Please stand by for real time captions good morning.

>> We are about a minute away from starting the webinar. We will start in just a moment.

>> This is Sheila Campbell. We are delighted that so many of you to join us this morning. This is a part of our digital series. We are pleased to have a series of speakers. That will walk us through the guidance, that you have seen on [Indiscernible] . And the information about the analytics tool. This is something we are pleased to have a lot of you come together this morning. We are trying to create a good community. Getting people excited about what we are going to be doing in the next few months. There are a lot of -- there is a lot of important work to be done. There is a host of fantastic resources available -- there are a lot of questions that we know you have heard we will --

>> We are going to help you understand what you need to do to implement the new federal analytics tool. We will give you peace of mind -- what was done before. The agencies that have done -- the new implementation. We are pleased to walk you through. I will pass it onto Eileen Franz pert I encourage you to put your questions in the chat box.

>> Hello. I would like to welcome everyone who is joining us today it is really fantastic. As we bid -- as they begin to implement that digital component. Metrics, is a very important part of that strategy. Standing common metrics across the government has been talked about for a long time. We are now seeing it happening. It will be great for all of us. Using reliable metrics -- and having some common techniques. This will be a great benefit to all of us. The background on where we are now -- hopefully all of you of had a chance to look at the Howto.gov. And what metrics we will collect. And how it will be implemented. I am the web analytics team lead. As a coach are, Ann and I have had some input on the discussion -- establishing a common metrics. It is my pleasure to introduce today's speaker. The first speaker is Marina Fox, from GSA. She will walk us through how the agency will implement the new code. She will explain how and when the code will be rolled out. We know agencies operate in different environments. We will be talking about how we will implement [Indiscernible]. She has been with GSA for two years. She is the GSA leave for that implementation for the metrics piece of the federal digital strategy. The second speaker, is going to be burned data -- Bernette Reese. She will give this example on how simple that similar -- she will explain how similar implementations were done. She has been working with the federal government since 1999. Now Sheila, will talk to us again.

>> Thank you. I appreciate that very much. The webinar, we will hear about that guide meant -- guidance. Just to back up -- in terms of giving you that context. Most everyone know the strategy was released in May. It called for a number of milestones. One big piece of those strategy, is measuring performance and customer satisfaction. What you are seeing now, is an expert on common metrics. For

the agencies to use. I want to talk about why we are doing this and why it is important. This gives us the ability, to take a governmentwide view on how we serve our customers. I think you all know -- each agency has a different approach to collecting performance measures. And this will help standardize this. And this is something we have not done before. It is the right thing to do. It is the right thing to do for the American public. That is the big picture, and the reason why we are doing this. The rationale -- for the federal report, the survey that were not too many agencies last year -- agencies -- all have different tools they are using. And some do not have any at all. Providing this comment tool -- common tool -- will help support those that have tools and give a comment [Indiscernible] for those who do not . Anyone and agency at a different level of maturity, have a common tool in common -- and common tool. This is a program we have at GSA. We are just launching this effort. We do not have that questions and answers to everything as yet. We will have follow-up sessions. Murray in a? -- Marina?

>> Thank you for coming. I am excited to be part of this effort. We are making history. Meanie organization -- have been trying to do that as well -- but trying to do it at that government level is truly historic. I am going to mention -- I will display the guidance presented on [Indiscernible] metrics. You can follow me. I will not go through everything verbatim. For the purpose of today's presentation, I will focus on Web performance metrics. I will scroll down to the metrics. And you can follow me. There is a lot of information and guidance. And it will go into deaths -- really -- and it will go into depth.

>> Before I continue. We recognize we have a wide audience on the call today. For some of you, this information is old news. But for some, it will be new. To make sure that we cover all of our bases -- I will go into some detail with the metrics. To come up with a baseline metrics. We have done an extensive reach search [Indiscernible] . All we are trying to do, use a common approach and terminology. And common performance metrics. The first three metrics I want to focus on. Total visits. Total page views. And unique visitors. We call them the measures of [Indiscernible] . This is a measure of the overall traffic. The overall [Indiscernible] . This is a session. It is a visit -- when they visit are comes to a page, open up a browser, and leads your site -- leaves your site. This will give you the idea of the blog you of traffic -- this will give you an idea of the volume of the traffic on your site. This is a great metrics. A hit, is a server site. Page use -- for the purpose of this. Is the number of eyeballs that look at your page. It is measuring volume for your content. If you have a lot up pages on your site -- this is a great metric to see what kind of volume you are getting for page. Along with total visits. The unique visitors. This has been used in that private sectors for many years. It is a great metric that -- it will give you the audience reach. These are computers and devices and browsers that are accessing your site. They narrow it down to your audience. This is important when you want to compare visitor to visitor. It is giving you an idea of your reach. As we move down -- we will talk about [Indiscernible] metrics. We are going to take the metrics and dig a little deeper. These for -- four you need to have for your website. The page purpose it -- per visit. This can average -- this exact depends on your website goal. Are you trying to attract a lot of visitors? The number of pages perv it should -- per visit is important. Or is your website link to point people from A to B. -- ?

