

The Digital Analytics Program (DAP)

Updated February 13, 2023



DAP Logo

Overview

The Digital Analytics Program (DAP) offers a web analytics tool, training, and support to federal agencies. The program is a shared service provided by the Technology Transformation Services (TTS) at the U.S. General Services Administration (GSA).

DAP provides federal agencies with:

1. Free web analytics tools for public-facing federal websites that are comprehensive and easy to use.
2. Scalable infrastructure for measuring a broad range of .gov sites (large and small)
3. Training on analytics tools and reporting:
 - a. View upcoming trainings and talks »
 - b. View past recorded trainings »
 - c. Ongoing help-desk support around implementation, data, and reporting

DAP is required:

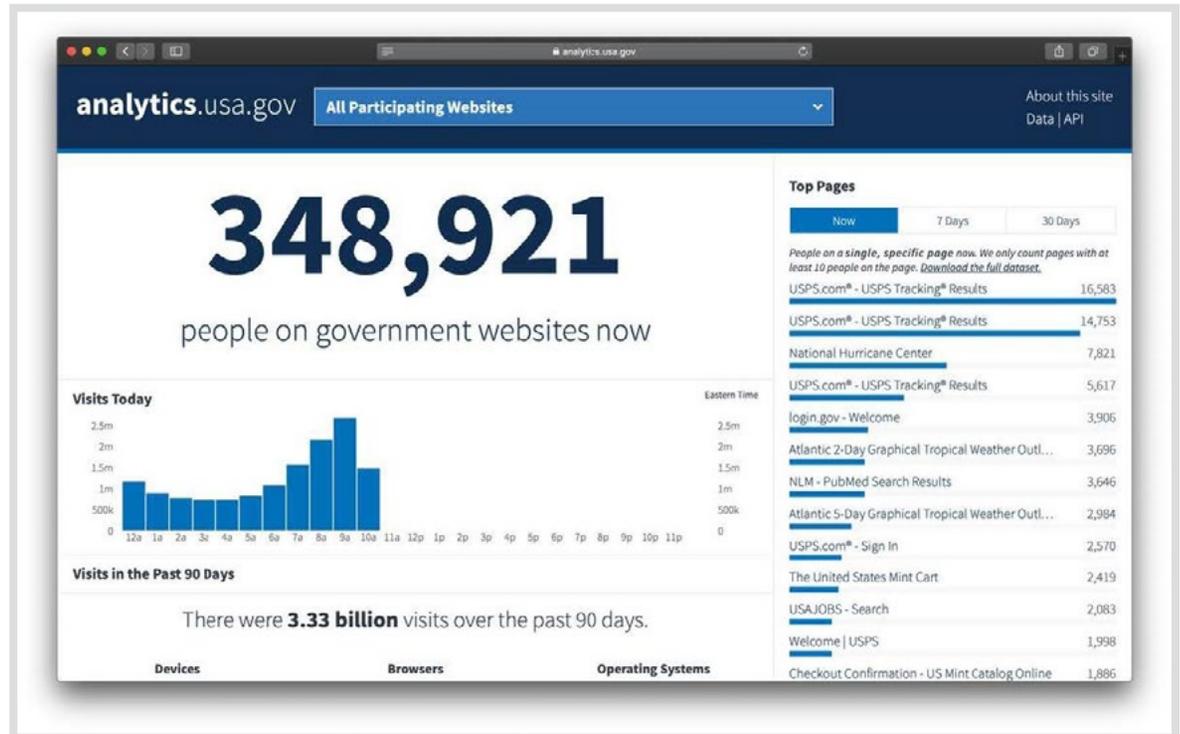
On November 8, 2016, the Office of Management and Budget (OMB) released a memorandum on Policies for Federal Agency Public Websites and Digital Services (PDF, 1.2 MB, 18 pages), which requires executive branch federal agencies to implement the DAP JavaScript code on all public facing federal websites.

<https://digital.gov/guides/dap/>

DAP Provides Insights Across Agencies

Want to see how many people are on government websites right now?

Take a look at DAP's analytics.usa.gov dashboard that delivers an unprecedented, government-wide view of how the public interacts with federal websites.



