This summarises part of the work done by the University of Lincoln's Linking You project, which provides a recommended set of institutional identifiers suitable for use across a wide range of higher education institutions.

The aim of our recommended 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.

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 instinctively type if they were guessing how to reach resources.

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

http://lncn.eu/toolkit

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