



Indiana Office of Technology

Powering a State that Works

Siteimprove Analytics migration
&
Active Data Calendar upgrade

IOT IN.gov team

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IN.gov Program

- INWP – Indiana Web Program
- Governance Council
- User Council
- <http://webmasters.in.gov>

Webtrends Analytics

- History
- Issues
- Maintaining data

Siteimprove



Siteimprove

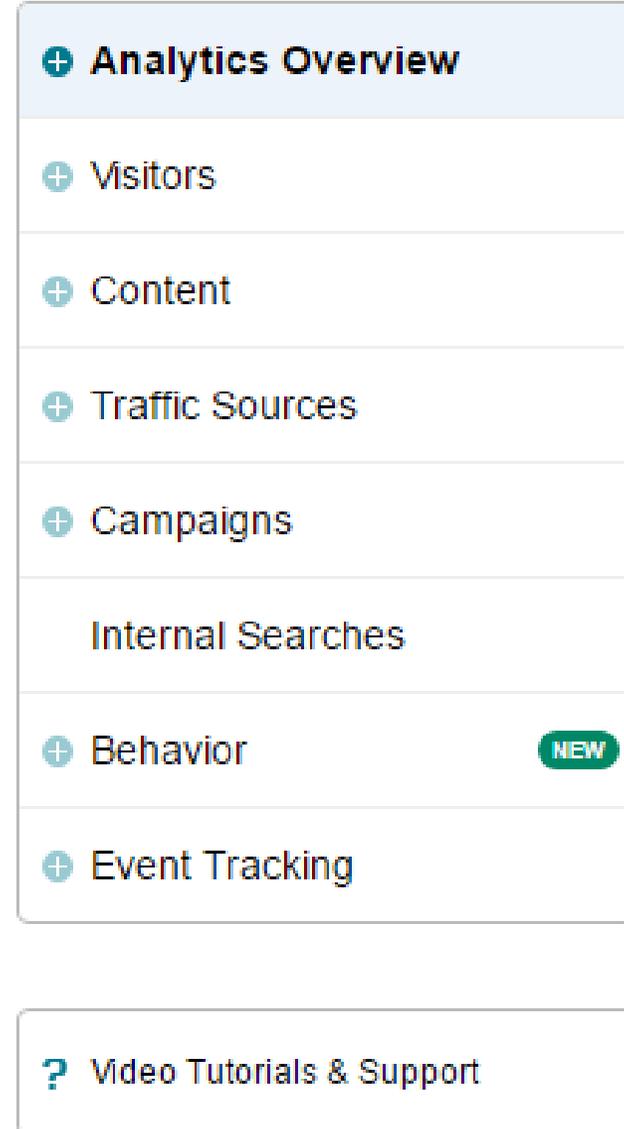
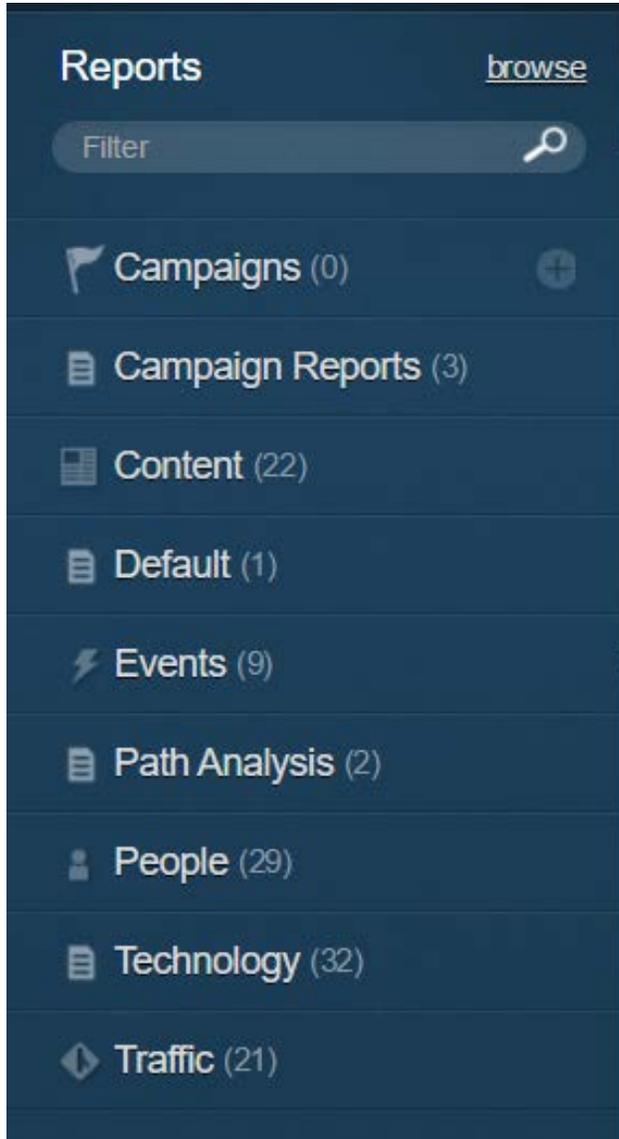
Siteimprove suite

