

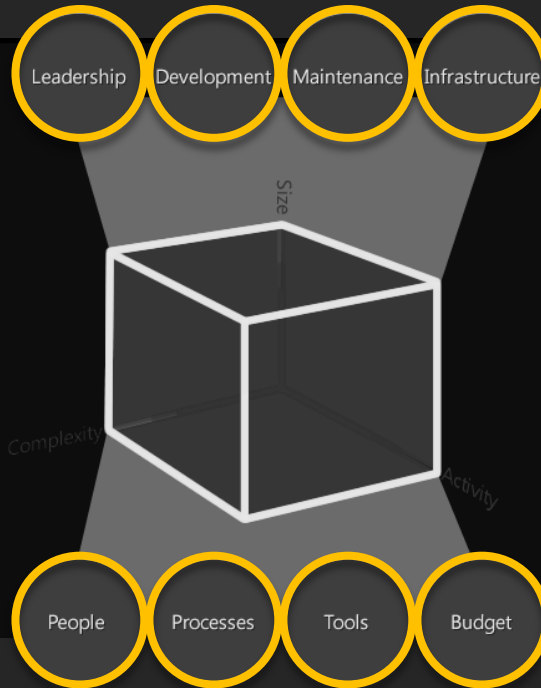
The New Framework of Web Governance

Web Governance is the discipline that describes how to manage a website (or any other digital presence) in a **controlled & orderly** way.

At its most basic, Web Governance can be described in terms of just **3 components**.
The first 2 components are...

Governance Activities

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



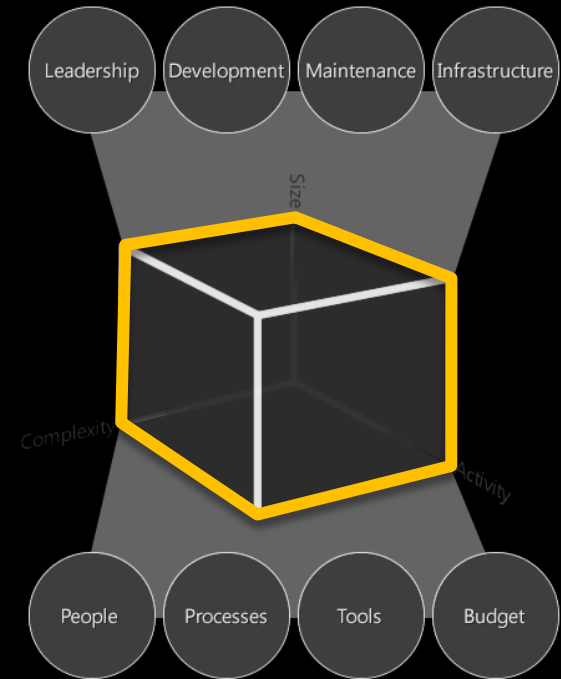
Governance Resources

These describe everything you **must have** to support the above activities.

These components apply to **ALL sites**, no matter how big or small they are, or what they are about.

The only thing that changes is that the **granularity & sophistication** by which they are implemented becomes more detailed as a site grows.

The way to plan for such changes is by measuring the **Scale** of your website.



Scale is a measure of the **Size, Complexity** & levels of **Activity** on a website. These are defined as follows...

Size

Size is an estimate of the **total effort** needed to expedite core site operations, e.g. maintenance & development.

Complexity

Complexity is a measure of the sophistication of the **content & other technologies** used on a site, including hosting.

