



California
DEPARTMENT OF TECHNOLOGY



WEBMASTER USER GROUP

November 5, 2014 Session
10:00am – 12 Noon

webtools.ca.gov

Welcome to the WUG!

WEBMASTER
USER
GROUP

November 5,
2014 Session

Facilitator: Michael Chen

webtools.ca.gov

Agenda

Topic	Presenter / Facilitator	Timeframe
• Welcome	Michael Chen	5 min.
• Google Tools Update <ul style="list-style-type: none"> • Analytics • Webmaster Tools 	Richard Lehman	40 min.
• Break	-	10 min.
• CA Mobile Gallery	Scott Paterson	20 min.
• Update on Offerings	David Escobar	5 min.
• CA Web Publishing	Mark Aplet Bhavik Patel	20 min.
• Q & A	All	10 min.
• Closing	Michael Chen	5 min.

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Google Tools Update

Presenter:

Richard Lehman

webtools.ca.gov

Google Tools Update

A “mixed bag” of things for you today:

1. Intro to Google Webmaster Tools
2. Upcoming Google Analytic Changes
3. Announcement of future: Seminar and Workshops

1. Google Webmaster Tools

- Google's "view" of your site
- Identifies crawling issues
- Tools to inform Google on what to crawl and what to remove from Google's search index
- Insights as to how people are reaching your site via Google.com
- Tools to enhance your search results

Search Queries

Top queries

Top pages

Filters

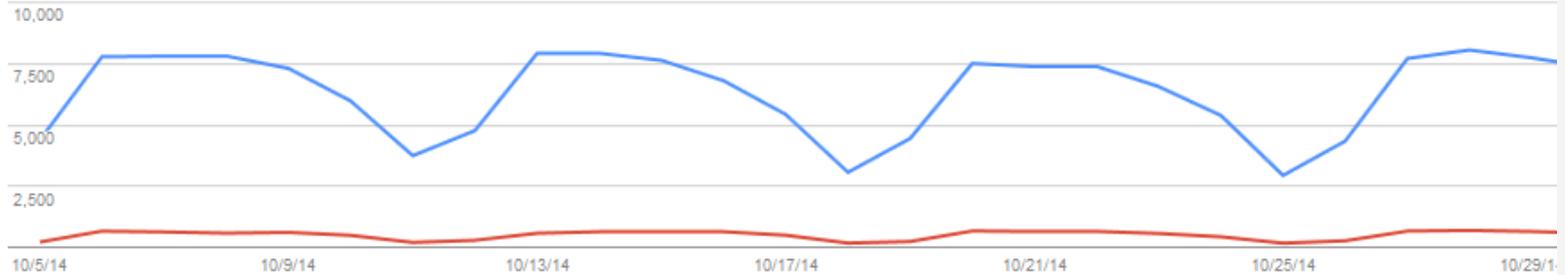
Web X

Oct 5, 2014 to

Queries
5,004

Impressions
173,949 ↓ -3%
Displaying 78,655

Clicks
13,806 ↓ -8%
Displaying 5,187



Download this table

Download chart data

Basic

With change

Show

25 rows

1-25 of

Query	Impressions	Clicks ▲	CTR	Avg. position
☆ incident response plan	1,471	385	26%	3.1
☆ california department of technology	242	198	82%	1.0
☆ acceptable use policy template	612	172	28%	3.0
☆ security policy template	745	168	23%	4.2

