

Making DOJ agency sites
more accessible to search
engine users

Implementing the Sitemap protocol

What can make DOJ agency sites inaccessible

- Sample search 1: [atf small business]
 - Among relevant ATF site pages a search engine user does not find: <http://www.atf.gov/acquisition/smallbusiness.htm>
 - Reason: Robots.txt


[Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

[Advanced Search](#)
[Preferences](#)

Web Results 1 - 10 of about 647,000 for **atf small business**. (0.34 seconds)

Did you mean: [ato small business](#)

ATF : Small Business Counseling Session : OSDBU
 Projected Schedule, Description of Opportunity, Projected Value **Small Business**
 Participation, **ATF** Contact, **ATF** Contact Phone ...
www.usdoj.gov/jmd/osdbu/presentations/atf.html - 7k - [Cached](#) - [Similar pages](#)

CIO : Small Business Counseling Session : OSDBU
 From June 7, 2005 Information Technology **Small Business** Counseling Session ...
 colleagues from the Department of Justice's major components (**ATF**, BOP, DEA, ...
www.usdoj.gov/jmd/osdbu/presentations/cio.html - 16k - [Cached](#) - [Similar pages](#)

Small Business Administration: Office of Advocacy - Letter dated ...
 It is our intention that these comments will help accomplish both the regulatory goal of **ATF**
 and the goal of the President's **small business** plan, ...
www.sba.gov/advo/laws/comments/atf03_0707.html - 12k - [Cached](#) - [Similar pages](#)

[PDF] "**BUSINESS DEVELOPMENT**" <a href="http://www.atf.gov/acquisition ...
 File Format: PDF/Adobe Acrobat - [View as HTML](#)
ATF's Small Business Program is the focal point. of contact within the organization to
 provide. advice and guidance on matters relating to the ...
www.sba.gov/idc/groups/public/documents/wy_casper/wy_busdev.pdf - [Similar pages](#)



Bureau of Alcohol, Tobacco, Firearms and Explosives

Acquisition and Business Opportunities

What's New

ATF Buyers

What Does ATF Buy?

ATF Contracting Opportunities

ATF Small Business Program

Federal Regulations

ATF Internet

Home

ATF Small Business Program

Anne D. Hudson, Chief Acquisition Management Branch
(202) 927-8200

Updated: 10/26/06

ATF's Small Business Program is the focal point of contact within the organization to provide advice and guidance on matters relating to the socio-economic programs. ATF maintains a positive role in participating in vendor outreach sessions.

Small Business Services

- Counseling available to small business concerns;
- Conduct capability briefings for customers seeking opportunities with small businesses;
- Link prime contractors to small businesses for subcontracting opportunities;
- Organize small business workshops and seminars; and
- Provide advice in small business issues.

Useful Links

Mozilla Firefox

File Edit View History Bookmarks Tools Help del_jcio.us 23.9 hours saved

http://www.atf.gov/robots.txt

Google

M M Cal SF Moma Docs Docs 2 Desk WebEx M Ext Cal Ext Cal Gmail PBI Wiki WF ZB Citi GOOG Craigs

Stumble! All I like it Search or Tag here Share Pages Friends Menu

Google Search Check AutoLink Subscribe AutoFill Options

User-agent: *
Disallow: /

Find: Next Previous Highlight all Match case

Done Idle Open Notebook 0:100

start

Google Talk Microsoft Excel - Book1 Inbox - Microsoft Out... 2 Microsoft Office ...

iTunes 8 Firefox Microsoft PowerPoint ... FranklinCovey Planni...

10:35 AM
Wednesday
1/10/2007

What can make DOJ agency sites inaccessible

- Sample search 2: [theodore kaczynski federal prison]
 - What a search engine user does not find:
<http://www.bop.gov/iloc2/InmateFinderServlet?Transaction=NameSearch&needingMoreList=false&LastName=Kaczynski&Middle=&FirstName=Theodore&Race=U&Sex=U&Age=&x=0&y=0>
 - Reason: Search form

Google Web Images Video News Maps more »
theodore kaczynski federal prison Search Advanced Search Preferences

Web Results 1 - 10 of about 38,700 for theodore kaczynski federal prison. (0.15 seconds)

[Theodore Kaczynski - Wikipedia, the free encyclopedia](#)
As bombing an airliner is a **federal** crime in the United States, the FBI became ... None of those opinions named **Theodore Kaczynski** as a possible author."[B] ...
en.wikipedia.org/wiki/Unabomber - 78k - Cached - Similar pages

[ADX Florence - Wikipedia, the free encyclopedia](#)
At this time the penitentiary was the holding place for the **Federal** Bureau of ... Nation based in Chicago); **Theodore Kaczynski** 04475-046 (The "Unabomber") ...
en.wikipedia.org/wiki/ADX_Florence - 35k - Cached - Similar pages