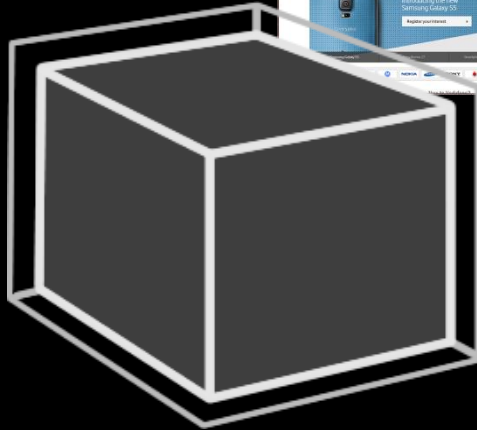
Activity

Activity is a measure of **online engagement** based on metrics such as unique visitors, interactions, shares, etc.

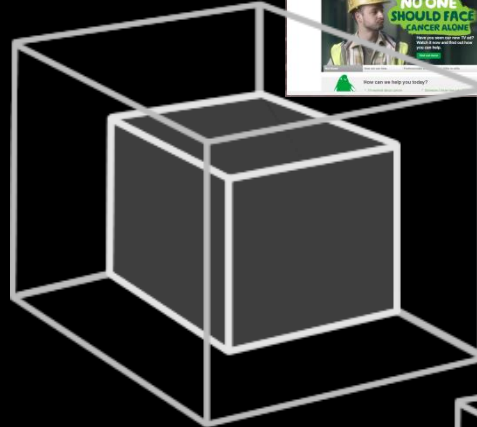
In rough terms, most sites can be described as either **Large**, **Medium** or **Small** in Scale. For example...

However, it is also common to find sites of mixed Scale.
See <http://www.diffily.com/articles/websitescale.htm> for more

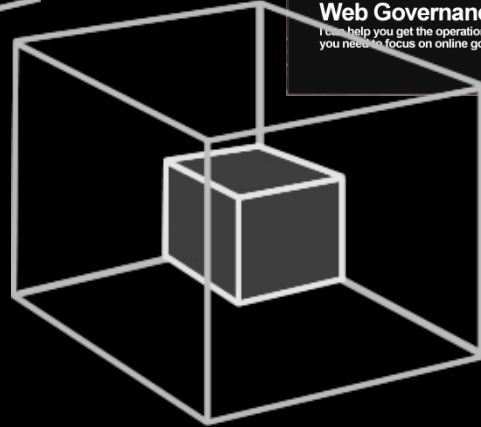
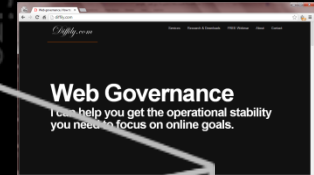
Large | Vodafone.co.uk



Medium | Macmillan.org.uk



Small | Diffily.com



Complexity

Activity

Size

Putting it all together...