Search Queries

Top queries

Top pages

Filters

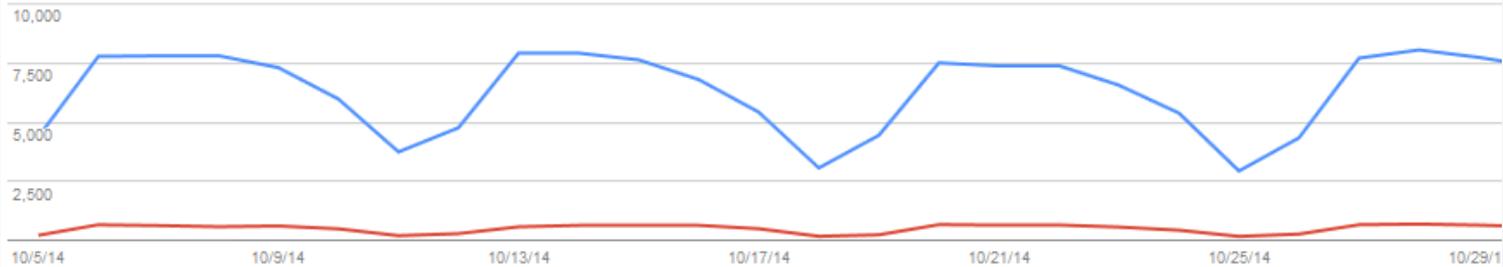
Web X

Oct 5, 2014 to

Pages
1,216

Impressions
173,949 ↓ -3%
Displaying 128,095

Clicks
13,806 ↓ -8%
Displaying 13,806



Download this table

Download chart data

Basic

With change

Show 25 rows

1-25 of

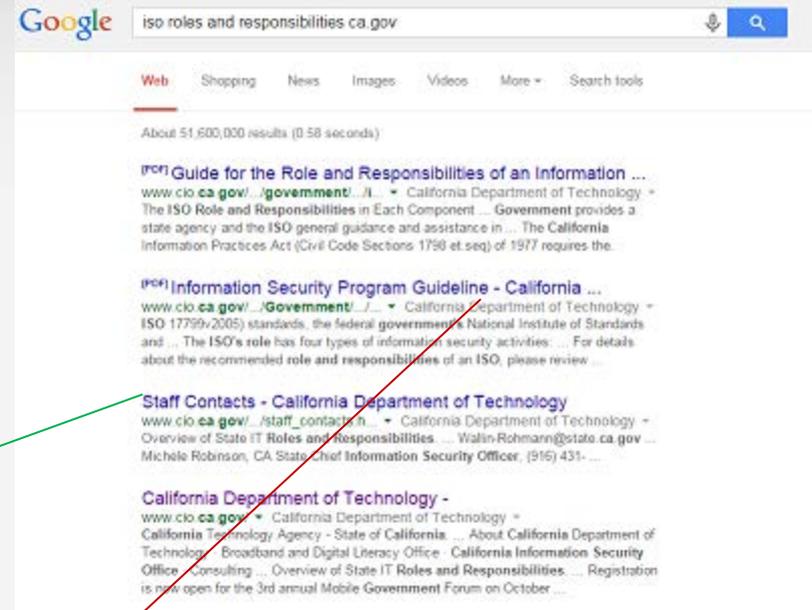
Page	Impressions	Clicks ▲	CTR	Avg. position
▶ /ois/government/library/documents/incident_response_plan_example.doc ↗	9,683	2,102	22%	5.3
▶ www.cio.ca.gov/ ↗	8,504	1,305	15%	6.6
▶ /ois/government/library/documents/acceptableusepolicytemplate.doc ↗	4,767	802	17%	10
▶ /OIS/Government/risk/toolkit.asp ↗	11,856	783	7%	13

Google Webmaster Tools & Analytics Question

- Are the pages identified as “clicked on” in Google Webmaster tools included in the “pageview” reports on Google Analytics?

Hint: Google Analytics uses javascript embedded in the webpages of your site to collect stats when the pages are viewed on a client browser.

