

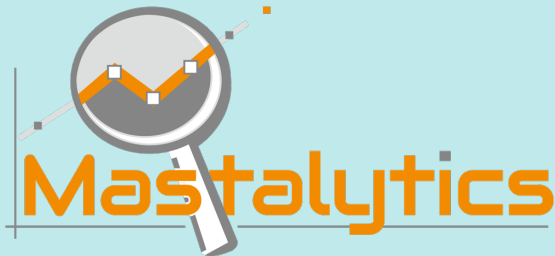
The background features a dark blue color with decorative geometric patterns in the corners. The top-left and bottom-right corners have a pattern of overlapping, downward-pointing chevrons in a light teal color. The top-right and bottom-left corners have a pattern of overlapping, upward-pointing chevrons in a medium blue color.

# What would the Dutch do?

Webdagen 2024 – Richard Mastop

## » Richard Mastop - Mastalytics

Web Analytics Consultant having over 10 years of experience in setting up privacy focused Web Analytics in mostly Governmental and Financial industry, taking care of both the technical setup as well as getting insights from it.



# » What areas will be covered?

## » 01 «

### Home Page

How to interpret  
the bounce rate of  
a homepage

## » 02 «

### On-site survey

What could a small  
surveys tell you  
about the site and  
its pages?



**01**

**Home Page**



# » Case: Homepage Overheid.nl «

 Overheid.nl

wegwijzer naar informatie en diensten van alle overheden

MijnOverheid

Overheid.nl ▾

» April 2024:  
Exit rate 80%  
Bounce rate 60%

Overheid.nl is the central access point to all information about government organizations in the Netherlands.



## Berichten over uw Buurt

Zoals vergunningen, bouwplannen en lokale regelgeving.

- Rondom uw woonadres
  - [Blijf op de hoogte](#)
- Rondom een zelfgekozen adres
  - [Zoek naar berichten](#)
  - [Blijf op de hoogte](#)



## Dienstverlening

Zoals belastingen, uitkeringen en subsidies.

- [Diensten](#)
- [Levensgebeurtenissen](#)
- [Ondernemersplein](#) 



## Beleid & regelgeving

Officiële publicaties van de overheid.

- Wettenbank
  - [nationaal](#)
  - [lokaal](#)
- [Parlementaire documenten](#)
- [Bekendmakingen](#)
- [Wetgevingskalender](#)
- [Internetconsultatie](#)
- [Openbare Overheidsdocumenten](#)
- [Alle beleid & regelgeving](#)



## Contactgegevens overheden

Adressen en contactpersonen van overheidsorganisaties.

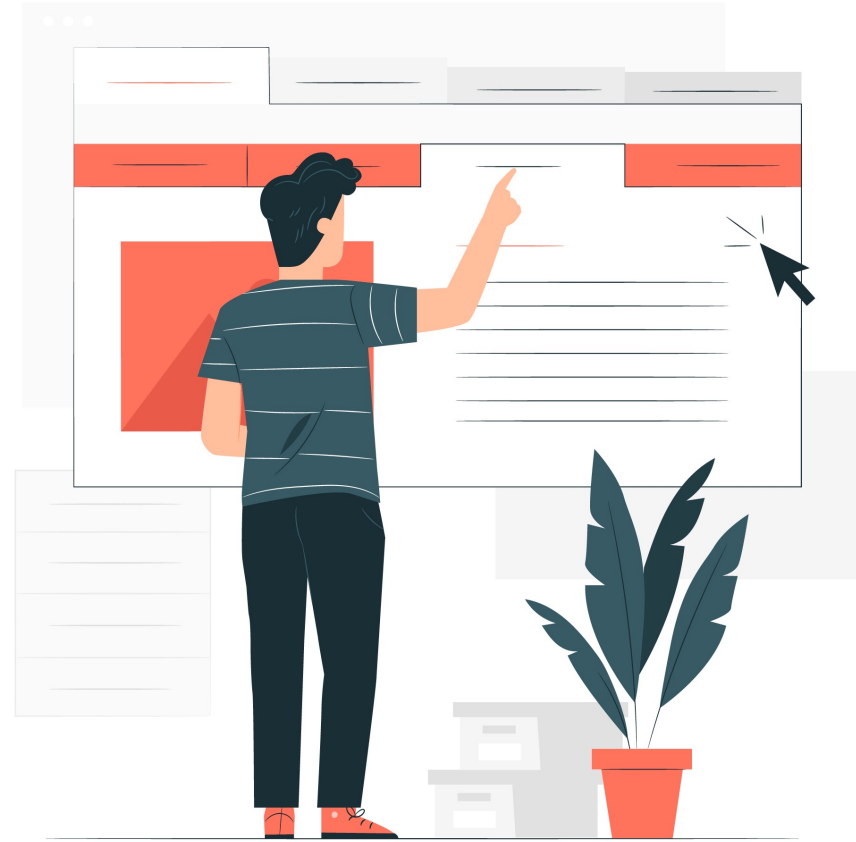
- [Gemeenten](#)
- [Provincies](#)
- [Waterschappen](#)
- [Ministeries](#)
- [Agentschappen](#)
- [Alle overheidsorganisaties](#)

