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>> The value of using use USA Search to save time and resources and money. We have in our studio in me -- we also have with Amy -- [Inaudible - static] -- And search engine optimization. And last but certainly not least a joining us from Ashburn Virginia J. Herbie. They will share with us today -- cofounder and CEO of the local -- [Inaudible - static] -- A real-time search engine that was acquired by twitter. We are very fortunate to have them join us today. As a reminder we ask that all of our participants will please complete the feedback each of you will receive after today's webinar. Again thank you for coming and I'll turn it over to her guests.

>> Today we are going to provide some information on the USA Search program. And the affiliate program is the GSA program for other government agencies. Specifically we are going to give a brief overview of over what the program is, discuss for key factors for site search, explain a bit on how you can use USA Search and then provide a testimonial from an affiliate@Louisiana.com and also a live demo. So briefly, what is that USA search program? It is a free hosted by search, -- we leverage the search.USA.gov infrastructure which provides the search on USA.gov and we -- [Inaudible - static] -- we have in a moment a document count. For the best practice features some examples of those are customizable look and feel, related topics, we allow for content highlighting, we provide Spanish-language support detailed search analytics, and e-mail support. We will get on to all of those and a little more detail in a little bit. We guarantee search being delivered in less than one second, have an SLA agreement for -- and we have been certified and accredited three said -- CNA. Specifically we would like to put up a poll and ask a question.

>> which of the following factors is most important in using the technology you use? Can you please select one?

>> So the results, speed at 2%, relevance not surprisingly is up at ebony sex her site, the ability to have -- at 76% --. We are going to get into four key factors that we considered and defining our research. First we're going to talk about speed and relevance, they customization. For speed we are fast, like I mentioned earlier we turn result in milliseconds. And down here at the bottom as an example of a study that has been used -- [Inaudible - static] --. So people do or member delays and will not return to our site. Second, we will highlight this and relevant results, here is an example on whitehouse.gov Amitabh and that is using a site search optimization and the bottom is the -- [Inaudible - static] --.

>> I will hop in here for a second, just based on the poll results. This is something that I've noticed a lot of people do not understand is when they have proprietary enterprise search technology conducting their site search you will notice that the results -- [Inaudible - static] -- Do the same searches on Google are being -- or being do -- Bing --. When they come to a government website and people have trouble understanding why the difference that we are looking at now past presidents via a web relevance and past president and enterprise search relevance is different and because of that.

>> Number three in designing our search program is that we provide analytics. We have a backend system using a just yes and that -- and both come out that we present to any affiliate user -- [Inaudible - static] -- Here's some examples that you will receive being able to receive for usage -- [Inaudible - static] -- And then also the ability to download those terms into -- [Inaudible - static] . And then we are going to put up another quick poll here in a few seconds.

>>[Silence]

>> Okay, one moment.

>> We will have the example and a moment but there is a wide variety of ways in which you can use the USA Search affiliate program . Most importantly you can get it running and set up and just a few minutes with a turnkey posted solution. As the National Park Service example just showed we do have a guide which allows more dance people to get access or XML and search the results filled as you see fit. And will also be showing our typeahead search service which has become a best practice across the Internet, as you type words a recommend suggestions. And that is a feature that we spent a lot of time on. And then we also have the latest outfits and search

result which all can be accessed through -- [Inaudible - static] . They'll come with that turnkey hosted solution.

>> And so now we will move onto an example on Louisiana.gov.

>> We will now have ties speak.

