# Website Governance Framework

# Website life cycle

# **Planning**

#### Audience Needs

who are they, what do they need and what do they like and don't like

#### Content

what, how much. how to divide it up, writing style

Website Test

expert testing

online Business

marketing plan,

day-to-day site

management

user testing,

Review

Strategy,

#### Technical

integration issues, web hosting, secure payment, security

# Promotion

search engine optimisation, advertising. cross-promotion

#### Design

what should it look like, its branding and level of accessibility

#### Marketing

branding, online and off-line techniques

# **Building**

#### Document

project plan, development brief & contract

Day-to-day

managing

answering

resources

emails, usage

stats, prioritising

#### Content Preparation

research, collate and write text and prepare other content eg video

### Project Manage

selecting a developer, managing the developers and testing procedures

## Managing Online Business Strategy

aims, audiences, challenges, opportunities, marketing, resources, action plan

#### Content updating.

researching & writing/ preparing new content

#### Technical

web hosting. editing and server software updating, e-security, backup

### Promotion

check search engine ranking and adjust site to maintain ranking

## Marketing

implement the marketing plan

Innovation Implement new features, new content areas. marketing strategies

keeping abreast

of Web trends.

Best Practice

Research

# **Improving**

# Sustaining

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websitecriteria



