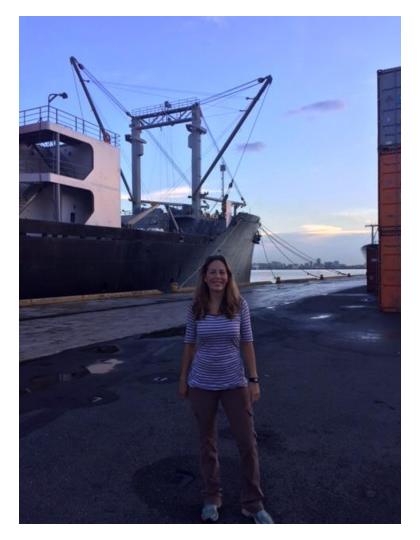
What's on the Menu at GSA's Technology Transformation Services

Who We Are, What We Do





maria.marrero@gsa.gov and david.kaufmann@gsa.gov



GSA's Technology Transformation Services

TTS provides agency-agnostic technology and information support to the federal government.

We do consulting and other reimbursable services through 18F and Presidential Innovation Fellows.

We operate cross-agency programs, like FedRamp, Web Design Standards, and the programs we'll focus on today:

<u>USAGov</u> | <u>Search.gov</u> | <u>Digital Analytics Program</u> | <u>Data.gov</u>



USAGov Mission

USAGov is your guide to government information and services.

To create, organize and deliver timely, needed government information and services & make them accessible to the public anytime, anywhere via their channel of choice.





Bilingual Platform

USAGov offers a full suite of bilingual products ...



1-844-USA-GOV1 Chat Email



Responsive Websites (USA.gov & GobiernoUSA.gov)



Contact Center Services



Publications



Social Media & Email Subscribers





"Safeguarding Government Information Access for All"

This is what we do.

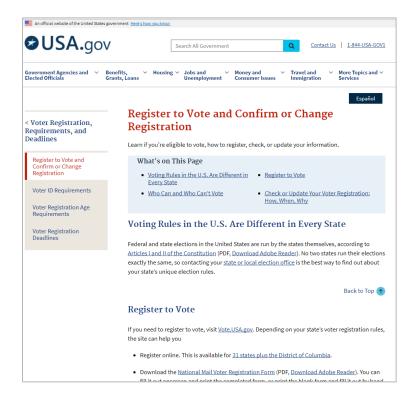
We believe that if everyone cannot find and understand government information, then it is not truly accessible.

We work to provide access to the most requested and most confusing federal government information when and where people are and to make it easy to understand.





