

*the* NATIONAL OCEAN SERVICE

# Summer 2011 National Ocean Service Web Workshop Part 2: Web site construction – Site-wide

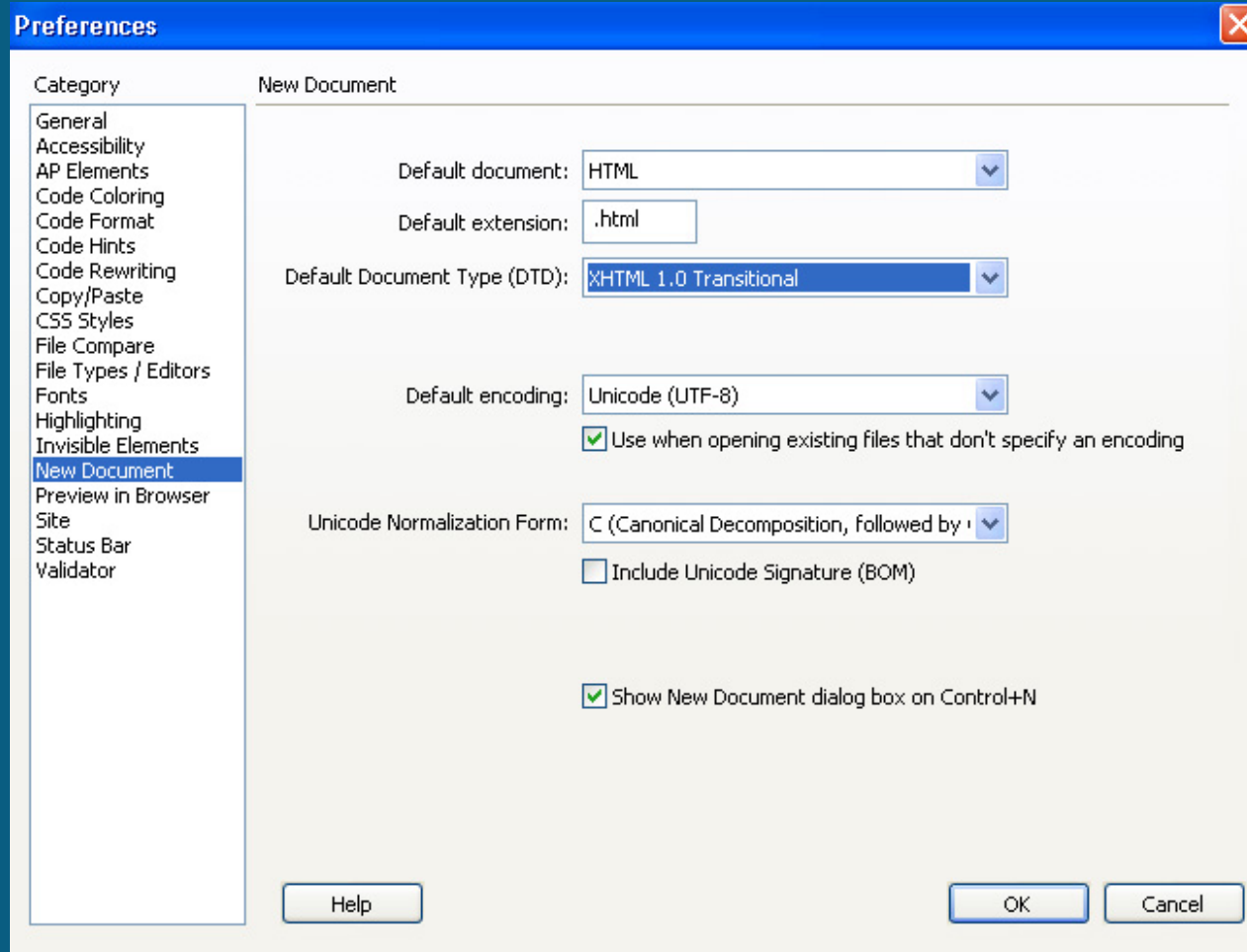


# Configuring Dreamweaver and Photoshop

- Adobe Dreamweaver is the industry standard tool for site and template construction
- Most people never change the defaults.
- Photoshop is the standard tool for editing graphics.
- Most people never change the defaults.