>> Thank you. My name is Ty used and I am currently the webmaster for Louisiana.gov and about a year and a half ago we were seeking an alternative for the soft search software we had the power to research. I will admit that the remainders and was cause, we are trying to reduce cost much like other states. At the same time our results were really unacceptable. We pretty much could only get people to the right results by having what that searches software called quick links bar that USA Search soft servicescall this context. We were looking for something that was cheaper but also had good results, we were trying to get away from anything that was an appliance. We didn't really want more hardware that we had to administer and wanted a hosted solution. We also had several custom searches or indexes that are produced software afforded and we wanted that same functionality. So the time I pretty much reached out to all 50 states to see what people were using, how much was costing, how satisfied they were and it was during that process that I learned about the toll that we are talking about today. And I was really excited because it pretty much hazmat every criteria that we had. It was free and cheaper than our other solution, we had a hosted solution, we don't have to worry about an appliance, the search results was were the first things we tested out and we are very satisfied with the search results that are getting returned on our site. And since we can have as many a affiliates as we want we can create as many custom searches as we desire. Not to mention that the software actually has some functionality that we did not have before which was the typeahead search, do I have control over this? No I don't. When we tested out our top searches that people search for, usually the results like birth certificates that is one of the most common things that people search for. It will actually return the Department of Health and hospitals vital statistics office which is exactly what we want. I myself am not a web administered by trade, so whenever I inherited this I was kind of concerned on how hard this was going to be to implement and test out or anything and actually found it very easy. I was pretty much able to get a site within a few hours and we are going with just a straight up -- we embed the turnkey solution cited not have to worry about doing an API or anything along those lines. We are pretty much very happy, the analytics at the site offers are pretty basic but it pretty much covers the main things you're interested in and of course like I said it also affords us the opportunity to boost content. That has been really helpful especially in times like the fighting that we recite had during the spring to make sure that we were funneling people to exactly the most important information that we wanted to and in that situation for example we wanted to make sure that people search for floods or a certain particular parish than they could immediately find the offices of emergency preparedness.

>> So that is pretty much been our experience. We had several other departments and agencies in Louisiana, we have also implemented the software and some used the custom search that I set up for Louisiana.gov such that when somebody searches on their departmental or agency website they are really getting the same exact results that they would get if they go to Louisiana.gov where as we have other organization such as our -- they wanted when people go to the sites that it would search their House of Representatives site so that was pretty much as soon as I pointed them in the right direction to the solution within two hours they had set up an affiliate, customize it to meet their needs, and had art he deployed it on their official and live website. So I think it is just as good as it sounds quite frankly. I was pretty much say that sums up my sentiments on it. We have now headed live on Louisiana.gov since around mid-January and I have not had any problems yet, so I am really satisfied with that. I am certainly open if anybody wanted to contact me off-line to discuss it, discuss my experience or pros and cons, or that sort of thing, I am open to that. You can e-mail me under the footer of Louisiana.gov, that would reach me and that would be my main comment.

>> Thank you for sharing. We will now turn it back to Amy and Aric.

>> Thank you a lot, that was awesome. We are actually going to just do a couple of live demos here before we get into the questions and so we will stick on Louisiana.gov and we are going to do a search for just unemployment in the search box. And we are going to have Jay Berti talk about our related topics that show up on the left-hand side of the query.

>> This is one of our core features, this is something we have to develop in-house because there is no promotional product that is attuned to the government content. So if you type in using Google or other commercial products that provide this capability they will not focus on the government domain. They will quickly take you out to the topics they provide to promotional type of suggestions or entertainment suggestions and that obviously does not work for the government. Here we take the actual content that is on Louisiana.gov and we feed it to this tech processing system called open Calais and that takes the content and determine the concepts, and tags associated to that content. So it provides you suggestions are related to the site you are on which is the local so typing in an appointment here we get Social Security, types of insurance, we will give suggestions like monster.com is what you'll find when you go to commercial services. Going into the related topics, and as soon as you add those on the left hand column here like we have done him a wee get an increase in traffic. At least 2 to 3% up in traffic because users find that so viable.

>> Anything else Eric Mr. Mark

>> -- We are going to jump over also to an example on Nellis which is another affiliate of ours and they have an example where they set up to affiliate, and where you can search on specifically on the site or you can search across all of Nellis which is a common concept across government agencies. So the example search here is a search on cloud and we are in the office of ET information officers. So when searching on cloud on Nellis you are getting information on corporate computing, information technology management and those types of, and those related topics as Jay mentioned are specifically oriented towards that type of connotation of clouds. That same searches done across Dallas through this toggle button here, you can search of a cloud across all of Nellis and this is defined and it is a related topic changed to the meeting as an atmospheric sciences and information technology cloud. That is all that automated processes that takes the context of a specific size it is defined to comes back with related topics that are relevant to that situation. Another feature that we have that is also true for that specific context is the ability to the typeahead search suggestion which is also a best practice on the web. You're a mom in National Park Service and I started typing the GRE and and I get things back like things on national parks like the Grand Canyon. If I go to a site like USA.gov and start typing grants I get information on things like grants and the Grand Canyon but also other permission like grandparents in that type of content specific to the site you were on hand again that is based on the query that users are putting into the site and auto generated. We also do have manual systems were public as their staff and communications staff and other interested users from your site can put in specific suggestions are related topics that are needed for that site.