The most frequently requested government information

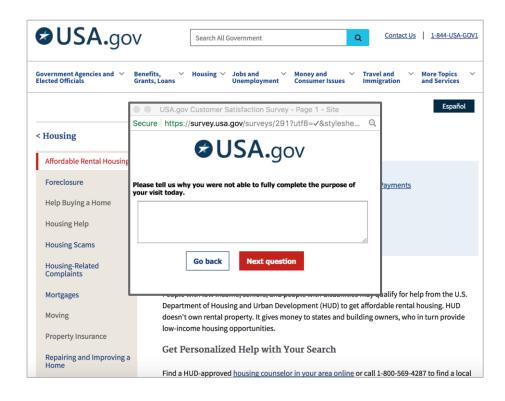








Content and How We Choose It

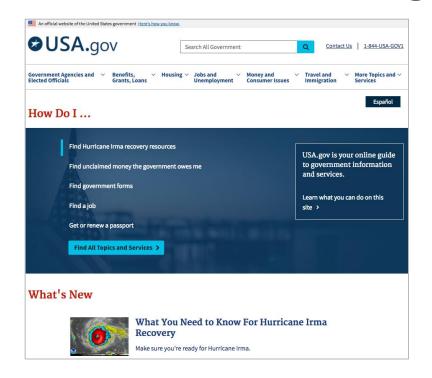








Content in two languages



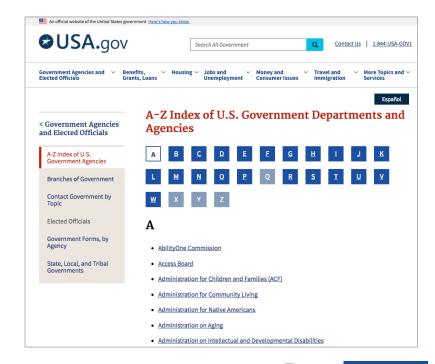






Directories

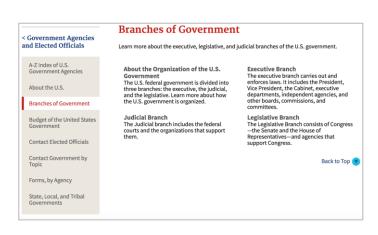




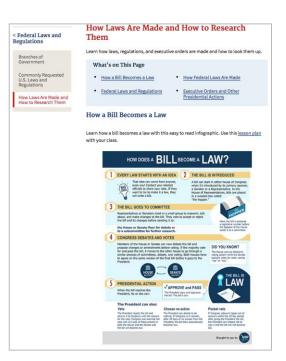




Directories by Branch Of Government











Featured Articles

Español

Features

You're invited to read and use our bilingual articles covering trusted, timely, and valuable government information.



What You Need to Know For Hurricane Irma Recovery

Make sure you're ready for Hurricane Irma.



What Comes After Harvey

Tropical Storm Harvey is expected to bring heavy wind and rain to parts of Texas and Louisiana in the coming days.



USAGov's Back to School Guide for Teachers and Parents

Back to school time can be both exciting and stressful for parents and teachers alike.

English

Novedades

Lo invitamos a leer y publicar nuestros últimos artículos bilingües con información confiable, actual e importante del Gobierno.



Cinco consejos para estar listo para el huracán Irma

Conozca las medidas que debe tomar para la llegada del huracán Irma.



Seis consejos de seguridad para cuando acampe

Ponga en práctica estas recomendaciones para cuidar su salud cuando acampe o haga un picnic.



Después de un huracán

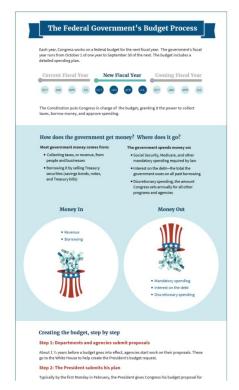
Conozca las medidas que debe tomar después de los huracanes Harvey e





Specialized Content



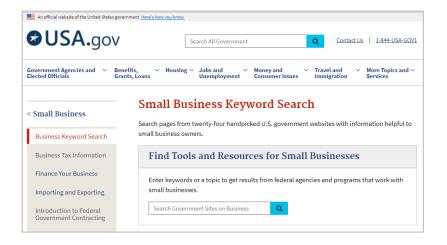






Specialized Content









Publications.USA.gov

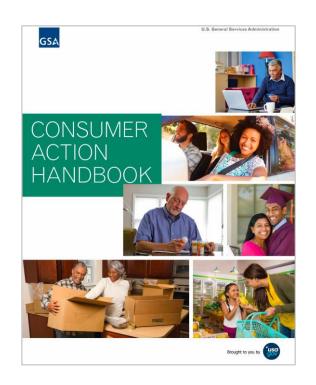


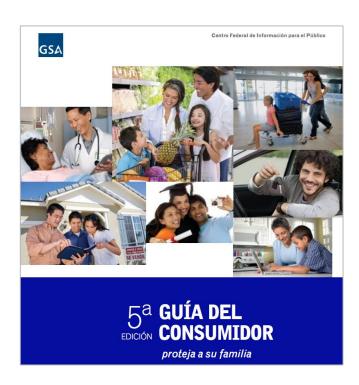






Consumer Action Handbook



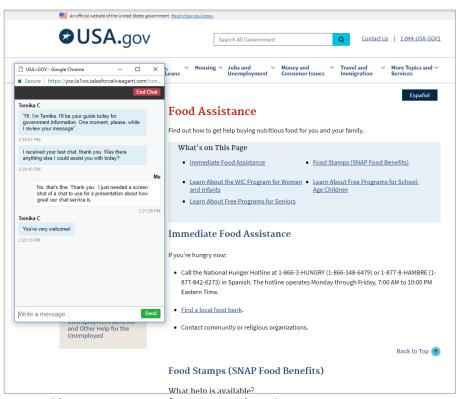


Order copies of the CAH.