[Theodore J. Kaczynski News - The New York Times](#)
Theodore J Kaczynski, Unabomber, asks **federal** judge in California to ... notes that **Theodore J Kaczynski**, Unabomber currently in **Federal prison** in Colorado, ...
topics.nytimes.com/top/reference/timestopics/people/k/theodore_j_kaczynski/index.html - 49k - Cached - Similar pages

[Garland Jr. Burrell News - The New York Times](#)
Dr Sally Johnson, **Federal prison** psychiatrist in Unabom case, completes her evaluation of defendant **Theodore J Kaczynski** and sends it Judge Garland Burrell ...
topics.nytimes.com/top/reference/timestopics/people/b/garland_jr_burrell/index.html - 55k - Cached - Similar pages

FEDERAL BUREAU OF PRISONS
www.bop.gov

AN AGENCY OF THE U.S. DEPARTMENT OF JUSTICE

HOME

ABOUT INMATE LOCATOR PRISON FACILITIES CAREERS INMATE MATTERS POLICY/FORMS DOING BUSINESS NEWS/INFORMATION Site Map

- Inmate Locator**
- Inmate Locator
 - Visiting - General Info
 - Visiting Hours
 - Who Can Visit?
 - Background Checks
 - Business Visits
 - Special Circumstances
 - Visiting Room Procedures
 - Conjugal Visits
 - Locate Inmates Released Before 1982
 - Who is a "Federal" Inmate?

Inmate Locator Locate a Federal Inmate
(includes all inmates from 1982 to present)



Name	Register Number	Age	Race	Sex	Release Date		Location
					Actual	Projected	
1. THEODORE JOHN KACZYNSKI	04475-046	64	White	M		LIFE	FLORENCE ADMAX USP

[New Search](#) [FAQs](#) [Privacy](#) **Results 1 - 1 of 1**

Home | About | Inmate Locator | Prison Facilities | Careers
 Inmate Matters | Policy / Forms | Doing Business | News / Information

Accessibility | Browser Requirements | Disclaimer | Privacy Policy | Search | Site Map

-  Printer Friendly Version
- Related Documents**
Links open in a new window
- Admission & Orientation Program
 - Inmate Legal Activities Policy

What can make DOJ agency sites inaccessible

- Sample search 3: [fbi spinach salinas]
 - What a search engine user does not find (for a few days):
http://www.usdoj.gov/usao/can/press/2006/2006_10_04_spinach_releases.press.html
 - Reason: Google not including the news releases hub for US Attorney's Office, Northern District of California, in news crawling; site not tagged by publisher in sitemap at highest priority

Google Web Images Video News Maps more »
fbi spinach salinas Search Advanced Search Preferences

Web Results 1 - 10 of about 15,000 for fbi spinach salinas. (0.13 seconds)

MercuryNews.com | 10/06/2006 | Growers Express puzzled by FBI's ...
Growers Express puzzled by FBI's 'spinach' raid ... Wednesday about 9:30 a.m. at Growers Express in Salinas, equipped with sidearms and search warrants, ...
www.mercurynews.com/mld/mercurynews/news/15693599.htm - 26k - Cached - Similar pages

Growers Express puzzled by FBI's 'spinach' raid
Growers Express puzzled by FBI's 'spinach' raid ... The Salinas Valley, already rocked by weeks of economic havoc, was further jolted by the raids at ...
www.mercurynews.com/mld/mercurynews/news/15693599.htm?template=contentModules/printstory.jsp - 9k - Cached - Similar pages

cbs5.com - FBI Raids 2 Salinas Spinach Firms In E.Coli Probe
Federal agents searched two Salinas Valley spinach and produce companies Wednesday for evidence linked to the nationwide E. Coli outbreak that killed one ...
cbs5.com/food/local_story_277143550.html - 32k - Cached - Similar pages

FBI Search Warrants Issued In Salinas Valley - News
FBI Search Warrants Issued In Salinas Valley. ... 2006: FDA Lifts Spinach Warning For Salinas Valley Counties; September 29, 2006: Spinach Growers Consider ...
www.nbc11.com/news/10000499/detail.html - 56k - Cached - Similar pages

FBI searches 2 spinach plants for E. coli - Infectious Diseases ...

File Edit View History Bookmarks Tools Help del.jcio.us 23.9 hours saved

http://www.usdoj.gov/usao/can/press/2006/2006_10_04_spinachsearches.press.htm Google

M M Cal SF Moma Docs Docs 2 Desk WebEx M Ext Cal Ext Cal Gmail PBI Wiki WF ZB Citi GOOG Craigs

Stumble! All I like it Share Pages Friends Menu

Google unabomber Search Check AutoLink Subscribe AutoFill Options unabomber



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FOR IMMEDIATE RELEASE
OCTOBER 4, 2006
WWW.USDOJ.GOV/USAO/CAN

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U.S. ATTORNEY'S OFFICE STATEMENT ON SPINACH SEARCHES

The US Attorney's Office for the Northern District of California announced that agents of the FBI and FDA Office of Criminal Investigations executed two search warrants today on Growers Express in Salinas, CA, and Natural Selection Foods in San Juan Batista, CA, in connection with the September 2006 outbreak of E. coli 0157:H7 that the FDA has traced to spinach grown in the Salinas area.