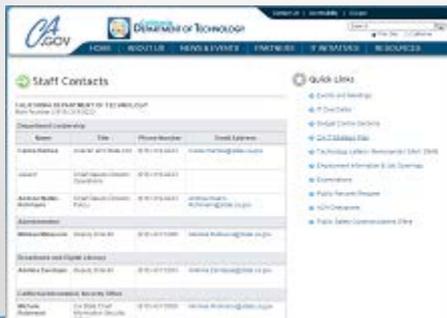
Google Webmaster Tools



Old GA code

New GA code

... but, is included in Google Webmaster Tools



Not included in Google Analytics

Current Status

Crawl Errors >>

Site Errors

DNS	Server connectivity	Robots.txt fetch
✓	✓	✓

URL Errors

6 Server error	2 Soft 404
6 Access denied	1,207 Not found
12 Other	

Search Queries >>

7,896 queries

3,023,347 impressions
167,993 clicks

Sitemaps By me (1) >>

225 URLs submitted
175 URLs indexed

1 warnings

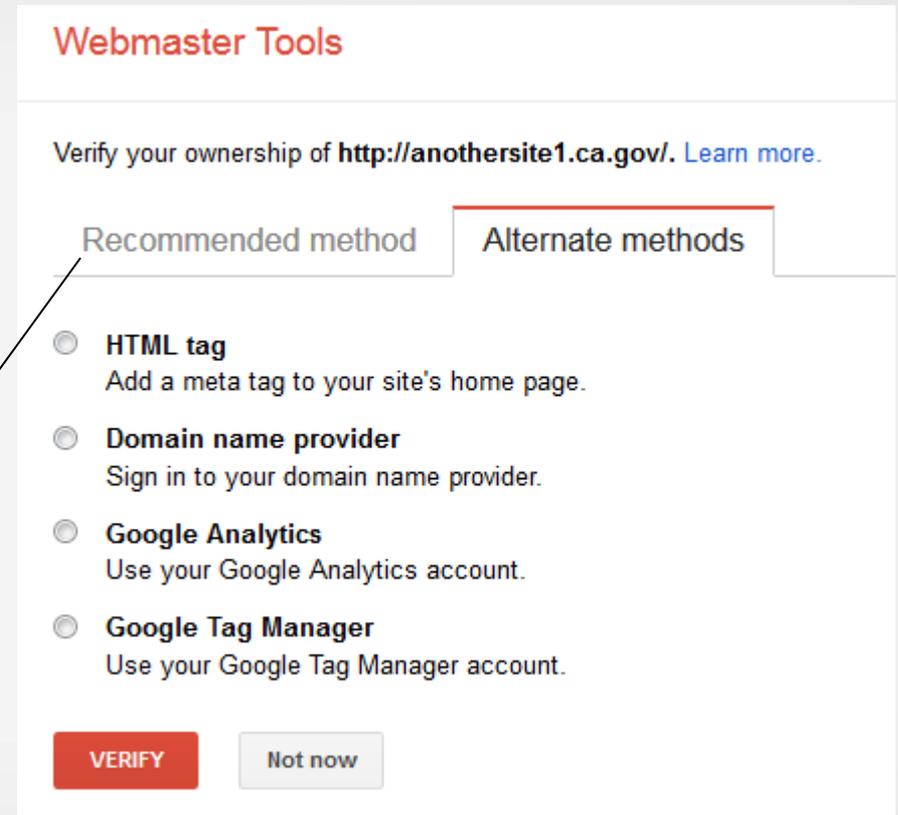
Category	Submitted	Indexed
Web	240	180
Images	225	175
Mobile	240	0

Many other features...

How do I register my website with Google Webmaster Tools?

