




# Content Governance Playbook

Stop publishing chaos. A strategic framework for defining roles, workflows, and quality standards to keep your content high-performing.

 Defining Roles & Ownership

 The "Publishing Gate" Workflow

 Auditing & Maintenance

# Content is an Asset, Not an Expense

Most companies treat content like a factory line: produce, publish, forget. This leads to "content rot"—outdated articles, broken links, and conflicting information that damages your brand authority.

Governance is the system that ensures your content remains accurate, relevant, and on-brand long after it hits the "Publish" button.

## The Cost of Chaos

### Without Governance

- Inconsistent voice across pages.
- Outdated pricing or product info.
- Duplicate content confusing Google.
- Legal risks from unapproved claims.

### With Governance

- Clear ownership of every page.
- Defined review cycles (e.g., every 6 months).
- Standardized quality checklists.
- Faster publishing with less risk.

# 1. Defining Roles & Ownership

If everyone owns the content, no one owns the content. Assign these roles explicitly.

## THE OWNER

Usually a Product Manager or Subject Matter Expert. They are responsible for the **accuracy** of the information. They must sign off on the facts.

## THE CREATOR

The Writer or Designer. They are responsible for the **quality** and engagement. They translate facts into a compelling story.

## THE GATEKEEPER

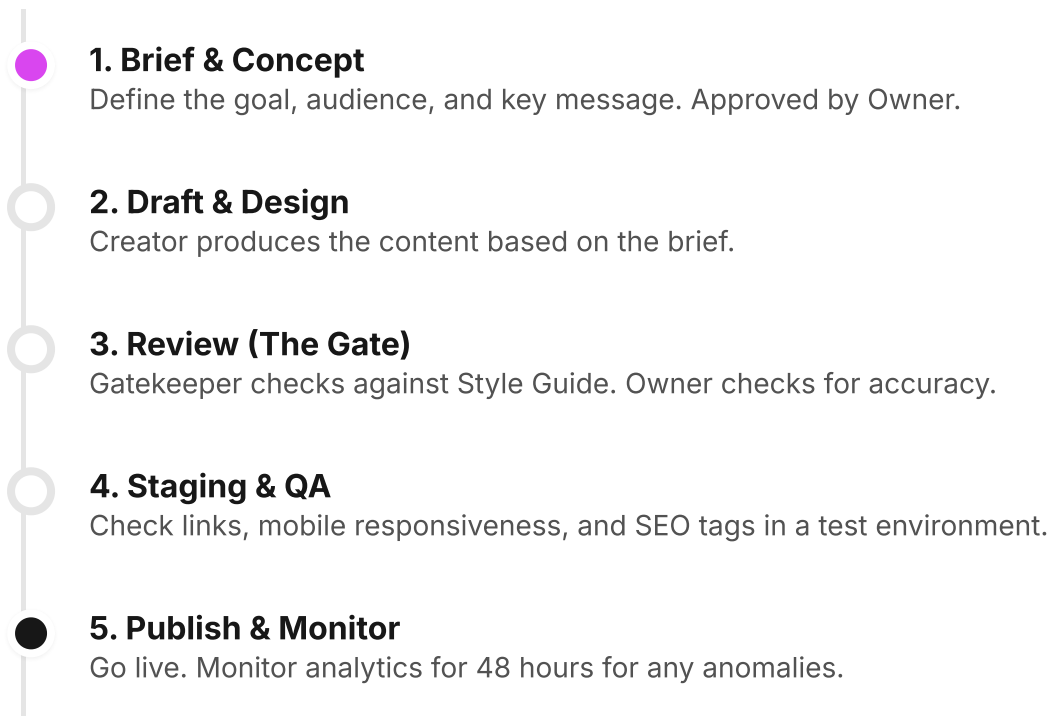
The Editor or Content Strategist. They are responsible for **consistency** and standards. They hold the keys to the CMS.

## THE AUDITOR

Often an SEO specialist or Analyst. They are responsible for **performance**. They flag content that is underperforming or outdated.

## 2. The Publishing Workflow

A standardized process prevents errors. Do not skip steps.



## The Content Calendar

Consistency requires a schedule. Use this cadence as a baseline.

Daily	Weekly	Quarterly
Social Media Engagement (LinkedIn, Twitter)	1x Deep Dive Article (Blog, Newsletter)	1x Lead Magnet (E-book, Whitepaper)

# The "COPE" Strategy

Create **O**nce, **P**ublish **E**verywhere. Squeeze every drop of value from your content.

1

## The Core Asset

Write one high-quality, 2,000-word guide (like this one).

2

## The Newsletter

Summarize the key takeaways for your email list.

3

## The Social Thread

Turn the headers into a 10-tweet thread or LinkedIn carousel.

4

## The Video

Record a 5-minute Loom video walking through the guide.

## 3. The Content Audit

You should audit your content library at least once a year. Use the "ROT" framework.

**R**

### Redundant

Duplicate or overlapping content. **Action: Merge.**

**O**

### Outdated

Old stats, old products, old news. **Action: Update or Archive.**

**T**

### Trivial

Low value, low traffic, thin content. **Action: Delete.**



## VisualWeb Opinion: Delete More

We often see clients with 500 blog posts, where 450 of them get zero traffic. These "zombie pages" dilute your site's authority and waste your crawl budget.

Don't be afraid to delete. A lean, high-quality site always outperforms a bloated one. If it hasn't had a visitor in 6 months, kill it.

# Need a Governance Strategy?

We help organizations build scalable content operations. From style guides to CMS workflows.

**Book a Strategy Call**

or email [hello@visualweb.co.uk](mailto:hello@visualweb.co.uk)