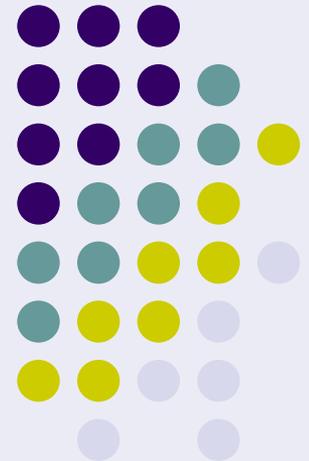


Look-and-Feel Update

Webmaster User Group
October 25, 2006



New look-and-feel

- Provides more flexibility
- Offers choices in colors
- Allows consistent, Statewide branding
- Complies with accessibility requirements
- Gives agencies more control over their own on-line real estate



The screenshot displays the CA.GOV website homepage. At the top, there is a navigation bar with links for Home, About California, Business, Education, Employment, Health, Living in California, and Tourism & Recreation. A search bar is located on the right. Below the navigation bar, a banner reads "WELCOME TO THE STATE OF CALIFORNIA". The main content area is divided into several sections: "GOVERNOR SCHWARZENEGGER" with a "Visit His Website" link; "FEATURED LINKS" including DMV, State Jobs, Unemployment, State Lottery, Taxes, Parks, and Environment; "ALSO VISIT" with links to Elected Officials, State Agencies Directory, California Counties, California Cities, Federal Government, and State Phone Directory; "ONLINE SERVICES" with sub-sections for Professional Licensing, Driving & Travel, and Business, each containing links to various license renewals and services; "CURRENT TOPICS" with links to Voter Registration Information, California Fall Foliage, West Nile Virus, Flex Your Power... at the Pump, California Service Corps, and Board of Governance - Streamline Sales Tax Project; and "NEWS & EVENTS" with links to Halloween "Mansion After Dark" event, 2006 California Drives Guide, 2006 Governor's Environmental and Economic Leadership Awards, California Business Portal, and latest legislation. The footer contains links for Back to Top, Help, Contact Us, Site Map, Photo Contest, Conditions of Use, Privacy Policy, and Copyright © 2006 State of California.



ca.gov over the years...



California HOME PG

Welcome from Governor Pete Wilson

- Welcome from Governor Pete Wilson
- Competitive Government - Report
- Help Improve State Government
- State of the State Address - 1996
- Governor's Budget Summary 1996-97 from the Department of Finance
- "Getting Results" - Report of the Governor's Council on Information Technology

1996

CALIFORNIA

Friday - October 20 - 2006

GOVERNOR GRAY DAVIS

- AGRICULTURE
- BUSINESS
- EDUCATION
- EMERGENCY SERVICES
- EMPLOYEE RESOURCES
- ENVIRONMENT
- FAMILY
- FINANCIAL
- GOVERNMENT
- HISTORY & CULTURE
- INSURANCE
- PUBLIC SAFETY
- TECHNOLOGY
- TRANSPORTATION
- VETERANS
- WORKING

May Revise 2000-01 Governor's Budget

California Medicare Recipients Can Now Obtain Prescription Drugs at Rates Far Below Retail

Governor Davis Cuts State Park Fees By Half

State Agencies

Topical, Keyword & Subject indexes

California Law

Governor Gray Davis Home Page

Featured Links

- School Violence
- Thinking of starting a business? Check out these resources.

2000

Welcome to California

Online Services

- Wireless Services
- Tax Refund Status
- DMV Appointments
- Vehicle Registration
- State Lottery
- Film CA Reimbursement Application
- State Park Campsite Reservations

What's New

California Responds to Terrorism

Flex Your Power

2001

Welcome to California

GOVERNOR Schwarzenegger

Online Services

- File Your Income Tax Return Online
- Pay Your Income Taxes Online
- File Your Sales and Use Tax Return
- Smart, Speedy and Cellular Restrictions
- DMV Appointments
- State Lottery
- Handle Your Traffic Citations Online

