GOVERNMENT WEBSITE USABILITY

WHAT WE HEARD REPORT

CONVIVIALITÉ DU SITE WEB DU GOUVERNEMENT

RAPPORT SUR CE QUE NOUS AVONS ENTENDU

Le présent document contient la traduction française du sommaire.

Government of Gouvernement des
Northwest Territories Territoires du Nord-Ouest

Contents

Executive Summary

The Government of the Northwest Territories (GNWT) wants to improve GNWT websites for residents. From April to July 2023 a firm was contracted to conduct user research in order to learn more about NWT resident's experiences interacting with GNWT websites. Resident feedback was collected through a survey and a series of focus groups, and web analytics were used to further determine user behaviour and needs.

The GNWT's websites face several challenges and use cases that are unique. The sites need to work for a large geographic area where consistent and reliable internet isn't always a guarantee. They also need to serve people from various socio-economic and cultural backgrounds, with 11 official languages. On top of this they need to meet the needs of an audience nearly equally split between its capital and primary population base, Yellowknife, and more remote communities – all with their own technological barriers.

Six themes for areas of improvement were identified. These themes were consistent across research efforts, which included internal and external focus groups, English and French-language surveys, and analysis of existing documentation. These themes are as follows:

- Search
- Language Alignment
- Confusion Over Department-Based Structure
- Access Limitations
- Consistency
- Representation

These themes will be further expanded in the What We Heard section of this report.

One of the key hurdles is the disparity of reliable and high-speed internet access. Though there were some comments relating to the desire to have a more visually appealing and dynamic site, this must be balanced against a primary focus on ensuring access to all users within the Territory. Video, high-resolution photography, and dynamic elements aren't necessarily forbidden, but must be used judiciously and have a purpose that benefits the end user. The risks of undermining search engine optimization and findability, as well as the risks of exceeding the technological limitations of a sizable proportion of the site's user base far outweigh the rewards that can come from a heavily design-influenced site.

In addition, the GNWT's websites are largely task-driven. They need to align with end users' needs to access programs and services quickly and efficiently. It is far more informational and transactional in nature, which minimizes the need for complex aesthetics. There is an opportunity to promote inclusion through the appropriate use of imagery, graphics, and even language to ensure that all communities find a home in a new website and feel represented.

The survey results and anecdotal feedback from the French contingent is limited and referenced only for informational purposes. The French focus group consisted of one person who had a limited amount of experience on the website, and the French survey received four responses from the public. As a result, the sample size is not large enough to be able to make definitive statements about the French requirements, but they've been included where relevant in the findings and documentation.

Next Steps

Feedback collected through the survey and focus group sessions will be used to inform the function and design of an improved GNWT website.

Sommaire

Le gouvernement des Territoires du Nord-Ouest (GTNO) souhaite améliorer ses sites Web pour les Ténois. C'est pourquoi il a retenu les services d'une entreprise qui, d'avril à juillet 2023, a effectué des recherches sur les expériences vécues par les Ténois ayant consulté les sites Web du GTNO. Les commentaires des résidents ont été recueillis par l'entremise d'un sondage et d'une série de groupes de discussion, et la mesure d'audience Web a servi à déterminer davantage le comportement et les besoins des utilisateurs.

Les sites Web du GTNO présentent plusieurs difficultés et des cas d'usage uniques. Ces sites doivent pouvoir être accessibles dans une grande zone géographique où un accès ininterrompu et fiable à l'Internet n'est pas toujours garanti. Ils doivent également servir à des gens d'origines culturelles variées ou issus de divers milieux socioéconomiques, dans un territoire ayant 11 langues officielles. De plus, les sites du GTNO doivent répondre aux besoins d'utilisateurs répartis presque à égalité entre la capitale des TNO, Yellowknife, où se trouve le principal bassin de population, et des collectivités éloignées, chacune aux prises avec leurs propres obstacles technologiques.

Lors des recherches effectuées à l'aide de groupes de discussion internes et externes, de sondages réalisés en anglais et en français, et d'analyses de documentation existante, six éléments à améliorer se sont révélés constants :

- Recherche
- Correspondance des langues
- Confusion quant à la structure des sites ministériels
- Difficultés d'accès
- Uniformité
- Représentation

Ces éléments seront davantage approfondis dans la section « Ce que nous avons entendu » de ce rapport.

L'un des principaux obstacles relevés est l'accès inégal à un service Internet haute vitesse fiable. Bien que certains commentaires aient reflété un désir de voir des sites plus dynamiques et plus attrayants sur le plan visuel, ces qualités ne doivent pas nuire à l'objectif principal, qui est d'assurer un accès à tous les utilisateurs des TNO. Les vidéos, les photos à haute résolution et les éléments dynamiques ne sont pas forcément à proscrire, mais doivent être employés à bon escient et servir à l'utilisateur final. Les risques de compromettre le référencement naturel et la facilité de recherche d'un site ainsi que de dépasser les limites technologiques d'un nombre important d'utilisateurs d'un site pèsent bien plus lourd dans la balance que les avantages générés par un site ayant une conception graphique élaborée.

De plus, les sites Web du GTNO sont grandement orientés vers les tâches. Il leur faut s'aligner sur les besoins des utilisateurs finaux qui doivent accéder à des programmes et à des services avec rapidité et efficacité. Étant de nature beaucoup plus informative et transactionnelle, ces sites ont moins besoin

d'être dotés d'une esthétique complexe. Il est possible de promouvoir l'inclusion par une utilisation appropriée d'images, de graphiques, voire de langues, pour s'assurer que toutes les collectivités des TNO se sentent à l'aise et bien représentées dans un nouveau site Web.

Les résultats du sondage réalisé en français et les rares commentaires recueillis en français sont limités et ne sont présentés qu'à des fins d'information. Le groupe de discussion formé d'utilisateurs francophones ne comprenait qu'une seule personne qui avait peu parcouru le site Web, et le sondage réalisé en français n'a reçu que quatre réponses de la part du public. Ainsi, l'échantillonnage n'est pas suffisamment grand pour nous permettre de formuler des conclusions précises sur les exigences en français, mais nous les avons néanmoins incluses aux endroits pertinents dans les résultats des recherches et la documentation.

Prochaines étapes

Les commentaires recueillis dans le cadre du sondage et des groupes de discussion serviront à concevoir un meilleur site Web pour le gouvernement des Territoires du Nord-Ouest.

Introduction

Residents have told us that GNWT websites are confusing, hard to use, not intuitive to navigate, and written in technical and complex language. Web content is spread across many different websites, making it hard for residents to know where to go to access information, programs and services. Additionally, most of the websites are built differently from each other, resulting in an inconsistent user experience.

These concerns about government website navigation, accessibility, language, and usability were identified by Northwest Territories residents in the 2018, 2020 and 2023 Citizen First surveys. The Citizens First survey reports how Canadians perceive the services of governments at the municipal, provincial/territorial and federal levels and gives clear direction for improving quality. According to the 2023 Citizen First survey, NWT residents looking for programs and services are most likely to start with a website, most likely to use websites as their main channel, and prefer websites over other channels.

Currently the GNWT has separate websites for each department, but is interested in shifting this and creating a single new GNWT website to replace departmental websites. Many other jurisdictions in Canada have already completed this work, and created resident-centric websites built around topics, themes, and tasks, and not built around departmental structure. This is widely recognized best practice.

To better determine how websites can be improved for residents, the Government of the Northwest Territories contracted a vendor, Northern Commerce. The vendor completed user research by engaging resident and stakeholders through a survey and focus groups. The vendor also reviewed web analytics, internal information, and technical data to contextualize resident feedback.

Public and Stakeholder Engagement

Public and stakeholder engagement was conducted from April 2023 to July 2023. The public engagement focused on collecting feedback on website usability, and used several approaches:

1. Residents were invited to participate in an online survey.

2. Residents were invited to participate in focus groups.

3. A letter was sent to NWT community governments, NWT Non-Government Organizations, business owners, and Francophone organization inviting them to participate in focus groups.

The Government Website Usability engagement was posted on the GNWT public engagement site and was open from May 4, 2023 until May 29, 2023.

During this time residents and stakeholder were invited to complete a survey to submit feedback, and residents who were interested in participating in the focus group could also opt in at the end of the survey. Focus groups were hosted from May to July, 2023.

Survey

Below is a general summary of the types of questions that were included in the survey:

1. Demographic questions including the participant's primary reason for using GNWT website, gender, age range, languages spoken, and the community lived in.
2. How participants access online content.
3. How often participant access GNWT web content.
4. The main reason participants access GNWT websites.
5. How easy or challenging it was for participants to find the content they were looking for.
6. What features participants liked on GNWT websites.
7. What participants found challenging about GNWT websites.
8. Whether or not participants found GNWT websites easy to navigate and search.
9. Whether or not participants liked the imagery and look of GNWT websites.
10. If participants found the content on GNWT websites relevant, and if they trusted the content.
11. What would improve participants experience with GNWT websites.
12. What content or functionality would encourage participants to visit GNWT websites.

Focus Groups

A total of six focus groups were scheduled with residents and key stakeholders groups in order to better understand their use of the current GNWT websites and explore desired content and functionality changes for a future state.

One focus group was held with each of the following resident and key stakeholder groups:

1. Residents from Yellowknife
2. Residents from Regional Centres
3. Residents from Small Communities
4. Community Governments
5. Francophone Individuals
6. GNWT Communications employees

Business owners and Non-Government Organization were also invited to participate in a focus group, but this was cancelled as there were no interested parties.

These sessions were structured around open-ended questions to encourage participation and ensure that the breadth of needs and issues were captured. The sessions were structured to be engaging and collaborative. The workshops were not structured around a series of questions, because that format can preclude the organic nature of the discussion and run a risk of pre-determining the results of the exercise based on our own assumptions and hypotheses.

While the format was open, session participants were prompted to identify needs, pain points and opportunities of the current state, and were asked to identifying user challenges and barriers to success within the current content presentation.

Outputs and Deliverables

The intent of these workshops was to complement and expand upon the findings from the survey. Through these sessions, the vendor worked to:

- Test and/or validate assumptions
- Identify challenges and opportunities for improvement
- Identify systemic or attitudinal barriers that preclude or impede access to content
- Identify alignment and divergences from existing assumptions
- Collect anecdotal/qualitative feedback that can inform the final recommendation towards future site development.

What We Heard

This report provides a summary of the feedback received from the participants, web analytics data, and recommendations from the vendor based on the research and best practice.

The views represented in this report reflect the priorities and concerns of engagement participants. The feedback from this engagement will be considered as the GNWT rebuilds its websites.

Overall Findings

Six themes for areas of improvement were identified. These themes were consistent across research efforts, which included internal and external focus groups, English and French-language surveys, and analysis of existing documentation. These themes are as follows:

1. Search
2. Language Alignment
3. Confusion Over Department-Based Structure
4. Access Limitations
5. Consistency
6. Representation

Overall findings are presented as a summary of combined research findings, and in many instances include the vendor's recommendations for addressing challenges and deficiencies. Vendor recommendations are based on research and industry best practice.

Search

Search was universally criticized by both internal and external audiences. The challenges ranged from lack of relevance in results to challenging terminology issues.

Fixing search is a task that requires multiple efforts. Using a configurable search appliance can help, but search is only as good as the data with which it's provided. A comprehensive content strategy needs to be implemented to support the search improvements. This can include, but is not limited to:

- Creating content using plain language and terminology
- Having a consistent naming/titling convention
- Avoiding the use of jargon or alpha-numeric indicators for content
- Prioritizing HTML-based content over PDF
- Implementing a robust tagging policy that benefits from the establishment of a defined set of content tags that align with external users
- Performing a comprehensive ROT analysis (Redundant, Outdated, Trivial content), which would minimize the presence of duplicated content, remove content that is no longer of interest to external users and does not have a legal or procedural reason for remaining on the site, and identify any gaps in content that may currently exist; and
- Establishment and execution of an archival strategy, which would assess the level of effort for establishing an offline repository of legacy content and fulfilling the (likely) limited access requests for older content. This would be balanced against the ability to increase user confidence in the relevance of existing content and improve the likelihood of users finding the latest, most applicable content items.

Language Alignment

There are several issues with language that have been identified by both external and internal audiences.

First and foremost, there's a tendency to use internal jargon in public-facing content. As well, some of the language moves away from Plain Language principles and can be challenging.

This is not a reflection on the intelligence of the reader, but rather it's an acknowledgement that certain fundamentals of universal accessibility and actual website behaviour are being overlooked. Ultimately, users are not spending a lot of time on the site and are most certainly not reading in depth. As a result, we want to ensure that content is findable, searchable, and accessible.

With 11 languages, it's imperative that Plain Language is the default. It is more than fair to say that a sizable proportion of the constituency does not speak English or French as a first language. So embracing Plain Language ensures that content is as accessible as possible for users.

Most users are scanning content for identifiable visual anchors. It's vitally important to ensure that those content elements are as quickly and easily understood.

Does this mean that more complicated language doesn't have a place at all? Absolutely not. However, jargon, industry terms, technical or scientific term, and acronyms should be a complement on the content pages, as opposed to wayfinding mechanisms in and of themselves. Title tags, header tags, and other key information architecture elements should be aligned to Plain Language to promote findability, scannability, and comprehension.

Confusion Over Department-Based Structure

There were several times where users – both internal and external – felt that content was rigidly matched to internal structures. For example, related and complimentary programs and services would be split across several departments' sites, instead of being displayed together based on users needs.

Ultimately, the ownership of the particular program/area does not need to be reflected in the navigation. The GNWT should establish intuitive buckets of content aligned to external users, as opposed to following internal organizational charts. This may mean that certain Program/Service content areas will be fed by content that has its origins in multiple departments. On the back end, the departmental hierarchy can be maintained, but ultimately the end user should be able to find things without knowing the org chart. For example, one standardized area for all licensing options and applications will better serve the end user than forcing them to navigate the organization to understand which area provides what service.

The GNWT could also use an additional "Quick Links" section of the navigation. This curated section will allow the NWT team to identify the most-frequently requested and/or accessed sections of the site, to provide external users with quick, simple, and near-immediate access to the content of which they have the greatest interest.

Consistency

One challenge heard from all participants was that there was a lack of consistency amongst departmental sites and the online presentation of information. Partly due to the challenges presented by the Content Management System (CMS) and partly due to the lack of established standards for web publishing, administrators have created unique content presentations, navigation structures, and information architecture elements.

As a result, it's recommended to establish consistent templates for content presentation that includes the navigation. Sub-pages and departmental structures, if required, should have similar, if not identical, sub-navigations. Ultimately, like content should be found in similar locations throughout the site. If, for

example, contact information is housed on the right-hand side of Department A's page, it should be reflected in the same location throughout the site.

This will allow for greater consistency and support end user findability of content.

Technology & Cultural Limitations

One of the greatest challenges that NWT will have in its content presentation is the fact that a sizable number of its residents and site users have limited internet access. This can range from only internet on mobile plans, satellite internet, and, of course, intermittent outages.

Though multiple requests were heard for more dynamic content, including videos and imagery, these must be balanced with a respect for the technological (namely data) weight that some of these requests may cause. A balance must be struck between a site that's visually appealing and functional, using the technical limitations as the lens through which everything can be measured.

There are some valid reasons for adding more technically demanding pieces of functionality – for example, inclusion of videos to help guide users through the content can be beneficial. But any of these must be undertaken with measures that mitigate the amount of data that's required.

