Web Governance 101

The three primary components of website governance include:

**Policies**

These are guidelines to which all areas of your website and any other online channel must adhere. These policies should be kept to a minimum and be clear and concise to eliminate confusion and to be effective. **An example of a policy would be: All pages on the website must contain a call-to-action.**

**Standards**

Standards are established to deliver consistency in voice, quality, and design. With ever-evolving websites and multiple stakeholders, quality and consistency can quickly be forgotten.

Different stakeholders have different styles and skills. Governance standards make sure they all follow the same criteria for consistency across all your digital properties. **An example would be requiring all images to be saved at a specified quality level before being posted to the website**.

**Process**

These are all the steps which must be taken to ensure that your website adheres to policies and standards. For **example, you might make a checklist of processes that go into each new page of content, such as optimizing URLs, Title tag, H1 tags, and meta descriptions. See our checklist on the Digital Commons Support site.**

The benefits of good website governance cannot be understated. It allows a web team to think strategically and aid in evolving the website through its lifecycle in a controlled way where new content and new sections are added to benefit the overall goal of your communications team and various departments. Maintaining a reliable and sustainable website governance framework safeguards the long-term success of your website.