# » Factors affecting Home Page Impact

**Task:** The client asked to dive into the numbers to find out why these numbers as they are?

## Key factors:



- Page load speed
- Navigation clarity – easy to navigate?
- Relevance of content – Does the content match e.g a google search?
- Visual appeal and design - That's a matter of taste right?
- Effective call-to-action – It is clear what we expect our visitors to do?





## » Page load speed:

They are basically within margins; roughly 1 second

▶ Page URL (domain and path)	Device type	▶ Median time to interact	▶ Average time to interact
		<b>863ms</b>	<b>1s 379ms</b>
<a href="https://www.overheid.nl/">https://www.overheid.nl/</a> 	Desktop	811ms	1s 230ms
<a href="https://www.overheid.nl/">https://www.overheid.nl/</a> 	Smartphone	1s 101ms	1s 740ms



# Navigation clarity; Easy to navigate?

Overheid.nl

wegwijzer naar informatie en diensten van alle overheden

MijnOverheid

Overheid.nl



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Links are clearly highlighted, orderly and grouped by theme.





# Relevance of content; Keywords in Google

The top clicked keywords do  
match the resulting page.

Search engine keyword	Impressions (search engine)	Clicks (search engine)	CTR (search engine)	Average position (search engine)
	<b>216.040</b>	<b>15.803</b>	<b>7,31%</b>	<b>7,57</b>
<a href="#">overheid</a>	26.494 12,26%	10.083 63,8%	38,06%	1,59 21,01%
<a href="#">overheid.nl</a>	6.011 2,78%	3.577 22,63%	59,51%	1,11 14,65%
<a href="#">www.overheid.nl</a>	498 0,23%	270 1,71%	54,22%	1 13,21%
<a href="#">overheid.nl</a>	529 0,24%	260 1,65%	49,15%	1,18 15,64%
<a href="#">overheid.nl</a>	401 0,19%	181 1,15%	45,14%	1,19 15,75%
<a href="#">overheid.nl</a>	223 0,1%	95 0,6%	42,6%	1,21 16%



# Visual appeal and design.

**Overheid.nl**

wegwijzer naar informatie en diensten van alle overheden

MijnOverheid.nl

Overheid.nl ▾



## Berichten over uw buurt

Zoals vergunningen, bouwplannen en lokale regelgeving.

- [Zoek naar berichten](#)
- [Blijf op de hoogte](#)



## Dienstverlening

Zoals belastingen, uitkeringen en subsidies.

- [Diensten](#)
- [Levensgebeurtenissen](#)
- [Ondernemersplein](#) ↗



## Beleid & regelgeving

Officiële publicaties van de overheid.

- [Wettenbank](#)
  - [nationaal](#)
  - [lokaal](#)
- [Parlementaire documenten](#)
- [Bekendmakingen](#)
- [Wetgevingsskalender](#)
- [Internetconsultatie](#) ↗
- [Openbare Overheidsdocumenten](#)
- [Alle beleid & regelgeving](#)



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It's a matter of taste;

So, it was changed from this design




# Visual appeal and design.

**Overheid.nl**  
wegwijzer naar informatie en diensten van alle overheden

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Overheid.nl ▾



### Berichten over uw Buurt

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### Dienstverlening

Zoals belastingen, uitkeringen en subsidies.


