



USASearch Affiliate Program

U.S. General Services Administration
Office of Citizen Services and Innovative Technologies

GSA

Office of Citizen Services and Innovative Technologies



Agenda

- What is the USASearch Affiliate Program?
- What are the 4 key factors for site search?
- How can you use USASearch?
- Testimonial and live demo



What is the USASearch Affiliate Program?

- **Free, hosted site search ...**
 - Leverages Search.USA.gov infrastructure and features, including the Bing™ index
 - Unlimited document count
- **with industry best practice features ...**
 - Customizable look and feel
 - Type-ahead search and related topic suggestions
 - Content highlighting
 - Spanish language support
 - Detailed search analytics
 - HelpDesk forum and email support
- **and a quick, reliable, and secure infrastructure.**
 - Search results delivered in less than one second
 - 99.9% uptime
 - Security certified and accredited (C&A)

A proven track record of excellent customer service with over 400 government websites using our program.



What are the 4 key factors for site search?

1. Speed
2. Relevance
3. Analytics
4. Customization



Factor #1. USASearch is fast.

Results are returned quickly.

- 35% of our searches are cached and 65% go out to Bing
- Cached searches are serviced in < 100 ms
- 90% of searches are serviced in < 580 ms
- 99% in under one second

SPEED MATTERS
People remember delays. Some won't return to a slow site.

Type-ahead suggestions are prompt.

- Processes most requests in < 10 ms
- Handles half a million type-ahead requests per day, averaging 5 per second

	District Queries/User	Query Refinement	Revenue/User	Any Clicks	Satisfaction	Time to Click (Increase in ms)
50ms	-	-	-	-	-	-
200ms	-	-	-	-0.3%	-0.4%	500
500ms	-	-0.6%	-1.2%	-1.0%	-0.9%	1200
1000ms	-0.7%	-0.9%	-2.8%	-1.9%	-1.6%	1900
2000ms	-1.8%	-2.1%	-4.3%	-4.4%	-3.8%	3100

Source: <http://velocityconf.com/velocity2009/public/schedule/detail/8523>



Factor #2. USASearch delivers relevant results.

Search past presidents Search

Search results

Sort by: Relevancy Title Type Author Date

The President's Trip to Asia

Posted on November 09, 2009 at 02:23 PM EDT

On November 12, **President** Obama began a 10-day journey to Asia, which includes visits to Japan, Singapore, China and South Korea. The purpose of this trip is to strengthen U.S. leadership and economic competitiveness in

past presidents Search

Advanced Search

Results 1-10 of about 19,400,000 for 'past presidents'

Web results by **bing**

The Presidents | The White House

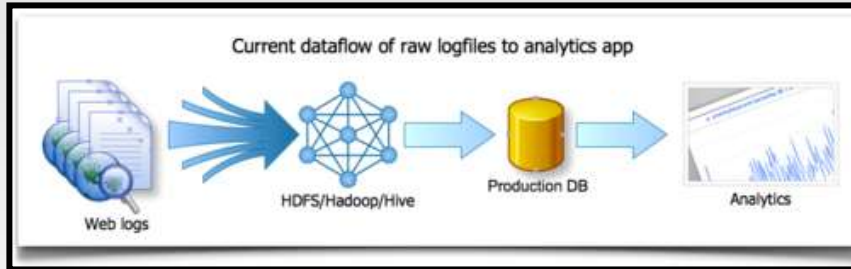
Short history of the U.S. **Presidency**, along with biographical sketches and portraits of all the **presidents** to date.
From the official White House site.
<http://www.whitehouse.gov/.../presidents>

Relevance via site search on WhiteHouse.gov

compared with

via USASearch leveraging web page popularity (knowledge of the crowd)

Factor #3. USASearch provides robust analytics.



* First known use of HDFS/Hadoop/Hive by the public sector.

