BIRTHDAY DO & BREW

Digital Marketing Conference & 20th Birthday Celebration

Mightybytes

Long Term Website & Content Governance

Presented by Tim Frick

So much of our work with clients lately has been related to organizational change management:

- Helping them scale website, content, and SEO efforts
- Helping them implement governance policies
- Helping them identify areas to improve process and create more efficiency
- Helping them explore new practices to improve overall results
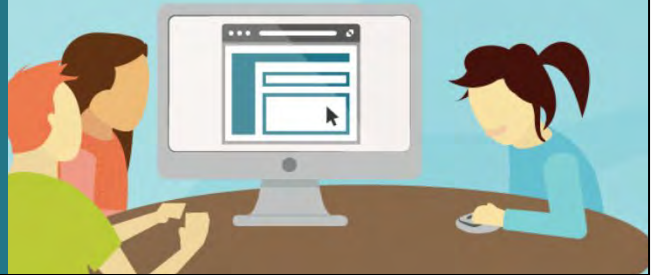
This presentation reflects some of that work.

"**Website governance** is an organization's structure of staff and the technical systems, policies, and procedures to maintain and manage a website."

— Wikipedia

Website Governance

Content Planning & Creation:
12 Tips for Better Results

Today I'm going to share 12 governance tips to help you get better results. Also on our blog at:
https://www.mightybytes.com/blog/12-website-governance-tips-for-better-content-marketing/

Content Planning

How much time each month do you spend on content planning? 2 hours? 8 hours? More? How many people are involved? How efficient are your efforts?
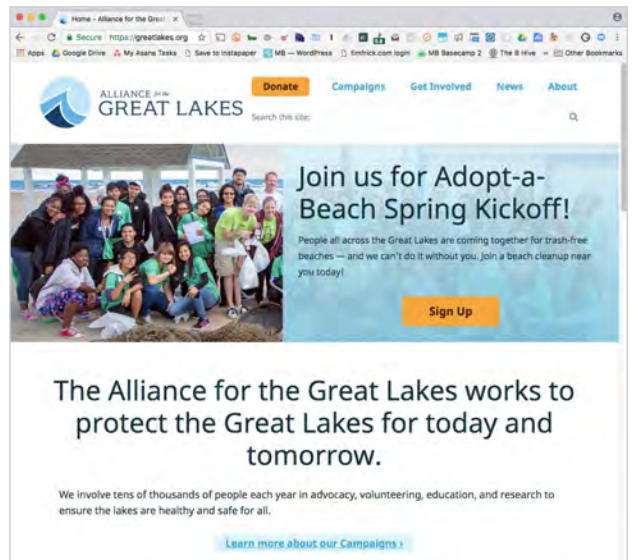
1 Embrace Your Capacity

Don't bite off more than you can chew.

- Talk to your team about capacity.
- Schedule time & resources accordingly.
- Overplanning is worse than no planning at all.

An 'Aha' Moment:

Capacity Planning: Alliance for the Great Lakes

Even though they have a small team, AGL really understands capacity planning:

Judy Freed: "The conversation you had with us about content planning was a real "ah-ha" moment for us. It started us on a path that led to a new content brief (one we customized for our own needs), project management templates, bi-weekly and quarterly content planning meetings, and creation of a new editorial calendar. Those span all media, not just the website."

2 Precision Measurement

Measure *only* metrics that drive success.

- Use the right tools, not *all the tools*.
- Measure the right metrics, not *all the metrics*.
- Define key performance indicators (KPIs).
- Measure at a frequency that corresponds to capacity.

In a world where we can measure pretty much anything, it's important to build organizational consensus around what is important for success, then focus specifically on that.

Measurement Tools

Testing with Concurra
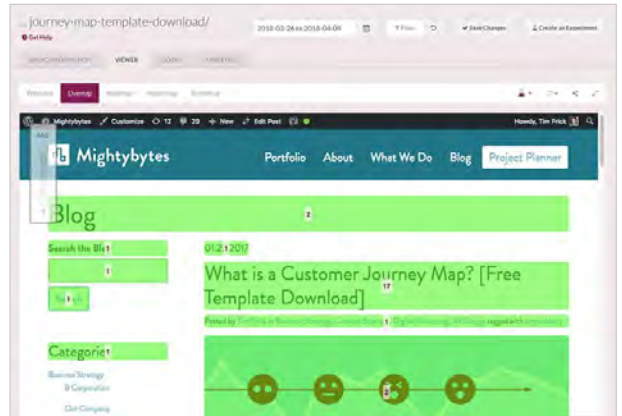
Concurra is a robust platform that measures many things related to website performance. It's up to you to figure out how to use those powers to best suit your own needs.

