

June 2025

Ontario.ca and Newsroom monthly report

Marketing and
Digital

Cabinet Office
Communications

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New and notable

June 2025

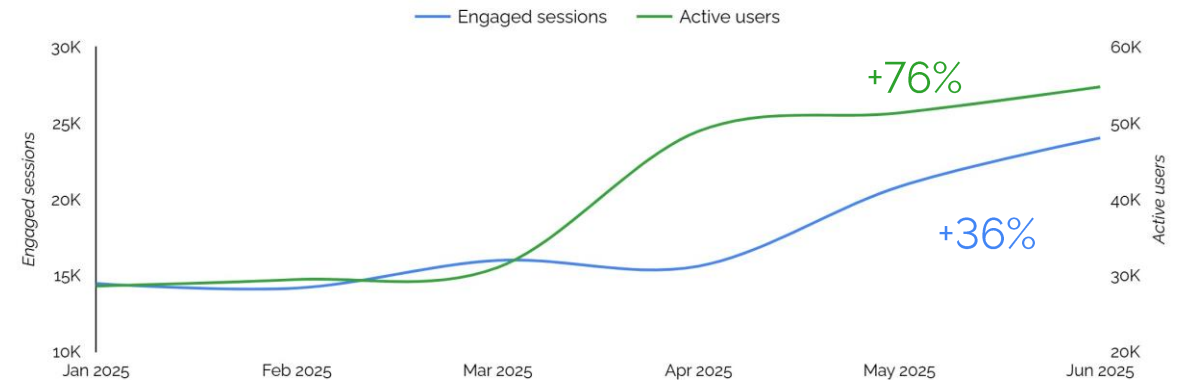
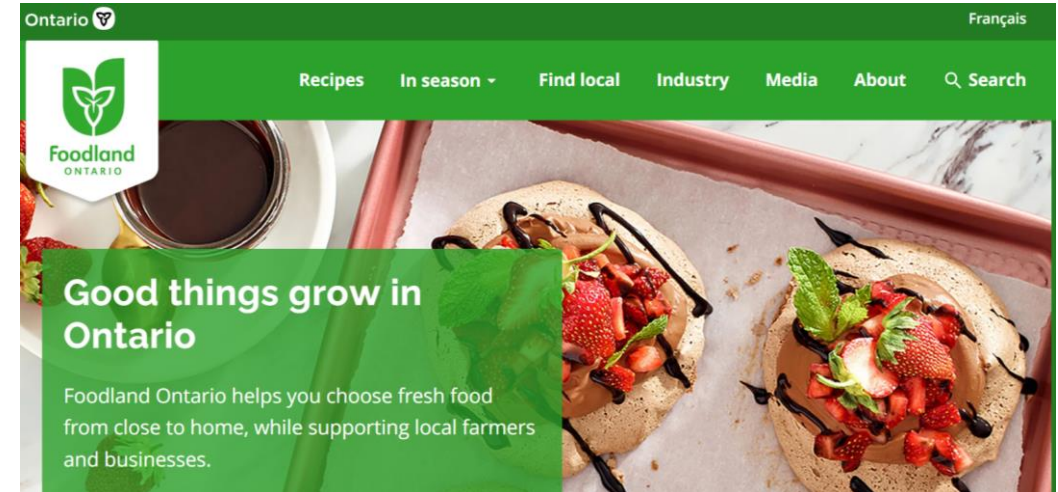
Good things grow with Marketing & Digital

Following the refresh of the Foodland Ontario website in November 2024, a marketing campaign launched in April 2025. This delivered meaningful engagement on the refreshed website and helped to raise awareness of the value of choosing Ontario grown and sourced food.

In Q1, the campaign focused on paid social and search channels, achieving fresh results for the Foodland Ontario website:

- **76% increase in active users** - the total number of unique users visiting the site increased
- **36% increase in engaged sessions** – with more users engaging with content, either viewing multiple pages or spending longer than 10 seconds on the site
- **33% more users returning** – people are coming back to the site more often
- **59% increase in recipe searches and 38% more 'cook mode' usage**, which prevents devices from turning off – demonstrating increased interest in recipe content

Ontario.ca/Foodland



Top pages

July 2024 to June 2025 (12-month rolling average)

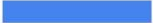









What are the most popular pages on ontario.ca generally?


