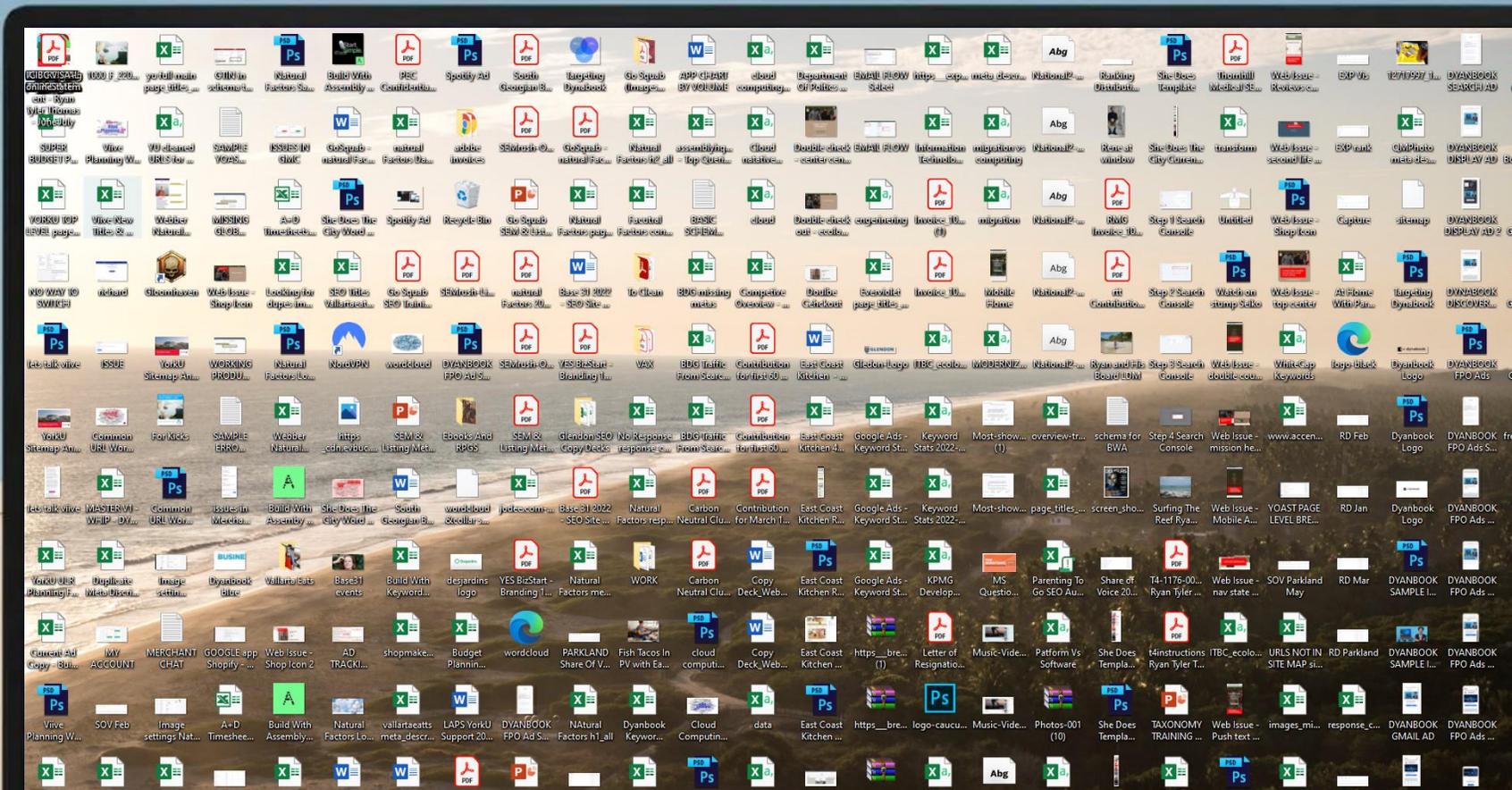
# WHAT IS SITE DEPTH?

A website is a lot like your computer. Programs, files, and images, are housed within folders.

*This PC > Documents > 2022 Grading > grads-tracking.xlsx*



**This concept is called site depth or folder depth,** and the principles are similar within URL paths that house specialized content. Easy to navigate, easy to find.



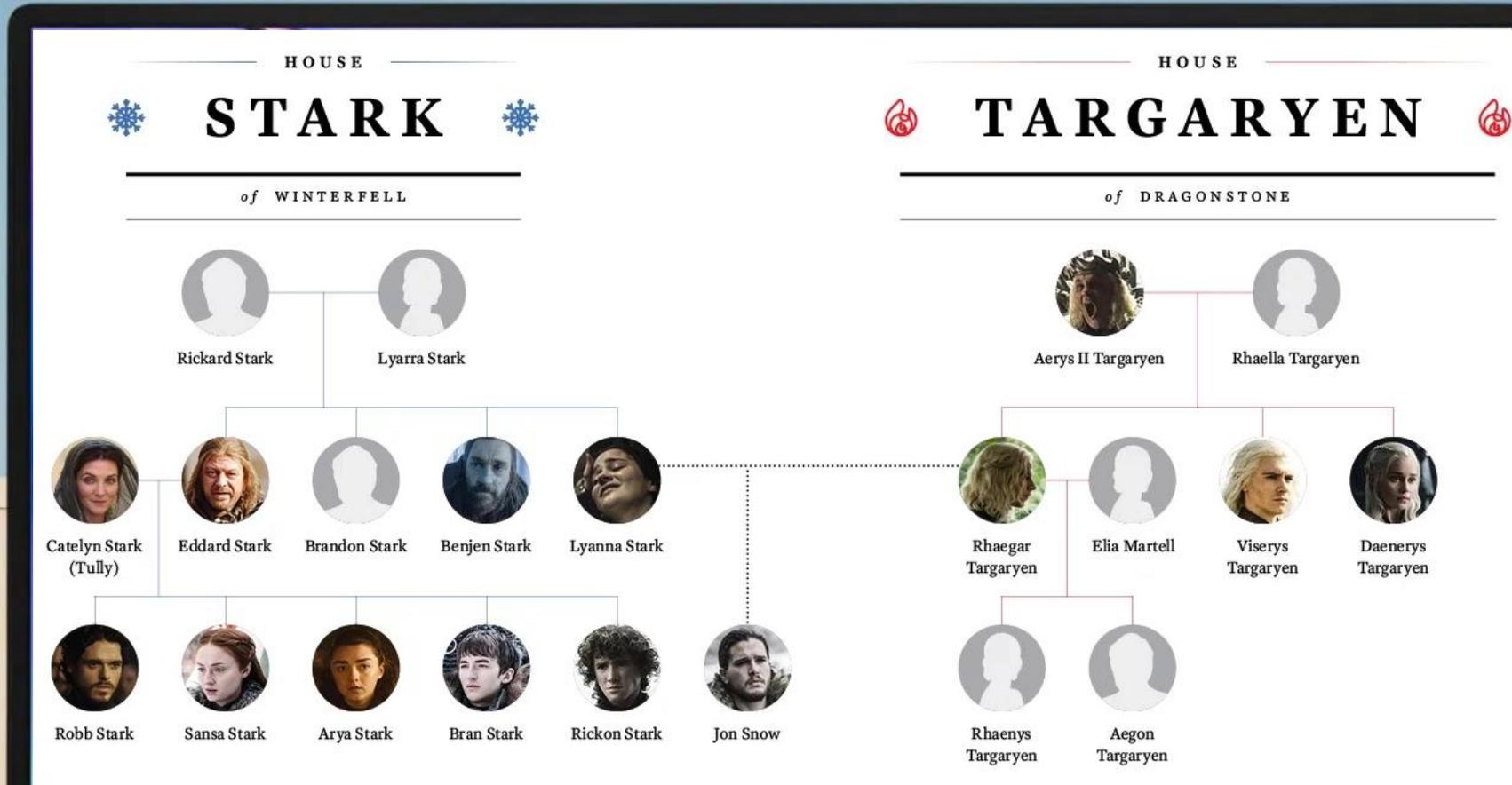
When our site, or your desktop, looks like this, it creates inefficiencies, errors, and makes it hard to scan for the content you need to find. **This plan is designed to avoid this exact situation.**