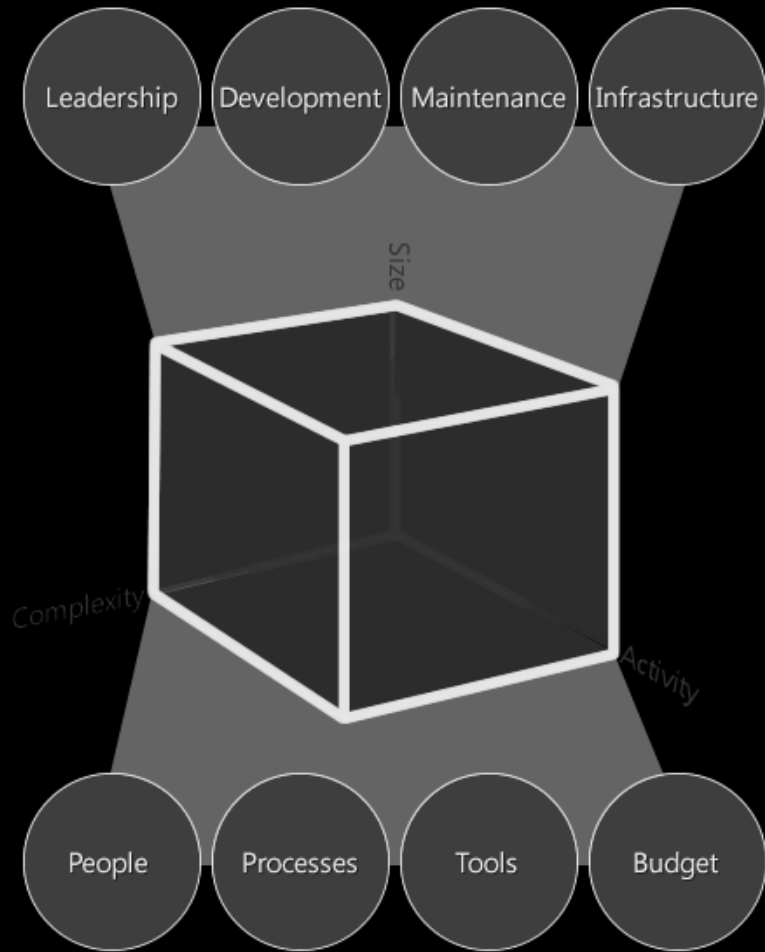
Activities + Resources + Scale

= A Framework of Web Governance

The Framework puts **order** on the dizzying complexity of online operations.

It also has **predictive qualities** & can help plan your approach to web management.

Let's see how it works...



2. Calculate your management burden

Based on the Scale of your site, you can predict how **granular** activity will be & how **frequently** it will occur.

1. First, measure the scale of your site

Find out how **Big, Busy & Complex** your site is.

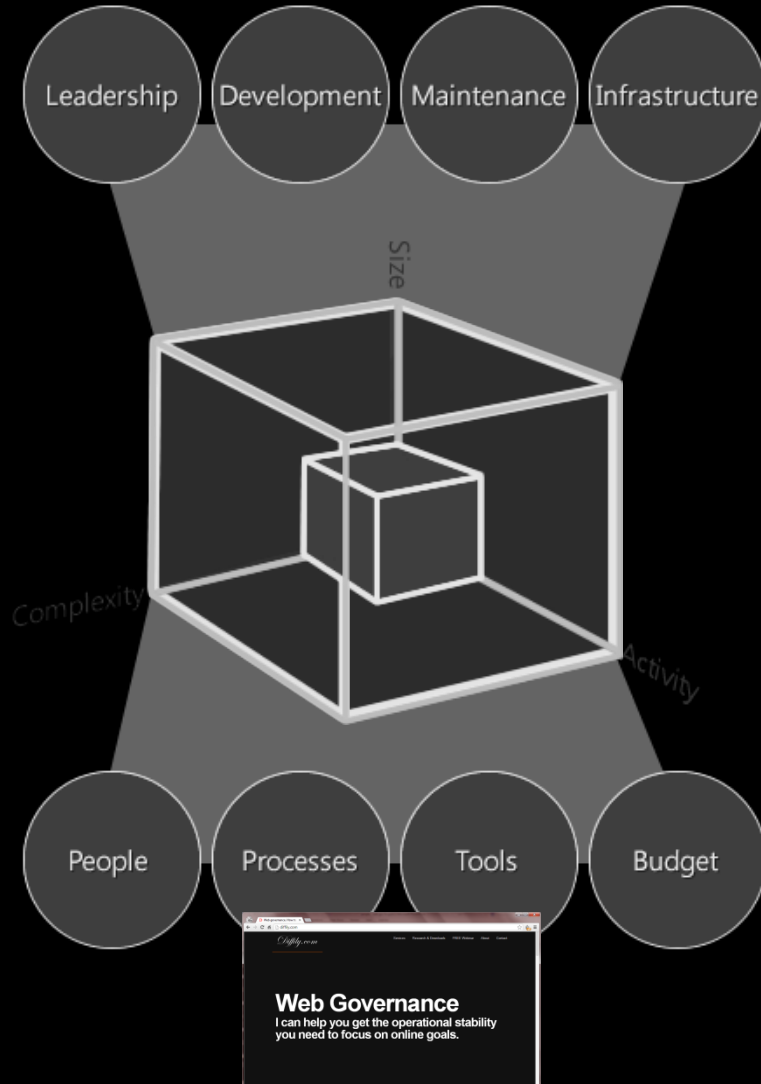
3. Assess the resourcing impact

Then, based on this measure of granularity, you can predict the **sophistication** of resourcing you'll need.

