



# Web Governance Maturity Framework

October 2024



# What is Web Governance?

The framework that ensures that an organization's website aligns with its business strategies and objectives.





Most enterprise companies are running 30+ platforms on their websites at any given moment



Ownership of web performance, analytics, compliance, and tech stack has become unclear as websites have grown in complexity.



Web Team Structure  
circa 1999



Web Team Structure  
circa 2024



# Proper Web Governance monitors four key aspects of your business that are crucial for your success



**Customer  
Acquisition**



**Conversion &  
Purchasing**



**Retention &  
Loyalty**



**Brand  
Reputation**



# ObservePoint has Recognized a Need for a More Robust Approach to Web Governance

- Complexity
- Regulations and Risk
- Strategy
- Stakeholder Concerns
- Need for Standardization
- Technological Advancement





# Pillars of Web Governance Maturity

Web Governance Foundation

Privacy, Security, and Risk

Data and Technology

Content & Experience

Digital Transformation





# Web Governance Foundation

## Strategy & Structure

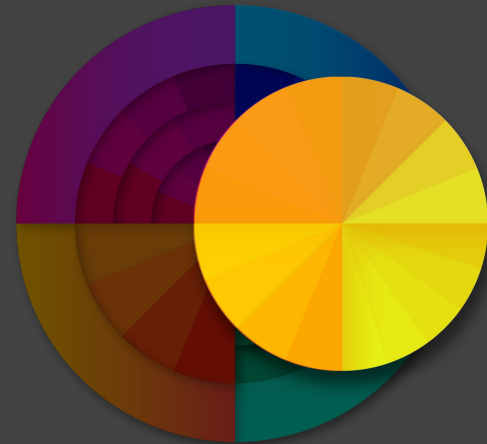
- Ownership & Accountability
- Cross-functional Collaboration
- ROI & Value Recognition
- Monitoring Strategy

## Web Governance Operations

- Web Property Inventory
- Standards & Testing
- Monitoring Cadence
- Communicating Results

## Remediation

- Remediation Prioritization
- Workflows
- Remediation Validation







# Privacy, Security, and Risk

## Privacy

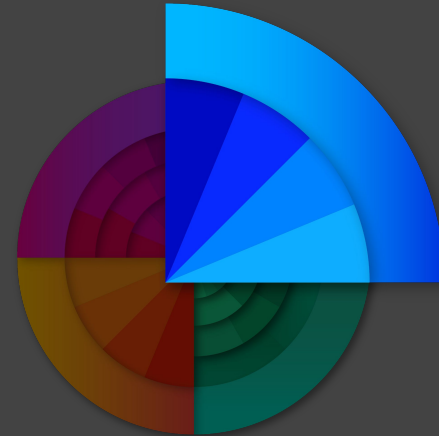
- Consent Management
- PII Compliance Monitoring
- DSAR Compliance Validation

## Security

- Application & Data Security
- Access Management
- Unwanted Web Traffic Monitoring

## Risk Management

- Web Risk Audits
- Piggybacking, Rogue, & Hard Coded Tag Risks
- Geographic Risk Monitoring
- Threat Management





# Data and Technology

## Data

- Data Layer Monitoring
- Web Data Quality Monitoring
- Visitor Activity Monitoring

## Technology

- Web Technology Monitoring & Management
- Web Tracker Monitoring





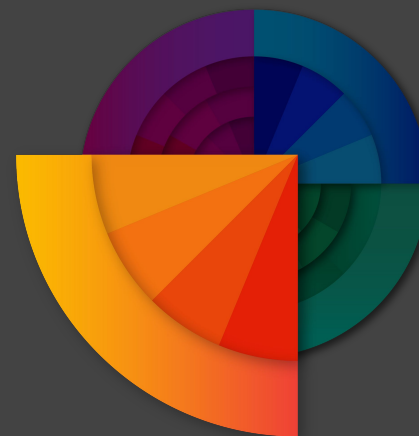
# Content and Experience

## Content

Content Delivery & Quality Monitoring  
Brand Standard Compliance Monitoring

## Experience

Web Page Performance Monitoring  
Web Operability Monitoring  
Web Accessibility Monitoring  
Landing Page Validation  
Customer Journey Flow Validation