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To this design.

Like I said, a matter of taste.

It shows some changes, Like a clear underline to mark links, or .



# Effective call-to-action.

## In uw regio

In uw regio is de wegwijzer naar besluiten, diensten en contactgegevens van overheidsorganisaties in uw regio. Bent u benieuwd naar bouwplannen, vergunningen die verleend worden of bent u op zoek naar diensten van de overheid? In uw regio wijst u de weg.

[Bekijk in uw regio](#) →

## Levensgebeurtenissen

Verschillende momenten in uw leven hebben gevolgen voor uw relatie met de overheid. Controleer welke wijzigingen in belastingen en rechten op inkomen van de overheid op u van toepassing zijn, wat er van u verwacht wordt en hoe u een en ander kunt regelen.

[Meer informatie](#) →

## Veel bezocht

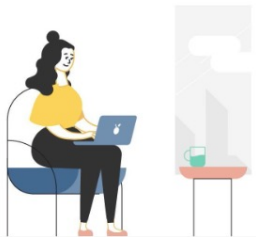
[Wet- en regelgeving](#) >

[Officiële bekendmakingen](#) >

[Berichten over uw Buurt](#) >

[Register van Overheidsorganisaties](#) >

[MijnOverheid](#) >



## Berichten over uw Buurt rondom uw woonadres

Bent u 25 jaar of ouder? Heeft u een e-mailadres opgegeven in MijnOverheid? Dan ontvangt u vanaf het najaar van 2023 maximaal één keer per week een automatische e-mail van Overheid.nl met Berichten over uw Buurt rondom uw woonadres. Daarin staan bekendmakingen van de overheid. Die gaan bijvoorbeeld over een vergunning voor het verbouwen van een huis, het kappen van een boom of het houden van een buurtfeest.

[Lees meer](#)

Below the fold, we have some extra clear Call to actions.

- Regional information
- Live events
- Most visited
- Email alerting (informing about legislation changes, or requested /provided permits around an address)

## » Outcome

So,  
why are these numbers as they are?

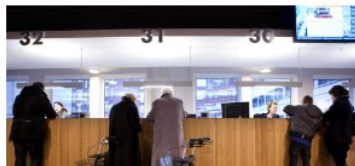




## Berichten over uw Buurt

Zoals vergunningen, bouwplannen en lokale regelgeving.

- Rondom uw woonadres
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- Rondom een zelfgekozen adres
  - [Zoek naar berichten](#)
  - [Blijf op de hoogte](#)



## Dienstverlening

Zoals belastingen, uitkeringen en subsidies.

- [Diensten](#)
- [Levensgebeurtenissen](#)
- [Ondernemersplein](#) 



## Beleid & regelgeving

Officiële publicaties van de overheid.

- Wettenbank
  - [nationaal](#)
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- [Parlementaire documenten](#)
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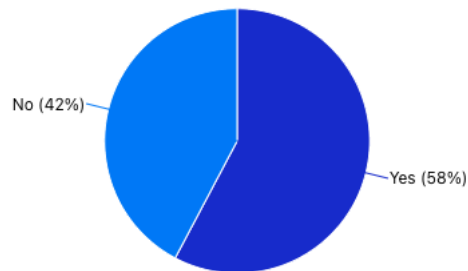
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Adressen en contactpersonen van overheidsorganisaties.

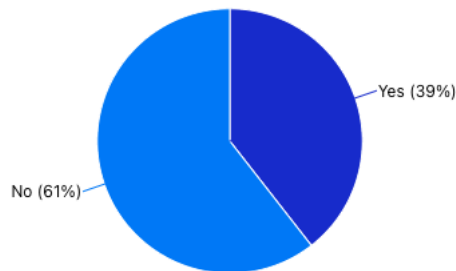
- [Gemeenten](#)
- [Provincies](#)
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- [Agentschappen](#)
- [Alle overheidsorganisaties](#)