>> Think -- is retrograde of this is very easy for people to use your current affiliates or who are not, and it is not even dependent on you using the search results, you can still make use of the typeahead search technology that we have developed.

>> A few questions payments are going to go ahead and read a few and have a meet Aric and J. answer them. The first question is, does being support the Inc. are links with search to jump --?

>> I just want to explain briefly how the affiliate program works, we do use being web results as our kind of foundation for where we get our search results. But we just get the XML from them, we do not have access to what Bing and Google might do on their own sites so we get that information from Bing and as Amy has brought up this is kind of how our system works. We get the data from Bing witches and read and then the areas in blue are the things we have developed to make the service very government centric with related topics. The boost of content which lets you promote specific information based on keywords and then our typeahead search. So they are, I wait to think of it is that USA search is a unique service, Bing search results are important component but it is really providing just a piece of the puzzle.

>> We have a partnership with Bing and many features they rollout we do make available through our affiliate program. So they-- if they want something and we can reach out to Bing, affiliates find invaluable when we see there is some put through with this type of links that we could actually add that into our own affiliate program via HTML or XML.

>> Thank you. Another question. Is the related topics a configurable feature in the

hosted solution and API?

>> Yes the bag can be turned on or turned off. Through the affiliate center. I think that by default it is turned on because there was a benefit to the user, to the affiliate, there was an increase in traffic by adding a related topic but if they want to turn that off it is a configurable parameter.

>> We actually have three options for that, you can have it off, you can have it on Esposito your site, or you can have it on and said to be government why throw the data we have.

>> I am just looking at the questions here, just going to ask the group, going to tackle the ones that are kind of people who are not current affiliates. We will go through those and then we do have the full power, they will answer the specific technical questions for people that are current affiliate and so we will break them down that way. The first generic question that we definitely get a lot is can we suppress the Bing local on the search engine results pages? And believe me we do get that one a lot. The short answer is no, we do have an agreement with Bing to get access to their content and it is part of our very good deal of them that we do have to display the logo. That is not really an option.

>> I'm going to him this question over to Amy. The question is, have you built a look at other sources for the typeahead search?

>> The typeahead search suggestions, there are quite a few on these and algorithms that run based on the queries that your users are and putting on tears right and so we build those up and we run a process on them every night to determine if they've met a certain threshold, a fair number across IP addresses, and example we frequently get this -- for this is hurricanes. -- Throughout the season the most recent hurricane through these automated methods well rise to the top using the algorithms that we use in the search logs. You can also have editors or other types of people using taxonomies the verdict developed and your organization, upload some evergreen terms. So for example the National Park Service could upload every single national park they have in their system into the typeahead search suggestions.

>> So here is a question from somebody who missed the beginning, I am actually not sure that we made this crystal clear and it is the USA search affiliate program available to state and local websites? And the answer is yes. Federal, state, local, territorial, and tribal websites are available and there is even a question here for an egg -- organization that if it is a federal affiliated, you can send us an e-mail which will have our contact info and they will double check that for you but in most instances it is a yes. So we will get back to you without one.

>> We also do support all government organization so you are not required to have a dog of a dress if you are an organization that happens to be a.org,.com,.edu, we could support any of those. The requirements is that your government agency at any level but you can have -- [Inaudible - static] .

>> And then another question is what file types do we support? As long as the file is in the Bing index that is supported. So anything like a Word document, PowerPoint, PostScript, any of those extensions.

>> With is also the media files according to Bing?

>> Yes, and also images.

>> We want to take this time to remind you guys that people are sending in questions, type them in and will get his many as we can and as we can get to we will be sending to Amy, Eric, and JM will get their comments back shortly.

>> Another question came in, is this program really free? And for how long?

>> Yes it is free. The cost that we give to you as nothing, obviously you will need some personnel to maintain it on your end both business and technical resources. How much you invest in those costs on your site is really up to you. They can be as easy as putting in your content information at putting on your site or you can take it all the way out to the end of the API model and also getting into additional content and managing your search suggestions which is the other end of the spectrum. How much you invest is up to you. -- Just say has offered the service for about 10 years now for free -- [Inaudible - static] -- And it will continue to be free as far as we're concerned.