- Quality Assurance
 - Spell Check
 - Broken Links
 - Media Inventory
- Accessibility
 - Web Content Accessibility Guidelines (WCAG) 2.0
 - Assists in making sites more accessible to those with disabilities

Siteimprove Analytics

- Advantages
 - Very easy to use
 - Pages Without Visits
 - Campaigns
 - Behavior Tracking
 - Filters
 - Search

Siteimprove – Ease of use

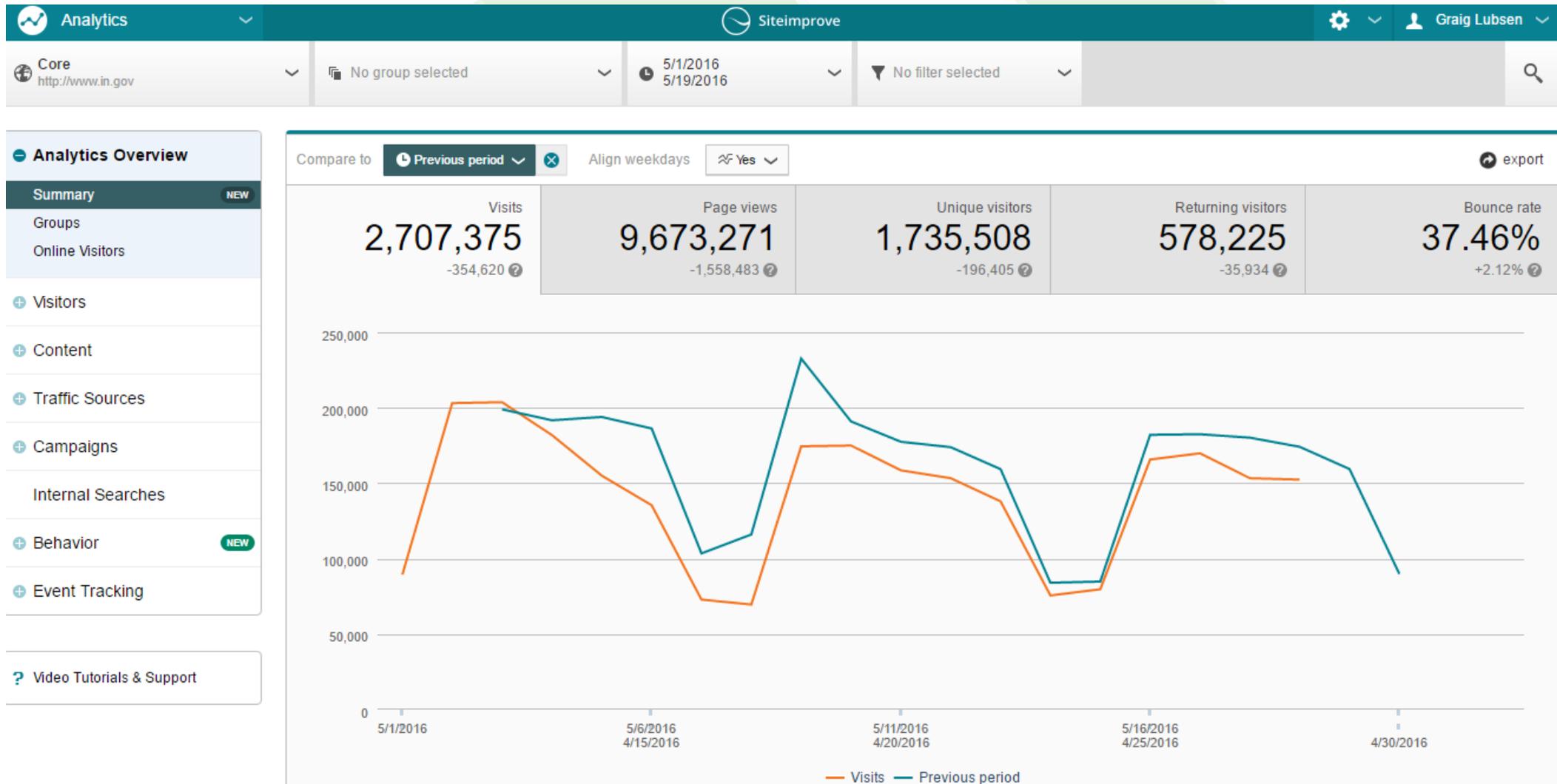


Siteimprove – Ease of Use



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Powering a State that Works



Siteimprove – Pages without visits

Pages Without Visits		help	export			
Pages that have had no visits in the selected time period (read more about pages without visits in this page's help section).						
		URL	Search			
Page title URL	Title	URL	Both	Last visited	Page score	
ISDH: Poliomyelitis http://www.in.gov/isdh/23876.htm				12/17/2015	10	6
ISDH: Hantavirus 2004 http://www.in.gov/isdh/22009.htm				12/17/2015	10	6
ISDH: Ebola Virus Disease (EVD) http://www.in.gov/isdh/26581.htm				12/17/2015	10	4
Lt. Governor: DeKalb County http://www.in.gov/lg/Dekalb.htm				12/18/2015	10	3
Shared Neutrals Program: Related Agencies http://www.in.gov/oea/neutrals/2387.htm				12/18/2015	10	3
OMB: Distressed Unit Appeals Board ("DUAB") Meeting - May 20, 2009 http://in.gov/omb/2504.htm				12/18/2015	6.5	2
IHB: Zerelda G. Wallace--Footnote 4 http://www.in.gov/history/3645.htm				12/18/2015	10	5
