

Web Site Maintenance Group Report 2010/11

Submitted by Sam Spencer, Chair

Late last year I took over the position of Web Site Maintenance Chair for the Alliance, with the goal of improving the site's search-engine rankings to increase the standard's exposure. Michael Iannaccone, a skilled Drupal developer from ICPSR, and I have been looking at how we can do this and also improve user satisfaction.

After a few technical additions to make it easier for search engines to crawl the site's pages, we were able to get some interesting data out of Google to look at how people are using, and more importantly finding, the site. What these searches have told us, though, is who is (and is not) getting to our site from these search terms. This has led us to look at how the whole site hangs together, and look for new ways to link pages.

A new feature on the site is an updated live map of where DDI is being used, located on the [Community page](#). Improvements to the map include the ability to zoom in and scan the map for different regions, and pop-out balloons describing the users. Over the coming months we will be sorting through the map to add or update users with more information to make it even more interactive.

You may also notice that we have also put up a [word-cloud](#) on the site. This was created by mining our new sitemap, analysing each page on the site, and running it through the [Tagxedo web-app](#) to create a visual ranking for every word on the site. This is both an illustration and a tool that will enable the community to easily identify under- or over-represented words and help us customize our pages to drive more users to the site.

Finally, I would love to hear from you. If you notice an area of the site that is underdeveloped and want to help us write more content, be sure to send me an [email](#).