WebOps

A New Approach For Operating Your Website

Presented to:

WordCamp Buffalo!

COLAB

Introduction

Who Am I?

About Me

- Professional generalist
  - Strategy
  - Design
  - Development
  - Sales
  - Leadership
- COLAB
  - a digital agency that helps clients get results with their web-based properties
- I love using WordPress

Ralph Otto, Director of Product, COLAB

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My History

7

Years as Designer/Developer

4

Years Director of Production

4

Years Director of Product

Why Am I Here?

- Unique career path
  - Gap filler
  - Do-er experience
- Documentation
  - Process
  - Standards
  - Training
  - Coaching
- Systems

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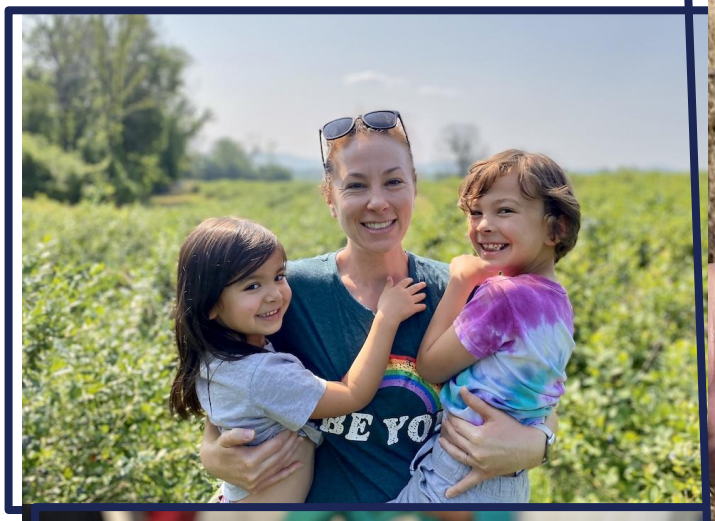