>> We are getting a lot of questions on Bing at how fast they update website and also new website, so we do use as again the main base of contents is the information that is then Bing. So it is important that you use the Bing webmaster tools I your website , Alaska have in our affiliate center that told it calls add to Bing that allows you to add -- that will show up within 24 hours. If you do have a website

that is not currently in Bing at all, we do have -- we basically ask you to contact us so we can work you through that scenario. Just because Bing wants to know that your site exists and then also be added to Bing tool , you don't have the site discovered for it to work. I hope that clarifiessome of the Bing questions coming in.

>> J. do you have anything that you would like to add so far?

>> Know they covered that quite well, we also have boosted content so there is content they really need to show up right now and you don't want to wait 24 hours you can take your URL and description and upload them and they are indexed immediately and shown above all the result. So those two features, does address the precious need for your users.

>> This is a question we get a lot, it is on the intranet search. And we do want to make clear that the USA Search affiliate program is specifically focused toward a website search so your public facing documents that are already publicly available do not want -- it does not work for information that is inside of the firewall for a wide variety of reasons, I'm sure everybody can understand. So yes it is deadline for public facing and is meant to power your website search bot.

>> And there is a question on how to sign up.

>> You can go to search.U.S.A.gov/affiliate and when you go to sign-up you will see the affiliate Center and it will ask you to enter your e-mail address, set up a password, and confirm that you are a government employee. Once you have done that you will go through a three-step process for contact information and then asking you for site information like it is showing on the screen, like your site name, domain, and then it will give you the code that you can paste onto your search box. Once you have that code you can put it on staging our demo site or however you do and development, and you can -- you can put that onto your life public site and that is as easy it is to sign-up. Once you've done that sign-up you can go back into the center and you will be able to change those settings if you need to change them if you want to add or remove a domain search and also you can go in and customize the features like the boosted content and the add to Bing . And the next question that has come across is are there traffic limits? No, there are no traffic limits and we also have quite a bit of caching and other things, like a hurricane for example, those types of sites that they will not affect her traffic because the way they built the system.

>> Just a reminder that you will be able to download the material that was presented today, the question comes in quite a bit and will be able to provide you with those.

>> Aric is there anything else you would like to add?

>> I think now may be a good time to switch and tackle some of the more technical questions that have come in. We do have a mixed audience of people who are new and learning about the program and people who are ready part of the affiliate program. So we do want to address those audiences, I think both groups can filter to send in questions but we are now going to answer some of the more technical ones.

>> So, one is can you change the HDTV parameter name when you do fill out your -- the Senate is up now -- the screen is up now -- you can change it, you can send an e-mail to USA search USA_search@GSA.gov for all comments and questions about the affiliate program. That is in the queue to make that editable but we can also do that for you.

>> Here is a question regarding, I have one website, can I easily separate out areas of content through -- [Inaudible - static] --?

>> Like how we show the example on Ellis, you can also any collection you would like to either across sites or to specific folders and you can do that by for example some people want to search only the press release section of their site and have a search for that which would be set assembled her and you can put in that specific domain to that folder and create a site for that and then create another site for your entire site.

>> J. here's a question for you, more about the typeahead search feature and literatures are used. -- And what directories are used.

>> And he had described for how it works is based on the three laws and we process them on a nightly basis across multiple IP addresses so no one single person can influence what shows up there. It is customizable where few have terms that you know are common for your website those can be uploaded and shown up as suggestions.

within PS they voted all-state part names -- [Background Noise] -- It is

considerable and more dance features that we could talk about. It also has spellcheck built-in so you start typing mortgages which a lot of people have trouble with, as you can see from our analytics we can also offer the correct spelling as a mistyping mortgage. So there's quite a bit of capability and that feature.

>> I would also add to that that the users on that site be using the scientific language in that way would be added -- [Inaudible - static] -- Our number specific and very customized to the audience for them and quite technical. Then we had a related question on the related topics which was asking if they can configure it? Third three configurations, you can choose not to display them, you can choose to display them based on your site search log, or you can display them based on our government wide log from across all of the affiliate. You can also go when an edit and delete specific suggestions or you can bulk up the loads, so there some configuration to it. There is neither threshing -- nightly refreshing --.