"FDA continues to work with the U.S. Attorney's Office and the FBI to determine the facts behind this outbreak," said Dr. Robert Brackett, Director of the FDA Center for Food Safety and Applied Nutrition.

United States Attorney Kevin V. Ryan stated that "I want to reassure the public that there is no indication in this investigation that leaf spinach was deliberately or intentionally contaminated. We are investigating allegations that certain spinach growers and distributors may not have taken all necessary or appropriate steps to ensure that their spinach was safe before it was placed into interstate commerce. Moreover, the investigation has not revealed any evidence of a new or continuing

Done FoxyTunes Open Notebook 0:100

start Google Talk Microsoft Excel - DOJ... Inbox - Microsoft Out... 2 Microsoft Office ... iTunes 16 Firefox Microsoft PowerPoint ... FranklinCovey Planni...

10:57 AM
Wednesday
1/10/2007

File Edit View History Bookmarks Tools Help del.jcio.us 23.9 hours saved

http://www.usdoj.gov/usao/can/press/index.html

Search or Tag here

unabomber Search Check AutoLink Subscribe AutoFill Options unabomber



- Home
- About Us
- Divisions
- Press Releases
- Community
- Employment
- Victim-Witness
- Public Notifications
- En Español

Press Releases

If you are a member of the media with a question please send an email to Public Affairs Officer [Luke Macaulay](#).

2006 > 2005 > 2004 > 2003

December 2006			
December 19, 2006	Overseas Shipholding Group, Inc	Guilty Plea	Thirty-three felony counts related to deliberate vessel pollution from nine ships and false pollution log entries in three additional ships, in six U.S. ports around the nation.
December 18, 2006	Jeremy Brickner	Indictment	Two Counts of Impersonating an Agent of the United States
December 14, 2006	Fei Ye, Ming Zong	Guilty Plea	Two Counts Each of Economic Espionage

start Google Talk Microsoft Excel - DOJ... Inbox - Microsoft Out... 2 Microsoft Office ... iTunes 16 Firefox Microsoft PowerPoint ... FranklinCovey Planni... 10:57 AM Wednesday 1/10/2007