USASearch > Affiliate Program > Affiliate Center > HowTo.gov > Query Analytics

Query Logs for HowTo.gov

Search for query term from to

Data for **June 14, 2011**

Most Frequent Queries

Show 10 results

Query	Previous Day	Frequency	Query	Previous 7-Days	Frequency	Query	Previous 30-Days	Frequency
1. plain language	2	1	1. plain language	5	1	1. plain language	17	
2. audience	1	2	2. mobile	5	2	2. first fridays	10	
3. copyright	1	3	3. cloud	3	3	3. facebook	8	
4. ip	1	4	4. metadata	3	4	4. mobile	8	
5. living will form	1	5	5. first fridays	2	5	5. ideascalc	7	
6. privacy	1	6	6. terms of service	2	6	6. pdf	7	
7. u.s. senate	1	7	7. webinars	2	7	7. webinar	6	
8. webinar	1	8	8. ideation	2	8	8. twitter	6	
9. communication	1	9	9. financial analyst	2	9	9. 508	5	
10. copyright act of 1878	1	10	10. metrics	2	10	10. conference	5	

Term-specific reports

Most frequent queries by day

Downloadable CSV file

Factor #4. USASearch is flexible and customizable.

USASearch provides a range of options—from a turnkey hosted search to a fully customizable API.

Example 1. Turnkey Hosted Search

The screenshot shows the ENERGY.GOV website with a search bar containing 'solar energy'. The search results are displayed on a Bing-powered interface. On the left, there is a 'Related Topics' sidebar with links to 'Alternative Energy', 'Energy Development', 'Climate Change, Efficiency, and Renewable Energy', and 'Sustainable Energy'. The main content area lists several search results, including 'Department of Energy - Solar', 'Unleashing Rooftop Solar Energy through More Efficient Government...', 'DOE Announces \$27 Billion to Reduce Costs of Solar Energy Projects...', 'Department of Energy - Secretary Chu, Senator Reid, Rep. Ben Ray Lujan...', 'Department of Energy - Energy Efficiency', and 'Solar | DOE Blog'.

Example 2. Fully Customized API

The screenshot shows the National Park Service website with a search bar containing 'solar energy'. The search results are displayed on a custom interface. On the left, there is a 'RELATED TOPICS' sidebar with links to 'Alternative energy', 'Energy conservation', 'Renewable energy', and 'Solar water heating'. The main content area shows 'Results 1-10 of about 350 for: solar energy'. The results include 'Large-Scale Solar Energy Projects: Siting and Design', 'Natural Bridges National Monument - Solar Power System (U.S.)', and 'New NPS Guidelines on Sustainability Available | NCFIT'.