There are also cultural and behavioural limitations in place. The NWT is home to an environment where many people simply want to pick up the phone and call someone. This is especially visible in areas where Government Service Officers and Single Window Service Centres help locals navigate the system and provide support to residents who may not be as familiar with online transactions, or have linguistic barriers.

Focusing on a strategy that moves all transactions online won't work. Executing a hybrid strategy, wherein users are able to quickly and easily find and access information through a more intuitive information architecture and supported by plain-language content will help. But, ultimately, these still need to be complemented by quick-and-easy access to phone numbers and relevant contact information.

Ideally, this could be done through geolocation of users, but that may create challenges. One example is that a younger relative of an elder often plays a proxy role in web access. However, that elder may live in a remote area, whilst the younger family member could be in Yellowknife. As a result, geolocation would provide the wrong path. Instead, contact sections are recommended as opportunities to provide multiple points of contact based on geographic catchment areas. We don't believe that will be too content-heavy and should make it easier for people to find relevant contacts, as opposed to going through a general phone triage.

Representation

Initially, the vendor was made aware of a degree of Yellowknife-centricity on the website – a sentiment that extends beyond the website itself, and into perceptions of life in the NWT. Though half the population does live in the capital, the research indicated a greater desire to be more inclusive.

Both internal and external audiences were on board with the idea of increasing representation throughout the website.

There was also some discussion regarding the idea of having audience-based content structures. While this wouldn't be ideal for this site – especially considering there are multiple needs that cross various sub-demographics, the underlying objective can be achieved through a Quick Links section in an updated navigation.

With Quick Links, the GNWT can post the most frequently accessed content areas in a prominent location. Through this the GNWT could develop landing pages for key audiences (e.g. New to NWT), which would provide links and content to consolidate multiple areas of targeted interest into one location.

Satisfaction Metrics

Overall, there is plenty of opportunity for improvement, as shown by the baseline measurements from the surveys. Residents were asked how easy it was for users to find what they were looking for. On average, users rated the ease of finding information a 4.53 out of 10. The smaller French group (n=4) came in at a 5.75.

Residents were also asked to evaluate the site on a variety of topics. Users were asked to give ratings between 1 and 10, with lower numbers being worse, and higher numbers being better. Users gave the site a slight failing grade, or barely a pass in all cases:

- Easy to navigate: 4.57 (French: 6.0)
- Easy to search: 4.59 (French: 5.5)
- Content is relevant: 5.28 (French: 7.0)
- Like the imagery: 5.44 (French: 5.0)
- Like the look: 5.15 (French: 3.75)
- Trust the content: 6.01 (French: 8.75)
- Excellent website: 4.06 (French: 5.5)

Next Steps

Feedback collected through the survey and focus group sessions will be used to inform the function and design of an improved GNWT website.
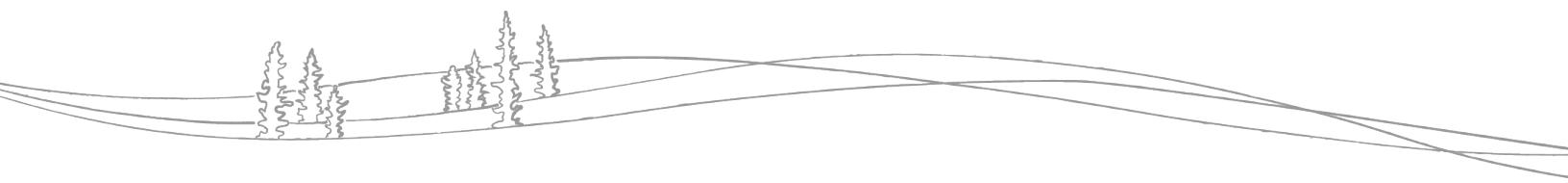
GOVERNMENT WEBSITE USABILITY

APPENDICES

Appendix 1: Detailed Survey Analysis

Q1	I mainly use the Government of the Northwest Territories (GNWT) website(s) (gov.nt.ca) as a(n):
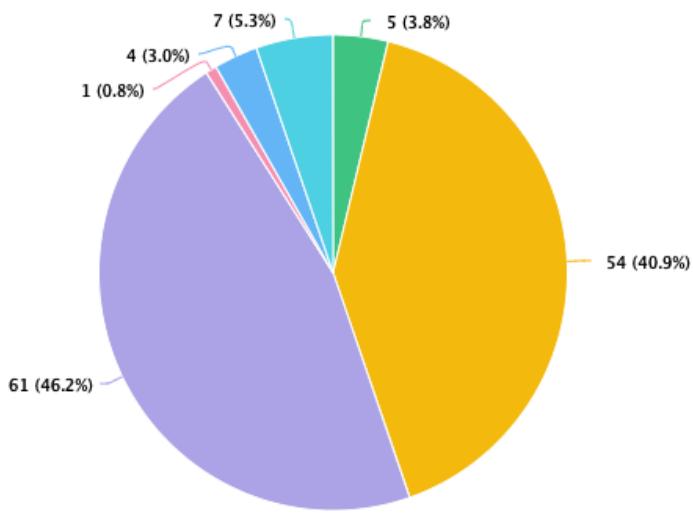
- Member of the general public: 46.2 per cent (n=61)
- Employee of the Government of the Northwest Territories: 40.9 per cent (n=54)
- Business owner: 3.8 per cent (n=5)
- Someone who lives outside the Northwest Territories: 3.0 per cent (n=4)
- Member of the media: 0.8 per cent (n=1)
- Other: 5.3 per cent (n=7)
  - job search
  - Employee of municipal government
  - Municipality official
  - Community Government
  - Indigenous Government representative
  - Communications
  - Executive director of non-profit organization that frequently works with GNWT and uses gov't websites for research

Gender Breakdown:
- Female: 59.5 per cent (n=78)
- Male: 29.8 per cent (n=39)
- Prefer not to disclose: 9.9 per cent (n=13)
- Non-binary: 0.8 per cent (n=1)

Age

I am between the ages of:
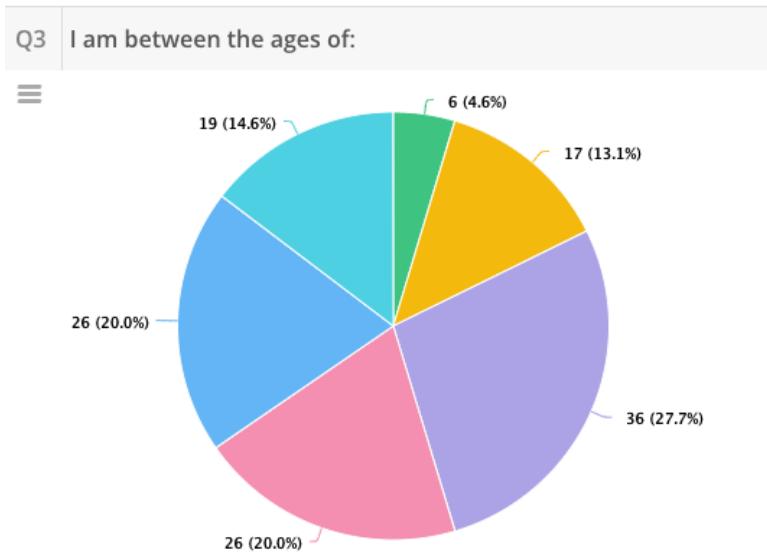
- 35-44: 27.7 per cent
- 45-54: 20.0 per cent
- 55-65: 20.0 per cent
- 65+: 14.6 per cent
- 25-34: 13.1 per cent
- 18-24: 4.6 per cent

Accessing Information

8 (6.1%)   3 (2.3%)

33 (25.0%)

40 (30.3%)

48 (36.4%)
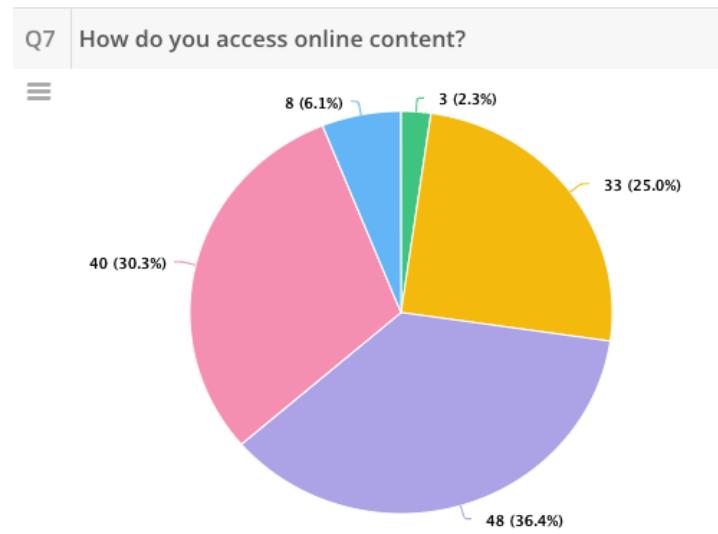
- Equally split between mobile and laptop/desktop: 36.4 per cent
- Primarily on a laptop/desktop: 30.3 per cent
- Primarily on a mobile device: 25 per cent
- Exclusively on a laptop/desktop: 6.1 per cent
- Exclusively on a mobile device: 2.3 per cent

Frequency
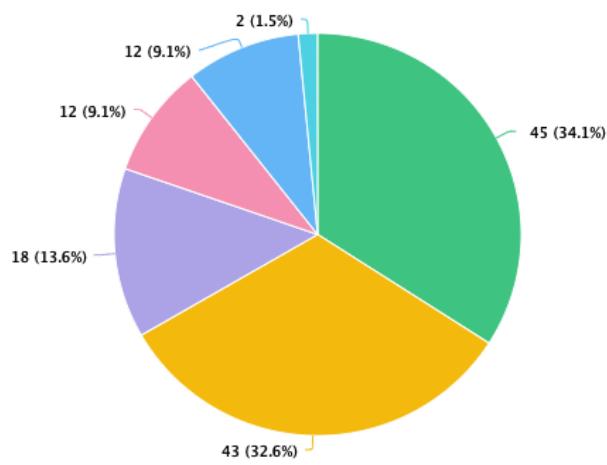
- Every day: 34.1 per cent
- Every week: 32.6 per cent
- Every month: 13.6 per cent
- Every two or three months: 9.1 per cent
- A few times a year: 9.1 per cent
- I have never visited the site: 1.5 per cent

Three of four of the French survey respondents indicated they visited the site every week. The other respondent indicated they visited the site monthly.

Main Reasons to Visit

The top three reasons people visit includes:

1. Job opportunities
2. Access to healthcare, and
3. Licensing

This aligns with what we heard from both the internal and external focus groups. In our navigation presentation and IA recommendations, we propose a structure that highlights the most frequently accessed pieces of content in a persistent manner through the primary navigation.

 This can be complemented by CTAs on the homepage or key landing pages.


What are the main reasons that you access the GNWT websites (select up to five) ?

Question options
(Click items to hide)
Arts and culture • Recreational opportunities • Licensing (Fishing License/Driver's license/Vehicle Registration) • Airports, Highways and Ferry Information • Healthcare support (benefits, cards, support services, facilities) • Law and victim services • Emergency services or public safety information • Tourism • Corporations, businesses, associations or societies listings • Immigration Services • Business registrations or Tourism licensing • Procurement • Mining and minerals information and programs • Traditional economy information and programs • Feedback, public engagement, or to Have Your Say • Contacting a member of government • Environment and energy programs • Property, land, and housing • Taxes and benefits • Family information and programs • Education and training • Scientific data or academic research • Job opportunities • Funding opportunities • News • Info about/from the Premier & Cabinet • Social Services and Supports • Child/Family Services • Other (please specify) • Agriculture and fisheries programs • Food safety program

- Job opportunities: 51
- Healthcare support: 44
- Licensing: 41
- News: 37
- Contacting a member of government: 35
- Airports, highways, and ferry info: 31
- Funding opportunities: 31
- Feedback, public engagement, or to have your say: 30
- Education and training: 23
- Environment and energy programs: 17
- Info about/from the Premier & Cabinet: 17
- Emergency services or public safety info: 15
- Family information and programs: 14
- Arts & Culture: 12
- Property, land, and housing: 12
- Social services and supports: 12
- Procurement: 10
- Scientific data or academic research: 10

- Tourism: 9
- Law & Victim Services: 9
- Corporations, Businesses, Associations, or Societies Listings: 8
- Recreational Opportunities: 7
- Mining and minerals info and programs: 6
- Taxes and benefits: 6
- Traditional economy information and programs: 6
- Business Registrations or Tourism licensing: 4
- Child/Family services: 2
- Immigration Services: 2
- Agriculture and fisheries: 0
- Food safety: 0
- Other
    - Human resources
    - I work with the legislative assembly and scan all government department websites to review current programs, services, policies and legislation.
    - I am a person that loves Government but I rarely access Government websites
    - Most of the listed areas
    - Work related
    - Atlas (maps), information about projects/initiatives/government to government relationships (TASR, Regional Strategic Economic Assessment, Negotiations - understanding what agreements are in place, status, etc.), legislation
    - internal gnwt (my hr, phone listing)
    - Rdirectory
    - Reports Data Policies Audits Budgets
    - Work related documents search I.e. standards, regulations
    - Find information that clients are requiring assistance with, or information that I need for me to do my job.
    - Nursing policies
    - News, directory, and general program information
    - Drivers Licence and/or vehicle Registration

French respondents:

- Health resources: 3/4
- Arts and culture: 2/4
- Social services: 2/4
- Airports, roads, and travel: 1/4
- Licenses: 1/4
- Education and training: 1/4

- Job opportunities: 1/4
- Business/Tourist licensing: 1/4
- Tourism: 1/4

Ratings Scales

The users were asked to rate the website on a variety of metrics. The results show a great deal of opportunity for improvement.

Respondents were asked how easy it was for users to find what they were looking for. And the results show that, on average, users **rated the ease of finding information a 4.53 out of 10**. The smaller **French group (n=4) came in at a 5.75**.

How easy is it for you to find what you're looking for on the current Government of Northwest Territories website(s)?

