



TOGETHER WE CAN DEFEAT COVID-19

"As a small country with a small population, we can overcome any challenge we are faced with, if the people and the government work together."

~ His Majesty The King, Address to the Nation on 22 March 2020



STOP
COVID-19



COVID-19 Website Analysis Report

<https://www.gov.bt/covid19/>

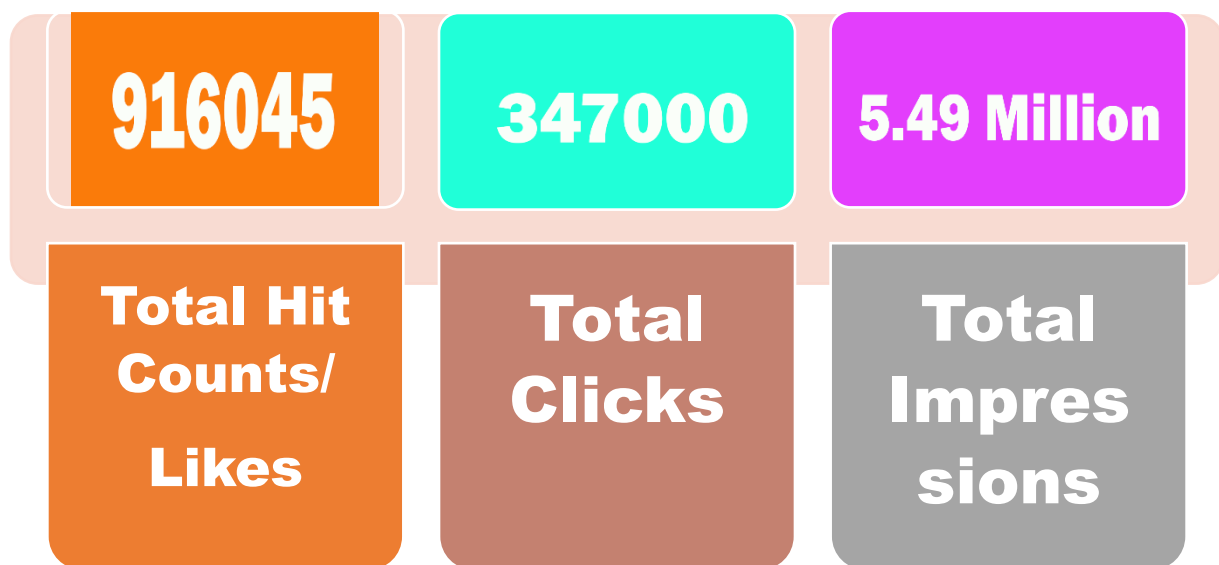


Background

This is an analysis of information collated from various agencies and uploaded in the COVID-19 website from 29 September 2020 to 29 January 2022. This report is generated from the google analytics (GA), a web analytics service offered by Google that tracks and reports website traffic. The COVID-19 webpage was developed by the Department of Information Technology & Telecom (DITT) and it is managed by the Department of Information and Media (DoIM) under the Ministry of Information & Communications. The webpage is a one stop platform that provides consolidated and comprehensive information on COVID-19. The webpage was developed as a dedicated platform with the objective to ensure that all Bhutanese have the access to timely and correct information from the government to take all the necessary precautions.

Overall statistics

As per the **Google Analytics (GA) report**, the COVID-19 webpage has obtained **916,045** likes/hit counts, **347,000** clicks and **5.49 million** impressions in the last 16 months (*from 29 September 2020- 29 January 2022*). During the period, people across 75 countries had visited the webpage and the highest visits to the page was from Bhutan followed by China and India. The least visitors are from Macedonia and Togo.



Total clicks

Total clicks reflect as to how many times a user clicked through the website. The count of clicks depends on the search result type. Total clicks recorded was 347,000 for the last 16 months.



Figure 1: Total Clicks

Any click that sends the user to a page outside of Google Search, Discover, or News is counted as a click

Total impression

Total impressions indicates as to how many times a user saw a link to the website in search results. This is calculated differently for images and other search result types, depending on whether or not the result was scrolled into view. The total impression recorded was 5.49 million.