CHE: List by City [A-C] http://www.in.gov/che/2513.htm				12/18/2015	10	4
ISL: Technical-Vocation High School http://www.in.gov/library/5283.htm				12/18/2015	10	5
DLGF: SPTCB Minutes, Audio, Video and Agendas http://www.in.gov/dlgt/2411.htm				12/18/2015	10	3
DLGF: 2006 - 2004 School Property Tax Control Board Minutes http://www.in.gov/dlgt/7455.htm				12/18/2015	10	4

Siteimprove - campaigns

http://www.visitindiana200.com/?utm_source=VisitIndiana.com&utm_medium=website&utm_campaign=bicentennial

- + Analytics Overview
- + Visitors
- + Content
- + Traffic Sources
- **Campaigns**
 - Summary
 - Pages
 - Name**
 - Source
 - Medium
 - Term
 - Content
- Internal Searches
- + Behavior NEW
- + Event Tracking

Name

Name of the campaigns used to reach the website. The value in the parameter utm_campaign (or another "Name" campaign parameter that has been added)

Search: Name

Name	Visits % of total	Bounce rate	Pages
2016 spring/summer branding	274 23.03 %	29.70 %	7

export

Page title URL	Visits % of parent	Bounce rate
DNR: State Parks & Reservoirs http://www.in.gov/dnr/parklake/	97 29.85 %	16.67 %
DNR: DNR Home http://www.in.gov/dnr/	89 27.38 %	32.00 %
DNR: Indiana State Park Inns http://www.in.gov/dnr/parklake/2435.htm	63 19.38 %	36.21 %
DNR: Turkey Run State Park http://www.in.gov/dnr/parklake/2964.htm	32 9.85 %	43.48 %
DNR: Brown County State Park http://www.in.gov/dnr/parklake/2988.htm	20 6.15 %	50.00 %