Extremely Easy : 3

9 : 4

8 : 9

7 : 11

6 : 14

5 : 21

4 : 21

3 : 20

2 : 7

Extremely Challenging : 18

Respondents were also asked users to share their evaluations of the site, on a scale of 1 to 10 with 10 representing total agreement, over a series of topics.
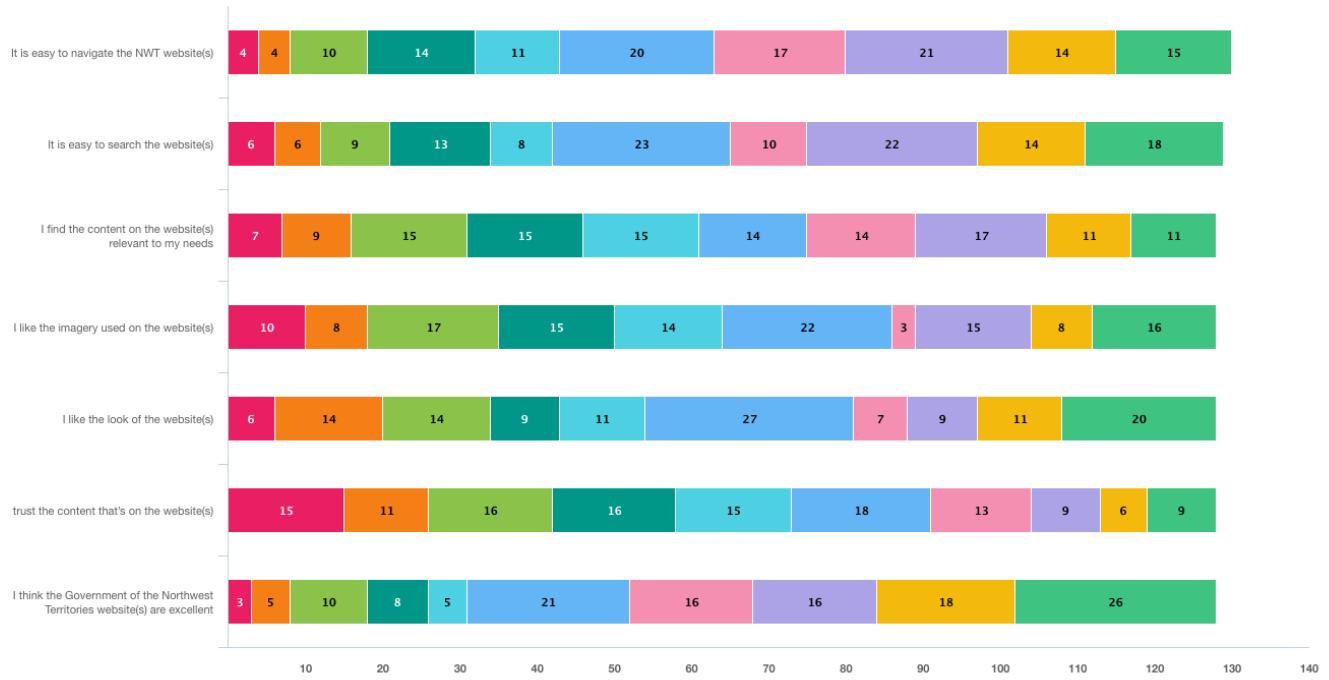
As seen above, the bulk of the respondents rated the site as either a **slight fail or barely a pass.**

- Easy to navigate: 4.57 (French: 6.0)
- Easy to search: 4.59 (French: 5.5)
- Content is relevant: 5.28 (French: 7.0)
- Like the imagery: 5.44 (French: 5.0)
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- Trust the content: 6.01 (French: 8.75)
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Survey Anecdotal Feedback Summary

- Not user friendly website
- Difficult to navigate
- Site search is problematic
- Not mobile friendly
- Difficult to apply for license
- Broken links
- content/jargon is difficult to understand
- directory is not compatible with handheld devices
- Old reports and new reports were tough to sort through
- You cannot search phone numbers on mobile devices
- It's often difficult to navigate the general site and department sites as they have different layouts. The search function has no prioritization of useful results and poor filtering
- Content is not easy to find. Search is not usually successful, does not usually work well on mobile apps (ie fishing licence). Too much content to wade through. Outdated content or you don't know how old content is.
- I would often be confused (unless I already know where to head) as it's split between various departments. I would be confused on what to "Google" or where to begin searching for items like SFA, SFA forms, E.I info and application, as that info is not easily found through the website
- The motor vehicle website is horrible to navigate and very difficult to get to where u need to actually renew your license.
- Hard to navigate GNWT sites, have to go to multiple links to find place you need to be
- To renew a health card, the process is not easy with the creation of a profile and so on. The process has to be streamlined and made easier. Same in trying to apply for a job, not an easy process
- There doesn't seem to be an overview of the highway. Needed to determine if part of it was territorial land or settlement land. Be great if there was overview of each highway that included various descriptors. I did find in legislation...the width and length, but had to search the web to find other data/information.
- Many versions, lacking posting/revision dates version history, dead links, lack of consistency in spelling/grammar.
- the French component does not always reflect the English part.

Best features

- Consistency in design of pages, format
- Up-to-date information
- Online service offerings (e.g. fishing license, vehicle registration, healthcard, etc)
- A lot of helpful information in one place
- Phone/staff directory
- Colours
- More specific examples:
  - Training programs
  - Being able to book campsites and renew vehicle registrations
  - Directory is ok, legislation is ok
  - Job descriptions and org charts
  - the interactive map is nice
  - Bulleted summaries

Biggest challenges

- Site architecture (many different sites bury information people are looking for)
- Broken links
- Lots of jargon, text heavy (e.g. main page)
- Search feature provides unrelated/unreliable results
- Login/account creation is difficult
- Site speed
- Some outdated info
- More specific examples:
  - Being able to find regularly updated, accurate information in the least number of clicks possible
  - Old content is not removed, search function not very good, very graphics (or in the case of ATLAS data) heavy for those of us that live on the wrong side of the digital divide
  - Finding the actual links to get to the information you need Redo the link for the fishing licence please
  - Signing in never seems to work always have to create new account.
  - Usually the quickest way to find something is by doing a Google search. Working your way through webpages is often frustrating and a waste of time.
  - One profile per person should give access to all government sites, for instance health cards and applying for jobs, at this moment 2 different profiles have to be created, this is not working out in favor of the client
  - Often unable to complete filling out forms, limited options for answers, forms won't always download, site not available.
  - How many clicks it takes to get the information I need, if I can even get to it.

What would you improve?

- Search
- More direct paths to things
- Phone extensions or clearer points of contact
- Real time alerts or news displayed more prominently like homepage (e.g. road closures, events, public meetings). These must be kept up-to-date.
- More specific examples:
  - Single sign in for each: employees, public, business
  - Download speed
  - Linked text on clickable items
  - A much cleaner entry page, more white space - clear categories to direct you to what you need without a huge information dump.
  - Photos of our Inuvialuit leaders, youth, women, indigenous school staff
  - Live chat
  - Dark mode
  - it seems things are often out of date or incorrect. Example - you call the primary care number for sexual health services (as it says you can on the website), then the person on the phone tells you that you need to call another number...
  - Plane arrival times/tracking

Final feedback

Summarized: Appreciation for asking for feedback

More specific examples:
- Look at other governments, even some non-Canadian ones they are way better at websites
- The Contract Event Opportunities site is extremely clunky and frustrating to navigate. Part of the reason for this is because it is also being used as the public reporting for awarded contracts and currently available contract opportunities. By separating these functions, these frustrating issues can be resolved to improve overall function and experience for both activities.
- Survey questions aren't written in any aboriginal languages. How can an elder or blind person fill out the questionnaire?
- Add more pictures from communities outside of Yellowknife. You hear again and again that the GNWT only cares about Yellowknife. That perception needs to change.
- The Legislative Assembly in particular website needs serious work. This is the face of our actual govt and it really is not user friendly especially if not familiar with how process works.
- I have been very critical in my comments because it was so frustrating to do even a simple thing like renewing my vehicle registration. I think it definitely needs overhauling and simplification in doing so.

Appendix 2: Focus Group Feedback

Focus group feedback is presented around topics and themes. Results from the focus groups are merged because the findings, topics and themes are consistent. Results from the Francophone focus group are presented separately to remain consistent with the survey results, which are also presented separately in this report.

One focus group was held with each of the following resident and key stakeholder groups:

1. Residents from Yellowknife
2. Residents from Regional Centres
3. Residents from Small Communities
4. Community Governments
5. Francophone Individuals
6. GNWT Communications employees

Business owners and Non-Government Organization were also invited to participate in a focus group, but this was cancelled as there were no interested parties.

Appendix 2: Focus Group Feedback

Needs

- Uses the phone directory a lot
- Comes to the site for small business licensing or justice department documentation
- As a teacher looks for curriculum documents that are often hidden in the site
- Have confidence that the information on the website is accurate and up-to-date
- Looking for highway update information
- Uses the Prince of Wales heritage site photos for other info
- The wording and language is understandable but the process is to get there is convoluted and confusing
- Strong preference for the ability to speak to an employee directly > many use the employee directory
- The English is simple and understandable. I like the writings in blue because colour blinds can see blue clearly. It's very inclusive
- Most public users likely access via mobile but find it easier to read from a desktop
- Elders often rely on younger family members to get information from the website
- Timeliness – it is important to update the GNWT website in a timely manner, particularly before a weekend. Important current information that people would be checking all the time to see if there are updates, such as Covid, Fire & Evacuation Situation, Highway Conditions, Ferries Situation (running or not), etc.
- Feel the need to go to the website to get information that I don't have. For example, the ECE Programs and Services being offered.
  - Will go to the website first for clarification, rather than calling someone.
  - Will call someone if the information looks outdated, is ambiguous, or the content/webpage was developed years ago and hasn't been updated

- The website should reflect the one voice structure
- User needs for backend dept access / consistency should not impact this voice
- There is an open information policy at GNWT that should be aligned with the OneGov website project
  - Transparency goals - but issues with the interpretation of context from the information provided
  - Open info function on the government of Alberta is liked
- Information Architecture for a new site and content navigation should be defined by the top tasks of the external user
- Programs and service pages - base info is simple but there's more additional context that makes the content on the page very long - struggle to simplify this content could be improved by the content types and components developed - at a glance CTAs
- Need for permissions and workflows
- Need workflows for the contributors to input their info as draft but it gets reviewed before it's posted publicly
- HTML presentation for content would be ideal

- A way to easily access/find information available in an indigenous language or a way to request it
- A translation feature that works properly
- A flexible solution that is simple and easy to use (both for the public and communicators)
- Search
  - Some users comfortable w/ search, other users that aren't as comfortable with search and use the navigation - content should be reachable by either channel
- Uses department structure.
  - Some programs are offered by different departments and so users can't find all the programs in one spot. Example: three fur pages close to the same but slightly different.
  - This challenge is also faced when departments are working together on one project - struggle with coordination of approvals for updating content and awareness when updates take place (siloing a big issue)
- Language / Translation
  - 11 official languages in the NWT
  - Benefits of inclusion - spoken language is better understood - desire for more audio content for indigenous language translation
  - Sometimes embedding of audio is used - interpretation / translation is much faster for audio vs. written
  - More videos
  - User guides would be a nice to have
  - Need to increase heading use - many users will just bold and increase font size which hurts accessibility
- Better Search Functionality
  - Search integration is not working well
  - Even using keywords does not work
  - Needs to be more general
    - For example, hunting, funding
- Proper Information/Facts
- Plain simple language
  - Many don't speak English, many bilingual - and some can't really read/write in English.
  - These individuals need help when it comes to completing application forms.
  - Letters, notices - they might be able to read it, but they can't always comprehend it or understand what needs to be done.
  - People need to be able to use the website for more than just downloading the forms.
  - As people get increased access to tech, they can get more self-sufficient. However, we need to be sure that the language and content is understandable.
  - Consider using an audio tool for people who cannot read or write.

Pain points

- Has trouble finding MLAs contact info on the GNWT website. Knows that there is a separate website but thinks this should be connected to the government site as well.
- Links on the site are buried - you need internal knowledge of department divisions/structure to find information
- Search gives a lot of irrelevant results
- Has to bookmark content to ever find it again in the future
- Struggles to find any information on the site. There is a lot of helpful information but you need to know where it is in order to find it
- Website can spin you in circles directing you to different departments. Would be easier to just have information on who to call
- The website is too busy and overwhelming - can be hard to interpret the site
- All of the GNWT websites are structured differently - should be one template used across the website
- Search results not helpful - the results tend to be too broad - search needs more filters
- Finds the site very boring and word heavy
- I don't think ascetics matter too much until fundamental things are fixed.
- How would you define the Yellowknife centricity of the website?
  - I'm looking for information - and all the solution is contact Yellowknife
  - There is no information for what to do in your home community
  - The website seems to assume that everyone is located in Yellowknife
  - Be clear about what services are not available outside of Yellowknife and how to access. Are these only in person or are they available online?
  - Yes, too YK-focused; alienates 50 per cent of the population
  - Good news stories seem to be primarily YK focused - perhaps there could be a rotation of news in the regions
- "The website's design, content, layout…. It's obvious that is does not respond to the needs of different people"
  - Regular people in the community struggle to find the information they need.
- "It [the website] was developed once and doesn't change"
  - Needs to be updated on a regular basis
  - At the community level, there's many services, programs, and many of the individuals will approach community leadership. However, they often don't even have the information they need.
  - Doesn't really respond to the needs of the community
  - Finding content is a challenge – both for community leadership and community members
- Technology has historically been a barrier in [community]. New improvements will reduce this barrier, but it is still an issue.
  - We are just getting a Fibre connection. Going from 15mbs to 50mbs
- Contact/Support Information for some of the service providers is not available to community leadership. This makes for a challenging and disjointed experience, and lots of calling around to get in contact with the right person.

- o This needs to be available
- o If they don't have the information they need, how can they share it with others in the community?
- Legislative Information - does it actually provide any information? Do people actually need it? Do they have the capacity to understand it?
- Ensure information on GNWT website is kept up to date. On a few instances [participant] has called the GNWT and they haven't known that the website or a specific page wasn't updated.
  - o Contradictory information - website and what was communicated by the GNWT employee
  - o Content will be updated on one section of the website, but not the other
  - o Worries around accuracy of content on the site
  - o Website should be the source of truth and everything should point back to this. Can be frustrating when it is not up to date.
  - o Sometime the only thing updated is the deadline (funding example) and more information needs to be updated.
- Any resistance to the OneGov approach from departmental groups?
  - o Yes there is skepticism among departments on the success of this project
  - o Managing content authors expectations that they will still be able to access and update the website
  - o Housing dept has a separate logo and look and feel - they are a department but also a crown corporation
- Do external users feel that housing is separated from the government?
  - o Likely no, just another department
- There is not collective agreement on what the purpose of the GNWT website is - struggling to get department managers away from "all info is better than quality info"
  - o Primary purpose is that the public can get the information that they need
  - o Employees view the website as an internal info management tool and not on the public website for public users
- Acronyms
  - o GNWT loves acronyms and the public has no knowledge of what these mean
  - o Tooltip functionality for acronyms
- Is there a clear internal understanding of the intranet vs the public website?
  - o Sharepoint is highly used by some departments
  - o Program areas are updating policies on sharepoint and assume this is auto updated on the public website
  - o Sharepoint presence is siloed - concerns about info being open to other departments; however there are some documents that should be accessed by multiple depts
  - o Reporters reach out and can't find info because it's only on sharepoint not the public site
- Struggling with the requirements/needs for updating content on the site but the website has limitations to make these changes.