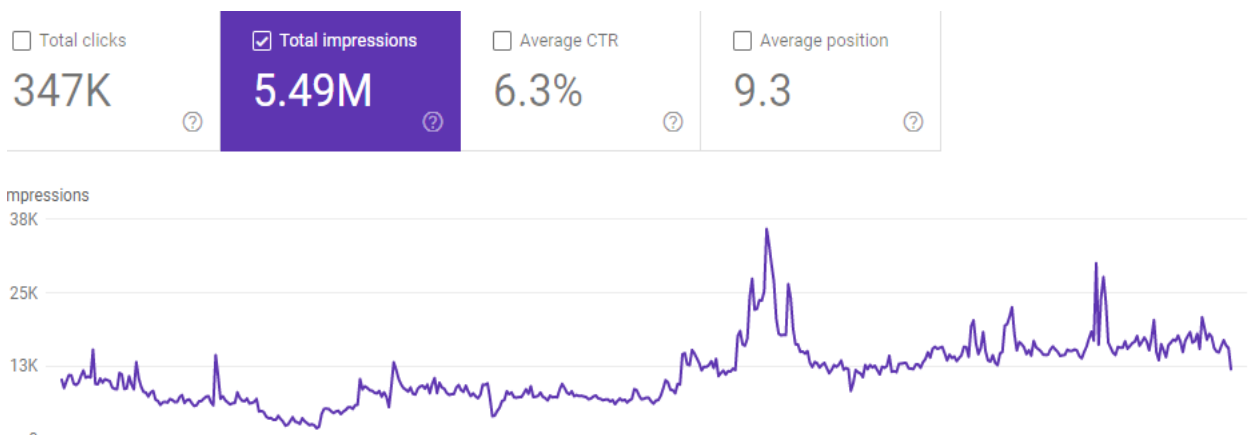


Figure 2: Total Impression

An impression means that a user has "seen" a link to your site in Search, Discover, or News.

Average Click Through Rate (CTR)

Average CTR is the percentage of impressions that resulted in a click. Average CTR for the period was 6.3%.

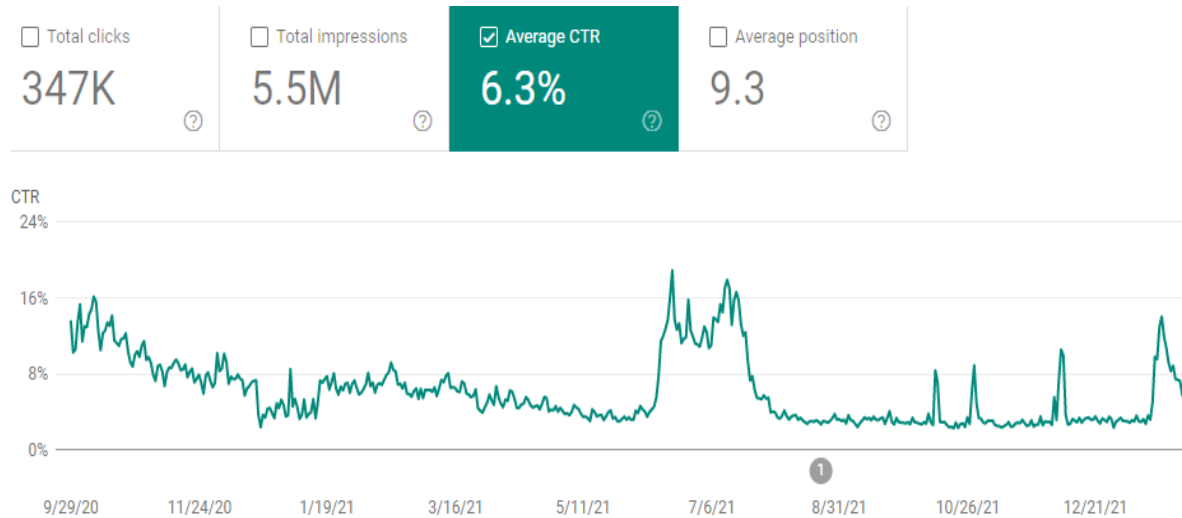


Figure 3: Average CT
 CTR is the calculation of (clicks ÷ impressions).

Users by country

Google Analytics determines locations of visitors and a visitor’s IP addresses from where the internet service providers assign those ranges. As per the google analytics report, the highest number of users/visitors of the COVID-19 website are from Bhutan followed by India and the United States. The lowest visitors are from Thailand.



Figure 4: Users by Country

Users by city

As per the **Google Analytics report**, the highest number of users/visitors among the cities were from Thimphu followed by Guwahati and Singapore. The least cities were Delhi and London