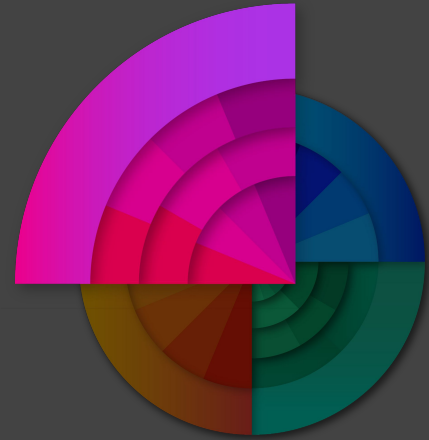
# Digital Transformation

## Transformation

Planning

Change Management

Implementation Validation





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Content & Experience

Digital Transformation



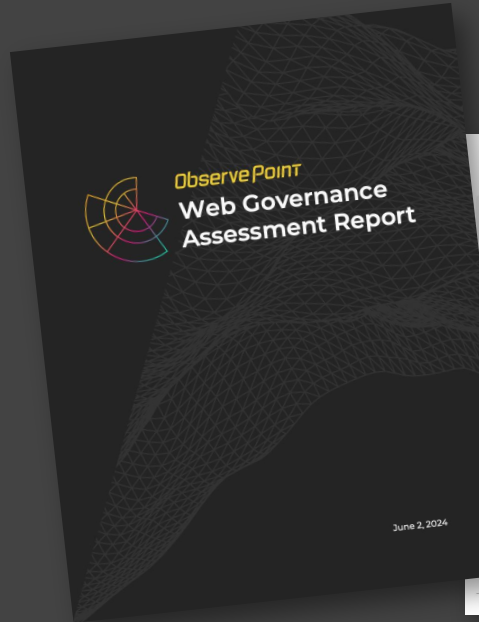
# Comprehensive Assessment

A grayscale background image showing a person's hand holding a yellow pen, pointing at a document. The document contains various charts and graphs, including a pie chart and a bar chart. The overall scene is dimly lit, with the yellow pen providing a focal point of color.

- Data/Web Analytics
- Marketing (Campaigns, Demand Gen, Lifecycle, Content, SEO)
- Marketing Operations
- Web/App Development
- Product Management
- User Experience (UX/UI)
- Customer Experience/Customer Success
- Privacy, Security, and Risk
- Legal/Regulatory Compliance
- Data Governance
- Business Transformation/Evolution



# Web Governance Assessment Report





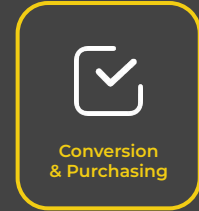
# The Value To You

## Your organization will benefit from:

- Deeper web governance understanding
- Knowing your organization's Web Governance maturity
- Prescriptive guidance to advance your maturity

## Your organization can achieve:

- Improved customer experience
- Complet webtech validation
- Accurate and trustworthy analytics
- Avoid wasted ad spend
- Confidence in privacy compliance
- Protection against risks







# Web Governance Maturity Framework

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## What's Your **Web Governance Maturity Score?**

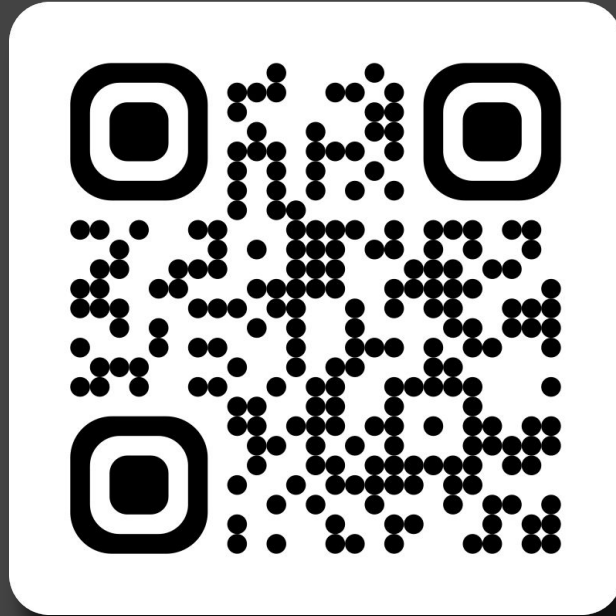
As the internet and websites continue to rapidly evolve, so do the core principles of how best to manage your online presence.

This quick, 5-minute survey will give you a preview of your company's current Web Governance maturity score. See where you rank today and receive suggestions of where to go tomorrow.

[See My Web Governance Score](#)



# What's Your Web Governance Maturity Score?





**Thank you.**