>> This will give you an idea on how well you are doing. Average duration. The length of time. The length of the visit on your site. This is telling you if people are sticking wrap -- around -- or are they leaving? People are reading your content? Or do they leave after 20 seconds? All of these apply. How they apply

is up to interpretation. And finally the balance great. -- rate. This is one of the more important metrics. This is the percentage of visitors who look at only one page and then leave the site. Let's say you're are heavy content site. And your balance rate is 70 percent. People came, landed on the page, and left. This will tell you you need to do more with your content. Let's say you are a directional site -- and your balance is 70 percent. That is great. Because that is what you are supposed to do. This will give you an indication on how you were doing overall. Now we are going down to these two metrics. This is new versus return visitors. This is telling you if the visitor is coming back -- and if they are how frequently. I can, it does depend on your website. If you are attracting new audience -- your new visits -- is what you want to attract. If you see people keep coming back -- it may not be a good thing because you want new visitors. If you want a loyal set of visitors, who are everyday users -- obviously you want return visitor there. And your on site search query. Often time -- the time 12 [Indiscernible-static] . It depends on your content. If you think you displayed at all -- you are starting to wonder why people are there. Maybe they are not finding a white content -- right content. Uses as customer feedback. Can they feet -- find it? This is the metrics we wanted to go over. You can read at your convenience. Let's go to the metrics. They are displayed here. On your -- under how to collect and analyze data. These are the metrics that I just talked about. These are the five Web performance -- that you need to have. Without the dimensions, all of these are -- totals. To slice and dice the data you have -- you need to have these. Demographics is one of the top buckets. That we highly recommend that you use with these metrics. You can read the specifics in each bucket. To give you an example -- obviously time, content -- you need to be able to slice and dight the data -- dice the data. You need to know where people go after they leave the site. This is important to understand -- the effectiveness of your service. Marketing, will tell you how people are getting to your site. These are so important. Let's say you have a website that people are finding because they just know about the site. They just type in a name in the search bikes. -- box. That means you have great brand recognition -- but people can only fight it if they know about you. Technology is important. Everyone talks about mobile analytics. And finally demographics. Country, state, city and organization. This is important, because you can differentiate between governments. Now that I have covered the metrics -- I would like to take a quick step back -- I want to talk about the measurement framework. Let me scroll down to the framework. It is going to be this chart. When we first came up with guidance -- we wanted to come up with 10 best practices. We want a comprehensive approach. At have a common measurement. We also have common collection methodology. And common web analytics tool. Every two is different. -- Every tool is different. This is a comprehensive approach. We want to make sure you know about it. This is how we found it the program -- founded the program. This is a good place to say -- last week, weeper careered -- procured Google [Indiscernible] . We are in the beginning stages with a vendor. We do not have all of the information -- exactly how we will implement this. We have an implementation plan. And we will make sure that it will work for them. Just to let you know, we haven't analytics premium -- many agencies Google analytics. We are excited. We think this is going to be a start to a great thing. One thing I want to assure you right off the bat -- if your agency already have a solution in place -- to provide that 10 required try to. -- [Indiscernible]. This is to provide an option. An addition to your current tool. In some cases if you do not have a tool, you can replace it for us.

