

# PERFORMANCE MEASUREMENT COVID-19 Canada's Response

**DRAFT** - Performance measurement strategy for digital environment.

Theme Management Committee Meeting

March 31, 2020



Government  
of Canada

Gouvernement  
du Canada

Canada



## BACKGROUND

Canada.ca/coronavirus provides access to the authoritative source of federal information about COVID-19.

While health content is at the heart of COVID-19, content has quickly evolved to cover multiple themes and topics (Annex A)

Information developed represents the all of Government response needed to address the health, social and economic impacts of the Pandemic.



# COVID-19 PERFORMANCE MEASUREMENT STRATEGY

## **For Canadians:**

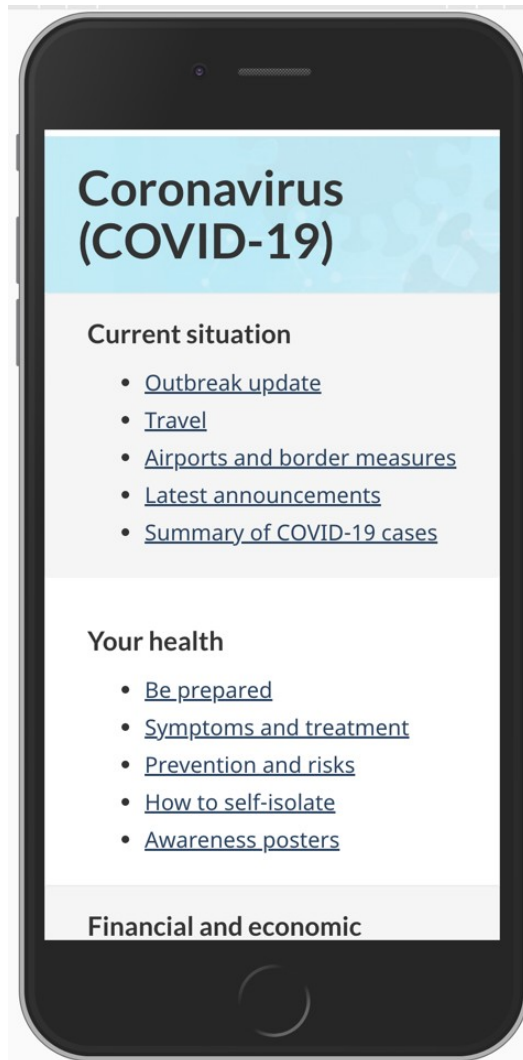
- Clear and easy to understand information and services
- Single trusted source
- Consistent user experience

## **For Theme Leads and Departments:**

- Reports on task completion success
- Analytics identifying priority web page (traffic and trends)
- Clear approach to measurement (KPIs)
- Supplying support for evidence-based decisions on content development/location