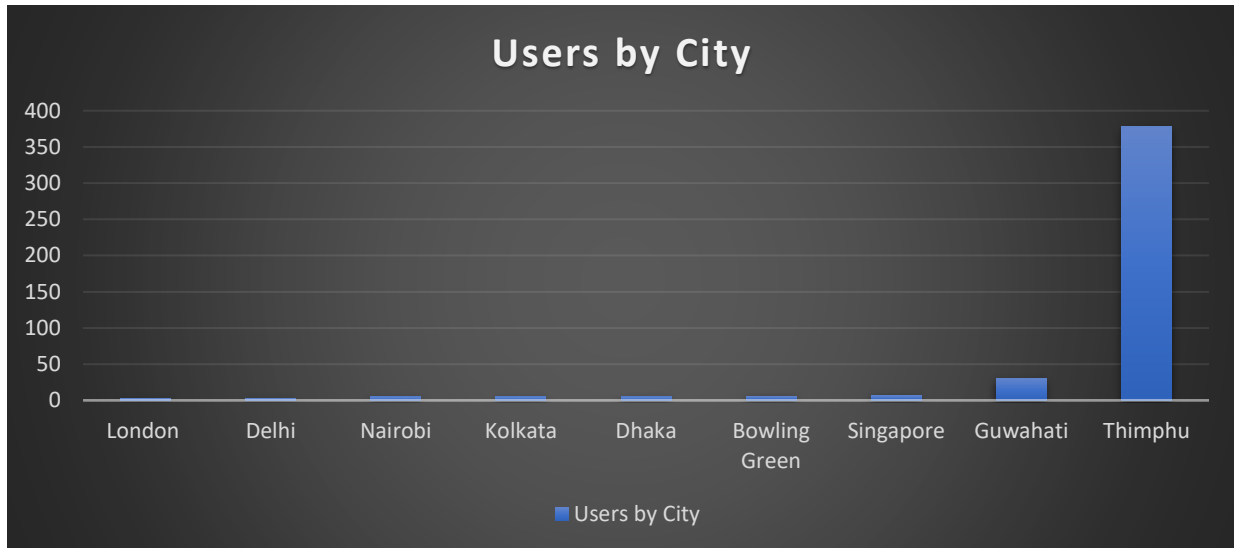


Figure 5: Users by City

Users by language

As per the **Google Analytics report**, the most used language by visitors were English and the least used language was Dzongkha and Finnish for the period.

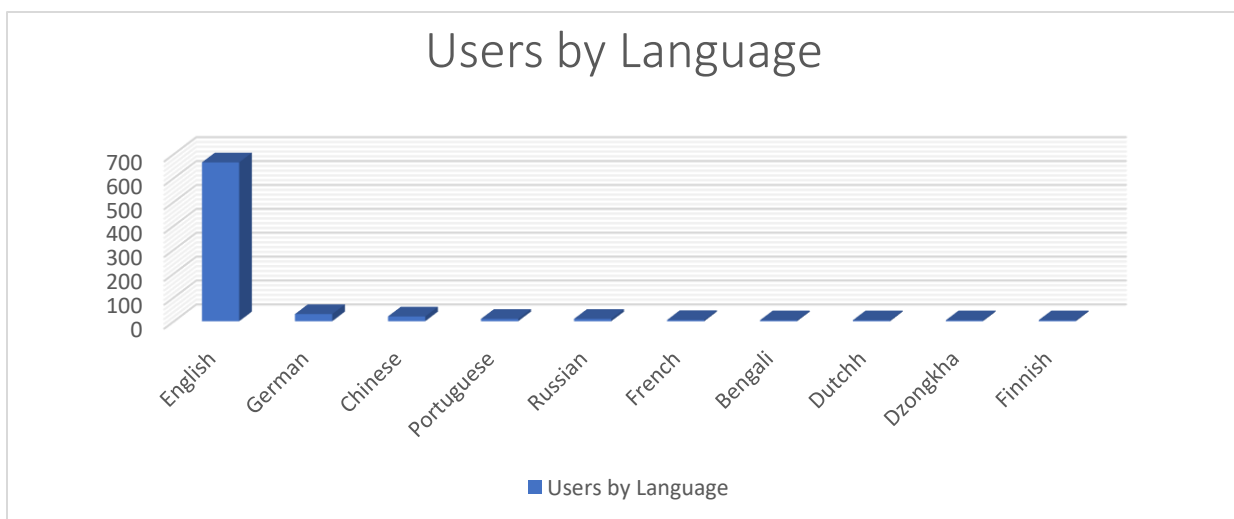


Figure 6: Users by Language

Users by gender

Demographics reports in Google Analytics show the age and gender breakdown of the visitors. Demographics (age and gender) data is collected along with Interests data which relates to interests that your users express through their online behavior and purchases. **As per the Google Analytics report**, 58% of the users/visitors were male and 42% female.

