OFFICE OF THE EXECUTIVE DIRECTOR

New Website Report: EMSCompact.gov

A report from the Executive Director to the Interstate Commission for EMS Personnel Practice documenting the new .gov website and its status one month after launch

398
pages on the new site

415
public documents

1,573
people used verification in four weeks

+182%
U.S. visitors, first 11 days

October 30, 2026
Report of the Executive Director to the Commission

Interstate Commission
for EMS Personnel Practice
www.EMSCompact.gov

Interstate Commission for EMS Personnel Practice
THE UNITED STATES EMS COMPACT | OFFICE OF THE EXECUTIVE DIRECTOR

October 30, 2026

Commissioners
Interstate Commission for EMS Personnel Practice
5010 E. Trindle Rd, Suite 202
Mechanicsburg, PA 17050

Dear Commissioners:

The Commission's prior website was not .gov compliant and ran on end-of-life software. The new www.EMSCompact.gov launched on September 30, 2026. It is a fast, secure, .gov-compliant site of 398 pages, built to federal website standards and hosted by the National Registry of Emergency Medical Technicians. Its source code is held in the Commission's own repository.

This report documents what the new site contains, how it meets .gov requirements, and how it is hosted and maintained. It also reports usage: the first eleven days compared with the eleven days before launch, and the first four full weeks of operation. Real U.S. visitors nearly tripled at launch, and in the first four weeks 1,573 people used the Privilege to Practice verification page. The report closes with the site's open items.

I am grateful to the National Registry, and in particular Jon Hill and Matt Jennell, for hosting the site and building the release pipeline that carries each update to production. I would be glad to walk the Commission through the site at a future meeting.

Respectfully,



Donnie R. Woodyard, Jr., MAML, NRP, WP-C
Executive Director

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SECTION 1

Summary

The new EMSCompact.gov launched September 30, 2026. In its first eleven days, U.S. visitors rose +182% and engaged sessions +147% over the eleven days before launch. Since October 27 it has run on the National Registry's Linux host with an automated release pipeline.

2,405
verification page views, Oct 2 to 29 (1,573 users)

4,248
sessions from search engines, Oct 2 to 29

+60%
search-engine sessions, sustained after launch week

612
sessions referred by AI assistants, Oct 2 to 29

- **Built:** 398 pages, 415 public documents, a 209-meeting archive, 76 news items, verification in English and Spanish, and an encrypted Commissioner Hub.
- **Compliant:** designed to Section 508 and WCAG 2.1 AA, with HTTPS and HSTS, a vulnerability disclosure policy, an updated privacy statement and the federal website banner.
- **Durable gain:** with launch week set aside (Oct 3 to 10 against Sept 21 to 28), engaged sessions held +57% and search-engine traffic +60% above the old site.
- **Hosted and released:** the National Registry hosts the site; since October 27 every approved update is built, checked and published through an automated pipeline, with a public review site for testing first.

SECTION 2

The new site at a glance

EMSCompact.gov is a static website: every page is generated in advance from the Commission's content and data, so there is no database or server-side code to maintain, patch or attack.

Measure (October 30, 2026)	Count
Published pages (sitemap)	398
Public documents (PDF)	415
Meetings in the public archive	209
News releases	76
State pages (participating and enacted)	28
Permanent redirect rules for old and short URLs	518
Commissioner Hub items (restricted)	180
Pages in Spanish	2

Organized by audience

Audience	What they find
EMS clinicians	Privilege to Practice guide and FAQs, verification, the clinician guide, military and veteran information, Spanish pages
Employers and medical directors	Agency and medical-director guidance, verification, scope-of-practice and affiliation rules
States and elected officials	How states join, model legislation, legislative resources, legal foundation, participating-state map
The public and media	News, public meetings and meeting books, governance, rules, bylaws, position papers, resolutions
Commissioners	The encrypted Commissioner Hub: compliance, treasurer and NEMSCD reports, onboarding and templates

How it is built

- **Launched:** September 30, 2026.
- **Mobile-optimized:** every page is designed for phones and tablets as well as desktops.
- **Source code:** held in the Commission's own GitHub organization, with weekly verified backups.
- **Hosting:** production servers provided by the National Registry.
- **Single source of truth:** state status, counts and the map all read one data file, so a state's go-live updates every page, the map and the verification tool together.
- **Quality checks on every build:** a link checker, a house-style checker, redirect verification and a host check after each release.