# WHAT IS A SITE MAP?

A site map is a navigational tool for search engines. Even Google can't commit the resources needed to crawl and rank every file on the YorkU site every day.

*Site maps show the connection between files and prioritize how often these pages change.*

**Crawl priority** is the term given to these rankings and keeping crawl priority available for frequently updated courses, events, and news items is essential.



Like a fantasy novel family tree, site maps can get complicated, and often the **items at the top are less likely to change** than the items deeper within the framework. These priority and linking elements matter across silos and make connections.

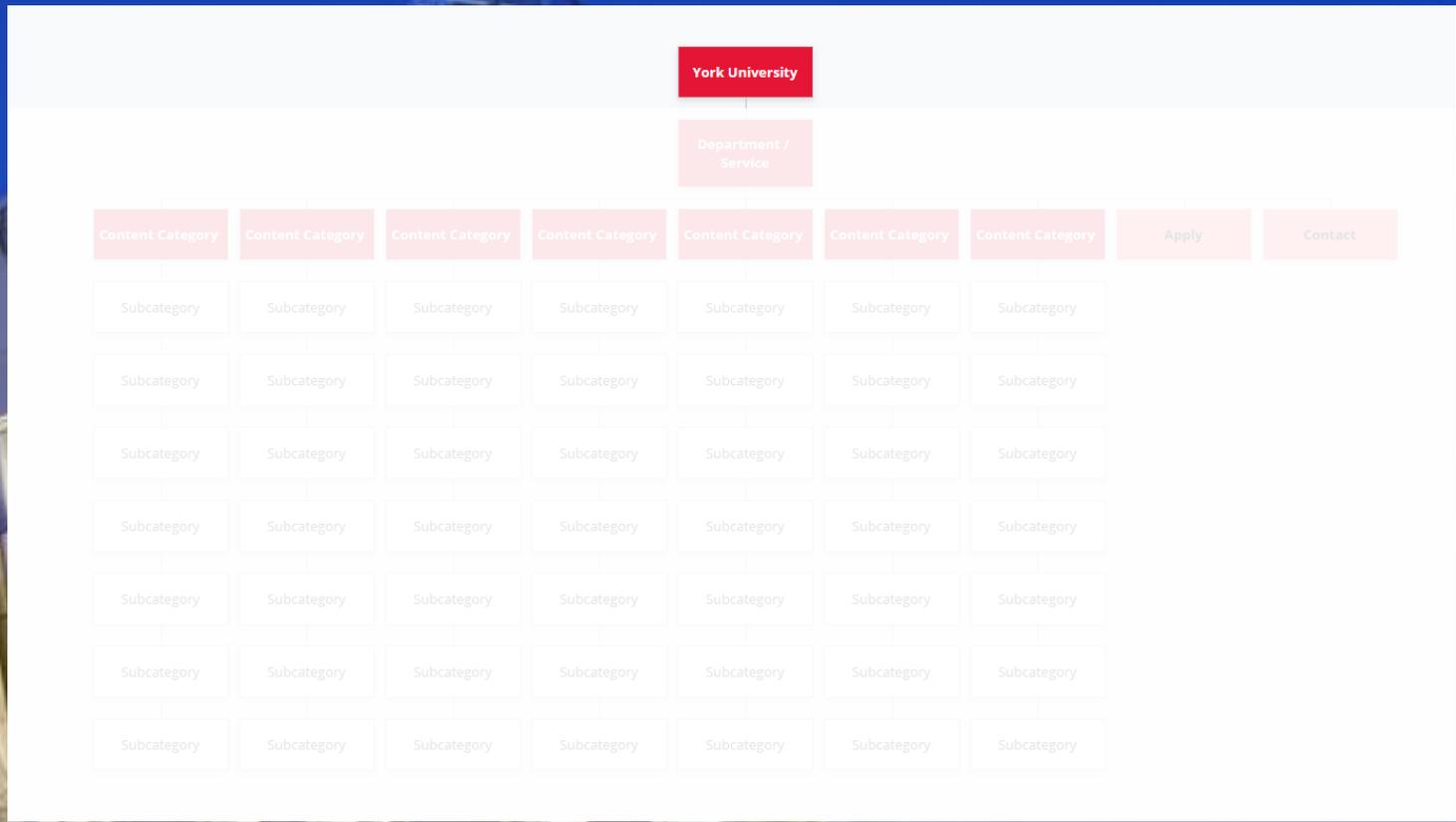
DEFINING  
**DEPTH**

# DEPTH LEVEL 1,2,3 & YOUR SITE

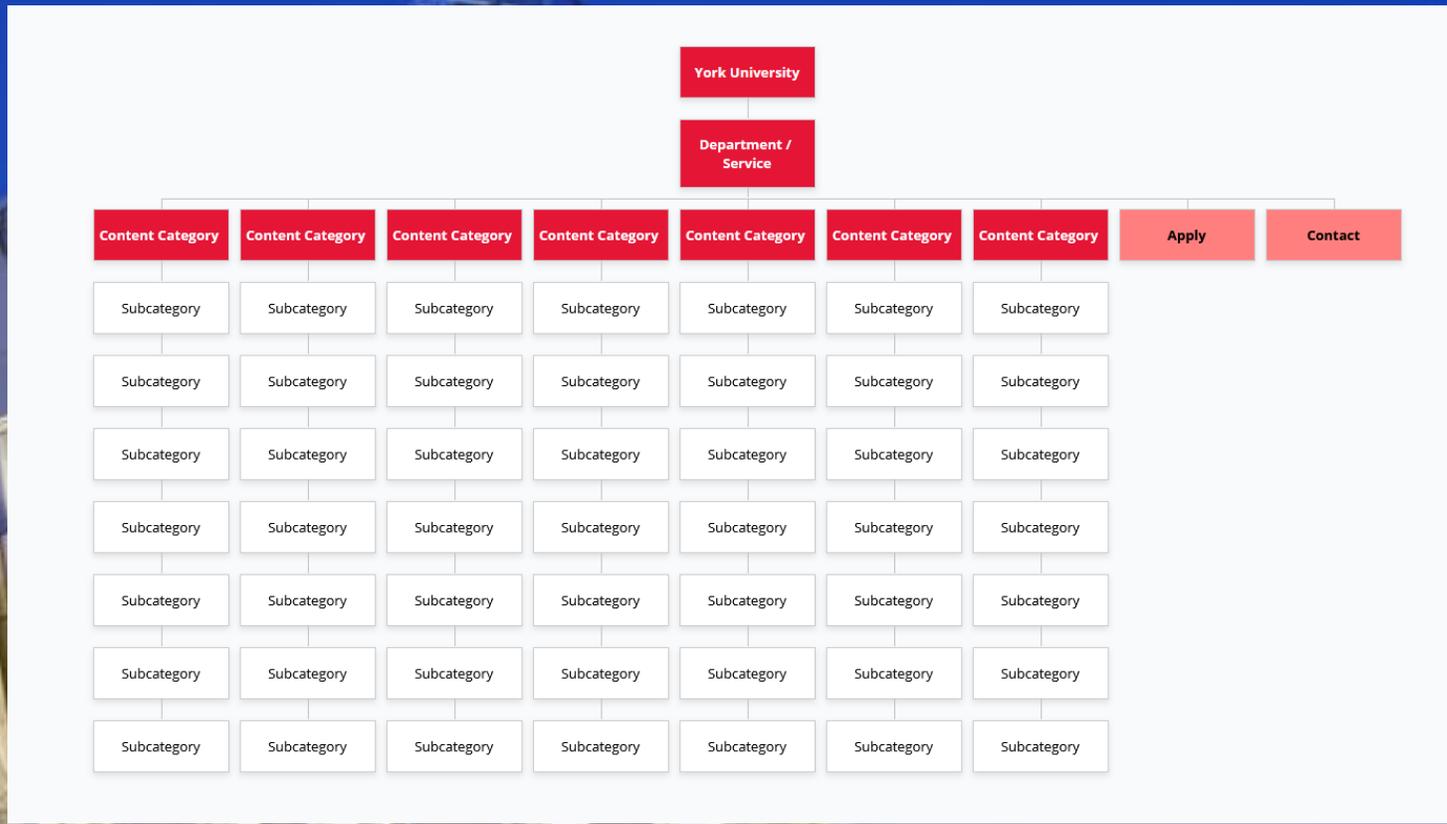
Your WordPress CMS will start with a homepage. This homepage is **your sites depth starting depth level**. Below this level all your content will cascade, with your menu items one level below, your sub menus two levels below, and speciality content at three levels and below.

YORKU.CA is the home to all the content we create, globally it's depth level 0 for all content. **Your site will start at level 1, level 2, or level 3 globally, but the same principles apply.**