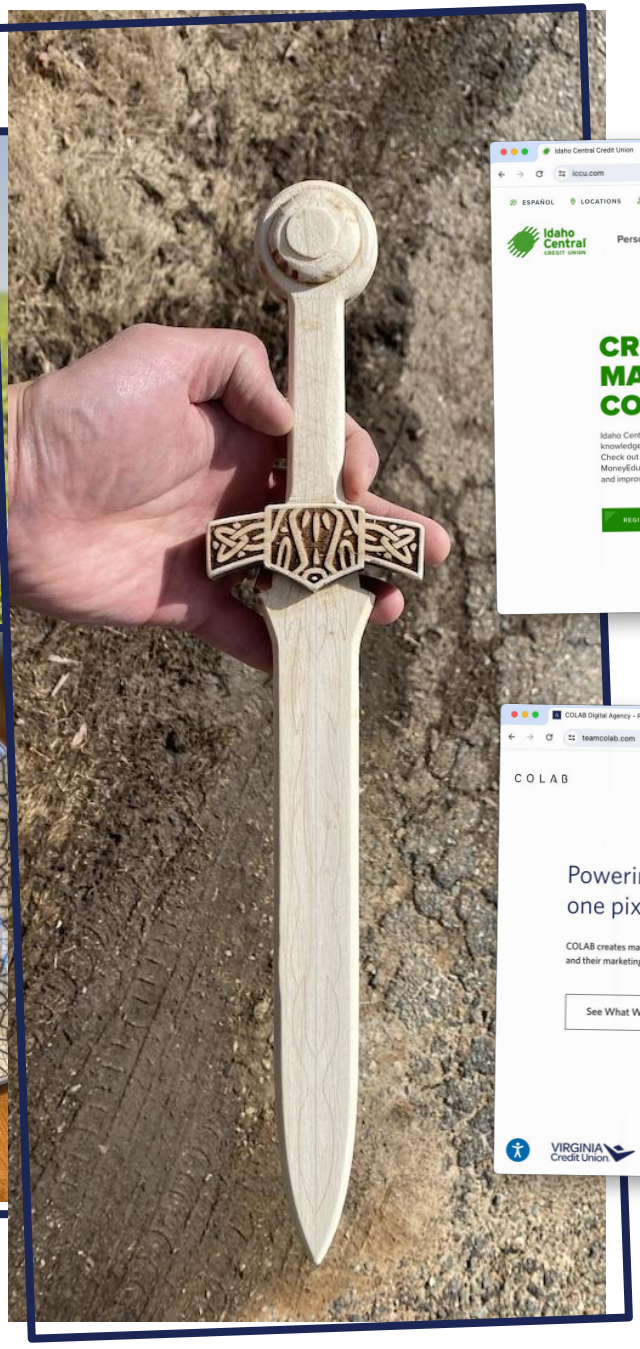

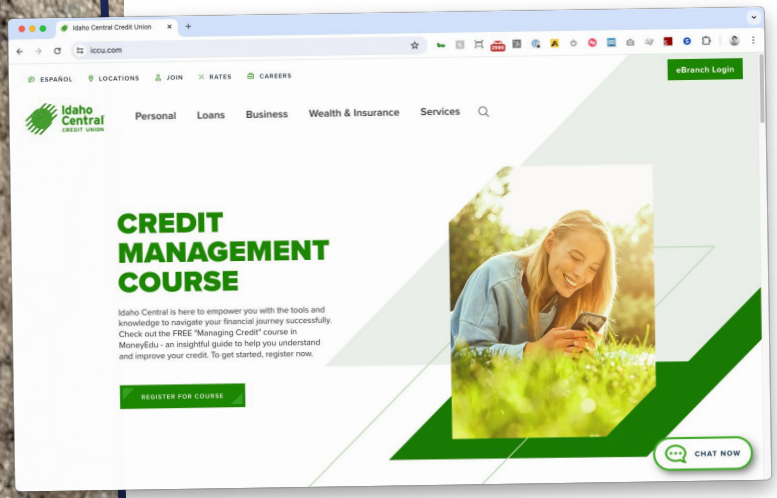

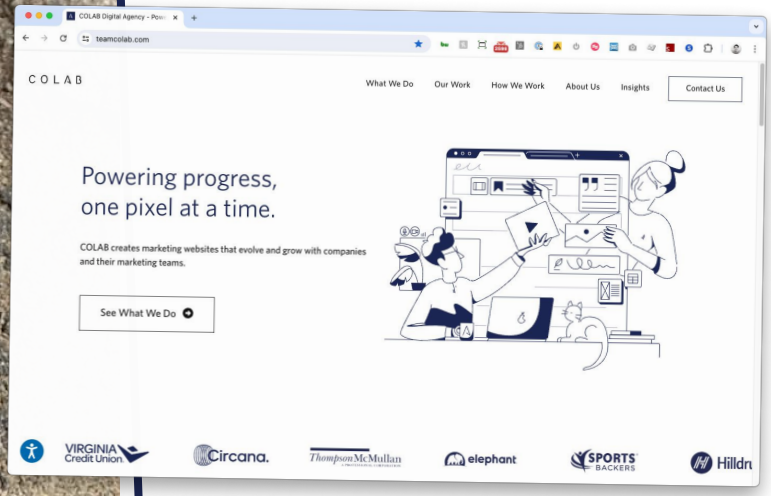

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Context

Who Are You?

A Few Questions

Roles

- How many of you all are in-house?
- How many of you all are freelance/agency?
- How many of you all are ... something else?

Deployments

- How many of you or your organizations do deployments at least once a month?

Results

- Are you getting the results you expect?

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WebOps

What is WebOps?

WebOps (a.k.a. **Website Operations**) is the process and framework of making website improvements to support the business.

The Difference

WebOps

- / Specific to web
- / Development + Business Ops
- / Iterative

Typical IT Ops

- > Broad infrastructure-level
- > Siloed
- > Scheduled

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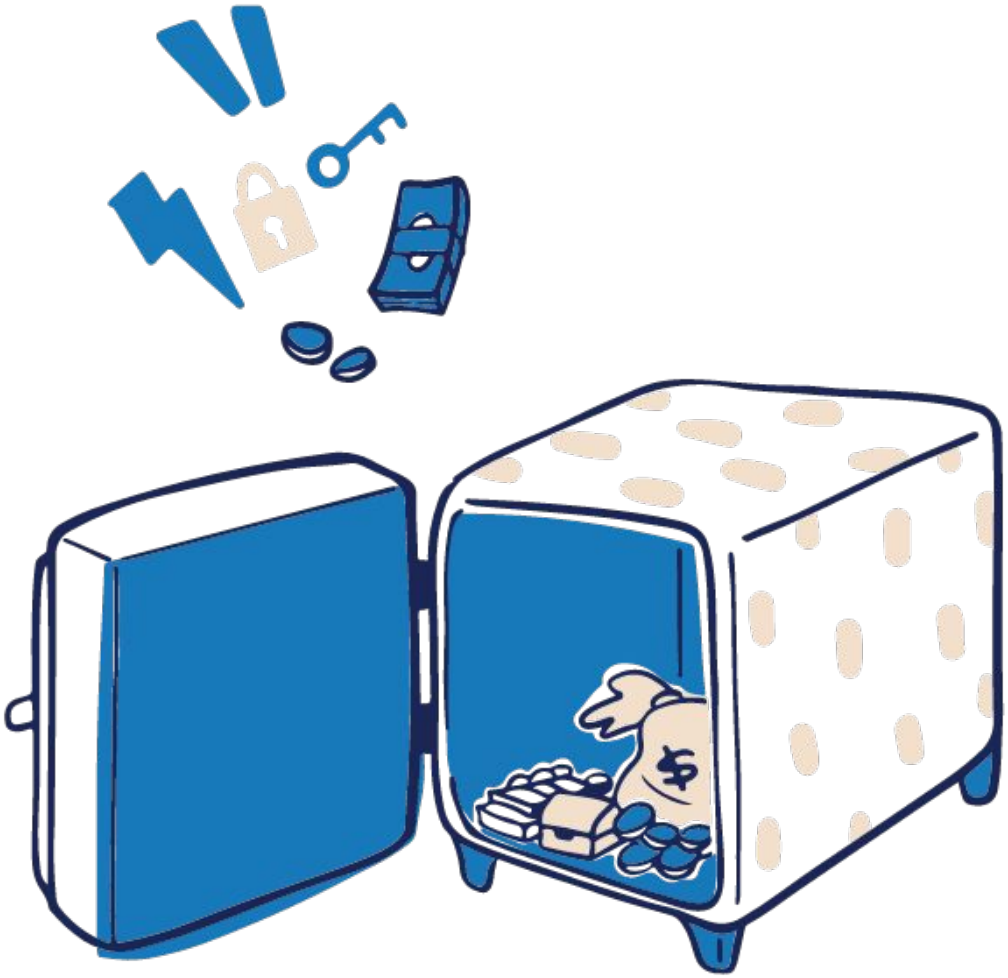
The Value