>> This will help you meet compliance. This is a shared service at no cost. To give you an example, we have been using web [Indiscernible] demand for years. We even have custom automated dashboards. In addition we have been using Google analytics. For social media aspects. We will continue to use OSI reports -- however, we will be implementing the common [Indiscernible] . This does not conflict. They can coexist. They do not affect the page. With that I just kind of wanted to talk about survey we just conducted. We sent a link to a wide audience. I am sure you have received a link to the survey. We asked him questions about how easy it was to handle -- the content the Web performance and the customer satisfaction. This was in open forum -- to get initial data on what we will be facing. We received more than 50 responses overall. When it came to the question whether the agencies use the [Indiscernible] system for an example -- the responses support surprising. They were split between three different groups. We are going to be dealing with a different type of scenarios -- and it is important when it comes to implementation. Because they can become a manual effort. Half use pace [Indiscernible] for their web content . About 20 percent they use log files. The reason for that is because they do not have CMS. And finally, there is a combination of page stubbing -- and some are using small clouds. It is kind of a mix. We thought the best thing for us to do -- is to use that information to come up with the initial scenario. On I will show you those -- and I will show you those. These are scenarios based on the survey. And other information we have been gathering. On the last site, you see the scenarios. That agencies -- each scenario is an approach. This is more technical. On the right site, we have the web metrics collection scenario. We have different collection methodology. What we are talking about, how we are going to be manage effectively. Those agencies using page tagging -- will have a great impact. It is a great change because you are getting more accurate reporting. As far as your visits and pages etc.

>> That change alone will be expand -- that change alone will need to be explained to your management. You can add to the existing solution -- Google analytics will never match trying to. That's [Indiscernible] . None of them are wrong. This is just different ways to collect that data. There is no way to compare them. Usually, the recipe is pick one to and stick with it. Make sure you understand will not be a match. Finally, I would like to go forward and introduce the GSA analytical program. This is something we established as part of this effort. And we are very proud of it. These are the three pillars of common measures. I will actually go to the website. You can get that basic information about the program. You can also get updates. You can get the feel for the benefits and all of the features. The important thing I want to show you is the participation in that program. The official launch is October 15. Any executive branch that signs up -- to use the tool -- otherwise known as Google analytics -- these are the steps. We will work with each agency to identify a POC -- to manage their account. Once the POC is identified, we will give the person a short sign-up form. We are not advertising the form. We want to make sure that feedback that we get -- is one perk agency -- per agency. That is why we don't link this form anywhere. But we will be sending it to you in an e-mail, once the POC is identified. We will be able to get a feel of where do you fit. It is possible that your scenario is completely different. We will have to go on a case-by-case basis. Once we work with you -- we will supply support, training and code -- and all of the resources that we have available. If you have any questions, you can e-mail -- which is right here.

>> We will now pass it on to Bernetta Reece. They have done a fantastic job. We are thrilled that you could take the time to join us -- and to share your lessons learned.

>> Thank you. And hello everyone. I am happy to share with you what we have done that US -- USDA. I will try to be quick as possible. Basically, USDA consists of more than 29 agencies. Many with their own websites. Because we needed a comprehensive tool, that could expand across all of the websites -- we chose Google analytics. It offered a large-scale capability. In pulling together all of these pieces together -- the first thing that we did was give a list of all of the domains we needed to track. Then we knew what type of account we needed to create. We create a new account -- as the central point of data collection. We had several conversations with the IT department -- Webmasters -- and we scoped each of our domains. Through that process, we actually realized that some of our offices already had existed -- existing Google accounts. We allowed them to keep their existing account. To do this, we leverage Google [Indiscernible] code . This is basically a web code that can be used for web paging across a site. Many already contained codes. We have customized codes for each agency and office to use. We you -- we worked with each of our agency one-on-one. The customized code included they are information and our new account information. We have a code containing all of this. This way agencies were able to exist -- replace existing codes on their site. And allowing all of the data being pushed through all of the accounts. We allocated a time for testing. We did not experience any loss of data during the test. This are the list of some of the domains. I will show you different scenarios. Here is an example of the code itself. In this example, it shows JavaScript with three key parts. The whole code represents what was replaced in one of the agencies website. In the first part of the code, it contains the agency Google analytical account. Any data collected is pushed through their individual account through this first part of the code. The second part of the code, contains account information to the new centralized account. And it has a profile number that Google's -- Google created and assigned. For that particular profile. The second piece allows us to track the data in addition to sending it to their account. It oh so went through our account that we created. And finally, the third part -- this is used to collect data for all of our domains. Each site -- contains account information that points to our central account as well. We have a profile -- that Google created. But we needed to combine all of the data. This code is customized -- and the first two parts are unique to USDA sites. And the third part remains the same across all of our sites. We have lines and codes and scripts -- depending on that scenario. Some have three or four or even more than what you see here are. Depending on the scenario. And depending on how many accounts and profiles. In this next slide, this shows you whether central dashboard looks like. On the left side, you can see profile for each of them websites. And they are under the one main central account. We also have one account that groups all of this data together, it is on the right side where you see all US -- USDA sites. This contains the data from all of the website that you see it listed on the left hand side. Agency also has access to the data. We give them permission to view the data. When they login they can see the profile on the left turn and they can select which applies to them. If they do not have an account on their own -- it will help them access data. This allows us to achieve all of this -- of the implementation was completed within 30 days. It went very smooth. After all of that code was customize and send out to all of the agencies. That is pretty much my presentation. I will turn it back over to use Sheila. Some --

