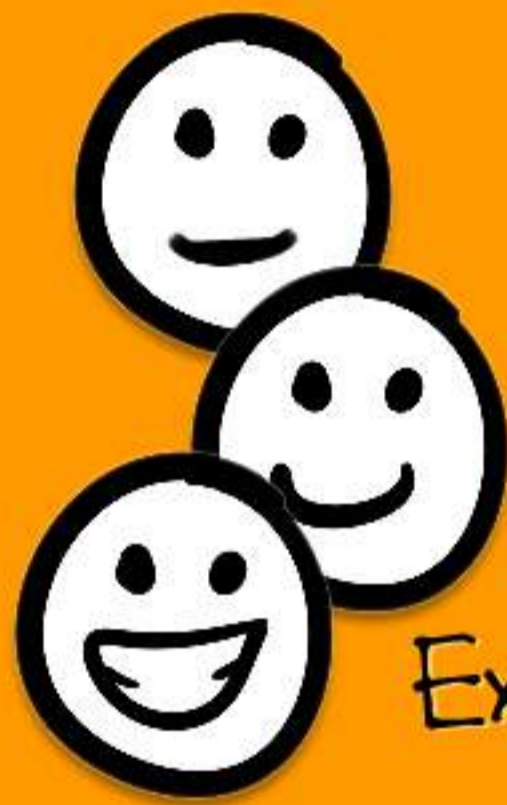


Web Governance is broken!

(But, there is a way to fix it . . .)

Web Governance is a system for managing an online presence in a controlled & orderly way.

It delivers the **stability** you need to focus on online goals, & leads to...



Happier
Staff

Stability means fewer issues on your web team

Happier
Users

Stability means better online quality

Happier
Executives

Stability means greater certainty & focus on goals

But, many systems of Web Governance are extremely **unstable**, and have...

Fractionous internal relations due to poorly defined roles

Unhappy
Staff

Team issues often lead to delays & poor web quality

Unhappy
Users

Poor quality puts online earnings & reputation at risk

Unhappy
Executives



The reason is that the **balance** between the burden of operational activity & the availability of resourcing has been broken.

Activity

Huge volumes of content
Many new platforms to publish on
Many new devices to support
Higher stakeholder expectations



Resource

Web teams are under-staffed
Web teams are under-funded
Web teams have little direction
Web teams have ill-defined structure

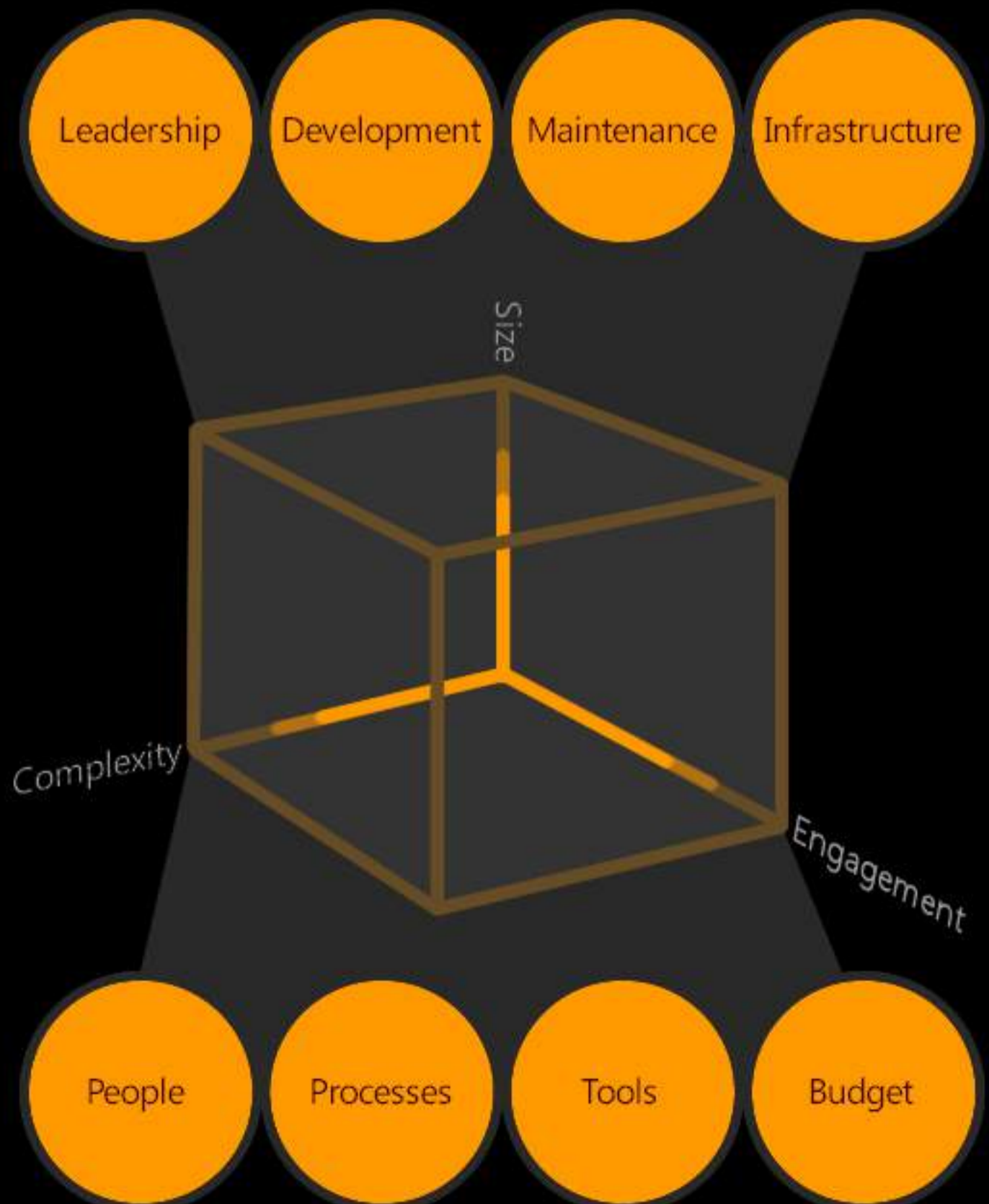
A better approach to planning online management is needed.
Enter the '**New Framework of Web Governance**'

