

August 2025

Ontario.ca and Newsroom monthly report

Marketing and
Digital

Cabinet Office
Communications

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New and notable

August 2025

Enhancing Ontario.ca/RxChecker

The [Check medication coverage tool](#) (RxChecker) on Ontario.ca helps people to confirm what medication is covered under the Ontario Drug Benefit program and make informed decisions. This tool serves over 300K Ontarians each year and includes over 5K medications, with over 90K searches performed each month.

Summer progress: content enhancements

To improve accuracy and relevance, the team:

- refreshed coverage status information and relevant additional information
- removed outdated products and replaced with current alternatives
- added product information for key medications

Fall roadmap: functional and technical upgrades

The team will further improve performance and sustainability by:

- automating content updates to improve efficiency and reduce turnaround time for data updates
- upgrading technical infrastructure to support scalability, reliability and performance

Ontario

Franglais

Menu

[Home](#) > [Health and wellness](#) > [Drug coverage](#)

Check medication coverage

Find out if your medication is covered through the [Ontario Drug Benefit program](#).

Type a medication name, ingredient or DIN

ventolin

15 Results for "ventolin"

Apo-Salbutamol HFA (Generic)

Covered

- Generic made by Apotex Inc. (APX)
- Active ingredient(s): SALBUTAMOL

Formulations

100mcg/Metered Dose For Inhalation-200 dose Package

DIN: 02245669

Equivalent to **Ventolin** made by [GLW](#)

Related

["Equivalent", "Brand" and "Generic" drugs explained](#)

[Cost and payment information for ODB](#)

[What's covered in addition to prescription drug products](#)

Top pages

September 2024 to August 2025 (12-month rolling average)

What are the most popular pages on ontario.ca generally?











To provide a longer-range view and set a baseline for trends (next slide), this chart displays the top-visited pages on ontario.ca over the last 12 months.


Top visited pages are routinely for common services, programs and benefits that can be accessed through ontario.ca.

During the past 12 months, *ServiceOntario* pages accounted for 6 of the top 10 most visited pages.

Top pages remained stable again through August, with no changes compared to July.

Top visited pages on ontario.ca by active users

	Ministry	Page Title	Page Path	Avg. Monthly Users ▾	Rank Change
1.	MPBSDP	ServiceOntario	/page/serviceontario	426.4K 	0
2.	CAB	Government of Ontario	/page/government-ontario	251.2K 	0
3.	MCURES	OSAP: Ontario Student Assistance Program	/page/osap-ontario-student-assistance-program	250.8K 	0
4.	MPBSDP	ServiceOntario locations, hours and contact	/locations/serviceontario	191.1K 	0
5.	MPBSDP	Licence plate renewals	/page/licence-plate-renewals	168.5K 	0
6.	MPBSDP	Renew a driver's licence	/page/renew-drivers-licence	156.7K 	0
7.	MPBSDP	Renew a health card	/page/health-card-renewal	143.8K 	0
8.	MOF	Ontario Taxpayer Rebate	/page/ontario-taxpayer-rebate	107.7K 	0
9.	MPBSDP	Ontario Business Registry	/page/ontario-business-registry	100.3K 	0
10.	MPBSDP	Book a ServiceOntario appointment	/page/book-serviceontario-appointment	90.6K 	0



Rank change reflects the page's popularity shift this month vs. last month's 12-month average

New and trending pages

August 2025

Top new and trending pages compared to the previous month

	Ministry	Page Title	Active Users ▾	% Change	Rank
1.	MNR	Forest fires *	161.5K	170%	8
2.	MCURES	Ontario Learn and Stay Grant *	127.8K	558%	10
3.	MOH	Careers in Ontario's health care sector *	91.9K	245%	16
4.	MNR	Outdoor fire restrictions	81.3K	574%	18
5.	EDU	School year calendars	29.3K	140%	53
6.	MTCG	Ontario Place *	26.6K	4,479%	59
7.	MCCSS	Human trafficking	24.5K	127%	69
8.	MCCSS	Missing child and spousal support payors	13.7K	3,565%	133
9.	CAB	Décrets (Orders in Council)	12.5K	92%	145
10.	MCURES	Subvention ontarienne Apprendre et rester * (Ontario Learn and Stay Grant)	7.8K	785%	243

* page was supported by paid marketing

Rank shows how popular the page was this month out of the top 250 Ontario.ca pages

Hot pages: what drove trends in August

[Forest fires](#) and [outdoor fire restrictions](#) were top trending pages in August. While the forest fires page benefited from paid marketing, most users found the page through organic search, highlighting strong public interest in the topic.

The [Ontario learn and stay grant](#) pages also saw high engagement this month, supported by marketing efforts. Both the English and French pages ranked in the top 10.

Marketing also drove a significant surge in traffic to the [Ontario Place](#) page, which saw a 45X increase in active users in August.


The [Careers in Ontario's Health Care Sector](#) and [Human Trafficking](#) pages continued their upward trend for a second consecutive month, supported by paid marketing and social media engagement, respectively.

