

Mobile Implementation

What is the Purpose of Mobile Implementation on the Internet Website?

Mobile implementation is designed to give users who visit U.S. Mission websites via a mobile device an optimized user experience.

I understand that the new feature will also be available for the Language websites at the same time as the English?

This is not true. Language implementations will begin once the English sites are complete. We are targeting early April to begin Language implementations.

How does Mobile Implementation work?

Mobile is implemented by the CMS Team in Washington, DC. This requires updating some back-end templates, changing the template of each page in the site and performing a full site export of all pages and updated templates.

Once mobile is implemented and active in the CMS site, no action should be required by the webmaster.

Is there a uniform user experience across all mobile platforms?

Due to the nature of different mobile operating systems, it is not possible to have an identical user experience across platforms. However, every effort is made to make the experience as similar as possible.

How are images affected in Mobile pages?

Phone and Tablet devices treat images differently.

Phones do not display home page images, and they display only the first image on internal pages.

Tablets display the images from the main body on the home page and the first image on internal pages.

At this time, neither version displays any content in the right column.

Can we manage our Mobile site separate from our Desktop site?

No. Mobile pages are created and exported automatically when a new page is created.

Will single image features be available on Mobile? If not, what are the alternatives?

At this time they are not available. We are looking at alternatives for phase II.

Currently, users cannot reach an individual page via a mobile device. They are re-directed to the Home page of the mobile version. When will this be fixed?

The fix for this is currently underway.

Digital Analytics Implementation

For More Information:

<http://www.howto.gov/web-content/digital-metrics/digital-analytics-program/common-questions>

What about countries that Google does not recognize, such as Kosovo?

Can I get some more clarification on this? We will have to discuss with GSA

When will Google Analytics begin gathering data?

As soon as it is implemented in the CMS Site and exported. You will receive a “maintenance complete” message from us.

Once GA is available, how will we access Google Analytics for our Post?

We’re still working with GSA on access details.

What are the benefits of implementing GA on our sites?

The Digital Analytics program at GSA administers the government wide analytics account to help agencies meet metrics reporting requirements from OMB eGov.

Tourism Implementation

Can we change the URL of the Tourism page? Can we change the content of the page?

The Econ/Business Affairs Bureau (EB) has provided the URL and content for the Tourism page. While the URL cannot be changed, Posts may add supplemental information if they choose.

Will Tourism only be implemented in English?

Yes. After the implementation, if a Post wishes to create a translated page in a Language site, they may do so. Please work with the CMS Team to arrange the export by e-mailing embassy-help@getusinfo.com.