**Web Performance Measures**

1) Non-profit agencies can utilize web performance measuring tools & analytics in a number of useful methods. These web metrics can assist the agencies management team to improve user/customer experiences as well as ensure that all future developments and strategic planning are executed appropriately. For example, agencies can recognize whom their target audience members are by interpreting *web log files* that allow them to track whether the users sessions increased or decreased during a particular month. In addition, via search engine optimization (SEO) agencies can monitor their particular ranking in Google or Yahoo every time a relevant search term or keyword is entered.

2) The use of web performance measures can definitely improve agency performances; by using the available measuring tools agencies can take action in tweaking specific departments such as *Packaging & Quality* to recognize a viable improvement. Not only can agencies find out if performance was improved by analyzing their traffic but they can also compare *Alexa* rankings in relation to comparator sites. Agencies can also implement survey tools for their users. User feedback will steer agencies in the right direction where improvements should be made as well as display the percentage of users having visited the website in the last week, month, or year.

3) I believe the use of web performance measures will vary among large federal government agencies and small city or county governments primarily based on their specific needs, compatibility, metadata and capital at hand. A large federal agency may have a longer optimization process than a smaller government agency; thus more employees may be needed however, I do believe both agencies will have a continuous cycle of efficiency and effectiveness if these tools are in fact implemented.

**US Dept. of Commerce Web Policy**

4) In regards to the US Dept. of Commerce Web Policy, I believe the web site accessibility for persons with disabilities addresses the US_DOC internal mandates.

5) The online customer service policy section addresses the quality of citizen/user experience.

6) The annual website certification addresses all compliance with federal law.

**Visionary Web**

7) Managers can easily judge the worthiness of a candidate by simply acknowledging whether they meet the qualifications and requirements of the job description. Prior to their hire the manager will again acknowledge their published projects, industry certifications, and completed degree.

8) Web developers are required to meet these specific job functions:
• Developing work in programming languages such as SQL, PHP, AJAX and JavaScript
• Working with a variety of database systems including MySQL, PostgreSQL, and SQL Server
• Working within database frameworks including ODBC and ADO
• Interacting with Apache and Microsoft IIS web servers.
• Utilizing FTP, Telnet, and SSH protocols.