



**DIFFILY.COM**

## WEB GOVERNANCE HEALTHCHECK

# Introduction

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Use this **Web Governance Healthcheck** to assess whether the **Activities & Resources** you expect to see on your site (given its **Scale**) are in fact in place. The symbol 🖱 indicates if an element is expected for a site of a given **Scale**.

On [www.diffily.com](http://www.diffily.com) the elements that underlie all systems of Web Governance are defined as:

- The **4 Primary Activities of Governance**, which are supported by...
- The **4 Pillar Resources of Governance**, which are configured based on...
- The **Scale of the website** in question.

The same Primary Activities happen on all sites no matter how big or small they are and no matter what they are about. These activities are:

- Leadership
- Development
- Maintenance
- Infrastructure

In addition, the Pillar Resources that support these activities are consistent across all sites:

- People
- Processes
- Tools
- Budget

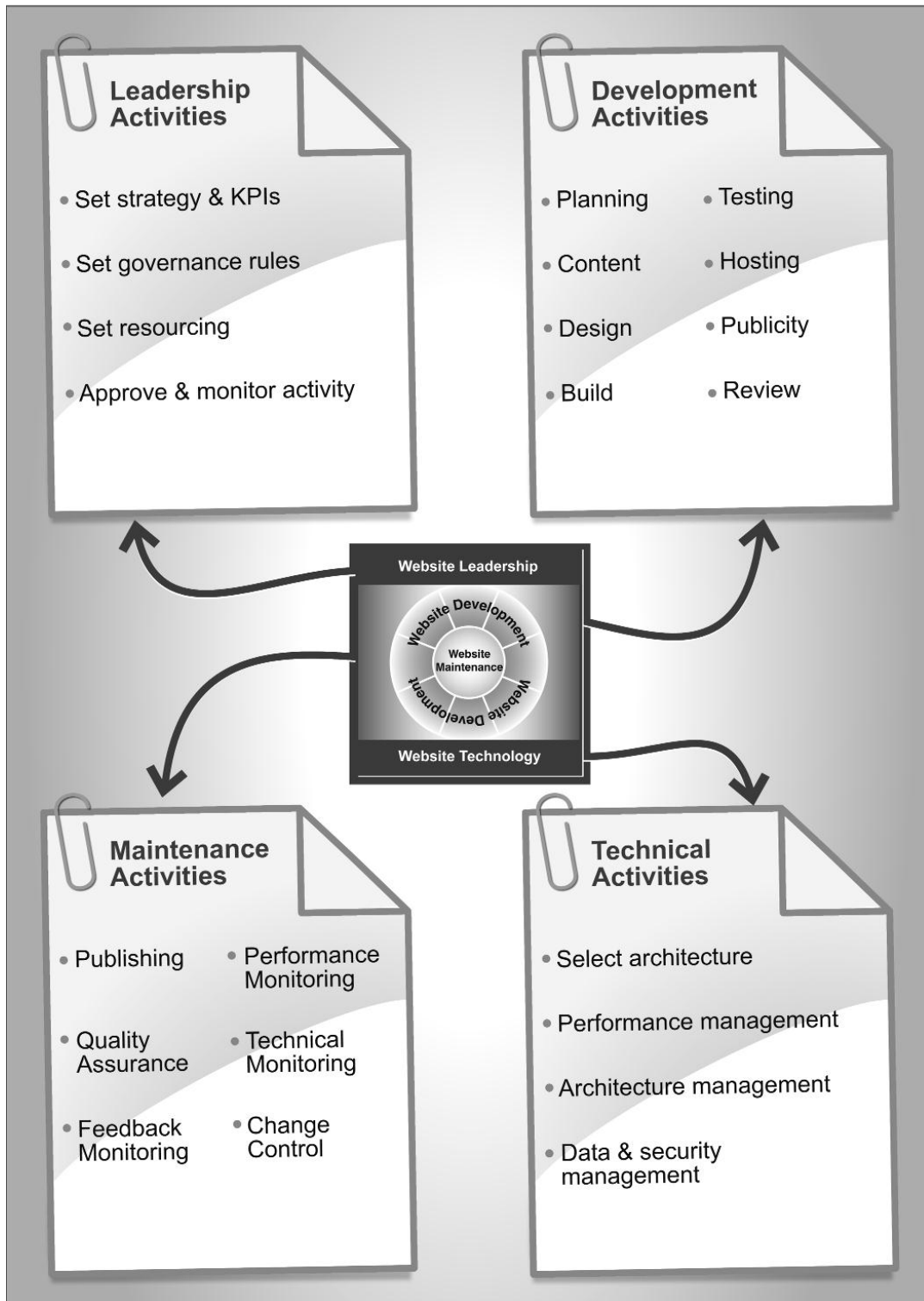
Differences in how these Activities & Resources are applied in practice (i.e. how they are configured to produce a workable system of Web Governance) arise principally as a factor of **Scale**. **Scale** is a means for classifying sites of different types into groups based on shared underlying characteristics. These characteristics are:

- Activity
- Complexity
- Size

The usefulness of the concept of Website Scale is that it exposes similarities between sites of divergent sizes & goals and allows us to plan their governance in essentially the same way.