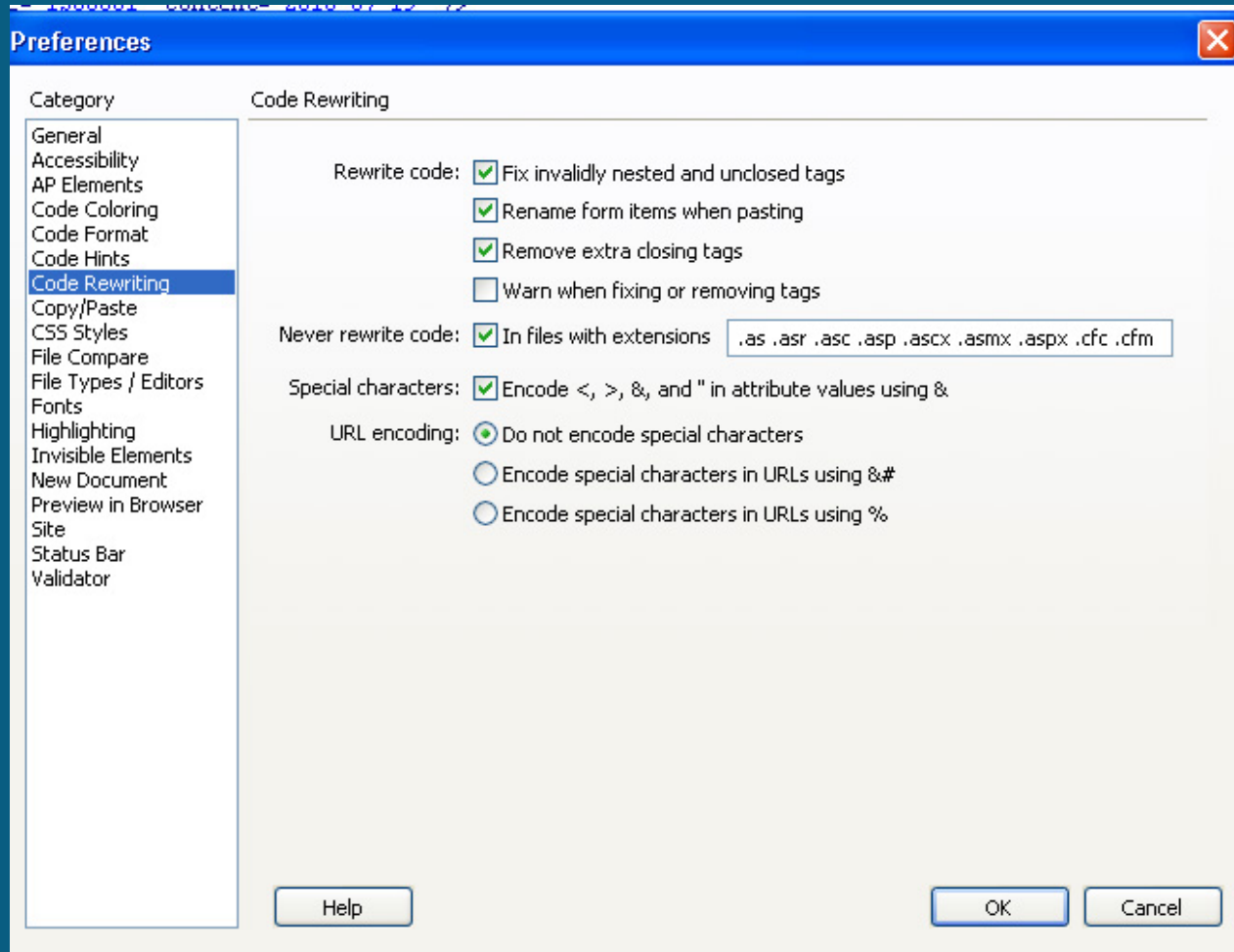
# Configuring Dreamweaver

- New document: XHTML, UTF-8, .html



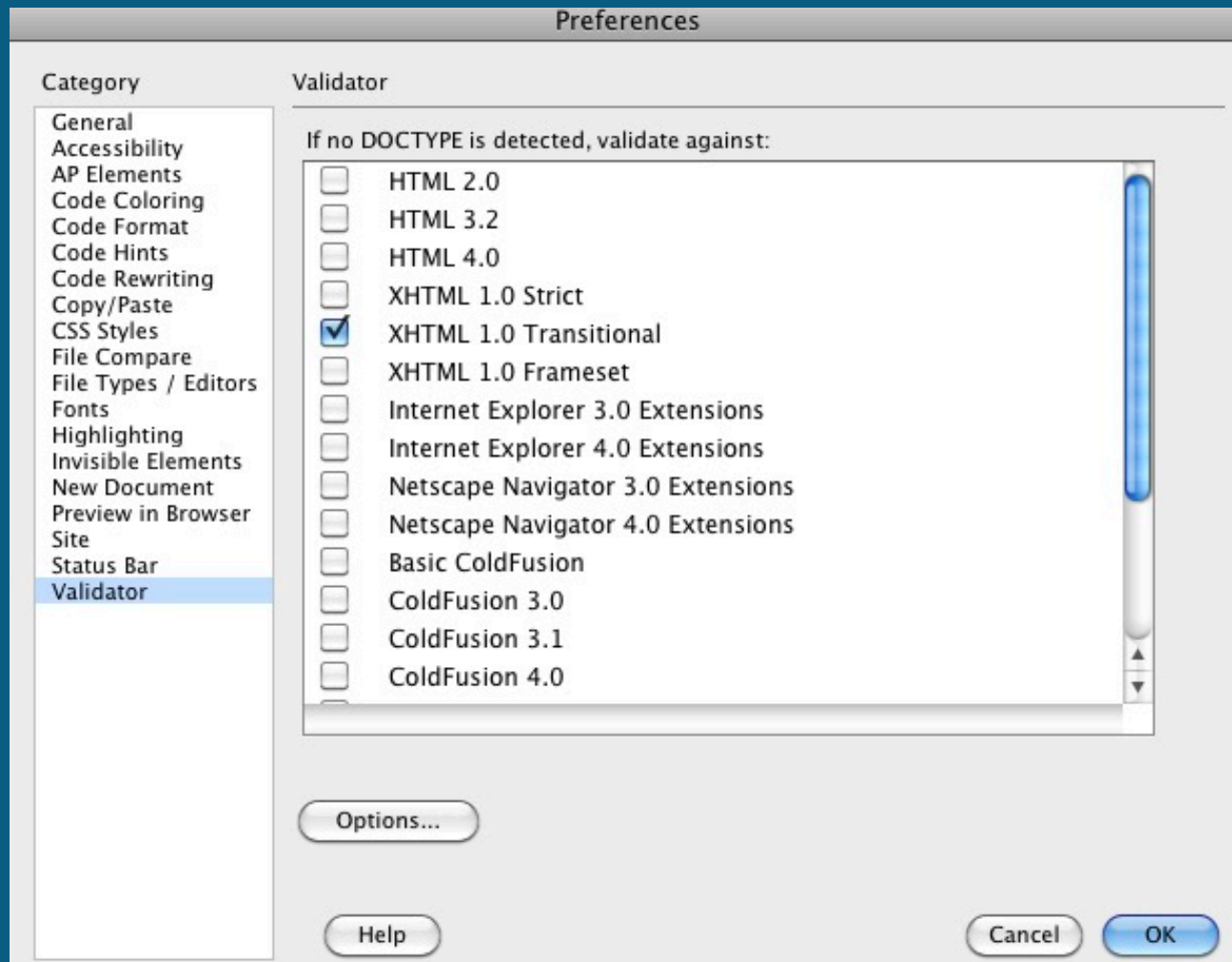
# Configuring Dreamweaver II

- Enable code rewriting



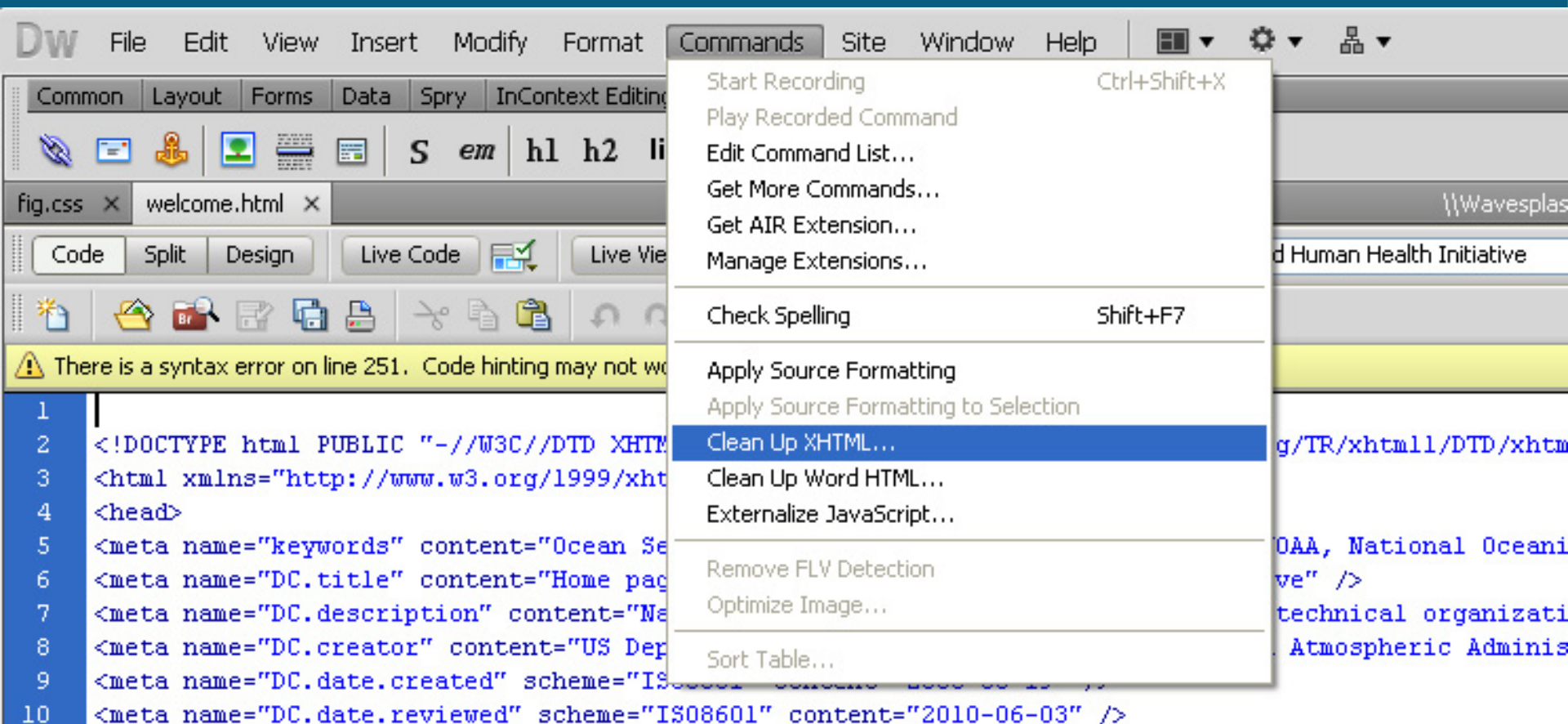
# Configuring Dreamweaver III

- Set correct validator



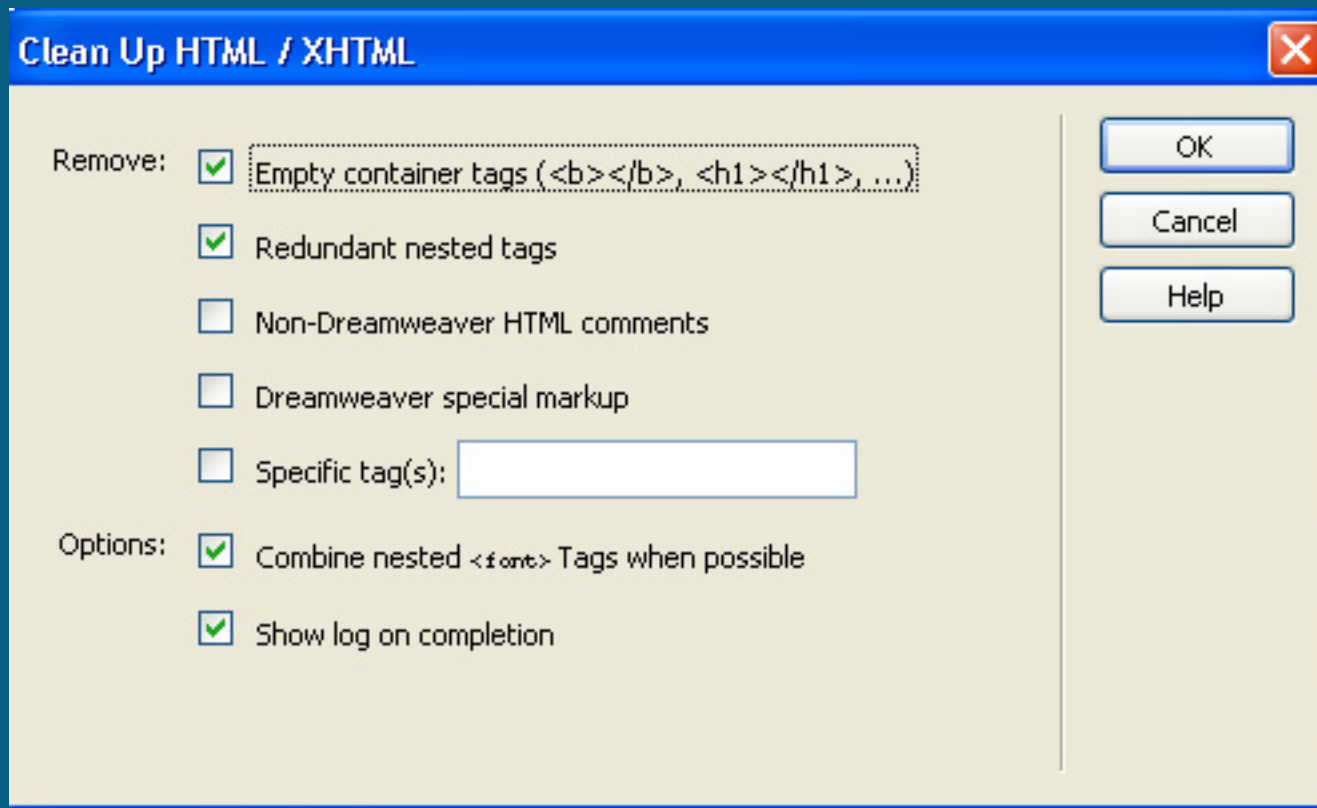