The **New Framework of Web Governance** is a conceptual model that maps the demands of online management versus the availability of resourcing & support, to plan a better system of control. The Framework is composed of **3 elements**...

For more about the Framework visit, diffily.com/articles/model.htm

The 4 Primary Activities of Web Governance

These describe everything you **must do** to manage a digital presence effectively.



The Concept of 'Scale'

Scale is the fulcrum that **balances** Activities & Resources into a workable system of management.

The 4 Pillar Resources of Web Governance

These describe everything you **must have** to support the 4 Primary Activities (above).

The **Framework** of Web Governance is...

Comprehensive

It describes **everything** to do with online management

It can be applied to any **size** of site

Scalable

Robust

It can be applied to **any** type of site

But best of all, it gives you a system for planning a better **balance** of Activity vs. Resourcing. This is how...

Step 2

Calculate the burden of management **Activity**.

Step 1

Measure the **Scale** of your site.

Complexity is an indication of the technologies used on a site, including hosting.

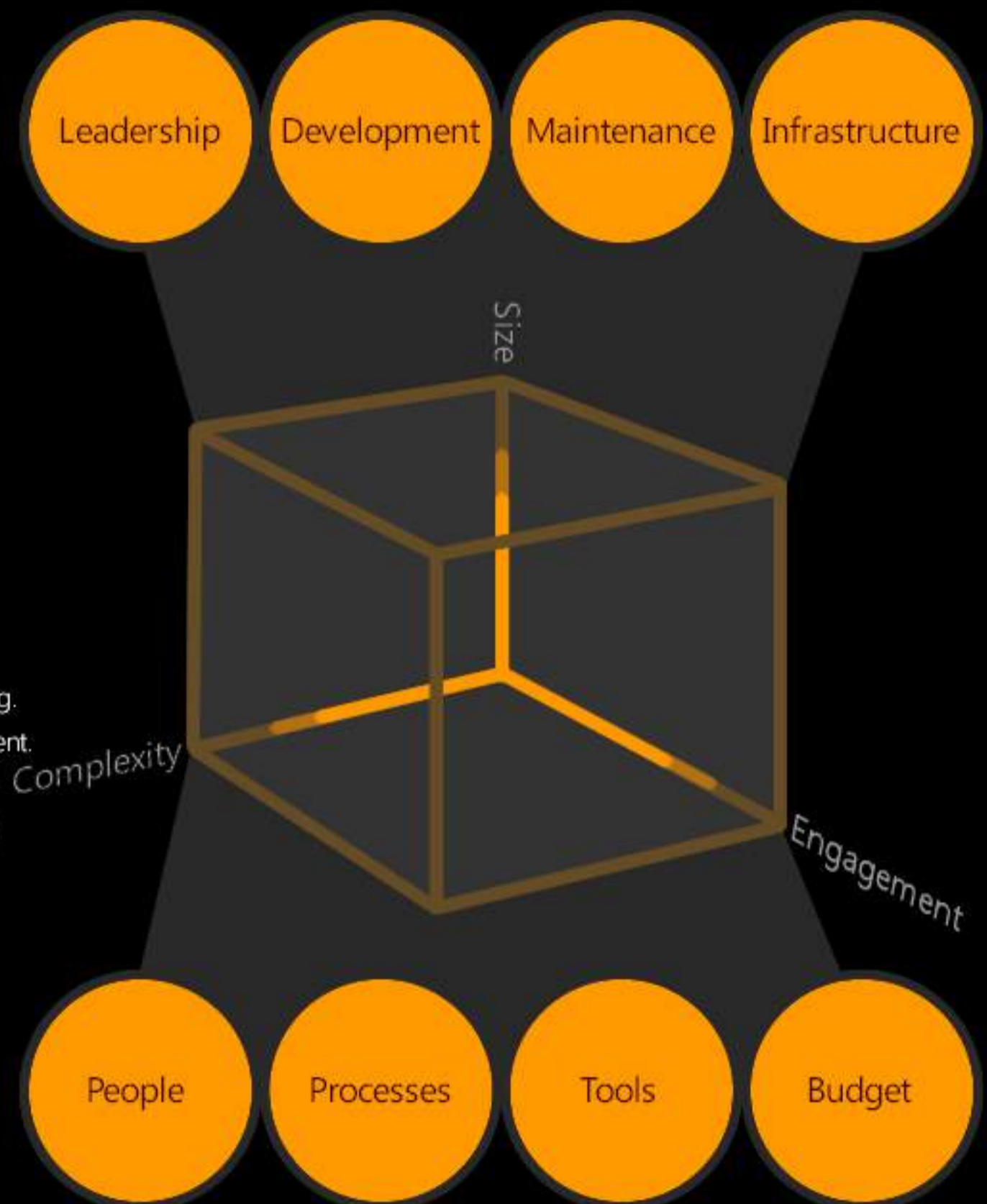
Size is an estimate of the effort needed to expedite core operations, esp. content.

Engagement is a measure of the busy-ness of a site, incl visitors, feedback, etc.

(For more about these 3 parameters, visit diffily.com/articles/websitescale.htm)

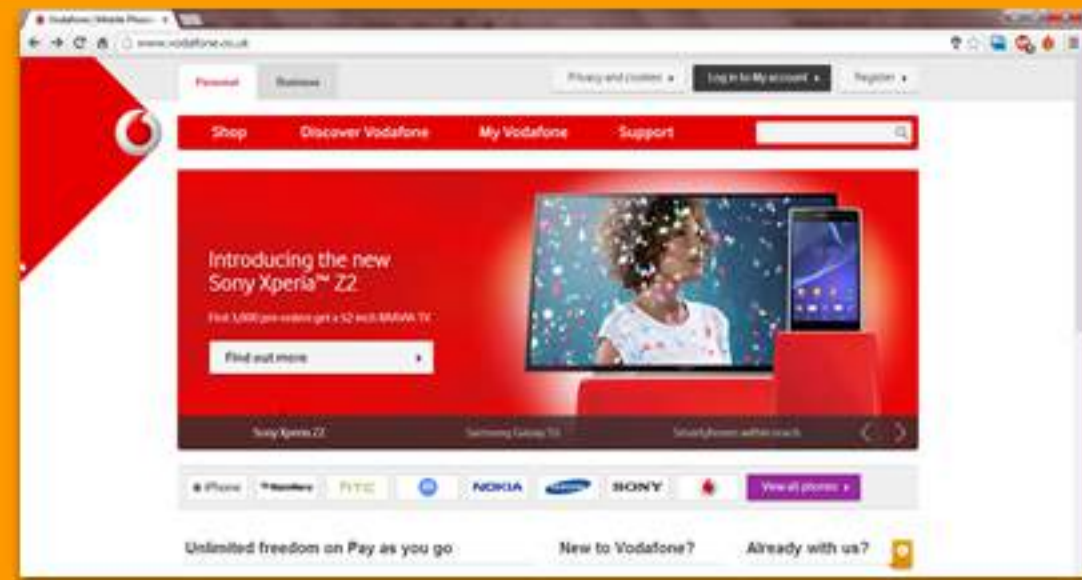
Step 3

Ascertain your requirement for supporting **Resource**.