1. Operations is supported
2. Web team seen as valuable
3. The website has allies



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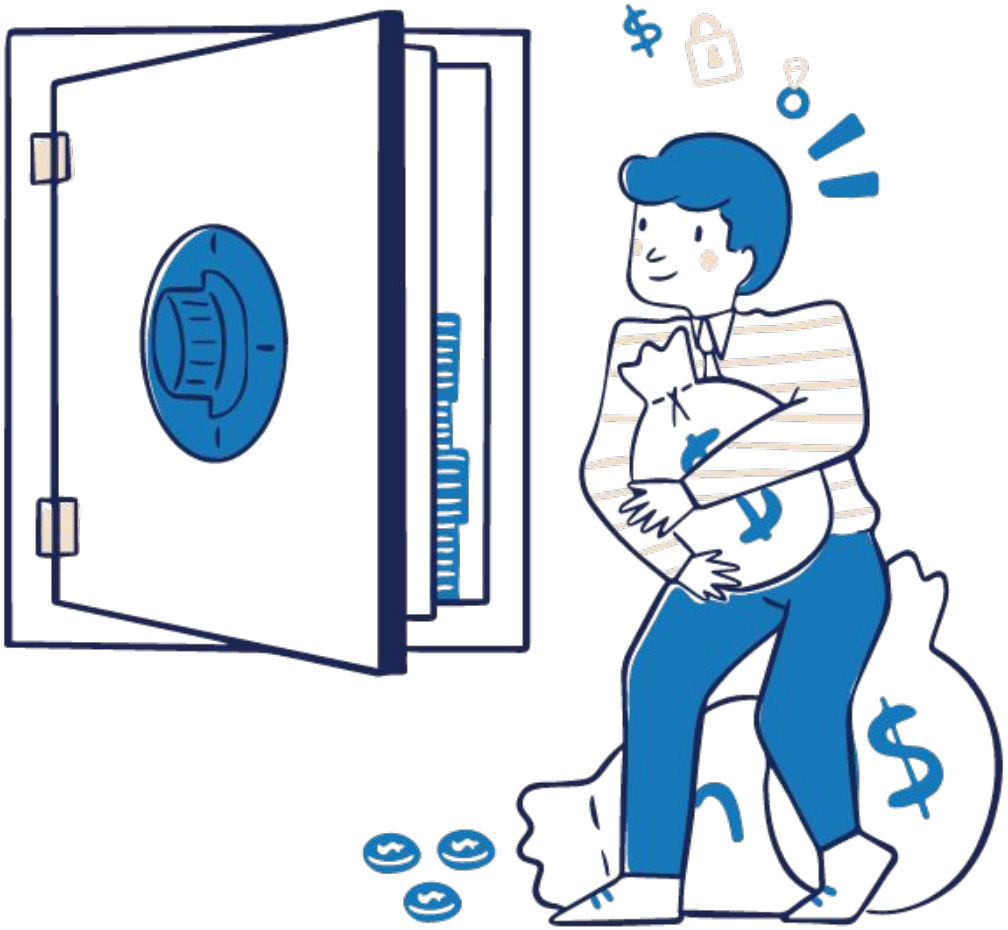
The Result

- Team becomes more effective
- Website becomes a product
- **Most importantly: OUTCOMES**
  a. Business sees returns
  b. End users have an improved UX
  c. Team goals are hit



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Key Components

Making It Work

Infrastructure

- Servers need to always be available
  - Managed
  - High uptime
  - WordPress specific hosting
    - Optimized for platform
    - Caching
    - WP CLI
    - Technical support
  - Modern tools
    - Git
    - Multiple environments
  - Workflows

Key to Success

No infrastructure errors or downtime

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Key Components

Platform

- WordPress (obviously)
  - TBH, you can implement WebOps on most platforms
  - CMS + framework designed to scale
  - Content
  - Functionality

Keys to Success

A platform that is set up for growth/scale

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Deployments

- Streamlining deployment
  - Auto-updates
  - Managed updates
- Version Control
  - Branching strategy
  - Configuration as code
  - Push to deploy
- CI/CD

Key to Success

Deploy new code quickly without unnecessary hurdles

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Key Components

Monitoring

- Keep an eye on metrics
- Choose good stats to measure
  - Performance: Core Web Vitals
  - Traffic: Google Analytics
  - SEO: SEMRush
  - Accessibility: CWV/Siteimprove
  - Time: CMS time required
- Track against business goals
  - Conversions
  - Net Promoter Score
  - Uptime
  - etc.

Keys to Success

Ability to collect stats quickly/easily for review

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Key Components

Communication

- Connect regularly
  - Daily stand ups
  - Weekly meetings
  - Slack/Teams
- Documentation
  - Jira/Confluence
  - (Not in Slack)
- Accountability
  - Review good, bad, and ugly
  - Take action!

Keys to Success

Open and honest communication lines ensure we're solving the right problems.

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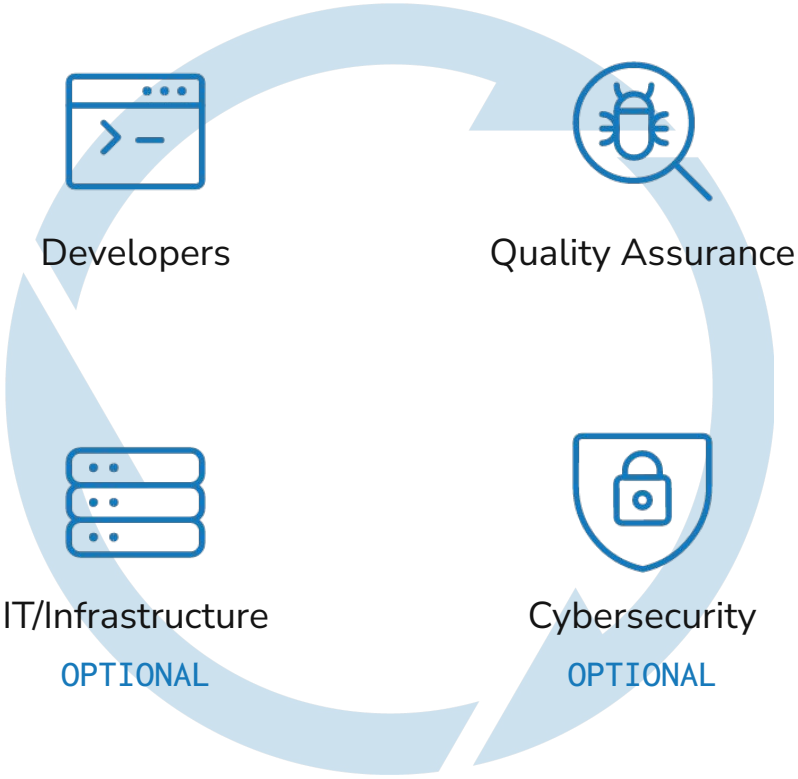
Key Components

Team Members



Designers

Developers

Quality Assurance

Stakeholder

Content Creators

OPTIONAL

IT/Infrastructure

OPTIONAL

Cybersecurity

OPTIONAL

Executive Sponsor

OPTIONAL

Keys to Success

Cross functional team members that can represent their area

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Best Practices

- Once mechanics are in place
  - Regular effort
  - Regular deployments
  - Regular testing
  - Regular collection of user feedback
  - Regular assessment of progress
  - Regular review of roadblocks/impediments

Keys to Success

Discipline to have a regular cadence

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Benefits

- **Productivity**: Enhance team output, efficiency, and collaboration
- **Delivery**: Accelerate time-to-market for web projects
- **Satisfaction**: Create success stories for the team
- **UX**: Improve website user experience and marketing performance
- **Results**: Deliver outcomes to the business

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Yikes!