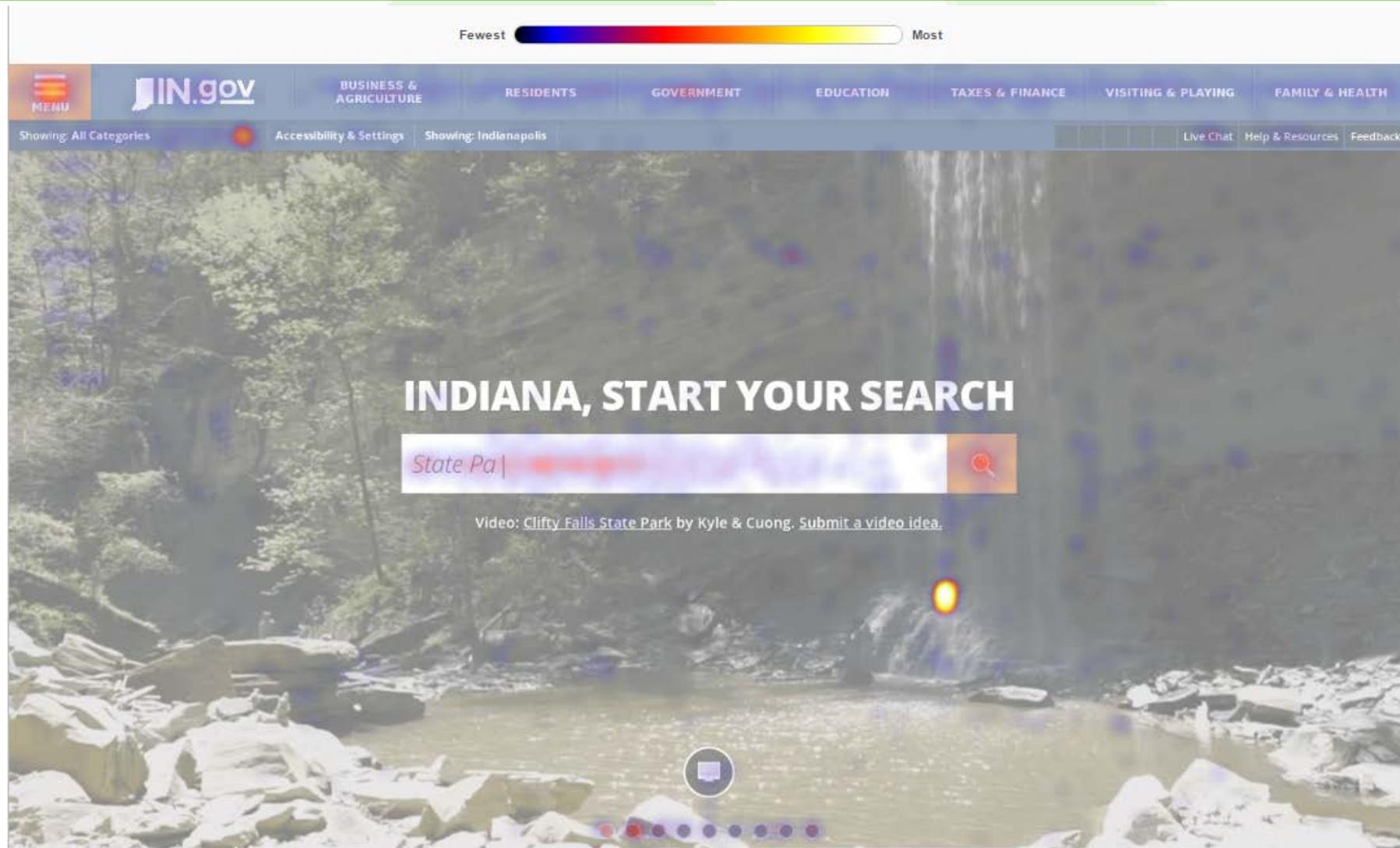
1 - 5 of 7 items 1 / 2 Show 5 rows per page

Siteimprove – Behavior Map



Indiana Office of Technology

Powering a State that Works



Siteimprove – Behavior Tracking

Behavior Tracking

Behavior tracking enables you to select a focus page and see visit information for how visitors reached the page and where they went afterwards.

export

Expanded lists **% of parent** % of total

Visits

Percentage	Count	Source
64.0 %	19,695	Internal referrers
28.3 %	8,722	Direct traffic
7.0 %	2,149	Search referrers
0.7 %	220	External referrers