1. You should have a Google account
2. Then multiple ways to register your site

Note: recommended method was HTML file upload



Upcoming Google Analytic Changes:

- Configuration change to remove web crawling, bot traffic from Google Analytics – effective Jan 1, 2015
- Universal Analytics available – eventually everyone will have to migrate – no firm date set by Google yet

Upcoming:

Seminar - Web Performance Management

Workshop – Search Engine Optimization (SEO)
using Google Webmaster Tools & Site Search

Seminar - Web Performance Management

First Hour - Strategy

- Web Performance Management – Growing the Capability
- Case Study – Franchise Tax Board (FTB)

Second Hour - Implementation

- Various Google Analytics reporting capabilities demonstrated
- Demo of customer feedback via online surveys

Workshop – Search Engine Optimization (SEO) using Google Webmaster Tools & Site Search

- Priority index & removal requests
- Optimizing Web search performance
- Integrating Web search analytics
- Optimizing site search
- Optimizing the crawling of your site

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CA Mobile Gallery

Presenter: Scott Paterson

webtools.ca.gov

California Mobile Gallery

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Technology

Enhancements

- Consistent look & Feel
- Responsive Design
- Searchability
- Analytics

Consistent Look & Feel

- Consistent look & Feel
 - Modern, consistent, look and feel with industry standard functionality

California Mobile Gallery

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Search Apps

Search

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Farmers Market Finder

Department of Food and Agriculture

Launch

Install

 Web
 Featured
 Health & Safety



Description

The Farmer's Market application locates farmer's markets in your area. This application also lists all the farmer's markets in each county, with a map that shows each location.

This application also lists markets in the Farmer's market Nutrition Program (FMNP) and the Fruit & Vegetable Check Program (FVC).

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PLATFORM

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 Mobile Web - most devices (45)

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Off-Highway Motor Vehicle Recreation Division

Access locations of all off...



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Current fire information and fire station location ...



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Department of Food and Agriculture

Photograph and report pests and invasive plants ...



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Responsive Design

- Responsive Design
 - Gallery resolves on smart devices, tablets, & PCs



Searchability

- App pages are now “Crawled” by search engines
 - Increased public accessibility, visibility, and transparency
 - Located through search engines

Google

bing

YAHOO!

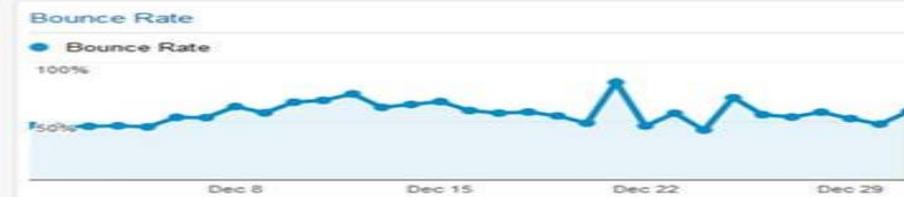
Analytics

- Built into the Gallery & down to the app level
 - Not only the most popular apps, but what keywords are being used



Visits by Browser

Browser	Visits
Chrome	784
Safari	499
Firefox	434
Internet Explorer	370
Safari (in-app)	103
Android Browser	95



What's in it for ME?

- Already registered within a Library on the web
- Somewhere within my website
 - Press release
 - PDF from the release

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x

Search

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Education

Locate CA Locator
CA Locator

Locate government service centers and ...

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CA Community Colleges
Community Colleges Chancellor's Office

Locate community colleges and financial aid ...

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CSD Community Services & Development
Department of Community Services & Development

Find local community assistance services ...

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OPA CA Health Care Quality Report Card
Department of Health Care Services

Quality ratings on medical groups, HMOs and PPV ...

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Housing & Community Development
Department of Housing and Community Development

Locate an HCD office ...

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EWC Check Me

Department of Health Care Services

Breast and cervical cancer screening

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Mental Health Services Act (Prop 63)

Department of Health Care Services

County mental health services locator

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Public Scales

Department of Food and Agriculture

Find public scales in your area or search by count ...



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CDVA Departmental Apps



Supportability

- Mobile Gallery will be maintained entirely by the Enterprise Solutions division staff
 - Interface/Utility allows staff to quickly post new app listings to the site



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Enterprise Solutions Division

What's Next??



Reviews

0 reviews for this app.