DEPTH  
**LEVEL ZERO**



**YorkU.ca represents Level Zero.** It's fixed and represents the university brand. Housing your site under this level has a direct impact on search traffic and discoverability of both your site and YorkU overall.



**Below Level 0** - Every site at YorkU is designed on a 7x7 menu rule, with 7 major content categories and 7 subcategories to classify content types. **Every site's subsequent content is housed under this Level 0.**

DEPTH  
**LEVEL ONE**

# LEVEL 1 - REPUTATION & GROWTH

Sites which are designed to directly raise the public profile of YorkU's **global reputation**.

Sites which help new students decide, select, and **apply for their education**. Programs like future students, faculties, and research.

The quality of the education we provide and the growth of departments are a first point of contact for most first time visitors. **These sites are placed at depth level 1.**

LEVEL 0

YorkU.ca

LEVEL 1

future-students

news

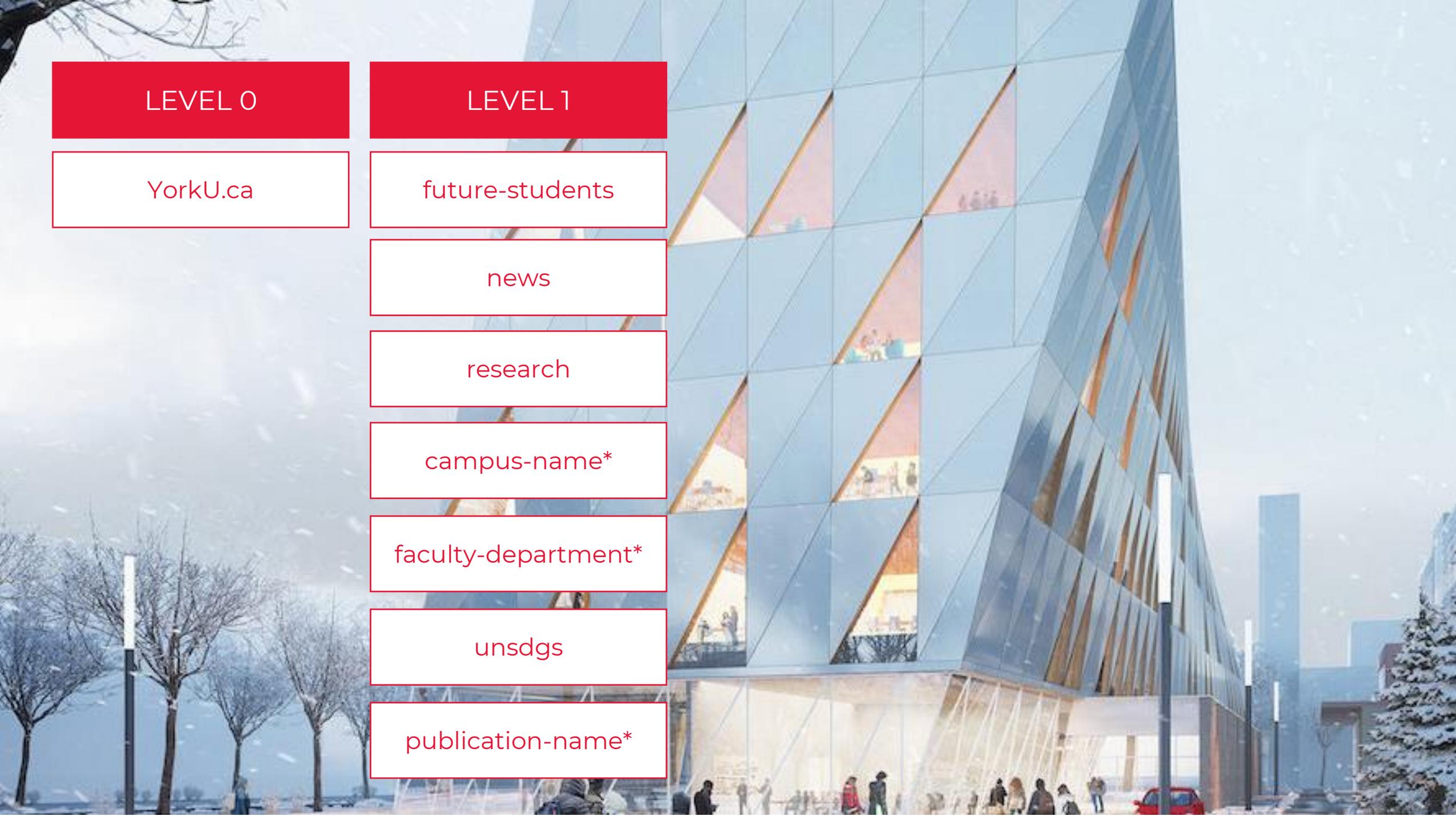
research

campus-name\*

faculty-department\*

unsdgs

publication-name\*



DEPTH  
**LEVEL TWO**

## LEVEL 2 – KEY POINTS OF CONTACT

Sites which are formative in establishing, developing, and maintaining our relationship with our community.

