

## A Comparison Chart of Web Governance Models for Large Organizations

	<b>Centralized Model</b>	<b>Decentralized Model</b>	<b>Federated model</b>
<b>Governance</b>	Most or all Web content and applications managed by a centralized Web Manager/Web Council.	Web content and applications each managed by separate silos (departments, divisions or agencies).	Branding, navigation and common content managed by central Web Manager/Web Council, individual Web sites managed in silos (departments, divisions or business units).
<b>Strategy</b>	Single Web strategy for entire enterprise.	Different Web strategies for each area.	Unifying Web strategy for collective Web presence and departmental strategies for each area.
<b>Gatekeeping</b>	Command and control – Central Web Manager/ Web Council controls all content publishing - Web reporting structure is hierarchical for enterprise.	Committee - each Web team manages its own site, and formalized committee reporting structure is hierarchical within each silo.	Community of Practice - each Web team reports within its own silo, but central Web Manager/Web Council facilitates collaboration in a “community of practice.
<b>Domain</b>	All sites on a common unique domain.	Each site on a different domain name.	Most sites under one domain, but some variations being used.
<b>Hosting</b>	All content and applications on common servers.	All Web content and Web applications may be on different servers.	Web content and applications on different servers, but sites link to common applications, shared folders, server-side includes managed by central Web Manager/web Council.
<b>Content Management</b>	Managing content can be labor-intensive - content management system needed	Managing content may or may not be labor intensive for each team	Content is manageable by each team; content management system (CMS) can be shared among all teams

	<b>Centralized Model</b>	<b>Decentralized Model</b>	<b>Federated model</b>
<b>Content Approvals</b>	Central Web Manager/Web Council is gatekeeper of all content; must get signoffs from SMEs or content managers on all published content	Web Manager within each silo is also SME or content manager	Central Web Manager/Web Council is gatekeeper of content standards and style; Web managers/communications managers/IT managers in each silo are responsible for content and applications.
<b>IT Support</b>	More IT support required for Web applications	Average levels of IT support	Central IT support for common applications and network; departmental IT teams for each site.
<b>Design</b>	Common look and feel (graphical UI/presentation)	Different designs	Common look and feel with some customization to uniquely identify each area.
<b>Standards &amp; Practices</b>	Strict control of standards and process	Standards and processes may vary in each team	Strict control of standards and process for corporate content and enterprise applications; content standards may vary for content published in each silo.
<b>Branding</b>	Strict control of branding	Branding controls vary; sub-branding appears	Branding controlled centrally; sub-brands can be controlled.
<b>Customer Service Experience</b>	Single contact point for Web customer service	Many contact points for Web customer service	General contact point for general inquiries; contact points in each area for service-specific inquiries.
<b>Training &amp; Tools</b>	Single group of specialists, least training required, may require additional tools	May be many specialists as well as many generalists, most training and tools required	Specialists in central team and combination in departmental teams, similar amount of training as decentralized model, but can be mitigated if central team specialists can provide some training/ongoing support of non-technical staff

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