

July 2025

# Ontario.ca and Newsroom monthly report

Marketing and  
Digital

Cabinet Office  
Communications

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# New and notable

July 2025

## Ontario Design System site refresh

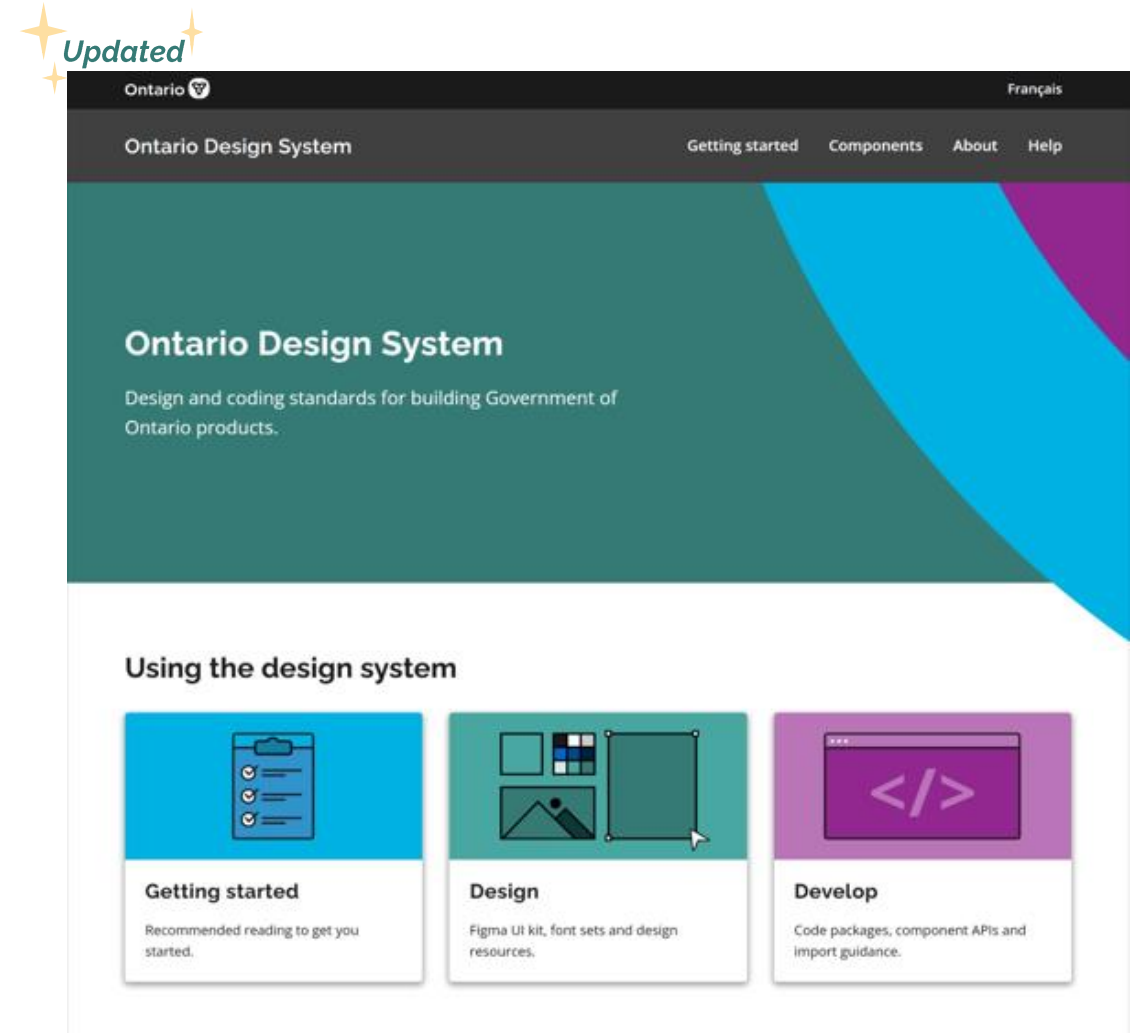
The Ontario Design System is a set of guidelines, tools, and resources to help designers and developers across the Ontario Public Service build websites and applications.

It ensures **consistency, accessibility and alignment with the Ontario brand** across all digital touchpoints – helping digital teams save time, avoid duplication of work and deliver high-quality user experiences.