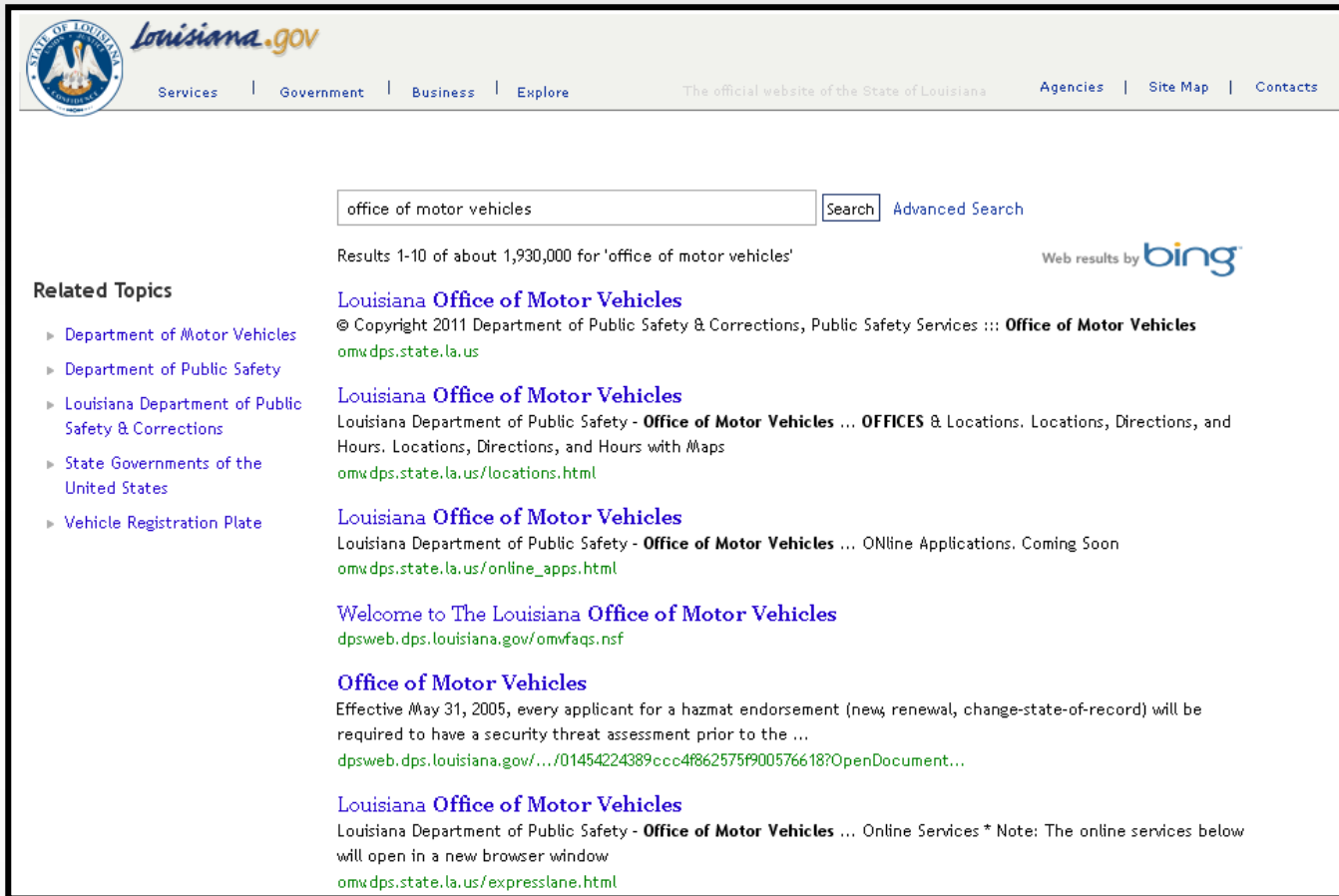


How can you use USASearch?

- **Implement site search using USASearch**
 - Turnkey hosted search—ready today in 3 easy steps
 - OR**
 - Fully customized API
- **Implement a la carte services**—*all can be turned on quickly*
 - Type-ahead search
 - Related topics
 - Supplemental search results

Sign up for the Affiliate Program at
<http://search.usa.gov/affiliates/>

Testimonial and live demo of USASearch-powered search




The screenshot shows the Louisiana.gov website with a search bar containing the text "office of motor vehicles". The search results are powered by Bing and show 1-10 of about 1,930,000 results. The results list several links to the Louisiana Office of Motor Vehicles, including information about online applications, security threat assessments, and online services.

Related Topics

- ▶ Department of Motor Vehicles
- ▶ Department of Public Safety
- ▶ Louisiana Department of Public Safety & Corrections
- ▶ State Governments of the United States
- ▶ Vehicle Registration Plate

office of motor vehicles [Advanced Search](#)

Results 1-10 of about 1,930,000 for 'office of motor vehicles' Web results by 

Louisiana Office of Motor Vehicles
© Copyright 2011 Department of Public Safety & Corrections, Public Safety Services :: **Office of Motor Vehicles**
omwdps.state.la.us

Louisiana Office of Motor Vehicles
Louisiana Department of Public Safety - **Office of Motor Vehicles** ... **OFFICES** & Locations. Locations, Directions, and Hours. Locations, Directions, and Hours with Maps
omwdps.state.la.us/locations.html

Louisiana Office of Motor Vehicles
Louisiana Department of Public Safety - **Office of Motor Vehicles** ... ONline Applications. Coming Soon
omwdps.state.la.us/online_apps.html

Welcome to The Louisiana Office of Motor Vehicles
dpsweb.dps.louisiana.gov/omvfaqs.nsf

Office of Motor Vehicles
Effective May 31, 2005, every applicant for a hazmat endorsement (new, renewal, change-state-of-record) will be required to have a security threat assessment prior to the ...
dpsweb.dps.louisiana.gov/.../01454224389ccc4f862575f900576618?OpenDocument...