DAP Analytics Screen

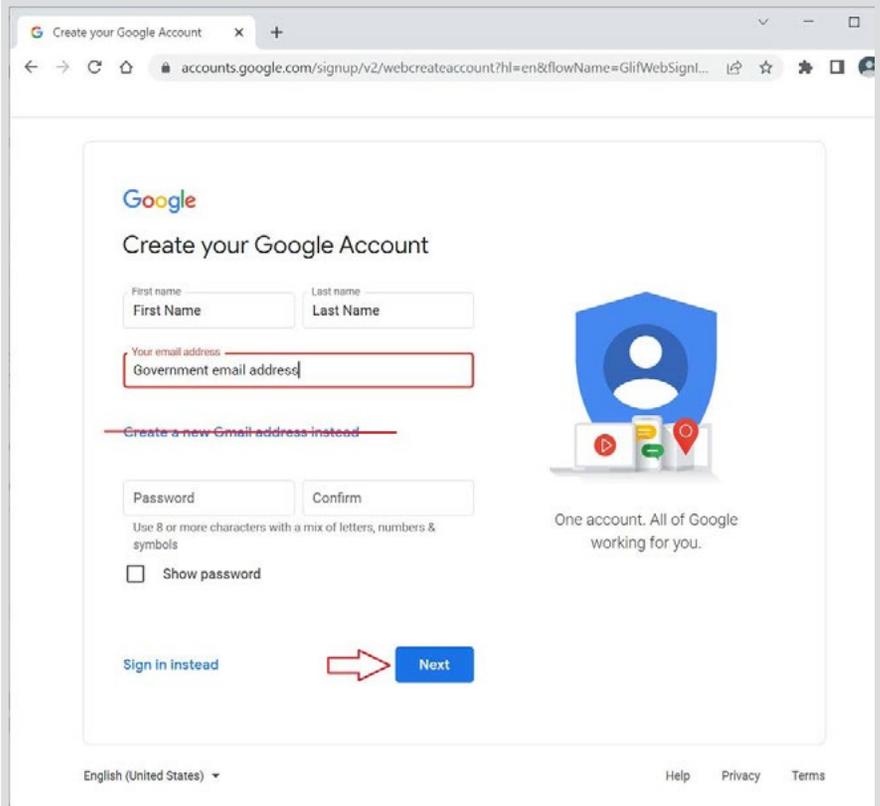
How to Obtain a DAP Account

Step #1 - associate your government email with Google Analytics.

- Does your agency already use Google for email or Google Suite? If yes, no action is needed.
- If no, then you'll need to associate your .gov or .mil or authorized contractor email address with Google Analytics
- Go to: <https://accounts.google.com/SignUpWithoutGmail?hl=en>

NOTE: Do Not create a new Gmail address.

Once you have associated your government email to Google, follow the next steps.



The screenshot shows the 'Create your Google Account' page in a browser. The page title is 'Create your Google Account'. The URL in the address bar is accounts.google.com/signup/v2/webcreateaccount?hl=en&flowName=GlifWebSign.... The page features the Google logo at the top left. Below it, the heading 'Create your Google Account' is displayed. The form includes fields for 'First Name' and 'Last Name'. A red box highlights the 'Your email address' field, which contains the text 'Government email address'. Below this field, a red line with the text 'Create a new Gmail address instead' is crossed out. The form also has 'Password' and 'Confirm' fields, with a note: 'Use 8 or more characters with a mix of letters, numbers & symbols'. There is a checkbox for 'Show password'. At the bottom left, there is a 'Sign in instead' link. At the bottom right, there is a blue 'Next' button with a red arrow pointing to it. On the right side of the page, there is a graphic of a blue shield with a white person icon, and a laptop displaying various Google services icons. Below the graphic, the text reads: 'One account. All of Google working for you.' At the bottom of the page, there is a language selector set to 'English (United States)' and links for 'Help', 'Privacy', and 'Terms'.

