

LM01_KDD017 - SharePoint Site and URL naming convention

Status	DECIDED
Owner	Eric TRIFFAUX
Stakeholders	Avanade, TDA



Decision:

- **Site Name**
 - **Option A** (English translation using SyGPT to keep the meaning and with limitation to 30 characters)
 - **to be avoided** : **Option B** (transliteration)
 - **Migration-only fallback: Option C** (Prefix + drive ID)
 - Adopt proposed naming convention for new site
 - Adopt proposed naming convention for migrated content
- **URL :**
 - **Option 1** : URL reflects name (normalized version via SyGPT)

Decision made by: Infra TDA

Date: 02 Apr 2026

Online Meeting: TDA

Decision Context

As part of adopting SharePoint Online, two urgent needs arise:

What should be the strategy for SharePoint site names and URLs?

- Specifically: **Should the site name be reflected in the URL?**

How to handle unsupported characters or nonUnicode languages in URLs?

- Options include translation, transliteration, or use of existing identifiers (e.g., Google Shared Drive ID).

The Technical Advisory Board must validate the longterm naming & URL strategy because it affects:

- Information architecture
- Governance
- Migration effort
- Multilingual support
- Automations & provisioning
- User experience
- Integration with Teams & OneDrive
- Path-length stability (400char URL rule)
- Long-term platform scalability

Problem Statement

SharePoint Online URLs **do not support nonASCII characters**, such as:

- Accents (é, è, ô)
- Umlauts (ä, ö, ü)
- Ligatures (æ, œ)
- NonLatin alphabets (Arabic, Chinese, Cyrillic, etc.)

These characters cause:

- Failed migrations
- Broken OneDrive synchronization
- Encoded, unreadable URLs
- Compatibility issues across tools
- Longer paths risking the **400character limit**

Therefore, the organization must formally decide:

- Whether site names should match URLs
- How to standardize URLs when names include unsupported characters
- Whether to translate names to English, transliterate, or use external system IDs

Architectural Requirements

URL technical constraints (SharePoint Online)

- Allowed: **A–Z, 0–9, hyphens only**
- Not allowed: accents, symbols, spaces, special characters
- URL counts toward **400-character path limit**
- URLs must remain **stable and permanent** after migration
- URLs must support **Teams interoperability**

Information architecture constraints

- Naming standard must be consistent across:
 - SharePoint sites
 - Teams
 - Microsoft 365 Groups
 - Search
 - Metadata
 - Governance automation tools

Business & UX constraints

- Users must easily recognize:
 - The purpose of the site
 - Ownership (INT/EXT)
 - Department
 - Team
 - Region or geography
- Site URLs should remain **clean, short, predictable**

SharePoint Naming convention

Golden rules

- External and internal are optional, and to be used if explicitly limited to Internal or external content.
- Avoid special characters : # % & * { } \ : < > ? / + | "
- No accents, diacritics, or non ASCII characters : Proposal is to use SyGPT to translate into english to keep the meaning and keep it short
- Names must be short <30 characters
- Human friendly names : Use PascalCase or Title Case for Site Names (but not URLs)
- When possible avoid space
- Avoid stacking long department or project names.
- Use 3–5 meaningful elements maximum.
- Depending the SharePoint structure, it will not be required to use all elements in the name like Department, domain, team; while using HUB site this can reflect the organization and ease thenavigation.
- HUB Site will be created explicitly, if a site is promoted it will be renamed.
- DATE will use ISO format (YYYYMMDD)

New Sites

* Ext and int removed. Only EXT if the site is completely for external vendor or party

*1 : better to create dedicated hub

Workspace Type	Best Use Case	Name
Teams Team	Daily collaboration + chat + files	TEAM-[INT/EXT]-[Dept]-[Team]-[Region]
Teams Standard Channel	Organizing work by topics	[TopicName]
Teams Private Channel	Sensitive sub-team collaboration	PRIV-[Team]-[TopicName]
SP Team Site (Group)	Document collaboration without Teams	SITE-[Dept]-[Team]-[Region]
SP Team Site (No Group)	Highly controlled teams, external collab	SITE-[Dept]-[Purpose]-[Region]

Communication Site	HR/IT/Finance portals	COM-[Domain]-[Region]
Hub Site	Organizing the intranet	HUB-[Dep/Domain/Function] *1
Project/PWA Site	Formal project management	PROJ-[ProjectName]-[YYYY]
Wiki / KB	SOPs, knowledge articles	KB-[Topic] WIKI-[Dep/Domain/Function]
Home Site	Main corporate intranet homepage	HOME
External Sharing Site	Supplier, customer, partner workspaces	SITE-EXT-[Dept]-[Partner]
Archive Site	Preservation of closed projects or teams	ARCH-[Dept/Project]-[YYYY]

Migrated content

Follows the standard naming convention when possible with adjustments

In case of library name too long , possibility to contact the owner to rename it using SyGPT tottranslate into english to keep the meaning and keep it short

Type	Convention
AODOcs	AO_
SharedDrive	SHD_
Gsites	GS_
Application Sharepoints	APP-

URLs

URL will benefits naming convention

For migration :

- In case of library name, folder, file too long , possibility to contact theowner with a proposed renaming from SyGPT to translate into english tokeep the meaning and keep it short
- If not possible we revert to Google IDs