These sites often shape student & faculty identity or represent the places they go to for support.

Financial Services, Ombudsman, The Department Of Biology, Vanier College, are all examples of key points of contact that design and shape experience.

LEVEL 0

YorkU.ca

LEVEL 1

faculty-department\*

faculty-department\*

faculty-department\*

unit

colleges

club

LEVEL 2

department-abbreviation\*

program-abbreviation\*

certificate-abbreviation\*

administrative-unit\*

college-name\*

club-name\*

## LEVEL 2 – ESSENTIAL UPDATES

Multi-site tools that drive news and events, are **always producing new content.**

Site **functionality that targets the deepest and most important content**, faculty profiles, courses, and other aggregate systems.

Staff profiles are one of the most frequently searched items of micro content (along with courses) keeping these systems up to date is essential.

LEVEL 0

YorkU.ca

LEVEL 1

news

faculty-department\*

faculty-department\*

events

professor

LEVEL 2

article-title\*

first-name-last-name\*

course-name-and-code\*

event-instance\*

professor-name\*

## **Tools are a special case at Level 2.**

These frequently updated pages are often situated higher than their parent folder.

Meaning their folder depth and final URL path differ from one another.

This is done to allow the databases that populate these structured content items to be **crawled more frequently** than their path would otherwise suggest.

**YorkU IT can support you with these systems,** should questions arise.

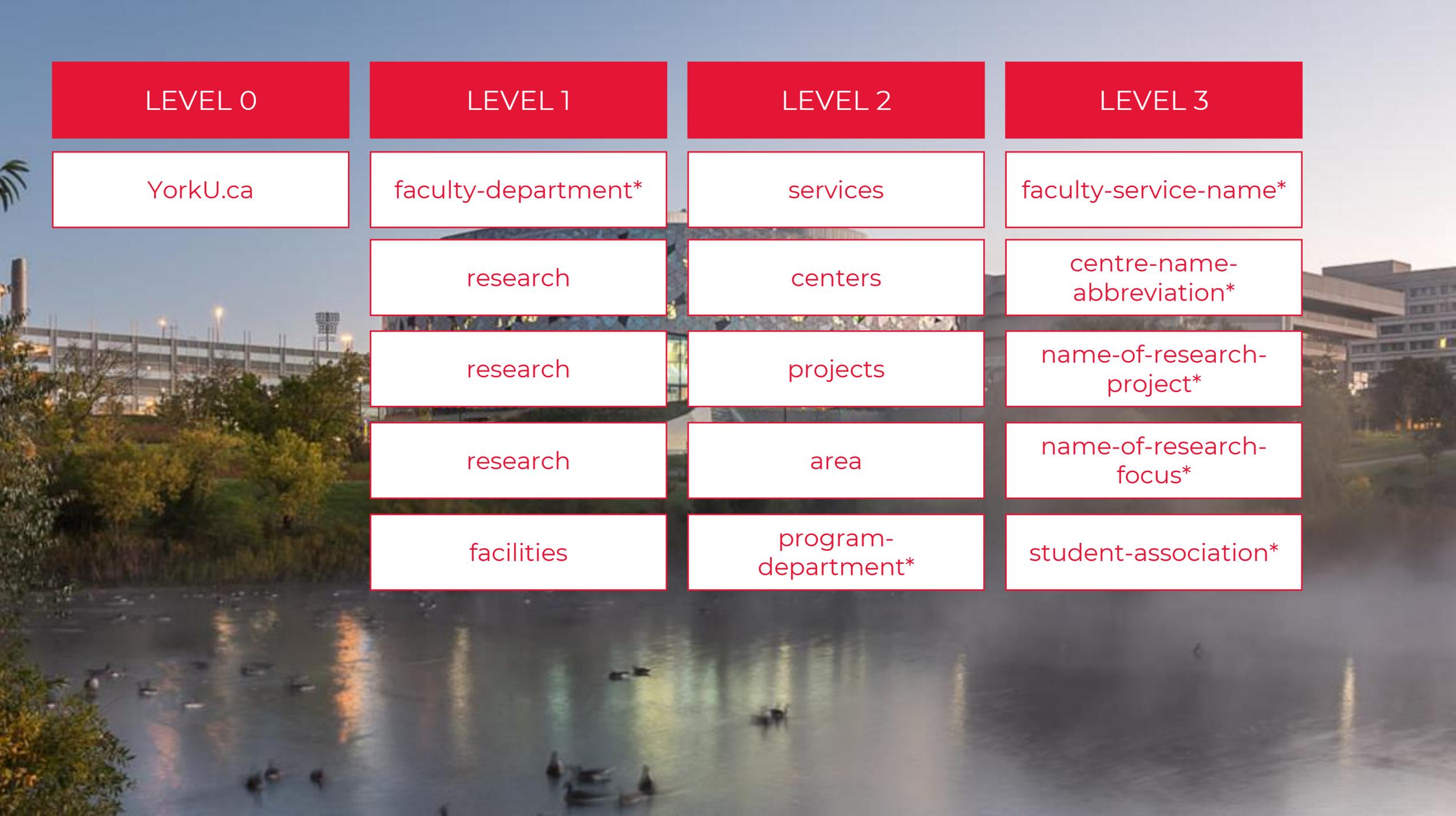
DEPTH  
**LEVEL THREE**

## **LEVEL 3 – SPECIALIZED COMMUNITY**

Sites which preform a specialized service for a highly specialized community.

Sits which preform a unique type of faculty support or that caters to a subsection of students.

Statistics Canada Research Data Centre, Economics Students' Association, and NATS-AID all support specialized communities and interests.



LEVEL 0	LEVEL 1	LEVEL 2	LEVEL 3
YorkU.ca	faculty-department*	services	faculty-service-name*
	research	centers	centre-name-abbreviation*
	research	projects	name-of-research-project*
	research	area	name-of-research-focus*
	facilities	program-department*	student-association*

THE BASICS  
**WHAT & WHERE**

YORK The logo for York University, featuring the word "YORK" in a black serif font followed by a red square containing a white stylized letter "U".

WHAT IS  
**A URL EXACTLY**

**A URL is the unique location of content within our servers.**

By typing that information into a web browser or clicking a link, a user's computer is sending a request to download the information contained at that exact address.

## PROTOCOL

<https://www.yorku.ca/research/test/>

The protocol is how our site information is transferred to a site visitor's computer. **YorkU uses HTTPS access** to ensure the security and privacy of this data transfer.