# Configuring Dreamweaver IV

- Use code validator



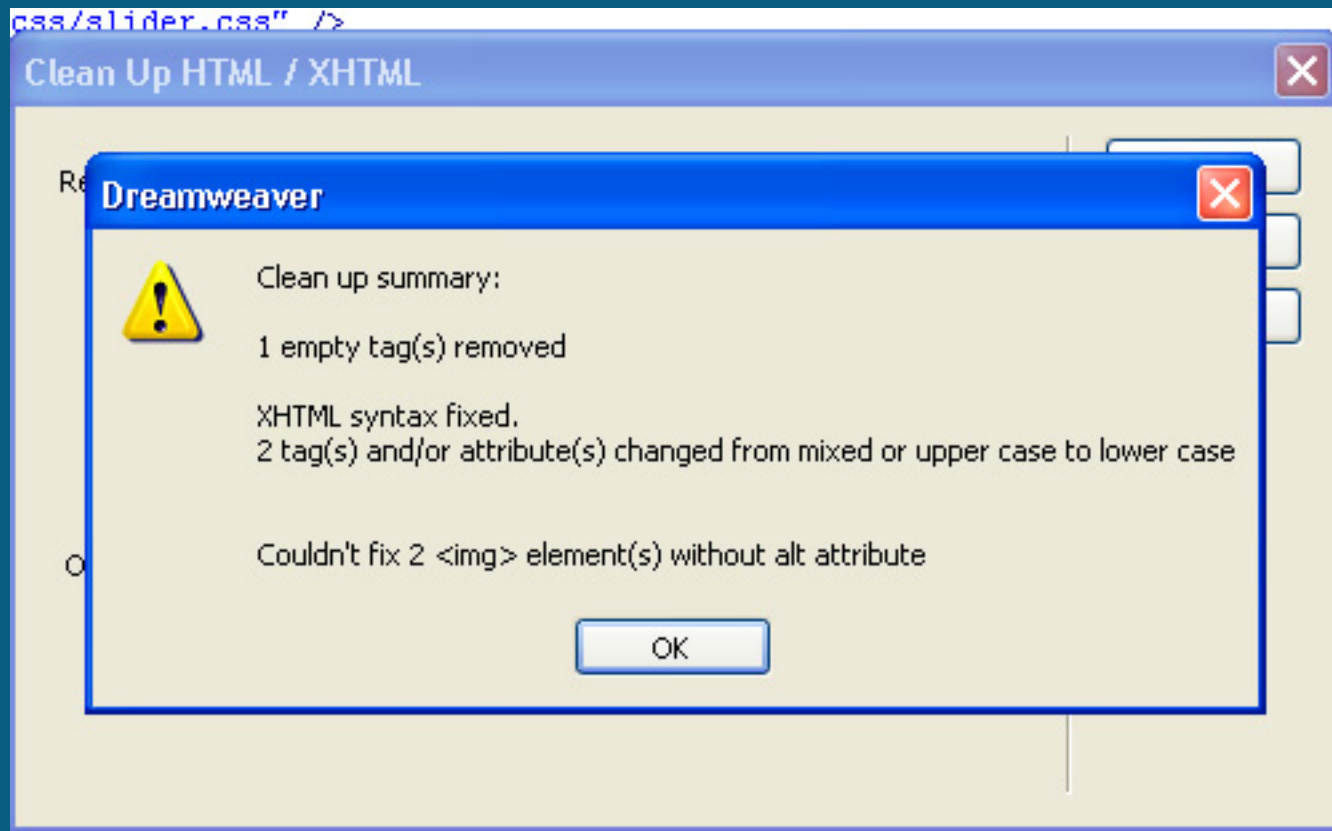
# Configuring Dreamweaver V

- Use code validator (cont.)



# Configuring Dreamweaver VI

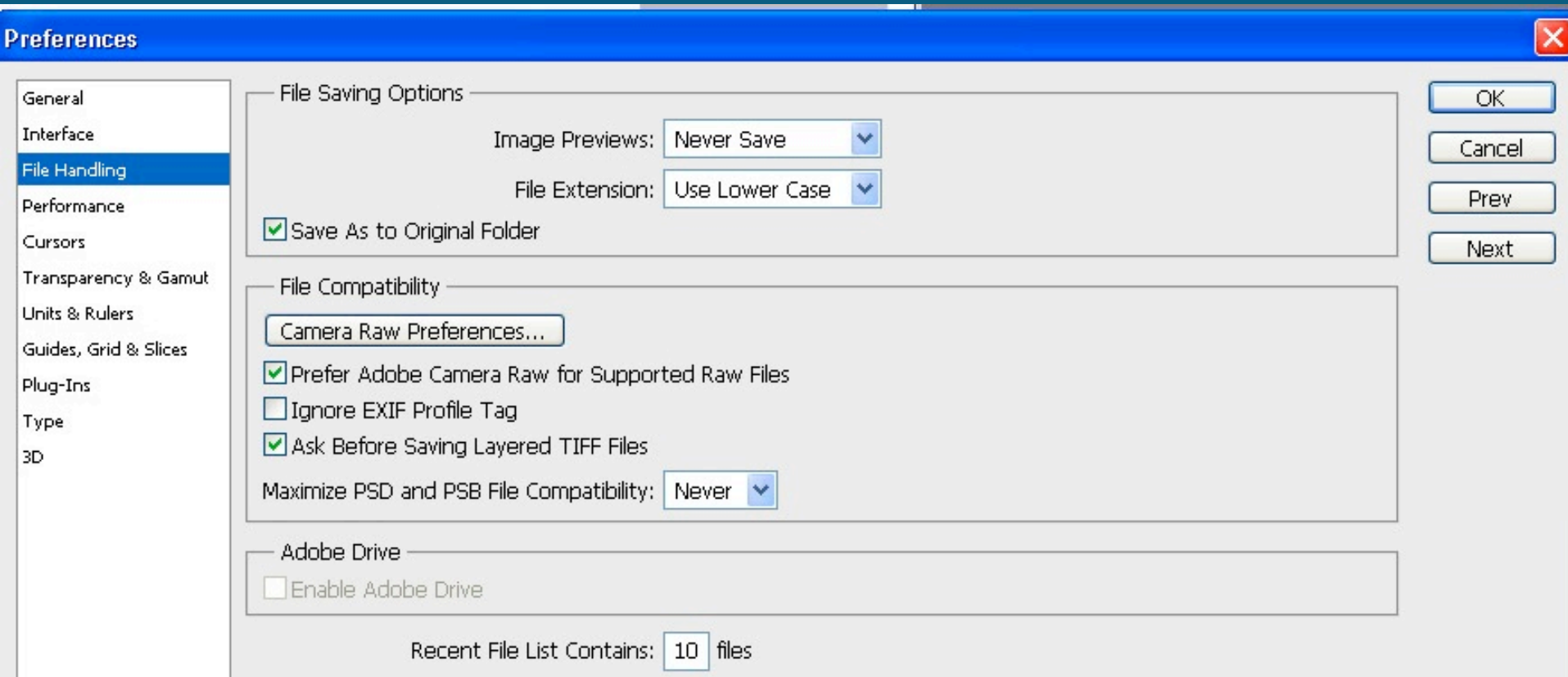
- Use code validator (cont.). Note that it found two images without alt tags.