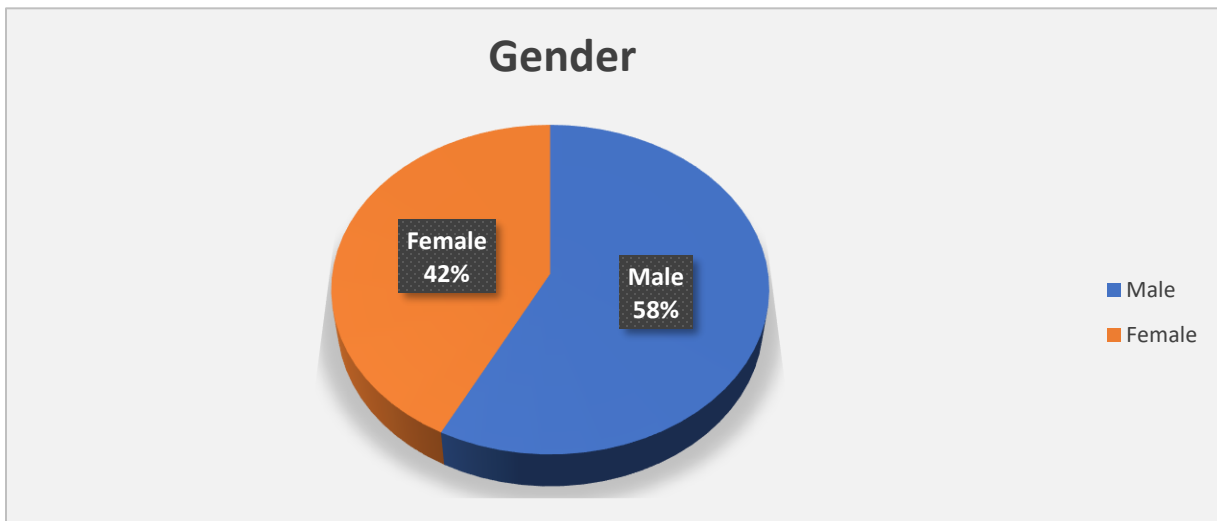


Figure 7: Users by Gender

Where do your users come from?

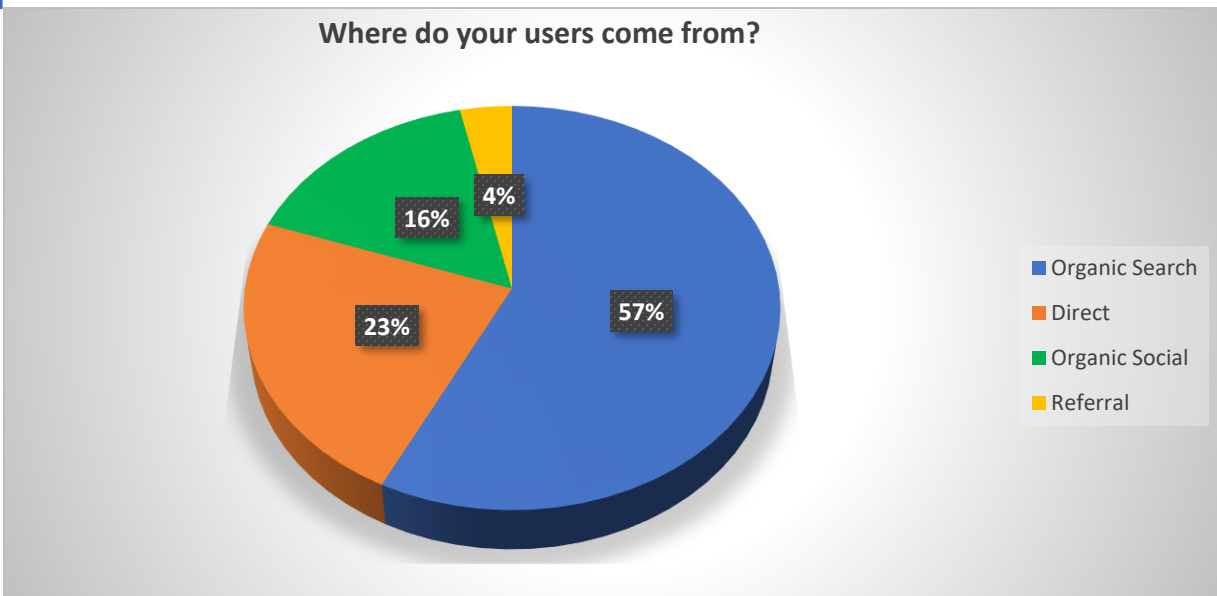


Figure 8: Where do your users come from

As per the google analytics report;

- **57%** of the users come from **Organic search**. Organic search is any traffic that comes to your site from a search engine, but that isn't paid for.
- **32%** come from **Direct**. Direct traffic is the amount of web traffic you receive from users who visit your website through a URL directly from their browsers. In terms of Google Analytics (GA), it is defined as the traffic that has arrived on your website with no source or data.
- **16%** comes from **Organic social**. it refers to traffic coming to your website from social networks and social media platforms. For example, a person who clicks on a tweet or a Facebook post and then arrives on your brand's website will be counted in your digital analytics reports as social traffic.
- **4%** comes from **Referral**. Referral traffic refers to visits to your site from links that appear on a different site.