Technology

Language	Used for
Python	Site generator, data parsers, report and PDF builders
Jinja2 and HTML5	Page templates
CSS3	Design system, responsive and print layouts
JavaScript	Verification, map, search, quiz; Web Crypto (AES-256-GCM) for the Hub
Markdown, JSON, TSV	Content and structured data
SVG	Participating-states map and charts
nginx configuration and XML	Redirects and security headers on the Linux host; sitemap
Git, GitHub, Azure DevOps	Version control, build checks and the release pipeline

SECTION 3

Features and functions

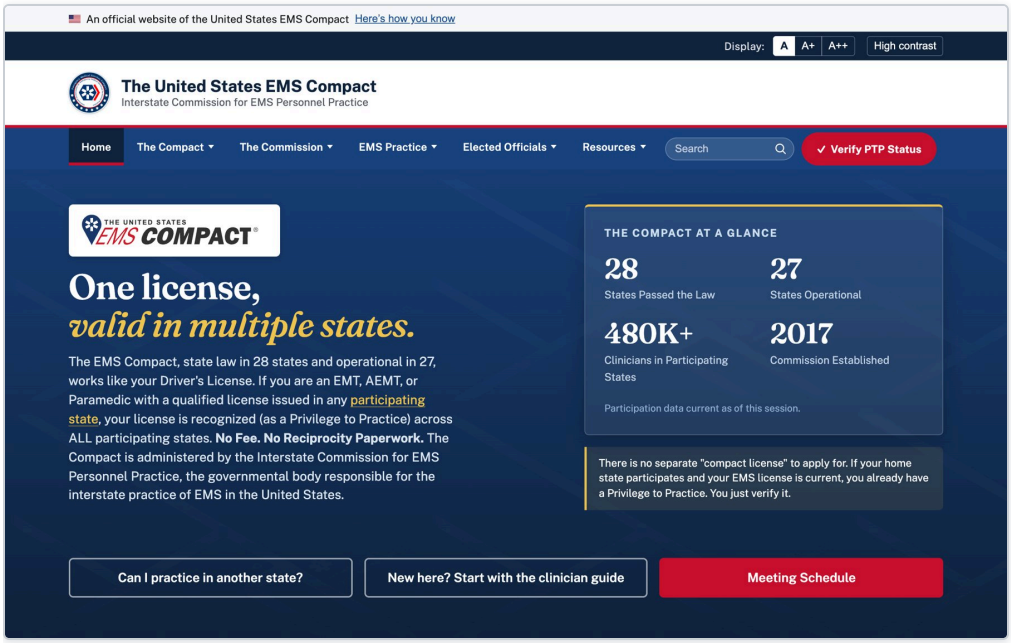
The Commission's website looks and reads like the official website of a governmental body. It also verifies a clinician's Privilege to Practice in real time, explains the Compact to each audience, and gives Commissioners a secure place to work.

Function	What it does
Privilege to Practice verification	Checks a 12-digit National EMS ID live against the National EMS Coordinated Database, behind Google reCAPTCHA Enterprise, on the homepage, a dedicated page and in Spanish. The result lists each state license and draws a map of every state where the clinician may practice under the Privilege to Practice.
Official PDF and certificate	From a verified result, a clinician or employer can download an official PDF verification record, with the map and a QR code to re-check it, and the clinician can download an EMS Week Certificate of Recognition in their name.
Mobile-optimized	Every page adapts to phones and tablets, with a touch-friendly menu and readable text and tables at any screen size.
Participating-states map	Interactive map and table generated from the Commission's state data, linked to a page for each state and its Commissioner.
Self-paced Compact course	A 25-question mastery quiz that issues a continuing education certificate.
Public meeting archive	209 meetings with agendas, minutes, recordings and online meeting books.
Governing documents	Model legislation, Administrative Rules and Bylaws by edition, with a public-comment redline view for proposed changes.
Site search	Search across every page of the site.
Commissioner Hub	Encrypted in the browser (AES-256-GCM): roster and appointments, state compliance report, treasurer reports, NEMSCD reports, onboarding, discipline templates, meeting books.
Printable resources	Branded press-release PDFs and the two-page EMS Compact one-pager, generated from the same data as the site.
Continuity	518 permanent redirect rules so links to the old site, and short meeting links, land on the right page.

