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:

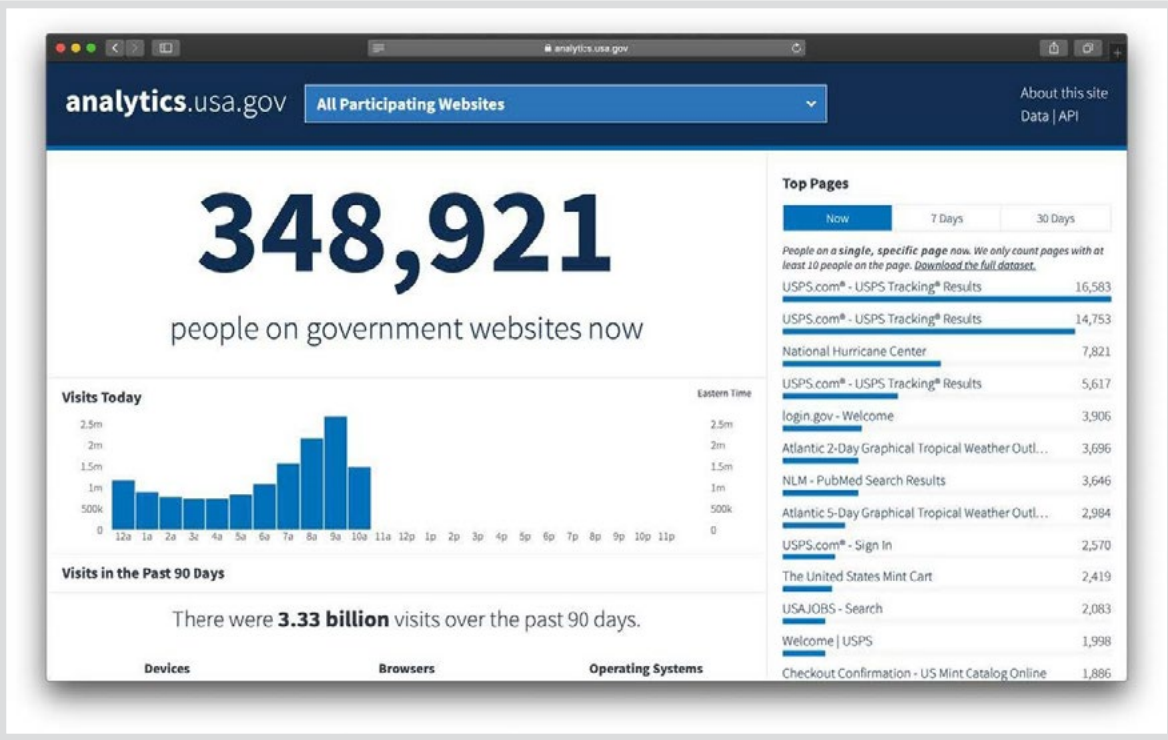
On November 8, 2016, the Office of Management and Budget (OMB) released a memorandum on Policies for Federal Agency Public Websites and Digital Services (PDF, 1.2 MB, 18 pages), which requires executive branch federal agencies to implement the DAP JavaScript code on all public facing federal websites.

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

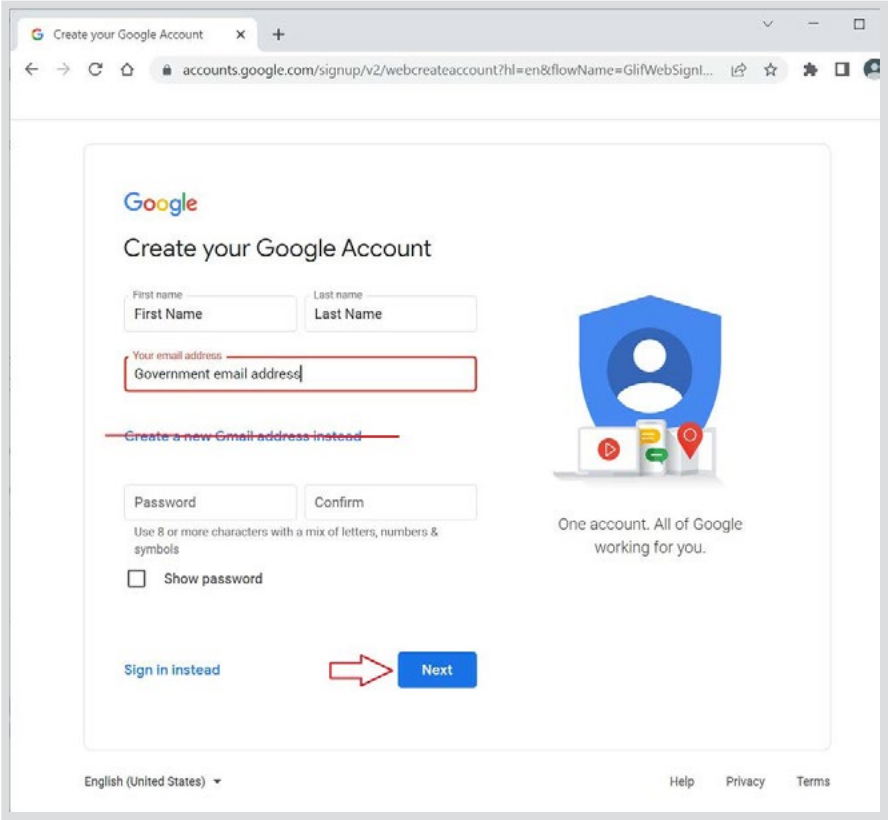
How to Obtain a DAP Account

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.