For more, go to
<http://www.diffily.com/articles/model.htm>

Small scale example

Diffily.com



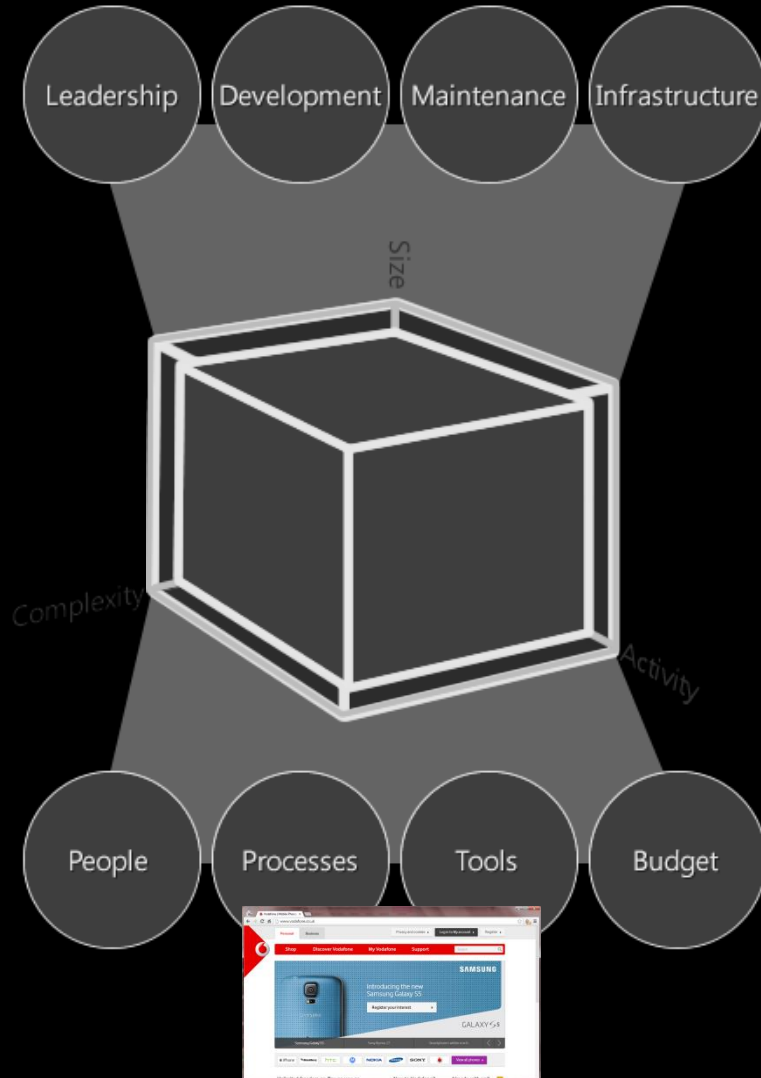
2 The resulting **granularity of activity is low** & the management burden is light