Agenda

Supporting the two levels of public search

Sitemaps for search engines

Success stories, benefits

Next steps

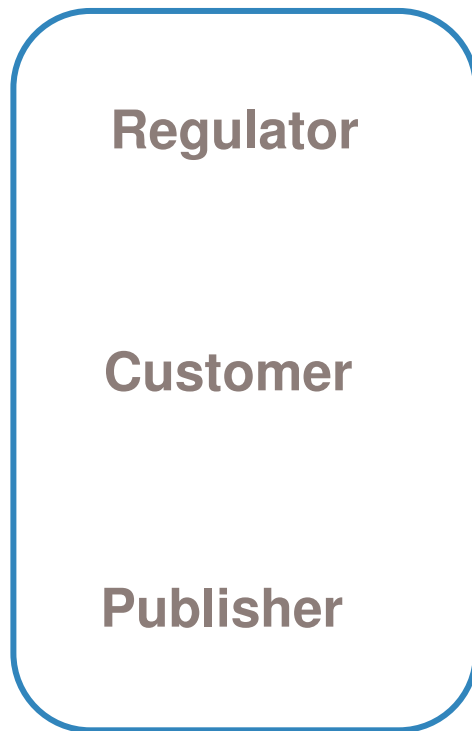
Q&A

Common concerns

- No direct cost
- Non-proprietary
- No security risk
- Public content only

Government's relationships with Google

Government

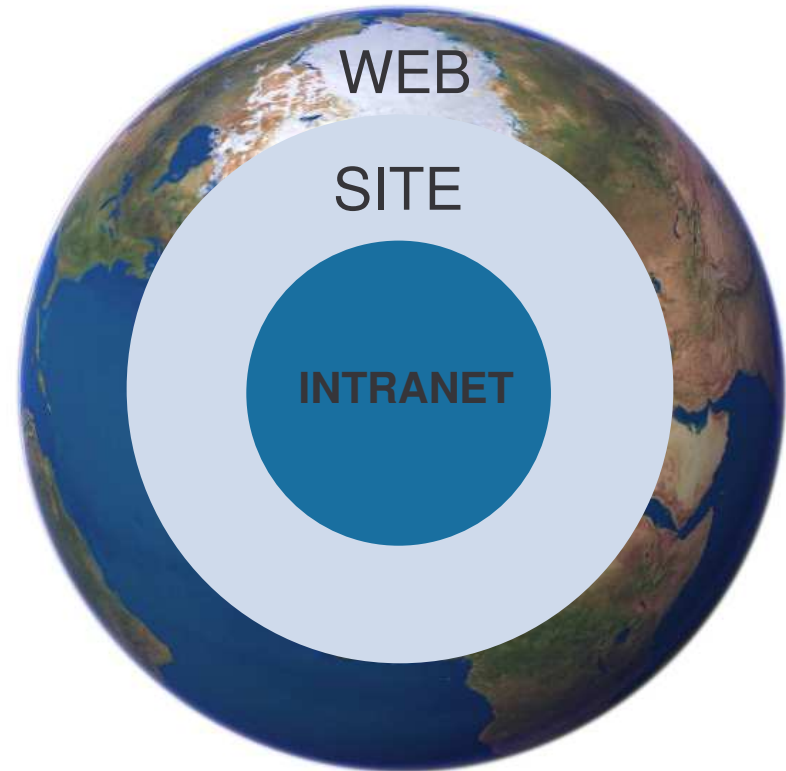


Google™



What we're talking about

- **Intranet:** Not your intranet or internal information
- **Site:** Nor search within your public site
- **Web:** Making content on your site accessible to web search engine users



Web search vs. site search

Supporting the two levels of public search



All of the open and accessible deep web	Search scope	A segment of your public site's content
Citizens and professionals	User	Professionals and citizens
Googlebot's crawling intervals	Freshness	Customizable
Limited by robots.txt, dynamic content.	Crawling	Limited by server capacity and cost
High-level stats	Reporting tools	More detailed, all facets
Free	Cost	Varies

Citizens increasingly access government through search engines

National Institutes of Health (nih.gov)

- 70% of unique users in July 2006 were referred by search engines (Google, Yahoo, MSN, AOL, Ask)

