

September 2025

# Ontario.ca and Newsroom monthly report

Marketing and  
Digital

Cabinet Office  
Communications

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# New and notable

September 2025

## Gaining new insights into user journeys

The ontario.ca team is creating an *integrated analytics environment* that brings together user data from all public-facing ontario.ca sites. This will provide a holistic view of how users flow through ontario.ca and into government service applications.

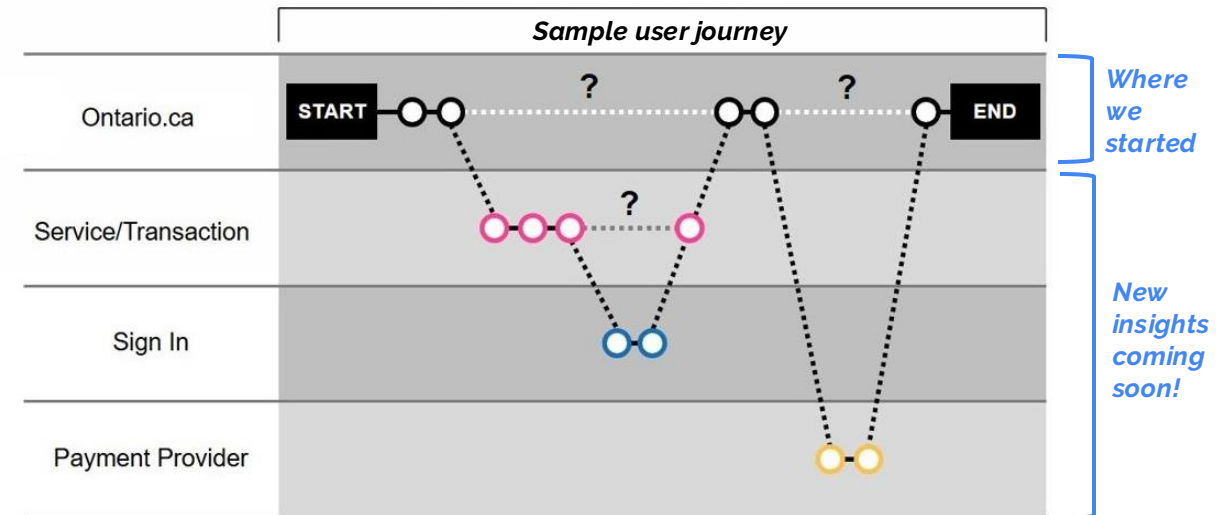
To start, we're focusing on end-to-end journeys *from ontario.ca to services.ontario.ca*, where users access more than half of ServiceOntario online transactions, such as renewing licence plates and health cards.

### What integrated analytics will deliver

- Insights into behaviours as users find, access and complete transactions
- New opportunities to understand what drives users to complete transactions and where friction can be reduced along the way
- Consistent, secure and privacy-focused data collection across government services

We'll continue to expand our analytics environment to include user actions like task completion, errors and downloads.

## Better user data means more opportunities to improve user experiences



# Top pages

October 2024 to September 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 the same in September, with no changes compared to August.

Top visited pages on ontario.ca by active users

	Ministry	Page Title	Page Path	Avg. Monthly Users ▾	Rank Change
1.	MPBSDP	ServiceOntario	/page/serviceontario	428.8K 	0
2.	CAB	Government of Ontario	/page/government-ontario	251.9K 	0
3.	MCURES	OSAP: Ontario Student Assistance Program	/page/osap-ontario-student-assistance-program	250.6K 	0
4.	MPBSDP	ServiceOntario locations, hours and contact	/locations/serviceontario	179.9K 	0
5.	MPBSDP	Licence plate renewals	/page/licence-plate-renewals	165.9K 	0
6.	MPBSDP	Renew a driver's licence	/page/renew-drivers-licence	157.3K 	0
7.	MPBSDP	Renew a health card	/page/health-card-renewal	142.1K 	0
8.	MOF	Ontario Taxpayer Rebate	/page/ontario-taxpayer-rebate	108.1K 	0
9.	MPBSDP	Ontario Business Registry	/page/ontario-business-registry	101.6K 	0
10.	MPBSDP	Book a ServiceOntario appointment	/page/book-serviceontario-appointment	92.8K 	0




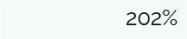



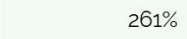

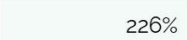







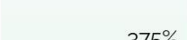




Rank change reflects the page's popularity shift this month vs. last month's 12-month average