Focus page

Percentage	Count	Page	URL	Actions
100 %	30,786	IN.gov - A State That Works	http://www.in.gov/core/	Change focus page
56.9 %	17,512	Visit ended		
20.4 %	6,266	DOR: Home	http://www.in.gov/dor/	+

Sources

- Focus page
- Internal
- External
- Untraceable

Siteimprove - Filters

Core <http://www.in.gov> | No group selected | 5/1/2016 - 5/19/2016 | Limited Criminal History

- Analytics Overview
- Visitors**
- Summary
- Countries
- Organizations
- Devices
- Operating Systems
- Browsers
- Screen Resolutions

Countries

Country
United States
Unknown
India
Canada
Australia

Create filter | Filters: 6 | Search in filters

Filters				
Cybersecurity	private	▼	★	✎
http://www.in.gov/dnr/		▼	★	
Indiana traffic		▼	★	
Internal Traffic Excluded		▼	★	📄
Limited Criminal History		▼	★	
Mobile		▼	★	

Siteimprove - Searches

- Identify search terms

Internal search term	Visits % of total	Searches % of total	Actions	Search exits % of total
jobs	2,433 0.58 %	3,457 0.57 %		1,041 1.25 %
unemployment	1,677 0.39 %	2,351 0.39 %		128 0.15 %
license	1,653 0.38 %	2,580 0.43 %		200 0.24 %
bmv	1,647 0.38 %	1,863 0.31 %		65 0.08 %
forms	1,276 0.30 %	1,693 0.28 %		42 0.05 %
divorce	1,140 0.28 %	1,470 0.24 %		137 0.16 %
child support	1,059 0.25 %	1,354 0.22 %		201 0.24 %
employment	905 0.21 %	1,350 0.22 %		169 0.20 %
hours	848 0.20 %	963 0.16 %		109 0.13 %
tax forms	830 0.19 %	975 0.16 %		30 0.04 %
careers	797 0.18 %	972 0.16 %		332 0.40 %

Siteimprove – Areas to improve

- Not as robust as Webtrends
- Speed of service
- Not easy to export to dashboards

Siteimprove – adding script

```
<!-- Site Improve script -->
<script type="text/javascript">
//<![CDATA[
(function() {
var sz = document.createElement('script'); sz.type = 'text/javascript';
sz.async = true;
sz.src = '//siteimproveanalytics.com/js/siteanalyze_10656.js';
var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(sz, s);
})();
//]]>/</script>
```

Siteimprove – Training

- <http://go.siteimprove.com/indiana-office-of-technology>



Welcome State of Indiana Users!

Whether you are new to Siteimprove or you're already enjoying the benefits of our Web Governance tools, you can make the most of your subscription by taking full advantage of these resources.

Submitting Questions or Technical Issues

If you have questions or encounter technical issues in the subscription, please submit a Siteimprove technical support ticket via your subscription. This can be accomplished in the "Video Tutorials & Support" area by clicking on the "Help Center & Support" dial or by accessing <http://support.siteimprove.com>. You can also submit a ticket by emailing support@siteimprove.com.

Adding Sub-groups to Your Department/Division Site Setup

Each department/division has been setup in Siteimprove Analytics as a "Group". You will only be able to view and manipulate data from your assigned group. If you wish to add "sub-groups" of content, please complete this [add sub-group\(s\) form](#). Instructions on how to complete this form are included on the page. Any questions can be sent directly to support@siteimprove.com.

Siteimprove – Training

- <http://go.siteimprove.com/indiana-office-of-technology>
- Wednesday, 6/8 at 2 p.m.
- Monday, 6/20 at 10 a.m.
- Monday, 6/27 at 3 p.m.
- Wednesday, 7/13 at 2 p.m.

Siteimprove – Request access

- <http://in.gov/inwp/2470.htm>

 IN.GOV WEB PORTAL
HOME

WEBMASTERS.IN.GOV

Interactive Applications

Web Content

Web/E-mail Addresses

Billing/Payment Processing

Statewide Solutions

Training

General Inquiry



IN.gov Web Portal

IN.gov Online Helpdesk

Siteimprove

This form should be used for any request related to the Siteimprove webstats system, including access and implementation.