Louisiana Office of Motor Vehicles
Louisiana Department of Public Safety - **Office of Motor Vehicles** ... Online Services * Note: The online services below will open in a new browser window
omwdps.state.la.us/expresslane.html



Appendix



About the USA Search Program

Appendix

Goals

- Improve accessibility of government information through search
- Build the capacity of other government organizations—current and potential affiliates—to provide site search with no ads
- Increase the use of search industry best practices by government

How?

- Search.USA.gov
- Affiliate Program
- APIs & Web Services

The U.S. government's official search engine

- Leverages Bing™ index and open source software to search tens of millions of government web pages from all levels of government
- Searches English (Search.USA.gov) and Spanish (Buscador.USA.gov) content
- Provides search verticals for web pages, images, forms, and recalls
- Answers searchers' most common questions with editorially curated content

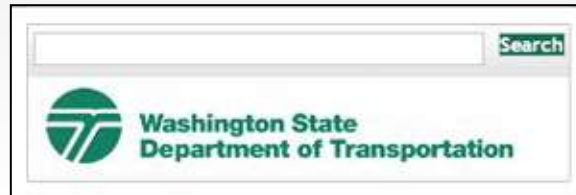


How Much Does Site Search Cost?

Cost = [Number of Sites x (Cost of Search Solution + Cost of IT Resources)]

- ★ The USASearch Affiliate Program is free for any government agency so the cost of the search solution is \$0. Only a small amount of your staff time is required.

Selected Affiliates from over 400 Current Sites



USASearch Is a Commercial Grade Search Engine

The screenshot shows the USA.gov search engine interface. The search bar contains the text "small bus". Below the search bar, there are several sections of results:

- Related Topics:** A list of links including Business Law, Business Link, Business.Gov, Small Business Administration, and United States Law.
- Related Questions and Answers:** A list of links including IRS: Resources for Small Businesses, Small Business Administration (SBA), and Unlocking Credit for Small Businesses.
- Search Results:** A list of search results including "small business grants", "small business", "small business concerns", and "small business size". Below this list is a section titled "Small Businesses" with links to "Small Business Credit Act of 2010", "Federal Grants", "Federal Loans", and "Small Business & Self-Employed Tax Center".
- U.S. Small Business Administration-Your Small Business Resource:** A section providing information for small businesses, small business owners, and prospective business owners. It includes a URL "http://www.sba.gov/" and a list of links: Grants, Free Online Courses, Finance Start-Up, Free Online Training, Plan Your Business, Arc Loan Program, About SBA, and Financial Assistance.
- Business.gov - Official Business Link to the U.S. Government:** A section stating that Business.gov provides information and resources that help small businesses comply with...

Govt-centric related topics

Govt-centric Q&A

Type Ahead Search

Hand-edited spotlight

Bing index



Anatomy of an Affiliate's Search Results Page

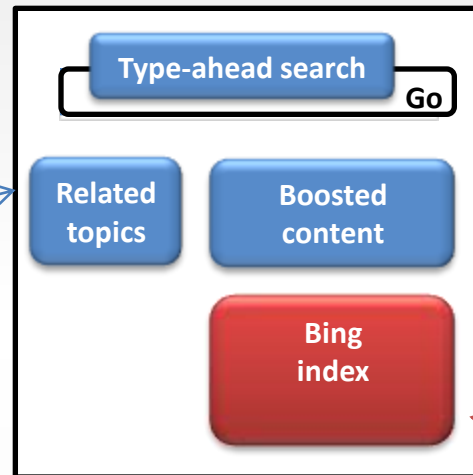
Blue areas = controlled by Affiliate via USASearch