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. There were no changes this month compared to last month.

Top visited pages on ontario.ca by active users

	Ministry	Page Title	Page Path	Avg. Monthly Users ▾	Rank Change
1.	MPBSDP	ServiceOntario	/page/serviceontario	422.7K 	0
2.	CAB	Government of Ontario	/page/government-ontario	254.9K 	0
3.	MCURES	OSAP: Ontario Student Assistance Program	/page/osap-ontario-student-assistance-program	245.9K 	0
4.	MPBSDP	ServiceOntario locations, hours and contact	/locations/serviceontario	198K 	0
5.	MPBSDP	Licence plate renewals	/page/licence-plate-renewals	187.4K 	0
6.	MPBSDP	Renew a driver's licence	/page/renew-drivers-licence	160.2K 	0
7.	MPBSDP	Renew a health card	/page/health-card-renewal	146.2K 	0
8.	MOF	Ontario Taxpayer Rebate	/page/ontario-taxpayer-rebate	106.4K 	0
9.	MPBSDP	Ontario Business Registry	/page/ontario-business-registry	98K 	0
10.	MPBSDP	Book a ServiceOntario appointment	/page/book-serviceontario-appointment	88.1K 	0














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

New and trending pages

June 2025

Top 10 trending pages compared to the previous month

	Ministry	Page Title	Active Users ▾	% Change	Rank
1.	MLITSD	2025 Ontario Immigrant Nominee Program Updates	107.6K 	203%	13
2.	MLITSD	Ontario Immigrant Nominee Program (OINP) invitations to apply	90.5K 	186%	17
3.	MPBSDP	Get ServiceOntario renewal reminders *	90.3K 	143%	18
4.	MNR	Moose tag quotas and hunt codes	15.6K 	465%	108
5.	MLITSD	Employer Job Offer: International Student Stream - Applicant Checklist	12.7K 	157%	134
6.	MCURES	My Career Journey	10.7K 	647%	166
7.	MLITSD	Guideline No. 33: Working In extreme temperature conditions	10.6K 	1,920%	171
8.	MLITSD	OINP Document Checklists	10.4K 	165%	173
9.	MNR	How to use Fish ON-Line	9.9K 	420%	184
10.	MNR	Learn to Fish	9.6K 	407%	193
11.	MOI	Final designs for Ontario Place	9.5K 	-	195

* 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 June

Four of the top trending pages were [Ontario Immigrant Nominee Program \(OINP\)](#) pages, connected to the province issuing targeted invitations on June 3, 2025.

[My Career Journey](#) was trending following an announcement on June 11 to promote this online resource that connects students and job seekers with information about careers, post-secondary options and tools to find jobs.

A heat wave in late June led to increased organic search traffic to guidelines related to working in extreme temperature conditions.


The [Renewal reminders](#) page was trending with support from a marketing campaign aimed at raising awareness of the digital services offered by ServiceOntario.

A June 24 announcement attracted attention to the [Final designs for Ontario Place page](#), ranked as the 195th most popular page on ontario.ca.

Top searches

July 2024 to June 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.

There was one change in June, with *osap* and *service ontario* swapping as the most popular Google searches.


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

Query		Avg. Monthly Clicks ▾	Rank Change
1.	osap	155K	1
2.	service ontario	154.7K	-1
3.	oinp	33K	0
4.	ontario works	31.8K	0
5.	ontario business registry	23.1K	0
6.	oinp draw	19.7K	0
7.	rules of civil procedure	15.5K	0
8.	odsp	15K	0
9.	ontario fishing license	14.5K	0
10.	health card renewal	13.9K	0
11.	ontario taxpayer rebate	13.2K	0
12.	service ontario appointment	12.8K	0
13.	renew health card	11.4K	0
14.	fishing license ontario	11.1K	0
15.	oinp international student stream	9.7K	0

New and trending searches

June 2025

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













Hot topics: immigration draws, wildfire warnings and summer fun

OINP draws: A large immigration draw on June 3, 2025 led to a surge in searches from people looking for program updates.