The French [Orders in Council](#) page entered the top 10 driven by direct traffic. The English page placed just outside the top 10, suggesting a growing interest in legislative updates.

Top searches

September 2024 to August 2025 (12-month rolling average)

Rank change reflects the search term's popularity shift this month vs. last month's 12-month average



How do users typically find ontario.ca through Google Search?

This chart displays the top search terms entered on Google Search that resulted in a user clicking a link to an ontario.ca page. This helps set a baseline for identifying monthly trends (next slide).

The top search terms are routinely for common services, programs and benefits that can be accessed through ontario.ca.

In August, two pairs of search terms swapped positions in overall ranking: *Ontario works* moved ahead of *OINP*, and *fishing licenses* overtook *health card renewals*.

Top search terms on Google Search resulting in a click to ontario.ca

	Query	Avg. Monthly Clicks ▾	Rank Change
1.	osap	162.1K	0
2.	service ontario	154.2K	0
3.	ontario works	31.8K	1
4.	oinp	31.2K	-1
5.	ontario business registry	24.4K	0
6.	oinp draw	16.5K	0
7.	rules of civil procedure	15.4K	0
8.	odsp	15.3K	0
9.	ontario fishing license	14.1K	0
10.	health card renewal	13.5K	0
11.	ontario taxpayer rebate	13.4K	0
12.	service ontario appointment	12.2K	0
13.	fishing license ontario	11.1K	1
14.	renew health card	10.8K	-1
15.	oinp draw 2025	10.4K	0

New and trending searches

August 2025

Rank shows how popular the search term was this month out of the top 150 searches on Google



August trends: fire bans and wildfire risk

80% of trending searches focused on *fire bans* and *wildfires*, reflecting increased public interest amid forest fire activity across Ontario, as well as regional restrictions during camping season.

The *Ontario Immigrant Nominee Program (OINP)* remained a trending search topic, driven by a new round of invitations issued on August 28.

As September and the start of a new school year approached, searches for *when school starts in Ontario* connected users to [school year calendars](#) information.


A new search term emerged in August related to *CRA one-time payments*, which drove users to [Ontario Trillium Benefit](#) information, likely due to similarities in benefit-related terms and content.

Top new and trending searches compared to the previous month

	Search Term	Clicks ▾	% Change	Rank
1.	fire ban ontario	17.5K	1,225%	8
2.	ontario wildfire map	8.3K	646%	20
3.	oinp draw today	6.3K	767%	27
4.	when does school start in ontario 2025	4K	788%	47
5.	wildfire map ontario	3.7K	1,038%	52
6.	ontario fire bans	3.2K	812%	69
7.	current fire bans in ontario	2.9K	937%	80
8.	current fire bans in ontario map	2.8K	1,135%	87
9.	cra one-time payment eligibility	2.6K	-	94
10.	fire ban	2.1K	647%	135
11.	wild fires ontario	2K	881%	144

Ontario.ca site metrics

August 2025

 An engaged session is a visit to Ontario.ca that lasts longer than 10 seconds or has 2+ pageviews

Marketing continued to support traffic in August

Visits in August reached **5.8M**, showing a slight decrease from 6.0M in July. While both engaged sessions and average session duration dipped slightly, overall visit trends remained relatively stable throughout the month.

During the second week of August, there was a small uptick in visits connected to users seeking information about forest fires.

With 13 campaigns in market, paid marketing continued to play a significant role in drawing users to the site, with all paid traffic channels showing increases this month. Social media and video ads saw the largest increases.