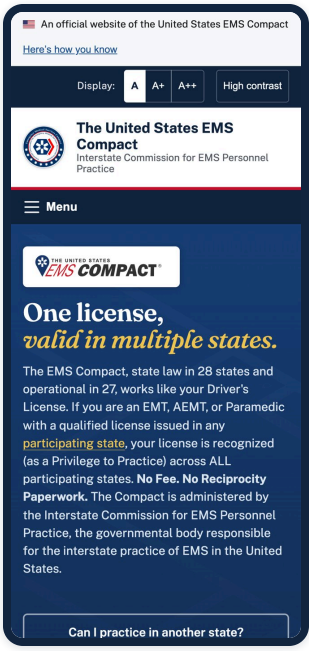
SECTION 4

A look at the new site

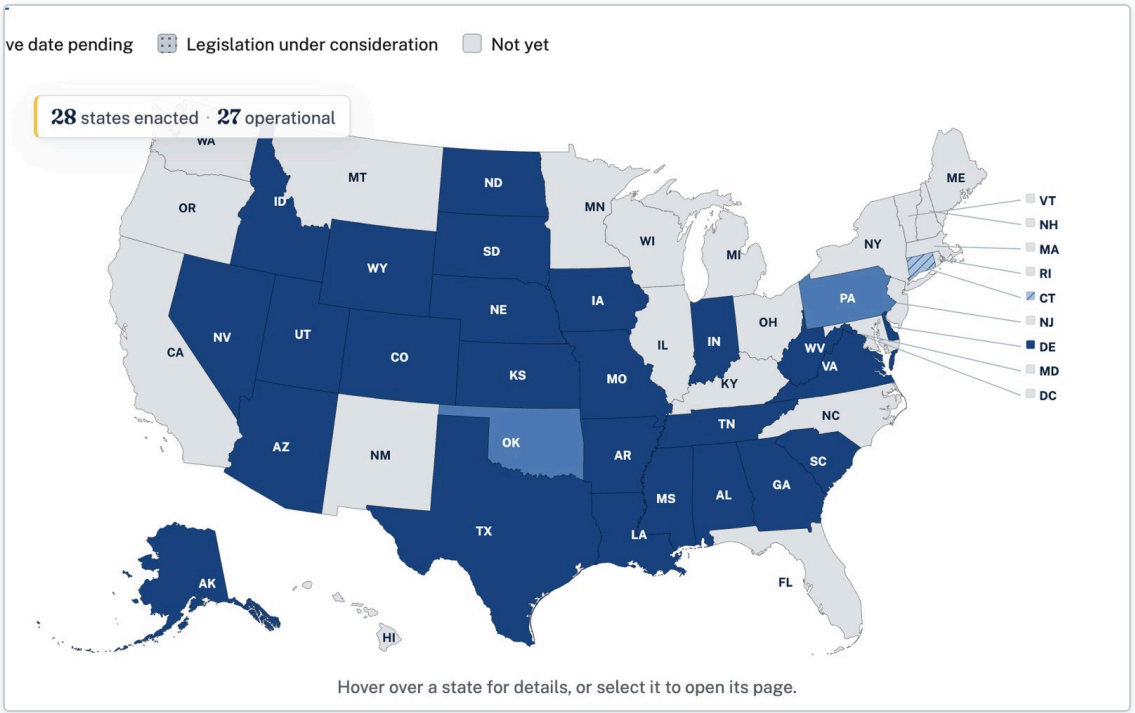
These screenshots record the site as launched, on a desktop and on a phone. Every page is optimized for mobile devices.