**DOMAIN NAME**

<https://www.yorku.ca/research/test/>

The domain name is the name & location of all the content we produce. **All new YorkU content sits within in this fully branded location.**



## TOP LEVEL DOMAIN

<https://www.yorku.ca/research/test/>

The top level domain **indicates that our content comes from Canada**. This top level domain helps to further differentiate our content from any other 'York' sites or brands that may exist globally.

## URL PATH(S)

<https://www.yorku.ca/research/you/>

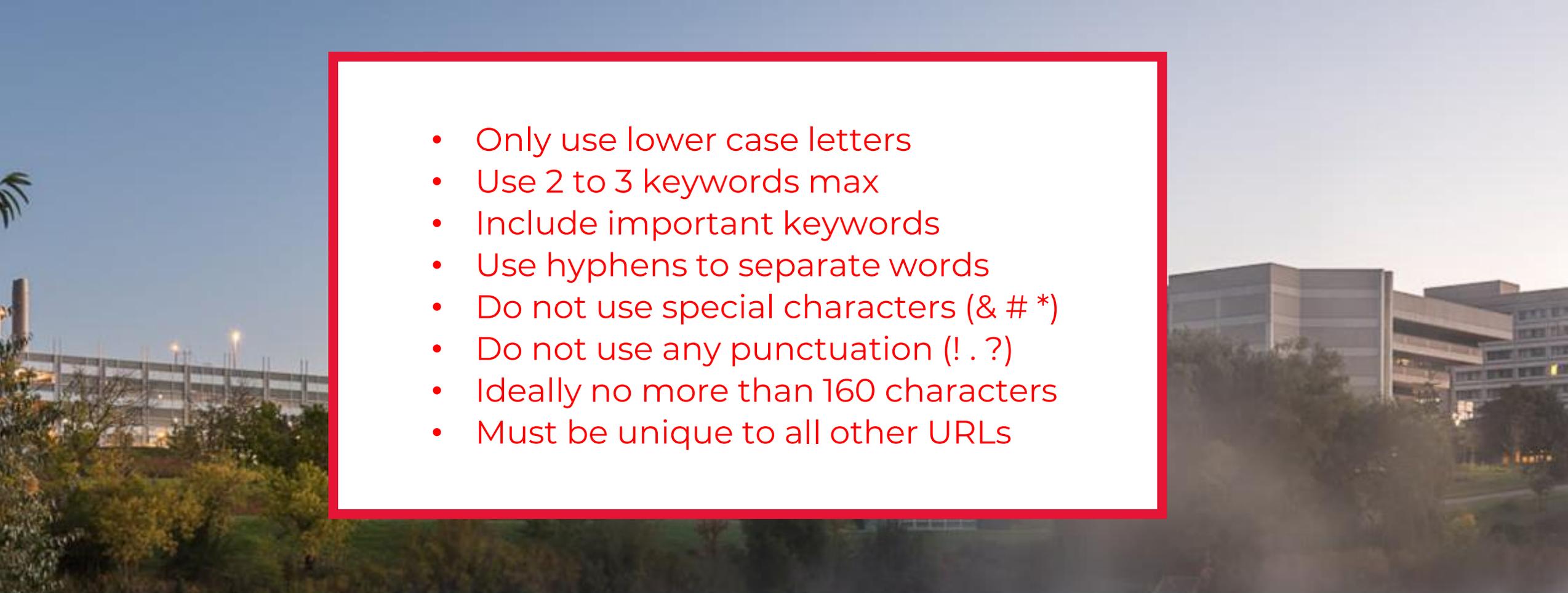
While the first three elements are managed by IT services, the URL path(s) will be created within your content management system (CMS) and **indicate the exact location of the content you create.**

# URL PATH BEST PRACTICES

# URL DESIGN IN A SENTENCE

A great URL path should be easy to say, easy to read, and be easy to remember.

**Remember, we read URLs frequently**, in messaging apps, emails, and in search results. We scan these URL names to make sure the content is the content we want.  
**Good URLs build trust.**

- 
- A background image showing a modern, multi-story building with a glass facade, partially obscured by green trees and foliage. The sky is a clear, light blue. The image is used as a background for the top half of the slide.
- Only use lower case letters
  - Use 2 to 3 keywords max
  - Include important keywords
  - Use hyphens to separate words
  - Do not use special characters (& # \*)
  - Do not use any punctuation (!. ?)
  - Ideally no more than 160 characters
  - Must be unique to all other URLs

These rules may look complex at first, but remember these **paths work exactly like the folders on your computers desktop.**

YORK U Popular Links

Faculty of Liberal Arts & Professional Studies (LA&PS)

Students Programs Services Research Faculty & Staff Alumni & Community About APPLY CONTACT

Home » Internships » Internship Eligibility Requirements

## Internship Eligibility Requirements

To be eligible for the LA&PS Internship program, students must meet the following criteria at the time of application:

- Enrolled in full-time studies in a LA&PS Honours Undergraduate Program
  - Full-time** refers to [York University's definitions](#):
    - at least 60% course load (at least 9 credits in each term) for undergraduate students
    - at least 40% course load (at least 6 credits in each term) for undergraduate students with a disability.
- Have completed a **minimum of 54 credits**
- Have a **minimum of 9 required credits remaining** to complete their Honours Degree by the start of the internship
- Able to return to York University for full-time studies** (minimum 9 credits per term) after completion of the final work term
- Have met additional academic requirements and the **grade point average (GPA)** specific to their program of study (see below).
- Are able to work in Ontario (are a Canadian Citizen, permanent resident or Indigenous to Canada). International students see below.
- Have attended a **mandatory LA&PS Internship Information Session**. Register on [Experience York](#) website.

**QUICK LINKS**

- [GPA Calculator](#)
- [Academic Advising](#)
- [Career Readiness Supports](#)
- [Career Centre](#)
- [York International](#)

YORK U Popular Links

Faculty of Liberal Arts & Professional Studies (LA&PS)

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- Have
- Have a minimum of 9 required credits

Ask SAVY

Above, the **LA&PS** site content related to **internships** and **eligibility** for those internships is found at the URL path:

<https://www.yorku.ca/laps/internships/eligibility/>

YORK U Popular Links 🔍

Faculty of Liberal Arts & Professional Studies (LA&PS)

Students ▾ Programs ▾ Services ▾ Research ▾ Faculty & Staff ▾ Alumni & Community ▾ About ▾ APPLY CONTACT

[Home](#) » [Internships](#) » Internship Eligibility Requirements

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YORK U Popular Links 🔍

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Depth 3

**This content is located at a 3<sup>rd</sup> layer of site depth**, and represents content from LAPS, about internship programs, and speciality information that supports the main internship category.

YORK U Popular Links 🔍

Faculty of Liberal Arts & Professional Studies (LA&PS)

Students ▾ Programs ▾ Services ▾ Research ▾ Faculty & Staff ▾ Alumni & Community ▾ About ▾ APPLY CONTACT

[Home](#) » [Internships](#) » Internship Eligibility Requirements

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YORK U Popular Links 🔍

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**Ask SAVY**

At each stage of URL path naming, decisions have been made to meet our key rules about: keyword inclusion, path length, and character usage. **The results are an effective URL path.**

# CREATING A URL

## WHY & WHEN

# SETTING UP NEW URLS



**When we create a new page and before we publish it, we'll need to craft a URL path name that meets these rules.**

The image shows a WordPress editor interface. The main content area displays a draft page titled "Financial Planning Stream". The page includes a paragraph of introductory text, a section for "Certified Financial Planner® (CFP®) certification", and a "How do I become a CFP® Professional?" section. A video player is embedded in the "How do I become a CFP® Professional?" section. The right sidebar is open to the "Permalink" section, which shows the URL slug "financial-planning-stream" and the full URL "https://www.yorku.ca/laps/sas/bcom/degree-options/finance/financial-planning-stream/". A red arrow points from the video player to the sidebar.