Google Email Association

Request Access to DAP

Step #1 -

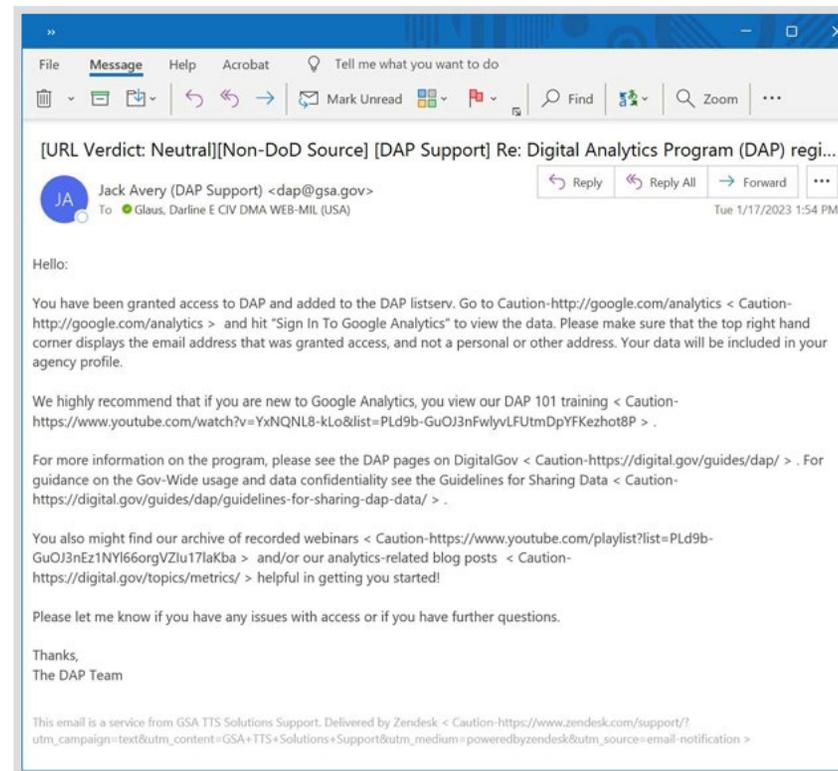
Go to <https://digital.gov/guides/dap/gaining-access-to-dap-data/> to check eligibility and gain insight.

To Request access, send an email to DAP Support at: dap@gsa.gov to request a registration form. Be sure to include your official email address.

Step #2 -

Check email for three reply email messages

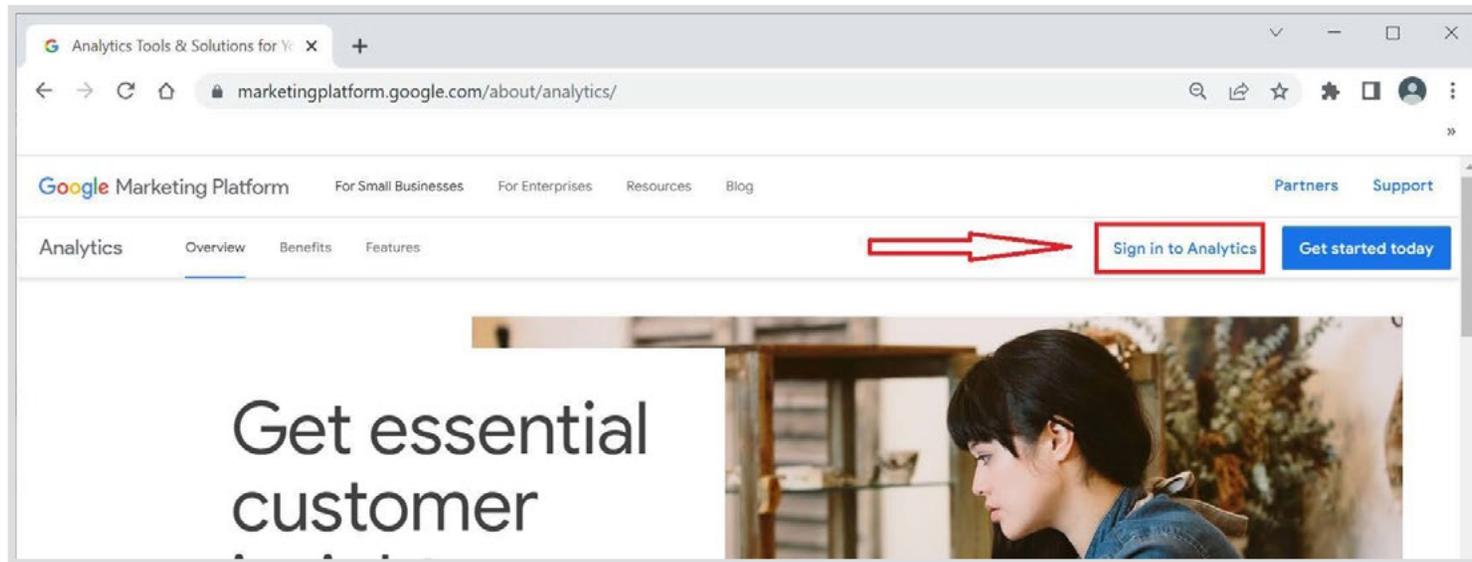
1. Is automatic acknowledgment of request and assigning a ticket number
2. Jack Avery will acknowledge and approve your email for filling out the registration form and send you the link to the form – Using the link - Fill out the form and return.
3. Receive Email from Jack Avery welcoming you to DAP and providing all the necessary links to get you started with DAP/ Google Analytics



DAP Access Email

To Access the Data

Go to <http://google.com/analytics> and hit "Sign In To Google Analytics" to view the data. Please make sure that the top right hand corner displays the email address that was granted access, and not a personal or other address. Your data will be included in your agency profile.



