

Brand Slugs

Product - [تعليقات \(.\)](#) - Emily Booth - 2019-01-09

With the aim of giving you more control when creating additional brands on your helpdesk, we have created additional methods to create a new brand that has been released in Deskpro 2019.1. You now have the ability to choose between creating a helpdesk with a custom URL, or keeping the same main URL and using slugs to access the additional brands that will be used with your main URL.

?What is a URL Slug

This is defined in many ways, however in this context, it would relate to the "User Friendly" part of a website address to the right of the actual domain name. ie. [example.com/brand-slug-2](#)

Previously, you would have only been able to specify an entire domain or sub-domain for each brand. ie [helpdesk.example.com](#) and [internal.example.com](#). As we continued to expand our [multibrand capabilities](#) - and have allowed for yet another feature ([feedback](#)) to be branded, the demand to deploy multibrands in a more fluid and personal way became apparent.

Where previously you would have needed to register a new domain name to properly access a new brand, our client base let us know these were difficult to seek the approval of, or hard to justify in a larger company, sometimes incurring costs with upstream providers. We have therefore removed this limitation, allowing customers to set up "Brand Slugs" without the need to set up a new sub domain. [example.com/b/internal-hd1](#), [example.com/b/ext-2](#), [example.com/b/hrdesk3](#) - and so on

?Why would you ever use a URL Slug

One reason would be to make your URL's more user friendly. The previous system would auto-generate a "preview" link (/brand-1, /brand-2) which the user had no control over. When accessing these URLs, visitors would have no context as to what the page was related to.

Moving on from that, this would increase your [SEO](#) - when search engines index pages, they look at the text in the URL to assist with rankings. If your URL is (example.com/b/internal-hr-support) - an employee will have more luck finding the correct support desk through a search engine.

Finally, as previously outlined, this practice prevents exhausting actual sub-domains or additional domains to make use of the new multibrand features, which was becoming time consuming and costly for the IT departments.

:How to get started

A screenshot of the new Brand Setup page can be seen below and there is the simple 'Helpdesk slug' option which is all that needs to be entered in order to use this feature. As you are updating the details you can also use the newly added 'View brand portal' button to easily preview and check that everything is correct.

The screenshot displays the 'User Interface' configuration page in Zendesk. On the left sidebar, the 'User Interface' menu item is highlighted, and a dropdown menu is open, showing 'Public HR Enquiries' as the current selection. The 'New Brand...' option is highlighted with a red arrow. The main content area is titled 'User Interface' and contains two sections: 'Website Settings' and 'Helpdesk Settings'.

Website Settings:

- Website name:** HR Enterprise (This is the name of your main website.)
- Website URL:** http://example.com (This is the URL to your main website.)

Helpdesk Settings:

- Brand name:** Public HR Enquiries (This is the actual name of your brand.)
- Helpdesk name:** Public HR Enquiries Helpdesk (This is the name of your brands helpdesk. default)
- Helpdesk slug:** public-hr-enquiries
- Helpdesk URL:** http://support.example.com/public-hr-enquiries
- View brand portal:** Portal

Helpdesk Portal:

- ☒ **Enable Portal** — The portal is the public facing website that your users can use from their browser or mobile phone.

At the bottom, there are two modes for the Helpdesk Portal:

- TICKET & PUBLISH MODE** (Selected): Enable content publishing features (articles, news and downloads).
- TICKETS-ONLY MODE**: Only enable tickets. No other features.

The URL to access a brand through its slug URL is always: `support.example.com/b/slug`

The diagram illustrates two possible configurations for the system, separated by an "OR" connector. On the left, a box labeled "TICKET & PUBLISH MODE" contains the text "Enable content publishing features (articles, news and downloads)." On the right, a box labeled "TICKETS-ONLY MODE" contains the text "Only enable tickets. No other features."