Home page, desktop



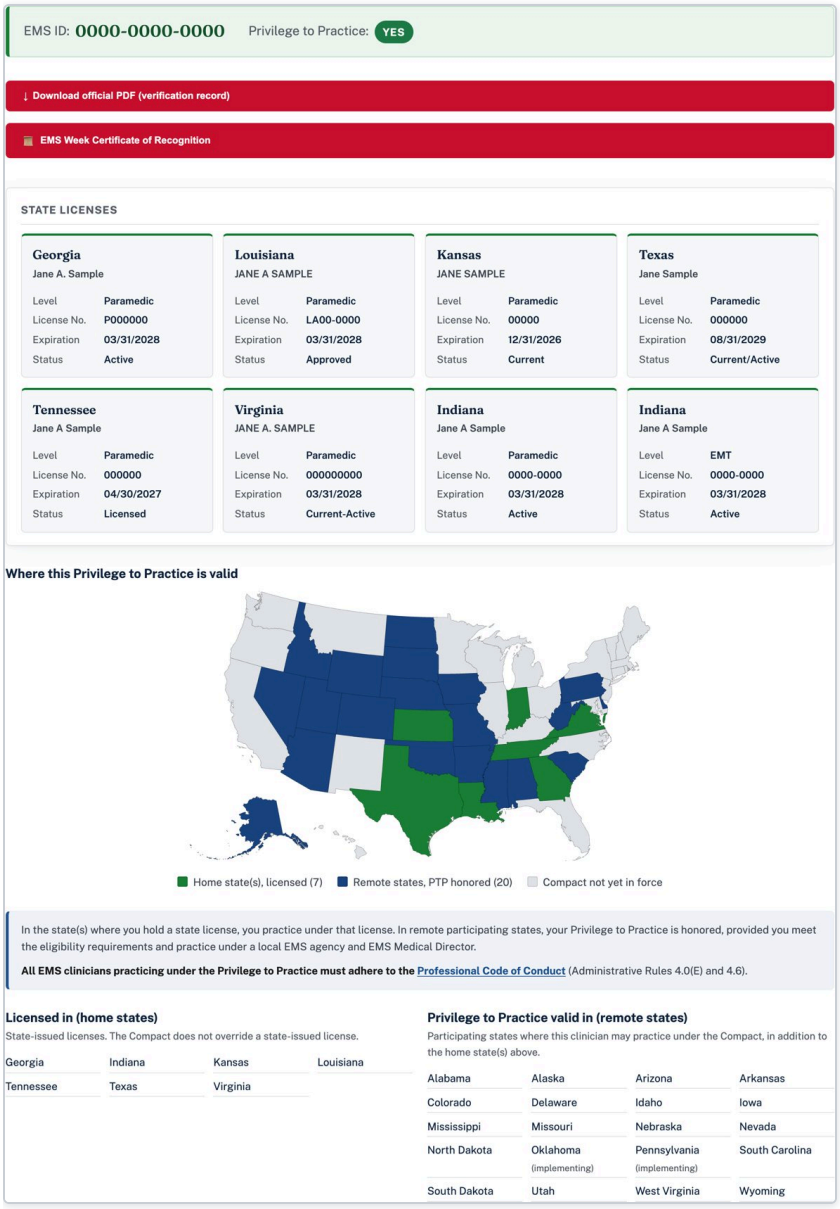
Home page, phone



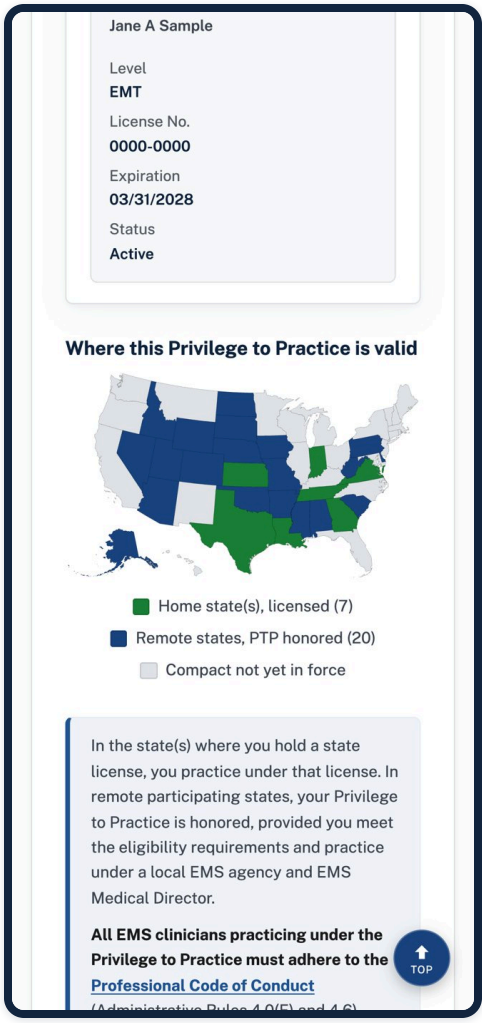
Interactive participating-states map: each state links to its page and Commissioner