More info: Concurra.com

3 Create Editorial Guidelines

Know the topics you'll cover and how you'll cover them.

- Voice, Tone, Grammar, Length, etc.
- How do we maintain quality control?
- Post guidelines in a public place. Workshop them if necessary.

Editorial Guidelines: Orbit Media Studios

Our neighbors up the street have editorial guidelines that anyone can grab.

4 Create—*And Use!*—a Content Calendar

A helpful tool for maintaining success.

- **Channels:** Where will you publish?
- **Velocity:** How often will you publish?
- **Topics:** What will you publish?
- Fill in gaps with *evergreen* content.

Figure out the tool that your team will be most likely to use. If it's a spreadsheet, great. If it's a SaaS platform, even better. Just make sure you can maintain effectively over time.

Pricenomics' Content Calendar

PRICEONOMICS

One tool of dozens on the market. Full-featured and part of a larger content marketing suite of tools.

1.25 /10

Ecograder

Average SEO Score
1.7M URLs crawled

In our experience, people don't adequately plan for SEO efforts when engaging in content marketing initiatives.
Be sure to train your team:

- Writing with keywords & phrases.
- Content distribution, guest posting, etc. for natural inbound links.
- Technical SEO: page tags, metadata, schema (if applicable), etc.
- This will take some extra time, so plan for that.
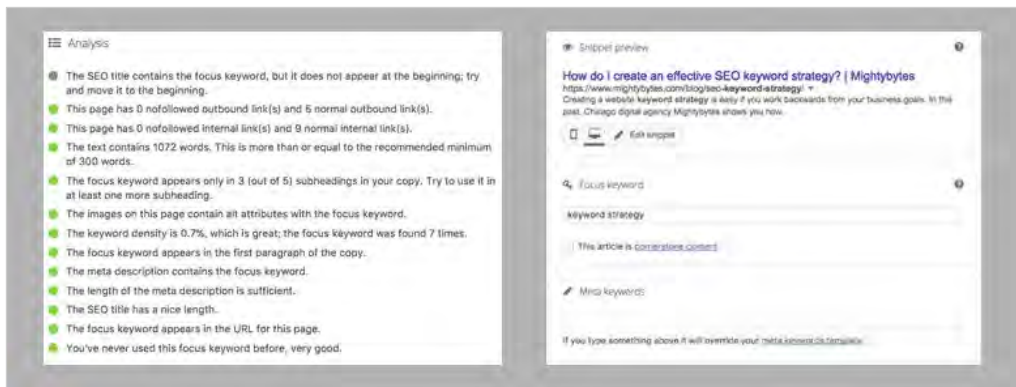
Try Yoast

Yoast can help speed up the process of making pages and posts more SEO-friendly. Comes in free and premium flavors.

6 Keep Tabs on Taxonomy

Clean categories & tags are key to managing content.

- Keeps content types organized.
- Helps search engines better understand site structure.
- Must be user-tested.
- Taxonomy sprawl: can be expensive & time-consuming to manage over time, especially for e-commerce sites.

Hierarchical Taxonomy: Balancing Complexity with Clarity

Nordstrom has clean and clear information hierarchy for a complex e-commerce site.

7 Align Teams & Channels

Build consensus across teams through collaboration.

- Meet regularly based on capacity to ensure teams & channel efforts remain aligned.
- Review audits & reports together.
- Use workshops to manage expectations.
- Especially challenging for larger organizations.

Part Two

Content Production

8 Create Content Workflows

It takes more steps than you think.

- Create a clear step-by-step process.
- Workshop the process with your team.
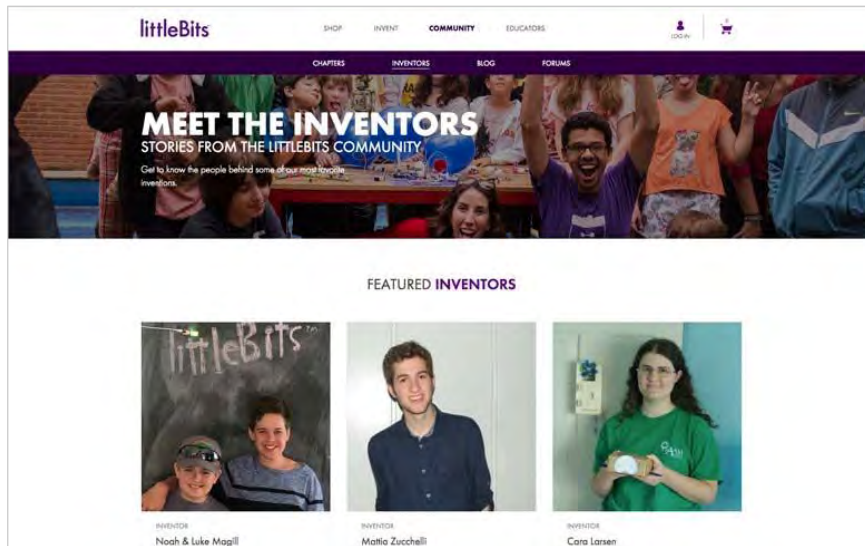- Make sure everyone understands which assets they are responsible for.