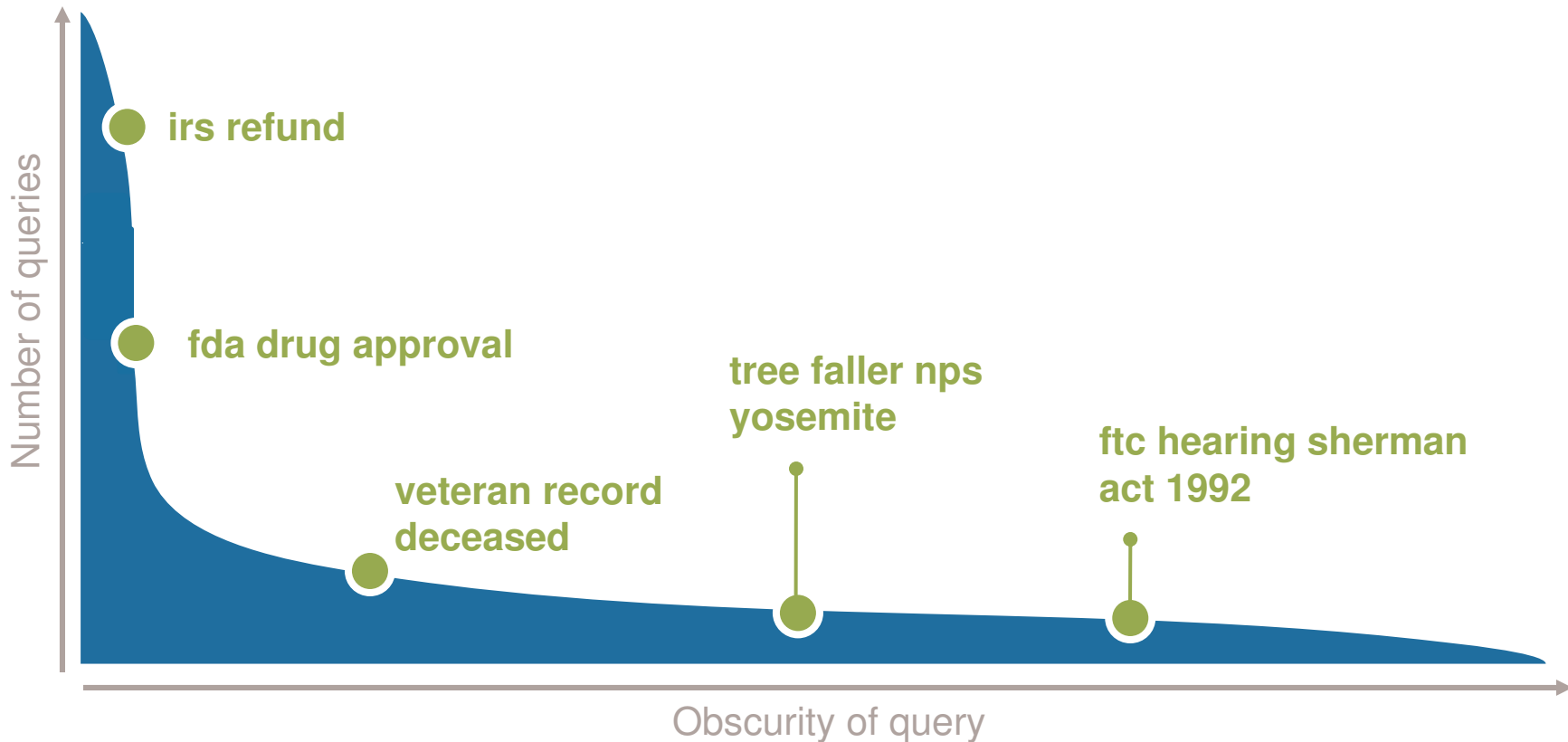


- Only 4% of unique users came directly to nih.gov

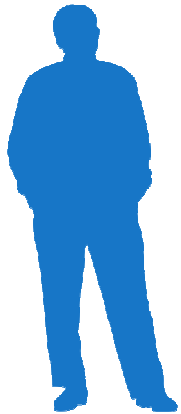
Source: ComScore, 2006

And they expect to find everything

The long tail of federal government information



Search engines are the point of departure, government sites are the destination



Google™

Federal

 **Internal Revenue Service**
DEPARTMENT OF THE TREASURY



State

 **virginia.gov**

utah
dot gov

Localities



King County

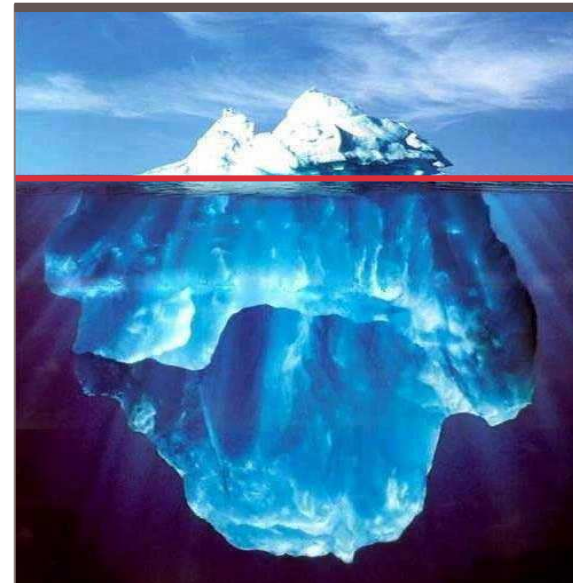


City of Dallas

Growing deeper and more dynamic

Challenges to web crawling are growing and multiplying

- Outdated robots.txt crawling instructions
- Non-html links
- Content “hidden” behind search forms
- Server errors (crawler times out when fetching content)
- Orphaned URLs
- Rich media: audio, video
- Paid/premium content databases



WEB
Searchable

DEEP WEB
Not searchable

Crawlers cannot navigate search forms

When crawled

[Home](#) → [Business Services](#) → Search database

Business Services

- [Search database](#)
- [Search 4B7 database](#)
- [Search the archives](#)
- [Database info](#)
- [Choosing a Business](#)
- [Resource Links](#)
- [Online Forms](#)
- [Fee Schedule](#)
- [Legal matters](#)
- [e-Filing](#)
- [e-Filing your forms](#)
- [e-Filing reports](#)

Search Our Database

Welcome! This page allows you to enter in a name, and retrieve the information you are looking for.

Name:

Results per page: 10

-or-

Case #:

[Corporate search info](#)

Liability Statement: While we make all reasonable efforts to ensure the accuracy of information contained on this website, we make no representation or warranty as to the correctness or completeness of the information.

[Home](#) | [Site Map](#) | [Contact Us](#)



Database Search Results

Searched john smith Results 1 - 10 of 385

Case #	Status	Type	Name
37542	Inactive	Legal	SMITH, LIMITED
195660	Inactive	Legal	SMITH AND CO., INC.
246212	Active	Legal	SMITH & COMPANY, INC.
144521	Inactive	Former	SMITH & ACKLEY, INC.
266763	Active	Legal	SMITH & ASSOCIATES, L.L.C.
37787	Active	Former	SMITH & ASSOCIATES INSURANCE SERVICES, INC.
252270	Active	Legal	SMITH & CARSON, INC.
187233	Inactive	Fictitious name	SMITH & HATCH, INC.
181647	Inactive	Legal	SMITH & HOLTkamp, P.C.
179923	Inactive	Legal	SMITH AND JONES INC.

Result Page: 1 2 3 4 5 6 7 8 9 10 Next

[Home](#) | [Site Map](#) | [Contact Us](#)

Search results are invisible

The solution: Sitemaps

The Sitemap protocol enables a web publisher to proactively manage search engine crawling



“The launch of Sitemaps is significant because it allows for a single, easy way for websites to provide content and metadata to search engines”

—Tim Mayer, Senior Director of Product Management, Yahoo Search

“We are 100% behind this protocol - this kind of collaboration will help improve the search experience for all of our customers”

—Ken Moss, General Manager, Live Search

- Sitemap protocol developed by Google in June 2005 and released under Creative Commons License
- Adopted as an industry standard in November 2006: www.sitemaps.org

Navigational sitemap

A browse index or sitemap enables a user to navigate throughout a site

SITE INDEX

To view or print the PDF content on this page, download the free [Adobe® Acrobat® Reader®](#).