>> We have quite a number of questions coming in on advertising. Let me just say that there are no ads on USA search.gov and they will never be as, I think I can safely say. And then you also was not have the ability to sell at the viewer to do so, those are just not things that are in our plans. We do have a request, see if this is dangerous, to show how boosted content works. Do we have a --

>> Sure, okay.

>> Amy is searching for now and again if anyone has any more questions please continue to put them in the comment boxes. And if we have questions J. for you, some people are having difficulties hearing you.

>> We do have a couple ATI questions coming in, somebody wants to know what other -- [Indiscernible - low volume] -- We can provide you the straight XML -- the API we have which is pretty new, to live sites, Washington Department of Transportation and the National Park Service. Those are kind of format and the question so for us to provide additional formats, we can do so very quickly. So please again just send us an e-mail on that. And then the other one was in regards to.net, we do not have any code modules yet available for people to grab and kind of get a kick start on integrating the API. We do have been in discussions with DOT and providing their code to the affiliate community and I think they're going to be doing that shortly. So we are looking for a community to help each other and terms of leveraging our service and customizing it.

>> Amy is now ready to demo.

>> So I am just going to show you an example, here I've done a search on -- many of you are familiar with that provides information from GSA to other webmasters to help you and best practices. You can see that today's webinar is not coming up. So I would like that webinar to come up Sibiu go to her site search and about today's webinar, I can put in a title, USA search site tool, put in the URL, description, this is a great program, and I can put in -- Syed on how my screen showing. -- Sorry, I do not have my screen showing. Let me start over. You can see that today's webinar is not coming out. So I am doing the admin and the affiliates and are on the how to.gov website, I've gone to the left-hand menu here and put -- click on visit content and put in a title, then the URL or the program and any description, if I wanted to I could put in some keywords that would not be visible to the end user, I could put in my name for example or something like that. I click save on the boosted content and that entry has been added so I can go back to how to.gov, and you can see that it is now showing up on the search results page. And though he is in a.gov -- Louisiana.gov also has quite a few examples on an affiliate program. Here's one on Baton Rouge and they have boosted some content and it is showing up at the top of the results.

>> We also have a question on Flickr in social media integration so maybe the Washington date would be a good one to show to answer.

>> There is a question regarding can the service replace or supplement current site search and I guess the short answer to that is yes, ideally we feel like we are offering you everything you need to have fully functional site search solutions but we again to offer component Servetus want to use bits and pieces with existing technology you can do so.

>> Getting back to that social media integration, currently the Washington State Department of Transportation is using our ATI and by doing that they have been able to integrate photos from their Flickr screen as I've done a search on flooding and actually hear the top you can see that they do have the boosted content for the

search on flooding to ensure that the page they want people to get to is at the top and then they have also integrated pictures from their Flickr screen and then they get down to the results that are provided via the Bing index . And then over here they also have a related topic specific to flooding which you can see are very specific to Washington state and not to US lives.

>> They are getting a couple of questions on search engine optimization and we do offer some support because it is important that you have SEO optimize content and order for our sites work well in also is important so people can find your content both in Bing and Google which is an important source of traffic for most websites. We do not have anything formal per se, we do offer help on an ad hoc basis and we do have some basic questions and to resources -- links to resources -- and I also have our search block -- blog -- which will continue to have some SEO focus content and articles there. We have another good cynical question that came in in regards to, can you fake -- be configured for database searches? We do have some capability to do that with our boosted content layer, we can provide some support there. And in terms of some advanced use cases or functionality we just asked people to send us an e-mail and terms of ways that we can get it integrated within your search engine results page.

>> Okay, we are coming close to the end of our session, would you like to take a few more questions before we wrap up?

>> So I would like to thank you all for attending today's webinar, J. thank you for participating, tie Amy and Eric, we want to apologize for the couple technical audio problems we had. We also submitted a survey link through survey monkey and we would ask that you take time to complete that, and again we have some upcoming webinars if you are all interested. We have rescheduled the forswear which will be on August 11 at 2 PM Eastern time and for those who are interested in --. If you on the permission you can get that on how to.gov. I want to thank you all for attending and have a good afternoon.

>>[Event Concluded]