Red area = controlled by Bing™

Organic search results

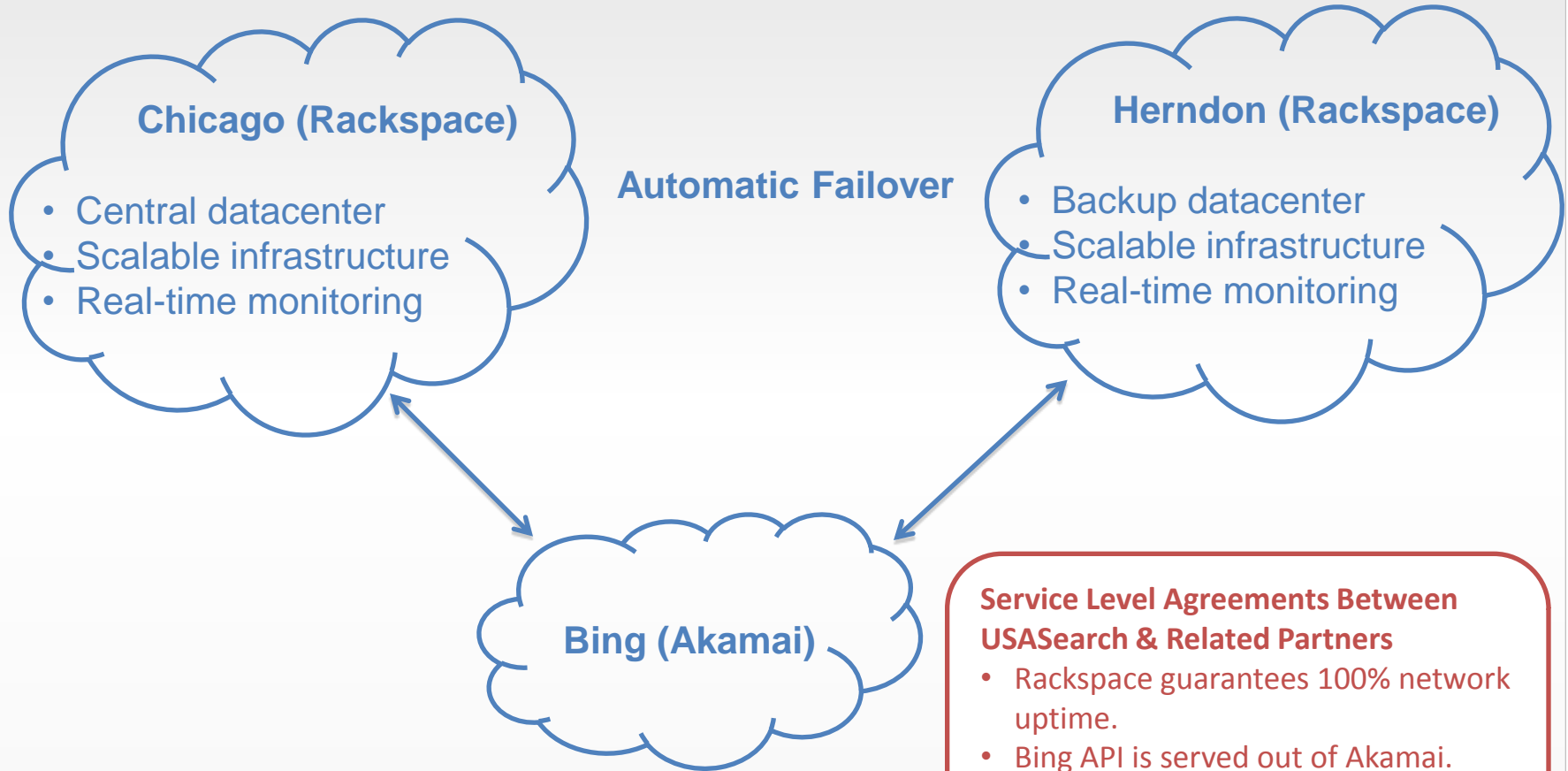
Affiliate Center

- Related topics
- Type-ahead search
- Boosted content
- Add to Bing (alert Bing to URLs not in its index)



Technical Architecture

Appendix



Service Level Agreements Between USASearch & Related Partners

- Rackspace guarantees 100% network uptime.
- Bing API is served out of Akamai. USASearch caches results for faster performance.