Users by operating system

The operating systems used by visitors to the website includes mobile operating systems such as Android or iOS. **As per the Google Analytics report, 62%** of the visitors use Android, **20%** use iOS, **26%** use Macintosh and **2%** use Linux.

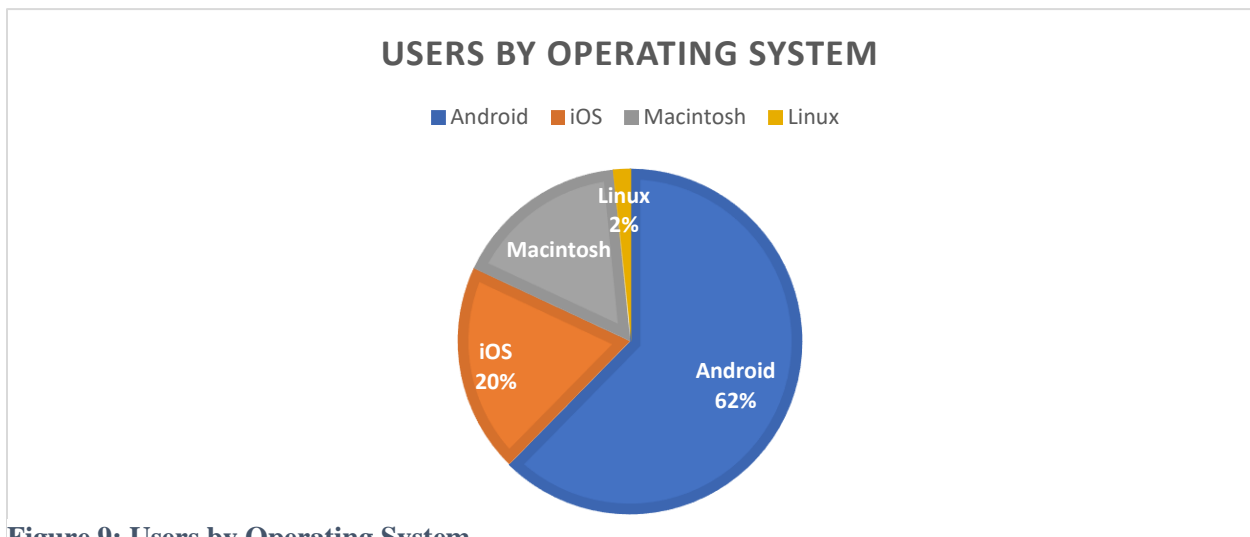


Figure 9: Users by Operating System

Device category

The Device Category break down users by device category to find out what devices the visitors use to browse the website. **As per the Google Analytics report**, 80% of the users browse the website from Mobile, 19% from Desktop and 1% from Tablet. All the visitors/users run their device on web.