Recommended Decision

- **Site Name**
 - **Option A** (English translation using SyGPT to keep the meaning and with limitation to 30 characters)
 - **to be avoided** : **Option B** (transliteration)
 - **Migration-only fallback: Option C** (Prefix + drive ID)
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 - Adopt proposed naming convention for migrated content
- **URL :**
 - **Option 1** : URL reflects name (normalized version via SyGPT)

Options Considered

New Sites

Option A: Reflect the site name in the URL using English translations.	Option B: Where translation is not appropriate use Transliteration	Option C: Migration Strategy (Legacy Shared Drives / AODOcs only)
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<ul style="list-style-type: none"> • Clean syntax • Short and consistent • Easy to govern • Fully compliant with Microsoft's URL restrictions • Enhances user experience, searchability, and automation 	<p>Use transliteration to convert unsupported characters into ASCII equivalents.</p>	<p>For migrated content, add the prefix (SHD_ or AOD_) and optionally if Option A not applicable append the Google Shared Drive ID when the name is ambiguous or unsafe.</p> <p>Example: SHD_Finance-A1B2C3D4</p>
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Should the Name Be Reflected in the URL?

Option 1 — YES: URL reflects name (normalized version – recommended)	Option 2 — NO: URL uses a generated technical ID
<p>Example: Site Name: Finance – Contrôle de Gestion URL: /sites/FIN-Controlling</p> <p>Advantages</p> <ul style="list-style-type: none"> • Improves findability (people can guess URLs) • Consistent with Microsoft 365 naming governance • Works well with automation & provisioning • Easier audit & support • Matches industry best practices • Helps avoid orphan or duplicated sites • Short, stable naming helps avoid the 400char limit <p>Drawbacks</p> <ul style="list-style-type: none"> • Names must be translated or transliterated • Some business units may resist non-native naming • Requires an authoritative naming dictionary 	<p>Example: Site Name: Finance – Contrôle de Gestion URL: /sites/123abcXYZ</p> <p>Advantages</p> <ul style="list-style-type: none"> • Fully avoids unsupported characters • Guaranteed uniqueness • Stable even if site name changes <p>Drawbacks</p> <ul style="list-style-type: none"> • Impossible for users to guess what a URL is • Poor user experience • Not suitable for enterprise intranet architecture • Makes governance and audits harder • Not aligned with M365 best practices

How Should We Handle Unsupported Languages?

(Below are the clear options for dealing with nonASCII names in URLs.)

Option A — Translate the name to English (using SyGPT for consistency)	Option B — Transliterate the name (convert characters to ASCII)	Option C — Use the Google Shared Drive ID as URL suffix
<p>Example: “Équipe de Gestion” “ManagementTeam”</p> <p>Pros</p> <ul style="list-style-type: none"> • Aligns with international corporate standards • Guarantees URL compatibility • Clean, short URLs • Matches most global enterprises' practices • Only requires one corporate dictionary (SyGPT can generate it) <p>Cons</p> <ul style="list-style-type: none"> • Teams in nonEnglish regions may feel less represented • Requires validation of translations 	<p>Example: “Société Générale” “SocieteGenerale”</p> <p>Pros</p> <ul style="list-style-type: none"> • Preserves local identity • Predictable and intuitive result • No need to translate terms • Works well with automated rules <p>Cons</p> <ul style="list-style-type: none"> • Some languages (Arabic, Chinese) transliterate poorly • Still requires a dictionary for consistency • Risk of ambiguous results 	<p>Example: Shared Drive ID = A1B2C3D4 /sites/FIN-A1B2C3D4</p> <p>Pros</p> <ul style="list-style-type: none"> • Perfectly unique • Great traceability from migration source • No naming conflicts • No translation needed <p>Cons</p> <ul style="list-style-type: none"> • Very poor readability • URL becomes meaningless for users • Not scalable for future (non-migration) sites • Only relevant for migrated content • Inconsistent with new SharePoint sites created postmigration

6. Evaluation Matrix

Criteria	Option A: English Translation	Option B: Transliteration	Option C: Google Drive ID
User-friendly URLs			
Technical compatibility			
Works for future sites			
Predictability			
Readability			
Consistency across organization		depends on language	
Migration suitability			
Long-term governance fit			

See also

The following section describes relevant documentation:

Descr iption	Repository
Naming Convention PPTX	https://syensqosa.sharepoint.com/:p:/r/sites/M365ProductivityStream/_layouts/15/Doc.aspx?sourcedoc=%7B32F8CDCB-43E7-4A83-9779-7BC85E483D7C%7D&file=SharePoint%20-%20Naming.pptx&action=edit&mobileredirect=true&CID=66e00b6c-67f8-9e05-1cfd-9b9e3bf079c2&clickParams=eyJYLUFWcE5hbWUiOiJNaWNyb3NvZnQgT3V0bG9vayBXZWlgaXBwIiwWC1BcHBWZXJzaW9uljoiMjYyNjAzMjAwMDIuMTAiLCJPUyI6IldpbmRvd3MgMTEifQ%3D%3D

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v. 7	Apr 03, 2026 13:26	CHUDZIAK-ext, Aleksander	
v. 6	Apr 02, 2026 18:00	TRIFFAUX, Eric	
v. 5	Apr 02, 2026 18:00	TRIFFAUX, Eric	
v. 4	Apr 02, 2026 17:53	TRIFFAUX, Eric	

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