

Cvent | Custom URL or Private Domain ^[1]

February 11, 2025 by [Melanie Jones](#) ^[2]

Do you promote your events via a printed invitation or radio ad? Work with your eComm specialist to leverage Cvent's private domain to create a custom, short URL to make registering for events easy.

Private Domain

eComm has already procured a private domain (events.cu.edu/trailingname), so users can request to add their desired trailing name (via their eComm specialist), at no cost. Units can contract directly with Cvent to buy a new private domain. [Learn more about private domains](#) ^[3] and if interested, [submit a help ticket](#) ^[4] to get a cost estimate and Cvent's contact information.

eComm's Private Domain

- Each trailing name in our Cvent private domain, events.cu.edu/trailingname, must be unique for the URL to function properly.
- Trailing names can contain up to 50 letters and numbers, but no spaces or special characters
- The same trailing names can be used for consecutive events (for example, a fundraising event that occurs once in 2018 and that will occur again in 2019), but the domain selection for the previous event must be updated from events.cu.edu to www.cvent.com ^[5] in Event Configuration before proceeding.
- eComm specialists must activate private domains for their users.

Suggested Naming Convention:

For events/conferences that are specific to a campus/System/Advancement and do not share the same general name of an event taking place anywhere else in the CU System:

- events.cu.edu/COLTT
- events.cu.edu/ConferenceonWorldAffairs
- events.cu.edu/KPWE
- events.cu.edu/ColemanConference
- events.cu.edu/EntCenterGala

For events that may share a name with an event on another campus:

- events.cu.edu/BoulderHomecoming

- events.cu.edu/DenverHomecoming
- events.cu.edu/AnschutzHomecoming
- events.cu.edu/UCCSHomecoming

[Tracking Spreadsheet](#) ^[6]

Custom URL

With a custom URL, you can pick any name you want but .cventevents gets tacked on the end. The advantages are: it's quicker and easier to set up and you can use the same name as your organization's primary website. Learn more about custom URLs and if interested, [submit a help ticket](#) ^[4] to get a cost estimate and Cvent's contact information.

Related Content

- [How do I hide my event from search engines?](#) ^[7]

Display Title:

Cvent | Custom URL or Private Domain

Send email when Published:

No

Source URL: <https://www.cu.edu/blog/ecommerce-wiki/cvent-custom-url-or-private-domain>

Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/cvent-custom-url-or-private-domain>

[2] <https://www.cu.edu/blog/ecommerce-wiki/author/39>

[3]

https://support.cvent.com/apex/apex/CommunityArticle?id=000002536&Lang=en_US&searchTerm=private

[4] <https://www.cu.edu/ecommerce/submit-help-ticket> [5] <http://www.cvent.com>

[6] <https://docs.google.com/spreadsheets/d/1f5zMIhFOmVtiwkyEqR-D2quuDbpRo07ZAwXszdnmjng/edit#gid=0> [7] <https://www.cu.edu/blog/ecommerce-wiki/cvent-hiding-your-cvent-event-search-engines>

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