- That was a lot!
- Recommendation
  - WebOps the WebOps process
  - Take it step-by-step
- How?

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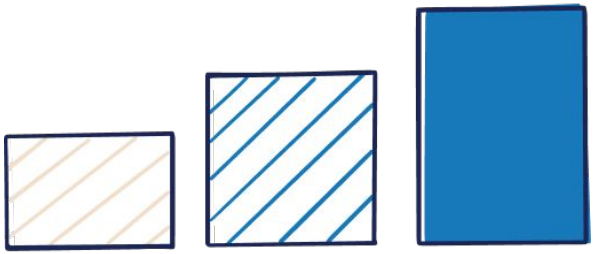
Planning

Laying the Foundation



Planning

Step by Step

/ Socialize the idea
/ Evaluate your current state
/ Inventory for key components
/ Identify skill gaps on your team
/ Develop a roadmap
/ Execute against roadmap

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Planning

Socialize!

- **Get buy-in**
  - Agency
  - In-house
- **Get sneaky**
  - This is hard
  - Ideally buy-in

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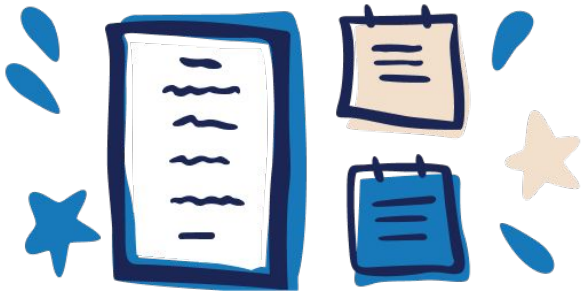

Planning

Evaluate!

- / Is your organization ready?
- / Small teams focus on marketing
- / Large teams take a holistic approach
- / Check out our Digital Maturity Assessment on our website

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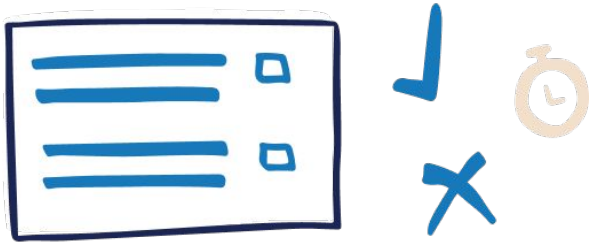

Planning

Inventory!

- **Inventory for key components**
  - Infrastructure
  - Platform
  - Deployments
  - Monitoring
  - Communication
  - Team Members
  - Best Practices
- **Questions to ask**
  - What do you currently have?
  - Will it work for WebOps?
  - What needs to change?

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Planning

Identify Gaps!

/ **Look for gaps on your team**

- > Designers
- > Developers
- > Quality Assurance
- > Stakeholder
- > Content Creators
- > IT/Infrastructure
- > Cybersecurity
- > Executive Sponsor

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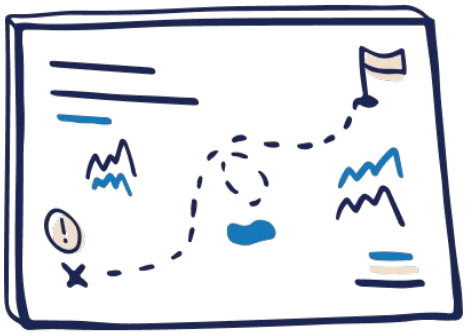

Planning

Roadmap!

- / Keep it simple
- / Describe what's needed
- / Identify top priorities
- / Size priorities roughly
- / Plot priorities on a timeline
- / Get agreement on the roadmap
- / Stay flexible

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Implementation

Let’s WebOps

In Practice

How this plays out is going to vary between organizations, but this is how it plays out for us. Let's imagine: we have established our key components, created a roadmap, and we're starting to work through features.

Scenario

You run the website at a hospital. Our next feature in the roadmap is a feature request for a patient resources section. This was requested by patient services as they want to reduce request volume for common questions. They have the list of the common questions and answers and will provide that content.