Submit a review

Stars:

5 out of 5

Your Name:

Scott Paterson

Title of Review:

Great app

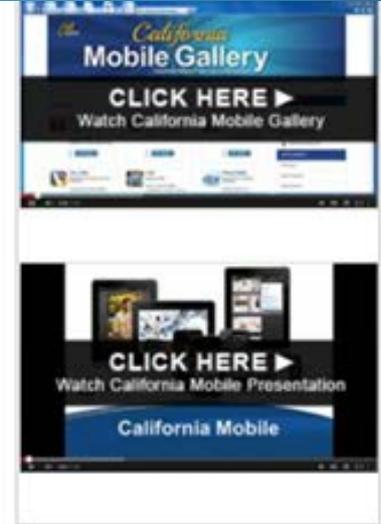
Your Email Address:

scott.paterson@state.ca.gov

Write a Review.

This app provides invaluable information to the public during fire incidents

Submit



The background of the slide features a series of blue radial lines that originate from a point on the left edge and fan out towards the right. The lines are of varying lengths and thicknesses, creating a sense of depth and movement. The colors range from a dark blue on the left to a lighter, sky blue on the right.

Thank you

Scott Paterson

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Update on Offerings

Presenter:

David Escobar

webtools.ca.gov

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Presenter:

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State of California

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Link 3
Link 4
Link 5
Link 6

🔍

Article

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In eu odio sem, non faucibus lectus. Maecenas et lacus et nisi volutpat semper a a magna. Curabitur aliquam risus sit amet mauris sagittis fermentum. Praesent ut pellentesque mauris. Mauris semper varius fringilla. Nam eget sagittis elit. Ut eleifend, ipsum non sagittis tempor, tellus dui fermentum risus, eu tempus lacus nisi vel augue. Proin lacus massa, varius a dictum ac, bibendum at ligula. Phasellus porttitor sollicitudin semper. In malesuada, magna ac consequat consectetur, nisi elit molestie magna, sed hendrerit turpis mi mattis massa. Proin in ante nec enim rutrum mattis. Curabitur tempus, nunc in posuere blandit, libero odio consectetur quam, eget sollicitudin tortor ante eget urna. Etiam in massa quis elit aliquet lacinia. Quisque semper rutrum leo, nec condimentum odio suscipit eget. Etiam blandit sapien vel mi bibendum auctor.

Featured Narrative
- This content style could be used when a certain portion of the main narrative needs to be emphasized.

Nam ultrices vulputate orci id faucibus. Sed eget massa ut nulla sodales ullamcorper nec vel nisi. Aenean ultricies diam sit amet ligula ullamcorper lobortis. Sed in risus at dolor commodo gravida. Aenean dolor neque, porta non ultricies ac, vestibulum ut mauris. Curabitur lorem nisi, mattis vel posuere quis, sodales at est. Mauris sagittis tristique blandit. Integer purus sapien, pulvinar ac tempor eu, consectetur lacinia orci. Ut vehicula condimentum ipsum, ac sollicitudin nibh vehicula eget. In egestas dolor vel leo cursus tincidunt. Aenean eget dolor nunc, eget tincidunt erat. Aenean sed nunc metus. Morbi quam sem, vehicula at fermentum ac, commodo in nisi.

Heading H2

Government Entity Title

Official Name

[Associated Link](#)

Government Entity

Official Name

[Link](#)

Government Entity

Official Name

[Link](#)

i
Panel Style D

Use ".standout" class on panel for triangle effect. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur blandit tempus porttitor. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

i
Panel Style D

What?!