**100+** websites and applications use the Ontario Design System, including [MyBenefits](#), [Health 811](#) and the [Ontario Newsroom](#).

In July, [we refreshed the website](#) that hosts design system tools and resources to include:

- **Improved homepage layout and navigation** for a more intuitive experience
- **More user-friendly content** to help designers and developers get started and learn about the design system
- **A new 'component' landing page** for quick and easy reference to every element and style available in the design system



# Top pages

August 2024 to July 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 this month, with no changes 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	423.2K 	0
2.	CAB	Government of Ontario	/page/government-ontario	252.5K 	0
3.	MCURES	OSAP: Ontario Student Assistance Program	/page/osap-ontario-student-assistance-program	248.9K 	0
4.	MPBSDP	ServiceOntario locations, hours and contact	/locations/serviceontario	188.1K 	0
5.	MPBSDP	Licence plate renewals	/page/licence-plate-renewals	177.2K 	0
6.	MPBSDP	Renew a driver's licence	/page/renew-drivers-licence	158.5K 	0
7.	MPBSDP	Renew a health card	/page/health-card-renewal	144.6K 	0
8.	MOF	Ontario Taxpayer Rebate	/page/ontario-taxpayer-rebate	107.1K 	0
9.	MPBSDP	Ontario Business Registry	/page/ontario-business-registry	99.7K 	0
10.	MPBSDP	Book a ServiceOntario appointment	/page/book-serviceontario-appointment	89.6K 	0



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

# New and trending pages

July 2025

Top new and trending pages compared to the previous month

	Ministry	Page Title	Active Users ▾	% Change	Rank
1.	MLITSD	How to use the Employer Portal: Ontario Immigrant Nominee Program	50.7K 	-	35
2.	MLITSD	Employment Ontario *	49.9K 	54%	36
3.	MTO	Driving a recreational vehicle (RV)	47.7K 	-	40
4.	MCCSS	Youth in Ontario *	33.8K 	1,995%	50
5.	MOH	Careers in Ontario's health care sector *	26.5K 	-	65
6.	MLITSD	Ontario Immigrant Nominee Program employer job offer streams: employer guide	16.8K 	88%	107
7.	MPBSDP	Apply for a marriage licence online	16.7K 	122%	108
8.	MPBSDP	Search land registration documents	14.3K 	366%	129
9.	MOH	Services covered by Healthy Smiles Ontario	11.9K 	74%	158
10.	MCCSS	Human trafficking	10.8K 	2,494%	175

\* 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 July

With the launch of the new Employer Portal on July 1, Ontario Immigrant Nominee Program-focused pages saw a high number of visitors. The newly introduced [How to use the Employer Portal](#) page stood out, receiving the highest number of visitors and ranking as the 35<sup>th</sup> most-visited page.

Other employment-related pages, including [Employment Ontario](#) and [Careers in Ontario's health care sector](#) benefited from campaigns aimed at both Ontarians seeking new opportunities and American professionals exploring health care roles in Ontario.


Marketing campaigns also drove traffic increases. The [Youth in Ontario](#) page, which connects users to Youth Wellness Hubs, saw a 19X increase in visitors driven by social media and paid search ads.

The [Human Trafficking](#) page saw strong growth, driven by social media traffic and a July 30 announcement about investments through Ontario's anti-human trafficking strategy.

# Top searches

August 2024 to July 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 July, *oinp draw 2025* moved up two places to break through into the top 15.

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

	Query	Avg. Monthly Clicks ▾	Rank Change
1.	osap	158.3K	0
2.	service ontario	155.1K	0
3.	oinp	32K	0
4.	ontario works	31.9K	0
5.	ontario business registry	23.7K	0
6.	oinp draw	17.3K	0
7.	rules of civil procedure	15.5K	0
8.	odsp	15.2K	0
9.	ontario fishing license	14.3K	0
10.	health card renewal	13.8K	0
11.	ontario taxpayer rebate	13.3K	0
12.	service ontario appointment	12.4K	0
13.	renew health card	11.1K	0
14.	fishing license ontario	11K	0
15.	oinp draw 2025	9.6K	2

# New and trending searches

July 2025

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



## Trending topics: OINP, Trillium Benefit, and Driving Laws

Coinciding with the launch of the Ontario Immigrant Nominee Program (OINP) Employer Portal on July 1, *oinp employer portal* was a top trending search term in July. The *human capital priorities stream* was also a frequently searched term as OINP remained a popular topic over the last two months.

