Qantas.com Sales Portal URL Specification

for

CSTENSTM Internationalisation Project Release 4

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REVISION LIST

Ver.	Date Released	Modifications	Author(s) and Department	Reviewer(s) and Department
1.0		Initial version created for release 1.	James Kerridge (QF)	Nicole Leeson (QF)
1.1	4 March 2009	Updated to Guide Release 4. Almost entirely changed the document.	James Kerridge (QF)	Nicole Leeson (QF) Kamran Mahmud (QF) Sankar Baskaran (TCS)
1.2	13 March 2009	Changed: • The URL term "page" is changed. • The URL examples have been improved. • General clarity added following review comments.	James Kerridge (QF)	Nicole Leeson (QF) Kamran Mahmud (QF) Sankar Baskaran (TCS)
1.3	17 March 2009	Finalised the changing of "page" to "airlines"	James Kerridge	Nicole Leeson (QF) Kamran Mahmud (QF) Sankar Baskaran (TCS)

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2 Purpose

Following recent developments in internationalisation release 2 and 3 it is now possible to meet the original business needs for search engine optimisation by allowing greater control over the URLs.

In particular the following enhancements are desired:

1. Instead of using underscore character to separate page name "_" used the hyphen character: "-" See here for more info: http://www.searchenginejournal.com/google-underscores-hyphens/6010/
2. Change "page" term to a more search engine friendly term "airlines"
3. Drop the "airline" from the URL.

This document describes the URL of the new Qantas.com web site and how to create and use URLs. The reasons for the choices will be explained in the document.

This document will be used by the development team.

3 Simplified URLs

3.1 Simplified URL Structure

The portal shall support simplified URLs that conform to the following structure:

Part	Description
http://www.qantas.com.au	The server name. This is production. www-staging etc represent the test systems.
travel	This is the logical name of a web application. Inside this web application can potentially run many portals. Currently we have one portal. Logically this piece of the URL must differentiate this functionality from other functionality in the Qantas environment. It should probably describe the sub piece of the qantas organisation that owns the enclosed functionality. e.g. sales, freight, loyalty etc Travel has been chosen as it will optimise search engine indexing of the qantas travel application. As this has the potential to change in the future it is recommended that the web application URI be configured to this value rather than renaming the web application.
airlines page	This is an identifier for all pages that use page configuration technique (i.e. all content managed pages.). It is chosen to have business meaning rather than technical meaning. The term "page" may be retained to enable migration to the new term "airlines"..
{subsection(s)}/{page label}	This is the unique identifier for a page.

	The system should allow for multiple sub section terms preceding the page identifier e.g. subsection/page-identifier subsection-1/subsection-2/page-identifier Although it is likely that the business will simply do: page-identifier - as this is better optimised for search engines. When the page identifier is made up of more than one word the words must be separated by the hyphen ("-") character rather than the underscore ("_") character in order to optimise for search engines.
{locality}	This is the locality. It can be either: global or the 2 letter country code as specified by ISO 3166. e.g. /global /gb /cn /au This has been changed to allow for the creation of pages that contain global information in addition to country specific pages. There is no agreed locality between global and country but it should be possible for the business to create such a scheme when needed. e.g. /europe /eu /asia /as This is strongly related to the sales market. This is a significant change as the URL is not unique for a country and thus the users country cannot be resolved for a given URL. See additional request parameters section.
{language}	The language of the page. Previous releases allowed for language variants but a business decision has been made since to not require this level of complexity. This leaves a complexity in that existing languages will have a 5 character notation e.g.

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	es_MX
	whereas new languages (English) will have a simplified notation:
	en
	Over time but not necessarily immediately a clean up may occur that simplifies back to using:
	es ja zh_TW zh_CN de fr
	The scheduling of such a change needs to be agreed.

3.2   Simplified URL Supported Characters

The URLs will support the ASCII range of characters.

Users will need to be aware that use of characters outside of the US-ASCII range will be encoded as per the URL specification. (See: http://www.ietf.org/rfc/rfc1738.txt)

It is recommended that the business process guide the site authors to only use characters within this range.

3.3   Simplified URL Examples

Below are a few URL examples to aid visualization of a complete URL. These examples are for demonstration only the exact URLs for the site will be agreed in a separate site structure document.

3.3.1   Global English

These URLs will be delivered in Release 4 of the internationalisation project.http://www.qantas.com.au/travel/airlines/checked-baggage/global/en

3.3.2   Localised English

These URLs will be delivered in Release 4 of the internationalisation project.

http://www.qantas.com.au/travel/airlines/flight-info-index/gb/enhttp://www.qantas.com.au/travel/airlines/home/au/en
http://www.qantas.com.au/travel/airlines/home/nz/en

3.3.3   Global Foreign Language

Note: It is to be decided how and when to migrate to this format.

http://www.qantas.com.au/travel/airlines/using-points/global/de
http://www.qantas.com.au/travel/airlines/using-points/global/fr
http://www.qantas.com.au/travel/airlines/using-points/global/zh_TW
http://www.qantas.com.au/travel/airlines/using-points/global/zh_CN

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3.3.4   Localised Foreign Language

Note: It is yet to be decided how and when to migrate to this format.

http://www.qantas.com.au/travel/airlines/home/mx/es
http://www.qantas.com.au/travel/airlines/home/mx/es

4   Parameters to Set Country, Language and Region

It shall be possible to call any URL within the portal website with the following parameters. When valid values are supplied the system shall update the user context with these values.

4.1   Setting the User's Locale (language)

locale_change={language code}

e.g.

locale_change=de_DE

4.2   Setting the User's Country

country_change={country code}

e.g.

country_change=de

4.3   Setting the User's Region

Whilst this is unnecessary as it can be derived from the country it is provided to support regional selection (which is a legacy business model since a customer now selects a country).

region_change={region code}

e.g.

region_change=eu

4.4   Setting the User's Departure Airport

depaip_change={departure airport code}

e.g.

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depaip_change=SYD

4.5 Affect on Akamai Caching

Note: The above parameters shall be taken into account when caching in Akamai. The akamai cache key should take these parameters into account in some way so that the cached response is appropriate for the user.

5   Smart URL Forwarding

The following values in a URL will be replaced by the portal.

detect-context

This term will be replaced by:

{country}/{locale} from the customers user context and then forward to the appropriate URL. This mechanism allows systems that do not recognise country to be able to link to the portal correctly. Usage of global URLs will reduce the need for this mechanism but it may still be required.

Note: This can be cached in Akamai based on the user context.

Note: This has implications for search engines as this is effectively considered duplicate content. Any URL that has been "forwarded" in this manner should therefore not be indexed by search engines. One way to solve this is for the forwarding system to signal that they have modified the URL and then the portal can render the page with a no index meta tag as well as the no archive meta tag.

6   URL Redirection

The system shall have a mechanism whereby URL patterns can be:

1. Redirected with 302 or 301 redirect.
2. Forwarded/Proxied to another URL.

Note: The solution for this will be described in a separate document.

7   Appendix A: Migration Considerations

7.1 Migration Effort and Cleanup

Ideally the existing foreign language URLs should be updated to conform to this structure so that the site information architecture is consistent. The scheduling for such a change is not clear.

Some guidance from the business is sought as it has some impact on this area also. Further discussions will be had on this matter.

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7.2 Supporting Old URL Structure

The foreign language URLs currently in use do not conform to this structure.

For a period of one year the old URLs shall be supported and directed to the equivalent page in the new URL structure.

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