What's New

California Climate Change Portal

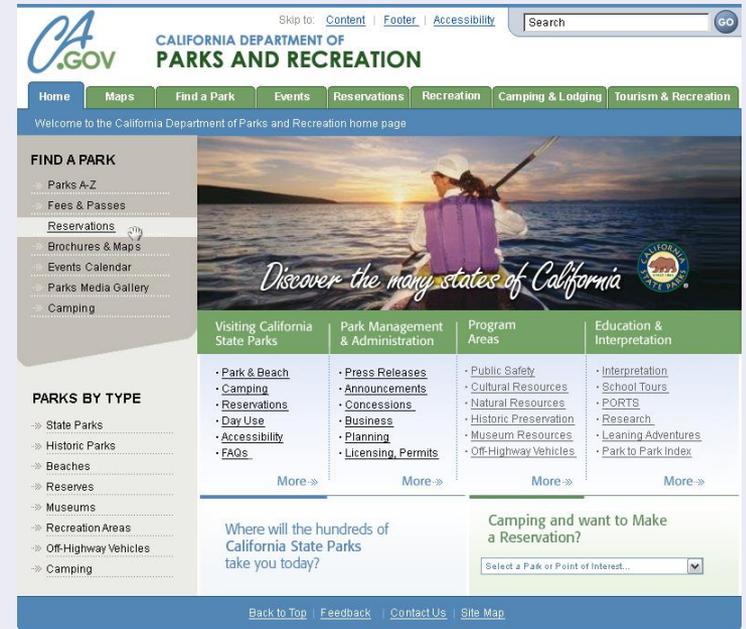
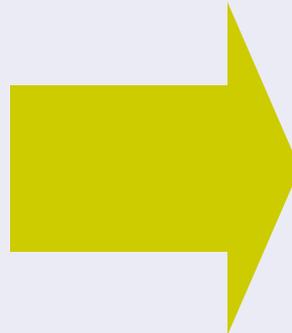
California Business Portal

2006



Time for a change

- Provides a much anticipated refresh to a design that is nearly six years old
 - Dog years = 42 years
 - Internet years = 100 years?



[Conditions of Use](#) | [Privacy Policy](#)
Copyright © 2006 State of California





California's on-line brand

- For the first time, ca.gov will introduce an on-line brand
 - Signifies to visitors they are on an official California site
 - Simple – not overbearing
 - Provides immediate recognition (.gov)
 - Doesn't interfere with agency branding
 - Works well in many different colors, sizes, and mediums (print/on-line)





Creating the brand

- Reviewed other state logos
- Developed some initial concepts
- Received lots of great feedback, ideas, and suggestions
 - About a dozen talented individuals sent ideas (DHS, DMV, DOF, DTS, EDD, OES, Parks)
- Refined and enhanced the logo
- Incorporated the brand into the design

Flexible design



Old

- Banner takes up too much space, and agencies cannot include their branding
- Colors are specified
- Layout must be two or three column
- Too restrictive
- Uses absolute sizing

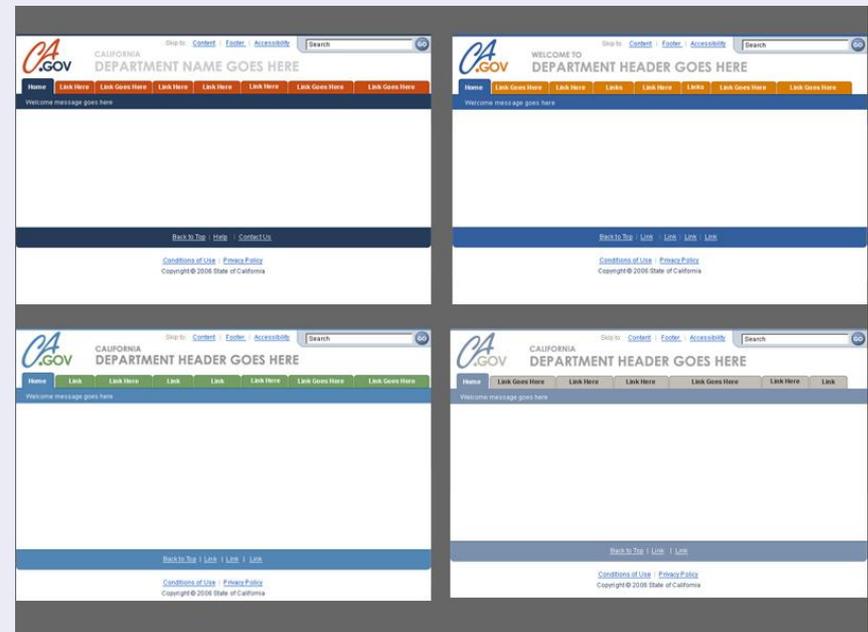
New

- Banner is condensed; allows room for you to include your branding
- You choose the color scheme you want
- You choose the layout that works for you
- You have control over your own on-line real estate
- Uses dynamic sizing