Wildfires Ontario: Ongoing wildfire activity drove interest in safety updates, air quality and affected regions.


Free fishing Ontario: People were searching for information about free fishing periods, including Father's Day weekend June 14-15 and Family Fishing Week of June 28.

Top new and trending searches compared to the previous month

	Search Term	Clicks ▾	% Change	Rank
1.	oinp draw	30.3K 	245%	6
2.	oinp draw 2025	25.3K 	151%	8
3.	oinp draw today	12.7K 	1,500%	13
4.	oinp draws	12.6K 	139%	14
5.	oinp login	7.6K 	147%	25
6.	oinp latest draw	5K 	226%	35
7.	oinp international student stream draw	4.1K 	145%	50
8.	wildfires ontario	4K 	285%	51
9.	oinp latest draw 2025	3.9K 	179%	55
10.	free fishing ontario	2.5K 	180%	115

Ontario.ca site metrics

June 2025



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

Campaigns drove clicks, but organic dips year-over-year

Engaged visits to ontario.ca increased slightly in June compared to the previous period. This increase is partly due to the traffic spike on June 3, 2025 related to the trending OINP content.

Paid search and social media were two traffic channels that increased significantly, as several marketing campaigns launched in late May and early June related to fire safety, ServiceOntario digital services and Employment Ontario.

June 2025 visits are down slightly from 6.2M in June 2024, mainly due to a decrease in visits from organic search traffic.