Searches related to the Ontario Trillium Benefit (OTB) also increased as notices and payments were released in July.


A new search term emerged this month related to the new Canadian driving laws in force as of July 1, 2025. Users searching for information were directed to the [Ontario Newsroom backgrounder outlining the new regulations](#).

Top new and trending searches compared to the previous month

	Search Term	Clicks ▾	% Change	Rank
1.	oinp employer portal	14.8K	1,425%	10
2.	ministry of transportation	7.8K	45%	20
3.	ontario trillium benefit	6.9K	80%	22
4.	canada driving law 2025	6.7K	-	24
5.	trillium benefit	4K	51%	45
6.	service ontario address change	2.6K	84%	89
7.	myontario account	2.4K	33%	111
8.	human capital priorities stream	2.2K	46%	128
9.	osap application fall 2025	2.1K	53%	132
10.	ontario gazette	2K	38%	145
11.	otb notice	1.9K	2,492%	150

# Ontario.ca site metrics

July 2025

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

## Engagement on the rise in July

For the second consecutive month, ontario.ca saw a rise in engaged visits, signaling sustained interest and interaction from users. July brought a **2%** increase compared to June, with over **6M** visits to the site.

Session duration also saw a slight uptick, increasing by almost **2%**, suggesting that users are spending more time engaging with content once they arrive.

Marketing efforts, particularly through targeted social media campaigns, once again played a key role in driving engagement. These initiatives helped attract and retain users, contributing to the overall increase in engagement.