NEWS	OFFICES
Treasury Deputy Secretary Kimmitt Travels to Asia this week to Discuss Compact with Iraq	Office of Domestic Finance
KEY TOPICS	Debt Management
General Interest	Advanced Counterfeit Deterrence
Law Enforcement	Office of Financial Institutions
International	Federal Financing Bank
Taxes	Financial Institutions
Financial Markets	Financial Markets
Currency & Coins	Fiscal Service
Small Business	Office of Economic Policy
Accounting & Budget	Working Papers
Technology	Total Taxable Resources
PRESS ROOM	Terrorism and Financial Intelligence
Public Schedule	Office of Foreign Assets Control
	Executive Order 13324
	National Money Laundering Strategy
	Executive Office for Asset Forfeiture

Sitemaps for search engines

- HTML
- Simple text
- XML

Simple text sitemap

A comprehensive list of URLs

<http://www.firstgov.gov/index.shtml>

<http://www.firstgov.gov/About.shtml>

http://www.firstgov.gov/Citizen/Services/Address_Changes.shtml

http://www.firstgov.gov/Topics/Parents_Adoptive.shtml

http://www.firstgov.gov/Government/State_Local/Ag_Environment.shtml

http://www.firstgov.gov/Citizen/Topics/Environment_Agriculture/Agriculture.shtml

http://www.firstgov.gov/Citizen/Facts/Facts_Agriculture.shtml

<http://www.firstgov.gov/Agencies/Federal/Executive/Agriculture.shtml>

XML sitemap

- A comprehensive list of URLs in XML
- Tagged with each URL's location, last modification, change frequency and priority