**Financial Planning Stream**

Financial planning is the process of understanding an individual's full financial situation and developing a plan to help them meet their goals in a way that maximizes the allocation of their financial resources. It is an ongoing process that doesn't end at just building a financial plan. You will also help your clients implement the plan, monitor their progress, and revise the plan as needed.

**Certified Financial Planner® (CFP®) certification**

The [Certified Financial Planner](#) (CFP®) certification is the world's most recognized financial planning designation. It is considered the 'gold standard' for the profession and is offered only by [FP Canada](#). CFP professionals have demonstrated the knowledge, skills, experience, and ethics to examine their clients' entire financial picture, at the highest level of complexity required of the profession and work with their clients to build a financial plan so that they can Live Life Confidently™. York offers a [fully online program](#), comprised of six 12-week courses, that provides you with everything you need to sit for the CFP® Exam.

**How do I become a CFP® Professional?**

FP Canada, a national professional body working in the public interest, sets the requirements for CFP® certification.

There are two slightly different routes to become a CFP, and one of them grants a lower level form of certification as a first step (the [Qualified Associate Financial Planner™](#) or QAFP™). The CFP® designation requires three years of qualifying work experience and the QAFP™ requires one-year of qualifying work experience.

Type / to choose a block

**Quick Links**

- [GPA Calculator](#)
- [Advising & Support](#)
- [Networking & Mentorship](#)
- [Search Course Timetables](#)
- [What can I do with a BCom degree?](#)

**Contact**

Jodi Letkiewicz  
Financial Planning (CFP) Area  
[jodilet@yorku.ca](mailto:jodilet@yorku.ca)

**Permalink**

URL Slug  
financial-planning-stream

The last part of the URL. [Read about permalinks](#) ↗

View Page  
<https://www.yorku.ca/laps/sas/bcom/degree-options/finance/financial-planning-stream/> ↗

When creating a new draft page, a URL slug will be automatically generated **based on the page's location within the site and the page headline element.**

The image shows a WordPress editor interface. On the left, a page titled "Financial Planning" is being edited. A red arrow points from the "URL Slug" field in the settings panel to the "URL Slug" field in the page editor. The settings panel is highlighted with a red border and contains the following text:

**Permalink**

**URL Slug**

financial-planning-stream

The last part of the URL. [Read about permalinks](#)

**View Page**

<https://www.yorku.ca/laps/sas/bcom/degree-options/finance/financial-planning-stream/>

The right side of the image shows the WordPress editor's right-hand sidebar, which includes the Yoast SEO plugin settings. The "Permalink" section is expanded, showing the same slug and a preview of the full URL.

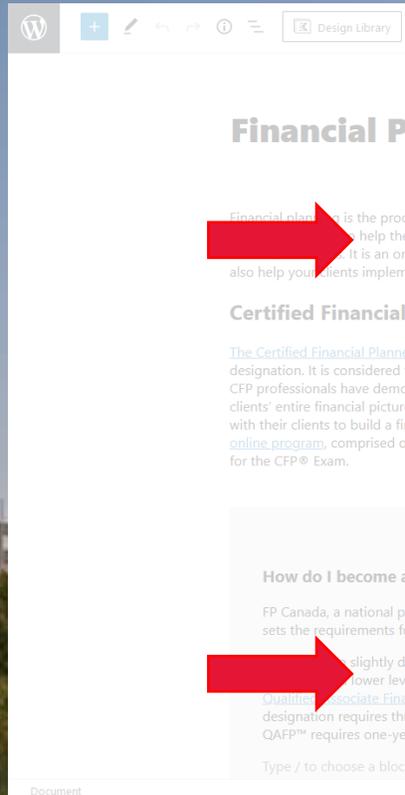
**We can change the name of this path** or “slug” before publishing **using the URL Slug option**. 1 to 2 words, all lower-case, and easy to read is the goal.

WordPress editor interface showing the Permalink settings panel. The panel is highlighted with a red border and contains the following information:

- Permalink**
- URL Slug**: financial-planning-stream
- The last part of the URL.** [Read about permalinks](#)
- View Page**: <https://www.yorku.ca/laps/sas/bcom/degree-options/finance/financial-planning-stream/>

The main editor shows a draft of a page titled "Financial Planning" with a "View Page" button. A red arrow points from the "View Page" button in the main editor to the "View Page" section of the highlighted panel.

**The final URL path will be shown below the URL slug.** It's important to note that once published, changing a URL is much harder – so getting it right is essential.



## Permalink

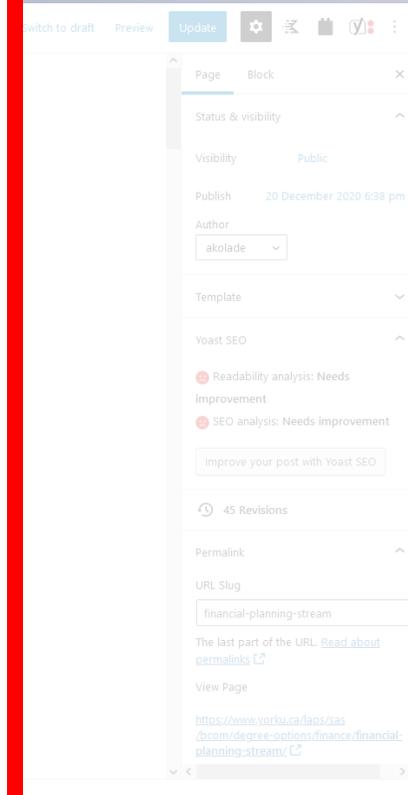
### URL Slug

financial-planning

The last part of the URL. [Read about permalinks](#) ↗

### View Page

<https://www.yorku.ca/laps/sas/bcom/degree-options/finance/financial-planning/> ↗



**Here, for example, we might want to trim the word “stream” to make a more concise URL.** Again, we can only change the URL slug of the page we’re editing, not the entire URL path.