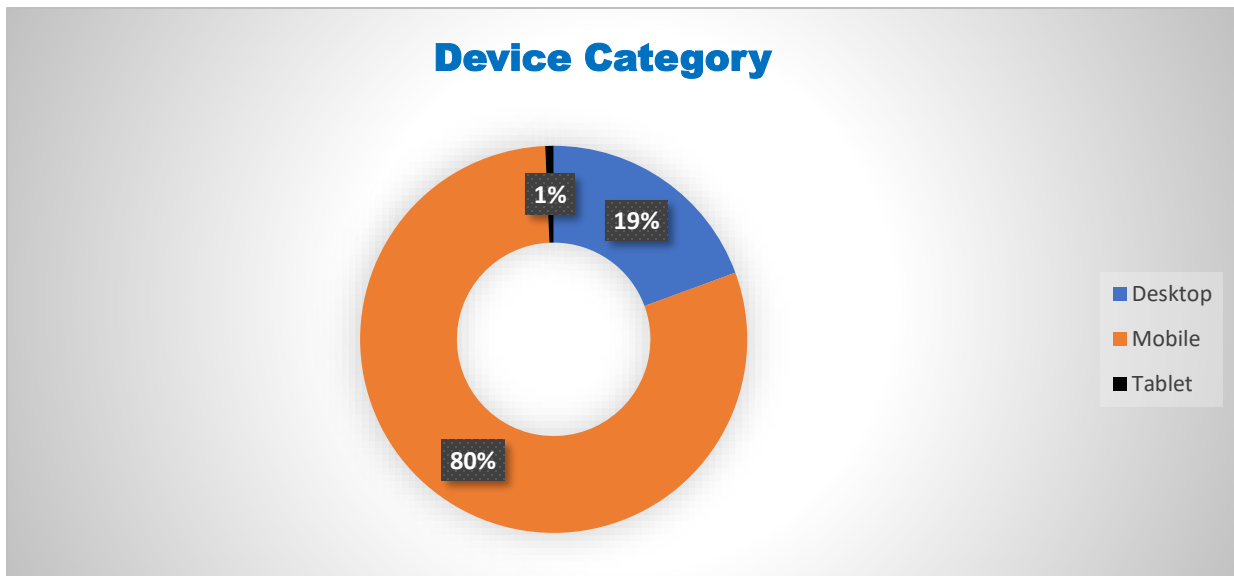


Figure 10: Users by Device Category

Top events

The Events in Google Analytics are user interactions on your website that cannot be tracked as pageviews within a session. Any activity that users take on a page of your website is considered an 'event' or 'event hit'. **As per the Google Analytics report**, page view is the highest event followed by user engagement and file download is the lowest.

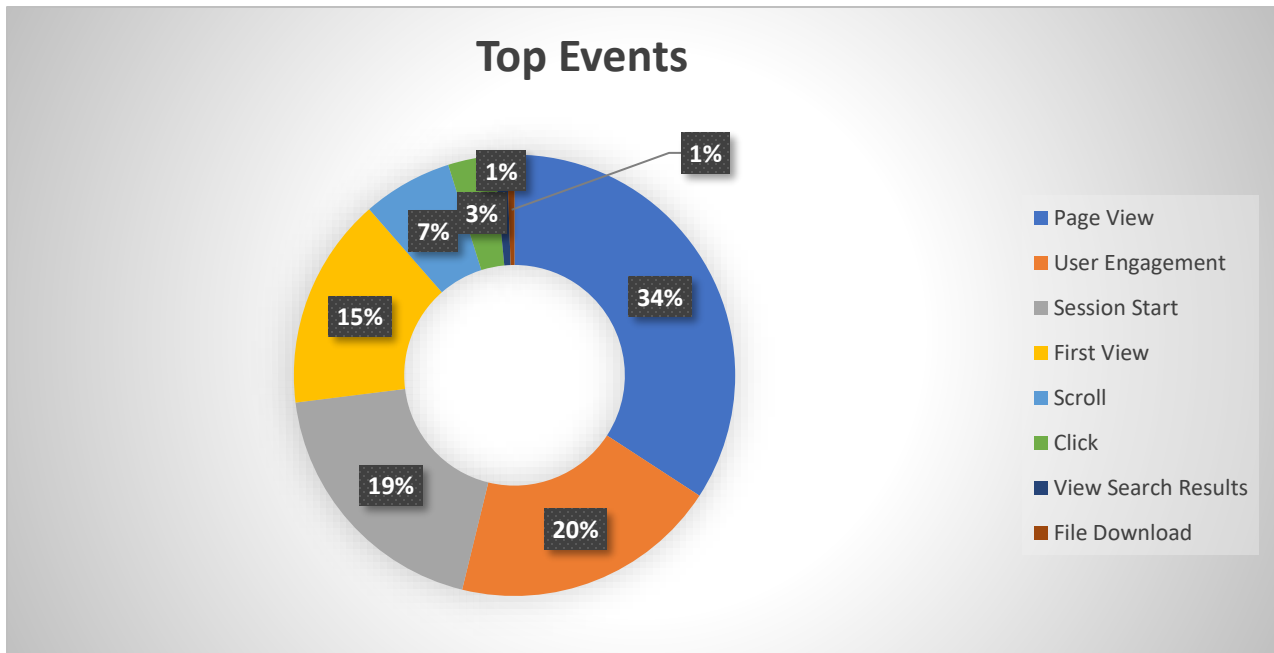


Figure 11: Top Events

Clicks by countries

The Clicks represent the number of visitors coming to the destination page, through the tracking links. As per the Google Analytics report, the highest number of visitors were from Bhutan followed by China and India. The least visitors were from Macedonia and Togo.

Table 1: Clicks by Countries

Country	Clicks	Impressions	CTR	Position
Bhutan	302557	4066712	7.44%	6.05
China	21927	291589	7.52%	7.42
India	14250	407190	3.50%	9.37
Bangladesh	1305	35298	3.70%	20.46
United States	706	133884	0.53%	31.15
Australia	704	24681	2.85%	14.64
Kenya	672	10428	6.44%	11.16
Nepal	388	20509	1.89%	10.61