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.google.com/schemas/sitemap/0.84">
  <url>
    <loc>http://www.example.com/</loc>
    <lastmod>2005-01-01</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.8</priority>
  </url>
  <url>
    <loc>http://www.example.com/catalog?item=12&desc=vacation_hawaii</loc>
    <changefreq>weekly</changefreq>
  </url>
  <url>
    <loc>http://www.example.com/catalog?item=73&desc=vacation_new_zealand</loc>
    <lastmod>2004-12-23</lastmod>
    <changefreq>weekly</changefreq>
  </url>
  <url>
    <loc>http://www.example.com/catalog?item=74&desc=vacation_newfoundland</loc>
    <lastmod>2004-12-23T18:00:15+00:00</lastmod>
    <priority>0.3</priority>
  </url>
  <url>
    <loc>http://www.example.com/catalog?item=83&desc=vacation_usa</loc>
    <lastmod>2004-11-23</lastmod>
  </url>
</urlset>
```

Introducing Google Webmaster Tools

Free resources and tools to help you implement sitemaps and improve your sites' visibility in Google search results

Google™ Webmaster Central

Welcome to your one-stop shop for comprehensive info about how Google crawls and indexes websites. You can learn here how to ensure that your site is easily crawled and indexed and access tools that will enable you to diagnose crawling issues, study statistics on how your site is doing in our index, and tell us how you'd like your site to be crawled and indexed.



[Site status wizard](#)

Find out whether your site is currently being indexed by Google.



[Google's blog for webmasters](#)

The latest news and info on how Google crawls and indexes websites.



[Webmaster tools \(including Sitemaps\)](#)

Statistics, diagnostics and management of Google's crawling and indexing of your website, including Sitemap submission and reporting.



[Google's discussion group for webmasters](#)

Talk with your fellow webmasters and share your feedback with us.



[Submit your content to Google](#)

Learn about submitting content for Google properties such as Google Base and Google Book Search.



[Webmaster help center](#)

See answers to frequently asked questions about crawling, indexing, ranking and other webmaster issues.

Learn more at: <http://www.google.com/sitemapsgov>

THOMAS success story

- A Library of Congress service that provides access to the proceedings of Congress
- Removed robots.txt restrictions to enable crawling
- Opened hundreds of thousands of bills, nominations, resolutions, and other documents to search engine users



The screenshot shows a Google search interface. The search bar contains the text "federal funding accountability transparency act". Below the search bar, the "Web" section displays search results. The first result is from Wikipedia, titled "Federal Funding Accountability and Transparency Act of 2006 ...". The second result is from THOMAS (Library of Congress), titled "Federal Funding Accountability and Transparency Act of 2006 (Introduced in Senate)[S.2590.IS] 2 . Federal Funding Accountability and Transparency Act of ...". This second result is highlighted with a red box. Below the search results, the THOMAS website header is visible, followed by a navigation bar and a table of links. A blue arrow points from the text on the left to the THOMAS search results section.

Web Images Video News Maps more »
federal funding accountability transparency act Search Advanced Search Preferences

Web

Federal Funding Accountability and Transparency Act of 2006 ...
The **Federal Funding Accountability and Transparency Act of 2006** (S. 2590) [1] is an act that requires the full disclosure of all entities or organizations ...
en.wikipedia.org/wiki/Federal_Funding_Accountability_and_Transparency_Act_of_2006 - 43k - [Cached](#) - [Similar pages](#)

Search Results - THOMAS (Library of Congress)
Federal Funding Accountability and Transparency Act of 2006 (Introduced in Senate)[S.2590.IS] 2 . **Federal Funding Accountability and Transparency Act of ...**
thomas.loc.gov/cgi-bin/query/z?c109:S.2590 - 4k - [Cached](#) - [Similar pages](#)

The LIBRARY of CONGRESS THOMAS

The Library of Congress > THOMAS Home > Bills, Resolutions > Search Results

THIS SEARCH	THIS DOCUMENT	GO TO
Next Hit	Forward	New Bills Search
Prev Hit	Back	HomePage
Hit List	Best Sections	Help
	Contents Display	

There are 4 versions of Bill Number S.2590 for the 109th Congress

1. Federal Funding Accountability and Transparency Act of 2006 (Introduced in Senate)[[S.2590.IS](#)]
2. Federal Funding Accountability and Transparency Act of 2006 (Reported in Senate)[[S.2590.RS](#)]
3. Federal Funding Accountability and Transparency Act of 2006 (Engrossed as Agreed to or Passed by Senate)[[S.2590.ES](#)]
4. Federal Funding Accountability and Transparency Act of 2006 (Enrolled as Agreed to or Passed by Both House and Senate)[[S.2590.ENR](#)]

THIS SEARCH	THIS DOCUMENT	GO TO
Next Hit	Forward	New Bills Search
Prev Hit	Back	HomePage
Hit List	Best Sections	Help
	Contents Display	

NCES success story

- US Department of Education agency that provides statistical information about districts, schools, and other educational facilities
- Technical web manager submitted sitemaps to open five dynamic databases to crawling, adding ~180K URLs
- Now surfacing database records previously invisible to search engine users



NCES success story

Google [Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

gardiner elem school district [Advanced Search Preferences](#)

Web

Search for Public School Districts - District Detail for Gardiner Elem
 Use the Search For Public **School** Districts locator to retrieve information on all US public **school** districts. This data is collected annually directly from ...
nces.ed.gov/ccd/districtsearch/district_detail.asp?ID2=3011820 - 41k -
[Cached](#) - [Similar pages](#)

Montana School, School System and School District Information - MT
GARDINER ELEM GARDINER, MT CITY School District and Schools Information.
 Elementary Schools, Middle Schools and High Schools in **GARDINER, MT** ...
www.schoolmatch.com/ppsi/schools/txtschmt.cfm - 94k - Nov 29, 2006 -
[Cached](#) - [Similar pages](#)



Institute of Education Sciences U.S. Department of Education

ies NATIONAL CENTER FOR EDUCATION STATISTICS

NewsFlash Staff Contact Site Index Help

Search NCES

[Publications & Products](#) [Surveys & Programs](#) [Data Tools](#) [Tables & Figures](#) [Fast Facts](#) [School, College, & Library Search](#) [Annual Reports](#) [What's New?](#) [KIDSZONE](#)

Search for Public School Districts **CCD** Common Core of Data

[Modify Search](#) [Data Notes/Grant IDs](#) [Help](#)

District Information

District Name: Gardiner Elem schools for this district	County: Park	County ID: 30067
Mailing Address: 510 Stone Street Gardiner, MT 59030	Physical Address: 510 Stone Street Gardiner, MT 59030	Phone: (406) 848-7563
NCES District ID: 3011820	State District ID: 0614	

District Details [Show Less](#)

Characteristics

Grade Span: (grades PK - 8)