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Implementation

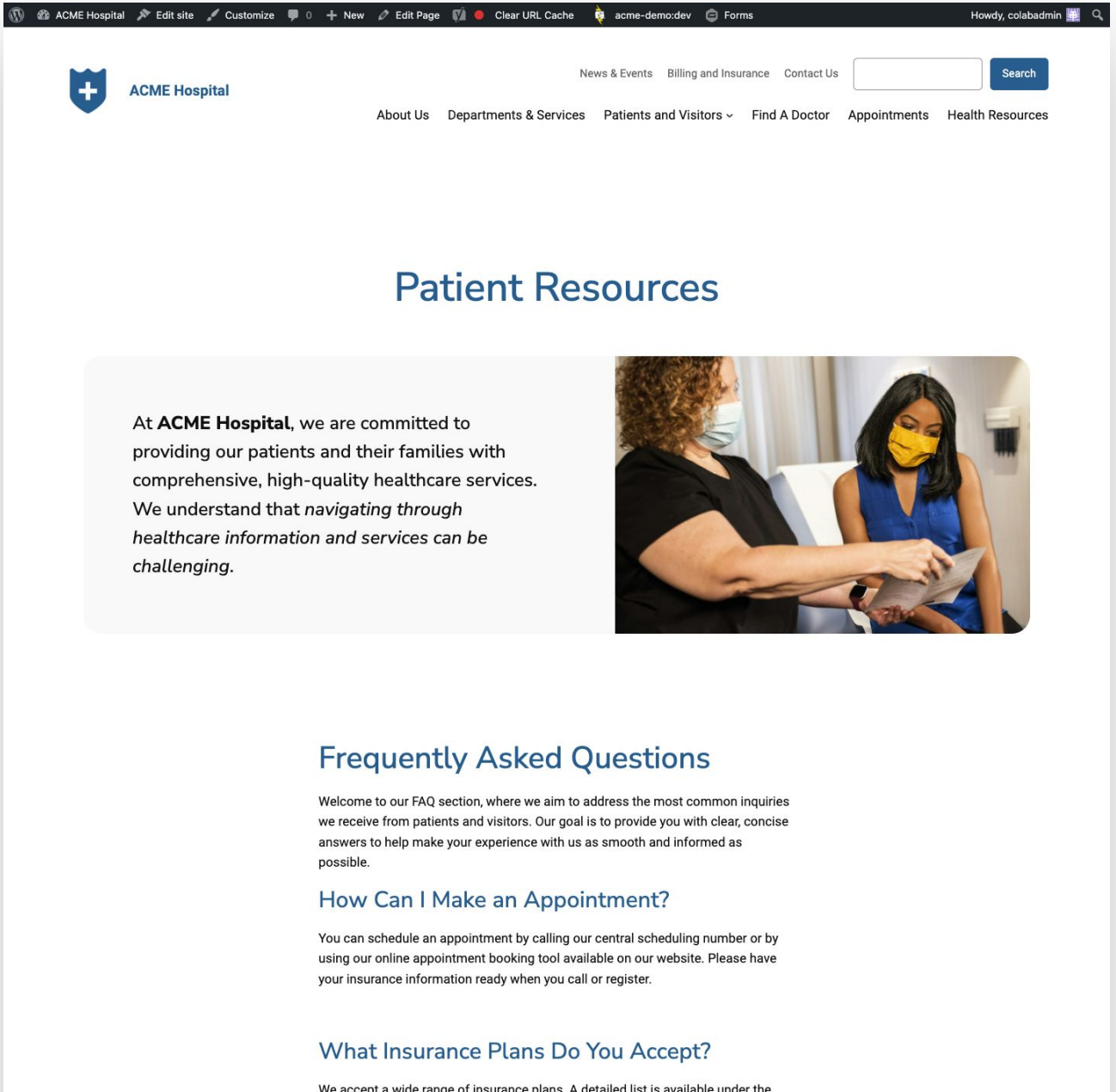
WebOps Iteration 1

Initial Request

Patient services request volume is too high and we need a way for patients to self-service.

Iteration 1 Plan

We'll create a Patient Resource page using block editor components with answers to the top 10 questions and see how users react.