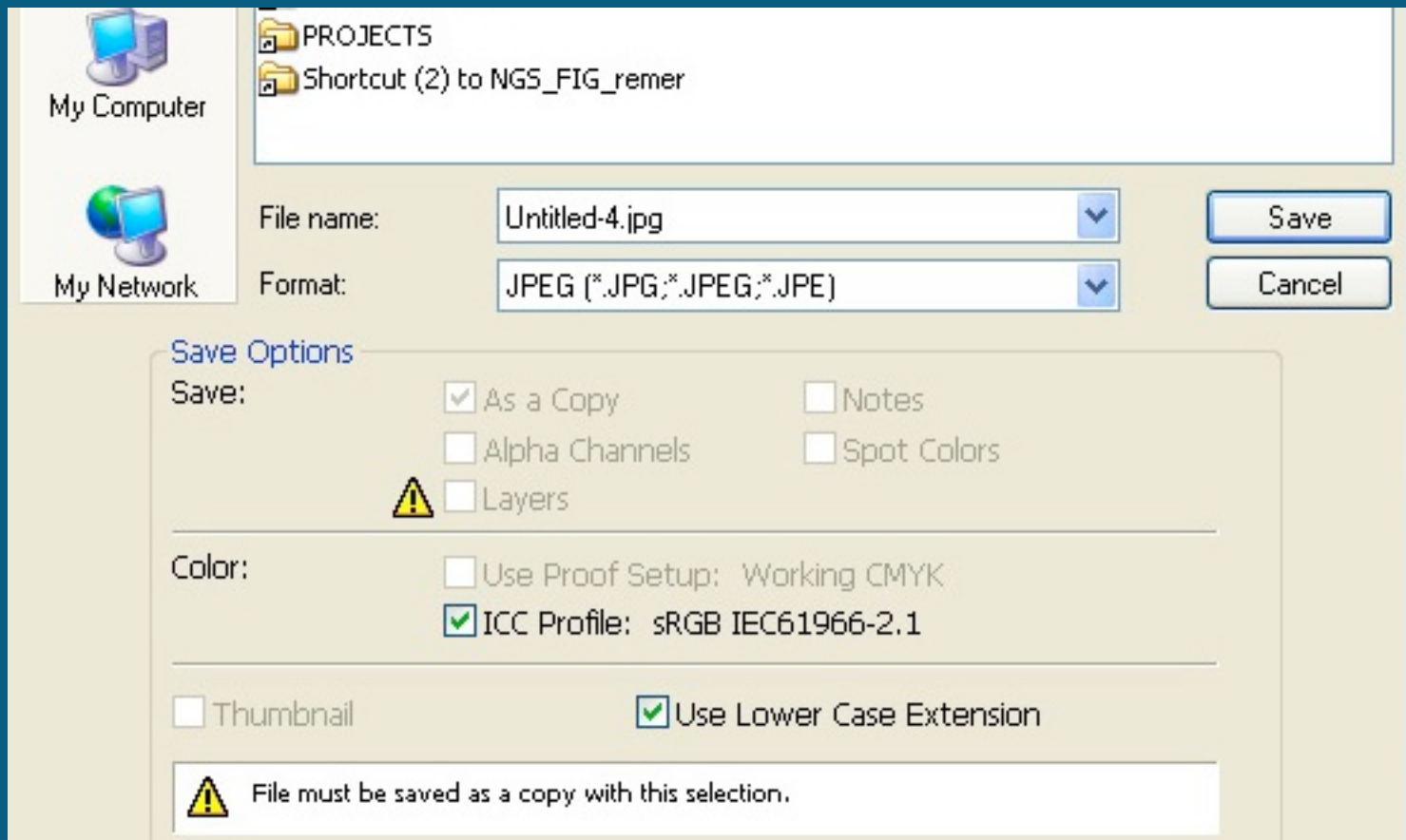
# Configuring Photoshop

- Photoshop defaults save too much information. Change them.



# Configuring Photoshop II

- Save as... -- turn off saving ICC profile, or use Save for Web





# Unique title tags required for search

- [NOAA - National Oceanic and Atmospheric Administration - NOAA Ships, Planes & Assets](#)
  - [NOAA - National Oceanic and Atmospheric Administration - NOAA Ships, Planes & Assets](#)
  - [NOAA - National Oceanic and Atmospheric Administration - NOAA Ships, Planes & Assets](#)
  - [NOAA - National Oceanic and Atmospheric Administration - NOAA Ships, Planes & Assets](#)
  - [NOAA - National Oceanic and Atmospheric Administration - NOAA Ships, Planes & Assets](#)
  - [NOAA - National Oceanic and Atmospheric Administration - NOAA Ships, Planes & Assets](#)
- [NOAA - National Oceanic and Atmospheric Administration - NOAA People](#)
- [NOAA - National Oceanic and Atmospheric Administration - Publications & Fact Sheets](#)
- [NOAA - National Oceanic and Atmospheric Administration - Data](#)
  - [NOAA - National Oceanic and Atmospheric Administration - Conserving & Restoring Natural Resources](#)
- [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)
  - [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)
  - [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)
  - [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)
  - [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)
  - [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)
  - [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)
  - [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)
  - [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)
  - [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)
  - [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)
  - [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)
  - [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)
  - [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)
  - [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)
  - [NOAA - National Oceanic and Atmospheric Administration - News Archive](#)

# Title attribute also useful

## SELF-DESCRIPTION

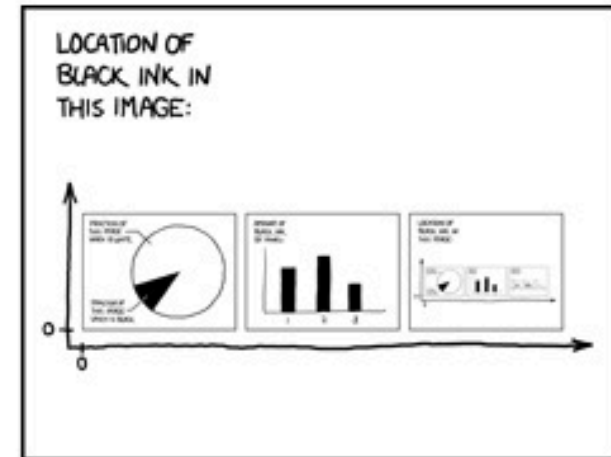
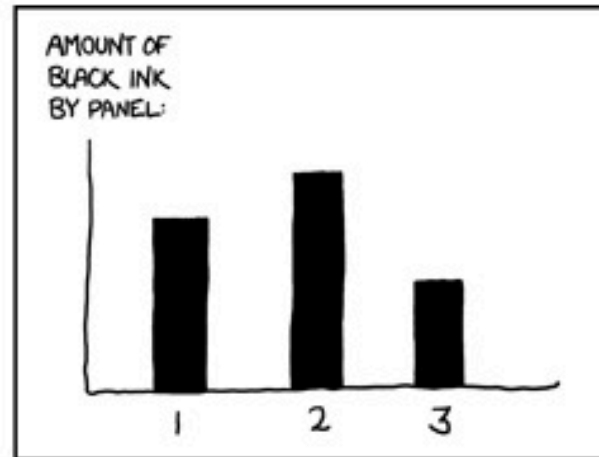
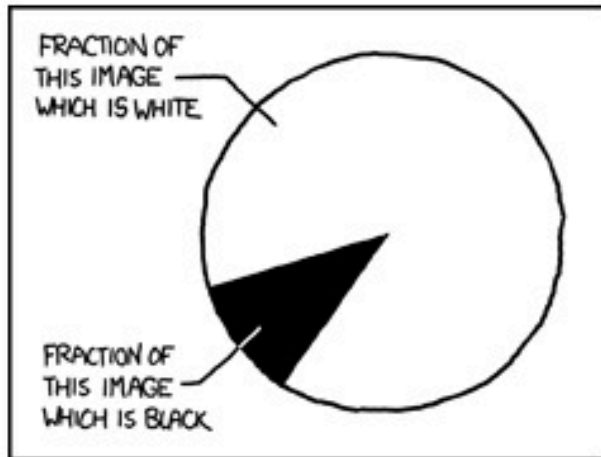
⏪

< PREV

RANDOM

NEXT >

⏩



# Title attribute also useful II

## SELF-DESCRIPTION

⏪

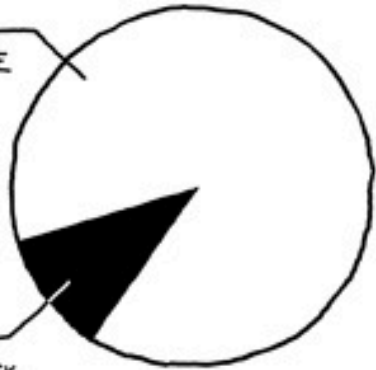
< PREV

RANDOM

NEXT >

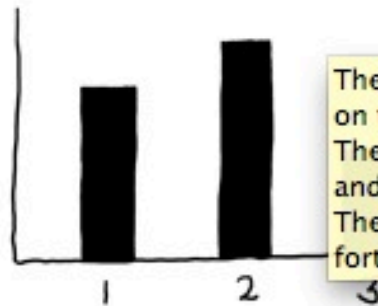
⏩

FRACTION OF  
THIS IMAGE  
WHICH IS WHITE



FRACTION OF  
THIS IMAGE  
WHICH IS BLACK

AMOUNT OF  
BLACK INK  
BY PANEL:



The contents of any one panel are dependent on the contents of every panel including itself. The graph of panel dependencies is complete and bidirectional, and each node has a loop. The mouseover text has two hundred and forty-two characters.

