Search Update

Webmasters User Group

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State of California Webmasters User Group

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Search Update - Agenda

1. Clarificaciones, again
2. Site Search Service Request Process
3. Search School 101   Nuevo!
4. Site Search Service Improvements
5. Sitemaps Revisited
6. Activate Search -- Demo
7. Welcome New Customers
8. First, the news...

Google in the News...

- **New Broadband Service:**
  - Google TiSP – dateline: April 1, 2007
  - http://www.google.com/tisp/install.html

  - Not compatible with septic tank systems

Clarifications

- Web site DNS Names & Aliases –
  - Building the Definite State of CA Master Search Collection. If sitemaps are important, then so is a single naming convention for State web sites.

  - Mandatory DNS syntax for State of CA websites: www.styrofoam.ca.gov
    - prefix: www.
    - middlefix: whatever floats your boat
    - suffix: .ca.gov
    - Other aliases are AOK, but this fully qualified domain name (FQDN) is mandatory

  - Is your site in this list? Add the .ca.gov FQDN alias to you DNS records:
    - chspe.net, lib.state.ca.us, www.cahwnet.gov, www.cicg.org, www.bigfun.org,
    - www.calwia.org, www.cal-iaq.org, www.safestate.org, www.learncalifornia.org,
    - www.teachcalifornia.org, www.csac.counties.org, www.csrmf.org,
    - www.csssa.org, www.4cajobs.com, www.calstrs.com, www.calottery.com,
    - www.calagexports.com, www.californiacareers.info, www.visitcalifornia.com

  - How? Submit your requests to: dnsrequest@ca.gov
    - Simply ask that a www.sitename.ca.gov alias be added for your existing web sites.

Clarifications, cont.

- "Search California" is NOT site search
  - Partly our fault. Ok, mostly our fault..
    - Templates v1.0 provided no site search code.
  - We can help you fix this:
    - http://www.slc.ca.gov
  - If you do want State-wide search, Ok fine:
    - Use the search code in State Templates v1.20
- "Site Search" SERPs Need Site Branding
  - Please don't use the www.ca.gov results page
  - Get your very own SERP! It's fast, cheap and easy! How?...

The DTS Site Search Service Process

- Call in a Service (Help) Ticket: (gets the *work* started)
  - Call 464-4311
  - Ask for "DTS Site Search Service", assign to "Internet Services"
  - Give the rep your **email address** & phone no.
- Submit a formal Service Request (gets the *money* flowing)
  - Tier 3 Setup fee: $150.00
  - Tier 5 Setup fee plus annual cost of $1800.00
- Receive, Fill out and Return the "Intake Form"
- Receive the BEGIN TESTING Notice from DTS
  - contains your test URL
  - contains your search form code parameters
- Test your search on our DEV appliance
- Notify searchmaster when ready: we'll move you to production
- Always use action=http://search.ca.gov/... in your production search form html. Never use an IP address.

Search School – Basic Terminology 101

- **SERP**
  - search engine results page
    - the web page that displays your... well, search results
    - serps = (*pl.*) two or more results pages
    - u-serp = a search results page that has been hacked or hijacked.
    - serpie = small results page (for display on handheld devices)
    - slerpy = small, wet, cherry or cola-flavored search results page

- **SEO**
  - Search Engine Officer, a.k.a. SearchMaster, "El Buscador"
  - search engine optimization
    - This is a misnomer. You are not optimizing your search engine (or anyone else's). SEO means you or someone you hire is optimizing your web site and site content for better placement on internet SERPS.

- **SBLT**
  - Search Box Label Text (generic: Onload Form Field Label Text)
    - The text *in* (not adjacent to) the search box input field; it is used as a label to identify the field as the search box.
    - Javascript displays the SBLT when your page loads, removes it when the mouse is clicked in the input field and puts it back when you click on anything else. The CA Templates use SBLT. The DTS GSA SERPs can be configured to disallow searches on the SBLT; this disallow may be a good idea if you don't want your search logs populated with your SBLT.
    - SBLT alternative: right justified background image of the word "Search"

DTS Site Search Improvements

- **Color Scheme Support on SERPs**
  - New customers: Indicate your color scheme on the Intake Form
  - Existing customers: email searchmaster with your color scheme.
- **Configurable SBLT trapping**
  - Denies or allows searches for search label text
  - Indicate your text and choice on the Intake Form
    - Trap enabled: www.dca.ca.gov
    - Trap disabled: www.webtools.ca.gov

Sitemaps Revisited

Sitemaps -- in the open source Sitemap Protocol format -- as defined by Google, Inc. serve two distinct, though closely related, purposes. The purpose of each is best described if we define them as Sitemap types:

Type 1: Exposing Structured Database Content

Purpose: To present to to search engines, web content from otherwise inaccessible data sources. This data is available through web applications, but it's "hidden" behind the web forms -- search crawlers can't get at it. Sitemaps contain "formulated" links to this content and are created by programmers and DBAs then submitted to Internet search engines in the Sitemap Protocol format. Example: the www.cde.ca.gov site contains a school & district database information which search engines cannot access via traditional spidering. By creating an exported XML version of the data records and by submitting this XML to Google, the content the databases will be searchable at www.google.com. When the data changes, the sitemaps must be regenerated and resubmitted.