Implementation

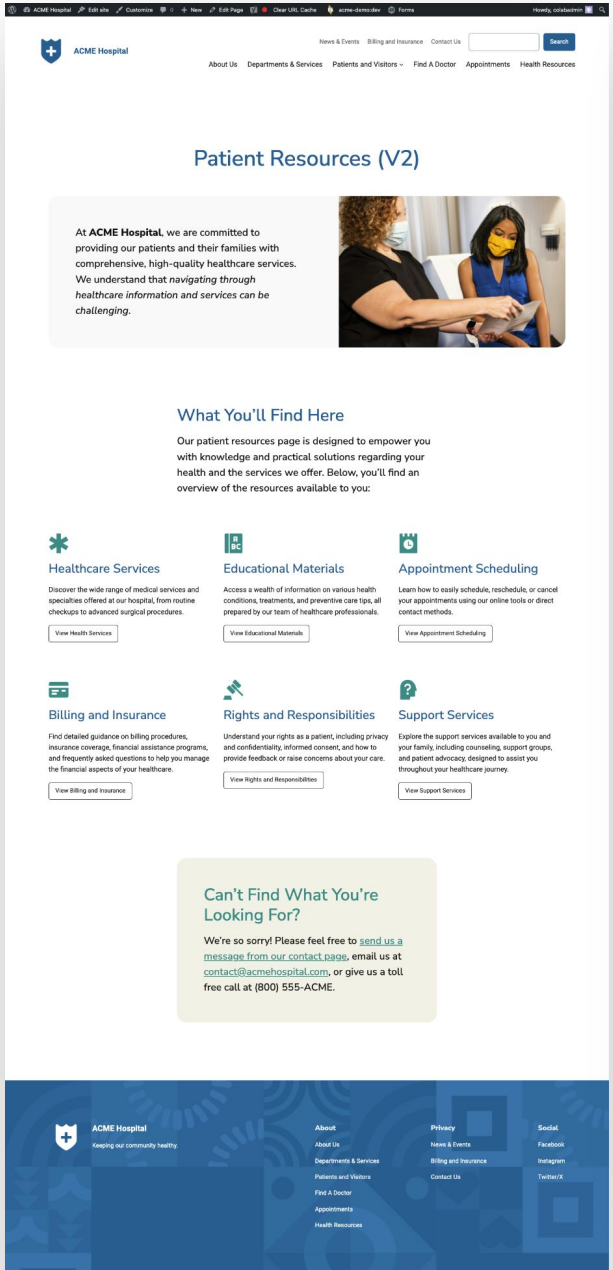
WebOps Iteration 2

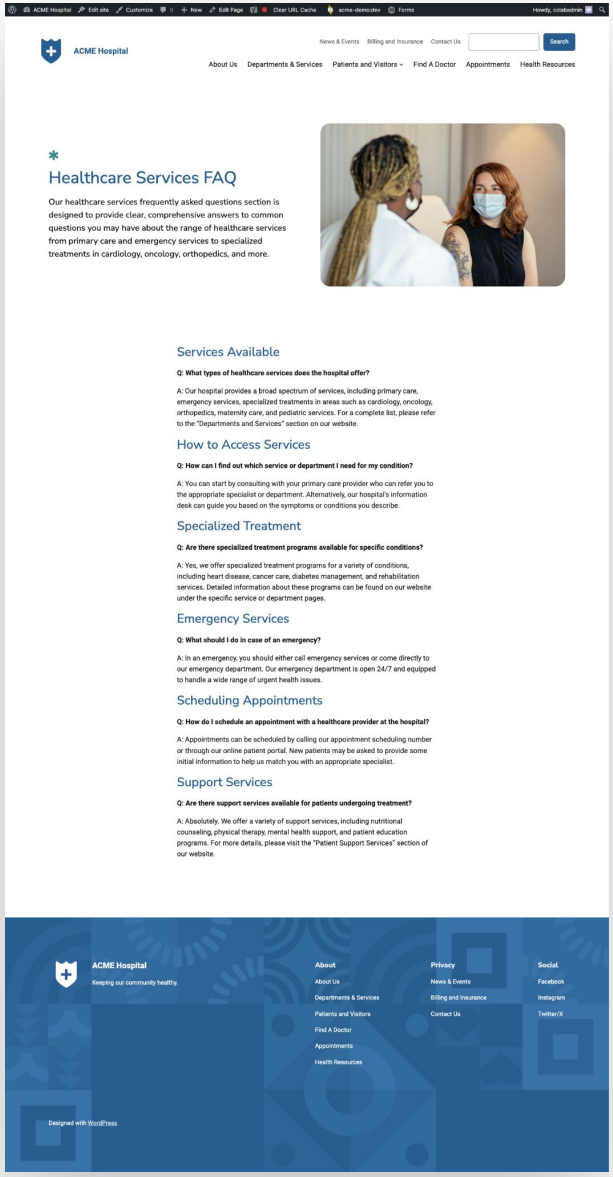
Iteration 1 Review

Patient services reported that patients responded positively. They would like to expand content to include 30 FAQ under 6 categories of questions.

Iteration 2 Plan

We'll create 6 extra pages for each category and revise the Patient Resource page using block editor components.