LOCATION OF  
BLACK INK IN  
THIS IMAGE:



# Title attributes are not just for pictures



Full-size wall poster of Web banners. It took a long time and lots of disk space to make this, and printing out the poster on a plotter used amazing amounts of ink. The original layered Photoshop file was 862 megabytes. The original 85 screen shots of banners were trimmed and turned into 85 TIFF images, which were then manually placed into a single Photoshop document.

your Web site, April 5, 2011. [Slides](#) (2.3 MB)

## ***Enhancing Website Marketing & Search***

What you need to do to help people find your site so that people want to find it. [Evening](#) available in [PowerPoint PDF](#), or [QuickTime](#)

[Personal trailer](#) and

[Questions, We](#)

[les of all prese](#)

# Title attributes are for text, too



Full-size wall poster of Web banners. It took a long time and lots of disk space to make this, and printing out the poster on a plotter used amazing amounts of ink. The original layered Photoshop file was 862 megabytes. The original 85 screen shots of banners were trimmed and turned into 85 TIFF images, which were then manually placed into a single Photoshop document.

your Web site, April 5, 2011. [Slides](#) (2.3 MB)

## ***Enhancing Website Marketing & Search***

What you need to do to help people find your site so that people want to find it. [Evening](#) available in [PowerPoint PDF](#), or [QuickTime](#)

[Personal trailer](#) and

[Questions, We](#)

[les of all prese](#)

## **Web Site Analytics and Guidance**

### **Web Analytics**

Analytics is the application of computer technology, research and statistics to solve problems.

Web analytics is the study of Web site utilization, by people and equipment, through analysis of server logs. NOAA collects Web logs from all NOAA and partner sites (see



# Website Construction: Sitemaps

## HTML

Games Home

Where River Meet the Sea

- Field Guide
- For Educators
- For Kids
- Careers
- What we do
- You can help
- How to Play
- Technical Specs
- Translations
- FAQ
- Flipbook
- Print
- School Play

- HOME
- EXPLORE
  - o Oceans
    - Coral Reefs
    - International Collaboration
    - Marine Protected Areas
    - National Marine Sanctuary System
    - Maritime Heritage
    - Ocean Exploration
    - Oceans & Human Health
    - Oil and Chemical Spills
    - Marine Debris
  - o Coasts
    - Coastal Decision-making Tools
    - Coastal Ecosystem Science
    - Coastal Zone Management
    - Coastal Monitoring and Observations
    - Contaminants in the Environment
    - Ecological Forecasting
    - Gulf of Mexico Disaster Response Center
    - Harmful Algal Blooms
    - National Estuarine Research Reserves
    - Natural Hazards
    - Natural Resource Restoration
    - State of the Coast
    - Training and Capacity- Building

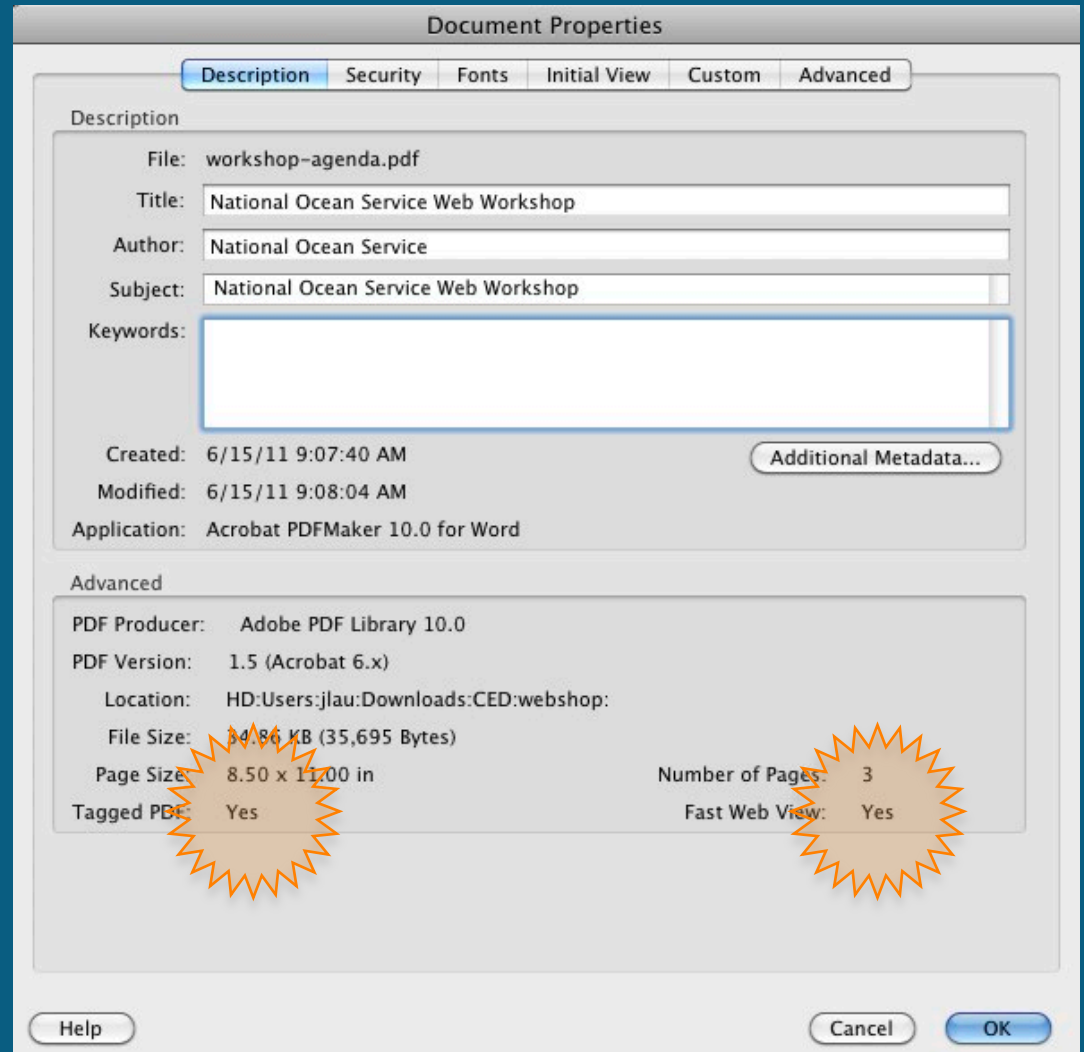
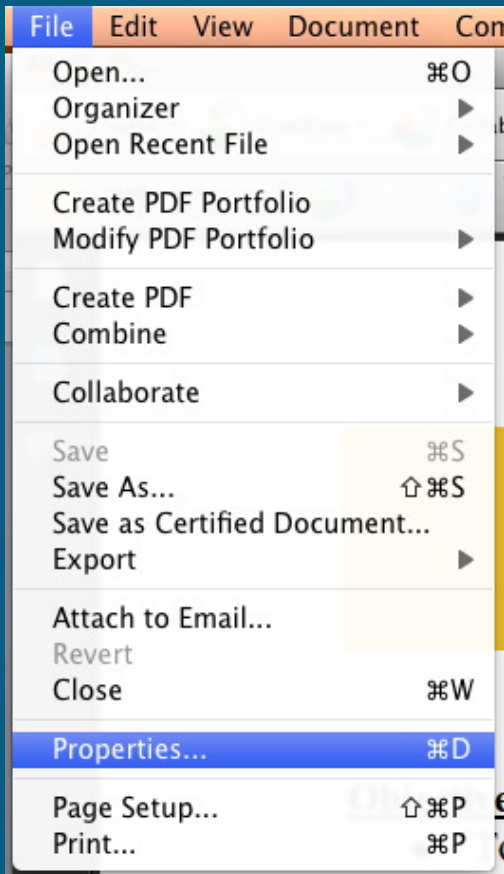
## XML

```
- <urlset xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9 http://www.sitemaps.org/schemas/sitemap/0.9" >
- <url>
  <loc>http://oceanservice.noaa.gov/</loc>
  <lastmod>2011-05-13</lastmod>
  <changefreq>monthly</changefreq>
  <priority>1.0</priority>
- <image:image>
  <image:loc>http://oceanservice.noaa.gov/images/banner2.jpg</image:loc>
  <image:caption>National Ocean Service banner</image:caption>
</image:image>
- <image:image>
  <image:loc>http://oceanservice.noaa.gov/gallery/106_index.jpg</image:loc>
  <image:caption>Outer Banks beach scene</image:caption>
</image:image>
- <image:image>
  - <image:loc>
    http://oceanservice.noaa.gov/news/weeklynews/may11/caribbean-index.jpg
  </image:loc>
  <image:caption>fish and coral</image:caption>
</image:image>
- <image:image>
  - <image:loc>
    http://oceanservice.noaa.gov/facts/uwplants_index.jpg
  </image:loc>
  <image:caption>Healthy seagrass with a jack in the background.</image:caption>
</image:image>
```

