Emerald Strategies: Web Governance in 20 Steps

PHASE ONE: DRAW THE BLUEPRINT

1. **ENDORSEMENT**
Get it in writing from the organization's top brass: the visionary executive.

2. **SET GOALS**
Baseline current activities and define the "problem" your Web site wants to tackle.

3. **ANALYZE AUDIENCES**
Talk to internal and external audiences and define your market.

4. **BENCHMARK**
Examine the competition to surface best practices, new ideas.

5. **DOCUMENT REQUIREMENTS**
Develop list of high-level needs; validate with stakeholder team.

6. **SELECT NAVIGATION**
Lead stakeholder team to decide on primary and secondary navigation with meaningful labels.

7. **BRAND IT**
Pick a tag line and theme to match your value proposition and fit your market and objectives.

PHASE TWO: BUILD THE FOUNDATION

1. **EVOLVE DESIGN**
Tell creative teams to present three options with same navigation; meld your favorite ideas.

2. **INVENTORY**
Use an Excel spreadsheet to scope existing content.

3. **SET STANDARDS**
For content that will be migrated to your site; be ready to retire or change what doesn't measure up!

4. **NEW CONTENT**
Target and develop, keeping it in tune with your navigation and standards.

5. **RECRUIT CHANNEL MANAGERS**
Your core team of data stewards, knowledge experts who may have been part of stakeholder team.

6. **INFORMATION ARCHITECTURE**
Use selected content — old and new — and retire what doesn't fit.

PHASE THREE: MANAGE THE LIFECYCLE

1. **DRAFT CHARTER**
Launch a Web Council, with roles & responsibilities pushed to frontlines.

2. **TEST**
Conduct user testing before launching to the public.

3. **VET**
Afford internal powers an opportunity to review.

4. **ADJUST**
Make necessary adjustments using feedback.

5. **ROLLOUT STRATEGY**
Mobilize outreach activities to spread your message.

6. **SCORECARD**
Create metrics framework to measure performance.

7. **MARKET**
Have an ongoing program of activities and upgrades.