

COVID-19 – Previous Day Dashboard

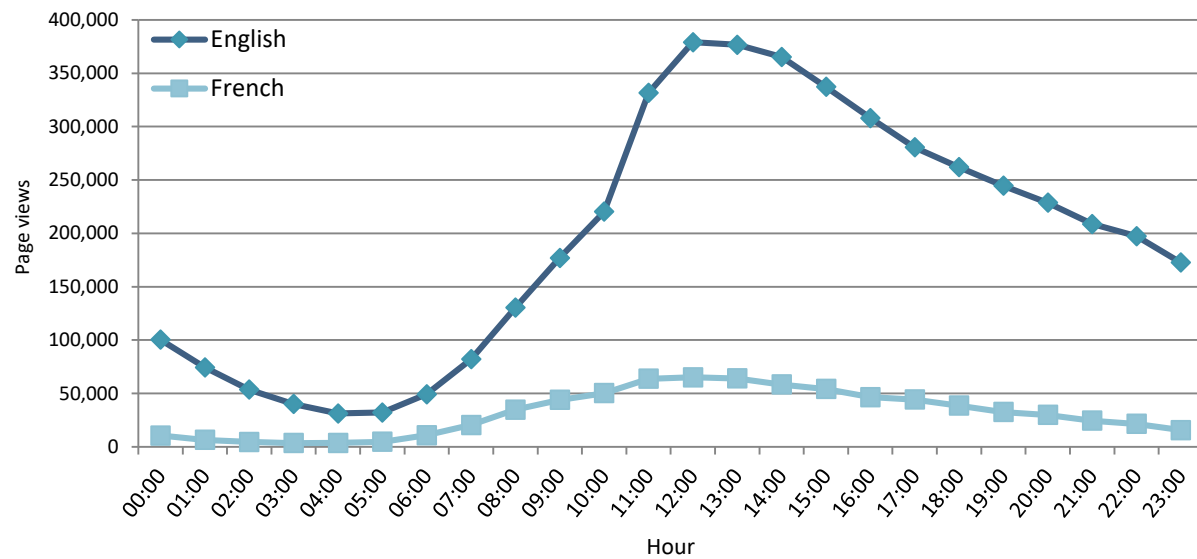
April 15, 2020



Highlights

- Traffic on April 15, 2020 increased from the previous day with page views increasing by 14% and visits increasing by 13%.
 - Traffic to COVID-19 content reached its peak yesterday at 12pm following the Prime Minister's daily update.
 - 50% of visits to COVID-19 content viewed CERB pages.
 - The top search term on Canada.ca was "cerb".
 - CRA's My Account for Individuals page was the most visited page on Canada.ca.

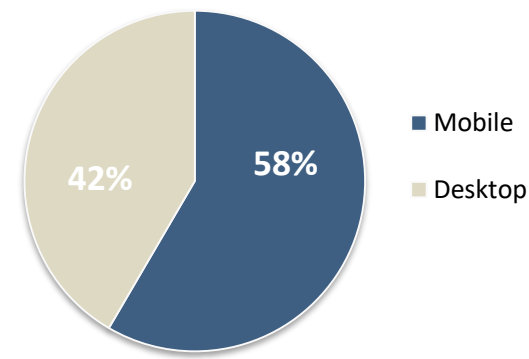
COVID-19 Traffic



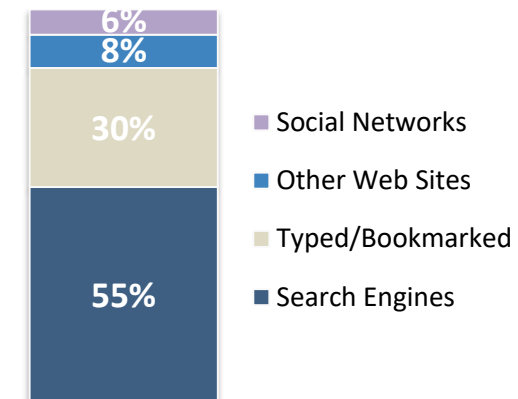
Language	Page views April 15, 2020
English	4.7 M
French	752.1 K
Total	5.4 M