# Website Construction: PDF

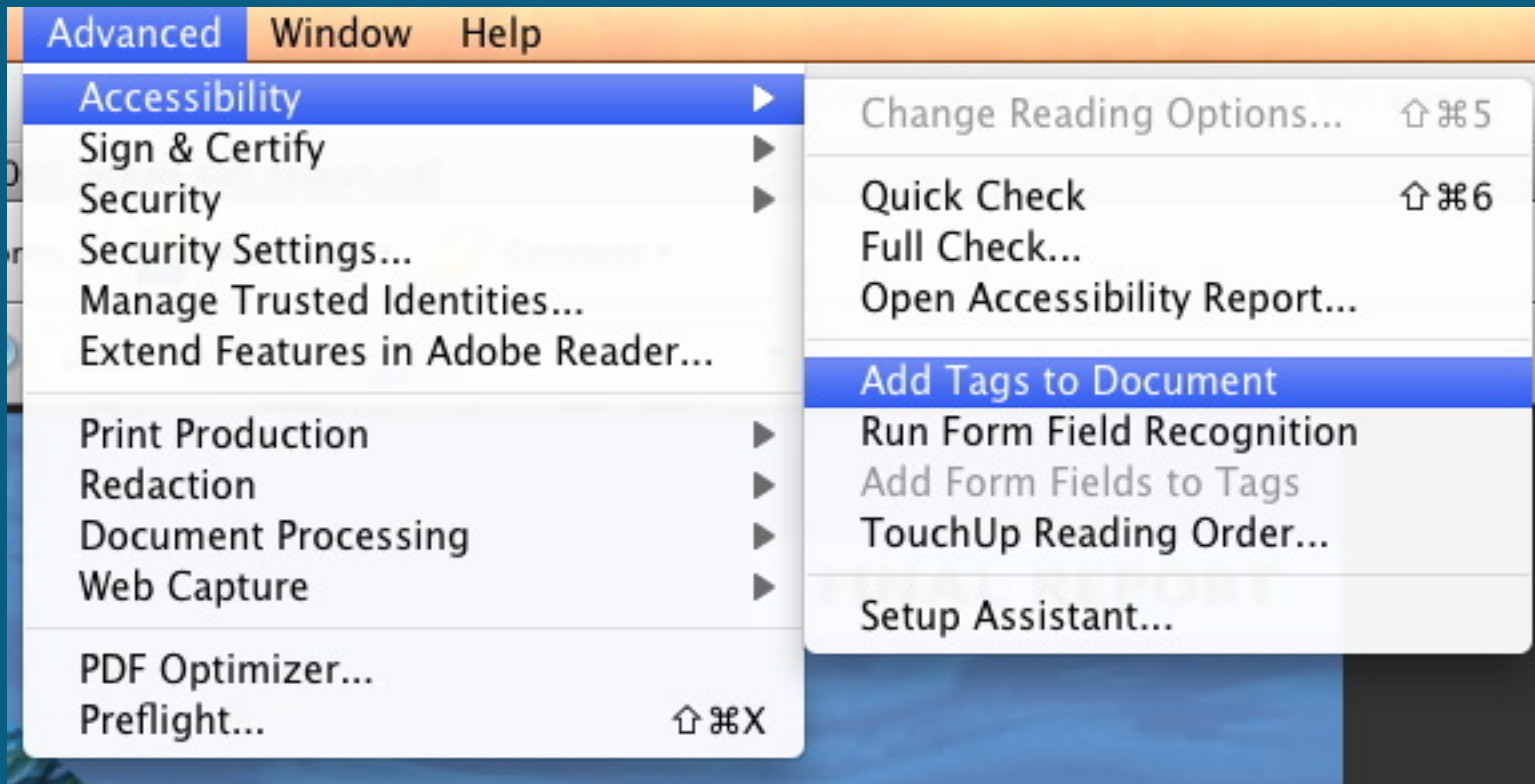
## Document Properties

- File -> Properties...



# Website Construction: PDF II

- Advanced -> Accessibility -> Add Tags to Document



<http://webstats.nos.noaa.gov/web/webconstruction/webbuilding.html>

# Website Construction: Website dependencies

- Databases, Scripts and Widgets oh my!

- **Twitter.** We offer a Twitter [widget](#) on our website in order to provide you with 'tweets.'

- **Google.** We offer a YouTube [widget](#) on our website (parent company of YouTube) in order to provide you with YouTube videos.

- **Flickr.** We offer a Flickr [widget](#) on our website in order to provide you with a current list of the latest photos from our service.

- **Foresee.** We have contracted with an external service to measure customer satisfaction with our website. If you choose to take this survey, your submission of the results of this survey to improve the website information to the public.

## NOS on Flickr (Flash)

Get the latest National Ocean Service images on your blog or Web site. To use this widget, copy and paste the following code into your Web page.

**Please note that this widget accesses a non-governmental external Web site (flickr.com) in order to provide you with this service.**

```
<iframe  
src="http://oceanservice.noaa.gov  
/widgets/flickr-flash.html"  
width="120" height="300"  
frameborder="0" scrolling="no"  
style="padding:0; overflow:hidden;">  
</iframe>
```



# Search.USA.gov

- DOC policy: only Major websites, however...
  - Ref:  
[http://www.osec.doc.gov/webresources/policies/policy14\\_searchable\\_webpages.htm](http://www.osec.doc.gov/webresources/policies/policy14_searchable_webpages.htm)
- Login/Register at  
<https://search.usa.gov/login?locale=en&m=false>
- What this offers:
  - Utilizes the Bing index
  - Provide search for just your site or multiple sites
  - Customize the results page to match your site's look-n-feel
  - "Boost" selected content
  - Type-ahead search suggestions and related topics
  - Easy to use administrative interface
  - Mobile and 508 compliant
  - Search analytics available daily/weekly/monthly
- Let's break these down



# Search.USA.gov Administration: Login



[Sign In](#) | [Help Desk](#)

[Affiliate Program](#)

[APIs & Web Services](#)

[Search.USA.gov](#)

## Sign In to Use Our Services

Access to our Affiliate Program, APIs, and web services requires authentication. Log in, or register for a new account below.

### Log In

Already have a USASearch account? Log in with your email address and password below.

Email

Password

[Log In](#)

[Forgot your password?](#)

### Register for a New Account

Name\*

Government organization

Email\*

Password\*

Password confirmation\*

# Search.USA.gov Administration: Affiliate Center



mike.shelby@noaa.gov | My Account | Sign Out | Help Desk

Affiliate Program

APIs & Web Services

Search.USA.gov

Affiliate Center

## Selected Site

Select site

[USASearch](#) > [Affiliate Program](#) > Affiliate Center

## Affiliate Center

Welcome to the affiliate section. To begin, select a site from the left menu.



### Site List

[add new site](#)

Name	Actions
<a href="#">aquaculture.noaa.gov</a>	<a href="#">View Current</a> <a href="#">Delete Site</a>
<a href="#">aquaculture2007.noaa.gov</a>	<a href="#">View Current</a> <a href="#">Delete Site</a>
<a href="#">celebrating200years.noaa.gov</a>	<a href="#">View Current</a> <a href="#">Delete Site</a>
<a href="#">coastalmanagement.noaa.gov</a>	<a href="#">View Current</a> <a href="#">Delete Site</a>
<a href="#">coastalsmartgrowth.noaa.gov</a>	<a href="#">View Current</a> <a href="#">Delete Site</a>

# Search.USA.gov Administration: Choose Site



mike.shelby@noaa.gov | My Account | Sign Out | Help Desk

Affiliate Program

APIs & Web Services

Search.USA.gov

Affiliate Center

## Selected Site

NOS

### 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

[USASearch](#) > [Affiliate Program](#) > [Affiliate Center](#) > NOS

## Site: NOS

Website URL	Actions
<a href="http://oceanservice.noaa.gov">http://oceanservice.noaa.gov</a>	<a href="#">View Current</a> <a href="#">Delete Site</a>

### Site Analytics

Query logs

Monthly reports

### Account Settings

Add new site

My account

Manage users

AND ->



# Search.USA.gov Administration: Site Information

## Selected Site

NOS

### 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

[USASearch](#) > [Affiliate Program](#) > [Affiliate Center](#) > [NOS](#) > Site Information

## Site Information

Site name

NOS

HTTP parameter site name

oceanservice.noaa.gov

Site URL

http://oceanservice.noaa.gov

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

Domains to search

List one domain per line.

```
csc.noaa.gov
sanctuaries.noaa.gov
www.geodesy.noaa.gov
oceanservice.noaa.gov
coastalscience.noaa.gov
tidesandcurrents.noaa.gov
coastalmanagement.noaa.gov
www.nauticalcharts.noaa.gov
response.restoration.noaa.gov
```



# Search.USA.gov Administration: Look and Feel

## Selected Site

NOS

## 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

[USASearch](#) > [Affiliate Program](#) > [Affiliate Center](#) > [NOS](#) > Look and Feel of the Search Results Page

## Look and Feel of the Search Results Page

Search results page title

{Query} - {SiteName} Search Results

Template

Basic Gray

Default



Enter HTML to customize the top of your search results page.

```
<style>
#wrapper { margin:0 auto; background:#fff; }

.no-border {border:none;}
.clear{clear:both;}
#container{background:#fff;}

.column {background: #fff; margin:.5em 0; width:160px; float:left; padding-
left:1.2em; border-left:1px solid #c4cec6;}
.column dt{ font-weight:bold; padding-bottom:.3em;}
.column dd{margin:0; padding:.2em 0;}

#footer { margin-left:200px; font-size:80%; background:#fff;}
#footer p { padding-top:0; font-size:90%;}
```

Enter HTML to customize the bottom of your search results page.

