



Statewide Web Managers Meeting

Continuing the Partnership

June 6, 2007

Agenda

- Welcome & Introductions
- DNR Online Case Study and Privacy
 - Gene Deems
- Maryland.gov Search Services
 - Teri Greene
- Misc. Announcements
- Q&A
- Breakout Session

Statewide Search Services

- **Improved Customer Service**
 - Common search functionality on all web sites
 - Improved content and communication strategies
 - Accessibility of information
- **Business Efficiency through Web Standardization**
 - Centralized Maintenance and Operations
 - Analytics that measure customer satisfaction
 - Consolidation of common services at reduced costs

19 Sites Completed!

*Maryland.Gov

- * Governor's Office
- * MEA
- * MDE
- * DHMH
- * OAH
- * DAT
- * DBM
- * Flu Preparedness
- * DHCD
- * DLLR
- * GWIB
- * DNR
- * DPSCS
- * MDSP
- * MAA
- * MTA
- * SHA
- * MDVA

Sites to Migrate from Old Maryland.Gov Search Deadline July 1

- DBED Film Office
- MHCC
- MCHR
- MSLA
- MDMILDEP
- CHART
- MdTA

Sites to Migrate from Free Google Search

- MDOA
- MDA
- MSA
- MSBCA
- DGS
- DJS
- MEMA
- MDP

SEARCH = INTENT = DEMAND

Maryland.Gov Top 25 Search Terms (January - June 2007)

* = keymatch

- birth certificate (2365)
- Employment (2257)
- * Jobs (2176)
- sex offenders (1654)
- Unemployment (1606)
- * Posc (1542)
- child support (1366)
- Forms (1267)
- Map (1261)
- unclaimed property (1129)
- * birth certificates (1109)
- marriage license (1076)
- Lottery (987)
- * Comar (976)
- * vital records (921)
- Divorce (897)
- Marriage (820)
- public records (804)
- Payroll (782)
- trout stocking (721)
- Mva (719)
- Corporations (699)
- Notary (697)
- sex offender (676)
- real estate (657)

Top 25 Searches that returned no results

- **sexoffenders (59)**
- **bowfishing (30)**
- **echildsupport (30)**
- **crabing (27)**
- **other deterrents besides death penalty (25)**
- **<https://mail.e-mdot.com> (24)**
- **sex affenders (22)**
- **marrriage license (22)**
- **troutstocking (20)**
- **marriage liscense (19)**
- **502X (19)**
- **easypass (19)**
- **paternity test (17)**
- **umemployment (16)**
- **marriage (16)**
- **psoc (16)**
- **keypro (15)**
- **wheres my refund (15)**
- **502x (15)**
- **unemployment (14)**
- **taxsales (13)**
- **raynaud's syndrome (13)**
- **lisence (13)**
- **Domicilliary Care (12)**
- **carrers (12)**

Misc. Announcements

- Design Update
- www.maryland.gov/webcom
- Questions?

Breakout Session

Meet Your Colleagues

- **Draft Mission Statement**

A brief (one sentence or less) description of an organization's purpose; typically explains what it provides to its clients in general terms that most employees can relate to.

Examples:

- "A computer on every desktop and in every home, all running Microsoft software" -- [Microsoft](#) until 2002
- "Organize the world's information and make it universally accessible and useful." -- [Google](#)

- **Discuss Goals & Objectives**

- Search
- Metrics
- Privacy
- Others?

- **Exchange Contact Info**

- **Ideas for next meeting**

- Topics
- Location
- Frequency of meetings

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