Privilege to Practice verification

A verified result shows each state license and a map of every state where the clinician may practice, with buttons to download an official PDF record and a Certificate of Recognition.



Verification result: state licenses and the validity map (home states in green, Privilege to Practice states in blue)

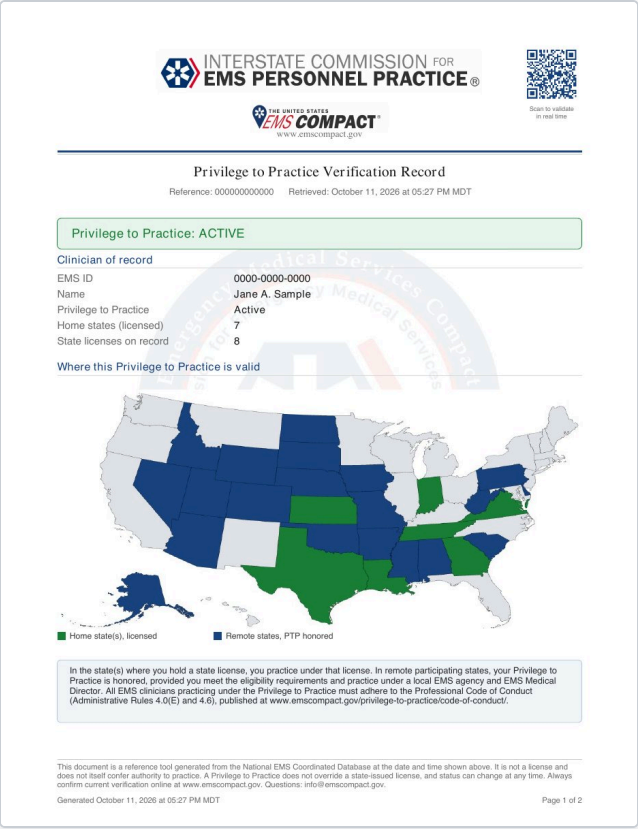


The same result on a phone

Verification screenshots use the site's redacted sample record (Jane A. Sample, EMS ID 0000-0000-0000), not a real clinician. Captured October 11, 2026.

Official PDF record and Certificate of Recognition

From a verified result, an employer or clinician downloads an official PDF verification record, and the clinician can download an EMS Week Certificate of Recognition in their name.



INTERSTATE COMMISSION FOR EMS PERSONNEL PRACTICE®

THE UNITED STATES EMS COMPACT® www.emscompact.gov

Scan to validate in real time

Privilege to Practice Verification Record

Reference: 000000000000 Retrieved: October 11, 2026 at 05:27 PM MDT

Privilege to Practice: ACTIVE

Clinician of record

EMS ID	0000-0000-0000
Name	Jane A. Sample
Privilege to Practice	Active
Home states (licensed)	7
State licenses on record	8

Where this Privilege to Practice is valid

Home state(s), licensed Remote states, PTP honored

In the state(s) where you hold a state license, you practice under that license. In remote participating states, your Privilege to Practice is honored, provided you meet the eligibility requirements and practice under a local EMS agency and EMS Medical Director. All EMS clinicians practicing under the Privilege to Practice must adhere to the Professional Code of Conduct (Administrative Rules 4.0(E) and 4.6), published at www.emscompact.gov/privilege-to-practice/code-of-conduct/.