For more about the Framework, go to diffily.com/articles/model.htm

To show how it works, let's take an example of a **Large-Scale** site, such as Vodafone.co.uk



2. As a result, we know...

Each individual Activity is highly specialised & occurs very frequently, thus creating a large **management burden**.

1. First, we measure its Scale...

We find it has **large volumes** of content on many platforms, uses complex technology & attracts huge traffic & engagement.

(For more details about vodafone.co.uk, visit diffily.com/articles/websitescale.htm)

3. As such, we recommend...

The business must invest in lots of **Resources**, incl. numerous specialist staff with well-defined processes, tools & a big budget.



For more about the Framework, go to diffily.com/articles/model.htm

So, we see how based on a simple measure of Scale, we are able to envisage a **better balance** of Activity vs. Resource.

Now, let's see how to use this insight to create a more **stable** system of Web Governance.

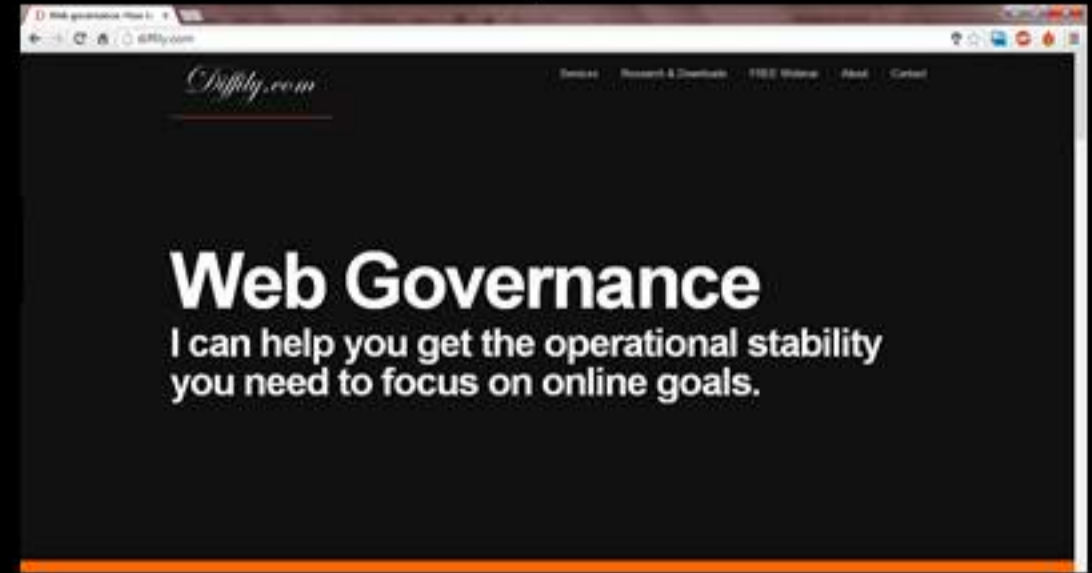
Here we have 2 websites at **opposite** ends of the online spectrum.

Vodafone.co.uk

LARGE SCALE

small scale

Diffily.com



As we know, the Scale of Vodafone's website is **massive**. This creates a huge management burden & demands a sophisticated resourcing response, incl. lots of staff, tools, budget, etc.