9 Folksonomies: User-Generated Tagging

Folksonomies can get out of hand easily.

- Publish clear community guidelines.
- Create an internal moderation policy.
- Get a dedicated community manager to maintain processes and offer support.

Folksonomy Challenges: littleBits

littleBits had big challenges with user-generated content: hashtags as tags (not Twitter), over 1500 tags total, categories and tags used interchangeably, etc.

We helped them devise standards:

- Ran a content audit
- Provided recommendations for cleaning up tagging system
- Better content organization: visual and typographical hierarchy
- Roadmap for continuous improvement

10 Perform Routine Content Audits

Content audits help you maintain quality over time.

- Audit against key performance indicators (KPIs).

- How well is content performing against goals?

- Define what you will keep, throw, modify.

- Define and maintain audit frequency: quarterly? semi-annually? Annually?

- Don't forget redirects!

Audit Power: 7,000 Pages to 700
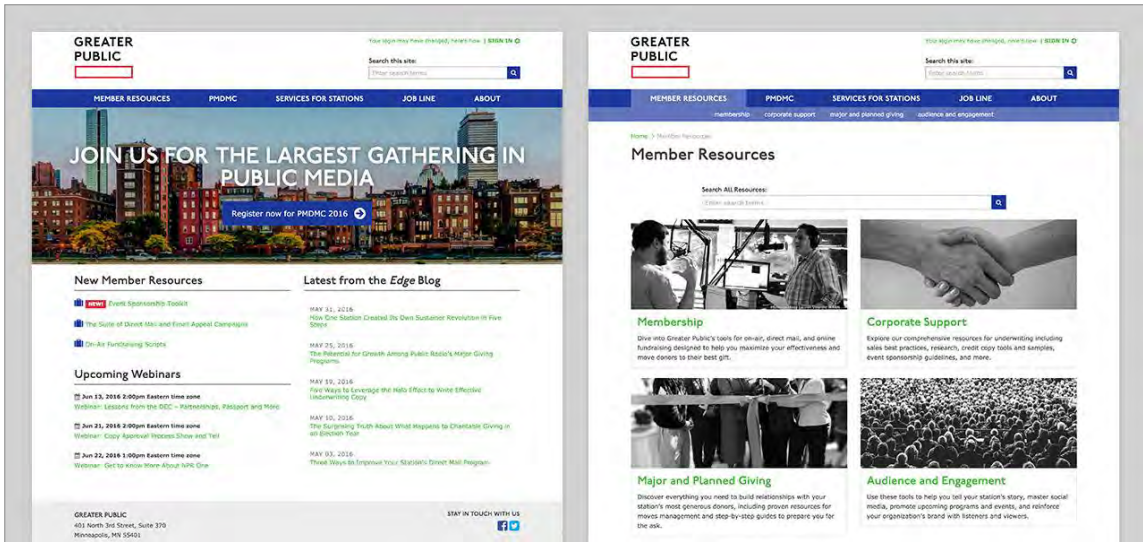
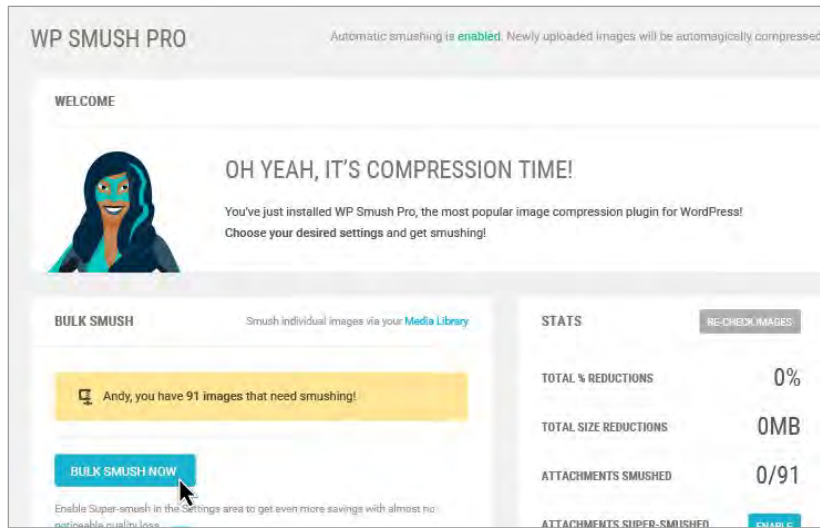Reduced a 7,000 page website by 90%, focusing on content that performed against KPIs.