- Change management for staff who like communications but are not communicators. Would improving the content templates fix the problem?
- Sometimes users will change templates if they don't like them
- Lots of PDFs supplied by companies posted to the site that aren't accessible
- Resourcing issue with content input for the website
- PDFs aren't indexed and can't be searched
- Currently using filters on the site to find info
- Normal people aren't using these registries
- Backend of Drupal is hard to use - can be refined
- Edit pages requires tabbing and drop down menu to publish the page
- Want ability to upload documents but not publish - scheduled publishing / content is uploaded but then not linked in the nav yet
- Interface should be clean and intuitive
- Backend is in French for French content but content authors are not French speakers. Would like the option for the back end to be in English and French
- Emergency communications
  - Wildfire bulletins - higher urgency
  - Need agreement on how this fits into OneGov
  - Ability to maintain operational communications without bottlenecks with distribution
  - Evacuation notices needs ability to promote to front - alert banners?
  - Public health advisories - varying degrees of emergency levels - level of importance
  - Bandwidth limitations.
- Phone Directory
  - Highly used
  - Many people will pick up the phone and call
  - Directory is not mobile responsive
  - Not linked to Drupal
- No documentation of features available on the current sites and how to use them properly
- No training for administrators
- Having to update the funding page separately (no integration to automatically update) and having engagement pages as a separate solution with separate English and French sites – very time consuming and hard to navigate
- Some sections force the use of images – means the GNWT uses filler graphics
- When comms/programs involve multiple departments there is no central location
- No consistency for how content is organized and written
- A lot of content it not written for the web or for the public
- It would be nice to be able to tag or sort content that is all related to the same program/service/initiative
- No naming standards for pages/documents

Opportunities

- More features are needed for those that have difficulty in seeing
- "A speech to text accessibility feature would be amazing"
- "We should have indigenous/cultural aspects represented. That is who we are."
- "I find workflows or slides with highlights and arrows incredibly helpful when trying to fill out forms that are new to me"
- Would not recommend regional content based on your location - people live across the north and want to ensure they are all getting the same information
- Would like more clearly defined sitemaps and org charts with contact information and job responsibilities
- "More contacts with real people"
- No chat bots - wants to talk to a real person. This builds community for the human experience
- "I think chatting with a person is better than a bot. I have chatted with several bots sometimes they don't understand one's needs"
- If real person chat are people comfortable with this service within business hours > Yes this is a great idea
- Verb > subject > object is the flow of most indigenous languages
- Sometimes users don't know how to phrase a question or concern
- "Having a chat with a person would also be better because they can trouble shoot issues. It holds someone accountable to assisting the person so issues don't get dropped"
- Mobile/Online forms – more useful for people in small communities to fill in as many don't have computers
- Indigenous language integration
- GSO - Government Service Officers. "A few years ago one of these staff was hired for each community (I know for sure that is the case in the Beaufort-Delta). They had a computer and a small office. Their job was to help community members navigate the GNWT website, information, etc. When the staff was first introduced in this particular small community of Ulukhaktok, the individual helped elders get an email account, check Facebook for news, navigate the GNWT website, etc. As these positions still exist, perhaps there could be greater linkage between website and community level reach."

Group 3 – Francophone Residents

Needs

- Easy to find general information for New arrivals
- Could things be done online
- What documents should be presented
- Because there are a lot of nationalities and languages, representation is important
- Do you feel represented as a francophone?
- She's been here for 3 months. She sees herself as needing to integrate with society and not the other way around. She's still in the transition period.
- She also does not feel lost or alone.

Pain Points

- Does not find it a positive experience. There is too much information presented at once. Needed to go through 3-4 times to find the information she was looking for
- Other user's have had similar issues and needed to be sent links directly in order to find the information. The other user could not find the info themselves.
- Does not remember any specific issues with search terms. There might have been but nothing stood out.
- Being able to quickly and easy share information on the site over whatsapp or text.

Opportunities

- If there was a more direct schema or tabs. There should have a new arrival section that's easy to find from the front page.
- A well designed sidebar
- Use more colors that could separate info/paths
- Making the user's progress more understandable. For example; if you're on the correct path/page
- Adding images could help remember which pages you've visited before and help create a mental roadmap.
- More captivating layout.
- Browser cookies to keep track of where a user is in their "journey" and have a "here's where you left off" notification
- Have a "related content" section. For example; most new arrivals need to renew their license so have that link be in the "related content" section.

Appendix 3: Analytics Review

This section includes a summary of Universal Analytics data all accounts/properties with data between Mar 1, 2022 - Feb 28, 2023. There are significant datasets that are unavailable. Additional data would provide a more thorough understanding of site performance and user behaviour for each account.

Missing

- Site search data
- Internal click data (ideal for main navigation or on-page link performance reporting)
- Search console data
  - Organic queries
  - Top impression vs clicked pages from search engine results
- A common tracking code to measure performance from one subdomain to the next in order to get a better understanding of overall site and user navigation

Overall Insights

- Mainly organic or direct attribution to each site/subdomain
  - Implication here means we'll want to ensure however we migrate or move these pages, that they're still accessible from organic search results. There are opportunities to improve their SEO value as well
- Facebook is a top referral for a significant amount of sites
  - Others include: canada.ca, cabinradio.ca, gov.nt.ca
- Some site more reliant on mobile (larger general knowledge domains) whereas others are still predominantly accessed via desktop (less traffic, more niche servicing sites). It's important all content is supported on all devices equally
- There are some smaller traffic sites (she can, cancer, etc.) that likely can be repurposed as a single webpage instead of needing to carry over a site.

Flagship

- Users
  - Count: 281,985
  - New: 83.7%
  - Returning: 16.3%
  - Session duration: 00:02:15
  - Bounce rate: 47.59%
  - Pages/session: 2.11
- Channels
  - Organic (46%)
  - Direct (40%)
    - This is high for this channel. There's likely other reporting issues happening here with what's considered a true 'direct' session vs what is users coming from other gov.nt.ca sites
  - Referral (8%)
  - Social (6%)
- Top behaviour paths*
  - / > dropoff
  - / > /en/departments > dropoff
  - / > /en/service-directory/jobs-labour > dropoff
  - /en/newsroom > dropoff

*Behaviour flows rely on sampled data

- Top landing pages
  - / (47%)
  - /en/departments (4%)
  - /contact-gnwt (2%)
  - /en/newsroom (2%)
  - /newsroom (2%)
- Top exit pages
  - / (31%)
  - /en/departments (11%)
  - /en/service-directory/jobs-labour (6%)
  - /en/contact-gnwt (2%)
  - /en/newsroom (2%)
- Top referrals
  - services.nwt-tno.ca (44%)
  - cabinradio.ca (16%)
  - news.google.com (9%)
  - ca.search.yahoo.com (3%)
  - haveyoursay.nwt-tno.ca (1%)

- Top outbound clicks
  - http://rdirectory.gov.nt.ca/rDirectory.aspx (20%)
  - https://www.fin.gov.nt.ca/en/services/careers-gnwt (12%)
  - http://www.hr.gov.nt.ca/ (6%)
  - http://www.fin.gov.nt.ca/ (4%)
  - https://services.nwt-tno.ca/en/login (4%)
  - http://www.hss.gov.nt.ca/ (2%)
  - https://www.inf.gov.nt.ca/en/services/driver-and-vehicle-services (2%)
  - https://www.inf.gov.nt.ca/en (2%)
  - https://www.justice.gov.nt.ca/en/ (2%)
  - https://www.ntassembly.ca/ (1%)
- Top email clicks
  - premier@gov.nt.ca (36%)
  - dmv@gov.nt.ca (5%)
  - eservice_support@gov.nt.ca (4%)
  - INF_Communications@gov.nt.ca (4%)
  - mha@gov.nt.ca (3%)
- Top downloads
  - /sites/flagship/files/documents/nr_-_gnwt_and_yk1_to_welcome_students_and_staff_to_new_ecole_itlo_in_yellowknife_en_finalcopy.pdf (6%)
  - /sites/flagship/files/documents/news_release_-_gnwt_and_unw_reach_temporary_agreement_on_labour_market_supplement_for_eligible_health_and_social_services_employees.pdf (4%)
  - /sites/flagship/files/documents/pcar_phase_1_construction_begins_en.pdf (3%)
  - /sites/flagship/files/documents/2021-11-18-19_nwtcol_mtg_-_joint_communique_-_final.pdf (3%)
  - /sites/flagship/files/documents/backgrounder_-_inuvik_wind_project.pdf (2%)

Insights:

- Tracking opportunities available
- Majority of users accessing this site to:
  - get to different department sites/pages: https://www.gov.nt.ca/en/departments
  - job opportunities:
  - contacting the premier
- High dropoffs typically after 1-2 pages
- Slower pages
  - /en
  - /newsroom
  - /en/nwt-eservices-portal-help
  - /en/newsroom/national-day-truth-and-reconciliation-declared-statutory-holiday-northwest-territories

- /programs-and-services
- /en/public-safety
- /en/premier
- /fr
- /en/service-directory/funding
- /seasonal-time-change/survey_tools/have-your-say-on-seasonal-time-change

Finance

- Users
  - Count: 148,548
  - New: 82.9%
  - Returning: 17.1%
  - Session duration: 00:02:28
  - Bounce rate: 38.04%
  - Pages/session: 2.52
- Channels
  - Organic (67%)
  - Direct (31%)
  - Referral (2%)
  - Social (1%)
- Top behaviour paths
  - /en > dropoff
  - /en/services/careers-gnwt > dropoff
  - /en/services/position-and-salary-information > /en/services/position-and-salary-information/search/… > dropoff
  - /en > /en/services… > …
- Top landing pages
  - /en (14%)
  - /en/services/careers-gnwt (12%)
  - /en/services/position-and-salary-information (9%)
  - /fr/services/comprendre-le-budget/cycle-budgétaire-et-processus-d'élaboration-du-budget (7%)
  - /fr/services/licences-taxes-et-droits/impôt-foncier (3%)
- Top exit pages
  - /en/services/careers-gnwt (13%)
  - /en (11%)
  - /fr/services/comprendre-le-budget/cycle-budgétaire-et-processus-d'élaboration-du-budget (7%)
  - /fr/services/licences-taxes-et-droits/impôt-foncier (3%)
  - /en/services/diversity-and-inclusion/introduction-living-well-together (2%)
- Top referrals
  - m.facebook.com (15%)
  - cabinradio.ca (8%)
  - ca.search.yahoo.com (6%)
  - lm.facebook.com (5%)
  - canada.ca (4%)
- Top outbound clicks
  - https://www.gov.nt.ca/careers/en/search/job (40%)

- - https://samhris.gov.nt.ca/ (19%)
    - http://rdirectory.gov.nt.ca/rDirectory.aspx (5%)
    - https://contracts.fin.gov.nt.ca/ (3%)
    - http://www.gov.nt.ca/node/3 (3%)
    - https://my.hr.gov.nt.ca/ (3%)
    - https://www.gov.nt.ca/en/newsroom (3%)
    - https://my.hr.gov.nt.ca/resources/terms-employment (2%)
    - http://www.gov.nt.ca/terms (2%)
    - https://my.hr.gov.nt.ca/human-resource-manual (2%)
- Top email clicks
    - jobsyk@gov.nt.ca (17%)
    - Superintendent_Insurance@gov.nt.ca (16%)
    - HRHelpDesk@gov.nt.ca (8%)
    - SAMHELPDESK@GOV.NT.CA (6%)
    - LLBinfo@gov.nt.ca (6%)
- Top downloads
    - /sites/fin/files/resources/2022-2023_main_estimates_supporting_schedules.pdf (1%)
    - /sites/fin/files/resources/nwt_annual_payroll_tax_return_fillable.pdf (1%)
    - /sites/fin/files/resources/nwt_payroll_tax_remittance_form_fillable.pdf (1%)
    - /sites/fin/files/48-nthssa_-_apr._1_2022_-_web.pdf (1%)
    - /sites/fin/files/form_9_-_nt_application_for_an_insurance_agents_licence.pdf (1%)

Insights:

- Tracking opportunities available
- More engaged audience than on the flagship site
- Primary interest seems to be around careers and salary information
- Slower pages
    - /en
    - /fr/services/comprendre-le-budget/cycle-budgétaire-et-processus-d'élaboration-du-budget
    - /en/resources
    - /fr/services/licences-taxes-et-droits/impôt-foncier
    - /en/services/diversity-and-inclusion/introduction-living-well-together
    - /en/financial-administration-manual
    - /en/services/licences-taxes-and-fees-insurance/nwt-insurance-licence
    - /en/services/contracting/gnwt-contract-event-opportunities-help
    - /en/services/diversity-and-inclusion/living-well-together
    - /en/services/licences-taxes-et-droits/payroll-tax-employees
    - /en/services/education-and-enforcement/liquor-server-training-safeserve-certification-program

Health and social services

- Users
  - Count: 713,459
  - New: 89.1%
  - Returning: 10.9%
  - Session duration: 00:01:05
  - Bounce rate: 71.75%
  - Pages/session: 1.43
- Channels
  - Organic (83%)
  - Direct (11%)
  - Referral (4%)
  - Social (2%)
- Top behaviour paths
  - /en/services > dropoff
  - /fr/services/les-effets-du-tabac-sur-la-santé/la-transformation-de-votre-corps-après-larrêt-du-tabac > dropoff
  - /en/services/covid-19 > dropoff
  - /en > dropoff
  - /fr/services/meningitis/foire-aux-questions-au-sujet-de-la-méningite-bactérienne > dropoff
- Top landing pages
  - /fr/services/les-effets-du-tabac-sur-la-santé/la-transformation-de-votre-corps-après-larrêt-du-tabac (10%)
  - /en/services/covid-19 (6%)
  - /fr/services/meningitis/foire-aux-questions-au-sujet-de-la-méningite-bactérienne (4%)
  - /fr/services/grippe-ou-influenza (4%)
  - /en (3%)
- Top exit pages
  - /fr/services/les-effets-du-tabac-sur-la-santé/la-transformation-de-votre-corps-après-larrêt-du-tabac (9%)
  - /en/services/covid-19 (5%)
  - /fr/services/meningitis/foire-aux-questions-au-sujet-de-la-méningite-bactérienne (4%)
  - /fr/services/grippe-ou-influenza (4%)
  - /en (2%)
- Top referrals
  - gov.nt.ca (25%)
  - m.facebook.com (14%)
  - nthssa.ca (7%)
  - canada.ca (7%)
  - l.facebook.com (4%)

- Top outbound clicks
  - https://services.nwt-tno.ca/en/login (10%)
  - http://www.canadiensensante.gc.ca/diseases-conditions-maladies-affections/disease-maladie/flu-grippe/symptoms-symptomes-fra.php (6%)
  - https://nwt-covid.shinyapps.io/Testing-and-Cases/?lang=1 (5%)
  - http://rdirectory.gov.nt.ca/rDirectory.aspx (5%)
  - http://www.gov.nt.ca/fr/modalites-dutilisation (4%)
  - http://www.gov.nt.ca/terms (4%)
  - https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection/symptoms.html (3%)
  - https://www.ntassembly.ca/meet-members/mla/julie-green (3%)
  - https://www.canada.ca/fr/sante-publique/services/publications/maladies-et-affections/rhume-grippe-sachez-difference-feuille-information.html (2%)
  - https://www.nthssa.ca/en/services/coronavirus-disease-covid-19-updates/covid-vaccine (2%)
- Top email clicks
  - healthcarecard@gov.nt.ca (44%)
  - hsa@gov.nt.ca (12%)
  - NTHSSA_covidvaxrecords@gov.nt.ca (10%)
  - Professional_Licensing@gov.nt.ca (7%)
  - environmental_health@gov.nt.ca (6%)
- Top downloads
  - /sites/hss/files/immunization-schedule-general-public.pdf (9%)
  - /sites/hss/files/traditional-food-fact-sheets.pdf#page=23 (3%)
  - /sites/hss/files/ehb-seniors-program-application.pdf (2%)
  - /sites/hss/files/application-birth-marriage-death.pdf (2%)
  - /sites/hss/files/traditional-food-fact-sheets.pdf#page=9 (2%)

Insights:

- Tracking opportunities available
- More traffic on french pages
- Sickness and disease information are the main interest here
- Most commonly contacted: healthcarecard@gov.nt.ca
- Higher bounce rate than Flagship and finance sites and much less time on site. Majority drop off after one page
- Higher avg page load for the site
- Slower pages
  - /fr/services/les-effets-du-tabac-sur-la-santé/la-transformation-de-votre-corps-après-larrêt-du-tabac
  - /fr/services/meningitis/foire-aux-questions-au-sujet-de-la-méningite-bactérienne
  - /en/services/health-effects-tobacco/nicotine-it's-why-smoking-so-addictive
  - /fr/services/maladies-chroniques