Easy-to-Use Affiliate Center

Appendix

The screenshot displays the Search.USA.gov Affiliate Center interface. At the top, the Search.USA.gov logo and 'USASEARCH PROGRAM' are visible. A user account menu shows 'ammie.farrafejoo@gsa.gov | My Account | Sign Out | Help Desk'. The navigation bar includes 'Affiliate Program', 'APIs & Web Services', 'Search.USA.gov', and buttons for 'Admin Center', 'Analytics Center', and 'Affiliate Center'. The left sidebar lists various site management options under categories like 'Selected Site', 'Features', 'Site Analytics', and 'Account Settings'. The main content area shows the 'Site Information' configuration for 'HowTo.gov', with fields for site name, HTTP parameter site name, and site URL. A text area for 'Domains to search' contains a list of domains. At the bottom, there are 'Save for Preview', 'Make Live', and 'Cancel' buttons.

Search.USA.gov
USASEARCH PROGRAM

ammie.farrafejoo@gsa.gov | My Account | Sign Out | Help Desk

Affiliate Program | APIs & Web Services | Search.USA.gov | Admin Center | Analytics Center | Affiliate Center

USASearch > Affiliate Program > Affiliate Center > HowTo.gov > Site Information

Selected Site

HowTo.gov

Basic Settings
Site information
Look and feel
Preview
Get code

Features
Add to Bing **Now!**
Boosted content
Related topics
Search API **Now!**
Type-ahead search

Site Analytics
Query logs
Monthly reports

Account Settings
Add new site
My account
Manage users

Site Information

Site name
HowTo.gov

HTTP parameter site name
howto.gov

Site URL
www.howto.gov

[+ How is This Site Information Used](#)

Domains to search
List one domain per line
howto.gov
info.apps.gov
usa.gov/webcontent
citizenservices.gov

for example, yoursite.gov
[+ Formatting Tips](#)

Save for Preview | Make Live | Cancel



Customized Search Across One or Many Sites

Appendix

The screenshot shows the National Weather Service search interface. The header includes the NOAA logo and the text "National Oceanic and Atmospheric Administration's National Weather Service". Below the header is a navigation bar with the word "Organization" on the left and a search bar in the center. The search bar contains the text "Search" followed by a text input field, a radio button labeled "NWS", a radio button labeled "All NOAA", and a "Go" button. A red box highlights the search bar area, and a red callout box points to it with the text "Searcher selects what to search".

Searcher selects
what to search

Customized Type-ahead Search

Searcher types
'gran'

NPS.gov → terms for national parks

USA.gov → terms for grants, grandparents





Fully Customized Search Experience via Search Data API

Appendix

Affiliate Program **APIs & Web Services** **Search.U.S.A.gov** **Admin Center** **Analytics Center** **Affiliate Center**

Selected Site
HowTo.gov

Basic Settings
Site information
Look and feel
Preview
Get code

Features
Add to Bing **New!**
Boosted content
Related topics
Search API **New!**
Type-ahead search

Site Analytics
Query logs
Monthly reports

Account Settings
Add new site
My account
Manage users

[USASearch](#) > [APIs & Web Services](#) > [Search API](#)

Search Data API

Your API Key: **257511c65f31064e4aa077f42455**

USASearch's Search Recall Data API returns search results, in json format, along with sections for summary stats, boosted sites, spelling suggestions, and related searches.

The API has two important features of note, both of which are intended to minimize customers' need to input complex queries while maximizing the recall of search results. First, the API searches all the fields in the database (the full text of the record). Second, the API stems (or performs prefix search) customers' search terms (for example, allergic and allergy retrieve the same search results).

URL Example for Affiliate defensemediaactivity:
`http://search.usa.gov/api/search?affiliate=defensemediaactivity&api_key=58257511c65f31064e4aa077f424558e&format=json&query=water&page=3`

Base URL:
`http://search.usa.gov/api/search`

Format:
JSON is currently the only response format.

Type:
HTTP GET

Authentication:
None required.

Parameters:



APIs & Web Services

Appendix

- **Search Data API** (open only to Affiliates) provides access to the search results in XML
- **Recalls API** (open to all) provides standardized access to (1) food, (2) car, and (3) product safety data from several federal agencies



Contact Us

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Sign up for the Affiliate Program at
<http://search.usa.gov/affiliates/>

