

# GovLinks App Quick Start Guide

## Purpose

*To create short URLs that are able to be tracked to gauge their effectiveness*

IOT has developed a process for the creation of short URLs for use by agencies on their various webpages. This method will also calculate metrics identifying the number of visits to each webpage for their effectiveness.

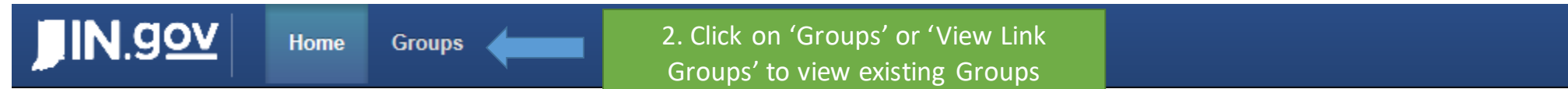
The GovLinks App can be found by navigating to <https://on.IN.gov>

In order to be able to create a request for a new, short URL, a user must 1<sup>st</sup> be granted access to the GovLinks App.

Please contact Graig Lubsen at [Glubsen@iot.in.gov](mailto:Glubsen@iot.in.gov) to request access.

# GovLinks App Quick Start Guide

From the home page, you can do 2 things: 1. View all of your submitted and pending requests 2. View all existing Groups that have been created , or, create a new group



Welcome to GovLinks

GovLinks is your solution for creating short links where you can track the reach in Siteimprove Analytics.

List of features:

- Auto-generation of short links.
- Easily create new links for every digital platform.
- Create custom short URLs.



## Links Pending Approval

1. Any pending requests will be visible in this area

Creator	Agency	Url	Source	Medium	Name	Term	Content	Created At
10								

# GovLinks App Quick Start Guide



Home

Groups

When option # 2 is selected to view existing groups, the Link Groups page will be displayed

Need to create a request for a new URL? The 1<sup>st</sup> step is to create a group

Click Create Group



+ Create Group

## Link Groups

Creator	Agency	Destination	Description	Hits	Created At	
<a href="#">Scott Davis</a>	Department of Natural Resources	<a href="http://www.in.gov/dnr/parklake/2988.htm">http://www.in.gov/dnr/parklake/2988.htm</a>	Brown County State Park	1	May 19th 2017	<a href="#">Edit</a> <a href="#">Links</a> <a href="#">Remove</a>
<a href="#">Graig Lubsen</a>	Indiana Office of Technology	<a href="http://www.in.gov/indot/4U">http://www.in.gov/indot/4U</a>	INDOT call center	0	May 17th 2017	<a href="#">Edit</a> <a href="#">Links</a> <a href="#">Remove</a>

# GovLinks App Quick Start Guide



Home

Groups

A pop up box will appear and will require entry of certain pieces of information needed in order to create a group

Beginning with http:// or https://, enter the desired destination for the URL being created

Enter a brief description for the new URL

Create a New Group

\* Destination:  
  
All links you create within this group will be sent to this url. Requires a prefix of http:// or https://.

Description:

Cancel Save

Click 'Save' after entering all information

# GovLinks App Quick Start Guide

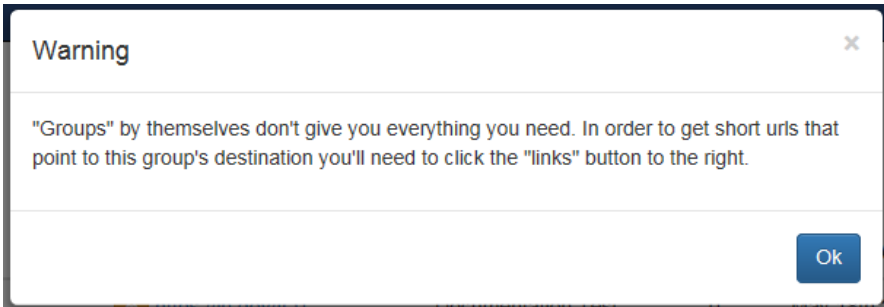
You will now see the information displayed for the group that was just created



You will notice in the destination column a warning box. Click on the symbol to see the warning information



The warning box displays a message indicating that you must also create a 'Link' as part of the short URL process



To Edit or remove a group, click the appropriate option



Click on the 'Link' button to enter the URL creation page



# GovLinks App Quick Start Guide



Home

Groups

## Links

Next, click on  
'Create Link'



+ Create Link

Creator	Agency	Url	Status	Source	Medium	Name	Term	Content	Hits	Created At
---------	--------	-----	--------	--------	--------	------	------	---------	------	------------

10

page 1 of 0 | 0 items shown of 0

A pop up window will then appear where all required URL information can be entered

This is a randomly generated link. If requesting a custom URL, type in the desired link. All custom URL requests must be approved.