United Kingdom	307	36308	0.85%	19.53
Unknown Region	290	7270	3.99%	15.59
Philippines	262	24631	1.06%	24.12
Thailand	230	16958	1.36%	28.81
Nigeria	213	4878	4.37%	23.69
Japan	209	20881	1%	14.81
Singapore	193	16429	1.17%	17.34
Germany	145	10316	1.41%	23.43
Sri Lanka	121	7457	1.62%	11.7
Canada	117	17437	0.67%	20.41
Kuwait	115	4402	2.61%	18.52
Switzerland	94	3406	2.76%	13.9
Indonesia	90	18695	0.48%	40.81
Netherlands	90	7606	1.18%	39.85
Pakistan	88	8578	1.03%	29.92
Malaysia	87	16846	0.52%	24.75
South Africa	82	7985	1.03%	19.63
United Arab Emirates	80	7112	1.12%	19.38
France	79	7879	1%	24.1
Belgium	71	3260	2.18%	18.99
Italy	67	7748	0.86%	21.62
Spain	63	5519	1.14%	29.23
New Zealand	56	4308	1.30%	23.88
Sweden	56	2906	1.93%	29.23
Poland	52	8068	0.64%	23.86
Vietnam	49	16685	0.29%	40.46

Denmark	47	6823	0.69%	10.56
Hong Kong	44	4551	0.97%	27.73
Qatar	43	2863	1.50%	12.71
Israel	43	2389	1.80%	25.9
Russia	42	16384	0.26%	51.76
Maldives	41	890	4.61%	9.4
South Korea	33	8284	0.40%	49.54
Greece	32	2389	1.34%	18.03
Cambodia	32	1915	1.67%	39.14
Taiwan	29	6523	0.44%	42.05
Portugal	29	2256	1.29%	20.44
Finland	28	1679	1.67%	16.28
Ireland	27	4396	0.61%	12.14
Mexico	26	7144	0.36%	41.14
Austria	25	2034	1.23%	15.92
Czechia	24	2176	1.10%	21.98
Brazil	23	24365	0.09%	47.83
Uganda	22	899	2.45%	17.05
Tanzania	22	586	3.75%	21.11
Saudi Arabia	21	5197	0.40%	27.07
Romania	21	3820	0.55%	31.92
Luxembourg	17	687	2.47%	7.34
Ukraine	15	5627	0.27%	51.36
Norway	14	2242	0.62%	14.51
Bulgaria	14	1708	0.82%	31.88
Myanmar (Burma)	14	1215	1.15%	24.2

Hungary	13	3149	0.41%	16.36
Botswana	13	1145	1.14%	10.1
Trinidad & Tobago	13	928	1.40%	25.81
Oman	11	1149	0.96%	15.88
Slovakia	11	1027	1.07%	20.42
Slovenia	11	657	1.67%	25.1
Mauritius	11	589	1.87%	13.46
Côte d'Ivoire	11	340	3.24%	45.1
Turkey	10	5840	0.17%	45.65
Egypt	10	3279	0.30%	48.39
Bahrain	10	981	1.02%	16.12
Ghana	10	958	1.04%	34.48
Lebanon	10	784	1.28%	37.32
Togo	10	713	1.40%	67.04
Macedonia	10	501	2%	33.28

Most viewed page

A pageview (or pageview hit, page tracking hit) is an instance of a page being loaded (or reloaded) in a browser. A pageview simply means that the page has been loaded by a browser.

As per the Google Analytics report, Registration forms for the inter district movement is the most viewed page followed by important forms and covid-19 vaccine registration. The least viewed page is the E-learning schedule and Urgent notice-PMO.

Table 2: Most viewed page

Top pages	Clicks	Impressions	CTR	Position
https://www.gov.bt/covid19/09-09-20-registration-for-inter-district-movement-rbp/	247780	3104350	7.98%	5.93
https://www.gov.bt/covid19/important-forms/	24597	236327	10.41%	6.99
https://www.gov.bt/covid19/	21976	1090446	2.02%	19.01
https://www.gov.bt/covid19/08-07-21-registration-for-covid-19-vaccination-moh/	21371	222591	9.60%	5.88
https://www.gov.bt/covid19/17-01-22-1010-Update-pmo/	6744	38173	17.67%	2.17
https://www.gov.bt/covid19/vaccine-registration/	4265	124544	3.42%	5.89
https://www.gov.bt/covid19/interactive-zone-maps-for-shops-in-thimphu/	4201	77974	5.39%	8.07
https://www.gov.bt/covid19/helpline-toll-free-numbers/	2522	76023	3.32%	17.4
https://www.gov.bt/covid19/23-12-20-zone-movement-card-pmo/	2334	12746	18.31%	4.72
https://www.gov.bt/covid19/mega-zones-of-thimphu/	1514	8319	18.20%	4.6
https://www.gov.bt/covid19/07-09-20-requirements-for-those-intending-to-enter-bhutan-moh/	988	226454	0.44%	3.12
https://www.gov.bt/covid19/18-10-20-online-vehicle-registration-to-imports-goods-other-than-hardware-and-construction-materials/	976	10457	9.33%	8.27
https://www.gov.bt/covid19/26-aug-2020-inline-with-the-covid-19-lockdown-protocols-thimphu-thromde-requests-general-public-to-pay-their-water-bills-using-the-mobile-banking-services/	794	4029	19.71%	6.34
https://www.gov.bt/covid19/important-contacts/	725	55793	1.30%	6.3
https://www.gov.bt/covid19/category/travel-advisories/	629	334868	0.19%	8.23
https://www.gov.bt/covid19/language/dz/གཞིན་ཤོག་གི་ལྷན་ཁང་།	590	18430	3.20%	5.87