- /en/services/health-effects-tobacco/what-you-should-know-about-chewing-tobacco
- /fr/services/les-effets-du-tabac-sur-la-santé/ce-que-vous-devez-savoir-sur-le-tabac-à-chiquer
- /fr/services/tuberculose/test-cutané-pour-détecter-la-tuberculose-test-mantoux
- /en/services/boil-water-advisory/frequently-asked-questions
- /fr/services/les-effets-du-tabac-sur-la-santé/gérer-la-prise-de-poids-lorsque-vous-cessez-de-fumer
- /fr/services/les-effets-du-tabac-sur-la-santé/la-nicotine-voilà-pourquoi-le-tabagisme-cause-autant-d
- /fr/services/les-effets-du-tabac-sur-la-santé/les-médicaments-qui-peuvent-vous-aider-à-cesser-de-fumer
- /fr/services/infections-cutanees
- /fr/services/opioïdes/signes-de-surdose
- /fr/services/tuberculose/vaccin-bcg
- /en/services/tuberculosis/tb-skin-test-mantoux-test
- /en/services/tuberculose/tb-skin-test-mantoux-test
- /en/services/changing-your-name/use-spouses-last-name
- /en/services/nwt-health-care-plan/hospital-services

Education, culture and employment

- Users
  - Count: 133,169
  - New: 83.88%
  - Returning: 16.12%
  - Session duration: 00:02:15
  - Bounce rate: 56.81%
  - Pages/session: 2.25
- Channels
  - Organic Search (62%)
  - Direct (22%)
  - Referral (9%)
  - Social (7%)
  - (Other) (>1%)
- Top behaviour paths
  - /en > dropoff
  - /en/services/student-financial-assistance > dropoff
  - /en/services/renouveau-en-education-aux-tno/reasons-change > dropoff
- Top landing pages
  - /en/services/student-financial-assistance
  - /en
  - /en/services/renouveau-en-education-aux-tno/reasons-change
  - /en/services/employment-standards
  - /en/services/apprenticeship-trade-and-occupation-certification
  - /en/content/request-transcript
  - /en/services/prospective-teacher-information/teacher-qualification-and-certification
  - /en/services/employment-standards/frequently-asked-questions
  - /en/services/student-financial-assistance/forms-and-applications
  - /en/services/income-security-programs/income-assistance-program
- Top exit pages
  - /en/services/renouveau-en-education-aux-tno/reasons-change
  - /en/services/student-financial-assistance
  - /en
  - /en/services/employment-standards
  - /en/services/student-financial-assistance/forms-and-applications
  - /en/content/request-transcript
  - /en/services/employment-standards/frequently-asked-questions
  - /en/services/prospective-teacher-information/teacher-qualification-and-certification
  - /en/services/apprenticeship-trade-and-occupation-certification
  - /en/services/income-security-programs/forms-and-applications
- Top referrals

- ○ m.facebook.com (26%)
- ○ canada.ca (9%)
- ○ cabinradio.ca (8%)
- ○ lm.facebook.com (8%)
- ○ l.facebook.com (5%)
- Top outbound clicks
  - ○ https://www.justice.gov.nt.ca/en/files/legislation/employment-standards/employment-standards.a.pdf
  - ○ http://rdirectory.gov.nt.ca/rDirectory.aspx
  - ○ http://www.gov.nt.ca/accessibility
  - ○ http://www.immigratenwt.ca/
  - ○ https://gnwt.in1touch.org/index.html
  - ○ https://secure.ece.gov.nt.ca/saml/discovery?returnIDParam=idp&entityID=https://secure.ece.gov.nt.ca
  - ○ http://nwte.sirsidynix.net/uhtbin/cgisirsi/x/0/0/57/49?user_id=PBISTRO
  - ○ https://www.gov.nt.ca/en/departments
  - ○ http://www.gov.nt.ca/
  - ○ https://www.justice.gov.nt.ca/en/files/legislation/employment-standards/employment-standards.r1.pdf
- Top email clicks
  - ○ nwtsfa@gov.nt.ca
  - ○ apprenticeship@gov.nt.ca
  - ○ immigration@gov.nt.ca
  - ○ teacherqualificationsupport@gov.nt.ca
  - ○ employment_standards@gov.nt.ca
  - ○ ecepublicaffairs@gov.nt.ca
  - ○ Indigenous_languages@gov.nt.ca
  - ○ student_records@gov.nt.ca
  - ○ culturefund@gov.nt.ca
  - ○ newteachers@gov.nt.ca
- Top downloads
  - ○ /sites/ece/files/resources/shhs_application_2022-2023.pdf
  - ○ /sites/ece/files/resources/96._shhs_policy_manual_-_august_2021.pdf
  - ○ /sites/ece/files/resources/2022-10_-_website_document_-_national_skilled_trades_and_technology_week_-_award_winner_-_nwt_-_english.pdf
  - ○ /sites/ece/files/resources/2022-10_-_website_document_-_national_skilled_trades_and_technology_week_-_journeypersons_-_nwt_-_english.pdf
  - ○ /sites/ece/files/resources/nwt_indigenous_languages_action_plan_2018-2022.pdf
  - ○ /sites/ece/files/resources/northwest_territories_aboriginal_languages_framework_-_may_2017.pdf
  - ○ /sites/ece/files/resources/section_2_administrative_information_0.pdf

- /sites/ece/files/resources/promising_practices_for_respectful_and_harassment_free_school_communitie._.pdf#:~:text=Establish%20and%20provide%20a%20work,Rights%20as%20outlined%20in%20the
  - /sites/ece/files/024-renewal_framework_en_proof_2.pdf
  - /sites/ece/files/sandy_toes_dayhome_annual_licensing_inspection_summary_2022.pdf

Insights:

- Largely organic traffic arrivals
- Referrals come mainly through social (facebook)
- Top landing page is for financial assistance in education
- Slower pages
  - /en
  - /en/services/renouveau-en-education-aux-tno/reasons-change
  - /en/services/apprenticeship-trade-and-occupation-certification
  - /en/content/request-transcript
  - /en/services/prospective-teacher-information/teacher-qualification-and-certification
  - /en/services/income-security-programs/income-assistance-program
  - /en/services/immigration-and-nominee-program

Aurora College transformation

https://www.ece.gov.nt.ca/aurora-transformation/

- Users
    - Count: 2,261
    - New: 85.2%
    - Returning: 14.8%
    - Session duration: 00:02:09
    - Bounce rate: 48.95%
    - Pages/session: 2.63
- Channels
    - Organic Search
    - Referral
    - Direct
    - Social
- Top behaviour paths
    - /aurora-transformation/ > dropoff
    - /aurora-transformation/en > dropoff
    - /aurora-transformation/ > /aurora-transformation/en/transformation
- Top landing pages
    - /aurora-transformation/
    - /aurora-transformation/en/benefits-polytechnic-university
    - /aurora-transformation/en
    - /aurora-transformation/en/transformation
    - /aurora-transformation/en/transformation-progress-tracker
    - /aurora-transformation/en/aurora-timeline
    - /aurora-transformation/en/newsroom/aurora-college-new-aurora-college-strategic-plan-sets-direction-2020-2023
    - /aurora-transformation/en/resources
    - /aurora-transformation/en/newsroom/aurora-college-centre-teaching-and-learning-pilot-advance-academic-excellence-aurora
    - /aurora-transformation/en/resources?f[0]=field_resource_type:116
- Top exit pages
    - /aurora-transformation/
    - /aurora-transformation/en/transformation
    - /aurora-transformation/en/benefits-polytechnic-university
    - /aurora-transformation/en
    - /aurora-transformation/en/aurora-timeline
    - /aurora-transformation/en/transformation-progress-tracker
    - /aurora-transformation/en/resources

- ○ /aurora-transformation/en/newsroom/gnwt-releases-polytechnic-university-facilities-master-plan
  - ○ /aurora-transformation/en/newsroom/aurora-college-new-aurora-college-strategic-plan-sets-direction-2020-2023
  - ○ /aurora-transformation/en/newsroom
- Top referrals
  - ○ auroracollege.nt.ca
  - ○ m.facebook.com
  - ○ lm.facebook.com
  - ○ l.facebook.com
  - ○ cabinradio.ca
- Top outbound clicks
  - ○ https://www.auroracollege.nt.ca/_live/pages/wpPages/home.aspx
  - ○ http://rdirectory.gov.nt.ca/rDirectory.aspx
  - ○ http://www.gov.nt.ca/node/3
  - ○ http://www.gov.nt.ca/accessibility
  - ○ http://www.gov.nt.ca/
  - ○ http://www.auroracollege.nt.ca/_live/documents/content/AuroraCollege-StrategicPlan.pdf
  - ○ http://services.exec.gov.nt.ca/
  - ○ https://www.gov.nt.ca/sites/flagship/files/documents/at-a-glance_-_facilities_master_plan_final_en.pdf
  - ○ https://www.conferenceboard.ca/product/investing-in-polytechnic-education-in-the-northwest-territories-benefits-for-the-territory-and-its-residents/
  - ○ https://www.gov.nt.ca/sites/flagship/files/documents/at-a-glance_-_facilities_master_plan_final_fr.pdf
- Top email clicks
  - ○ Krystal_pidborochynski@gov.nt.ca
- Top downloads
  - ○ /aurora-transformation/sites/aurora-transformation/files/resources/facilities_master_plan_-_final_version_reduced_size.pdf
  - ○ /aurora-transformation/sites/aurora-transformation/files/resources/facilities_master_plan_-_final_-_for_web_reduced_size.pdf
  - ○ /aurora-transformation/en/sites/aurora-transformation/files/resources/facilities_master_plan_-_final_-_for_web_reduced_size.pdf
  - ○ /aurora-transformation/sites/aurora-transformation/files/resources/nwt_polytechnic_university_fmp_what_we_heard_report_enfr_final.pdf
  - ○ /aurora-transformation/sites/aurora-transformation/files/resources/february_2022_quarterly_report-final_en.pdf

- /aurora-transformation/sites/aurora-transformation/files/resources/act_critical_milestones_timeline_original_updated_dec_2022_1.pdf
- /aurora-transformation/sites/aurora-transformation/files/resources/june_2022_-_quarterly_report_final_en.pdf
- /aurora-transformation/sites/aurora-transformation/files/resources/web_act_critical_milestones_timeline_-_final_pdf_0.pdf
- /aurora-transformation/sites/aurora-transformation/files/resources/signed_memorandum_of_understanding_concerning_the_ploytechnic_university_yellowknife_campus.pdf
- /aurora-transformation/fr/sites/aurora-transformation/files/resources/facilities_master_plan_-_final_-_for_web_reduced_size.pdf

Insights:

- Slower pages
  - /aurora-transformation/en/transformation-progress-tracker
  - /aurora-transformation/en/benefits-polytechnic-university
  - /aurora-transformation/en/users/krystalpidborochynski

Environment and natural resources

- Users
  - Count: 218,314
  - New: 85.95%
  - Returning: 14.05%
  - Session duration: 00:01:31
  - Bounce rate: 53.29%
  - Pages/session: 1.98
- Channels
  - Organic Search
  - Direct
  - Social
  - Referral
  - (Other)
- Top behaviour paths
  - /en/services/wildland-fire-update/nwt-live-fire-map > /en/easymap > dropoff
  - /en/services/wildfire-update > /en/easymap > dropoff
  - /en/services/… > dropoff
- Top landing pages
  - /en/services/wildland-fire-update/nwt-live-fire-map
  - /en/services/wildfire-update
  - /en
  - /en/environmental-protection-act
  - /en/easymap
  - /en/services/lynx/lynx-snowshoe-hare-cycle
  - /en/services/get-fishing-licence
  - /fr/services/ours-polaire
  - /en/services/wildfire-operations/suppressing-wildland-fires
  - /en/services/get-fishing-licence/buying-fishing-licence-online
- Top exit pages
  - /en/easymap
  - /en/easymap?iframe=true
  - /en/environmental-protection-act
  - /en/services/lynx/lynx-snowshoe-hare-cycle

- ○ /en
- ○ /en/services/get-fishing-licence/buying-fishing-licence-online
- ○ /fr/services/ours-polaire
- ○ /en/services/get-fishing-licence
- ○ /en/regional-offices
- ○ /en/services/wildfire-operations/suppressing-wildland-fires
- Top referrals
  - ○ m.facebook.com
  - ○ lm.facebook.com
  - ○ l.facebook.com
  - ○ cabinradio.ca
  - ○ facebook.com
- Top outbound clicks
  - ○ https://services.nwt-tno.ca/en/login
  - ○ http://www.gov.nt.ca/accessibility
  - ○ http://www.gov.nt.ca/terms
  - ○ http://rdirectory.gov.nt.ca/rDirectory.aspx
  - ○ http://firesmoke.ca/forecasts/current/
  - ○ http://www.hss.gov.nt.ca/health/environmental-health/air-quality-forest-fire-smoke
  - ○ http://www.gov.nt.ca/
  - ○ https://www.assembly.gov.nt.ca/meet-members/mla/shane-thompson
  - ○ https://www.hss.gov.nt.ca/en/newsroom/wildfire-smoke-exposure-advisory-residents-fort-good-hope-region-fort-providence-region
  - ○ http://www.gov.nt.ca/node/3
- Top email clicks
  - ○ nwtfire_info@govn.nt.ca
  - ○ nwtfire_info@gov.nt.ca
  - ○ ENR_NorthSlave@gov.nt.ca
  - ○ ENR_SouthSlave@gov.nt.ca
  - ○ TundraCamp_CampToundra@gov.nt.ca
  - ○ ENR_Beaufort-Delta@gov.nt.ca
  - ○ wildlifeobs@gov.nt.ca
  - ○ %20huntereducation@gov.nt.ca
  - ○ spills@gov.nt.ca
  - ○ eservices_support@gov.nt.ca

- Top downloads
  - /sites/enr/files/final_irma_guideline_-_2021-2022.pdf
  - /sites/enr/files/resources/responding_to_climate_change_in_the_nwt_june2019_0.pdf
  - /sites/enr/files/giant_mine_environmental_agreement_signed_june_2015_0.pdf
  - /fr/sites/enr/files/resources/nwt_sport_fishing_guide_2018_2019_french.pdf
  - /sites/enr/files/resources/owl_booklet-en-web_low_res_oct._1_2020.pdf
  - /sites/enr/files/bottle_order_request_form.pdf
  - /sites/enr/files/cbm_booklet_2012.pdf
  - /sites/enr/files/resources/ladybug_colouring_book.pdf
  - /sites/enr/files/resources/128-cimp_bulletin_v3i16_press.pdf
  - /sites/enr/files/event_repor_20220001.pdf

Insights:

- Mainly accessed for firespread updates in 2022
- Most people exiting the site from the easymap
- Site is slower than average
- Slower pages
  - /en/services/wildland-fire-update/nwt-live-fire-map
  - /en/services/wildfire-update
  - /en/environmental-protection-act
  - /en/services/get-fishing-licence/buying-fishing-licence-online
  - /fr/services/ours-polaire
  - /en/services/wildfire-operations/suppressing-wildland-fires
  - /en/services/apply-timber-permits-and-licences
  - /en/spills
  - /en/services/giant-mine-remediation-project
  - /en/services/wildfire-operations/wildfire-science
  - /en/resources