Submit Request



■ Required Field

■ First Name:

■ Last Name:

ADE Calendar



Calendar - Topics

- Why are we doing this?
- Benefits
- Disadvantages
- Implementation

Calendar – Why are we doing this?

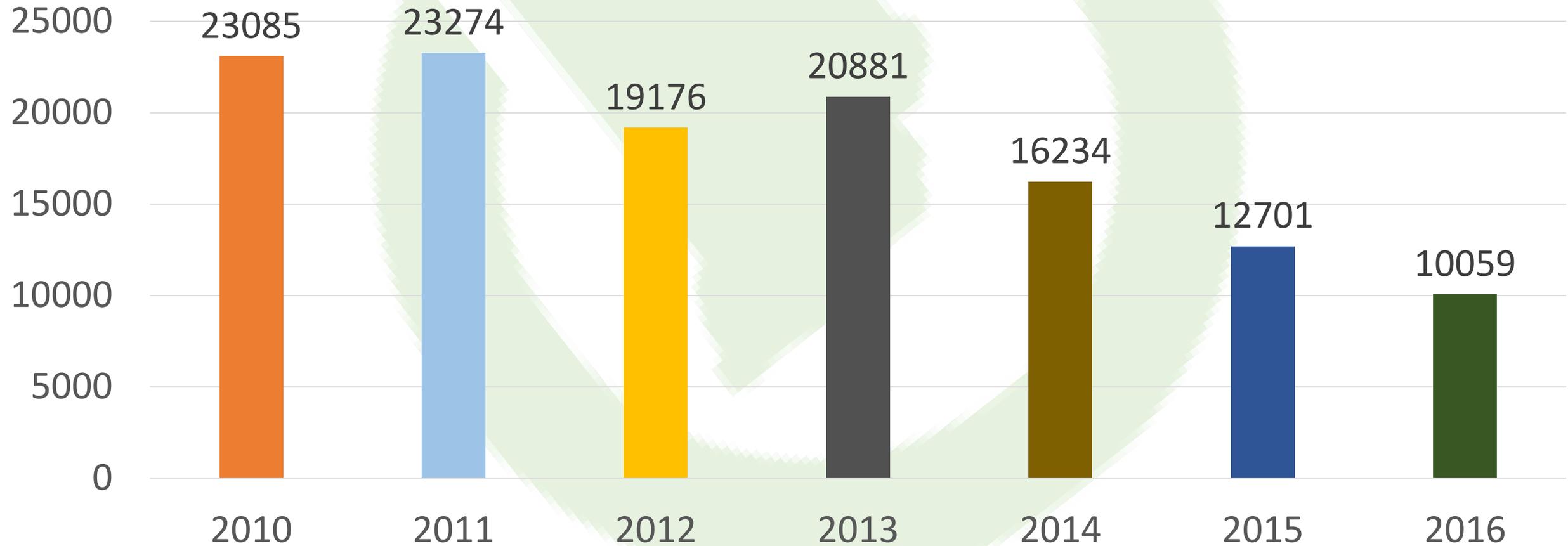
- Executive Memorandum 1/29/2015

Therefore, rather than developing a new website, I have instructed the Office of Information Technology update the current public calendar website to ensure that the press and the public have unfiltered and convenient access to all press releases and public meeting notices. The updated calendar will be fully automated and designed to post all press releases and public meeting notices in real time.

Accordingly, effective immediately, I am directing you to instruct your communications office to work with the Office of Information Technology to ensure that all press releases and public notices issued from your agency are properly displayed on this public calendar and press releases website.

Calendar – Usage

Events posted by year



Calendar - Benefits

- Software as a Service (SaaS)
 - Complete Solution
 - Private and Public Calendars
 - Open Entry
 - Registration
 - Single Sign On
 - Combine 3 calendars (State, DNR, Archive)
 - Seamless Upgrades

Calendar – Event Entry

- Single Page Calendar Entry
- Attachments 10 MB
- Media Library
- Capable of configuring 15 Custom Fields
- Event Tagging

Create an event

Start here to create an event to share on your calendar site.
You are here: [Calendar](#) > [State of Indiana](#) > [Events](#)

Event Options       

Name of Event

-  ▶ Event Details 
-  ▶ Categories and Keywords 
-  ▶ Locations 
-  ▶ Contact 
-  ▶ Images 
-  ▶ Attachments 
-  ▶ Registration and Products 
-  ▶ Additional Event Information 