## Bounced session

1 April 2024 - 30 April 2024



1 July 2024 - 31 July 2024



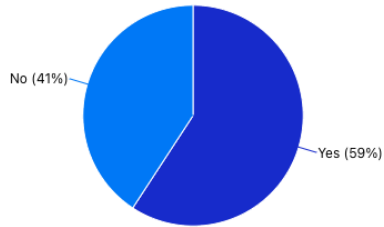
» **Compare two months, to see the results.**

We see quite a drop in the number of bounced sessions, from 58% to 39%

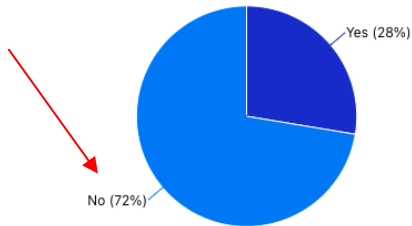
# » Compare two months

## Bounced session desktop 📄

1 April 2024 - 30 April 2024

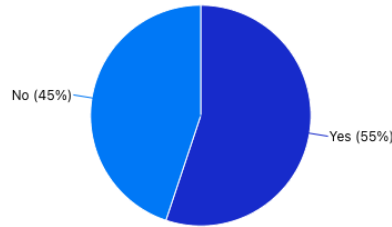


1 July 2024 - 31 July 2024

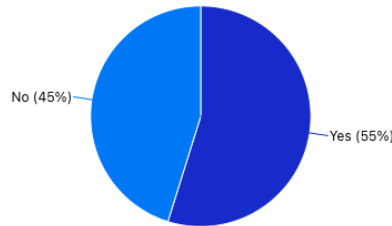


## Bounced session Mobile devices (tablet, phone, etc) 📱

1 April 2024 - 30 April 2024



1 July 2024 - 31 July 2024



The difference is even more visible when calculating these numbers separated from Desktop to Mobile.

Resulting in a new task; How mobile friendly is this homepage really, because the bounce rate if these sessions did not change at all ...



### Totaal Sessions

Sessions

65.291



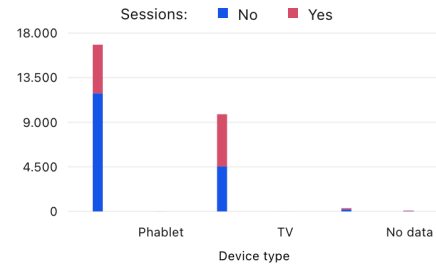
### Totaal Homepage entries

Sessions

27.066



### Bounced session



### Bounces

Sessions

10.357



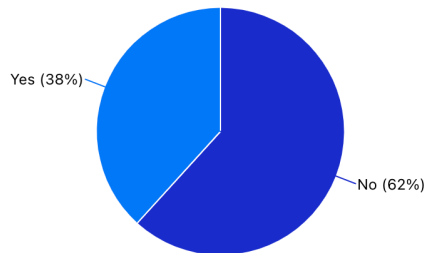
### Non-bounces

Sessions

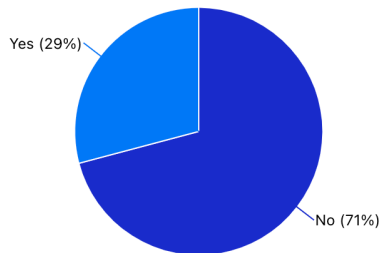
16.709



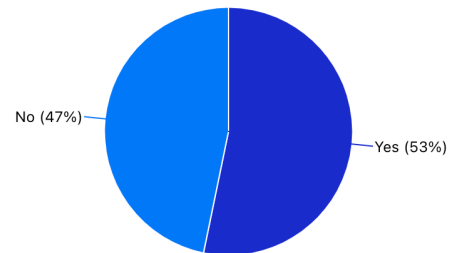
### Bounced session



### Bounced session desktop



### Bounced session Mobile devices (tablet, phone...)



### Totalen bounce / non-bounce 📄

Sessions ▾	Bounced session
16.709 61,73%	No
10.357 38,27%	Yes

### Desktop bounce / non-bounce 📄

Sessions ▾	Bounced session
11.928 70,87%	No
4.904 29,13%	Yes

### Mobile bounce / non-bounce 📄

Sessions ▾	Bounced session
5.399 53,24%	Yes
4.742 46,76%	No

### Non-bounce outlink type 📄

Sessions ▾	Outlink Collecties
5.786 73,33%	Koop collectie outlink
2.027 25,69%	Niet-Koop collectie (wel Overheid) outlink
82 1,04%	Niet Koop collectie outlink