Google Email Association

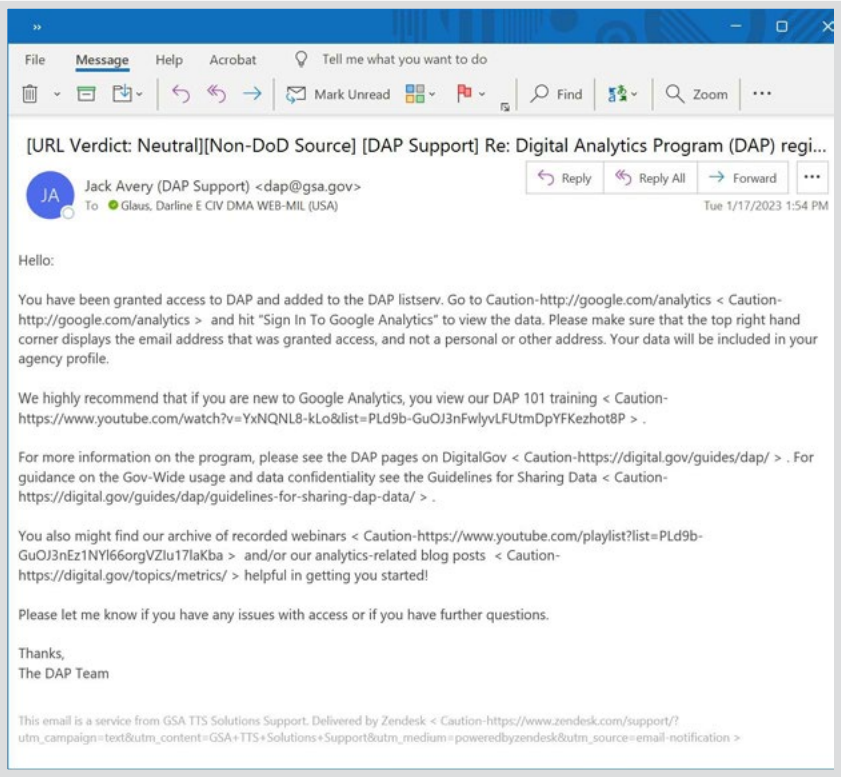
Request Access to DAP

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

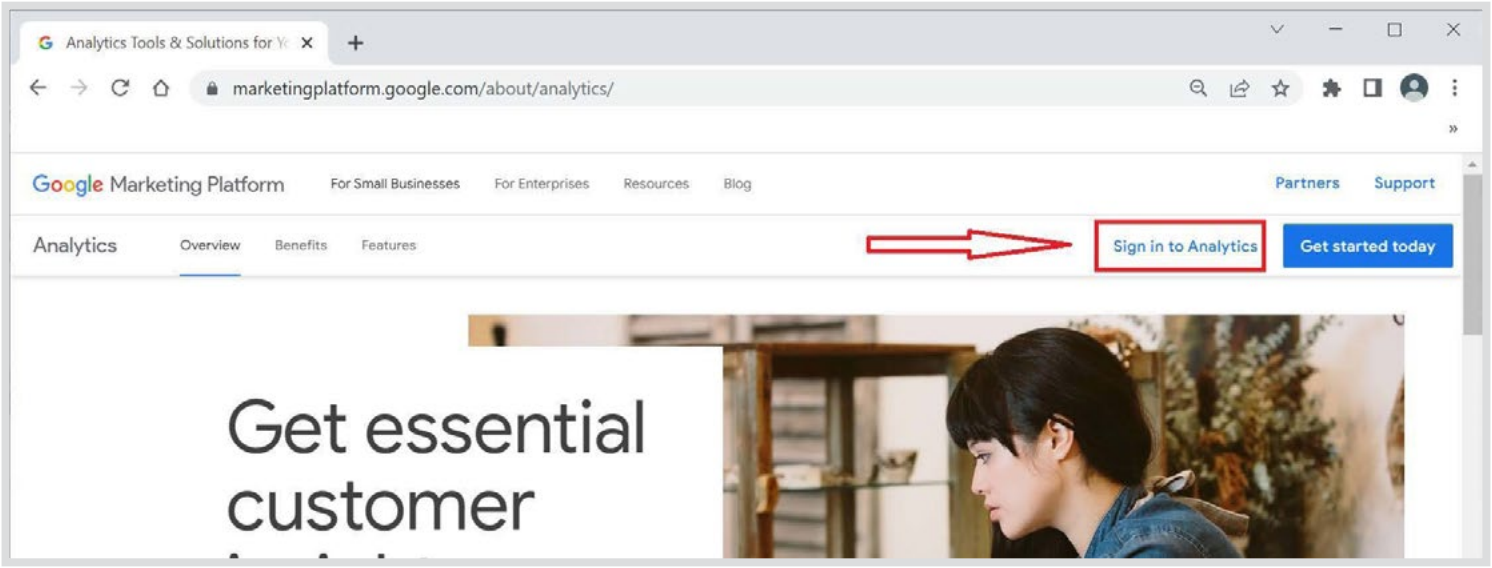
1. Is automatic acknowledgment of request and assigning a ticket number
2. Jack Avery will acknowledge and approve your email for filling out the registration form and send you the link to the form – Using the link - Fill out the form and return.
3. Receive Email from Jack Avery welcoming you to DAP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