Engaged sessions

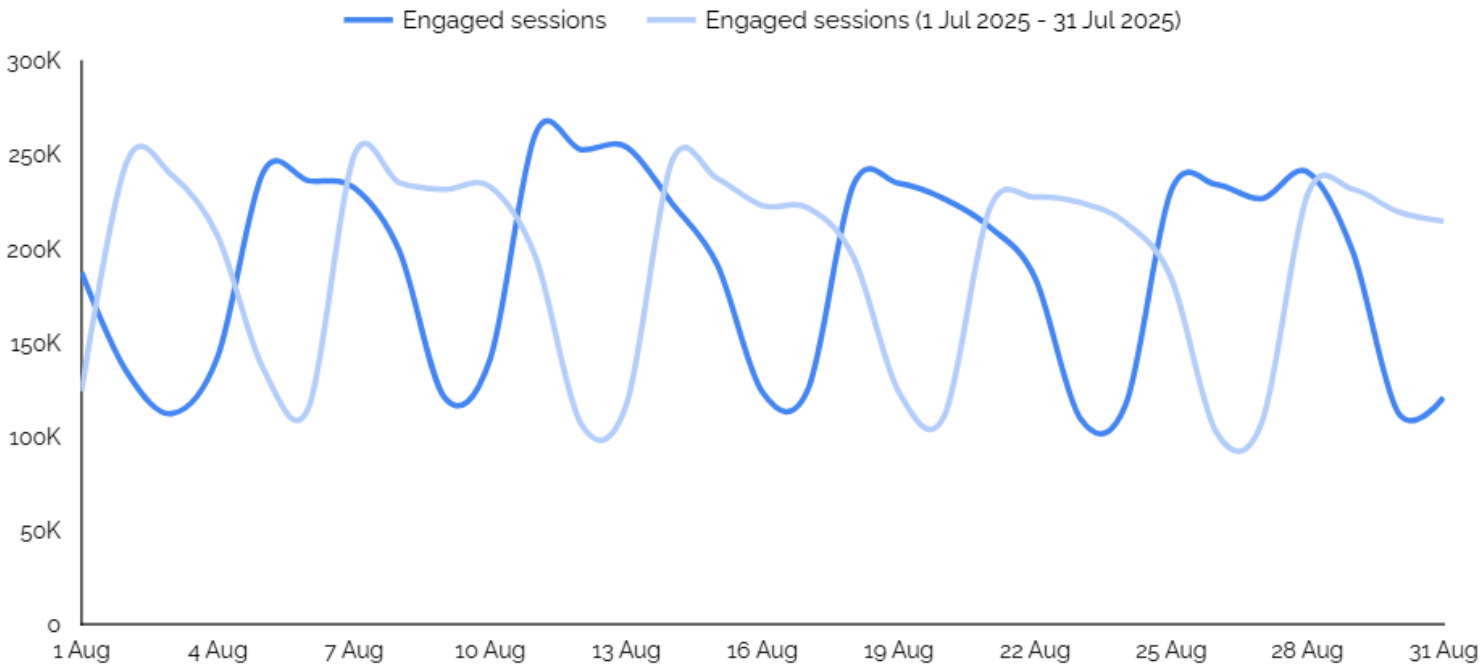
5.8M

↓ -2.5%

Average session duration

03:36

↓ -2.5%



Newsroom highlights

August 2025

Top August news announcements

While the **OPS return to office** announcement drew the most attention, the majority of high-traffic announcements this month focused on investments in **infrastructure**, **public health** and **workforce protection** initiatives.

Top 10 August news announcements visited by users this month

	Publish Date	Ministry	Release Title	Active Users ▾
1.	Aug 14	TBS	Ontario Public Service Returning to Office Full Time	15.4K
2.	Aug 27	OPO	Ontario Beginning Construction of Highway 413	14.1K
3.	Aug 07	OPO	Ontario Taking Next Steps to Build East-West Canadian Energy Corridor	11.8K
4.	Aug 06	OPO	Ontario Taking Next Steps to Build Yonge North Subway Extension	7.3K
5.	Aug 06	MAG	New Judges Appointed to the Ontario Court of Justice	7.3K
6.	Aug 27	MOH	Ontario Expanding RSV Immunization to Protect More Seniors This Fall	6K
7.	Aug 14	OPO	Ontario Investing Over \$2.8 Million to Protect Workers in Durham Region	5.2K
8.	Aug 15	MCURES	Ontario Investing \$75 Million to Train More Students for In-Demand Jobs in Construction	4.8K
9.	Aug 20	OPO	Ontario Investing \$70 Million to Protect Workers Affected by U.S. Tariffs	3.7K
10.	Aug 05	MLTC	Ontario Investing \$89 Million to Help People Age Safely at Home	3.3K

Active users

117.5K

↑ 58%

Newsroom products

122

↓ -4%

Email opens

708.9K

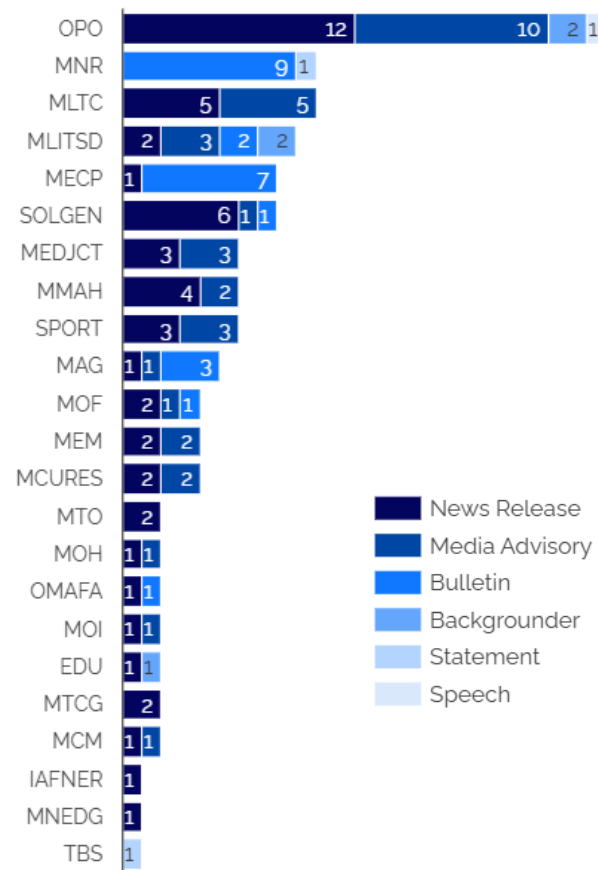
↓ -6%

Open rate

19.7%

↓ -0.8%

Total newsroom products by ministry



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