### Kanaal Direct bounce / non-bounce 📄

Sessions ▾	Bounced session
12.918 63,81%	No
7.328 36,19%	Yes

### Kanaal Websites bounce / non-bounce 📄

Sessions ▾	Bounced session
1.777 54,08%	Yes
1.509 45,92%	No

### Kanaal Search engine bounce / non-bounce 📊

Sessions ↓	Bounced session
2.265 64,55%	No
1.244 35,45%	Yes

### Kanaal Campaign bounce / non-bounce 📊

Sessions ↓	Bounced session
17 68%	No
8 32%	Yes

### Non-bounce reden 📊

Sessions ↓	Non-bounce reden
8.819 52,78%	Page views
7.890 47,22%	Outlink

### Non-bounce outlink URL 📊

Sessions ↓	▶ Outlink Collecties	▶ Outlink URL (domain)
2.852 36,15%	Koop collectie outlink	wetten.overheid.nl
2.016 25,55%	Niet-Koop collectie (wel Overheid) outlink	mijn.overheid.nl
1.120 14,2%	Koop collectie outlink	lokaleregelgeving.overheid.nl
937 11,88%	Koop collectie outlink	www.officiëlebekendmakingen.nl

### Non-bounce outlink URL 📊

Sessions ↓	▶ Outlink URL (domain)
2.852 36,15%	wetten.overheid.nl
2.016 25,55%	mijn.overheid.nl
1.120 14,2%	lokaleregelgeving.overheid.nl
937 11,88%	www.officiëlebekendmakingen.nl

# Your Experiences?

Did you encounter such questions,  
or got these insights?  
What did you do?

**02**

**On-Site  
Survey**



## » Case Study Analysis

**Task:** Small survey, based on content of a page.

**Report on the simple survey to visitors of the website, to see how the pages score.**

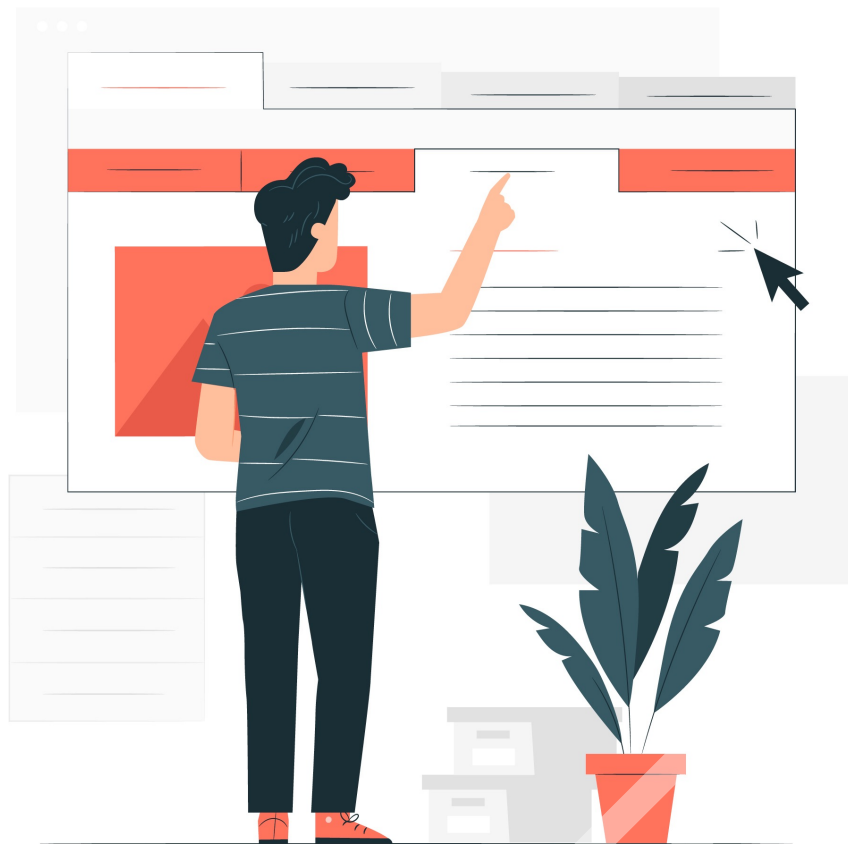
Was this information useful for you?

