Website Governance Modeling Tool

**Strategies**

Business

Content

Social Media

Mobile

**Six Questions**

Who?

What?

Where?

When?

Why?  
How?

**Three Sectors**

People

Process

Policy

**Training**

Budget?

Which staff?

Renewal training

**User Experience**

How do we incorporate user experience design?

What testing have we done? Results incorporated into our site?

**Notes on Use**

Modify the tool to suit your governance needs.

Remove blocks you don’t need.

Add blocks you do need.

Make connections; solve your puzzle.

**Consider Other Areas**

Customer Service

Funding

E-commerce  
Public Affairs/Relations

**IA/Data Architecture**

How is data and information structured and organized?

Targeting specific audiences?

**Documentation**

What SOPs should we codify?

Web style guide

User manuals

Tracking sheets

Templates

**Legal**

What are legal and regulatory risks?

Accessibility requirements?

More at website-governance.com (tool last updated January 28, 2015)

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Prepared by:  
Prepared on:

**Business**

What are business goals?

Financial risks/opportunities?

How are expectations set?

**Content**

What is our content lifecycle?

Workflows? Inside vs. Outside CMS

Taxonomy?

Search? SEO?

**Systems Admin**

What CMS? Which modules?

Where do we host?

Cloud?

**Marketing & Communications**

Where does offline meet online?

How do we handle our reputation?

**Social Media**

What tools?

Which staff?

Where and how do we meet our customers and audiences?

**Design**

How does our design influence our customers?

How are principles of information design used?

**Software Admin**

Who?

What?

Why?

Product requirements document?

**Community**

Who is our community?

Why and how will we engage them?

**Analytics**

What are the key performance indicators?

What is visitor behavior?