# Search.USA.gov Administration: Look and Feel

## Account Settings

- Add new site
- My account
- Manage users

```
#footer { margin-left:200px; font-size:80%; background:#fff; }  
#footer p { padding-top:0; font-size:90%; }
```

Enter HTML to customize the bottom of your search results page.

```
<div id="wrapper">  
<div class="footer">  
  
<div class="column no-border">  
  <dl>  
    <dt>NOAA Sites</dt>  
    <dd><a href="http://www.noaa.gov" target="_blank">National  
Oceanic and Atmospheric  
Administration</a></dd>  
    <dd><a href="http://www.nesdis.noaa.gov/"  
target="_blank">National Environmental  
Satellite Data & Information
```

Important note: You must click the Make Live button below to make any changes appear on your live website.

Save for Preview

Make Live

[Cancel](#)

# Search.USA.gov Administration: Preview

## Selected Site

NOS

### 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

[USASearch](#) > [Affiliate Program](#) > [Affiliate Center](#) > [NOS](#) > Preview

## Preview

Preview your search results page.

Use the Search on Live Site option to view the results currently on your site.

Search on Live Site

# Search.USA.gov Administration: Get Code

[USASearch](#) > [Affiliate Program](#) > [Affiliate Center](#) > [NOS](#) > Get Code

## Get Code

The following is the HTML code for your search box form. Copy and paste this code into your page(s) where the search box should appear.

### Code for English-language sites

```
<form method="get" action="http://search.usa.gov /search"> <input type="hidden" name="affiliate" value="oceanservice.noaa.gov" /> <label for="query-field">Enter Search Term(s): </label> <input type="text" name="query" id="query-field" autocomplete="off" class="usagov-search-autocomplete ui-autocomplete-input ui-corner-all"/> <input type="submit" value="Search" /></form>
```

### Code for Spanish-language sites

Use the same code as shown above for English-language sites. Add one additional line to specify Spanish localization.

```
<input type="hidden" value="es" name="locale" />
```

Do you want to have [Type-ahead Search](#) box on your home page and/or in your banner? Read our detailed instructions, [How To Implement Type-ahead Search](#)

## Selected Site

NOS

### 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

# Search.USA.gov Administration: Add to Bing

## Selected Site

NOS

### 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

[USASearch](#) > [Affiliate Program](#) > [Affiliate Center](#) > [NOS](#) > Add to Bing

## Add to Bing™

Are a few new, modified, or moved pages on your site not showing up in the Bing™ index? Use our Add to Bing™ feature to include them in their index within 24 hours.

You can add up to 100 pages (URLs) per day.

[Single URL](#) | [Bulk Upload](#) | [Status](#)

### Single URL

Submit

(for example, <http://www.sample.gov/folder/mypage.html>)

### Bulk Upload

To upload a list of URLs to be crawled by Bing™, follow these instructions:

- Create a new text file following same format as the sample below.
- Save the file as filename.txt on your computer; you can name the file whatever you like, as long as it's plain text.
- Do not use Microsoft Word files , or any other file type, except

Learn more about our Add to Bing™ feature by going to our new section in the [Help Desk](#)

Not sure what the URLs are for your new or modified pages? Email us at [USASearch@gsa.gov](mailto:USASearch@gsa.gov) and we can help you identify specific URLs that have recently changed on your site.

Please note that you still need to register with Bing™ webmaster tools to have your site, and sitemap, indexed by Bing™. [Register for Bing webmaster tools](#)

Another Way to Highlight Content [Boosted Content](#) -- Display specific pages above the main search results.



### Status

#### Uncrawled URLs (0)

URL
-----

#### Previously Refreshed URLs

URL	Crawled At
-----	------------

# Search.USA.gov Administration: Boosted Content

[USASearch](#) > [Affiliate Program](#) > [Affiliate Center](#) > [NOS](#) > Boosted Content

## Boosted Content

Boost content to make specific pages appear above the main search results displayed on your pages. Boosted Content appears above other pages whenever words in a searcher's query match text in the page's title, URL, or description.

[Add a New Entry](#) | [Edit / Delete Current Entries](#) | [Bulk Upload](#)

### Add a New Entry

Fill out the metadata fields below to add a page as boosted content. Title, URL, and description are required fields.

**Title**

**Url**

**Description**

**Keywords**

Please provide a comma-delineated list of terms that should trigger this boosted content.

Use this to provide matches for terms not in the description above.  
(i.e. "taxes, 1099, IRS")

### Selected Site

NOS

### 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

### Another Way to Highlight Sites

[Add to Bing](#)™ - Identify new, modified, or moved pages for Bing to crawl and index.

# Search.USA.gov Administration: Boosted Content

Edit / Delete Current Boosted Entries <span style="float: right;">Delete All</span>			
Affiliate NOS has 20 Boosted Content entries.			
Title	URL	Description	Keywords
IOOS: Integrated Ocean Observation System	<a href="http://www.ioos.gov/">http://www.ioos.gov/</a>	Providing the ocean data and information needed...	NOAA, Observation Service, IOOS, integrated, ob...
OCS: Office of Coast Survey	<a href="http://www.nauticalc...">http://www.nauticalc...</a>	Ensuring safe and efficient maritime commerce o...	NOAA, charts, nautical, nautical charts, hydrog...
CO-OPS: Center for Operational Oceanographic Pr...	<a href="http://tidesandcurre...">http://tidesandcurre...</a>	Tide, current, water level, and other coastal o...	NOAA, CO-OPS, tides, tide predictions, currents...



# Search.USA.gov Administration: Boosted Content View

NATIONAL OCEAN SERVICE

[Limit search to oceanservice.noaa.gov](#) | [Search all NOAA sites](#)

*You are now searching across all National Ocean Service websites*

nautical charts

Search

nautical charts

[Advanced Search](#)

## Related Topics

- [Hydrography](#)
- [National Ocean Service](#)
- [National Oceanic and Atmospheric Administration](#)
- [Navigation](#)
- [Physical Geography](#)

### Online Nautical Chart Viewer

NOAA's 1,000-plus U.S. coastal and Great Lakes **nautical charts**.

<http://www.nauticalcharts.noaa.gov/.../OnLineViewer.html>

### OCS: Office of Coast Survey

Ensuring safe and efficient maritime commerce on America's oceans and coastal waters, and Great Lakes.

<http://www.nauticalcharts.noaa...>

Results 1-10 of about 3,100,000 for 'nautical charts'

Web results by 

# Search.USA.gov Administration: Related Topics

[USASearch](#) > [Affiliate Program](#) > [Affiliate Center](#) > [NOS](#) > Related Topics

## Related Topics

Related Topics display up to five searches related to your customers' original search in the left sidebar of your search results page.

### Preferences

- Display related topics based on your site's search analytics
- Display related topics based on Search.USA.gov's government-wide search analytics
- Don't display related topics

[Set Preferences](#)

[Preview](#)

### Selected Site

NOS

#### 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

# Search.USA.gov Administration: Search Application Programming Interface

## Selected Site

NOS

### 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

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

## Search Data API

Your API Key: 63e087388ecb4c7d41c5be3e822468a3

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 [oceanservice.noaa.gov](#):

`http://search.usa.gov/api/search?affiliate=oceanservice.noaa.gov&api_key=63e087388ecb4c7d41c5be3e822468a3&format=json&query=water&page=3`

### Base URL:

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

### Format:

JSON is currently the only response format.

# Search.USA.gov Administration: Type-ahead Search

[USASearch](#) > [Affiliate Program](#) > [Affiliate Center](#) > [NOS](#) > Type-ahead Search

## Type-ahead Search

Enable type-ahead search to provide your customers with suggestions as they type their search in your site's search box.

[Preferences](#) | [Preview](#) | [Add a New Entry](#) | [Current Entries](#) | [Bulk Upload](#)

### Preferences

- Enable type-ahead search based on your site's search analytics
- Enable type-ahead search based on Search.USA.gov's government-wide search analytics
- Disable type-ahead search

[Set Preferences](#)

### Preview

### Add a New Entry

Phrase  [Add](#)

Do you want to have type-ahead search suggestions in the search box on your home page and/or in your banner?

Read our detailed instructions: [How To Implement Type-ahead Search](#)

## Selected Site

NOS

### 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

# Search.USA.gov Administration: Type-ahead Search: How To

## How To Implement Type Ahead Search



Search.USA.gov  
posted this on Jul-20 2010 12:08

The Search.USA.gov team is happy to offer Type Ahead Search to all affiliates. Type Ahead Search is fast becoming a best practice on web sites, and we have made this technology available to every affiliate.

You may get Type Ahead Search up and running by following these instructions.