>> Thank you. I think it was very helpful. On how you implement it -- we will certainly invite you back. Before we get into Q&A -- I am quickly point to give a folks the overview of that customer satisfaction survey for --. This is guidance that is on the website. Basically, ensuring that you are collecting, and customer -- common customer satisfaction measurement. There are four metrics that you should be

collecting. Customer satisfaction, completion rate, likely to return, and likely to recommend. Those four measures were based on extensive research. And organizations [Indiscernible] that have years of expertise looking at this. We feel good about those are the four core measures to understand customer satisfaction. And look at them as [Indiscernible] data mode . The plan is, have agency collect this data and then next few months. And take a look at them again. To see if they are really effective measurement form measuring customer satisfaction. Make sure you have a tool in place to collect those measures. We know that from the survey we sent out -- many of you are using a CSI -- or in-house tool. In many cases the tool is available to you. You will see how we have links where you can find more information about those tools. We have not pursued a common tool is yet -- we may after these measures have been tested for --. There is no standard questions. But we are putting them in that guidance -- recommended questions. Such as, how were -- would you rate your overall visit today? We will let you know how to ask those questions. The key thing is that you do need to have some methods with coming up with those measures and reporting those measures. One thing I want to say about reporting, oh when be -- ONB met this week. In terms of reporting -- agencies will still have three months to implement after the tool is released. We are launching this analytic program on October 15. That is when the clock will start ticking for agencies to implement and to report the data. That is the timing and terms of reporting. We will have formal instructions that will be coming in the next few weeks. The good news in terms of performance measures -- if you are implementing this, and analytic -- common analytical tool page -- you do not to create additional dashboard. Because the data is already collected through that common tag page. We do not have the details on it yet. We just want to give you a heads up. We do have a lot of good questions.

>> We will start with some of the high-level ones. A key question -- can I use this for free? And the answer is, yes. It is offered by GSA. This is why this is such a big deal. For the first time we are offering a common tool. It can supplement what you have or it can be a standalone solution. It is free. There is a question about the cookie waiver. Some of the metrics collected -- do require the use of a cookie. You will definitely want to confirm from a policy perspective -- you will have to do this on your own. Agencies need to make sure they have that cookie waiver in place. And there is guidance -- with samples of cookie waivers that agencies have gotten -- received.

>> If you are not able to get a cookie waiver -- the actual tag can be customized and that cookie be turned off. While the agency is in the waiting process -- the process would be customized. This is something that we would have to confirm. We create the tag -- what level -- do we will have to determine that.

>> If there is a requirement that you cannot meet -- this is something you need to work with ONB. This is not GSA's role. If you have any questions -- you want to direct those two ONB -- to ONB.

>> Some questions have comment about the Google analytic implementation. Are the statistics going to be available to the Google advertising partners?

>> That is a good question. My answer is, I do not know. We know for example some states viewed use Google analytics -- they opted for [Indiscernible] . To share the information. In order to get the product for free. You need to get together with the vendor -- but at this point I am not sure.

>> That is something that we will have to discuss with the vendor. We do have a few kick off meetings. That is definitely a question we will ask. Do they share information with third parties? We are getting so many good questions -- we will set this up through the [Indiscernible] page. This is where you can go to -- to answer all of the questions.

>> Where can an agency find good benchmarks? Unique visitors? Now for the first time agencies will be able to compare data across agency. Is there a plan to look at other benchmarks? For an example, the private sector?

>> It is driven by what types of service your website provides. There is research available that you can get -- they offer independent methodology and collection. They also offer their own industry standards. It depends on the type of your site. What you are trying to accomplish. The actual -- the value or the percent for that balance rate will be driven by the type of service you are trying to provide.