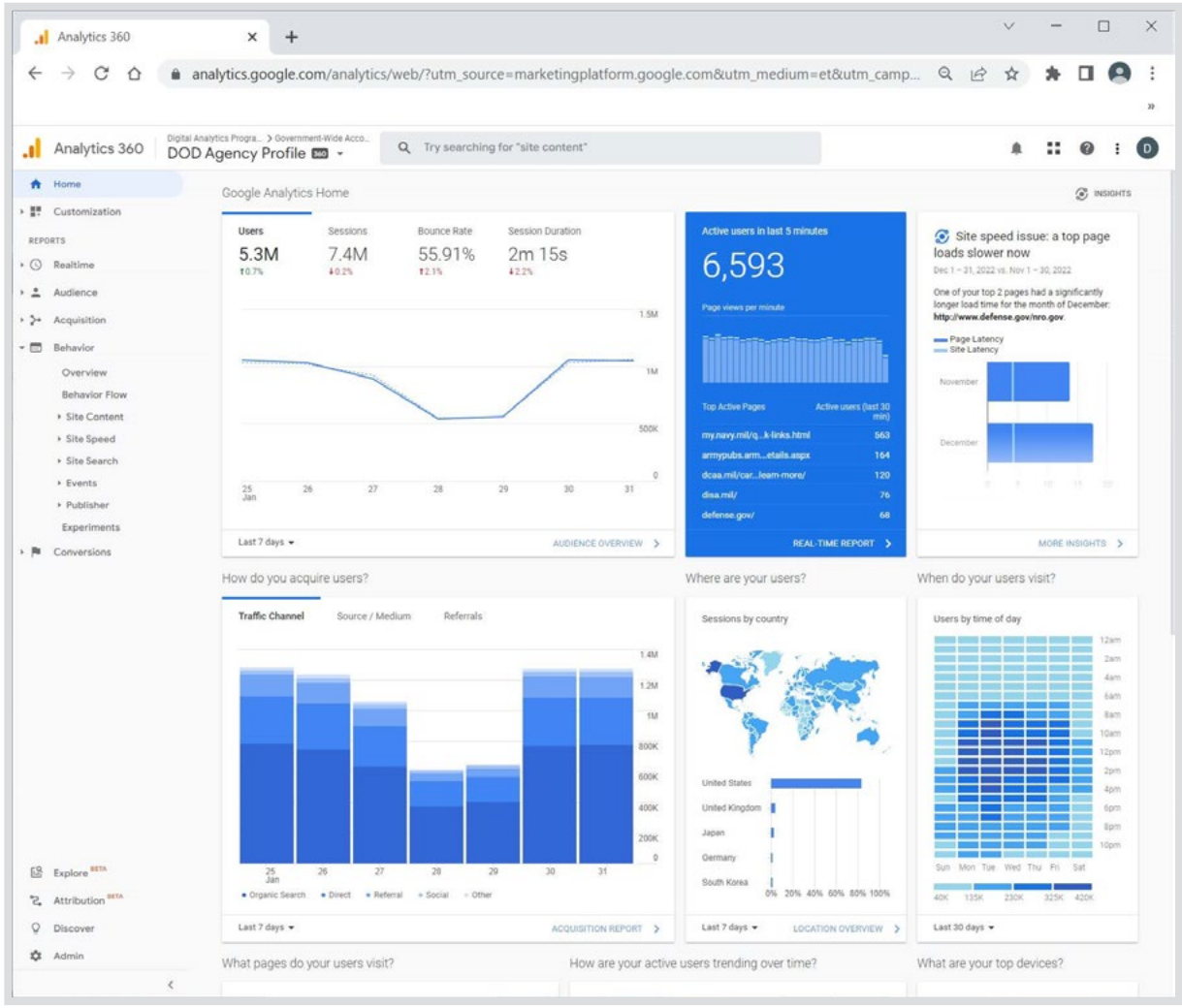
Additional Resources:

- 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-GuOJ3nEz1NYl66orgVZIu17laKba

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