Enter descriptive information into at least the first two fields

### Create a New Link

\* Key:

This will be the unique short url. For example: https://appdev.external.ist.in.gov/ot/on/uet/c8mg6. Changing this to a custom URL will require administrator approval.

\* Source:

Specific platform where traffic originates. Example: (Facebook, Twitter, email newsletter, etc.)

Medium:

Broad category of the platform where the traffic originated. Example: social or website

Name:

ID of campaign to differentiate from other on-going campaigns. Example: Invest In Your Health or Fishing License

Content:

The utm\_content parameter identifies what item specifically was clicked to bring the user to the site, such as a banner ad or a text link, for example. This is used to differentiate similar content or links within the same ad. For example, if you have two call-to-action links within the same email message, you can use utm\_content and set different values for each so you can tell which version is more effective. This category is used for A/B testing and content-targeted ads. (Examples: logolink or textlink)

Term:

This item helps identify paid search keywords that people are searching that lead them to your page. This UTM category is used specifically in "pay-per-click" scenarios -- a model of Internet marketing in which advertisers pay a fee each time one of their ads is clicked, buying visits to their sites rather than attempting to "earn" those visits organically.

Cancel Save



Click 'Save' after entering all information

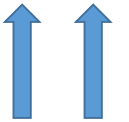
# GovLinks App Quick Start Guide

Next, the page will display the short URL information just entered

## Links

Search + Create Link

Creator	Agency	Url	Status	Source	Medium	Name	Term	Content	Hits	Created At	
Graig Lubsen	Indiana Office of Technology	<a href="https://on.in.gov/zvsvj">https://on.in.gov/zvsvj</a>	Active	IOT homepage	website			widget	0	May 24th 2017	<a href="#">Edit</a> <a href="#">Remove</a>
Graig Lubsen	Indiana Office of Technology	<a href="https://on.in.gov/m1eo5">https://on.in.gov/m1eo5</a>	Active	IOT homepage	website			online services	0	May 24th 2017	<a href="#">Edit</a> <a href="#">Remove</a>
Graig Lubsen	Indiana Office of Technology	<a href="https://on.in.gov/t8pye">https://on.in.gov/t8pye</a>	Active	IOT homepage	website			billboard	0	May 24th 2017	<a href="#">Edit</a> <a href="#">Remove</a>



To Edit or remove the short URL request, click here

**\*\*NOTE\*\*** After a custom link request has been submitted, it will be in a pending status until it is approved. Any system generated URLs will work immediately.

# GovLinks App Quick Start Guide



Home

Groups

## Links

+ Create Link

Creator	Agency	Url	Status	Source	Medium	Name	Term	Content	Hits	Created At	
Graig Lubsen	Indiana Office of Technology	<a href="https://on.in.gov/zvsvj">https://on.in.gov/zvsvj</a>	Active	IOT homepage	website			widget	0	May 24th 2017	<a href="#">Edit</a> <a href="#">Remove</a>
Graig Lubsen	Indiana Office of Technology	<a href="https://on.in.gov/m1e05">https://on.in.gov/m1e05</a>	Active	IOT homepage	website			online services	0	May 24th 2017	<a href="#">Edit</a> <a href="#">Remove</a>
Graig Lubsen	Indiana Office of Technology	<a href="https://on.in.gov/t8pye">https://on.in.gov/t8pye</a>	Active	IOT homepage	website			billboard	0	May 24th 2017	<a href="#">Edit</a> <a href="#">Remove</a>



Copy the specific URL  
and paste it in the  
needed media platform.

**\*\*NOTE\*\*** A specific URL should be generated for each platform. E.G, one for Twitter, another for Facebook. These links are then tracked in the IN.gov Analytics tool, Siteimprove, to track effectiveness and message reach per platform.



# GovLinks App Quick Start Guide – View Analytics

Analytics Dashboard Siteimprove

Core http://www.in.gov No group selected Last 7 days

Login to Siteimprove and go into the Analytics tool.



Search in menu

Analytics Overview

- Summary
- Groups
- Online Visitors

Key Metrics

Visitors

Content

Entries and Exits

Traffic Sources

**Campaigns**

Internal Searches

Behavior

Event Tracking

Select Campaigns.



Select Summary.



## Campaigns

- Summary**
- Pages
- Name
- Source
- Medium
- Term
- Content

View Results.

Name	Source	Medium	Visits   % of total
spring/summer 2017	visit indiana	referral	582 <0.1 %
babdcfaef5-email_campaign_2017_07_13_breaking_news	ici news - weblink	email	449 <0.1 %
visitindiana.com premium online listing	visit indiana	referral	272 <0.1 %
visitindiana.com premium online listing	visit indiana	things to do listing	222 <0.1 %
visitindiana.com premium online listing	visit indiana	lodging ad	96 <0.1 %
inconnect alliance	quantcast	display	72 <0.1 %