Engaged sessions

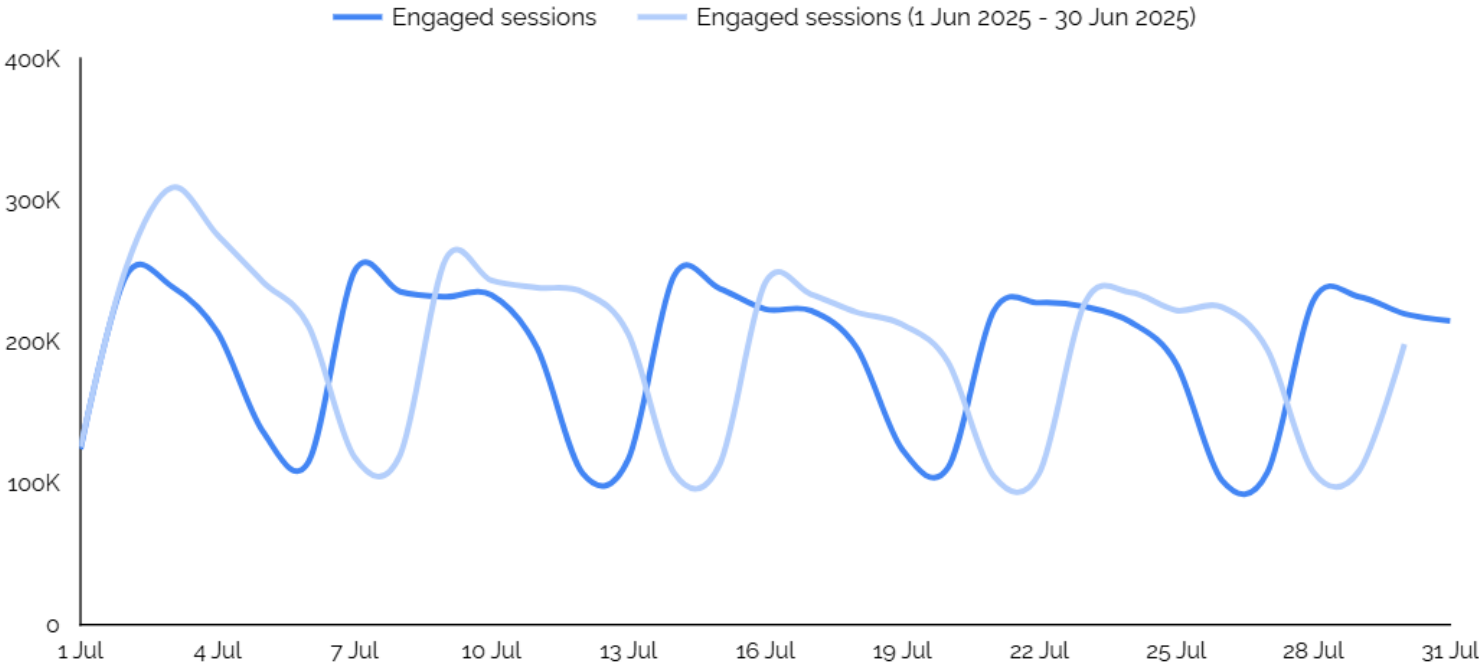
6.0M

↑ 2.3%

Average session duration

03:42

↑ 1.6%





# Newsroom highlights

July 2025

## Top July news announcements

**Infrastructure** and **economic growth** were key themes in July, with Ontario's new **energy and trade partnerships** with other provinces drawing high interest from users.

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

	Publish Date	Ministry	Release Title	Active Users ▾
1.	Jul 22	OPO	Saskatchewan Joins Ontario and Alberta in Agreement to Build New Energy and Trade Infrastructure	10.2K
2.	Jul 07	OPO	Ontario and Alberta Working Together to Build New Energy and Trade Infrastructure	5.7K
3.	Jul 03	MTO	Ontario Taking Next Step to Widen Highway 401 in Oshawa	5.5K
4.	Jul 29	MLITSD	Ontario Investing \$260 Million to Protect and Train Workers	4.4K
5.	Jul 21	OPO	Ontario Signs New Free Trade Agreements with British Columbia and Canada's Three Territories	3.5K
6.	Jul 14	MTO	Construction Underway on Northlander's Timmins-Porcupine Station	3.5K
7.	Jul 16	MEDJCT	Ontario Investing \$7.5 Million to Help Businesses Go Digital	3K
8.	Jul 23	MEM	Ontario Investing More Than \$7 Million to Grow Critical Minerals Supply Chain	2.6K
9.	Jul 17	MOH	Ontario Building New Hospital in Brantford-Brant	2.2K
10.	Jul 02	MEM	Ontario's Energy Plan Unlocking Opportunities in the Digital Economy	2K

Active users

74.3K

↓ -57%

Newsroom products

127

↓ -15%

Email opens

757.0K

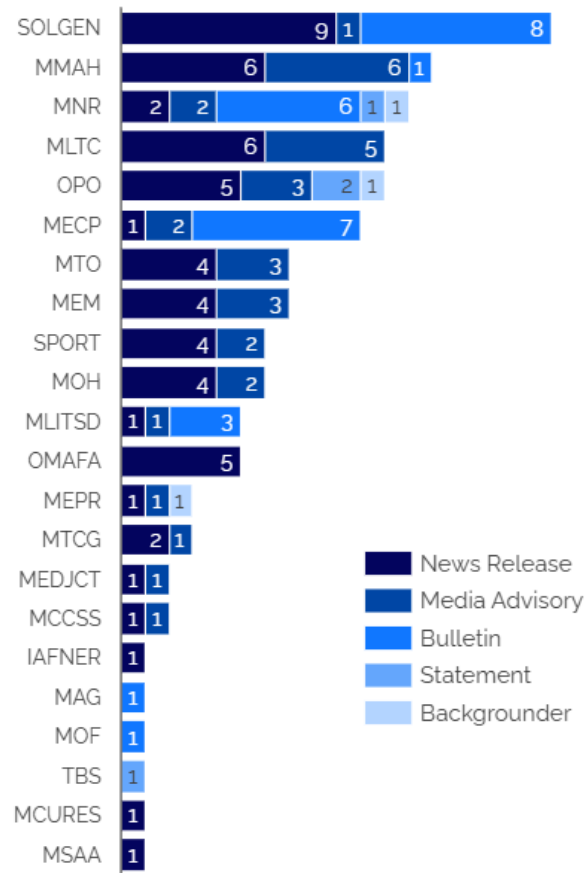
↓ -28%

Open rate

19.8%

↓ -9.1%

Total newsroom products by ministry



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