

Network: Public Web Site Domain Name Standard (and implications for E-Mail Address Standard)

Definition(s):

The Domain Name System (DNS) is a hierarchical, distributed service to assist in the location of resources, such as file servers, world wide web servers, e-mail services, etc. DNS converts easy to remember resource names (doa.louisiana.gov) into their equivalent Internet protocol address (123.234.251.34) which is actually used in the TCP/IP routing process.

The Office of Telecommunications Management (OTM)/ LaNet is the registered authority for the domains state.la.us, la.gov and louisiana.gov, and implements subdomain names delegated under these domains to state agencies in Louisiana.

Rationale:

Because many state and local government entities believe that citizens are highly likely to associate their government at all levels with the .gov domain, they are increasingly positioning their web sites and e-mail addressing structures within the addressing space of that domain. To support this demand in a uniform, organized, and efficient manner, OIT and OTM have established standards and naming conventions to govern use within State government.

Approved Standards:

The “brand name” for the official Louisiana public web site domain name is *louisiana.gov*. The *louisiana.gov* name shall be used by agencies when publishing new public web site addresses. Educational entities that use *.edu* are excluded from this naming convention.

The State’s main web portal shall be *www.louisiana.gov*.

In addition, the State’s main web portal shall also be accessible using *www.la.gov*.

Agencies can create third-level public web site domains. They should choose their own agency name or abbreviation for the third level address. For example, the Department of Insurance may choose *insurance.louisiana.gov* and *insurance.la.gov* OR *doi.louisiana.gov* and *doi.la.gov*.

As a matter of public convenience, the URL for an agency’s public web site must be accessible using all of the following:

agency.louisiana.gov

www.agency.louisiana.gov

agency.la.gov

www.agency.la.gov

Agency branding requests must be approved by the CIO and will only be permitted as an alias to the agency name. For example, *travel.louisiana.gov* could be an approved alias for Culture, Recreation, and Tourism, where the primary agency name may be *crt.louisiana.gov*. All public web servers must use the above-mentioned naming convention.

Only agencies participating in the Division of Administration Statewide E-mail system will be allowed to utilize *@la.gov* in their e-mail addressing scheme. (Example: *jsmith@la.gov*) Agencies who maintain their own e-mail system outside the Division of Administration Statewide E-mail system are not permitted to use *@la.gov* addressing, but may use *@agency.la.gov*.

Approved Products:

Not applicable.

Guidelines/Technical Considerations:

All requests for *louisiana.gov* and *la.gov* public domain names should be directed to OTM via a completed request form. Click [here](#) to go to the OTM web page for complete instructions and the form.

Non-state entities interested in a .gov domain name must direct their requests to *www.dotgov.gov* (formerly *www.nic.gov*).

Agencies participating in the Statewide Active Directory tree are responsible for maintaining their own domain database entries. These agencies are responsible for assuring that the necessary external domain database entries are defined on their internal domain servers.

Review Cycle:

As needed

Timeline:

Issued: May, 2003
Revised: October, 2003—Revised URL naming standard and e-mail address standard.
Revised: May, 2006—Broadened acceptable names to require use of *la.gov*

Office of Information Technology Standard

Transition:

Agencies should no longer submit requests to OTM for new state.la.us domain names.

Requests to exempt existing sites that will not comply with this policy after May, 2007 must be presented to the CIO for review. Requests to exempt new sites that do not conform to this standard must be approved in advance by the CIO.

Procurement:

Not applicable.

Date: _____

Approved by: _____