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Implementation

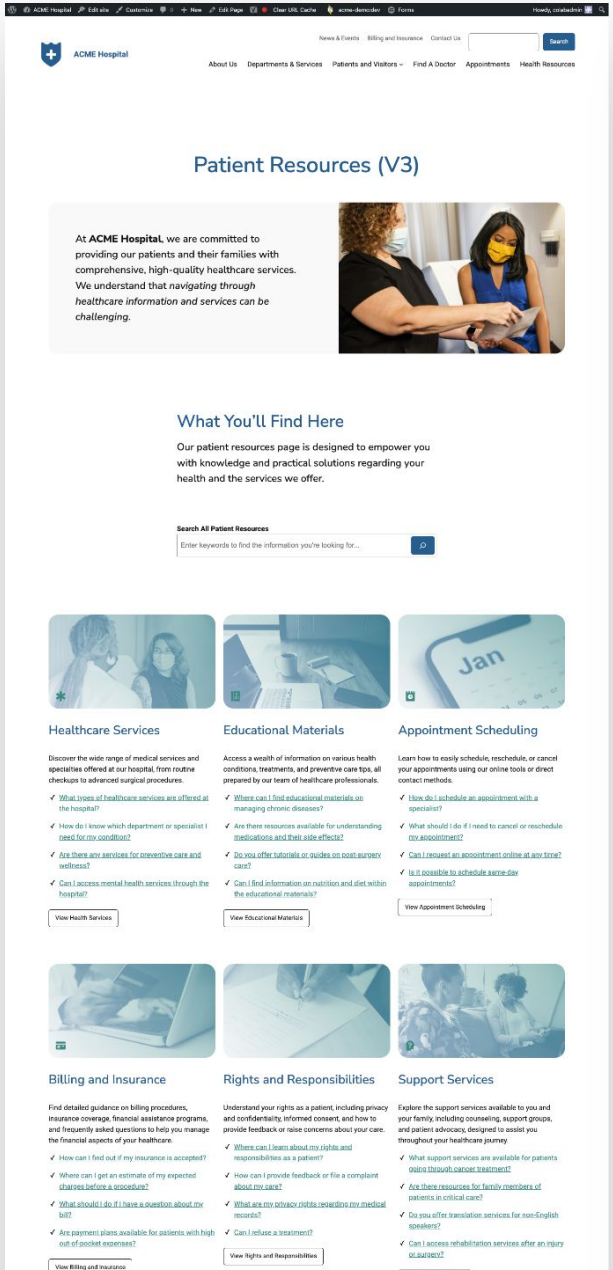
WebOps Iteration 3

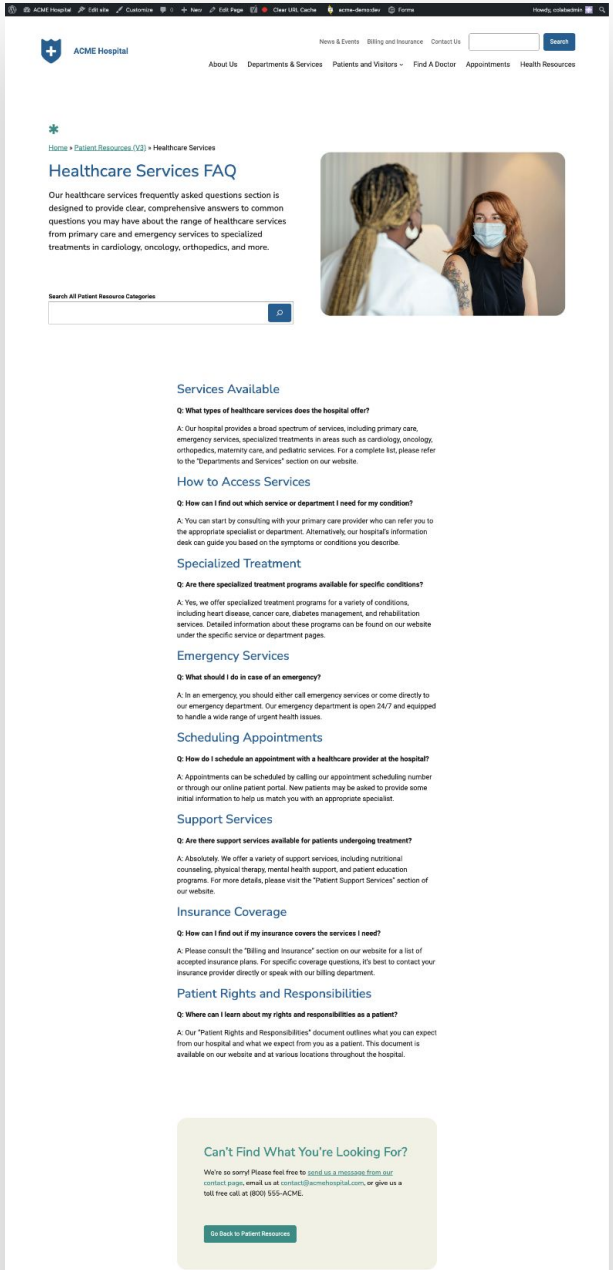
Iteration 2 Review

Volume of requests is going down. Patient services is preparing content for 120 FAQ and expanding the thoroughness of answers. Investment is freed for a more robust, long term solution.

Iteration 3 Plan

We'll turn FAQ into a post type and create a taxonomy for question categories for easier management. Search will be introduced to simplify the UX.