2,619,994 visits occurred on April 15, 2020

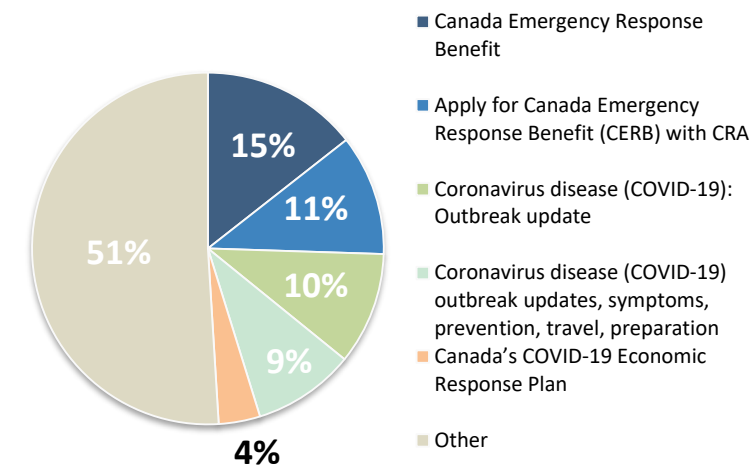
What device did visitors use?



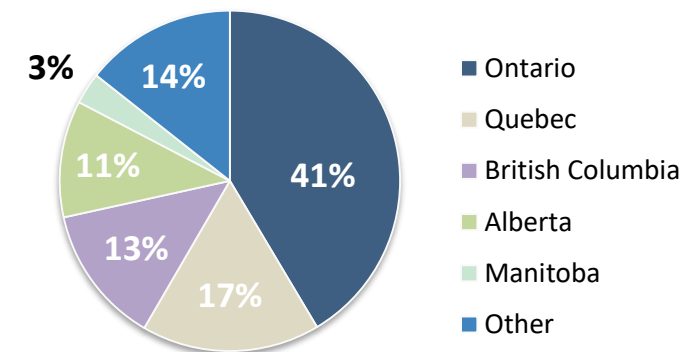
How did visitors access Canada.ca?



What page did visitors enter on?



What regions were visitors from?



Internal Campaigns on Canada.ca

Get the support you need: Home page banner on the Canada.ca home page.

Language	Times it was seen	Number of clicks	% of visitors that clicked
English	551.4 K	100.1 K	18.1%
French	120.2 K	21.1 K	17.6%

Coronavirus disease (COVID-19): Contextual feature across Canada.ca.

Language	Times it was seen	Number of clicks	% of visitors that clicked
English	1.5 M	5.3 K	0.3%
French	307.2 K	692.0 K	0.2%

Canada Emergency Response Benefit: Contextual feature on the Canada.ca home page.

Language	Times it was seen	Number of clicks	% of visitors that clicked
English	550.9 K	13.5 K	2.5%
French	120.0 K	3.4 K	2.9%

Helping with the impact of COVID-19: Contextual feature on the Canada.ca tax and income tax pages.

Language	Times it was seen	Number of clicks	% of visitors that clicked
English	75.4 K	177	0.2%
French	26.6 K	59	0.2%

Google Search

Terms searched on Google that resulted in a click to a Canada.ca URL that contains "coronavirus" or "covid".

Phrase	Clicks	% of searches that had a click
covid 19 canada	16.4 K	25%
coronavirus canada	13.5 K	17%
coronavirus	11.7 K	2%
canada coronavirus	6.2 K	16%
covid 19	3.6 K	6%

What visitors viewed

Pages	Visits
Apply for Canada Emergency Response Benefit (CERB) with CRA	641.7 K (24%)
Canada Emergency Response Benefit	624.8 K (24%)
Coronavirus disease (COVID-19) outbreak update	404.6 K (15%)
Coronavirus disease (COVID-19) outbreak updates, symptoms, prevention, travel, preparation	325.6 K (12%)
Canada's COVID-19 Economic Response Plan	266.0 K (10%)

What visitors did

Engagement	Value
Clicks to the COVID-19 Most Requested link on the Canada.ca home page	49.2 K
% of visits coming from vanity URLs	5.2%
% of visits clicking an outbound link	19.4%
Average time spent on COVID-19 content	04:55
Average page views per visit	2.07