Executive and indigenous affairs

- Users
  - Count: 28,624
  - New: 84.2%
  - Returning: 15.8%
  - Session duration: 00:01:57
  - Bounce rate: 57.81%
  - Page/session: 1.98
- Channels
  - Organic Search
  - Direct
  - Referral
  - Social
  - (Other)
- Top behaviour paths
  - /en > dropoff
  - /fr/cannabis/frequently-asked-questions/ou-sera-t-il-permis-de-fumer-du-cannabis > dropoff
  - /en/priorities/concluding-and-implementing-land-claim-and-self-government-agreements/… > dropoff
- Top landing pages
  - /en
  - /fr/cannabis/frequently-asked-questions/ou-sera-t-il-permis-de-fumer-du-cannabis
  - /en/mandate-government-northwest-territories-2019-2023
  - /en/VIP
  - /en/priorities/concluding-and-implementing-land-claim-and-self-government-agreements/sahtu-dene-and-3
  - /en/priorities/concluding-and-implementing-land-claim-and-self-government-agreements/gwichin
  - /en/priorities/concluding-and-implementing-land-claim-and-self-government-agreements/inuvialuit
  - /en/priorities/concluding-and-implementing-land-claim-and-self-government-agreements/existing-agreements
  - /en/priorities/indigenous-governments-nwt
  - /en/cannabis
- Top exit pages
  - /en
  - /fr/cannabis/frequently-asked-questions/ou-sera-t-il-permis-de-fumer-du-cannabis
  - /en/VIP
  - /en/priorities/concluding-and-implementing-land-claim-and-self-government-agreements/sahtu-dene-and-3

- - /en/mandate-government-northwest-territories-2019-2023
    - /en/priorities/concluding-and-implementing-land-claim-and-self-government-agreements/inuvialuit
    - /en/priorities/concluding-and-implementing-land-claim-and-self-government-agreements/gwichin
    - /en/nwt-indigenous-government-directory
    - /en/cannabis
    - /en/priorities/concluding-and-implementing-land-claim-and-self-government-agreements/existing-agreements
- Top referrals
  - m.facebook.com
  - statsnwt.ca
  - www2.gov.bc.ca
  - ntlcc.ca
  - lm.facebook.com
- Top outbound clicks
  - http://rdirectory.gov.nt.ca/rDirectory.aspx
  - http://boardappointments.exec.gov.nt.ca/en/
  - http://www.gov.nt.ca/node/3
  - http://comms.eia.gov.nt.ca/vip-files/
  - https://boardappointments.exec.gov.nt.ca/en/
  - http://www.gov.nt.ca/
  - http://www.gov.nt.ca/accessibility
  - http://www.wscc.nt.ca/fr
  - https://www.ntlcc.ca/en
  - https://haveyoursay.nwt-tno.ca/
- Top email clicks
  - Todd_Sasaki@gov.nt.ca
  - executive_communications@gov.nt.ca
  - sonnyzoe@tlicho.ca
  - ethel@akaitcho.info
  - grandchief_cayen@dehcho.org
  - dsmith@inuvialuit.com
  - ken.kyikavichik@gwichintribal.ca
  - secretary@akaitcho.ca
  - garry.bailey@nwtmetis.ca
  - kfnchief@katlodeeche.com
- Top downloads
  - /sites/eia/files/mandate2019-english-pages-web.pdf
  - /sites/eia/files/sahtu_dene_and_metis_comprehensive_land_claim_agreement_0.pdf
  - /sites/eia/files/gwichin_comprehensive_land_claim.pdf
  - /sites/eia/files/content/gnwt_vip_standards3_0_may2022.pdf

- ○ /sites/eia/files/signed_copy_srfn_agreement_with_bookmarks.pdf
- ○ /sites/eia/files/minister_cochrane_-_gnwt_mandate_letter.pdf
- ○ /sites/eia/files/tlicho_land_claims_and_self-government_agreement.pdf
- ○ /sites/eia/files/national_day_for_truth_and_reconciliationfunding_application_form_fill able_080922_0.pdf
- ○ /sites/eia/files/minister_thompson_-_gnwt_mandate_letter.pdf
- ○ /sites/eia/files/2018-01-08_open_government_policy_-_signed.pdf

Insights:

- ● Accessed mainly around Cannabis FAQs and land claim resources
- ● Slower pages
  - ○ /fr/cannabis/frequently-asked-questions/ou-sera-t-il-permis-de-fumer-du-cannabis
  - ○ /en/priorities/concluding-and-implementing-land-claim-and-self-government-agreements/existing-agreements
  - ○ /en/priorities/concluding-and-implementing-land-claim-and-self-government-agreements/sahtu-dene-and-3
  - ○ /en/priorities/concluding-and-implementing-land-claim-and-self-government-agreements/gwichin
  - ○ /en/priorities/indigenous-governments-nwt
  - ○ /en/priorities/concluding-and-implementing-land-claim-and-self-government-agreements/northwest-territory
  - ○ /en/cannabis

She Can

- Users
  - Count: 1,614
  - New: 92.9%
  - Returning: 7.1%
  - Session duration: 00:01:21
  - Bounce rate: 72.74%
  - Pages/session: 2.01
- Channels
  - Direct
  - Organic Search
  - Social
  - Referral
- Top behaviour paths
  - / > dropoff
  - /en/rebecca-alty > dropoff
- Top landing pages
  - /
  - /en/rebecca-alty
  - /en/introduction-0
  - /en/training
  - /fr
  - /404.html?page=/wp-content/plugins/contus-video-galleryversion-10/upload1.php&from=
  - /en/lynn-napier
  - /en/wendy-bisaro
  - /en/tłı̨chǫ
  - /en
- Top exit pages
  - /
  - /en/rebecca-alty
  - /en/training
  - /en/introduction-0
  - /en/resources
  - /en
  - /fr
  - /404.html?page=/wp-content/plugins/contus-video-galleryversion-10/upload1.php&from=
  - /en/lynn-napier
  - /en/wendy-bisaro
- Top referrals

- ○ maca.gov.nt.ca
- ○ m.facebook.com
- ○ cabinradio.ca
- ○ lm.facebook.com
- ○ facebook.com
- ● Top outbound clicks
  - ○ https://smex12-5-en-ctp.trendmicro.com/wis/clicktime/v1/query?url=https%3a%2f%2fpido%2dca.zoom.us%2fmeeting%2fregister%2ftZYuceGhqDMsG9JetpSQPn6cNXS1ZDnVTdpy&umid=6f8e7049-02cd-4c8d-b451-8a0143cc1639&auth=a27a50769ee7a6b98fc484a9784dd0a9288f51a8-373959a4695ca937d1fd769dbd54e88a3b6d751e
  - ○ https://stage.gnwt.ca/shecannwt/en/contact-information
  - ○ http://www.gov.nt.ca/accessibility
  - ○ http://rdirectory.gov.nt.ca/rDirectory.aspx
  - ○ http://www.gov.nt.ca/
  - ○ https://www.statusofwomen.nt.ca/
  - ○ http://www.gov.nt.ca/node/3
  - ○ https://www.eia.gov.nt.ca/en/priorities/advancing-womens-equality-issues/womens-initiative-grant
  - ○ http://services.exec.gov.nt.ca/
  - ○ https://www.equalvoice.ca/
- ● Top email clicks
  - ○ yolande_chapman@gov.nt.ca
- ● Top downloads
  - ○ /sites/shecannwt/files/rebecca_alty_poster_web_ready.pdf
  - ○ /sites/shecannwt/files/3482-gnwt-csfw-participants-workbook-web_060221.pdf
  - ○ /sites/shecannwt/files/bobbie_jo11x17_poster_c1a.pdf
  - ○ /sites/shecannwt/files/csfw-instructors-guide-.pdf
  - ○ /sites/shecannwt/files/module_1_assignment_1_0.pdf
  - ○ /sites/shecannwt/files/module_1.pdf
  - ○ /sites/shecannwt/files/poster_ad_english_jaylene.pdf
  - ○ /sites/shecannwt/files/module_2.pdf
  - ○ /sites/shecannwt/files/2020-05-20_campaign_school_for_women_powerpoint-presentation_revised_1.pptx
  - ○ /sites/shecannwt/files/lynn_napier_.pdf

Insights:

- ● Very low traffic
- ● Slower pages
  - ○ /

Let's talk about cancer

- Users
    - Count: 4,767
    - New: 87%
    - Returning: 13%
    - Session duration: 00:00:31
    - Bounce rate: 57.41%
    - Pages/session: 1.64
- Channels
    - Direct
    - Organic Search
    - Referral
    - Social
- Top behaviour paths
    - / > dropoff
    - /contact > dropoff
    - /services/dépistage-et-détection-précoce/cervical-cancer-screening > dropoff
- Top landing pages
    - /
    - /contact
    - /services/dépistage-et-détection-précoce/cervical-cancer-screening
    - /services/prevention
    - /services/what-cancer/cancer-nwt
    - /services/patient-information
    - /services/patient-information/patient-support
    - /services/screening-and-early-detection/breast-cancer-screening
    - /community-action-toolkit-0
    - /resources
- Top exit pages
    - /
    - /contact
    - /services/dépistage-et-détection-précoce/cervical-cancer-screening
    - /services/prevention
    - /services/screening-and-early-detection/breast-cancer-screening
    - /services/patient-information/patient-support
    - /services/screening-and-early-detection/colorectal-cancer-screening
    - /services/what-cancer/cancer-nwt
    - /services/patient-information
    - /community-action-toolkit-0
- Top referrals
    - protraffic.shop

- ○ nthssa.ca
- ○ facebook.com
- ○ gov.nt.ca
- ○ m.facebook.com
- Top outbound clicks
  - ○ https://www.nthssa.ca/services/cancer-navigation-program
  - ○ https://www.nthssa.ca/en/newsroom/beaufort-delta-colorectal-cancer-screening
  - ○ http://www.hss.gov.nt.ca/sites/www.hss.gov.nt.ca/files/nwt-breast-cancer-screening.pdf
  - ○ https://www.nthssa.ca/services/programme-d%E2%80%99orientation-pour-les-soins-on%E2%80%A6
  - ○ https://www.cancertno.ca/
  - ○ http://rdirectory.gov.nt.ca/rDirectory.aspx
  - ○ https://www.nthssa.ca/sites/nthssa/files/resources/nthssa-navigating-cancer-eng.pdf
  - ○ http://www.hss.gov.nt.ca/sites/www.hss.gov.nt.ca/files/hpv.pdf
  - ○ http://www.hss.gov.nt.ca/en/services/sahtu-glossary-cancer-terminology
  - ○ https://www.nthssa.ca/fr/r%C3%A9sultats-du-sondage-sur-la-satisfaction-des-patie%E2%80%A6
- Top email clicks
  - ○ nthssfeedback@gov.nt.ca
  - ○ cancer_navigator@gov.nt.ca
  - ○ cancer_socialwork@gov.nt.ca
  - ○ info@cis.cancer.ca

Insights:

- Low traffic
- Site is slower than average
- Slower pages
  - ○ /
  - ○ /services/prevention
  - ○ /services/patient-information/nwt-cancer-pathway

Infrastructure

- Users
  - Count: 72,682
  - New: 83.4%
  - Returning: 16.6%
  - Session duration: 00:01:45
  - Bounce rate: 48.17%
  - Pages/session: 1.88
- Channels
  - Organic Search
  - Direct
  - Referral
  - Social
  - Paid Search
- Top behaviour paths
  - /en > dropoff
  - /en/services/airports/yellowknife-airport > dropoff
  - /en/transportation > dropoff
- Top landing pages
  - /en/services/airports/yellowknife-airport
  - /en
  - /en/transportation
  - /en/ferries
  - /en/services/highways-ferries-and-winter-roads/winter-roads-average-openclose-dates
  - /en/services/fuel-services/prices
  - /en/services/highway-system/highway-conditions-map
  - /en/MTS
  - /en/services/marine-transportation-services/2022-sailing-schedule-and-final-cargo-acceptance-dates
  - /en/services
- Top exit pages
  - /en/services/airports/yellowknife-airport
  - /en
  - /en/transportation
  - /en/ferries
  - /en/services/highways-ferries-and-winter-roads/winter-roads-average-openclose-dates
  - /en/services/fuel-services/prices
  - /en/services/marine-transportation-services/2022-sailing-schedule-and-final-cargo-acceptance-dates
  - /en/services/highway-system/highway-conditions-map
  - /en/services/airports/traveller-information

- ○ /en/MTS
- Top referrals
  - ○ cabinradio.ca
  - ○ m.facebook.com
  - ○ cbc.ca
  - ○ t.co
  - ○ en.wikipedia.org
- Top outbound clicks
  - ○ http://www.dot.gov.nt.ca/Highways/Highway-Conditions
  - ○ http://www.dot.gov.nt.ca/Airports/Yellowknife/Arrivals
  - ○ https://www.idmv.dot.gov.nt.ca/
  - ○ https://www.gov.nt.ca/en/contact-gnwt
  - ○ http://rdirectory.gov.nt.ca/
  - ○ http://www.gov.nt.ca/node/3
  - ○ https://www.dot.gov.nt.ca/Highways/Highway-Conditions
  - ○ http://www.gov.nt.ca/accessibility
  - ○ https://www.ntassembly.ca/meet-members/mla/diane-archie
  - ○ http://www.gov.nt.ca/
- Top email clicks
  - ○ customerservicedesk@marinetransport.ca
  - ○ INF_Communications@gov.nt.ca
  - ○ elecmechsafety@gov.nt.ca
  - ○ ykwarehouse@gov.nt.ca
  - ○ Randy_Straker@gov.nt.ca
  - ○ %20INF_communications@gov.nt.ca
  - ○ Jason_MacNeil@gov.nt.ca
  - ○ Elizabeth_Harder@gov.nt.ca
  - ○ FSD-Customer_Service@gov.nt.ca
  - ○ Larry_Mefford@gov.nt.ca
- Top downloads
  - ○ /sites/inf/files/resources/nwt_ferries_-_open_and_close_dates_0.xlsx
  - ○ /sites/inf/files/mts_cargo_rates_-_2022_4.pdf
  - ○ /sites/inf/files/resources/taltson_one_pager_0.pdf
  - ○ /sites/inf/files/mts_cargo_rates_-_2022_web_1.pdf
  - ○ /sites/inf/files/resources/gnwt_inf_7272_energy_strategy_web-eng.pdf
  - ○ /sites/inf/files/resources/enterprise_information_management_handbook.pdf
  - ○ /sites/inf/files/resources/3894_-_gnwt_enr_-_energy_initiatives_report_-_2021_-_final_-web.pdf
  - ○ /sites/inf/files/resources/final_application_for_permission_to_supply_electric_energy.pdf
  - ○ /sites/inf/files/resources/sor_mapping.pdf
  - ○ /sites/inf/files/mts_cargo_rates_-_2021_1.pdf

Insights:

- Mainly accessed for airport details, maps, ferries, cargo rates, and road conditions (outbound)
- Slower pages
    - /en/ferries
    - /en/services/highways-ferries-and-winter-roads/winter-roads-average-openclose-dates
    - /en/MTS
    - /en/services/marine-transportation-services/2022-sailing-schedule-and-final-cargo-acceptance-dates
    - /en/services/aéroports-aux-tno/inuvik-mike-zubko-airport
    - /en/MVH
    - /en/services/electrical-and-elevators/permits