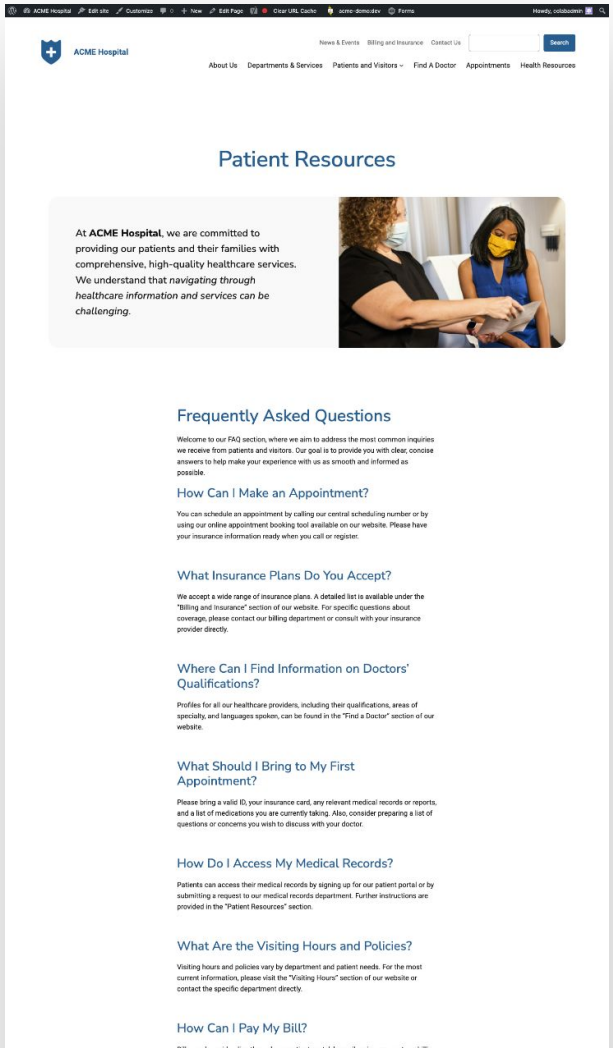




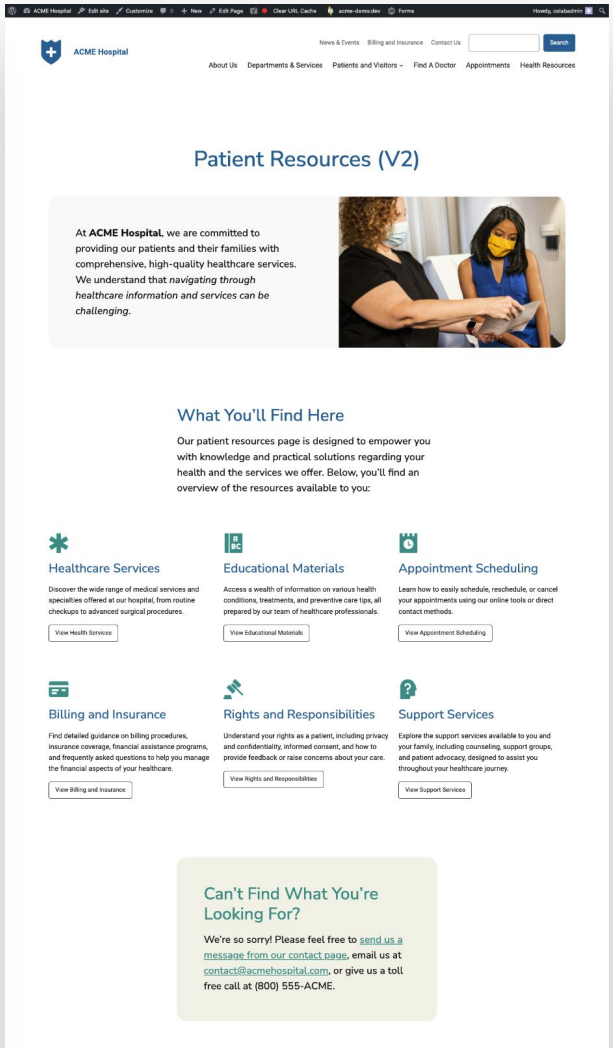
Implementation

The Impact of WebOps

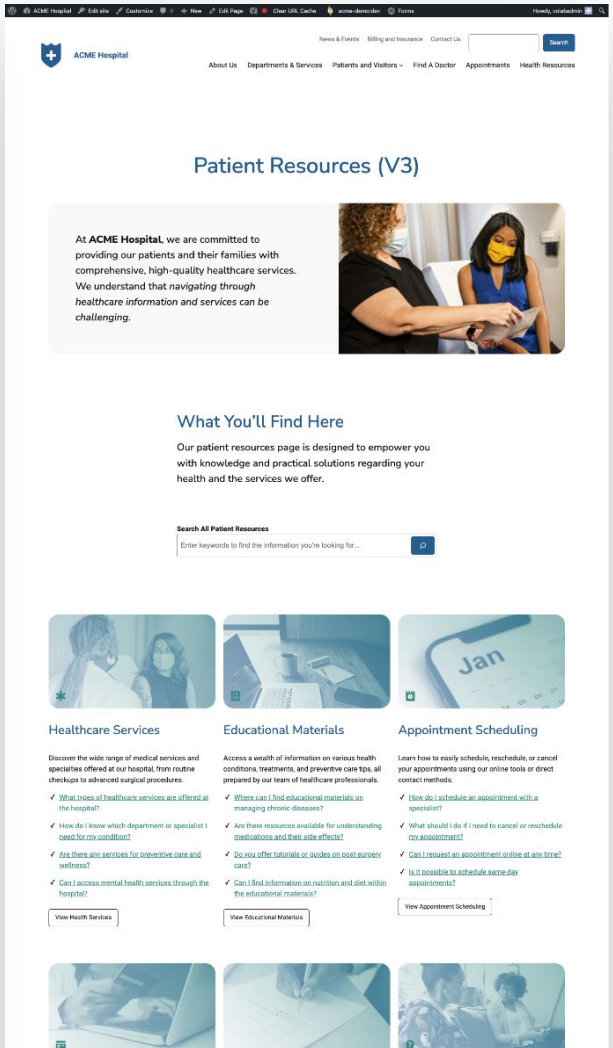
WebOps Iteration 1
5% less request volume



WebOps Iteration 2
10% less request volume



WebOps Iteration 3
20% less request volume



Let’s Review The Benefits

- **Productivity**: Patient services got what it needed, the team didn’t waste time on unnecessary features
- **Delivery**: WebOps Iteration 1 and WebOps Iteration 2 were quick to market and test
- **Satisfaction**: WebOps Iteration 3 built on the learnings from 1 and 2 putting long term solutions into place
- **UX**: Patients can now quickly and easily self service, finding answers by both browsing and searching
- **Results**: Request volume was reduced by 20%. Patient services has more time to field requests that cannot be self-fulfilled and maintain patient satisfaction. (Did I mention that you got a promotion?)

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Conclusion

What Now?

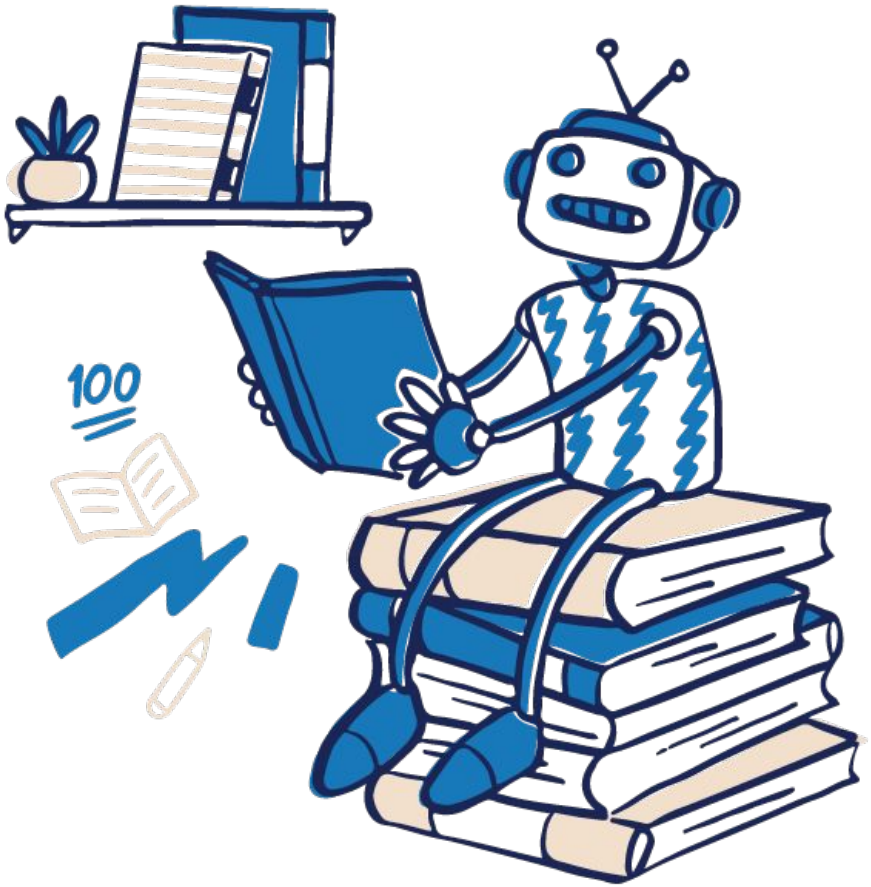
Resources

/ COLAB Resources

- > COLAB: What is WebOps?
- > COLAB: Digital Maturity Assessment
- > COLAB: How WebOps Transforms Your Website and Impacts Your Entire Business

/ 3rd Party Resources

- > CMSWire: What Is WebOps?
- > Pantheon: Companies Using WebOps to Change the World
- > Platform.sh: What is WebOps & How it Scales your Websites
- > Forbes: Getting Our Chops Around WebOps



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Thanks for listening! Any questions?

What can I answer for you?

Shout Outs

teamcolab.com/wc2024-buffalo/

Get In Touch

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