Color options

- Official colors are blue and rust
- However, you can choose from several different schemes from the color palette that work best for your own agency's branding

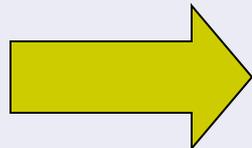
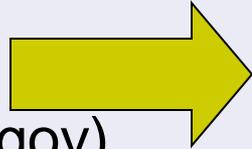
Some of the colors...



What is required?



- Header
 - Logo (links to ca.gov)
 - Search box
 - Skip to stuff
- Footer
- Tabs (either single or double-layer)
- Link to governor's site



The screenshot shows the CA.GOV website homepage. At the top, there is a header with the CA.GOV logo, a search box, and navigation tabs for Home, About California, Business, Education, Employment, Health, Living in California, and Tourism & Recreation. Below the header, there is a section for Governor Schwarzenegger with a link to his website. The main content area is divided into several sections: 'FEATURED LINKS' with links to DMV, State Jobs, Unemployment, State Lottery, Taxes, Parks, and Environment; 'ONLINE SERVICES' with sub-tabs for Professional Licensing, Driving & Travel, and Business, each containing links to various services like Real Estate License Renewals, For Dental Auxiliaries, For Psychologists, and For Dentists; 'CURRENT TOPICS' with links to Voter Registration Information, California Fall Foliage, West Nile Virus, Flex Your Power... at the Pump, California Service Corps, and Board of Governance - Streamline Sales Tax Project; and 'NEWS & EVENTS' with links to Halloween Mansion After Dark, 2006 California Drives Guide, 2006 Governor's Environmental and Economic Leadership Awards, California Business Portal, and Track the latest legislation. The footer contains links for Back to Top, Help, Contact Us, Site Map, Photo Contest, Conditions of Use, Privacy Policy, and a copyright notice for 2006 State of California.





Tools to help you

- Templates are being created to help you comply with the new look-and-feel, as easily and quickly as possible
- Included in the toolbox:
 - Logo
 - Templates
 - Color palettes
 - And more

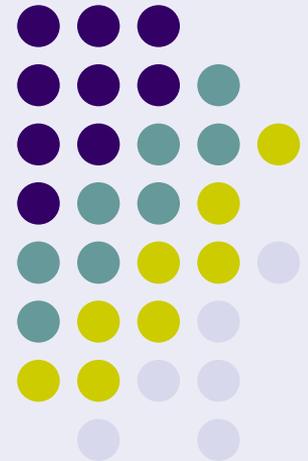


In closing...

- Launch timeframe
- Agencies (Executive Branch) will be asked to comply within about six months(+)
- eServices Office will assist you with the transition from old to new
 - E-mail info@eservices.ca.gov
 - Web site www.eservices.ca.gov
- Questions?

Search Update Webmasters User Group

by Kevin Paddock
DTS Search Administrator
SearchMaster@dts.ca.gov



Search Update

First, in the news.... "Google Custom Search Engine"



- New Search Results Page URL
 - XHTML, Section 508, WCAG Compliant
 - Ready for webmaster testing...
 - What to do if your site is not indexed
- State-wide Keymatch Project
 - the idea is brewing...
- Document Reduction Effort – ongoing
 - Licensed for 2M, initially found 10M
 - Now serving 1M

Document Reduction Effort



- Why limit the number of docs indexed?
 - Relevant search results depend on good data
 - Good data is found in only a few mime-types
 - Manage Costs (GSA licensed by doc count)
- Two methods to reduce document count:
 - Include all “.ca.gov” domains, exclude exceptions
 - Include only sites on a “master list”
 - currently includes 287 State of CA web sites
 - [Master List](#)
 - Current method: combination

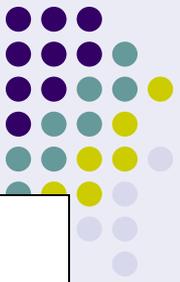
Document Reduction (cont.)