This document is a reference tool generated from the National EMS Coordinated Database at the date and time shown above. It is not a license and does not itself confer authority to practice. A Privilege to Practice does not override a state-issued license, and status can change at any time. Always confirm current verification online at www.emscompact.gov. Questions: info@emscompact.gov.

Generated October 11, 2026 at 05:27 PM MDT Page 1 of 2

Official PDF verification record, with a QR code to re-verify



INTERSTATE COMMISSION FOR EMS PERSONNEL PRACTICE

Certificate of Recognition

HONORING EMS WEEK 2026 AND YOUR DEDICATION TO EMERGENCY MEDICAL SERVICES

On behalf of the United States EMS Compact, this certificate of appreciation is presented to

Jane A. Sample

PARAMEDIC • Georgia

As an EMS clinician licensed in a state participating in the United States EMS Compact, your commitment to excellence, patient care, accountability, and interstate cooperation in emergency medical services is greatly appreciated and valued. Thank you for your dedication to the profession and the patients and communities you serve.

EMS WEEK May 17-23, 2026 Improving Outcomes, Together

Donnie R Woodyard, Jr., MAML
Executive Director

National EMS ID: 000000000000
www.EMSCompact.gov

Kraig Kinney, JD
Chair

EMS Week Certificate of Recognition

Sample record shown; generated October 11, 2026.

SECTION 5

.gov compliance, accessibility and security

After an assessment against the Digital.gov federal website checklist, all six priority items were implemented on September 2, 2026, before launch.

Requirement	How EMSCompact.gov meets it	Status
Official .gov identity	.gov domain with the federal-style "official website" banner explaining .gov and HTTPS	**In place**
Accessibility (Section 508, WCAG 2.1 AA)	Skip link, keyboard navigation, visible focus, text size controls, high-contrast mode, reduced motion, headings and landmarks, a table alternative to the map; published accessibility statement with a way to report barriers	**In place**
Secure connections	HTTPS only with HSTS; X-Content-Type-Options and Referrer-Policy headers	**In place**
Vulnerability disclosure	Published Vulnerability Disclosure Policy and a standard security.txt contact	**In place**
Privacy	Privacy statement updated September 2, 2026 to cover analytics and third-party services; the verification tool stores no lookups	**In place**
Consistent, mobile-friendly design	U.S. Web Design System patterns; responsive on phones and tablets	**In place**
Search and findability	Site search, an XML sitemap of 398 URLs with per-page dates, structured data	**In place**
Customer feedback	"Website Feedback" link on every page	**In place**
Language access	Spanish versions of the two top tasks: the Privilege to Practice page and verification	**In place**

No database to breach

Because the public site is static, there is no login, database or server-side code on the public site. Commissioner Hub content is encrypted at rest and decrypted only in the Commissioner's browser after the password is entered.

SECTION 6

Hosting, releases and continuity

The National Registry hosts EMSCompact.gov. On October 27, 2026, the site moved from the Registry's Windows server to its Linux host, and every approved update now reaches the public through an automated release pipeline.

