

DINO DIGITAL LTD

DIGITAL PROJECT GUIDE • 2026

Digital solutions for the towns, trades and stories of the Southeast and Midlands of Ireland.

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Welcome

Dino Digital Limited is a small, owner-led web design and digital services studio based in Castlecomer Co. Kilkenny. The brand was born for a simple reason: many strong local businesses still have no website, while clubs, festivals and historical societies are often left with pages that have not been updated in years.

I studied for a BSc in Multimedia Applications Development, a computing degree built around web and software development alongside design, user experience and media production, making custom interactive applications from the ground up.

Since then, I've spent around ten years as an automation engineer, delivering large-scale capital projects in a highly regulated manufacturing environment. This included programming and validating control systems where everything must be documented, meet a standard, and work to a hard deadline. That's a decade of delivering complex technical work under real pressure, to people who don't accept "nearly finished."

On top of that I hold a Certified Project Management Diploma from the Institute of Project Management an NFQ Level 8 qualification with international IPMA certification covering scoping, cost, quality and risk management. In plain terms: I know how to take a project from the first conversation to a finished, signed-off result scoped properly, priced honestly and delivered on time.

The work we produce at Dino Digital splits into five areas — heritage websites, digital walking trails, town hubs, community-hall booking sites, and websites for local business and events. The thread through all of them is the same: proper, well-made digital solutions that are grounded in the locality and made to last.

Whatever the job, you deal directly with me. I lead every project personally, and for bigger builds I bring in trusted specialists so it's properly resourced and delivered on time. Either way, there's one person answering the phone and standing over the result.

I build with the latest tools, including AI, that's part of how our studio delivers quickly and keeps costs down. But every project still gets a human eye over every detail before it goes live. Dino Digital sites are made to be maintained by you, not abandoned. This is factored into any costing so the sites can stay alive. We deliver fast, mobile-first and accessible sites built to the WCAG 2.1 AA standard that public bodies are audited against. And as a bonus much of this work is grant-supported, so I'll flag any funding e.g. Heritage Council, County Council or Leader that could apply to your purchase.

The following guide is designed to showcase what Dino Digital can do. If any of it fits something you're thinking about, I'd be glad to talk it through.

Tom Kennedy

Founder · Dino Digital

1 . Heritage & Historical Websites

Working demonstration: [Abbeyleix & District Historical Society](#)



Every town and parish holds an extraordinary collection of history; photographs in drawers, stories remembered by older generations, graveyards, artefacts, school records and local characters. The danger is that much of it quietly disappears. A proper heritage website turns all of that into a living, searchable archive; stories, photographs, records and graves that people can find, and that the diaspora can reach from anywhere in the world. Your history should not disappear with the generation that remembers it. Instead, why not preserve it, organise it and pass it on. Your town, your people, your memories, kept for the generations still to come.

What it can include:

- **Community submissions:** Invite residents to submit stories and photos and contribute the collections in their homes.
- **Context:** Help preserve the stories behind the photographs: who's in it, where, when, who supplied it. Without that, an item or an image can lose its meaning within a generation.
- **An oral-history and video archive:** Conduct interviews with older residents, farmers, shopkeepers, teachers and craftspeople.
- **Review and approval:** The society reviews all submissions before anything is published on the site.
- **Worldwide accessibility:** Structured so someone searching a family name, townland, school or workhouse from anywhere in the world finds your archive. This could lead to genealogy enquiries, new material submitted from overseas and increased heritage tourism.
- Admin dashboard
- Newsletter
- Dedicated campaign and petition pages
- Applications, member records, meeting info and published minutes all in one place.



2 • Digital Story Trails

Working Demonstration: [Kilbracken Story Trail](#)

Nearly every town has the history already - a bridge with an old argument built into it, a castle somebody took the roof off, a courthouse that once heard three days of evidence about a gander. What towns don't have is a way of telling any of it to the person standing in front of it. A digital story trail is a set of weatherproof panels around the town, each with a QR code that opens the story of that spot on a visitor's phone, in English and as Gaeilge, with audio and photographs. No app to download, no opening hours, no guide to book and a fraction of the cost of a custom app build. A visitor with a phone and a free hour is the cheapest tourism a town will ever get. The town's history stops being something people mean to look up and becomes something they read standing in front of it.