The current corpus by mime-type...

<u>Mime Types</u>	<u>Number of Files</u>	<u>Average Size</u>	<u>Total Size</u>	<u>Minimum Size</u>	<u>Maximum Size</u>
application/octet-stream	136,096	355	46M	0	2.5M
text/html	687,182	3.1k	2.0G	95	807k
text/plain	3,465	19k	63M	201	2.1M
application/postscript	3	368	1.1k	260	438
application/pdf	332,529	14k	4.4G	105	514k
application/msword	80,332	11k	835M	105	505k
application/vnd.ms-powerpoint	4,380	3.2k	14M	187	37k
application/vnd.ms-excel	27	1.5k	42k	167	5.5k
application/x-shockwave-flash	5	224	1.1k	222	228

Unwanted Documents sample



<http://www.childsup.ca.gov/pub/policy/css/2001/css01-32a02.ifd>
<http://www.emsa.cahwnet.gov/aboutemsa/emsa103.wpd>
http://www.documents.dgs.ca.gov/oah/seho_decisions/catalog.wci/CiP10000.001
<http://www.emsa.cahwnet.gov/fad/0001ABS.wpd>
<http://dhs.ca.gov/hisp/Applications/vsq/vsq.cfm>
http://www.adp.cahwnet.gov/hp/hipaa_101_3-12-03_files/slide0003_image034.wmz
http://www.documents.dgs.ca.gov/oah/seho_decisions/catalog.wci/CiFLfffd.000
<http://www.documents.dgs.ca.gov/osp/doc/Apogee.ppd>
http://www.cdcr.ca.gov/DivisionsBoards/CSA/research/miocrg_spss_templates/miocrg_2/mio_2c
http://www.wcb.ca.gov/PowerPoint/May%2025,%202006_files/slide0253_image052.emz
http://www.adp.ca.gov/hp/hipaa_101_3-12-03_files/slide0012_image024.wmz
http://www.yaca.ca.gov/DivisionsBoards/CSA/research/miocrg_spss_templates/miocrg_1/mio_1_
http://dq.cde.ca.gov/dataquest/API2005/APIBase_File.aspx?allcds=21&level=County
<http://www.ora.ca.gov/wk-group/dai2000/00004.xxx>
http://www.documents.dgs.ca.gov/oah/seho_decisions/catalog.wci/cicat.hsh
<http://www.oshpd.ca.gov/hqad/Hospital/Chargemaster/2006/Menifee%20Valley%20Medical%20C>
http://dq.cde.ca.gov/dataquest/API2005/APIBase_File.aspx?allcds=42&level=County
<http://www.ora.ca.gov/wk-group/incoming/PK3194.OPE>
http://www.documents.dgs.ca.gov/oah/SEHO_Decisions/catalog.wci/CiFLfffd.000
http://www.adp.cahwnet.gov/hp/hipaa_101_3-12-03_files/slide0007_image039.wmz
http://www.documents.dgs.ca.gov/oah/SEHO_Decisions/catalog.wci/CiVP0000.000
<http://ora.ca.gov/wk-group/dai2000/00004.xxx>
<http://www.ora.ca.gov/wk-group/dai2000/00011.xxx>

Doc Reduction – Who?



- DTS staff: identify and exclude:
 - duplicate web sites, for example
 - www1.dot.ca.gov & svhqsgi4.dot.ca.gov (www.dot.ca.gov)
 - sco.ca.gov (www.sco.ca.gov)
 - non search-engine friendly paths (black holes)
 - <http://geotracker.waterboards.ca.gov/SCRIPTS/ESRIM/AP.DLL?NAME=MOSERVER&cmd=etc>.
 - <http://www.ciwmb.ca.gov/Agendas/agendas.asp>
 - non-State department web sites
 - auburn.ca.gov, azusa.ca.gov, etc.
 - .edu

Doc Reduction -- You



- State Webmasters:
 - Robots.txt disallows
 - Sitemaps
 - Fed into the GSA
 - Feeds essentially eliminate traditional crawling
 - Index only the pages in your site map
 - Admittedly not practical for large sites
 - Similar in concept to Google Webmaster Sitemap Tool
 - <https://www.google.com/webmasters/sitemaps/docs/en/about.html>
 - you need a Google account to use Google Sitemaps
 - Search Engine Friendly URLs
 - Dynamic Site (.php, .asp, etc.)