Engaged sessions

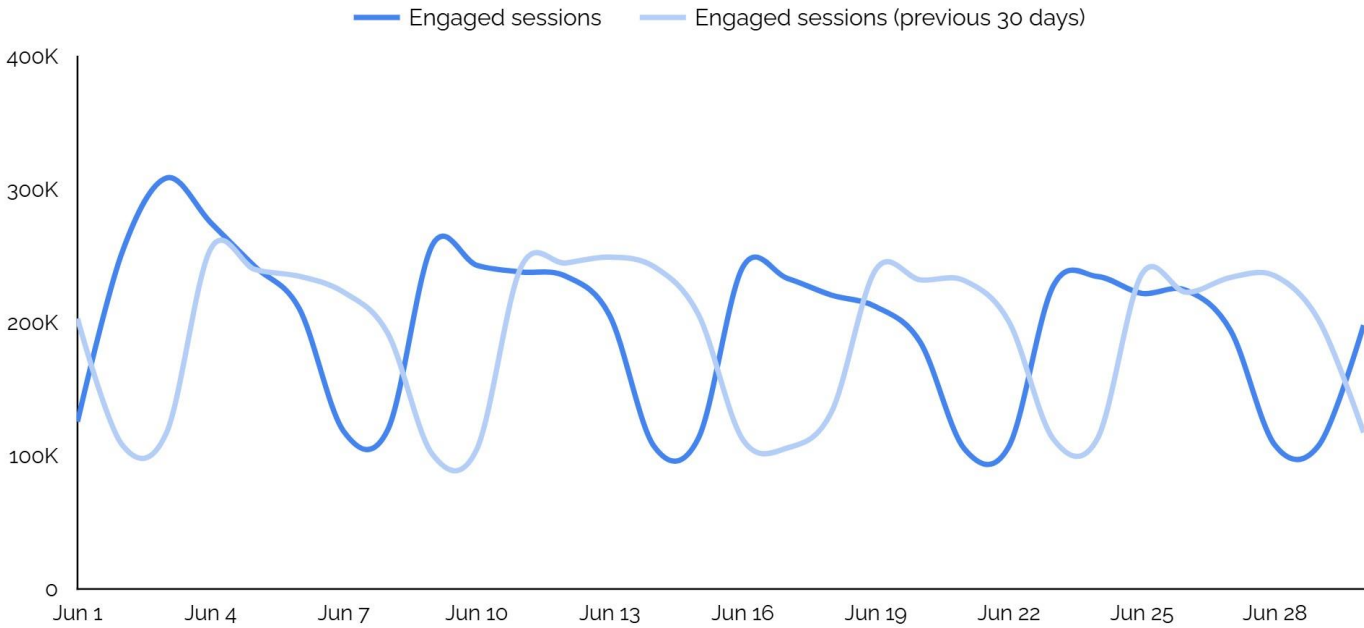
5.8M

↑ 2.4%

Average session duration

03:39

↓ -0.8%



Newsroom highlights

June 2025

Top June news announcements

Announcements in **education**, **energy** and **health care** drew the most attention from users in June. While overall user counts returned to typical levels following May's spike, engagement rose - email opens increased by **51%**, with a **4%** higher open rate.

Top 10 June news announcements visited by users this month

	Publish Date	Ministry	Release Title	Active Users ▾
1.	Jun 27	EDU	Ontario Appoints Supervisors to Oversee Four More School Boards	18.6K
2.	Jun 27	EDU	Ontario Taking Action to Restore School Board Financial Stability	14.3K
3.	Jun 23	MEM	Ontario Welcomes GE Vernova Hitachi's \$70 Million Investment to Build World's First Small Modular Reactor Engineering & Service Centre	10.3K
4.	Jun 10	MAG	New Judges Appointed to the Ontario Court of Justice	8.6K
5.	Jun 23	MOH	Ontario Connecting 300,000 More People to Primary Care	8.2K
6.	Jun 05	MOH	Statement from the Chief Medical Officer of Health	6.8K
7.	Jun 19	MLITSD	Brampton Immigration Company Fined \$40,000 After Altering Immigration Applications	5.5K
8.	Jun 17	OPO	Ontario Breaks Ground on East Harbour Transit Hub	5.4K
9.	Jun 27	MECP	Ontario Taking Action to Make Conservation Authorities More Effective	4.9K
10.	Jun 12	MEM	Ontario Launches Plan to Secure Energy for Generations	4.8K

Active users

173.8K

↓ -59%

Newsroom products

150

↑ 28%

Email opens

1.1M

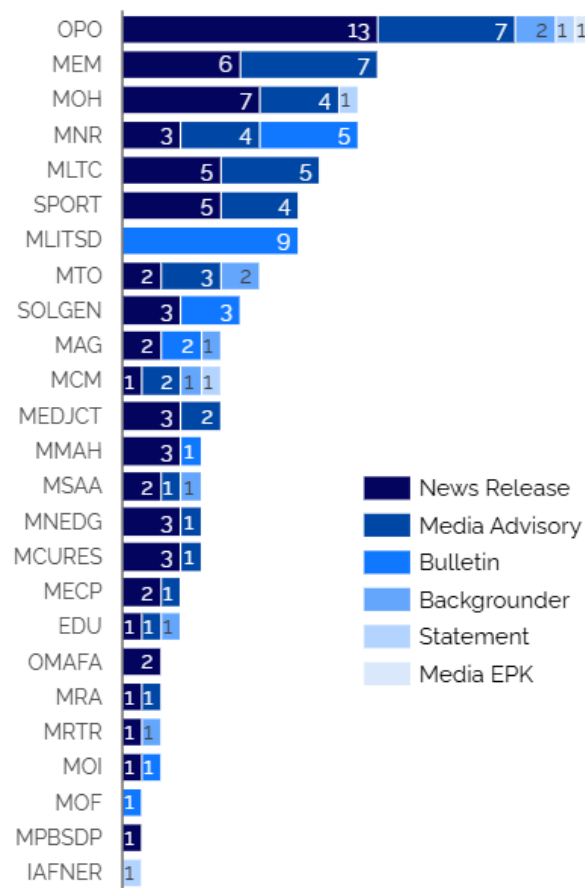
↑ 51%

Open rate

21.8%

↑ 4.2%

Total newsroom products by ministry



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