Help from Contact Center Agents



- https://www.usa.gov/email
- https://www.usa.gov/chat
- https://www.usa.gov/phone



USA.gov's search engine













Using the USA.gov's search

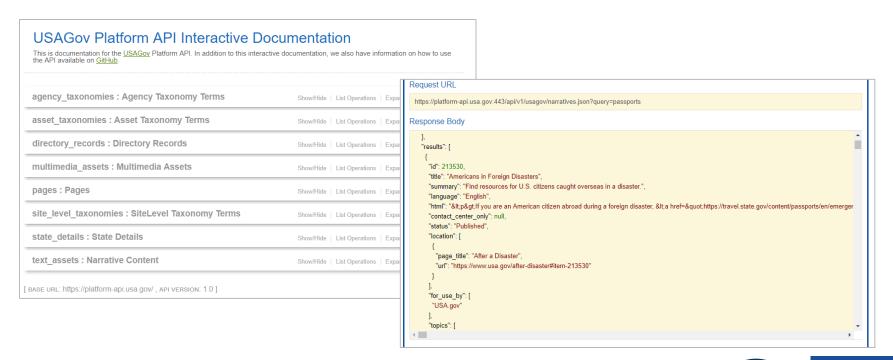
Insert a USA.gov search box on your library's website.

```
<form accept-charset="UTF-8" action="http://search.usa.gov/search" id="search_form" method="get"><div style="margin:0;padding:0;display:inline"><input name="utf8" type="hidden" value="&#x2713;" /></div>
<input id="affiliate" name="affiliate" type="hidden" value="usagov" />
<label for="query">Enter Search Term(s):</label>
<input autocomplete="off" class="usagov-search-autocomplete" id="query" name="query" type="text" />
<input name="commit" type="submit" value="Search" />
</form</pre>
```





Our content is available via API



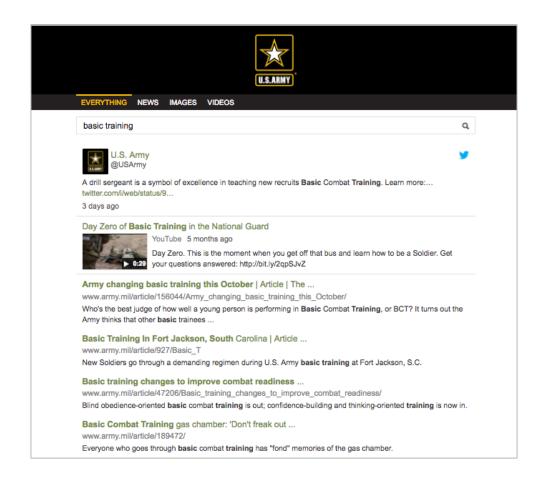




a search.gov



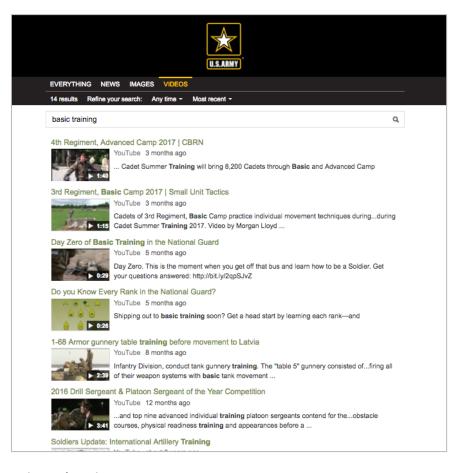




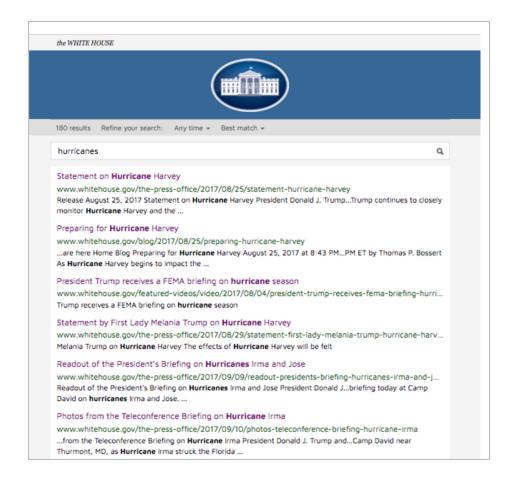














Search.gov - By the numbers

30% of federal domains

- 175 Agencies + District of Columbia
- ~1,900 search configurations
- 300M+ queries per year



Search.gov - What we do

 Provide a high quality, fast, and reliable search service to federal agencies, at no charge

- Advocate for information seeker-centric web design
- Conduct open webinars and agency-specific consultations on Search Engine Optimization and other search topics



Search.gov - What we do (2)

- Provide search across all of an agency's content, beyond the website
 - USA Jobs postings
 - Federal Register rules and notices
 - YouTube, Twitter, Flickr, RSS feeds
 - Multiple website domains
- Central application codebase for search design and hosted results page
- Unsampled analytics



Search.gov - Big changes ahead





Search.gov - What we will do

- Partner with agencies to create indexes of their content
 - API
 - RSS
 - Parsing from other URL inventories
- Facilitate discovery <u>across agency boundaries</u>
- Integrate with more structured content
 - FAQs and public service systems
 - datasets
 - location information / maps



Search.gov - What we will do (2)

- Partner with DAP to open our search data
 - What is the public looking for?
 - What are they trying to accomplish?
 - How can we improve information discovery and delivery to help people do what they're trying to do?