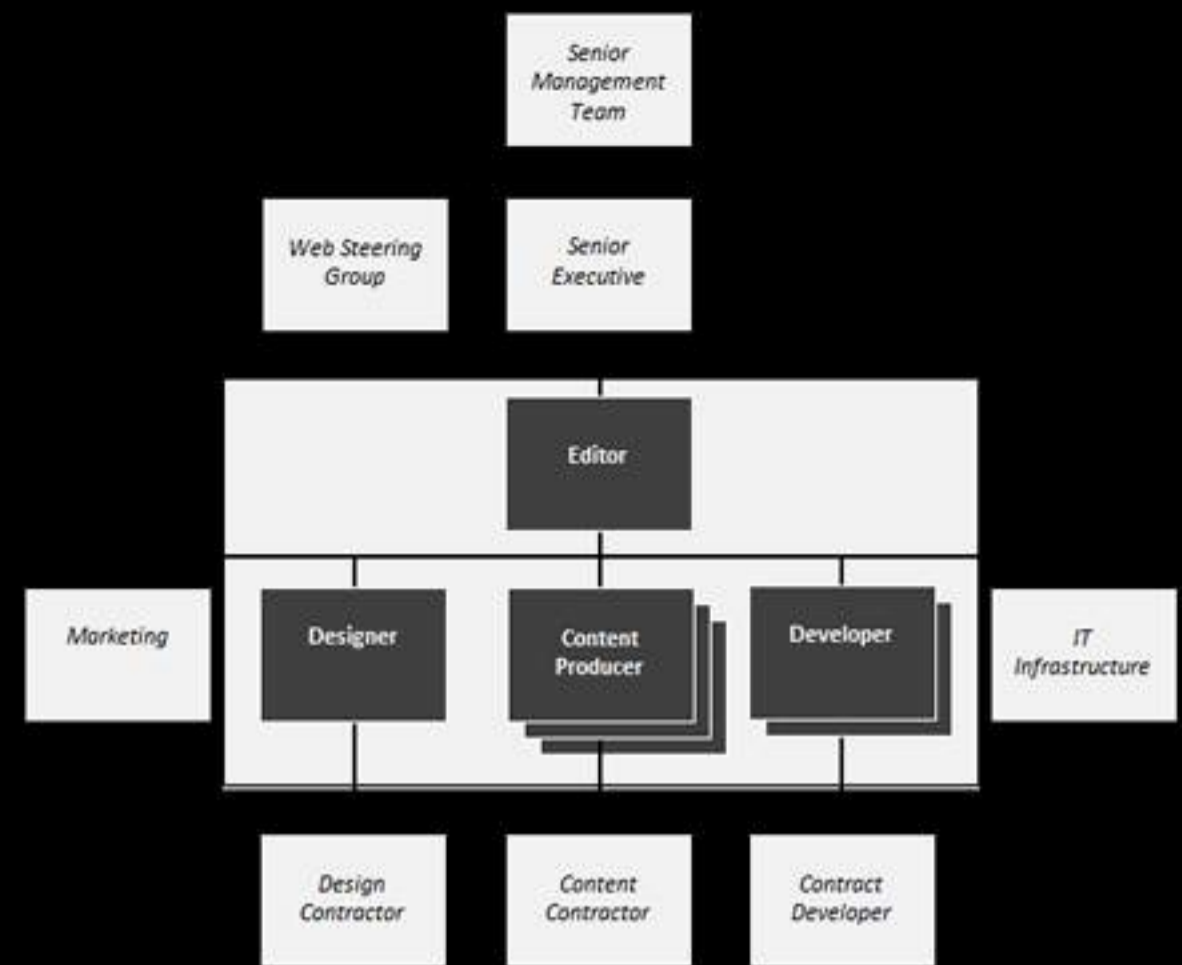
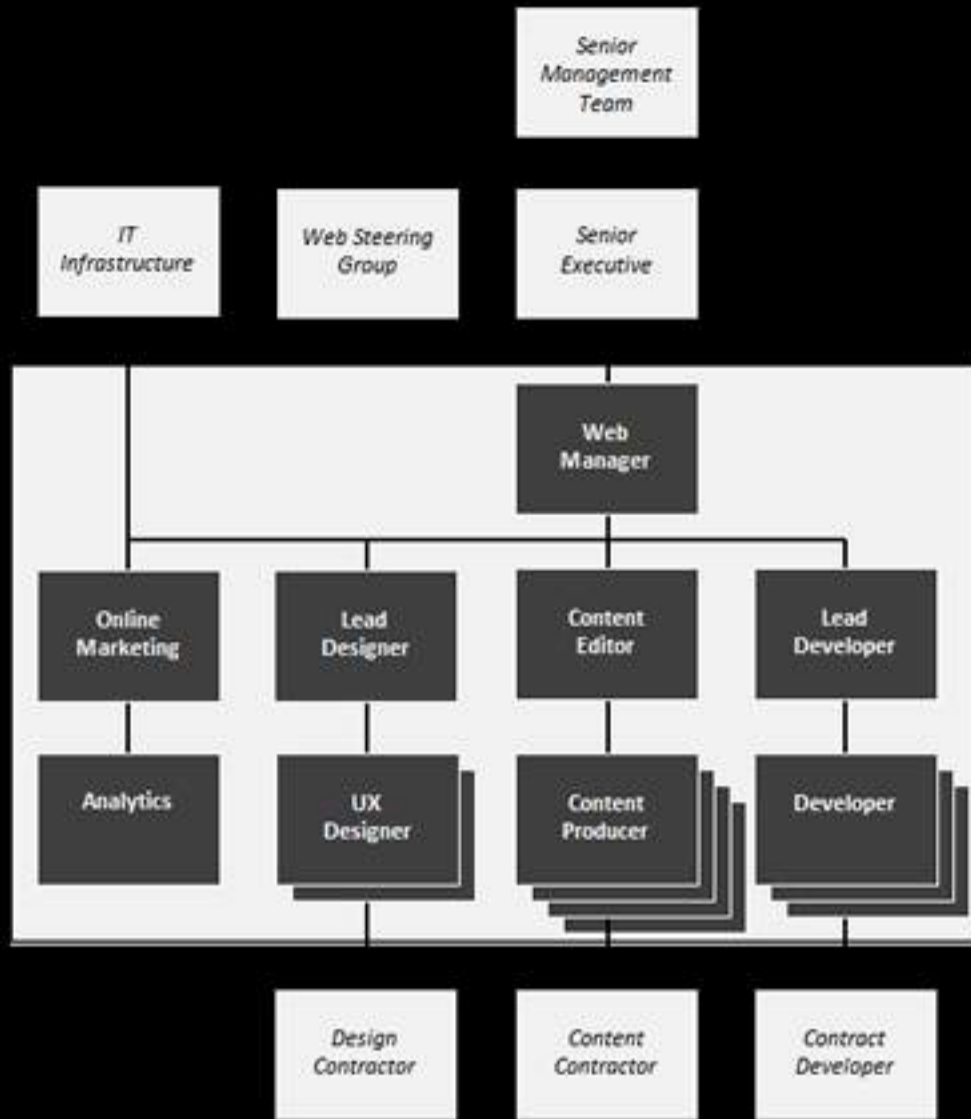
In contrast, Diffily.com is **tiny**. The resulting management burden is so low, that resourcing can be kept very simple & yet still maintain a good balance.



