



Checklist for New Websites

Introduction

The Checklist for New Websites is intended to guide campus partners through the key requirements for launching a website on the University of Chicago domain. It should be used early in the planning process and referenced throughout design, development, and prelaunch review to confirm that the site aligns with University policies, standards, and guidelines. Units are responsible for ensuring that each item is addressed before requesting approval to launch.

Requirements for all sites

- My website is for non-commercial use:** All websites on the uchicago.edu domain should represent University activities, including academic, research, or administrative activities, and in accordance with University policies. Websites created under the University of Chicago domain are for noncommercial use. Limited references to corporate partners or sponsors may be permitted when they are directly related to the University. [UChicago.edu](https://uchicago.edu) websites may not be used to advertise, promote, or sell products or services for nonaffiliated entities, to process sales or payments, or to generate personal or organizational profit.
- My website follows UChicago's [website branding guidelines](#):** If you are using Voices or Sitecore, the standard template ensures brand compliance. Deviating from the template is not recommended. If you are using a different CMS or building a custom website, we advise campus partners to consult with the Director of Design and Identity (identity@uchicago.edu), who oversees the UChicago brand guidelines, early during the design phase to prevent additional development work and project delays. Please note that websites that do not meet the University's brand standards may not be approved for launch.
- My website uses brand-compliant fonts:** The University provides a set of proprietary brand fonts that are available for your use at no cost. These fonts are part of the University's official visual identity and are required for use to maintain brand consistency across University websites and communications.
- My website is digitally accessible:** Digital accessibility is very important to ensure that everyone in our community is able to fully engage with our websites. Please email the [Center for Digital Accessibility](#) (CDA) at least one week prior to launch to confirm that the site complies with UChicago's [digital accessibility policy](#) and [standards](#) and get your site added to

Siteimprove, a tool used to track website accessibility. We have a dedicated team at the CDA that is available to support our campus. Campus partners who are building a new website should ensure that [accessibility is built into their project](#) so that the website is accessible before launching. Teams can email digitalaccessibility@uchicago.edu during the project if they have any questions or need support.

- My website properly observes intellectual property rights:** If any third-party assets will be included on the website, it is important to ensure that the University has the right to use that content for the intended purpose. For example, the use of a third-party image may require a license from the creator. Some images may be used for free, subject to the terms of a [Creative Commons license](#) associated with the image, including giving attribution to the creator. Because of the inherent subjectivity in determining [fair use](#) under the Copyright Act, it is preferable to license content rather than rely on fair use in most cases.
- My website is registered:** All UChicago websites need to be registered in the [Web Registry](#) to ensure IT Services has accurate contact and technical information for all university web properties. It is the unit's responsibility to make sure that their records are added and have up-to-date information.

Additional suggested best practices

Set up analytics for your website so that you can monitor traffic to your site over time. If you do not set up analytics when your site is first published, you will not be able to retroactively access analytics for the time before you set up tracking. Voices sites have built-in analytics, but other tools like Google Analytics can be added as well. *Note: If your website contains private or sensitive information, consult with IT risk before applying third-party analytics tools.*

Domain mapping requests

Once all the requirements above are complete, if you would like a UChicago subdomain (domains ending in .uchicago.edu) you will be able to [request a domain name or hosting](#) for your new website. Campus partners should review [UChicago's domain guidelines](#) before [submitting a request](#). If your website does not meet the requirements above, your request may be denied.

Note on security approval: If your site is hosted outside the University, IT Risk sends campus partners a list of 10 questions about their websites for their records. Web Services will coordinate the security review on your behalf before the site can be moved to ITS Networking.

Note on ITS Networking: Web Services will coordinate with networking to coordinate domain mapping. You do not need to contact ITS Networking separately.