

# Reimagining Genealogy Sites with Interactive Visuals

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## Objective

We'll introduce you to MooseRoots's vast library of free historical data. You'll also learn about our interactive visualizations and narratives, and how to integrate them into your products to increase user engagement.

## Class Outline

### What is MooseRoots

- History
- [Graphiq.com](http://Graphiq.com) - our parent company
- Our records
- Our historical content

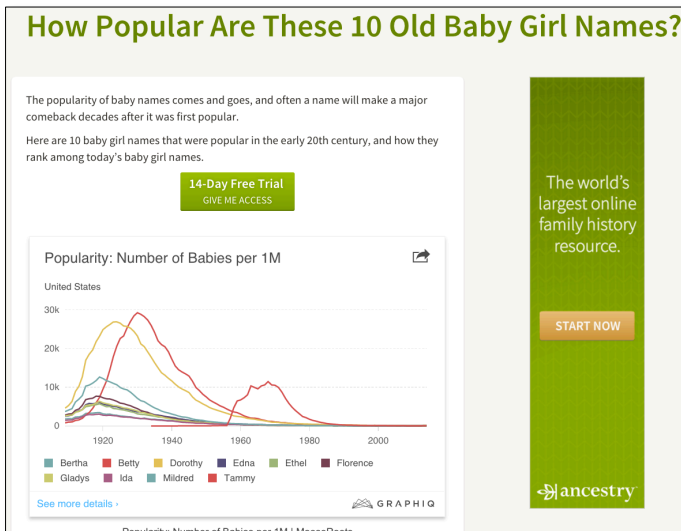
### Content

- **Records** - over 1 billion records from hundreds of collections dating to the 1700s
- **Names** - popularity, meaning, and origin data on 300k given names and surnames
- **Places** - aggregate Census data around ethnicity, population, occupation, income, and more. Geography types include every state, territory, county, and city dating back to 1790 or when established.

### Products

- MooseRoots.com
  - A research tool where millions of users each month come to search through historical records and learn about their family's past
- API
  - Make a request for a location, name, or historical year to receive our interactive visualizations ready for use
- CMS Plugins
  - We plug right into your content management system and analyze your content (blog posts, e.g.). We then search against our vast knowledge graph to return relevant visualizations
- Narrative Technology
  - We dynamically generate human-sounding text around multiple data points (names, dates, locations) to help users digest genealogical information in a new way

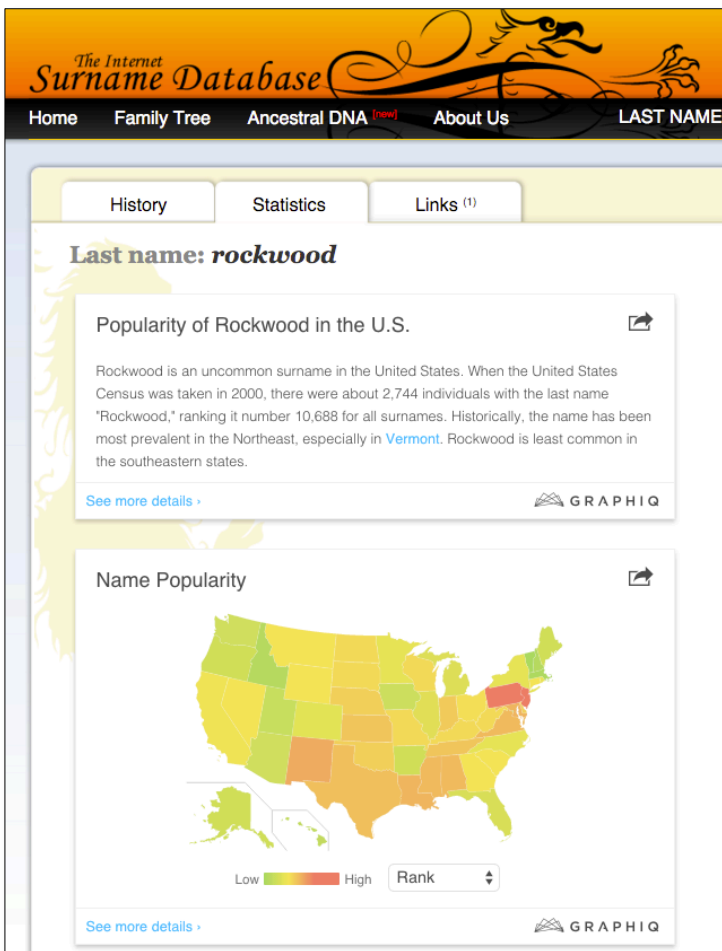
# Current Examples Around the Web



1. Ancestry.com



2. Yahoo! Finance



3. SurnameDB

## 1. Ancestry.com

Ancestry.com using our visualization on a blog post about name popularity over time

## 2. Yahoo! Finance

For this Yahoo! Finance article on historical unemployment rates, we took MooseRoots data to both write the article and create the visualization

## 3. SurnameDB

We currently power all of SurnameDB's 'Statistics' pages, containing narratives and visualizations for surnames

## Resources

- Head to the link below to see examples of embed codes and step-by-step instructions for you to try out!
  - [rootstech.mooseroots.com](http://rootstech.mooseroots.com)
- Historical research
  - Names: [names.mooseroots.com](http://names.mooseroots.com)
  - Places: [places.mooseroots.com](http://places.mooseroots.com)
- Record research
  - **Census Records**
    - 1940 Census: [1940-census.mooseroots.com](http://1940-census.mooseroots.com)
    - 1790 - 1930 Census: [us-census.mooseroots.com](http://us-census.mooseroots.com)
  - **Vital Records**
    - Death: [death-records.mooseroots.com](http://death-records.mooseroots.com)
    - Marriage: [marriage-divorce-records.mooseroots.com](http://marriage-divorce-records.mooseroots.com)
    - Birth: [birth-records.mooseroots.com](http://birth-records.mooseroots.com)
    - Grave: [grave-records.mooseroots.com](http://grave-records.mooseroots.com)
  - **Military Records**
    - WWII, Korean War, Vietnam War, Gulf War, Civil War, etc. available from the [Mooseroots.com](http://Mooseroots.com) homepage

## Contact

Please email or call me directly to arrange a follow-up to discuss our offerings and possible custom implementations.

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Twitter: [@MooseRoots](https://twitter.com/MooseRoots)

Facebook: [Facebook.com/MooseRoots](https://www.facebook.com/MooseRoots)

Thanks for attending!

-Team MooseRoots