**For more about these concepts read the article “*Healthcheck your Web Governance*” at <http://www.diffily.com/articles/healthcheck.htm>**









# The Activities of Website Governance










# Leadership Activities

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## Set strategy & KPIs

	Small scale	Mid scale	Large scale
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Website review procedure			
<b>Tools</b>			
Documented strategy & KPIs			










## Set governance rules

	Small scale	Mid scale	Large scale
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Periodic review & approval of all site procedures			
<b>Tools</b>			
List of all formal procedures			

## Set resourcing

	Small scale	Mid scale	Large scale
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Periodic review & approval of all resourcing			
<b>Tools</b>			
Budget submission			


















## Approve & monitor activity







	Small scale	Mid scale	Large scale
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Periodic review & approval of all site activity & developments			
<b>Tools</b>			
Analytics & development schedule			

# Maintenance Activities















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## Publishing














	Small scale	Mid scale	Large scale
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Website publishing procedure			
<b>Tools</b>			
Content production tools:			
<ul style="list-style-type: none"> <li>• Text: Word processing tool (e.g. Word), etc.</li> <li>• Graphics: Image editing tool (e.g. Photoshop), digital camera, etc.</li> <li>• Code: HTML editing tool, IDE tool, etc.</li> <li>• Other: PDF professional, Flash, etc.</li> </ul>			
Content production resources:			
<ul style="list-style-type: none"> <li>• Text: Dictionary, Thesaurus, Grammar Guide, etc.</li> <li>• Graphics: Stock image library.</li> <li>• Other: Other stock resources (film stock), etc.</li> </ul>			
Note, above resources to be 'packaged' into 'packs' for publishing staff.			
Content Management System			
Publishing calendar & schedule			
Website standard/development manual			

Website style guide			
Identity manual			
Company policies			

## Quality assurance












	<b>Small scale</b>	<b>Mid scale</b>	<b>Large scale</b>
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Website QA review procedure			
<b>Tools</b>			
Website QA tool			
Bug tracking tool			
Website standard/development manual			
Website style guide			
Website testing procedure			

# Feedback monitoring






	Small scale	Mid scale	Large scale
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Website feedback/communications monitoring & review procedure			
<b>Tools</b>			
Communications tools (as appropriate):			
<ul style="list-style-type: none"> <li>• Email</li> <li>• Online chat tool</li> <li>• Instant messaging</li> <li>• Twitter</li> <li>• Social Network</li> <li>• Telephone</li> <li>• Post</li> <li>• Online rating feature</li> <li>• Other</li> </ul>			
Customer Relationship Management (CRM) tool			
Website standard/development manual			
Company data protection & privacy policy			












## Performance monitoring










	Small scale	Mid scale	Large scale
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Website performance monitoring procedure			
<b>Tools</b>			
Website analytics			
Other analytics insights tools:			
<ul style="list-style-type: none"> <li>• Database updates</li> <li>• Server logs</li> <li>• Other, e.g. Bank account (dependent on nature of website)</li> </ul>			
Website strategy & KPIs			

## Hosting performance monitoring

	Small scale	Mid scale	Large scale
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Website hosting performance monitoring procedure			

<b>Tools</b>	<b>Small scale</b>	<b>Mid scale</b>	<b>Large scale</b>
Website infrastructure (obviously)			
Website performance & availability monitoring tool			
Website hosting SLA/OLA			




















## Website change control

<b>Staff</b>	<b>Small scale</b>	<b>Mid scale</b>	<b>Large scale</b>
Record name of staff member(s)			
<b>Processes</b>	<b>Small scale</b>	<b>Mid scale</b>	<b>Large scale</b>
Website change control procedure			
<b>Tools</b>	<b>Small scale</b>	<b>Mid scale</b>	<b>Large scale</b>
Website standard/development manual			
Website testing procedure			




