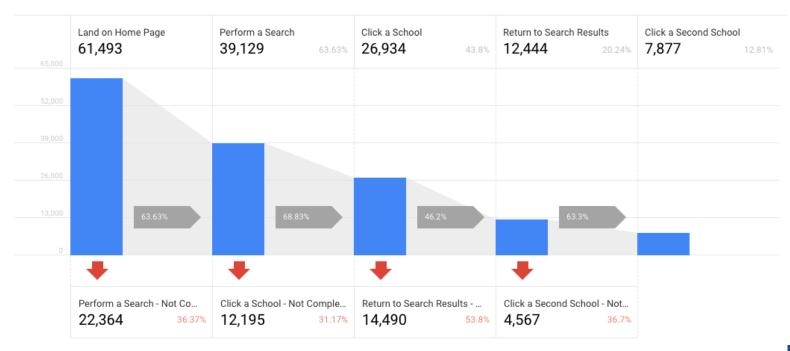


Search.gov - Resources

- General info: https://search.gov/
- Developer resources: https://search.gov/developer
- Email us! <u>search@support.digitalgov.gov</u>



Digital Analytics Program (DAP)





DAP - What we do

- Offer and advanced web analytics tool to agencies at no cost
- Manage analytics.usa.gov, the public window to federal gov analytics
- Conduct webinars, half-day classes, and workshops to advance analytics maturity
- Give 1 on 1 support to 2500 agency users to help data-influenced decisions making



DAP – By the numbers

- 50 Agencies
- ~5000 sites
- 2.3B pageviews per month
- 2500+ users
- 1000+ training attendees in 2016

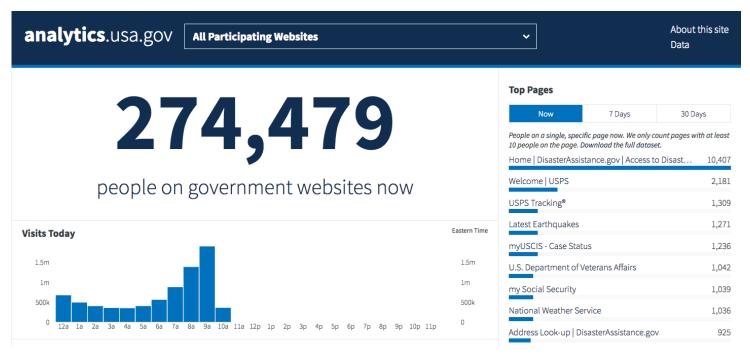


DAP - Quick facts

- 45% of traffic to our ~5000 participating sites comes via mobile/tablet devices
- Internet Explorer now accounts only for 13.5% of sessions, Chrome leads at 44.5%
- Windows OSes now account for 45% of total sessions,
 with iOS next at 25%



DAP - analytics.usa.gov





DAP - Fork our dashboard!



https://analytics.wsu.edu/



DAP - Resources

General DAP info: https://digitalgov.gov/services/dap

Dashboard repo:

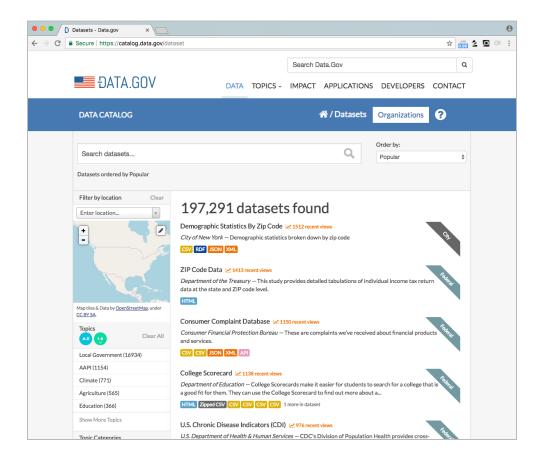
https://github.com/18F/analytics.usa.gov