# LINKING CONTENT SITE PLANNING

YORK 

CROSS  
**SITE LINKING**

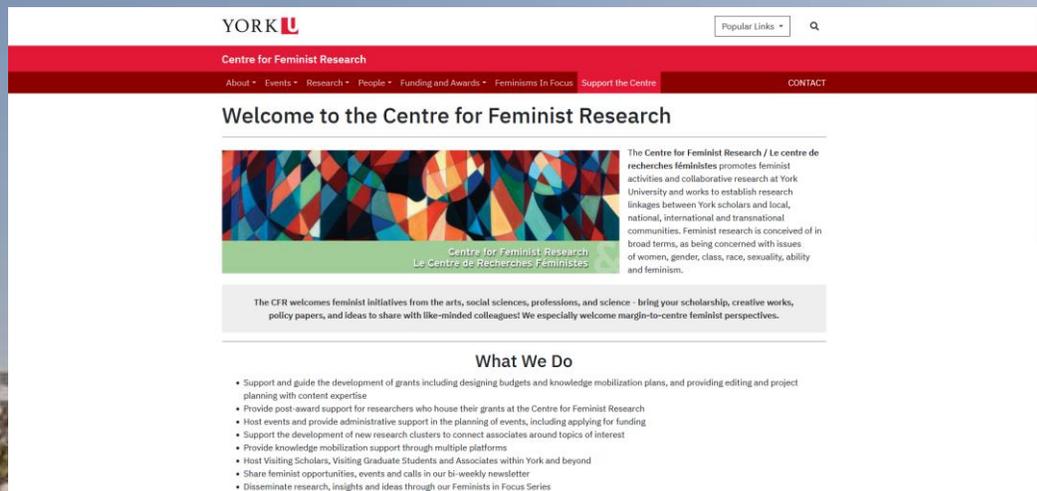
# DOES THE PAGE ALREADY EXIST

In many cases, the content your users need might already exist within YorkU.

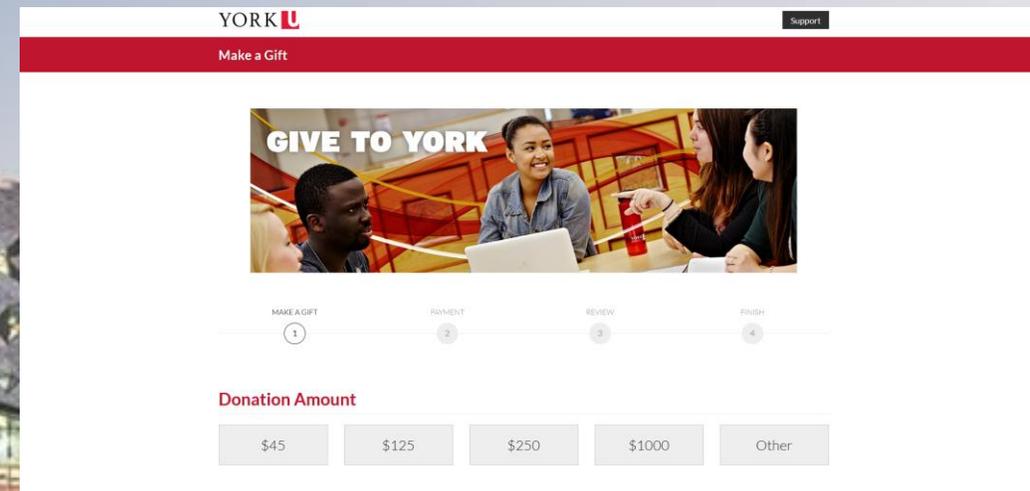
In these cases, instead of creating a new page and replicating content, you can link directly to the existing page from your site.

**This process is called interlinking.** Google uses these internal links to assign value to pages, with more links creating more value.

EXAMPLE ONE  
**FUNCTIONALITY**



<https://www.yorku.ca/cfr/>



[https://give.yorku.ca/s/1853/adv/\\*](https://give.yorku.ca/s/1853/adv/*)

Instead of creating a new page and functionality to match, the Centre for Feminist Research **leverages a menu link from their home page** (depth 1) directly to the Make A Gift page complete with tracking functionality. Interlinking research to gift giving.

EXAMPLE TWO  
**ANCHORING**

YORK U

Popular Links

College Life

College Affiliation Orientation Support & Services Events Get Involved Facilities About

Peer Mentorship  
PASS Program  
Academic Advising  
Awards  
Resources  
Wellness Resources

CONTACT



<https://www.yorku.ca/laps/college-life/founders/>

Faculty of Liberal Arts & Professional Studies (LA&PS)

Students Programs Services Research Faculty & Staff Alumni & Community About

APPLY CONTACT

### Wellness Resources



[Health Education & Wellness](#)  
You'll find a range of health-related supports, such as training programs, workshops and peer consulting.



[Student Accessibility Services](#)  
Enabling an accessible campus learning environment, this service ensures students with disabilities have an equal opportunity to succeed.



[Student Counselling & Development Services](#)  
Here you'll find a safe space and access to counsellors who are registered clinicians and have experience working with a diverse student population.

<https://www.yorku.ca/laps/support/#wellness-resources>

Founders College wants to provide its users to access to mental health and well-being resources. **Instead of creating a new page, they've leverage their menu space to link directly** to LA&PS wellness directory.

# CONSIDER COMMON RESOURCES

Surfacing content related to our **UN Goals**, research programs, facilities, campuses, as it relates to the users is not only good practice, but good for users as well.

**Most new users don't know all the resources available to them.** Cross linking allows for your site to become a discovery engine for all the amazing things we do.

SHARED URL  
**NAMING EXAMPLES**

DEFINING  
**SHARED URL  
AND SITE PATHS**

YorkU is a big place, often with multiple sites that provide similar types of information.

This makes it possible to provide a framework for similar departments & services for how the most common URL paths should be named.

**Exposure breeds wayfinding context**, an additional benefit to our users.

Understanding that all research centres are housed under [yorku.ca/research/centres/](http://yorku.ca/research/centres/) gives additional context to a user when they discover or navigate to a new centre.

## **FACULTIES, SCHOOLS & DEPARTMENTS**

Educational organizations within YorkU that teach a subject, discipline, or provide accredited training.

### **Common features often include:**

Undergraduate Programs, Graduate Programs, Research, Faculty, News, Services, Experiences, Courses, Certificates, Academic Resources, Contact, etc.

## **PROGRAMS & DEGREES**

Educational tracks in a specific field of study, that often lead to a degree or certificate

### **Common features often include:**

Course, Requirements, Contact, Applications, Faculty, Research, Alumni, Publications, Awards, Bursaries, etc.

## **CAMPUS ADMINISTRATION & FACILITIES**

Administrative organizations which help manage YorkU and its student population.

### **Common features often include:**

Services, Contact, Applications, Locations, Accessibility, News, Workspaces, Events, FAQs, Partners, Resources, etc.

## RESEARCH CENTRES, LABS & SPECIAL PROJECTS

Dedicated research projects that cross departments, have their own location, or are special projects outside of a faculty day-to-day.

### **Common features often include:**

Research, Publications, Events, News, People, Services, Workshops, Awards, Administration, Projects, Faculties, etc.

## LIBRARIES

Buildings or digital databases that collect, store, and provide access to information.

### **Common features often include:**

Collections, Research, Locations, About, Staff, Support, Academic Support, Contact, Borrowing, Special Requests, Exhibitions, etc.

## CLUBS & STUDENT ORGANIZATIONS

Activities, groups, and communities that enrich or improve campus life.

### **Common features often include:**

Events, Leadership, Resources, Membership, Activities, Application, Requirements, etc.