https://www.gov.bt/covid19/09-01-21-renewal-and-late-fees-deferred-due-to-lockdown-2-0-rsta/	559	63745	0.88%	8.71
https://www.gov.bt/covid19/interactive-zone-maps-phuntsholing/	545	27754	1.96%	4.15
https://www.gov.bt/covid19/category/press-release/	538	10538	5.11%	5.6
https://www.gov.bt/covid19/22-12-20-second-nationwide-lockdown-pmo/	485	2750	17.64%	6.97
https://www.gov.bt/covid19/wp-content/uploads/2020/12/zones-wise-work-distribution-version-v1-1.pdf_-filename__UTF-8zones-wise-work-distribution-version-v1-1.pdf	477	21710	2.20%	8.53
https://www.gov.bt/covid19/29-12-20-notification-on-rationalized-daily-subsistence-allowances-dsamof/	461	7997	5.76%	8.26
https://www.gov.bt/covid19/17-08-2020-registration-link-for-individuals-who-have-travelled-to-phuentsholing-bhutan-on-or-after-1st-august-2020/	440	7119	6.18%	8.46
https://www.gov.bt/covid19/11-01-21beta-bit-estimated-tax-app/	436	10044	4.34%	14.84
https://www.gov.bt/covid19/08-07-21-phuentsholing-lockdown-4-0-notification-sc19tf/	336	2858	11.76%	7.37
https://www.gov.bt/covid19/category/newsupdates/	290	38303	0.76%	4.65
https://www.gov.bt/covid19/22-05-21-Announcement-moh/	286	82818	0.35%	7.04
https://www.gov.bt/covid19/25-09-20-notification-on-mandatory-quarantine-at-sarpang-dzongkhag-administration-sarpang/	255	12576	2.03%	8.19
https://www.gov.bt/covid19/28-12-20-stranded-list-registration-for-t-phu-to-other-dzongkhags/	228	1400	16.29%	8.69
https://www.gov.bt/covid19/02-10-20-notification-on-import-of-goods-apart-from-hardware-and-construction-material-covid-19-task-force-phuntsholing/	225	3432	6.56%	11.02
https://www.gov.bt/covid19/28-04-21-travel-advisory-from-the-national-covid-19-taskforce-nc19tf/	197	167253	0.12%	8.39

https://www.gov.bt/covid19/wp-content/uploads/2021/01/Mega-zone-Description.pdf	189	2686	7.04%	17.49
https://www.gov.bt/covid19/language/dz/ཀྲུང་གཞིའི་གཞི་རྒྱུ་ལྟ་བུ་ལྟ་བུ/	168	3915	4.29%	7.21
https://www.gov.bt/covid19/tourism-faqs/	159	8871	1.79%	11.47
https://www.gov.bt/covid19/interactive-zone-maps-paro/	148	24441	0.61%	6.31
https://www.gov.bt/covid19/27-09-20-undertaking-for-bhutanese-travelling-abroad-mofa/	137	2678	5.12%	8.25
https://www.gov.bt/covid19/10-04-2020-his-majestys-address-to-the-nation-10th-april-2020/	125	2096	5.96%	10.68
https://www.gov.bt/covid19/wp-content/uploads/2020/12/FAQ-for-COVID-Zoning-.pdf	117	2132	5.49%	5.6
https://www.gov.bt/covid19/19-01-22-Urgent-Notice-pmo/	111	1221	9.09%	4.65
https://www.gov.bt/covid19/bhutan-e-learning-schedule-bbs-2/	107	17309	0.62%	9.83
https://www.gov.bt/covid19/30-08-21-Press-release_Cha/	103	65011	0.16%	13.26
https://www.gov.bt/covid19/04-01-20-press-release-on-easing-nationwide-lockdown-2-0-pmo/	97	1217	7.97%	18.18
https://www.gov.bt/covid19/10-07-21-Import-and-export/	90	783	11.49%	9.24
https://www.gov.bt/covid19/17-08-2020-toll-free-numbers-national-central-southern-and-eastern-regions-of-bhutan/	89	6647	1.34%	15.2
https://www.gov.bt/covid19/wp-content/uploads/2021/01/Mega-zone-Description.pdf	189	2686	7.04%	17.49