>> Thank you. One question is around the tag. Will the general tag take advantage of the new Google tag manager?

>> We look at it. It is a new release product -- it came out a few days ago. We decided at this point we do not need to do that. If we need to do that in the future, we certainly will do that. Obviously -- we have Google analytics premium -- so if the tag part -- manager needs to be part of it it will be part of it.

>> Once the common tag is implemented -- for cross domain -- how will that tag be managed? By each agency? Or Google tag manager?

>> The solution itself -- again we are in the kick off stage. The solution itself is [Indiscernible] . There is nothing concrete or final. One idea that we have, is to have a central managed -- a central file on GSA. So whenever there is an update -- or anything that needs to be updated at a large-scale -- we can't push that. Instead of having every agency do that manually. But it is still being finalized.

>> There is information -- how to participate in the program. You want a designated POC or metrics that your agency heard and that will be the person that we will work directly with to send the code. We will work with you individually to make sure you get the proper code on site. Someone asked if this is a full-time job to do the analytic job ?

>> It is currently not a full-time job. It is something I do a lot with my duties. We do anticipate a position for a web analytical [Indiscernible] .

>> Will you talk about testing? About the code. What type of testing is being done?

>> We know for a fact, that Google analytics does not conflict with Google analytical tag or other tags. You could not have this implementation if you wanted to do it with web trends -- of course, we will have

to do that testing. We need to have a test for each scenario. To make sure there is not a conflict with reporting. It will be more individualized.

>> Thank you. Can you talk about in a exception to this standards people that'll -- analytical [Indiscernible] ?

>> The limit -- is 52 different variables. Because this is Google analytic premium -- it gears towards -- we have to meet sure that all of the standard rules apply. I don't think at this point we are not ready to talk about all of that different exceptions. I know many people are concerned with Google. You need to have a serious impact on your data -- Unita have -- you need to have high are --. higher hits. This gets a lot of attention, but at the end of the day -- the impact is minimal.

>> We are going to take one final question. If in this an -- if and [Indiscernible-low volume]

>> This would be an addition to it. It is already in -- an premium account. It will be different -- it is just that we will have more capability. We will be using the same UAs. I think it will be more like addition then overwrite. It may change. I do not want you to pull me on this. -- I do not want you to quote me on this.

>> We are going to take all of your questions and put together and answers and make it available on that Google analytics webpage. I want to recap some of the important information. I would like Ann to cochaired -- I would like her to tell you how to get involved with upcoming advance. Then I will wrap up.

>> Thank you. So far we have 151 members. As many of you on the call know, we are the cochairs of the group. We are working on helping you with the digital strategy. We will focus on that strategy part. With educational opportunities -- some of you have me and attended or Google analytics session in June. And the slides for that are available. From this conversation and another conversations we have had -- with individuals -- it is a hot topic. Our next invitation -- will be on November 1. We will sponsor a workshop with measurements and meeting -- meaning. We will talk about our experiences -- experiences with compliance. How to put all of this together and get information that you can actually use. Watch the University site. I watch for imprecations. -- And watch for invitations. We have heard from folks about things they would like -- that we would like to bring these to you. We will continue on. Most of you know we have had a good robust educational program, and we continue -- will continue.

>> This is big news. We now have a common analytics tools -- and Google prime -- we are excited. You know in many cases it will supplement -- we do anticipate some cost saving -- we have agencies without standalone solutions. This will give us a federal wide view of analytics. We are excited to get to this point. We do know that we are still at the beginning stages. We are looking at this as a collaborative effort across all of our agencies. We have great folks -- who have done this type of implementation that we can lean on. We do have people doing great work in analytics -- to leverage their expertise. The next step, we are going to beast ending -- be sending an e-mail -- they will need to assign a contact -- to get the code. Again, we will have the code ready by October 15 th. If you want to have information about any of the work that is being done, we encourage you to sign up for the e-mail alert. We are going to be sending out a lot. To keep you all informed. We will roll out extensive communication. And we will

provide more detail about the implementation. I want to thank all of our speakers. I want to thank Marina and Bernetta and also to Ann. I want to thank you for participating today. We will have a survey, please take some time to fill it out. This will help us with providing a better service to all of you. Thank you very much.

>> [Event