Industry, tourism and investment

- Users
  - Count: 88,525
  - New: 85.8%
  - Returning: 14.2%
  - Session duration: 00:01:58
  - Bounce rate: 63.15%
  - Pages/session: 2.13
- Channels
  - Organic Search
  - Direct
  - Referral
  - Social
  - (Other)
- Top behaviour paths
  - /en/bip-registry/… > dropoff
  - /en/newsroom/… > dropoff
  - /en > dropoff
  - /en/services/… > dropoff
- Top landing pages
  - /en
  - /en/services/business-incentive-program-bip/search-bip-registry
  - /en/services/business-incentive-policy
  - /fr/newsroom/les-bienfaits-de-l'exploitation-minière-générer-des-revenus-dans-l'intérêt-public
  - /en/SEED
  - /fr/newsroom/les-bienfaits-de-l'exploitation-minière-l'exploration-et-la-recherche
  - /en/newsroom/tesla-connection-cobalt-lithium-and-canada's-far-north
  - /en/services/support-entrepreneurs-and-economic-development-seed
  - /en/services/find-out-about-fire-bans-and-park-closures
  - /en/newsroom
- Top exit pages
  - /en
  - /fr/newsroom/les-bienfaits-de-l'exploitation-minière-générer-des-revenus-dans-l'intérêt-public
  - /en/services/business-incentive-policy
  - /en/SEED
  - /fr/newsroom/les-bienfaits-de-l'exploitation-minière-l'exploration-et-la-recherche
  - /en/newsroom/tesla-connection-cobalt-lithium-and-canada's-far-north
  - /en/services/get-assistance-mining-recorders-office
  - /en/services/find-out-about-fire-bans-and-park-closures

- ○ /en/TPDMP
  - ○ /en/services/business-incentive-program-bip/search-bip-registry
- ● Top referrals
  - ○ gov.nt.ca
  - ○ m.facebook.com
  - ○ facebook.com
  - ○ baidu.com
  - ○ lm.facebook.com
- ● Top outbound clicks
  - ○ http://rdirectory.gov.nt.ca/rDirectory.aspx
  - ○ http://nwtparks.ca/
  - ○ https://www.gov.nt.ca/terms
  - ○ http://www.gov.nt.ca/node/3
  - ○ https://www.ntassembly.ca/meet-members/mla/caroline-wawzonek
  - ○ http://www.gov.nt.ca/
  - ○ https://haveyoursay.nwt-tno.ca/
  - ○ http://contracts.fin.gov.nt.ca/
  - ○ http://www.gov.nt.ca/fr/accessibilite
  - ○ https://www.maps.geomatics.gov.nt.ca/Html5Viewer_PROD/index.html?viewer=NWT_MTV
- ● Top email clicks
  - ○ drew_williams@gov.nt.ca
  - ○ mark@norlandinsurance.com
  - ○ davidh@hrncontracting.com
  - ○ fursales@gov.nt.ca
  - ○ baho@centralmechanicalsystems.com
  - ○ arcticcircleenterprisesltd@gmail.com
  - ○ inuvikdental@hotmail.com
  - ○ daniel.jackson38@hotmail.com
  - ○ Don_Craik@gov.nt.ca
  - ○ hrmcpresident@northwestel.net
- ● Top downloads
  - ○ /sites/iti/files/seed_application_nwt8999.pdf
  - ○ /sites/iti/files/seed_policy_-_signed_-_2019-0401.pdf
  - ○ /sites/iti/files/cap_final_eng_guide.pdf
  - ○ /sites/iti/files/nwt9090_fillable_final.pdf
  - ○ /sites/iti/files/63-02-bip.pdf
  - ○ /sites/iti/files/SEED_Application_Form.pdf
  - ○ /sites/iti/files/nwt9081_fillable.pdf
  - ○ /sites/iti/files/seed_bilingual_web.pdf
  - ○ /sites/iti/files/SEED_Policy_2022.pdf
  - ○ /sites/iti/files/tourism_product_packaging.pdf

Insights:

- Slower pages
  - /en
  - /en/newsroom
  - /fr/newsroom/les-bienfaits-de-l'exploitation-minière-générer-des-revenus-dans-l'intérêt-public
  - /en/publications
  - /fr/newsroom/les-bienfaits-de-l'exploitation-minière-l'exploration-et-la-recherche
  - /en/mines-and-minerals
  - /en/newsroom/tesla-connection-cobalt-lithium-and-canada's-far-north
  - /en/services/find-out-about-fire-bans-and-park-closures
  - /fr/économie-traditionnelle

Resources and energy development information (REDI)

https://www.gov.nt.ca/redi/questions-and-answers

- Users
  - Count: 349
  - New: 89%
  - Returning: 11%
  - Session duration: 00:01:18
  - Bounce rate: 56.39%
  - Pages/session: 1.53
- Channels
  - Organic Search
  - Direct
  - Social
  - Referral
- Top behaviour paths
  - /redi/questions-and-answers > dropoff
  - /redi/ > dropoff
- Top landing pages
  - /redi/questions-and-answers
  - /redi/
  - /redi/user
  - (not set)
  - /redi/user/login
- Top exit pages
  - /redi/questions-and-answers
  - /redi/
  - /redi/ask-question
  - /redi/user
  - /redi/404.html?page=/redi/pweb3.html&from=
  - /redi/user/login
  - /redi/users/informatics
- Top referrals
  - facebook
- Top outbound clicks
  - https://www.iti.gov.nt.ca/sites/iti/files/hydrocarbon_potential_landscape_v30_geopdf_feb15_2018.pdf
  - https://www.iti.gov.nt.ca/en/UnderstandTheMRA
  - http://rdirectory.gov.nt.ca/rDirectory.aspx
- Top Q&A
  - Show What kind of minerals does the NWT have?

- Show How does the Government of the Northwest Territories make money from mining?
- Show How many operating mines are in the NWT?
- Show How much does the government collect from mining royalties?
- Hide What kind of minerals does the NWT have?
- Show Do you need a licence to go out prospecting?
- Show What is a Mineral Claim?
- Show What is prospecting?
- Show Do mining companies have to talk to communities before a mine is built?
- Show How much oil and gas is in the NWT?

Insights:

- Very low traffic
- Slower pages
  - /redi/questions-and-answers

Lands

- Users
  - Count: 18,273
  - New: 86.5%
  - Returning: 13.5%
  - Session duration: 00:01:46
  - Bounce rate: 53.91%
  - Pages/session: 1.89
- Channels
  - Organic Search
  - Direct
  - Social
  - Referral
  - (Other)
- Top behaviour paths
  - /en > dropoff
  - /en/services/explore-atlas-mapping > dropoff
  - /fr/conseils-de-gestion-des-terres/… > dropoff
  - /en > /en/resources/…
- Top landing pages
  - /en
  - /en/services/explore-atlas-mapping
  - /en/services/project-assessment
  - /en/contact-us
  - /en/services/apply-recreational-cabin-lease
  - /en/services/land-use-planning-nwt
  - /en/services/unauthorized-occupancy-public-land-nwt
  - /en/services/recreation-management-planning
  - /en/services/land-lease-rents-and-fees
  - /en/regional-land-use-planning/introduction
- Top exit pages
  - /en/services/explore-atlas-mapping
  - /en
  - /en/contact-us
  - /en/services/project-assessment
  - /en/services/unauthorized-occupancy-public-land-nwt
  - /en/services/apply-recreational-cabin-lease
  - /en/services/land-use-planning-nwt
  - /en/services/recreation-management-planning
  - /en/land-management-boards
  - /en/regional-land-use-planning/introduction

- Top referrals
    - m.facebook.com
    - lm.facebook.com
    - l.facebook.com
    - cabinradio.ca
    - rcaanc-cirnac.gc.ca
- Top outbound clicks
    - http://www.maps.geomatics.gov.nt.ca/HTML5Viewer_Prod/index.html?viewer=ATLAS
    - http://atlas.lands.gov.nt.ca/Website/index.asp
    - http://rdirectory.gov.nt.ca/rDirectory.aspx
    - http://www.gov.nt.ca/node/3
    - http://www.gov.nt.ca/terms
    - http://careers.hr.gov.nt.ca/en/search/job/advanced?s=&field_full_t=All&field_regular_temp=All&field_noc_code=All&salary=All&field_department=4414
    - http://www.gov.nt.ca/
    - https://orgcharts.inf.gov.nt.ca/lands/index.html
    - https://www.gov.nt.ca/en/newsroom/department-lands-and-department-environment-and-natural-resources-be-combined-effective
    - http://laws-lois.justice.gc.ca/eng/acts/M-0.2/
- Top email clicks
    - boardappointments_lands@gov.nt.ca
    - Lands@gov.nt.ca
    - LandsBeauDel@gov.nt.ca
    - Lands@gov.nt.ca?subject=INFORMATION%20REQUEST%3A%20Applying%20for%20a%20Recreational%20Lease
    - atlasmapping@gov.nt.ca
    - LandsNorthSlave@gov.nt.ca
    - LandsSahtu@gov.nt.ca
    - LandsSouthSlave@gov.nt.ca
    - Lands@gov.nt.ca?subject=INFORMATION%20REQUEST%3A%20Land%20Lease%20Rents%20and%20Fees
    - Lands@gov.nt.ca?subject=INFORMATION%20REQUEST%3A%20Applying%20for%20a%20Residential%20Lease
- Top downloads
    - /sites/lands/files/uo-flowchart-noticeoutcomes-en_0.jpg
    - /sites/lands/files/resources/land_use_and_sustainability_framework_updated_email.pdf
    - /sites/lands/files/resources/nwt9094_fillable_0.pdf
    - /sites/lands/files/resources/unauthorized_occupants_-factsheet-_evaluating_criteria-en.pdf
    - /sites/lands/files/resources/voluntarydeclarationofoccupancyform-en.pdf
    - /sites/lands/files/resources/nwt9094_fillable_1.pdf

- /sites/lands/files/resources/unauthorizedoccupancy-firstpostingnotice-tl.pdf
- /sites/lands/files/resources/1.1-non-commercial-non-industrial.pdf
- /sites/lands/files/resources/1.3-commercial-industrial.pdf
- /sites/lands/files/resources/1.2-surrender-non-commercial-non-industrial.pdf

Insights:

- Site is slower than average
  - Slower pages
    - /en/services/project-assessment
    - /en/services/land-use-planning-nwt
    - /en/services/unauthorized-occupancy-public-land-nwt
    - /en/services/recreation-management-planning
    - /en/regional-land-use-planning/introduction
    - /en/department-divisions
    - /en/services/apply-commercial-land-lease

Municipal and community affairs

- Users
  - Count: 88,736
  - New: 89.6%
  - Returning: 10.4%
  - Session duration: 00:01:24
  - Bounce rate: 72.60%
  - Pages/session: 1.79
- Channels
  - Organic Search
  - Direct
  - Referral
  - Social
  - (Other)
- Top behaviour paths
  - /en/services/municipal-elections/roles-and-responsibilities-during-election > dropoff
  - /en/services/… > dropoff
  - /en/… > dropoff
  - /en/services/municipal-elections/eligibility-voters-and-candidates > dropoff
- Top landing pages
  - /en/services/municipal-elections/roles-and-responsibilities-during-election
  - /en/services/municipal-elections/eligibility-voters-and-candidates
  - /en
  - /en/services/municipal-elections/roles-and-responsibilities
  - /en/services/introduction-firefighting-training
  - /en/services/avoid-misinformation-and-disinformation
  - /en/communitylist
  - /en/services/municipal-elections/oath-office-and-conflict-interest
  - /fr/services/élections-municipales/rôles-et-responsabilités-durant-les-élections
  - /en/content/fort-good-hope
- Top exit pages
  - /en/services/municipal-elections/roles-and-responsibilities-during-election
  - /en/services/municipal-elections/eligibility-voters-and-candidates
  - /en/services/municipal-elections/roles-and-responsibilities
  - /en
  - /en/services/introduction-firefighting-training
  - /en/services/avoid-misinformation-and-disinformation
  - /fr/services/élections-municipales/rôles-et-responsabilités-durant-les-élections
  - /en/services/municipal-elections/oath-office-and-conflict-interest
  - /en/content/fort-good-hope
  - /en/services/municipal-elections/campaigning-and-election-day

- Top referrals
  - m.facebook.com
  - lm.facebook.com
  - facebook.com
  - en.wikipedia.org
  - l.facebook.com
- Top outbound clicks
  - http://www.macalearn.ca/
  - https://www.shecannwt.ca/
  - https://www.ntassembly.ca/meet-members/mla/shane-thompson
  - http://www.gov.nt.ca/node/3
  - http://www.gov.nt.ca/
  - http://www.gov.nt.ca/accessibility
  - https://haveyoursay.nwt-tno.ca/
  - http://www.hss.gov.nt.ca/en/services/boil-water-advisories
  - https://www.gov.nt.ca/en/newsroom
  - https://www.gov.nt.ca/
- Top email clicks
  - municipal_elections@gov.nt.ca
  - consumer_affairs@gov.nt.ca
  - sao.LKDFN@gmail.com
  - Sport_And_Recreation@gov.nt.ca
  - sao@fortgoodhope.ca
  - maca_scg@gov.nt.ca
  - jfk@behdziahda.com
  - saoaklavik@permafrost.com
  - sao@paulatuk.ca
  - youth_and_volunteer@gov.nt.ca
- Top downloads
  - /sites/maca/files/resources/senior_and_disabled_persons_property_tax_relief_form.pdf
  - /sites/maca/files/resources/community-fire-protection-matrix.pdf
  - /sites/maca/files/resources/school_calendar_fall_term_2021.pdf
  - /sites/maca/files/resources/procedures_-_businesses.pdf
  - /sites/maca/files/maca_public-safety_community-emergency-management-plan-template_2012.docx
  - /sites/maca/files/resources/after_a_flood_-_propertyownerschecklist.pdf
  - /sites/maca/files/master_election_date_calendar_1.pdf
  - /sites/maca/files/resources/assessment_manual_-_december_31_2021.pdf
  - /sites/maca/files/resources/fireworks-applicationpurchase.en_.pdf
  - /sites/maca/files/resources/nwt_drinking_water_chemical_data_-_2021.pdf

Insights:

- Site is slower than average
  - Slower pages
    - /en/services/municipal-elections/roles-and-responsibilities-during-election
    - /en/services/municipal-elections/eligibility-voters-and-candidates
    - /en/services/municipal-elections/roles-and-responsibilities
    - /en/services/introduction-firefighting-training
    - /en/services
    - /en/services/avoid-misinformation-and-disinformation
    - /en/content/fort-good-hope
    - /en/community-contact-listing
    - /en/services/flood-recovery/disaster-financial-assistance