SAVE **PUBLISH** **DISCARD**

Calendar – Layout Customization



OHIO
UNIVERSITY

OHIO ACADEMIC CALENDAR

VISIT

APPLY

GIVE

ABOUT OHIO

ACADEMICS

ADMISSION

LIFE AT OHIO

ATHLETICS

RESEARCH

SIGN IN

PRINT

VIEW TYPE:



SEARCH

Students may withdraw from one or more first summer session classes through June 10

[Back to Events](#)



Starting: Saturday,
May 14, 2016
Ending: Friday,
Jun 10, 2016
All Day (ET)

Students may withdraw from one or more first summer session classes through June 10 (Last day to withdraw from an individual class).

[Add to Favorites](#)

SHARE IT



Calendar – Layout Customization

VIEW TYPE:   

< VIEW BY: NEXT 180 >

SEARCH 

MAY 25, 2016 - NOVEMBER 21, 2016

ADDITIONAL LINKS

- Office of the Registrar
- Announcements
- Prior Years
- OHIO CUE
- Calendar Help

SHARE IT



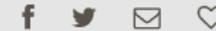
SUBSCRIBE



Ongoing since - Saturday, May 14, 2016

Students may withdraw from one or more first summer session classes through June 10

5/14/2016 - 6/10/2016
All Day (ET)



Ongoing since - Saturday, May 21, 2016

Students may withdraw from one or more full summer semester classes through July 15

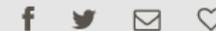
5/21/2016 - 7/15/2016
All Day (ET)



Friday, May 27, 2016

Deadline to waive summer semester health insurance and/or Student Legal Service

5/27/2016, 8:00 AM - 5:00 PM (ET)



Deadline to waive WellBeing Plan for non-OHIO Guarantee students

5/27/2016, 8:00 AM - 5:00 PM (ET)



Monday, May 30, 2016

Memorial Day holiday (University offices officially closed; classes not in session)

5/30/2016, All Day (ET)



Calendar – Layout Customization

VIEW TYPE:   

< VIEW BY: MONTH >

 SEARCH

MAY 1, 2016 - MAY 31, 2016

ADDITIONAL LINKS

- [Office of the Registrar](#)
- [Announcements](#)
- [Prior Years](#)
- [OHIO CUE](#)
- [Calendar Help](#)

Last day to withdraw from housing to avoid forfeiture of fall semester deposit

Last day to withdraw from housing to avoid forfeiture of fall semester deposit of \$200 (both new and returning students)

 Sunday, May 1, 2016
8:00 AM - 5:00 PM (ET)

[DETAILS](#)

 [Email](#)  [Remind](#)  [Favorite](#)  [Add to Calendar](#)

SHARE IT



SUBSCRIBE



International Student Orientation for summer

International Student Orientation for summer

 Starting: Monday, May 2, 2016
Ending: Friday, May 6, 2016
All Day (ET)

 **OHIO Athens Campus (Main)**
Athens OH 45701

[DETAILS](#)

 [Email](#)  [Remind](#)  [Favorite](#)  [Add to Calendar](#)

Calendar – Branding

Ability to change event detail branding based on it's level

- Core
- Agency
- Program/Subsite

Calendar – Major Milestones

- Design Calendar
 - Home Page Design
 - Agency website designs (\$\?)
 - Subsites/Divisions/Programs (\$)
- Migrate Archive & State Calendar
- Release Migration Schedule
- Migrate Agencies
 - Setup users
 - Setup Custom Fields, Branding, etc.
 - Replace Syndications
- Training (both onsite or WebEx)

Calendar – Request Access

- <http://in.gov/inwp/2582.htm>

 **IN.GOV WEB PORTAL**
HOME

WEBMASTERS.IN.GOV

Interactive Applications

Web Content

Web/E-mail Addresses

Billing/Payment Processing

Statewide Solutions

Training

General Inquiry



IN.gov Online Helpdesk

IN.gov Calendar & Press Release System

Any issues you may be experiencing with the IN.gov Calendar & Press Release system can be submitted using this form.

Submit Request



■ Required Field

■ First Name:

■ Last Name:

Questions

[Alvin Wilson](#)

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Communications Director