

Designing content for government websites

This free training session will be delivered by Digital Communications, Department of Corporate and Information Services.

The team will show you how to make your web pages and content readable and findable.

Who should attend

The training is aimed at:

- staff who write content for the web
- staff who write and prepare documents for publishing on the web
- web editors
- communications staff involved in the web.

If staff from regional areas wish to participate, video conference or Skype is available.

What is included

Participants can expect to learn about the following:

Content

- where to publish government content
- the differences between print and online
- online reading habits
- why the structure of web pages is so important
- what makes good content and what to avoid
- why you should avoid using FAQs
- tips and tools for rewriting content.

Understanding your audience

- user experience and why it is important
- understanding your audience
- statistics on page users
- search and how it works
- device (mobile, desktop, laptop, tablet) usage in the NT vs the rest of Australia
- how NT.GOV.AU pages look on mobile view.

Contact

For bookings and information, contact digital.communications@nt.gov.au or call 8999 6728.