To create a **stable** Web Governance system, we need to arrange all these Activities & Resources into a **configuration** that works.

This includes a robust team structure, a sensible ownership model, well-defined roles & responsibilities, etc. Although there are no 'silver bullets', patterns along the lines of the following are often observed.

Sample team structure



Sample supports



A Large-Scale Web Team may have manpower of **+20 FTEs** with a centralized structure as shown, where leadership is provided by some form of cross functional Web Steering Group.

Web is either owned by Marketing or (increasingly) is standalone.

A Small to Mid-Scale Web Team can get by with anything from **2-12 FTEs**. Resourcing support is not as sophisticated as a large team, though strong leadership & direction is still needed.

Web is typically owned by Marketing or perhaps by IT, as a legacy role.

So, we see that although the configuration of Web Governance on various sites may differ, the **same Framework** can be used to plan them all.

That is why it the Framework is such a powerful tool. It enables us to recognize & plan for such differences in a **consistent & predictable** way.

What now?!

Here are 3 ways you can use the 'Framework of Web Governance' to begin **stabilizing** management on your own site...

Put order on complexity

Use the description of the 4 key Activities & 4 key Resources to think again about how you **organize** your own operations.

HOW?

Start by learning about the **crucial subelements** from which the Activities & Resources are composed in your FREE downloads at www.diffily.com/downloads

Measure your own Scale

Use the predictive qualities of the concept of 'Scale' to identify **gaps** in your approach & start planning a new system.

HOW?

Why not do a quick audit of your Web Governance using the **3-Step Healthcheck** method described in my online article at www.diffily.com/articles

Start communicating

Use the simplicity & robustness of the Framework as basis for **communicating** the challenges of Web Governance to executives.

HOW?

Start educating your stakeholders about online management & the Web Governance Framework using the **FREE slidedeck** available online at www.diffily.com/downloads

For an extended discussion about the Framework of Web Governance & lots of **FREE** downloads, go to www.diffily.com/articles