The Principles of Successful Website Management

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Our agenda this afternoon

1. Introductions
2. The Principles of Website Management
3. Q&A

What you will learn:

• A means for evaluating if your website is being managed appropriately.
• If not, some ideas for how to fix it.

What are these principles?
There are just three

#1 Identify **all the activities** of website management
#2 Invest in **people & tools** to support these activities
#3 Implement a **management structure**

**Simple**, right?!

But there is evidence that it is not happening...
How to recognise a badly managed website

• **Confusing** homepage
• **Poor quality** content and many mistakes
• **Bleeding edge** technology

How did things get this way?
Sins of omission - not commission

• The **chaos** of the early internet still persists
• Not ‘**cool**’ to manage too tightly
• Little **guidance** is available
• Trust the **web-guy** to look after it all!
• Little **support**
• **Budgets** are inadequate

It is time to change!

First step is to know what you are doing...
#1 Identify all the Activities of Web Management

- Usability
- Security
- Publishing
- Feedback
- Multimedia
- Information Architecture
- Analytics
- Coding
- Publicity
- Design
- DNS
- Publishing
- Hosting
- Development
- Hosting
- Legal Review
- Site Planning
- Design
- QA
- Change Control
- Website Infrastructure
- Privacy
- Content Creation
- SLA Review

And more!

Organise all the activities into categories...
A model for organising the activities of web management

Start at the coal face...
The tasks needed to ensure operational integrity

**Website Maintenance**

1. Publishing
2. Quality Assurance (broken links, spelling, etc.)
3. Feedback Monitoring
4. Performance Monitoring (KPIs, analytics, etc.)
5. Infrastructure Monitoring (availability, reliability, etc.)
6. Change Control

Major new developments are handled separately...
A continuous cycle of growth & enhancement

Website Development

1. Planning
2. Content
3. Design
4. Construction
5. Testing
6. Hosting
7. Publicity
8. Review

These need a secure foundation...
Especially where hosting is done internally

Website Infrastructure

1. Selecting and building an infrastructure

2. Infrastructure Maintenance
   (Hardware, Software, Data, Security)

3. Extension management and new technology

These activities are often done externally via Website Hosting companies.

Ensure a controlled approach to site management...
The true centre of gravity on a website

Website Governance

1. Setting website goals
2. Setting website standards
3. Policing operations, development & technology
4. Planning and allocating resources

Investing in appropriate resources is key to success
#2 Invest in People & Tools to Support Activity

People

Need skills to match all the activities of site management.

For example:
Writing, Editing, Design, Coding, Multimedia, Technical, Marketing, Lawyer, etc. etc.

Tools

Need tools to help staff carry out their duties.

For example:
WCM, Image-Editing, Code authoring, Website analytics, Performance monitoring, etc. etc.

But how many?
A useful system for planning manpower needs

‘Website Scale’ based on 3 parameters:

1. Size
2. Complexity
3. Levels of Activity

How to measure the size of a website?
‘Size’ is measured in **effort** NOT pages or Gigabytes

**Small Website**
<4,000 hours

**Medium Website**
<10,000 hours

**Large Website**
10,000+ hours

Technology has a profound impact on manpower
‘Complexity’ reflects the infrastructure used for hosting

**Basic Website**  (Webserver)
Basic skills

**Dynamic Website**  (PHP, Database)
Advanced skills (1 or more people?)

**Transactional Website**  (Application servers, security, etc.)
Advanced skills (1 or more people?)

And finally, the true driver of manpower planning
Activity is a measure of the ‘busy-ness’ of a site

Morrison Hotel Dublin
(Small, Basic & Quiet)

SAS Radisson USA
(Big, Complex & Busy)

How to manage all these people?
#3 Implement a Management Structure

No consensus on a single system but there are some common traits:

- Get **director level** support
- Ensure **strong central governance**
- **Empower** your webmaster/ team-leader/ editor/ etc.
- **Centralise** design & development resources

Here is one idea...
Create discipline-based teams with centralised guidance
Governance team is directly involved

In the end you decide
Do what works for your organisation

Use the 3 principles as a starting point

#1 Identify all the activities of website management

#2 Invest in people & tools to support these activities

#3 Implement a management structure

Some final tips
Things I have learned

#1 Understand the impact of the activities of site management

#2 Get as much authority as you can for your Editor/ Webmaster/ Website Manager

#3 Keep tabs on environmental changes (law, technology, industry practice, etc.) that affect website management

#4 Be thorough and don’t forget the donkey work

#5 Good tools can help

Any questions?
More advice in
The Website Manager’s Handbook

Download a FREE chapter at
www.diffily.com
or buy online for $19.99 (excl. P&P)

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