1 Little content + Low traffic + Low complexity.

3 As a result, supporting resources are quite cheap & **relatively unsophisticated**.

Large scale example

Vodafone.co.uk



2 The resulting **granularity of activity is very high** & so the management burden is very onerous

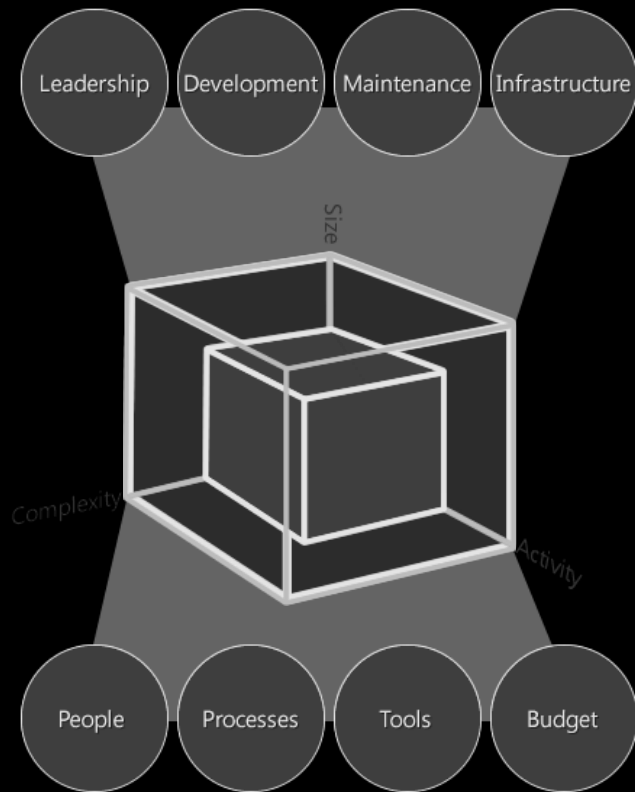
1 Lots of content + High traffic + High complexity.

3 As a result supporting resources must be **very sophisticated** & are usually expensive.

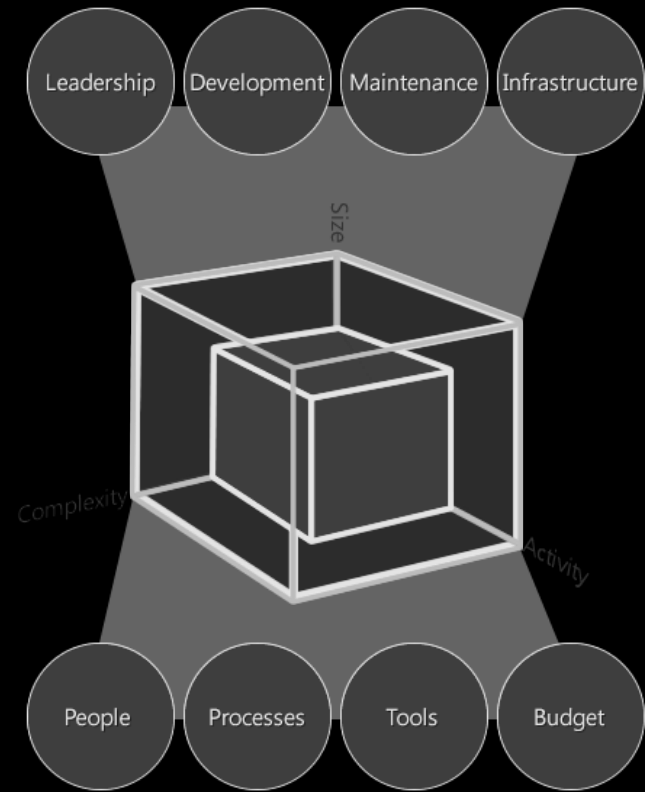
Scale also allows you to **benchmark** your Web Governance against any other site, no matter what it is about.

If 2 sites are of the same Scale, they will **share** many features of Web Governance. For example...

Example | Macmillan.org.uk



Example | BHS.co.uk



These 2 sites operate in different sectors. However, because they share the **same Scale**, their Web Governance response is similar.

This introduction to the **New Framework of Web Governance** was created by Shane Diffily.

The Web Governance Framework can be used to plan & configure operations for any type of digital presence.

Arrange your **FREE** webinar to see how the Web Governance Framework can help you. Go to **www.diffily.com/services**