1. Include the following in the HEAD section of your HTML page:

```
<script src="http://search.usa.gov/javascripts/jquery/jquery.min.js" type="text/javascript"></script>
<script src="http://search.usa.gov/javascripts/jquery/jquery.bgiframe.min.js" type="text/javascript"></script>
<script src="http://search.usa.gov/javascripts/jquery/jquery.autocomplete.min.js" type="text/javascript"></script>
<script src="http://search.usa.gov/javascripts/sayt.js" type="text/javascript"></script>
<link href="http://search.usa.gov/stylesheets/compiled/sayt.css" type="text/css" rel="stylesheet">
```

2. Modify your form so that the class of the text box that inputs the query is "usagov-search-autocomplete".

```
<input class="usagov-search-autocomplete" type="text" name="query" autocomplete="off"/>
```

Your form should look something like this. (If you have not updated your form action to search.usa.gov, please do so):

```
<form method="get" action="http://search.usa.gov/search">
<input type="hidden" name="affiliate" value="YOUR_AFFILIATE_NAME">
<label for="query-field">Enter Search Term(s): </label>
<input class="usagov-search-autocomplete" type="text" name="query" autocomplete="off"/>
<input type="submit" value="Search" />
</form>
```

3. You may also narrow your SAYT selections based on what previous users have entered. This will allow you to show subject specific queries versus the broader word topics on Search.USA.gov. If you would like to narrow your queries, here are the steps:

# Search.USA.gov Administration: Type-ahead Search: What it looks like

The screenshot shows the NOAA website header with the logo and text: "NOAA NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION UNITED STATES DEPARTMENT OF COMMERCE". Below this is a blue banner with "NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION" in large letters. A navigation bar contains links: HOME, EXPLORE, EDUCATION, NOS NOW, OCEAN MEDIA, OFFICES, DATA EXPL. A search bar on the right contains the text "coral|" and a "Search" button. A dropdown menu is open, listing search suggestions: coral, coral bleaching, coral disease, coral polyp, coral reef, coral reef destruction, coral reef distribution, coral reef distribution map, coral reef problems, coral reef protection, coral reef watch, coral reefs, coral shark, coral spawning, and corals florida. Below the search bar is a video player showing a white wooden structure. The video caption reads: "In Gaithersburg, Maryland, a place where NOAA scientists once observed the stars has been recycled as a [public green space](#)." Below the video are navigation controls (play, stop, etc.) and social media icons (RSS, YouTube, Facebook, Twitter).

# Search.USA.gov Administration: Site Analytics: Query Logs

## Selected Site

NOS

### 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](#) > [Affiliate Program](#) > [Affiliate Center](#) > [NOS](#) > Query Analytics

## Query Logs for NOS

Search for query term  from

May 14, 2011



to June 13, 2011



Data for **June 13, 2011**

### Most Frequent Queries

Query	Previous Day	Frequency	Query	Previous 7 Days	Frequency	Query	Previous 30 Days	Frequency
1. <a href="#">japan</a> <sup>ex</sup>		2	1. <a href="#">weather</a> <sup>ex</sup>		12	1. <a href="#">tides</a> <sup>ex</sup>		29
2. <a href="#">gulf stream current</a> <sup>ex</sup>		2	2. <a href="#">charts</a> <sup>ex</sup>		6	2. <a href="#">estuaries</a> <sup>ex</sup>		23
3. <a href="#">charts</a> <sup>ex</sup>		2	3. <a href="#">national oceanic and atmospheric</a> <sup>ex</sup>		4	3. <a href="#">weather</a> <sup>ex</sup>		21
4. <a href="#">garbage patch</a> <sup>ex</sup>		2	4. <a href="#">lionfish</a> <sup>ex</sup>		4	4. <a href="#">charts</a> <sup>ex</sup>		20
5. <a href="#">what is ecosystem</a> <sup>ex</sup>		2	5. <a href="#">administration</a> <sup>ex</sup>		4	5. <a href="#">tides</a> <sup>ex</sup>		20
6. <a href="#">el ninho</a> <sup>ex</sup>		1	6. <a href="#">tsunami</a> <sup>ex</sup>		4	6. <a href="#">currents</a> <sup>ex</sup>		19
7. <a href="#">fukushima</a> <sup>ex</sup>		1	7. <a href="#">tides</a> <sup>ex</sup>		4	7. <a href="#">tsunami</a> <sup>ex</sup>		14
8. <a href="#">gnome</a> <sup>ex</sup>		1	8. <a href="#">deepwater horizon</a> <sup>ex</sup>		4	8. <a href="#">national oceanic and atmospheric</a> <sup>ex</sup>		11
9. <a href="#">high/low tide</a> <sup>ex</sup>		1	9. <a href="#">nautical charts</a> <sup>ex</sup>		3	9. <a href="#">administration</a> <sup>ex</sup>		10
10. <a href="#">mike aslaksen</a> <sup>ex</sup>		1	10. <a href="#">organization chart</a> <sup>ex</sup>		3	10. <a href="#">coral reefs</a> <sup>ex</sup>		10
			9. <a href="#">climate zones</a> <sup>ex</sup>		3	10. <a href="#">atlantic hurricane season</a> <sup>ex</sup>		10
			10. <a href="#">great pacific garbage patch</a> <sup>ex</sup>		3			

# Search.USA.gov Administration: Site Analytics: Monthly Reports

[USASearch](#) > [Affiliate Program](#) > [Affiliate Center](#) > [NOS](#) > Monthly Reports

## Monthly Reports for NOS

2011 ▾ April ▾ [Get Usage Stats](#)

### Monthly Usage Stats for April 2011

- Total Queries: 5,033
- Total Click Throughs: 1,961

[Download top queries for April 2011 \(csv\)](#)

### Selected Site

NOS ▾

#### 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



# Search.USA.gov Administration: Site Analytics: CSV Version

	A	B
1	Oceansservice Top Queries April 2011	Count
2	currents	58
3	tides	57
4	tsunami	27
5	algal blooms	23
6	blue whale	21
7	coral	21
8	estuaries	18
9	kelp forest	18
10	coral reef	17
11	coral reefs	17
12	gov	16
13	hypoxia	16
14	ocean	16
15	ocean policy	15
16	baleen whales	14
17	united states national marine sanctuary	14
18	winds	14
19	onms	13
20	cite	12
21	mercator projection nautical charts	12
22	waves	12
23	japan tsunami 2011	11
24	lionfish	11
25	ocean temperature	11
26	tidal range	11
27	breaking waves	10
28	tides and currents	10
29	coriolis effect	9
30	great pacific garbage patch	9
31	national oceanic and atmospheric administration	9
32	noaa	9
33	ocean medicine	9
34	tide	9
35	upwelling	9
36	what animals are affected by upwelling	9
37	case studies	8

# Search.USA.gov Administration: Add New Site

## Selected Site

Select site

[USASearch](#) > [Affiliate Program](#) > [Affiliate Center](#) > Add New Site

## Add a New Site

1

Enter contact information

2

Set up site

3

Get the code

## Contact information

Name\*

Government organization\*

Email\*

Phone\*

Organization address\*

Address 2

City\*

State\*

Zip\*

\* Required

# Search.USA.gov Administration: My Account

## Selected Site

Select site

[USASearch](#) > My Account

## My Account

Contact Information		<a href="#">+ edit your profile</a>
		<a href="#">+ add an additional contact</a>
<b>Name:</b>	Mike Shelby	
<b>Government organization:</b>	NOAA/NOS/M&B/CED	
<b>Email:</b>	mike.shelby@noaa.gov	
<b>Phone:</b>	301-713-3010 x203	
<b>Organization address:</b>	1305 East-West Hwy., N/MB62	
<b>Address 2:</b>	SSMC4, 09-623	
<b>City:</b>	Silver Spring	
<b>State:</b>	MD	
<b>Zip:</b>	20910	

# Search.USA.gov Administration: Manage Users

[USASearch](#) > [Affiliate Program](#) > [Affiliate Center](#) > [NOS](#) > Manage Users

## Manage Users

Users	Actions
Mike Shelby ( <a href="mailto:mike.shelby@noaa.gov">mike.shelby@noaa.gov</a> )	<a href="#">My Account</a>   <a href="#">Remove</a>
Troy Kitch ( <a href="mailto:troy.kitch@noaa.gov">troy.kitch@noaa.gov</a> )	<a href="#">Remove</a>
Jerry Lau ( <a href="mailto:jerry.lau@noaa.gov">jerry.lau@noaa.gov</a> )	<a href="#">Remove</a>
Lawrence Charters ( <a href="mailto:lawrence.charters@noaa.gov">lawrence.charters@noaa.gov</a> )	<a href="#">Remove</a>
Emily Crum ( <a href="mailto:emily.crum@noaa.gov">emily.crum@noaa.gov</a> )	<a href="#">Remove</a>
NOS Webadmin ( <a href="mailto:nos.webadmin@noaa.gov">nos.webadmin@noaa.gov</a> )	<a href="#">Remove</a>

[+ Add a new user](#)

### Selected Site

NOS

#### 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