# New and trending pages

September 2025

Top new and trending pages compared to the previous month

	Ministry	Page Title	Active Users ▾	% Change	Rank
1.	IAFNER	National Day for Truth and Reconciliation	107.8K 	17,045% 	13
2.	MTCG	Ontario Place*	79.5K 	202% 	18
3.	MOH	COVID-19 pharmacy vaccine locations	52.2K 	224% 	32
4.	MOH	COVID-19 vaccines	30.9K 	261% 	50
5.	MECP	Guide to Eating Ontario Fish	28.8K 	226% 	55
6.	MEM	Ontario's Ring of Fire*	26.5K 	1,800% 	62
7.	MTCG	Final designs for Ontario Place*	13.2K 	166% 	141
8.	MOH	Respiratory Syncytial Virus (RSV) prevention programs	8.8K 	303% 	226
9.	MOH	The flu	8.2K 	375% 	241
10.	MNR	Small game and furbearing mammals - Ontario Hunting Regulations Summary	8.1K 	177% 	247

\* page was supported by paid marketing



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

## Seasonal shifts: what drove trends in September

The [National Day for Truth and Reconciliation](#) page increased in visits as Ontarians sought information on events, resources and ways to observe the day.

Four pages related to [Flu](#), [RSV prevention](#) and COVID-19 vaccines all increased by more than 200% each. Seasonal respiratory illness activity drove higher public interest in prevention, eligibility and vaccinations.


The start of fall hunting season drove increased traffic to information around hunting rules and requirements, as well as safe fish consumption.

[Ontario Place](#) and [Ontario's Ring of Fire](#) continued to receive high interest bolstered by marketing support.

# Top searches

October 2024 to September 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.

September saw only minor changes to the top search terms used to find ontario.ca pages. *OINP draw 2025* moved up two spots, while searches related to *health card renewal* dropped slightly.


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

	Query	Avg. Monthly Clicks ▾	Rank Change
1.	osap	163.8K	0
2.	service ontario	154K	0
3.	ontario works	31.9K	0
4.	oinp	30.8K	0
5.	ontario business registry	25.1K	0
6.	oinp draw	16.5K	0
7.	odsp	15.4K	1
8.	rules of civil procedure	15.4K	-1
9.	ontario fishing license	14K	0
10.	ontario taxpayer rebate	13.4K	1
11.	health card renewal	13.3K	-1
12.	service ontario appointment	11.9K	0
13.	oinp draw 2025	11.5K	2
14.	fishing license ontario	10.9K	-1
15.	renew health card	10.5K	-1

# New and trending searches

September 2025

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



## Fall search trends: what drove interest

### Health and vaccines

*COVID vaccine Ontario / RSV vaccine Ontario* – Fall vaccination campaigns and updated booster availability drove strong public interest in eligibility and locations.

### Education

*SHSM / how does learning happen* – Back-to-school season prompted searches for high school specialization options and early learning curriculum guidance.











### Immigration and employment

*OINP foreign worker stream / draw today / login / draws* – OINP draws and updates to Ontario's immigration streams spurred traffic from applicants tracking results and accessing information.

### Outdoors and recreation

*Ontario hunting regulations* – The onset of fall hunting season led to a rise in searches for licensing details and current regulations.

Top new and trending searches compared to the previous month

	Search Term	Clicks ▾	% Change	Rank
1.	oinp draws	13.6K 	96%	9
2.	oinp draw today	13.4K 	113%	10
3.	oinp login	7.6K 	102%	20
4.	covid vaccine ontario	5.8K 	345%	29
5.	oinp foreign worker stream	5.5K 	123%	30
6.	rsv vaccine ontario	3.6K 	284%	49
7.	ontario hunting regulations	3.6K 	116%	50
8.	how does learning happen	2.6K 	117%	90
9.	shsm	2K 	233%	134
10.	odsp payment dates	1.9K 	238%	148

# Ontario.ca site metrics

September 2025



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

## Visits increased in September 2025, but are down year-over-year

Engaged visits in September reached **6M**, increasing 4% compared to August. The increase happened primarily at the beginning of the month, which lines up with search trends around education and OINP information.

That said, compared to September 2024, engaged visits decreased by about 7%. This drop is almost entirely due to decreased visits from Google organic traffic. This may signal early trends in users receiving the information they need through built-in AI summaries on Google. We will continue to monitor this in the months ahead.

Other traffic channels remained consistent year over year.

