
FOR IMMEDIATE RELEASE

Tuesday, September 25, 2012

CONTACT: DWD Communications, 608-266-2722

On the Web: <http://dwd.wisconsin.gov/dwd/news.htm>

On Facebook: <http://www.facebook.com/WIWorkforce>

On Twitter: @WIWorkforce

DWD Secretary Newson: Enhanced Search Option on Website Improves Customer Experience with Faster Access to Information

Addition of Google search tool makes it easier than ever to find information, data on DWD website

MADISON – Wisconsin Department of Workforce Development (DWD) Reggie Newson today announced that new search capability on DWD's website at <http://dwd.wisconsin.gov> makes it easier than ever for customers to find information about the agency's programs and resources.

"Under Governor Walker's leadership, DWD has made great strides in serving customers, and we are continually looking for ways to improve," Secretary Newson said. "This new search capability represents the latest enhancement to our agency's website and will help individuals quickly find information or connect to the resources they need."

This month, DWD completed the installation of a Google Search Appliance on its agency website to help facilitate keyword searches that yield more relevant and useful results than ever before. The Google product automatically catalogs content on DWD's website and creates an index to support results from keyword searches that align with the searcher's area of interest.

In addition, the search tool tracks the pages and documents that customers search most frequently and automatically moves them up the list of search results. The previous search tool often required customers to weed through dozens of non-relevant links before finding the information or web page they needed.

DWD consulted with the state Department of Natural Resources, which previously installed the Google Search Appliance on its website at <http://dnr.wi.gov/> and has received positive customer response.

"The nimble, responsive and effective online presence that DWD supports will go a long way toward fulfilling Governor Walker's priority to make government run more efficiently and effectively," Secretary Newson said. "We invite the public to visit our website, use our enhanced keyword search capability and provide us with feedback on ways we can continue to improve our customer service."