Analytics Sign In

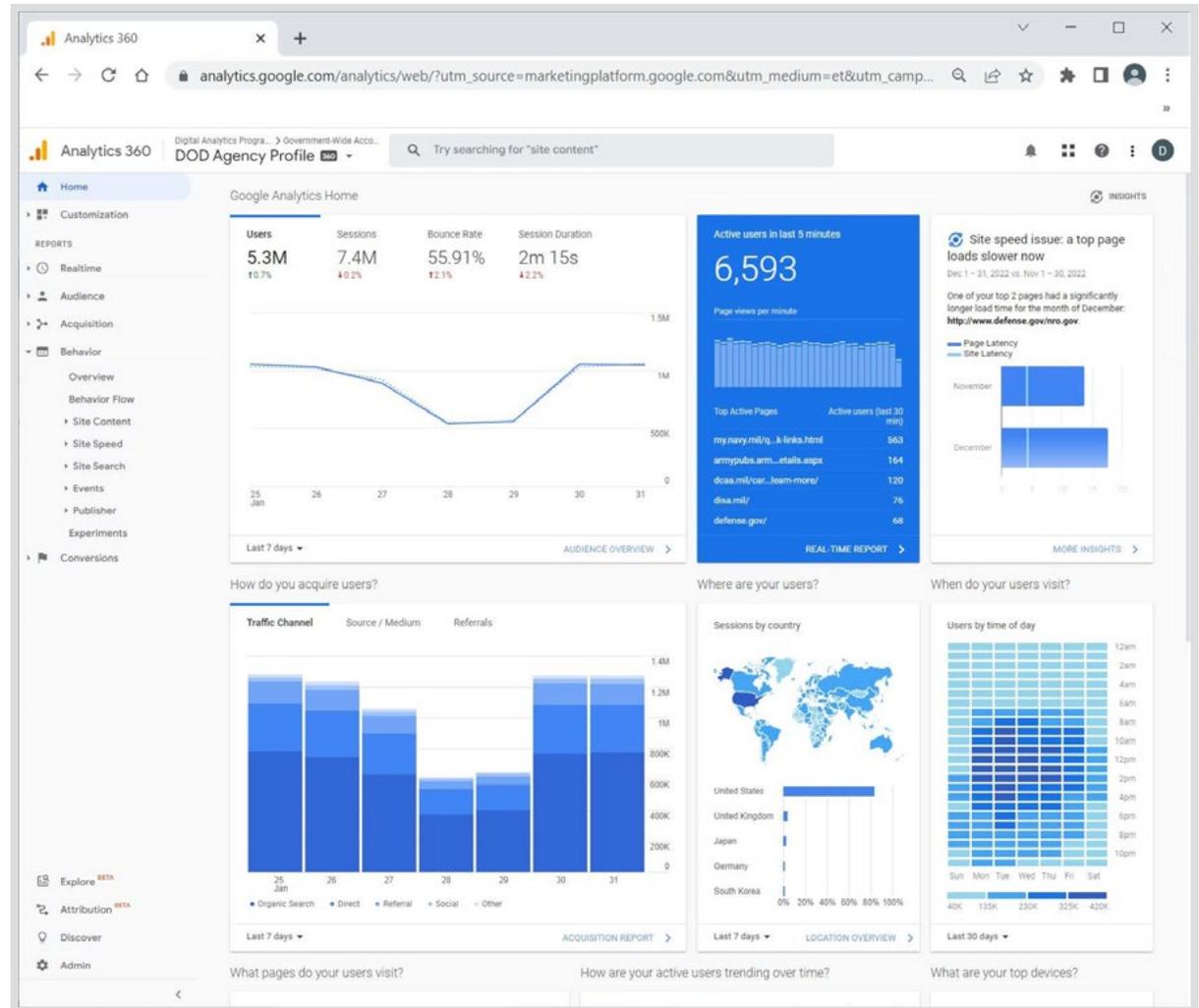
Additional Resources:

- DAP 101 training <https://www.youtube.com/watch?v=YxNQNL8-kLo&list=PLd9b-GuOJ3nFwlyvLFUtmDpYFKezhot8P>
- Archive of recorded webinars <https://www.youtube.com/playlist?list=PLd9b-GuOJ3nEz1NYI66orgVZlu17IaKba>

Google Analytics

You have successfully accessed the Digital Analytics Program (DAP)!

The next lesson will encompass the use and understanding of Google Analytics software .



Google Analytics Page