# EXAMPLE: OPTIMIZED WEB SPACE BASED ON EVIDENCE

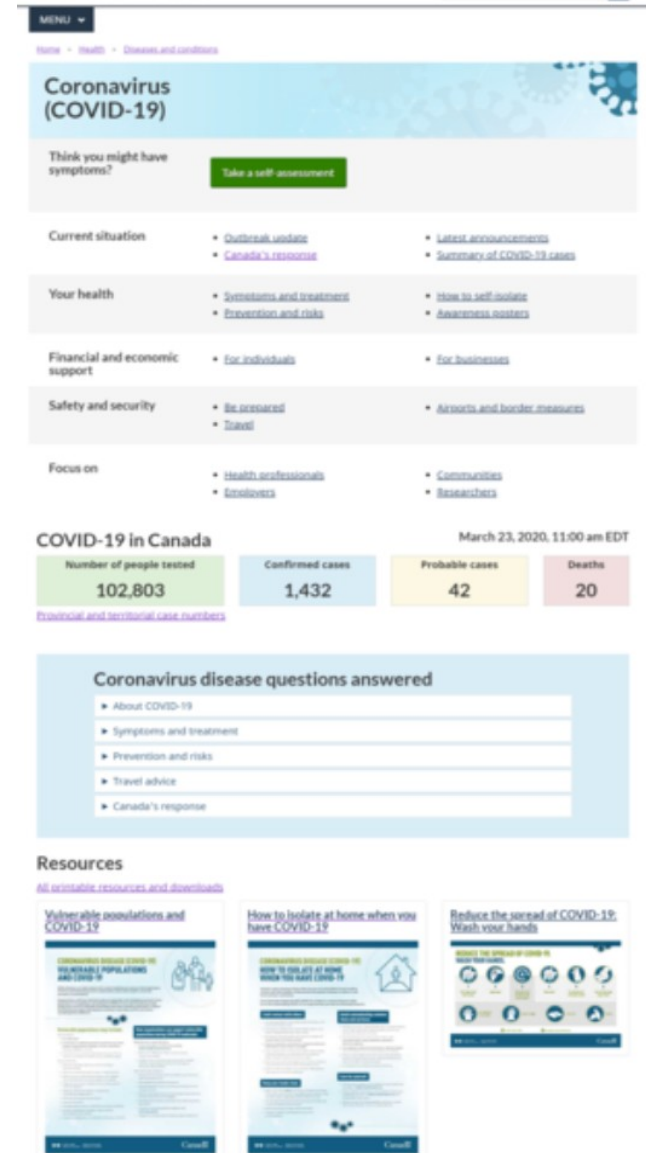


## DATA TO SUPPORT DECISION:

Usability testing indicated users had a **90%** success rate finding the answers they were seeking on COVID-19.

Previous research also supports task-based design.

- Design is iterative - can enable addition or removal of links as needed.
- Concept is scalable, easy to scroll through.





## CHALLENGE

To create performance measurement reporting that will support all theme leads and partners in their effort to drive consistent GC-wide evidence-based decisions around content development and placement online.

Given the scope of the file, the number of Departments involved, and how quickly the information evolves, it is difficult to apply data to decisions during the content development stage.



## OBJECTIVES

To ensure the most sought-after COVID-19 related content on Federal Department websites is easily found, understood and used.

To equip departments with messaging and data to support evidence-based decisions.



# PROPOSED IMPLEMENTATION

## Phase 1 – with capacity (ASAP)

- Finalize strategy and overall approach for Theme Leads and Partners
- Assess and apply segmentation for analytics based on categories within the task-based structure
- Collaborate on the validation of content map and consider analytics impact
- Continue support on application of correct UTM content tagging
- Continue support on application of quality metadata
- Continue user testing

## Phase 2 – with capacity

- Streamline reporting
- Provide data to OGDs that will support consistent evidence-based decisions on content types across Canada.ca
- Continue to provide data to optimize key task-based content



## PROPOSED KEY PERFORMANCE INDICATORS (KPIs)

1. Task success rate
2. Click-through rate
3. Visits to content topics
4. Reduction in number of calls and email (ratio of traffic to calls/email)

Specific goals for success should be developed for each KPI as it pertains to reporting needs, whether at the Department, Theme or All of Government level (i.e. x% reduction in calls over x [period of time]).



## KPI - TASK SUCCESS RATE

**Purpose:** Illustrate findability and usability of content, and identify top tasks and priorities for optimization

**Rationale:** the best method of determining if the content is meeting user needs is to get direct feedback

**Next steps:** Assessing tools for blanket coverage reporting and testing (currently only specific pages/apps are being user tested)



## KPI – CLICK-THROUGH RATE (CTR)

**Purpose:** indicate if users are finding content of interest to them, identify top tasks and priorities for optimization.

