

## Appendix 8: Domain Name Principles

### Principles of domain name strategy – February 2019

This is a short briefing document to answer queries raised at the last programme board following the domain name paper.

There are the rules, principles and processes for registering and managing local government domain names. They must:

- comply with current UK legislation, including copyright, data protection and disability discrimination;
- support channels that provide accessibility for disabled people, members of ethnic minorities and those at risk of social/digital exclusion;
- comply with [Digital by Default Service Standards](#);
- comply with [W3C standards in terms of website code](#). The Web Content Accessibility Guidelines (known as WCAG 2.1) are an internationally recognised set of recommendations for improving web accessibility.

Source: <https://www.gov.uk/government/publications/naming-and-registeringgovernment-websites/local-government-naming-and-registering-websites>

In addition, our in-house policy follows these principles:

1. Web content should be published on **belfast.city.gov.uk**
2. A **gov.uk** approach to web design (clear transactional content);
3. Put the customer first – usability and accessibility
4. Be current - Officers to provide relevant and timely updates for the websites and reduce the amount of printed material;

During the Customer Focus Programme, the development of new sites other than those currently authorised will be subject to business case approval. The Online Customer Experience Manager in the Marketing and Corporate Communications Team will review each case and make a recommendation to the Customer Focus Programme Board, which meets monthly.

The business case should cover:

- Audience
- Objectives
- Timescales
- Evaluation – how will you measure its success, usage, impact?
- Budget and resources (Specify who procures, builds, hosts, maintains and updates) and cover the reasons why it should not be part of belfastcity.gov.uk

At the appropriate time, when the online customer experience team reviews and rationalises current domains, there will be a decision made around key sites to market Belfast. All marketing and communications campaigns will point to relevant sites in order to drive traffic and allow meaningful evaluation.