Type 2: Exposing Unstructured Web Content

Purpose: To improve search crawler discovery of new and changing content and to enhance the relevancy of searches for your visitors. This type of sitemap is not unlike the well-know HTML sitemaps on most web sites today. However, instead of waiting for crawlers to find your HTML sitemap, this type is also submitted to Google in the Sitemap Protocol (XML) format via their Webmaster Tools web site.
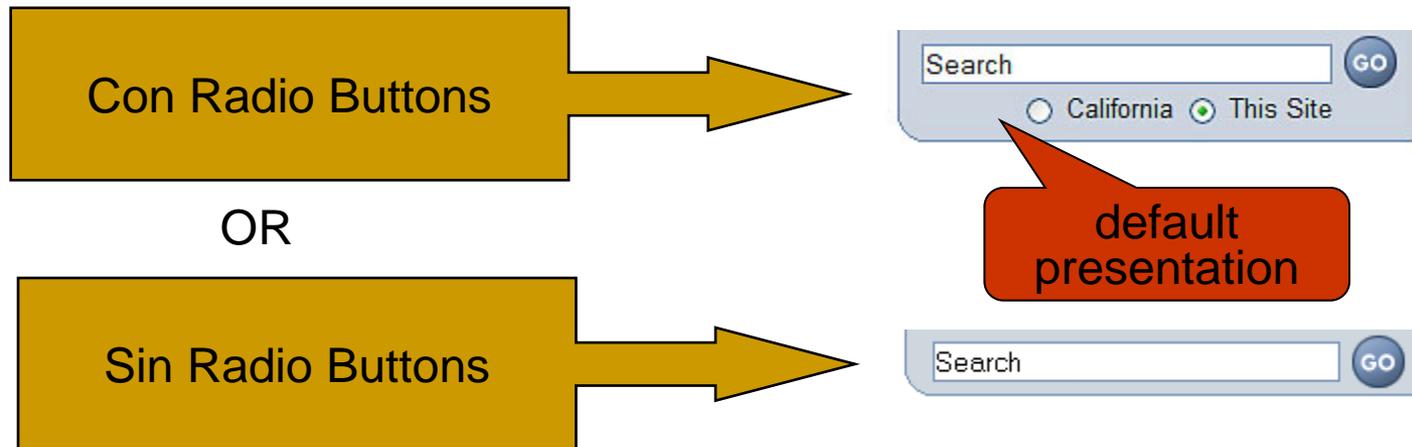
The State of CA, DTS GSA Search Engine can assist webmasters in creating the second type of sitemap, but not the first. The first requires expertise on the "inside" of your organization to export the data "rows and columns" into the Sitemap Protocol (XML) format. The XML is then submitted to Google, MSN, Yahoo and other Internet search engines. Currently, the GSA cannot import XML sitemaps.

For more information about the Sitemap Protocol and Google Sitemaps:

https://www.google.com/webmasters/tools/docs/en/protocol.html

Activate Search Demo – page 1

- **The Assumptions/Prerequisites:**
  - DTS Service Desk Help Ticket complete.
  - Service Request in progress or complete.
  - Upgrade to v1.20 complete or in progress.
- **The Goal:**

Activate Search Demo – page 2

- Open /ssi/search.html in your editor of choice.
  1. Scroll down to the "local_form" section
  2. Replace the 3 input field values with the values from DTS
     1. They all start with "ca_". For example, the values for DCA are:
     2. site=**ca_dca |** client=**ca_dca |** proxystylesheet=**ca_dca**
  3. Repeat step 2 in the "control" form section
     -- Note the embedded comments to guide you along...

  If you want both California and Site Search, you're done!

  4. How to turn off the radio buttons:
     1. Open /javascript/navigation.js in your editor. Comment line 46 like this: //radioContainer.style.display = "inline";
     2. Note: if client browser Javascript is disabled, only site search will work. Seems fair enough.

- Webtools Search Update Instructions also available here:
  - Template v1.20 Instructions, starting at section 5.4.

Activate Search Demo – page 3

- ## FYI: Another IE "comment" Bug:

  - ### Random repeated text shows up in html forms.

    Avoid doing this:

    <!--This is comment one - ->

    <!--This is comment two - ->

    <!--This is comment three - ->

    Do this instead:

    <!--This is comment one

    This is comment two

    This is comment three

    -->

New Site Search Customers

- Board of Equalization
- Department of Fish and Game
- California State Library
  - -- "Thanks again for helping us get a better search service!"
- Department of Transportation
- CalFed Bay-Delta Program
- Dept. of Community Services And Development
- Managed Risk Medical Insurance Board
- State Controller's Office
- Department of Developmental Services
- California Institute for Regenerative Medicine

Questions

Thanks for Watching

- Upcoming SEARCH UPDATE topics:
    - The Conversion Process – Keeping Search In Mind
        - Syncronize search with your new or updated site launch
    - Why the Google Search Appliance?

- Contact: "El Buscador"
    - Kevin Paddock, Search Administrator
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