Email us! dap@support.digitalgov.gov



DATA.GOV













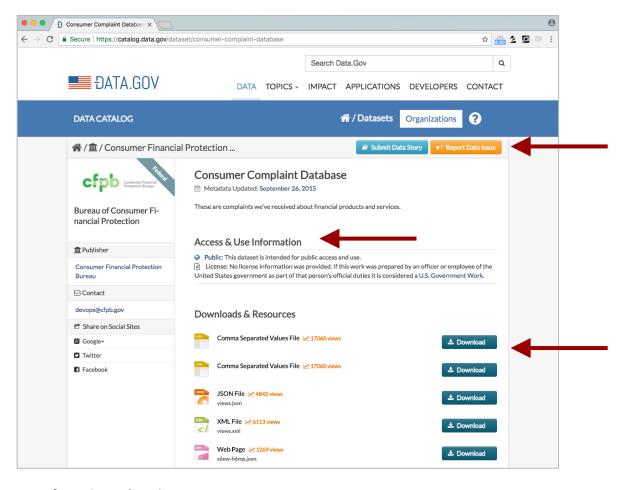




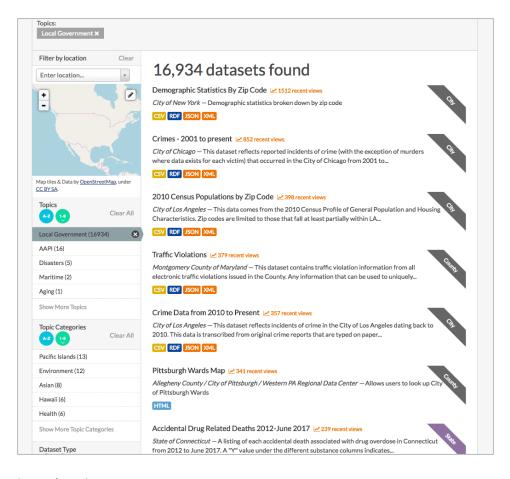
Metrics

- Launched May 21, 2009
- 47 datasets at launch to over 190,000 datasets (~10 million resources) today
- Nearly 9000 APIs
- 170 agencies and sub-agencies
- ~60 state and local
- 12.7 million pageviews annually













data.gov/contact

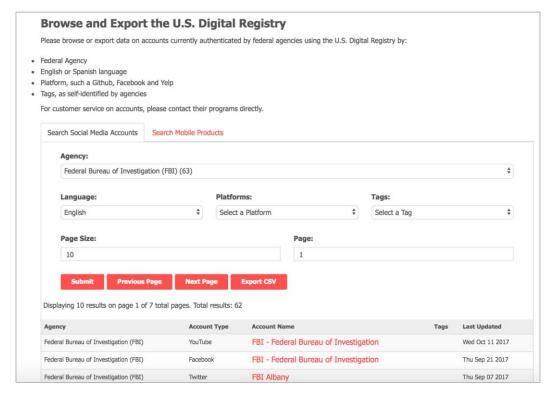
@usdatagov







Search for (and confirm the validity of) true government social media accounts and mobile apps at the U.S. Digital Registry ...





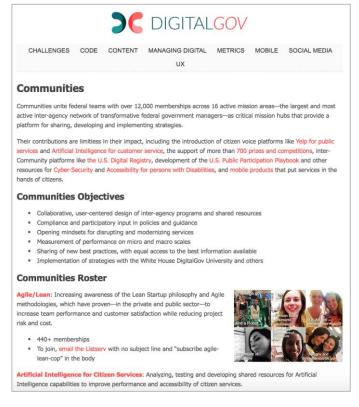
Learn about digital government information best practices with <u>live interactive</u> events, <u>videos</u>, and <u>articles from Digitalgov.gov</u> ...







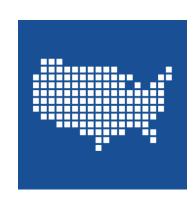
Join active <u>Communities of Practice</u> on topics like Plain Language, Web Content Management, User Experience, and more.





Thanks for listening! Any Questions?





Resources

- https://gobierno.usa.gov/ordene-guia-consumidor
- https://www.usa.gov/handbook
- https://www.usa.gov/complaint-letter-wizard
- https://www.usa.gov/business-search
- https://www.usa.gov/contact
- https://www.usa.gov/federal-agencies/a
- https://www.usa.gov/agencies

- https://www.usa.gov/branches-of-government
- https://publications.usa.gov/
- https://platform-api.usa.gov/
- https://www.data.gov/
- https://analytics.usa.gov/
- https://search.gov/