**Rational:** If CTR increases, it indicates the page/outreach method is meeting the needs of more Canadians

**Next steps:** benchmark and share report



## KPI - VISITS TO CONTENT TOPICS

**Purpose:** Identify highest priority content for optimization

**Rationale:** Bucketing content views by topic helps identify trends for optimization

**Next steps:** identify content pages by IA map



## KPI - RATIO OF CALLS/EMAILS VS. WEB VISITS

**Purpose:** Illustrate where improved findability and usability of web content could reduce number of calls/emails received

**Rationale:** well-structured web content will reduce high volume of off-line support. Using a ratio will reduce noise from external changes (natural spikes, reduction in user interest)

**Next steps:** Identify and collect full picture of call center data and web visits across GC institutions



# UTM TAGGING – outside Canada.ca driving to Canada.ca

## APPLY UNIQUE TAGS TO:

- Multiple pages residing outside Canada.ca each linking to the main COVID-19 landing page
- Email messages to stakeholder groups
- Specific social media posts vs. tracking channel
- **NOTE: Never use the Vanity URL as the hyperlink embedded in the content**

## REMEMBER TO (Annex B):

- Use covid-1920 for the campaign name
- Place target link (if you have one) after the utm code, and at the very end of the href (or it will not work)
- Identify language (en for English and fr for French)
- Use underscores for spaces (there are no spaces or capital letters in UTM codes)



## DATA SOURCES

- Usability testing results (UX teams)
- Visits/page views by high-level topic (web analytics)
- Navigation paths from landing page and between topics (web analytics)
- External search (Search Console), Google trends (online), and onsite search queries (web analytics)
- Page metadata (AEM)
- Call center call volume with topic breakdown (Service Canada)
- Page analytics (tagging/reporting)
- UTM tagging (HC/PHAC – web analytics - refers)



## REPORTING / COMMUNICATIONS APPROACH

Reports to be generated and distributed regularly to meet needs of senior management where decisions are required for:

- content development
- content updates
- regular performance measurement reporting

Briefing Theme Leads on performance measurement results and key advice on how to apply data to decision making.



# REPORTING

1. Internal (PHAC/HC, TBS, PP – Senior Management)
2. External (Heads of Comms, Theme Leads, Partner Departments)

Current frequency:

- Adhoc reporting as required
- Daily (traffic reporting, usability findings)
- Weekly (separate reporting on traffic/trends, usability findings)
- Monthly (overall traffic trends and larger-scale usability results)



# ROLES

## PHAC/HC

- Lead on developing performance measurement strategy, KPIs and coordination of efforts between departments on reporting and sharing common key insights

## TBS-DTO

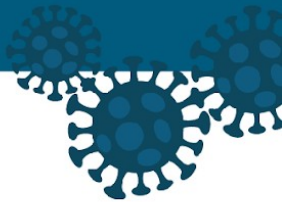
- Lead on usability testing and advice around top task success and landing page of COVID-19

## PRINCIPAL PUBLISHER (PP)

- Lead on GC-wide analytics reporting, segmentation advice

## THEME LEADS

- Communicating the approach and guidance to theme partners
- Supporting evidence-based decisions
- Applying and measuring against KPIs for Theme space and home Department
- Identify areas requiring support by TMC



## ANNEX A: COVID-19 AFFECTS MAJORITY OF CANADA.CA THEMES

Health	Travel	Jobs	Immigration	Business
Benefits	Taxes	National security	Policing, Justice and Emergencies	Science
Public service	Canada and the world	Culture, history, sport	Money and Finance	Transport
Indigenous Services	<div><b>Legend</b></div> <div><div></div> Has Covid-19 content now</div> <div><div></div> Anticipate Covid-19 content soon</div>			



## ANNEX B: UTM Guidance and contact

A UTM generator guide is available from Health Canada, complete with examples, to help you create your link. Access UTM generator from TMC Wiki page: [https://wiki.gccollab.ca/Covid\\_19\\_DTO-BTN](https://wiki.gccollab.ca/Covid_19_DTO-BTN)

Please send your completed UTM codes and/or questions, to Health Canada's performance measurement team:

[hc.healthwebanalytics-analysewebdelasante.sc@canada.ca](mailto:hc.healthwebanalytics-analysewebdelasante.sc@canada.ca)