# Development Activities

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## Planning

	Small scale	Mid scale	Large scale
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Website planning procedure			
<b>Tools</b>			
Project management tools:			
<ul style="list-style-type: none"> <li>• Project management tool.</li> <li>• Time tracking</li> <li>• Budget</li> </ul>			
Website strategy & KPIs			
Website standard/development manual			
Website style guide			
Identity manual			
Company policies			

# Content















	Small scale	Mid scale	Large scale
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Content production process			
<b>Tools</b>			
Content production tools:			
<ul style="list-style-type: none"> <li>• Text: Word processing tool (e.g. Word), etc.</li> <li>• Graphics: Image editing tool (e.g. Photoshop), digital camera, etc.</li> <li>• Other: PDF professional, Flash, etc.</li> </ul>			
Content production resources:			
<ul style="list-style-type: none"> <li>• Text: Dictionary, Thesaurus, Grammar Guide, etc.</li> <li>• Graphics: Stock image library.</li> <li>• Other: Other stock resources (film stock), etc.</li> </ul>			
Note, above resources to be 'packaged' into 'packs' for publishing staff.			
Content production schedule			
Website standard/development manual			
Website style guide			
Identity manual			

Company policies			
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# Design












	Small scale	Mid scale	Large scale
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Approved design process			
<b>Tools</b>			
Design production tools & methodologies:			
<ul style="list-style-type: none"> <li>• IA: Card sorting tool</li> <li>• Interaction design: Wirefaming tool (Visio, Omnigraffle)</li> <li>• Graphics: Image editing tool (e.g. Photoshop), etc.</li> </ul>			
Design schedule			
Website standard/development manual			
Website style guide			
Identity manual			
Company policies			

## Build

	Small scale	Mid scale	Large scale
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Approved coding process			
<b>Tools</b>			
Code production tools:			
<ul style="list-style-type: none"> <li>Code: HTML editing tool, IDE tool, etc.</li> <li>Bug tracker.</li> </ul>			
Build schedule			
Website standard/development manual			
Company policies			

## Testing











	Small scale	Mid scale	Large scale
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Website testing procedure			

Tools	Small scale	Mid scale	Large scale
<p>Website testing suite:</p> <ul style="list-style-type: none"> <li>• Website QA checker</li> <li>• Spelling and grammar checker.</li> <li>• Multiple browsers and PCs/Macs.</li> <li>• Usability testing resources: heuristics tool, user testing tool (Morae)</li> <li>• Accessibility testing resources: Jaws, AIMS.</li> <li>• Security testing tools (many)</li> <li>• Functionality testing tools (many)</li> <li>• Performance testing tools, e.g. load testing, stress testing, etc. (many)</li> </ul>			
Website standard/development manual			
Website style guide			
Identity manual			
Company policies			









# Infrastructure Activities

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## Select architecture

	Small scale	Mid scale	Large scale
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Hosting management procedures			
<b>Tools</b>			
Documented website architecture			
Hosting SLA/OLA			







## Performance monitoring

	Small scale	Mid scale	Large scale
<b>Staff</b>			
Record name of staff member(s)			
<b>Processes</b>			
Performance management procedures			
<b>Tools</b>			
Hosting SLA/OLA			











Website performance & availability monitoring tool			
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## Architecture management

<b>Staff</b>	<b>Small scale</b>	<b>Mid scale</b>	<b>Large scale</b>
Record name of staff member(s)			
<b>Processes</b>	<b>Small scale</b>	<b>Mid scale</b>	<b>Large scale</b>
Architecture management procedures			
<b>Tools</b>	<b>Small scale</b>	<b>Mid scale</b>	<b>Large scale</b>
Documented website architecture			

## Data & security management

<b>Staff</b>	<b>Small scale</b>	<b>Mid scale</b>	<b>Large scale</b>
Record name of staff member(s)			
<b>Processes</b>	<b>Small scale</b>	<b>Mid scale</b>	<b>Large scale</b>
Data & security management procedures			
<b>Tools</b>	<b>Small scale</b>	<b>Mid scale</b>	<b>Large scale</b>
Secure data repository			



Produced by Shane Diffily © 2012 .

Shane is an experienced online manager & consultant with specialist skills in Web Governance, strategy & site operations. Shane is author of "The Website Manager's Handbook" which appears on the reading lists of several universities & is used by institutions in the financial services & education sectors. (ISBN 978-1-4116-8529-1)

Shane has also been published by the respected online journal AListApart.com & The Irish Times "Business2000". His personal website LikePlace.ie has been widely featured in the media and he is a regular speaker at web events.

For more go to [www.diffily.com](http://www.diffily.com)