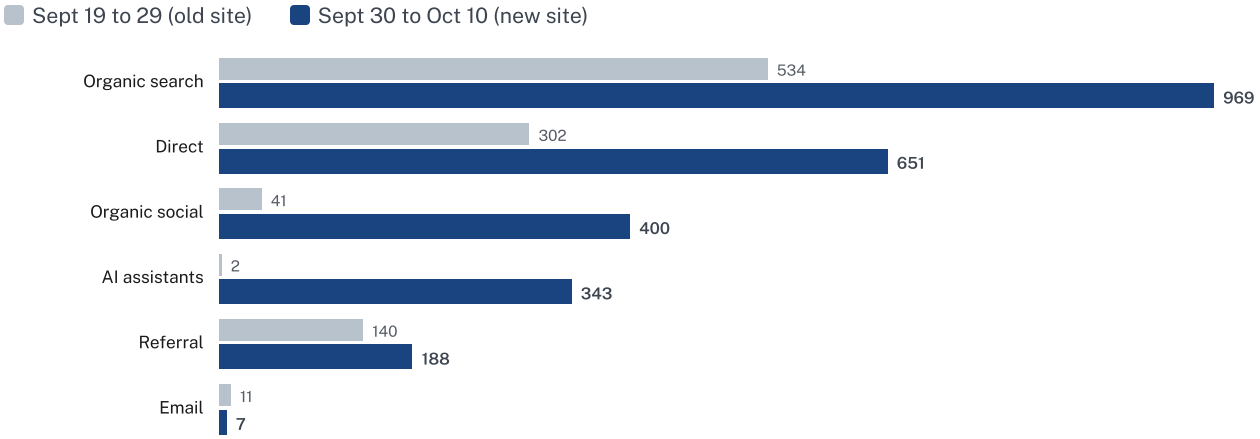
Element	How it works
Production host	The National Registry's Linux web host (nginx), behind its load balancer. Cut over from the Windows (IIS) server on October 27, 2026 and verified with a full host check, the Commissioner Hub and a live EMS ID lookup.
Review site	dev.emscompact.gov shows each proposed change before it goes live. It is marked not for search engines, and the Commissioner Hub is left off it.
Release process	A change is reviewed on the review site, then published to www.EMSCompact.gov. The Executive Director approves each release; the National Registry's Matt Jennell is the backup.
Checks	Every change is built and checked automatically (links, house style, redirects, a local test of the server configuration). After each release, a host check confirms the live version, pages and redirects.
Source code and backups	The code is held in a private repository in the Commission's GitHub organization; National Registry staff have access to operate the pipeline. A verified full backup runs automatically every week.
Old links	518 permanent redirect rules carry links to the old site to the right new page. In October, the 2016 NEMSAC advisory on REPLICA was restored and its old address redirected to it; on October 30, short meeting links used in Commission email were redirected to the meeting pages.

SECTION 7

Usage at launch: before and after

Engaged sessions, the measure least affected by bots, rose from 1,034 to 2,558 in the first eleven days, with gains in every channel that brings real visitors.

Engaged sessions by channel: 11 days before launch vs. 11 days after



An engaged session lasts 10 seconds or more, views two or more pages, or triggers a key event. Source: Google Analytics 4, Traffic acquisition report.

Measure	Sept 19 to 29	Sept 30 to Oct 10	Change
U.S. active users	1,429	4,026	+182%
Engaged sessions	1,034	2,558	+147%
All users, unadjusted (includes bots)	1,561	5,849	+275%

Reading the numbers honestly

- **Bots are excluded from the headline.** 1,405 "users" came from Singapore with a 0.14% engagement rate, a data-center crawler pattern, so this section leads with U.S. users and engaged sessions.
- **Launch week was a spike.** October 2 alone brought 1,793 sessions as the launch was shared. Set aside, the gain held: engaged sessions +57% and search traffic +60% (Oct 3 to 10 against Sept 21 to 28).
- **The baseline was stable.** U.S. users were 1,377 in August 19 to 29 and 1,429 in September 19 to 29, so the rise is not seasonal.
- **The old site measured less.** Its analytics tag recorded almost only the home page, so part of the rise in total users reflects the new site measuring every page.

SECTION 8

Usage: the first four weeks

From October 2 to 29, 2026, the site recorded 13,180 sessions. Verification was again the most-used page after the home page: 1,573 people viewed it 2,405 times.

Most-visited pages

Page	Views	Users
Home	6,363	4,314
Verify a Privilege to Practice	2,405	1,573
Participating States	1,354	1,052
Privilege to Practice and FAQs	1,105	840
Executive Committee meeting page	845	802
EMS Clinician Guide	517	416
Commissioners and States	501	423
What is the EMS Compact?	427	353

The Spanish verification page recorded 21 views.