11 Optimized Content Performs Better

Train your team on proper optimization techniques.

- **Image size:** Compress images for faster download.
- **Embedded video:** Don't host your own.
- **Accessibility:** Add alt tags, captions, etc.

Good Content Optimization

There are many WordPress plugins available to help with image compression. WP Smush is one of them.

12 Dovetail Content & UX Efforts

Once you publish, track how users interact.

- Track quantitative interaction data.
- Analyze data to drive continuous/ongoing improvements.
- Create recommendations based on analysis.
- Run qualitative user tests when possible.

Tracking how people use your site helps you improve it over time and create better, more user-centric solutions. This creates happier customers.

Governance: Parting Thoughts

Sweat the Details

404 Pages

Category Pages

It's easy to forget or neglect important pages on your site:

- Category pages: great for information hierarchy & SEO.
- 404 pages: often neglected.
- Not pictured: sitemap pages, privacy policies, terms of use, return policies, etc.
- Content is what the user wants right now. Thus, everything is content!

Governance & Accessibility

Don't forget 1B people worldwide with disabilities!

We've mentioned this in every presentation and it' worth repeating when discussing governance:

- Accessibility guidelines can sometimes fall through the governance cracks. Train your team!
- For any public-facing organization, it's U.S. law. 814 lawsuits in 2017.
- Review regularly to maintain quality.

Governance & Sustainability

Better for people can be better for planet too!

Also worth repeating in light of a governance discussion:
- Poor-performing, bloated websites with difficult to find content are inefficient, frustrate users, and waste energy. At scale, this leads to huge CO2 emissions.
- Hence, good governance policies are an important part of any digital sustainability strategy.
- More info: sustainablewebdesign.org
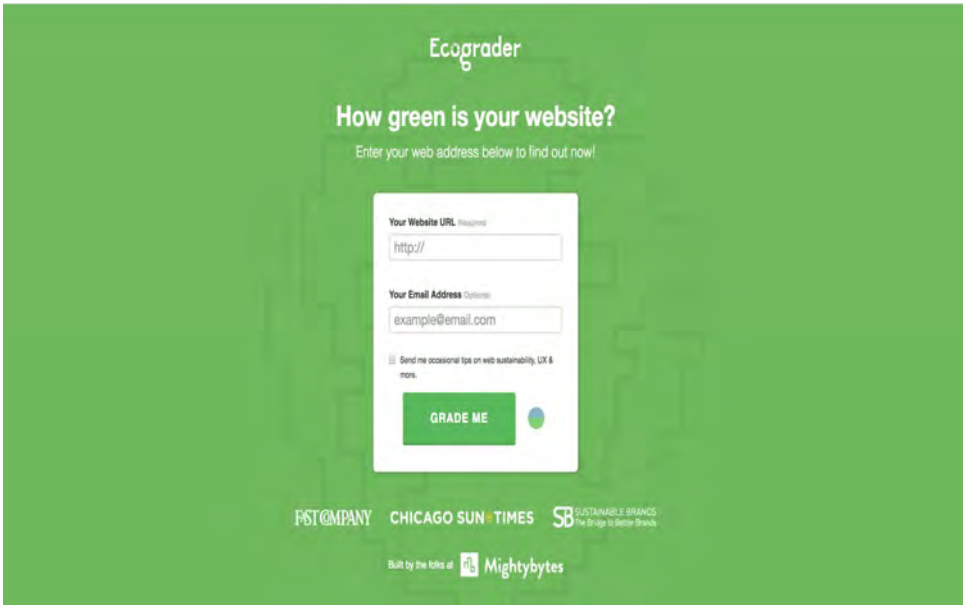
5 Years, 1.7M sites crawled

Learn how green your website is at ecograder.com.

Sustainable Web Design – sustainablewebdesign.org

Learn more: we took the best of our 40+ blog posts on this topic and wrapped them into one page: sustainablewebdesign.org

Thanks!

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for people and planet."*

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