 PK|KG|1|2|3|4|5|6|7|8

Total Schools:	2	Type:	Regular School District
Total Students:	157	Locale/Code:	Rural, outside CBSA / 7
Classroom Teachers (FTE):	10.7	Status:	No Boundary Change
Student/Teacher Ratio:	14.7	Metro Status:	Non MSA - Does not serve an MSA
Summer Migrant Students:	N/A	CSA/CBSA:	00000
ELL (formerly LEP) Students:	0	Supervisory Union #:	000
Students with IEPs:	20		

- Tens of thousands of potential search hits and links to NCES and its databases
- Taking their place alongside records from commercial services replicating sometimes dated NCES data

PlainLanguage.gov success story

Google Web Images Video News Maps more »
over-the-counter drug label Search Advanced Search Preferences

Web

[The New Over-the-Counter Medicine Label: Take a Look](#)
All nonprescription, **over-the-counter** (OTC) medicine labels have detailed usage and ... The new **Drug Facts labeling** requirements do not apply to dietary ...
www.fda.gov/cder/consumerinfo/OTClabel.htm - 34k - [Cached](#) - [Similar pages](#)

[Over-the-Counter Medicines: What's Right for You?](#)
Read the **label!** **Drug labels** change as new information becomes available. That's why it's important to read ... Consumer Education: **Over-the-Counter** Medicine ...
www.fda.gov/cder/consumerinfo/WhatsRightForYou.htm - 40k - [Cached](#) - [Similar pages](#)
[[More results from www.fda.gov](#)]

[Understand Over-the-Counter Drug Labels](#)
Reading the product **label** is the most important part of taking care of yourself or your family when using **over-the-counter** (OTC) medicines (those that are ...
www.webmd.com/content/article/61/67580.htm - 40k - [Cached](#) - [Similar pages](#)

Plain Language: Over-the-counter drug label DocID: 6
Examples>[Over-the-counter drug label](#). [Over-the-counter drug label](#) Food and Drug Administration, No-Gobbledygook Award Winner. No None Version available ...
www.plainlanguage.gov/test/Examples/indexExample.cfm?record=6&search=BA - 13k - [Cached](#) - [Similar pages](#)



Plain Language.gov
Improving Communication from the Federal Government to the Public

Home What is PL? Why PL? Using PL

[Examples](#)>Over-the-counter drug label

Over-the-counter drug label
Food and Drug Administration

[Over-the-counter drug label](#) (pdf)

- Federal interagency effort to encourage clarity in government communications
- Before/after examples served dynamically, thus uncrawlable
- Web manager successfully implemented sitemap in ~8 hours through trial and error, using freely available and in-house tools

Relevant legislation and OMB policy*

- The Sitemap protocol supports the **E-Government Act of 2002** requirements to:
 - “Organize and categorize information intended for public access and ensure it is searchable across agencies...[using] sophisticated Internet search functions (including their crawl and index mechanisms)...”
 - “...publish your information directly to the Internet...expos[ing] information to freely available and other search functions [that] adequately [organize] and [categorize] your information.”
 - “...[When] disseminating significant information dissemination products, advance preparation, such as using formal information models, may be necessary to ensure effective interchange or dissemination. This procedure is needed when freely available and other search functions do not adequately organize and categorize your information.”
 - The Sitemap protocol also supports the **Federal Enterprise Architecture's Data Reference Model 2.0** requirements to:
 - “Identify how information and data are created, maintained, accessed, and used...[and] Define data and describe relationships among data elements used in the agency’s information systems.”
- * Source: [Federal Sitemaps](http://colab.cim3.net/cgi-bin/wiki.pl?FederalSitemaps) (<http://colab.cim3.net/cgi-bin/wiki.pl?FederalSitemaps>), managed by the federal Semantic Interoperability (SICoP) and XML (xmlCoP) Community of Practice.

Making your agency more accessible

- Implementing sitemaps can **enhance**, but **does not replace**, Google's crawling
- It does not guarantee inclusion, but **helps** to deliver more information and **fresher results** to users

- **Most sitemaping tools are free** and can be easy to implement
- Makes Google crawling **more efficient**, reducing demands on servers
- Google Webmaster Tools reporting tools **uncover and pinpoint** technical errors

- The Sitemap protocol is **open industry standard**
- Ensures **all** your public information are services are discoverable by **all** potential users
- **Accelerates** the inclusion of new information in search results

The virtuous circle

Google's benefits

- Expands the reach of Google's Web Search service
- Incorporates more authoritative, trustworthy, fresh content
- Increases crawling efficiency

Citizen users' benefits

- More and better information from trusted sources
- Quicker access to and navigation of government information and services
- Enables serendipitous discovery

Next steps

- Watch for:
 - Copy of this presentation
 - Link to selected list of uncrawlable DOJ agency sites
 - Invitation to attend upcoming webinars on implementing the Sitemap protocol
- Sign up at www.google.com/sitemapsgov
- Verify your site ownership, generate and upload your sitemap(s)
- Get answers:
 - At Webmaster Central: www.google.com/webmasters
 - Or directly: sitemap-partners@google.com
- Track your progress

	A	B	C	D
1	DOJ sites to sitemap			
2				
3	Agency	Site/database name/description	Issue	URL
4	ATF	Fully blocked by robots.txt	Blocked by robots.txt	www.atf.gov
5	Bureau of Justice Statistics	Fully blocked by robots.txt. Some of the statistical data is summarized in reports available elsewhere that are crawled.	Blocked by robots.txt	http://bjsdata.ojp.usdoj.gov/dataonl
6	National Criminal Justice Reference Service (NCJRS)	Library abstracts database is not crawlable (results are behind a form and the results are also blocked by robots.txt). However, many of the abstracts are included in the publications database, which is crawlable.	Uncrawlable, to sitemap	http://www.ncjrs.gov/abstractdb/sec
7	National Criminal Justice Reference Service (NCJRS)	Justice Events calendar. Blocked by robots.txt so links to events are in Google, but events themselves cannot be crawled.	Robots.txt	http://www.ncjrs.gov/eventscalenda
8	Community Capacity Development Office (CCDO)	Weed and Seed Data Center. Website for community-based approach to law enforcement.	Uncrawlable, to sitemap	http://www.weedandseeddatacente
9	Executive Office for Immigration Review (EOIR)	Virtual Library: Immigration Related Federal Register Notices: Uncrawlable due to Javascript	Uncrawlable, to sitemap	http://www.usdoj.gov/eoir/vll/fedreg/
10		Looks Too Good To Be True website: Looks Too Good To Be True website: Warns public of fraud and scams. Victims' stories are not fully indexed because they appear in a pop up. Therefore,		