



**Roinn Cumarsáide,
Fuinnimh & Acmhainní Nádurtha**
Department of Communications,
Energy & Natural Resources

Universal Design Content and Design

Irish Internet Association
5 April 2016

NEW WEBSITE



WHO



BUDGET



IMAGES



TONE



S.E.O.



TRAINING



HOW



CMS



APPROVAL



LANGUAGE



GUIDELINES



PROCESS



EXPERT



TEAM



REVIEW



STRATEGIC PLANNING & ANALYSIS

- Situational Analysis
- Research & Review
- Stakeholders
- Technology
- Brand
- Resource
- Process



Objectives and
Goal setting



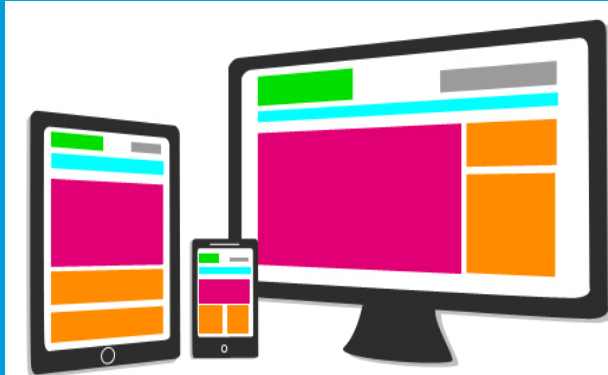
Strategy and
Tactics



Review and
Monitor



ACHIEVING OUR WEBSITE GOALS



DESIGN

Site structure & architecture

User-centred design

Content Quality

Branding

Technology



OPERATIONAL

Mind-set change

People

Processes & Guidelines

Training

Maintenance plan





Simple Page Design

Communications

Energy

Natural Resources

News & Media

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Digital Strategy

Business and Enterprise

Advantages of Trading Online

Help to Trade Online

Citizens and Training

Advantages of Being Online

Basic IT Training

Schools and Education

School Digital Champion

Web Accessibility

Digital Initiatives

Digital Hub

NDRC

Publications

Programme and Schemes

Legislation

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Contact Us


Teacher Zone

Digital technologies change the way students learn, the way teachers teach, and where and when learning takes place. This programme provides you with support and advice to allow you to integrate technology in a meaningful way in the classroom and beyond.

The School Digital Champion programme will provide students with an opportunity to take on a specific challenge which primarily uses digital to solve real issues identified within the school, community or local business setting. The programme aims to encourage and inspire students to 'think digital, use digital'.

Support will be provided for teachers throughout the programme by emailing schooldigitalchampion@dcenr.gov.ie. Teachers will be invited to participate in a training day based on the needs identified in the project application form.


Digital Champion Benefits




The School Digital Champion Programme will elevate digital skills and competencies while providing schools and teachers with a wide range of opportunities.

[More on the benefits](#)

Frequently Asked Questions




Project Themes




There are three School Digital Champion project themes, local enterprise, local community and school-home. More information here.

[More on project themes](#)

Project Timeline



How to Apply



Follow these easy steps on how to apply to participate in the Programme. You will find all the details you need here.

[More on how to apply](#)

Responsive Design



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Eircodes and the emergency services

The National Ambulance Service and The Emergency Call Answering Service are now using Eircodes to locate patient properties.





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Latest Publications







08/02/2016
Strategy to combat energy poverty in Ireland



20/01/2016
[Report from the Post Office Network Business Development Group](#)

Latest Consultations





30/03/2016
ECAS Industry Consultation



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Home > Communications > Publications > Trading Online Impact Report

Previous

Growing Small Businesses Through Online Trade

Report on Enterprise Impacts of the Trading Online Voucher Scheme


This report details the results from our research on the small businesses that participated in the scheme. We want to get more small businesses trading online, to help them grow and create more jobs.

Under the National Digital Strategy we have set a target of getting 2,000 more small businesses trading online by the end of 2015. Our [Trading Online Voucher Scheme \(TOVS\)](#) - (PDF 2MB) is designed to help achieve this.


GROWING SMALL BUSINESSES
THROUGH ONLINE TRADE

ENTERPRISE IMPACTS OF THE
TRADING ONLINE VOUCHER SCHEME

JULY 2015



Publication Documents



Growing Small Businesses Through Online Trade - Report on Enterprise Impacts of the Trading Online Voucher Scheme

Published 21/07/2015 / Adobe PDF / 3073 Kb



Clear Layout of Content

Internet Policy

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- ▶ Internet Governance
 - ▶ Global Internet Policy
- ▶ Network and Information Security
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- ▶ Programme and Schemes
- ▶ Consultations
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Network and Information Security

The Department works to reduce risks to Internet infrastructure and services in the interests of a resilient, secure and trustworthy online environment that citizens and business can rely upon for social and economic interaction. We work with other Government Departments, key industries such as energy and telecommunications and with our EU and international partners in the interests of reducing threats and hazards to our key digital assets. Disruption to our digital assets brings significant economic costs and undermines trust and confidence in them.

National Cyber Security Strategy

The [National Cyber Security Strategy, published in 2015](#), is a high level policy statement from Government acknowledging the challenges with facilitating and enabling the digital economy and society. The strategy is based on key principles such as the rule of law, subsidiarity, noting that we are ultimately responsible for our own security, and proportionality in response to key risks and threats facing us. Key measures include:

- Formally establishing the National Cyber Security Centre, encompassing the national/governmental Computer Security Incident Response Team (CSIRT-IE) and focusing on the protection of critical national information infrastructure in key sectors such as energy and telecommunications.
- Delivering improved security arrangements, in partnership with Government Departments and Key Agencies involving situational awareness and incident management.
- Introducing primary legislation to formalise arrangements in law and to comply with EU requirements on capabilities, co-operation and reporting.
- Co-operating with key State Agencies, industry partners and international peers in the interests of protecting critical infrastructure, improving situational awareness and incident management along with facilitating education, training and public awareness initiatives.



Cyber Security Centre



European Union



Certification Service Providers



Content & Plain Language

The framework and associated environmental assessments (including Strategic Environmental Assessment and Appropriate Assessment) will be prepared over the coming twelve months and will provide an opportunity for all stakeholders including local authorities, potential project developers and local communities to be consulted and have an input into the national policy for wind export.

Versus

We will prepare the framework and associated environmental assessments in the next 12 months.

You will then be able to provide feedback into the national policy for wind export.



Planning content on your webpage

Most Important information first

**Organise
Sections/Paragraphs**

**Only necessary
Information**

**No PDF
stuffing**



Writing content on your webpage

Active Voice

Shorter Sentences

Shorter Words

Informative Headings

Meaningful Links

Correct Spelling and Punctuation



Content Quality Control Tool



Evaluating our website

- Accessibility Review
- Expert Usability Evaluation





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