Engaged sessions

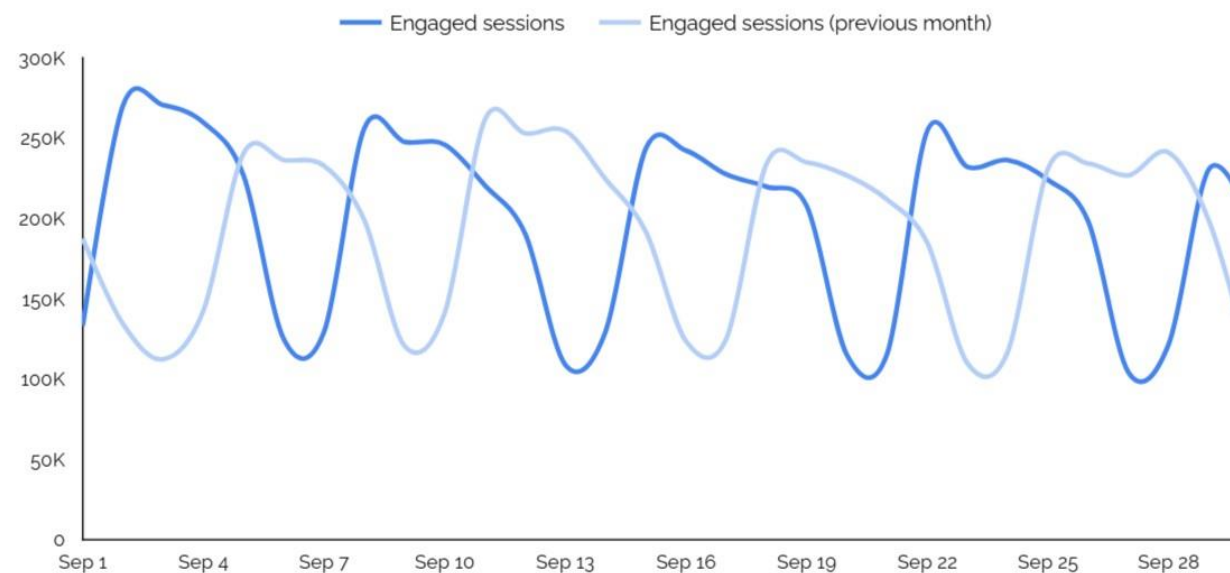
6.0M

↑ 4.0%

Average session duration

03:31

↓ -2.6%





# Newsroom highlights

September 2025

## Top September news announcements

Overall active users for Newsroom continued to rise in September with a **92%** increase driven by higher volume of products. Email opens also increased by **37%** driven by a similar rise in distribution counts. Open rates remained flat.

### Top 10 September news announcements visited by users this month

	Publish Date	Ministry	Release Title	Active Users
1.	Sept 25	OPO	Ontario Protecting Taxpayers by Banning Municipal Speed Cameras	29.9K
2.	Sept 26	TBS	Ontario Implementing Hiring Freeze for Provincial Agencies	29K
3.	Sept 17	MOH	Ontario Taking Next Steps to Improve Health-Care Access	28.4K
4.	Sept 03	OPO	Ontario Opens New Medical School in Brampton	18.5K
5.	Sept 15	MTO	Ontario Completes Construction of New Track for Northlander Passenger Rail Service	12.7K
6.	Sept 18	MOH	Ontario Protecting Communities From Respiratory Illnesses	11.5K
7.	Sept 01	MLITSD	Ontario Protecting Workers by Introducing First-in-Canada Labour Mobility Changes	10.6K
8.	Sept 09	MOH	Ontario Launching New Abdominal Aortic Aneurysm Screening Program	6.7K
9.	Sept 29	OPO	Ontario Completes Construction of New Confederation GO Station	6.6K
10.	Sept 17	MECP	Province Building and Upgrading More Than 1,000 Ontario Parks Campsites	6.2K

Active users

225.7K

↑ 92%

Newsroom products

155

↑ 27%

Email opens

971.2K

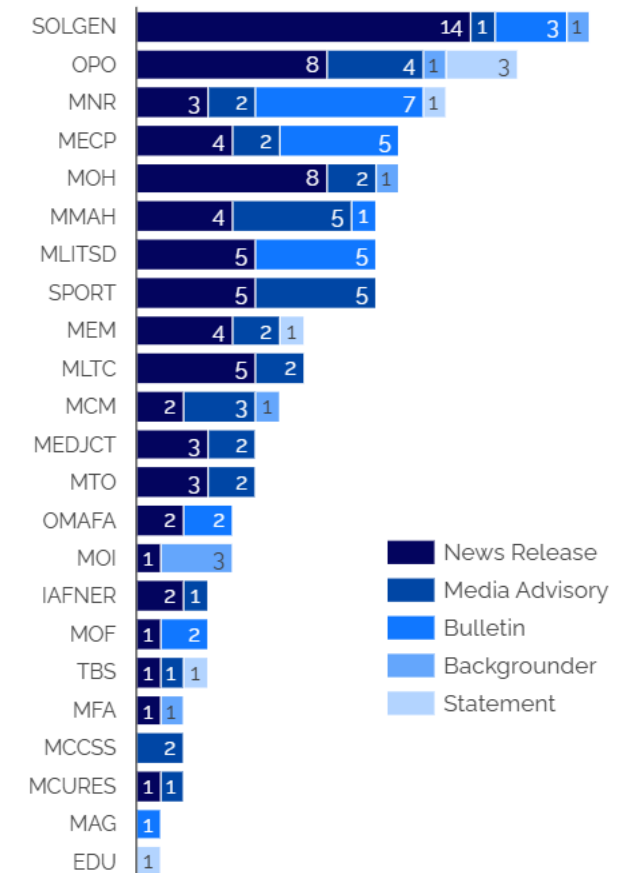
↑ 37%

Open rate

19.8%

↑ 0.5%

Total newsroom products by ministry



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