Where visits came from

Source	Sessions
Direct (typed, bookmarked or untagged links)	6,901
Search engines (Google, Bing, Yahoo, DuckDuckGo, Ecosia)	4,248
AI assistants (ChatGPT, Copilot, Gemini)	612
Facebook	456
National Registry (nremt.org)	329
State EMS licensing portals (South Carolina, Mississippi, Wyoming, South Dakota, West Virginia)	254
GovDelivery email	73

What the four weeks show

- **The site is part of the licensing workflow.** State EMS licensing portals in five states sent 254 sessions, and the National Registry's site sent 329.
- **Search is the largest measured source.** Search engines brought 4,248 sessions, 3,707 of them from Google.
- **AI assistants continue to refer visitors.** ChatGPT alone sent 610 sessions over the four weeks, after the October 2 spike described in Section 7.
- **Automated traffic remains in the totals.** The 10,507 active users reported for the period are unadjusted. Singapore alone accounted for 2,084 and Ashburn, Virginia, a data-center hub, 587, consistent with crawlers. The snapshot does not separate U.S. users, so no adjusted total is given for this period.

SECTION 9

Search engine and AI search optimization

Search-engine sessions rose +74% in the first eleven days and held +60% after launch week, and searchers stayed 1m 01s per visit instead of 36s.

Search engines

- **Every old link still works.** Permanent (301) redirects carry the old site's search rankings and bookmarks to the new pages.
- **Search engines see the whole site.** An XML sitemap lists all 398 pages with the date each last changed, and every page has a title, description and canonical address.
- **Structured data.** Pages describe themselves in schema.org terms: the Commission as a GovernmentOrganization, meetings as Events, news as NewsArticles, Legislation and DefinedTerms.
- **Plain-language pages built around real questions,** such as "Can I practice in another state?", which match how clinicians search.

AI assistants

Measure	What it does
AI crawlers welcomed	robots.txt explicitly allows 17 named search and AI crawlers, including those of OpenAI, Anthropic, Google, Apple, Perplexity, Microsoft and Amazon.
llms.txt	A plain-text guide for AI systems that states the site is the authoritative source for the Compact, asks to be cited, and maps the key sections.
FAQ structured data	8 homepage questions and answers marked up as FAQPage, the format AI answers draw from.
Answer-first writing	Pages lead with the direct answer and use consistent terms (Privilege to Practice, participating state), so an assistant quotes the Commission accurately.

SECTION 10

Status and open items

The site is live, verified and in routine operation. These items remain open.

Item	Status	
Third-party accessibility audit	Not yet performed. The site is designed to Section 508 and WCAG 2.1 AA, but has not been independently audited.	**Open**
Assistive-technology testing	Testing with screen readers across the page templates has not yet been performed.	**Open**
"Page Not Found" visits	The not-found page recorded 547 views by 539 users from October 2 to 29. Broken incoming links are being traced and redirected as found; short meeting links were fixed on October 30.	**Ongoing**
Bot traffic in analytics	Crawler traffic inflates total users. Reports to the Commission lead with U.S. users and engaged sessions.	**Ongoing**
Linux host cutover	Completed October 27, 2026 and verified.	**Done**
Automated release pipeline	In operation through the National Registry; releases approved by the Executive Director.	**Done**

APPENDIX

Data sources and methods

Source	Detail
Google Analytics 4	Property 538305909 (EMS Compact), measurement ID G-7QR2WSRNFS. Launch comparison: Reports snapshot, Traffic acquisition, Demographic details and Pages and screens reports, pulled October 11, 2026. First four weeks: Reports snapshot for October 2 to 29, 2026, exported October 30, 2026.
Comparison periods	Launch period Sept 30 to Oct 10, 2026 against Sept 19 to 29, 2026 (11 days each). Sustained period Oct 3 to 10 against Sept 21 to 28 (8 days each). Seasonal check Aug 19 to 29.
Bot adjustment	Launch-period headline figures are U.S. users; Singapore, China, Germany, Hong Kong, Japan and South Korea showed near-zero engagement consistent with automated crawlers. Engaged sessions are reported because bots rarely engage. The four-week snapshot reports cities, not countries, so its totals are unadjusted.
Four-week sources	Sessions by session source and medium. Search engines: google, bing, yahoo, duckduckgo and ecosia organic. AI assistants: chatgpt.com, copilot.com and gemini.google.com. Facebook: facebook.com, lm., l. and m.facebook.com. State licensing portals: the state imagetrendlicense.com sites.
Site measurements	As of October 30, 2026: pages from the live sitemap (version 2026-10-30-b241b34); unique PDF documents and redirect rules from the production build (2026-10-30-9bbb9de); meetings and news from the site's content files.

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