Under the hood



B Bootstrap



GRUNT



Future Friendly



New Features & Modules



Improved Accessibility



CA Web Publishing



WEBMASTER
USER
GROUP

CA Web Publishing Demo

Presenter:

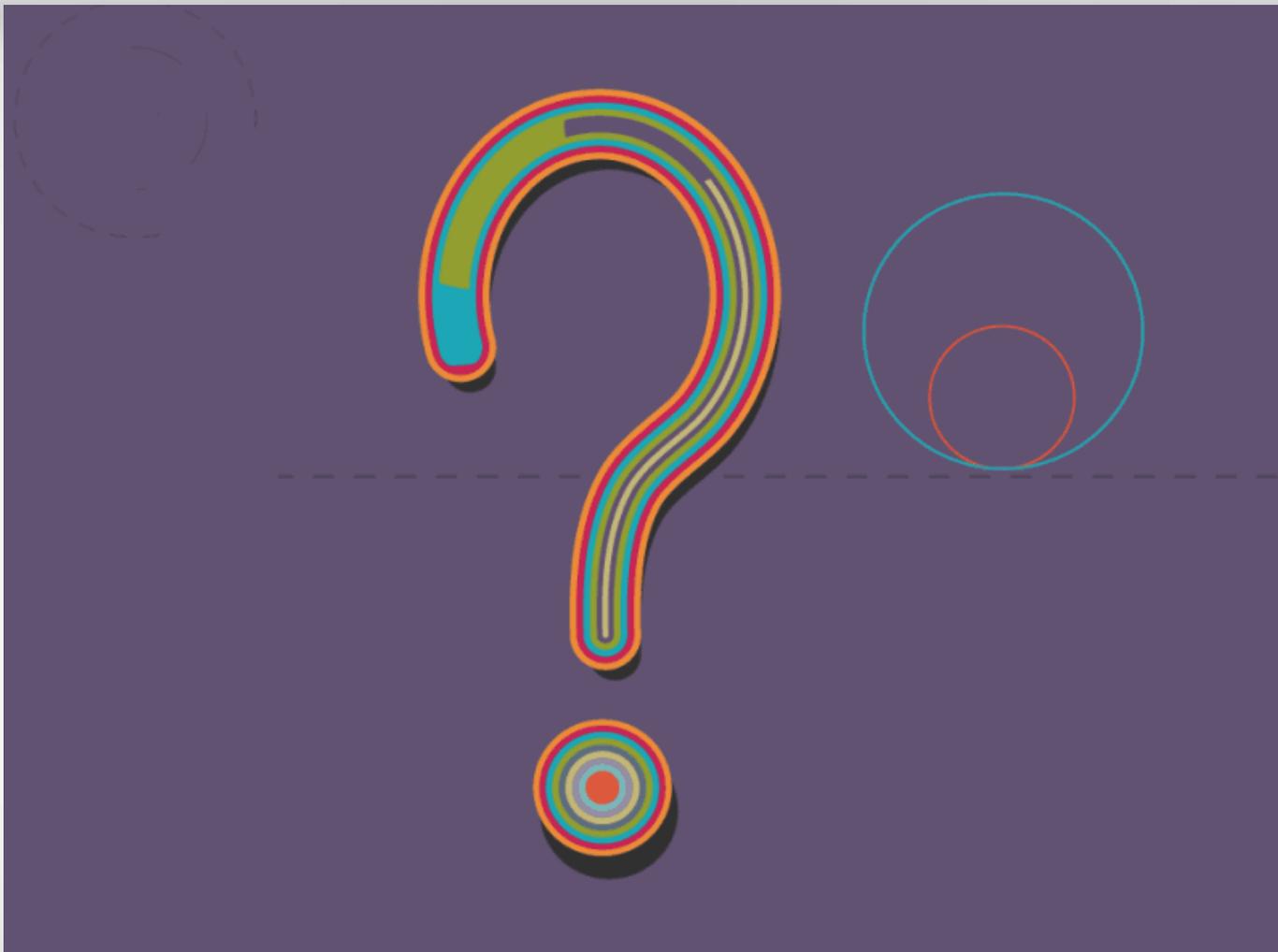
Bhavik Patel

webtools.ca.gov

Thank You!



Questions?



Thanks for Coming!

Contact:

Info.Eservices@state.ca.gov