searchMaster@dts.ca.gov

Document Reduction Effort (last)



- State Webmasters (continued):
 - Search-friendly URLs
 - <http://www.sitepoint.com/article/search-engine-friendly-urls>
 - <http://www.devarticles.com/c/a/Web-Services/Make-Dynamic-URLs-Search-Engine-Friendly/>
 - google for: search engine friendly urls
- Will the eServices Office enforcing page layout & design standards?
- Will eServices one day enforce content governance standards that include things like Sitemaps, Search-friendly URLs, publication via CMS, etc.?

searchMaster@dts.ca.gov

Keymatch Project



- Keymatch Refresher:
 - “KeyMatch lets you promote specific web pages on your site so that links to those pages are returned first for matching search queries. “
 - a.k.a. Recommended Links
 - Keymatch is NOT advertising or “sponsored links”

Keymatch Tutorial



- Four parts:
 - Search Terms, Type, URL, Title

Search Terms	Terms Occur As	URL for Match	Title for Match
state of the state	PhraseMatch	http://www.photos.gov.ca.gov/media_center.html	Governor's Media Center
governor speech	KeywordMatch	http://gov.ca.gov/archive/speeches	Governor's Speeches
abc	ExactMatch	http://www.abc.ca.gov/	Alcoholic Beverage Control
fire	KeywordMatch	http://cdfdata.fire.ca.gov/incidents/incidents_current	Dept of Forestry and Fire Protection
forest fires	KeywordMatch	http://cdfdata.fire.ca.gov/incidents/incidents_current	Dept of Forestry and Fire Protection
birth certificate	ExactMatch	http://www.dhs.ca.gov/publications/forms/pdf/vs111.pdf	Birth Certificate Form

In CSV format:

state of the state,PhraseMatch,http://www.photos.gov.ca.gov/media_center.html,Governor's Media Center
governor speech,KeywordMatch,<http://gov.ca.gov/archive/speeches>,Governor's Speeches
abc,ExactMatch,<http://www.abc.ca.gov/>,Alcoholic Beverage Control
fire,KeywordMatch,http://cdfdata.fire.ca.gov/incidents/incidents_current,Dept of Forestry and Fire Protection
forest fires,KeywordMatch,http://cdfdata.fire.ca.gov/incidents/incidents_current,Dept of Forestry and Fire Protection
birth certificate,ExactMatch,<http://www.dhs.ca.gov/publications/forms/pdf/vs111.pdf>,Birth Certificate Form



Keymatch Project

- Possible State-wide Keymatch Project
 - State webmasters (or dept. reps) submit keymatches
 - via text file in csv format
 - via web form
 - Site search customers: via admin console
 - Governing Body to Review and Approve Keymatches of State-wide interest
 - Example Keymatch in search results
 - [Search for "fire"](#)



New Search Page

→ <http://search.ca.gov> ←

- How to test for docs from your webs:
 - Google syntax = `site:www.dhs.ca.gov`
 - [DHS Indexed?](#)
- What to do if you get no results:
 - email searchmaster@dts.ca.gov with
 - your name & phone
 - your web site URL
 - You will receive the DTS prompt service guarantee



New Search Page

- Code

```
<form action="http://search.ca.gov/search?" method="get">
<p> <label for="search" accesskey="s"
class="hidden">Search: </label> <input type="text"
name="q" size="20" maxlength="50" id="search"
value="Search California" onfocus="if(this.value=='Search
California')this.value=""
onblur="if(this.value=='')this.value='Search California'" />
<input alt="Search" id="submitbutton" name="submit"
src="/images/search_button.gif" type="image" /> <input
type="hidden" name="site" value="ca_all"/> <input
type="hidden" name="client" value="ca_x"/> <input
type="hidden" name="output" value="xml_no_dtd"/> <input
type="hidden" name="proxystylesheet" value="ca_x"/>
</p> </form>
```

Questions?



Google T-Shirt Drawing

Thanks for Watching



- Contact:
 - Kevin Paddock, Search Administrator
 - DTS: 464-4233
 - searchMaster@dts.ca.gov

[Random Number Generator](#)