AutoSave Off YorkU ULR Planning Faculty And Departments V4 Search (Alt+Q) Ryan Thomas

File Home Insert Page Layout Formulas Data Review View Help

Spelling Thesaurus Workbook Statistics Check Accessibility Smart Lookup Translate Show Changes New Comment Delete Previous Comment Next Comment Show Comments Notes Protect Sheet Protect Workbook Allow Edit Ranges Unshare Workbook Hide Ink

New Print Preview and Print Fill Color

M35 =CONCAT(A35:L35)

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Protocol	Depth 0	Break	Depth 1	Break	Depth 2	Break	Depth 3	Break	Depth 4	Break	Depth 5	URL
2	Web Access	Site	Folder Command	Content Owner	Folder Command	Content Type	Folder Command	Content Subcategories	Folder Command	Subcategories Details	Folder Command	Speciality Content	Example URL
3	https://www.yorku.ca												https://www.yorku.ca
4	https://www.yorku.ca	/		department-name									https://www.yorku.ca/department-name
5	https://www.yorku.ca	/		department-name	/	students							https://www.yorku.ca/department-name/students
6	https://www.yorku.ca	/		department-name	/	students	/	future-students					https://www.yorku.ca/department-name/students/future-stude
7	https://www.yorku.ca	/		department-name	/	students	/	future-students	/	enrolment-planning			https://www.yorku.ca/department-name/students/future-stude
8	https://www.yorku.ca	/		department-name	/	students	/	future-students	/	enrolment-planning	/	enrol	https://www.yorku.ca/department-name/students/future-stude
9	https://www.yorku.ca	/		department-name	/	students	/	first-year					https://www.yorku.ca/department-name/students/first-year
10	https://www.yorku.ca	/		department-name	/	students	/	first-year	/	student-success			https://www.yorku.ca/department-name/students/first-year/sti
11	https://www.yorku.ca	/		department-name	/	students	/	current-students					https://www.yorku.ca/department-name/students/current-stud
12	https://www.yorku.ca	/		department-name	/	students	/	international-students					https://www.yorku.ca/department-name/students/internationa
13	https://www.yorku.ca	/		department-name	/	students	/	graduate-students					https://www.yorku.ca/department-name/students/graduate-stu
14	https://www.yorku.ca	/		department-name	/	programs							https://www.yorku.ca/department-name/programs
15	https://www.yorku.ca	/		department-name	/	programs	/	departments-schools					https://www.yorku.ca/department-name/programs/department
16	https://www.yorku.ca	/		department-name	/	programs	/	undergraduate					https://www.yorku.ca/department-name/programs/undergradu
17	https://www.yorku.ca	/		department-name	/	programs	/	graduate					https://www.yorku.ca/department-name/programs/graduate
18	https://www.yorku.ca	/		department-name	/	programs	/	degree-planning					https://www.yorku.ca/department-name/programs/degree-plar
19	https://www.yorku.ca	/		department-name	/	programs	/	decisions-petitions					https://www.yorku.ca/department-name/programs/decisions-p
20	https://www.yorku.ca	/		department-name	/	services							https://www.yorku.ca/department-name/services
21	https://www.yorku.ca	/		department-name	/	services	/	support					https://www.yorku.ca/department-name/services/support
22	https://www.yorku.ca	/		department-name	/	services	/	support	/	student-success			https://www.yorku.ca/department-name/services/support/stud
23	https://www.yorku.ca	/		department-name	/	services	/	experiential-learning					https://www.yorku.ca/department-name/services/experiential-
24	https://www.yorku.ca	/		department-name	/	services	/	experiential-learning	/	internships			https://www.yorku.ca/department-name/services/experiential-
25	https://www.yorku.ca	/		department-name	/	services	/	experiential-learning	/	integrated-learning			https://www.yorku.ca/department-name/services/experiential-
26	https://www.yorku.ca	/		department-name	/	services	/	experiential-learning	/	study-abroad			https://www.yorku.ca/department-name/services/experiential-
27	https://www.yorku.ca	/		department-name	/	services	/	experiential-learning	/	career-readiness			https://www.yorku.ca/department-name/services/experiential-
28	https://www.yorku.ca	/		department-name	/	services	/	experiential-learning	/	networking-mentorship			https://www.yorku.ca/department-name/services/experiential-
29	https://www.yorku.ca	/		department-name	/	services	/	experiential-learning	/	ambassadors			https://www.yorku.ca/department-name/services/experiential-
30	https://www.yorku.ca	/		department-name	/	services	/	fund-your-studies					https://www.yorku.ca/department-name/services/fund-your-sti
31	https://www.yorku.ca	/		department-name	/	services	/	fund-your-studies	/	student-awards			https://www.yorku.ca/department-name/services/fund-your-sti
32	https://www.yorku.ca	/		department-name	/	services	/	fund-your-studies	/	emergency-funding			https://www.yorku.ca/department-name/services/fund-your-sti

**In addition to this training you can download example URL paths for a range of site types** that will showcase depth and URL naming best practices for a range of content types.

# GOING DEEPER QUESTIONS

YORK 

Planning your site depth and site architecture is an important first step in your success.

**For questions and feedback please contact the Digital Experience Hub at [cpadigit@yorku.ca](mailto:cpadigit@yorku.ca)**

# GOING DEEPER

# KEY TERMS

# KEY TERMINOLOGY

# URL SLUG

The folder in a path or series of folders that represents the end of a URL path.

[www.yorku.ca/slug/](http://www.yorku.ca/slug/)

[www.yorku.ca/category/slug/](http://www.yorku.ca/category/slug/)

“We need to shorten the **slug** before we publish that new news article.”

# URL PATH

The final address of a page including all previous content it's nested within.

[www.yorku.ca/deparment/program/courses/](http://www.yorku.ca/deparment/program/courses/)  
[www.yorku.ca/service/support/](http://www.yorku.ca/service/support/)

“We’re trying to keep all our **URL paths** for all our library content under 6 layers of depth.”

# SPECIAL CHARACTERS

Non-ascii and sentence punctuation, which are often used by browsers to perform special functions in a URL path.

!@#\$%^&\*()=+\_, `~

“URLs on the site should never contain **special characters**, so make sure to remove that ? In the slug before we publish the page.”

# SITE MAP

A flow of all the content within a given site instance – *also – a file that tells search engines what content we want to rank and how often it's updated.*

“We’re planning our **site map** to make sure it contains all our major content categories and key subcategories.”

# SITE DEPTH

The amount of steps removed from the top level URL path **yorku.ca**

Each / after represents one additional layer of depth.

“Our course content needs to stay at 4 layers of **site depth**, following from our faculty, department, and program layers.”

# ANCHOR LINKS

A process by which a link can be created to content within a page to a specific content section. Represented by a # in the URL path.

<https://www.yorku.ca/foodservices/dining-directory/#schulich-dining>

“The content we need is well managed by a different group, can we just **anchor link** to the relevant section.”

**THANK  
YOU**



YORK 

GO  
SQUAB

**CONTACT US WITH QUESTIONS!**

If you have any additional feedback, questions or a thought crosses your mind, please contact; [jmiller4@yorku.ca](mailto:jmiller4@yorku.ca) , [akolade@yorku.ca](mailto:akolade@yorku.ca) or [ryan@gosquabgo.com](mailto:ryan@gosquabgo.com)

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