What it can include:

- Weatherproof panels designed, printed and numbered, ready for mounting at each stop
- Scannable codes at each stop, no app required
- Audio on every stop, in English and as Gaeilge
- Walking directions from one stop to the next
- Estimated trail duration
- Ability to update web information pages without impacting on the scannable codes or panels
- Scalable trails to suit all locations and budgets
- Realtime scan counts for each stop
- Unique branding to suit the town and the trail

How it can grow:

A trail is a good first heritage project because it doesn't stay a single project. Everything added later hangs off the same site.

- Children's trail & quiz
- Then-and-now photographs
- Oral history & longer audio
- Graveyard and townland trails
- Seasonal, festival & event routes
- Old maps and building histories
- Links into a full heritage archive
- A trail layer inside a town hub



3 • Town Hub Websites

Working demonstration: [Ardnabreen Town Hub](#)

Most towns have plenty going on - businesses, trades, clubs, festivals, classes and services - but the information is scattered across Facebook pages, posters and WhatsApp groups. A hub brings it all into one easy-to-use place: one website connecting local people, businesses, community groups and visitors. A community website designed around the town, not around any one organisation which also doubles up as the town's visitor guide showcasing attractions, trails, history, food and maps that encourage visitors to explore, spend locally and stay longer.

What it can include:

- A searchable directory of every shop, trade and service in the town
- One calendar for the whole town displaying all events in one place
- Directory of clubs & groups including meeting times, activities, membership and contacts
- A digital community noticeboard.
- Local jobs board
- Volunteer opportunities
- Moving-to-the-area guide showcasing schools, housing, childcare and services
- Town newsletter
- Event tickets & registration
- Community analytics
- Emergency notices
- Review and approval of any submissions before they appear on the site

The results:

- More visible local businesses
- Better-promoted events
- Stronger community participation
- Better information for residents
- Greater exposure for clubs
- A better visitor experience
- A stronger identity for the town



4 • Community Hall Websites & Booking Tools

Working demonstration: [Rathmoyle Community Centre](#)

There are thousands of community centres, parish halls, GAA clubhouses and Men's Sheds across Ireland. However, most have no website, no way to show what's on, and no way to check availability or book a room except ringing a volunteer's mobile. Dino Digital can deliver a proper website for the hall with rooms, photos, capacity, facilities, hire rates and contact information so people can find it and see exactly what it offers, day or night.

What it can include:

- Room profiles including photos, capacity & hire rates
- Real-time availability calendar, across every room
- 24/7 Online enquiry and booking form
- Review and approval of requests
- Deposits & payments functionality
- Recurring & block bookings functionality
- Automatic Confirmations & reminders by email
- Hire terms & public liability insurance on file.
- Room Usage & income reports

5 • Local Business & Event Websites

Working demonstrations:

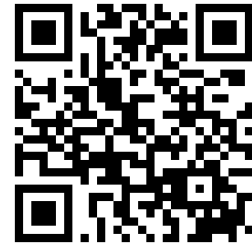
[Fadehouse](#)



[Kilkenny Power Washing](#)



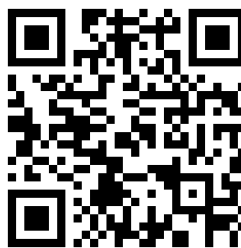
[MW Property Works](#)



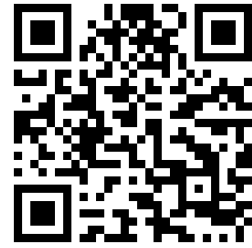
[Smart Vend Ireland](#)



[Struth Sauna](#)



[Millrace Coffee Co](#)



[Glenmara Early Years](#)



[Glenmara Festival Showcase](#)



A clean, fast website that makes a small business easy to find and easy to trust is the modern version of a good shopfront. Your services, your prices, your hours, your photos. Same idea for a festival or a one-off event: one clear page people can share, that tells them everything they need to know.

What it can include:

- A mobile-first site Brochure or CRM
- Your Google presence and map pin sorted
- Your branding
- A setup that's simple for you to keep current
- Booking or online selling functionality

Getting started

Four simple steps, no hard sell.

1. **Get in touch.** A call, a WhatsApp or an email - whatever suits.
2. **A quick chat.** We talk through what you need. No charge, no pressure.
3. **A short proposal.** I send a clear, fixed price and flag any grant that could help cover it.
4. **Build, review, launch.** You see it as it comes together, and I'm still here afterwards.