Centre for geomatics

- Users
  - Count: 4,530
  - New: 80.3%
  - Returning: 19.7%
  - Session duration: 00:03:22
  - Bounce rate: 37.89%
  - Pages/session: 3.82
- Channels
  - Organic Search
  - Direct
  - Referral
  - Social
- Top behaviour paths
  - /en > dropoff
  - /en/services/web-mapping-applications/mining-recorders-office-mineral-tenure-web-map > dropoff
  - /en > /en/resources/field_resource_category/data-3 > …
- Top landing pages
  - /en
  - /en/services/web-mapping-applications/mining-recorders-office-mineral-tenure-web-map
  - /en/resources/field_resource_category/wms-6
  - /en/services/spatial-data
  - /en/resources/field_resource_category/data-3
  - /en/services/web-mapping-applications/spatial-data-warehouse-sdw
  - /en/resources/field_resource_category/map-viewers-2
  - /en/services/web-mapping-applications/nwt-cumulative-impact-monitoring-program-cimp-inventory-landscape
  - /en/data-faq
  - /en/services/web-map-services-wms
- Top exit pages
  - /en
  - /en/services/web-mapping-applications/mining-recorders-office-mineral-tenure-web-map
  - /en/resources/field_resource_category/wms-6
  - /en/resources/field_resource_category/data-3
  - /en/resources/field_resource_category/map-viewers-2
  - /en/services/web-mapping-applications/spatial-data-warehouse-sdw
  - /en/data-faq

- - /en/newsroom/long-term-change-detection-wins-esri-canadas-app-month-december-2021
  - /en/resources/field_resource_category/maps-1
  - /en/contact-us
- Top referrals
  - gov.nt.ca
  - nwtgeoscience.ca
  - baidu.com
  - nwtdiscoveryportal.enr.gov.nt.ca
  - statics.teams.cdn.office.net
- Top outbound clicks
  - https://www.maps.geomatics.gov.nt.ca/Html5Viewer_PROD/index.html?viewer=NWT_MTV
  - https://www.maps.geomatics.gov.nt.ca/Html5Viewer_PROD/index.html?viewer=SDW
  - https://www.maps.geomatics.gov.nt.ca/Html5Viewer_PROD/Index.html?viewer=CIMP_ILC_Webmap.ILC_Viewer
  - http://rdirectory.gov.nt.ca/rDirectory.aspx
  - https://www.maps.geomatics.gov.nt.ca/HTML5Viewer_Prod/index.html?viewer=ATLAS
  - https://experience.arcgis.com/experience/2effc9c8150a4abebdc9ef587865ab8e
  - https://www.iti.gov.nt.ca/en/newsroom/%E2%80%9C-window-evolving-landscape-when-permafrost-isn%E2%80%99t-so-permanent%E2%80%9D
  - https://www.iti.gov.nt.ca/en/services/get-assistance-mining-recorders-office
  - http://www.apps.geomatics.gov.nt.ca/ArcGIS/rest/services
  - https://www.gov.nt.ca/en/open-government-licence-northwest-territories
- Top email clicks
  - geonwt@gov.nt.ca
  - EC.SAR-NT-LEP-NT.EC@canada.ca
  - afranks@fnigc.ca
  - cameron.wilson@nrcan-rncan.gc.ca
  - eric.belanger@mern.gouv.qc.ca
  - noni_paulette@gov.nt.ca
- Top downloads
  - /Downloads/Vector/Mineral_Tenure/MiningLeases.zip
  - /Downloads/Vector/Boundaries/BNDCFG_ENRITI_ADMIN.zip
  - /Downloads/Vector/Mineral_Tenure/MineralTenureAll.zip
  - /Downloads/Vector/Mineral_Tenure/MineralClaims.zip
  - /Downloads/Vector/Biota/Important_Wildlife_Areas_NWT.zip
  - /Downloads/Vector/Mineral_Tenure/ProspectingPermits.zip
  - /Downloads/Raster/OziExplorer/Ozi_WAC_1M.zip
  - /Downloads/Vector/Biota/EcoRegions.zip
  - /Downloads/Vector/Mineral_Tenure/CoalExplorationLicences.zip
  - /Downloads/Raster/MVAP%20Orthotiles/UTM%2010/UTM10_DEM_Mosaic.zip

Insights:

- Low traffic
- Slower pages
    - /en
    - /en/services/web-mapping-applications/mining-recorders-office-mineral-tenure-web-map
    - /en/services/spatial-data

Housing

https://www.nwthc.gov.nt.ca/en

- Users
  - Count: 17,909
  - New: 82.1%
  - Returning: 17.9%
  - Session duration: 00:02:24
  - Bounce rate: 47.32%
  - Pages/session: 2.62
- Channels
  - Organic Search
  - Social
  - Direct
  - Referral
  - (Other)
- Top behaviour paths
  - /en > dropoff
  - /en/services/canada-nwt-housing-benefit-cnhb > dropoff
  - /en/services > …
  - /en > /en/services > …
- Top landing pages
  - /en
  - /en/services/canada-nwt-housing-benefit
  - /en/services/public-housing
  - /en/services/home-purchase-program
  - /en/services
  - /en/local-housing-associations
  - /en/district-offices
  - /en/services/homelessness-assistance
  - /en/services/fuel-tank-replacement
  - /en/services/emergency-repairs
- Top exit pages
  - /en
  - /en/services/canada-nwt-housing-benefit
  - /en/services/home-purchase-program
  - /en/local-housing-associations
  - /en/services/public-housing
  - /en/district-offices
  - /en/services
  - /en/services/homelessness-assistance

- ○ /en/contact-information
- ○ /en/services/emergency-repairs
- ● Top referrals
  - ○ m.facebook.com
  - ○ lm.facebook.com
  - ○ l.facebook.com
  - ○ century21yk.ca
  - ○ cabinradio.ca
- ● Top outbound clicks
  - ○ http://rdirectory.gov.nt.ca/rDirectory.aspx
  - ○ https://www23.statcan.gc.ca/imdb/p3Var.pl?Function=DEC&Id=100731
  - ○ https://www.ntassembly.ca/meet-members/mla/paulie-chinna
  - ○ http://www.gov.nt.ca/accessibility
  - ○ http://www.gov.nt.ca/node/3
  - ○ https://www.gov.nt.ca/en/engagements
  - ○ https://www.gov.nt.ca/en/newsroom
  - ○ http://www.gov.nt.ca/
  - ○ https://www.gov.nt.ca/en/newsroom/paulie-chinna-new-northwest-territories-housing-corporation-name-and-identity
  - ○ https://www.gov.nt.ca/en/newsroom/nwt-housing-corporation-kicks-50th-anniversary-new-visual-identity-and-new-name
- ● Top email clicks
  - ○ nwthc_comms@gov.nt.ca
  - ○ NWTHC_homelessness@gov.nt.ca
  - ○ nwthc_homelessness@gov.nt.ca
  - ○ CNHB@gov.nt.ca
  - ○ NWTHC_Homelessness_Coordinator@gov.nt.ca
  - ○ NWTHC_Comms@gov.nt.ca
  - ○ Nwthc_comms@gov.nt.ca
  - ○ blubansa@cmhc.ca
  - ○ Margaret_E_Bell@gov.nt.ca
- ● Top downloads
  - ○ /sites/nwthc/files/resources/cnhb_application.1.pdf
  - ○ /sites/nwthc/files/resources/2021_monthly_core_need_income_thresholds.pdf
  - ○ /sites/nwthc/files/resources/public_housing_application.pdf
  - ○ /sites/nwthc/files/home_purchase_program_-_policy_april_01_2021.pdf
  - ○ /sites/nwthc/files/resources/cnhb_application_new_jan_03_2023.pdf
  - ○ /sites/nwthc/files/resources/public_housing.pdf
  - ○ /sites/nwthc/files/haf_application_2021.pdf
  - ○ /sites/nwthc/files/resources/nwthc_renewalstrategy_nov12_2021_0.pdf
  - ○ /sites/nwthc/files/resources/home_repair_program_-_policy_april_01_2021.pdf
  - ○ /sites/nwthc/files/resources/cnhb_application_form.pdf

Insights:

- Slower pages
  - /en
  - /en/services/homeownership-initiative
  - /en/services/emergency-repairs
  - /en/services/repairs-and-enhancements
  - /en/services/fuel-tank-replacement

Water stewardship

- Users
  - Count: 7,981
  - New: 87.8%
  - Returning: 12.2%
  - Session duration: 00:01:14
  - Bounce rate: 62.52%
  - Pages/session: 1.67
- Channels
  - Direct
  - Organic Search
  - Referral
  - Social
  - (Other)
- Top behaviour paths
  - / > dropoff
  - /en/how-aquatic-ecosystem-health-measured > dropoff
  - /en/nwt-youth-water-stewardship-and-mentorship-grant-program… > dropoff
- Top landing pages
  - /
  - /en/how-aquatic-ecosystem-health-measured
  - /en/2022-workshop
  - /en/nwt-youth-water-stewardship-and-mentorship-grant-program
  - /en/canada-water-week
  - /en/2022-workshop-registration
  - /en/newsroom
  - /en/traditional-knowlege
  - /en/watersheds-northwest-territories-0
  - /en/routine-checks
- Top exit pages
  - /
  - /en/how-aquatic-ecosystem-health-measured
  - /en/2022-workshop
  - /en/nwt-youth-water-stewardship-and-mentorship-grant-program
  - /en/2022-workshop-registration
  - /en/canada-water-week
  - /en/newsroom
  - /en
  - /en/traditional-knowlege
  - /en/nwt-water-stewardship-strategy-action-plan-2021-2025
- Top referrals

- ○ nwtwaterstewardship.ca
- ○ m.facebook.com
- ○ gov.nt.ca
- ○ lm.facebook.com
- ○ l.facebook.com
- ● Top outbound clicks
  - ○ https://www.enr.gov.nt.ca/sites/enr/files/resources/nwt_water_stewartship_strategy_web.pdf
  - ○ https://www.enr.gov.nt.ca/en/services/conservation-network-planning
  - ○ http://www.geomatics.gov.nt.ca/maps.aspx?i=8
  - ○ http://www.geomatics.gov.nt.ca/sdw.aspx
  - ○ http://canadawaterweek.com/
  - ○ http://www.enr.gov.nt.ca/programs/water-resources
  - ○ https://www.canada.ca/en/environment-climate-change.html
  - ○ https://www.enr.gov.nt.ca/en/nwt-water-stewardship-strategy-action-plan-2021-2025-plain-language-summary
  - ○ http://www.gov.nt.ca/
  - ○ http://rdirectory.gov.nt.ca/rDirectory.aspx
- ● Top email clicks
  - ○ nwtwaterstewardship@gov.nt.ca
  - ○ nicole_beningabire-twagira@gov.nt.ca
  - ○ Nicole_Beningabire-Twagira@gov.nt.ca
  - ○ Lindsay_Vician@gov.nt.ca
  - ○ lindsay_vician@gov.nt.ca
  - ○ nwtwaterstrategy@gov.nt.ca
- ● Top downloads
  - ○ /sites/water/files/resources/wss_action_plan_en_web_2021-2025.pdf
  - ○ /sites/water/files/resources/yellowkn-492871-v1-map_waterstrategymrb_sb_e_pdf_0.pdf
  - ○ /sites/water/files/resources/wss_ccag_highlevel_agenda.pdf
  - ○ /sites/water/files/resources/wss-2019-20-progress_review_summary_web_high_res_0.pdf
  - ○ /sites/water/files/2022_nwt_water_stewardship_strategy_implementation_final_workshop_summary_report_nov2021.pdf
  - ○ /sites/water/files/resources/2022-nwt-youth-water-stewardship-and-mentorship-grant-program-programme-jeunesse-de-subvention-et-de-mentorat-pour-la-gestion-des-eaux-des-tno-2022.pdf
  - ○ /sites/water/files/resources/nwt_water_stewardship_strategy_plan_for_action_2016-2020.pdf
  - ○ /sites/water/files/resources/final_report_independent_evaluation_2016-2020_water_strategy_action_plan.pdf
  - ○ /sites/water/files/nwtmanagingdrinkingwaterframework-2005.pdf

- /sites/water/files/resources/628750_-_water_strategy_-_water_monitoring_inventory_-_updated_feb2014_for_website.pdf

Insights:

- Site is slower than average
- Slower pages
    - /en/routine-checks
    - /en/slave-river-and-delta-partnership

Geological survey

https://www.nwtgeoscience.ca/

- Users
  - Count: 16,227
  - New: 86.2%
  - Returning: 13.8%
  - Session duration: 00:01:59
  - Bounce rate: 56.81%
  - Pages/session: 1.75
- Channels
  - Organic Search
  - Direct
  - Referral
  - Social
- Top behaviour paths
  - /index.html > dropoff
  - /gsforum/index.html > dropoff
  - /gsforum/… > dropoff
- Top landing pages
  - /index.html
  - /gsforum/index.html
  - /MIP
  - /about/news
  - /regulation-mineral-resources-northwest-territories
  - /services/permafrost-thaw-slumps
  - /staff
  - /our-staff
  - /northwest-territories-geological-survey
  - /our-data-and-searching-tools
- Top exit pages
  - /index.html
  - /gsforum/index.html
  - /MIP
  - /our-data-and-searching-tools
  - /staff
  - /our-staff
  - /about/news
  - /regulation-mineral-resources-northwest-territories
  - /services/permafrost-thaw-slumps
  - /northwest-territories-geological-survey

- Top referrals
  - nwtgeoscience.ca
  - gov.nt.ca
  - ntgs-open-data-ntgs.hub.arcgis.com
  - cabinradio.ca
  - facebook.com
- Top outbound clicks
  - https://app.nwtgeoscience.ca/
  - https://event.fourwaves.com/ygf-2022/schedule
  - https://event.fourwaves.com/ygf-2022/registration
  - https://event.fourwaves.com/ygf-2022/pages
  - http://c94000.eos-intl.net/C94000/OPAC/Search/AdvancedSearch.aspx
  - https://rdirectory.gov.nt.ca/rDirectory.aspx
  - https://www.justice.gov.nt.ca/en/files/legislation/northwest-territories-lands/northwest-territories-lands.r7.pdf
  - https://event.fourwaves.com/ygf-2022/submission
  - http://www.gov.nt.ca/
  - https://doi.org/10.46887/2019-01
- Top email clicks
  - John_Ketchum@gov.nt.ca
  - Steve_Kokelj@gov.nt.ca
  - NTGS@gov.nt.ca
  - Ashley_Rudy@gov.nt.ca
  - Kumari_Karunaratne@gov.nt.ca
  - Merilie_Reynolds@gov.nt.ca
  - Alice_Wilson@gov.nt.ca
  - Gideon_Lambiv@gov.nt.ca
  - Landen_Powell@gov.nt.ca
  - Scott_Cairns@gov.nt.ca
- Top downloads
  - /gsforum/sites/gsforum/files/resources/2022_schedule_at_a_glance.pdf
  - /gsforum/sites/gsforum/files/resources/2022_abstract_volume.pdf
  - /sites/ntgs/files/resources/exploration_overview_2021_march2022_0.pdf
  - /sites/ntgs/files/exploration_overview_2021_march2022_2.pdf
  - /gsforum/sites/gsforum/files/resources/2021_geoscience_techprogram.pdf
  - /sites/ntgs/files/exploration_overview_2021_march2022_0.pdf
  - /sites/ntgs/files/resources/mip_corporate_application_2022_01242022.pdf
  - /sites/ntgs/files/2022geoscience_forum_call_for_abstracts_.pdf
  - /sites/ntgs/files/resources/mip_expenses_reporting_01242022.pdf
  - /sites/ntgs/files/resources/mip_application_covid-19_checklist_fillable_e_01242022.pdf

Insights:

- Slower pages
  - /index.html
  - /regulation-mineral-resources-northwest-territories
  - /services/permafrost-thaw-slumps
  - /staff/steve-kokelj
  - /news/new-bedrock-geology-map-slave-craton
  - /services/mining-incentive-program/mip-guidelines