Yes  No

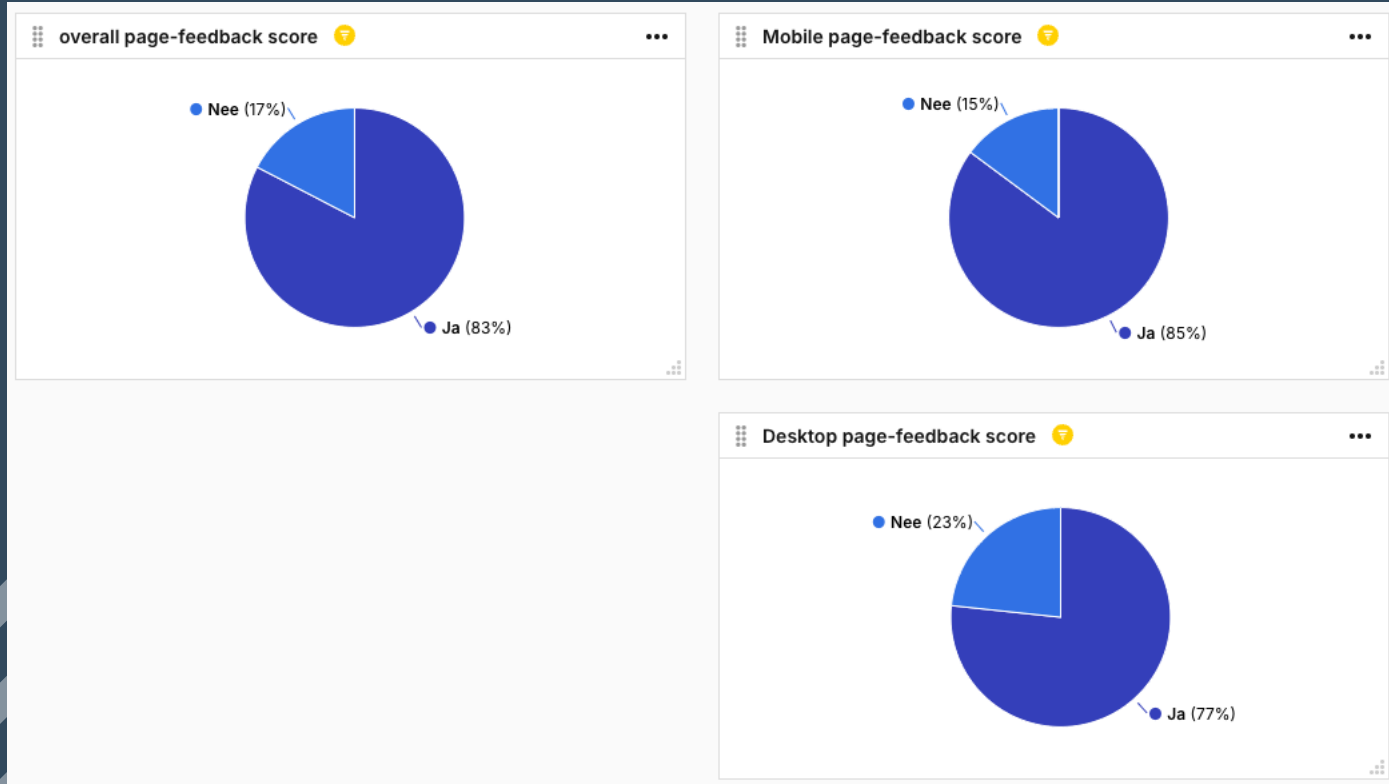
We are sorry to hear that. Please explain why not, so we can improve our site.

- I do not understand what it says  My situation is different  
 The information is incomplete  Other reason

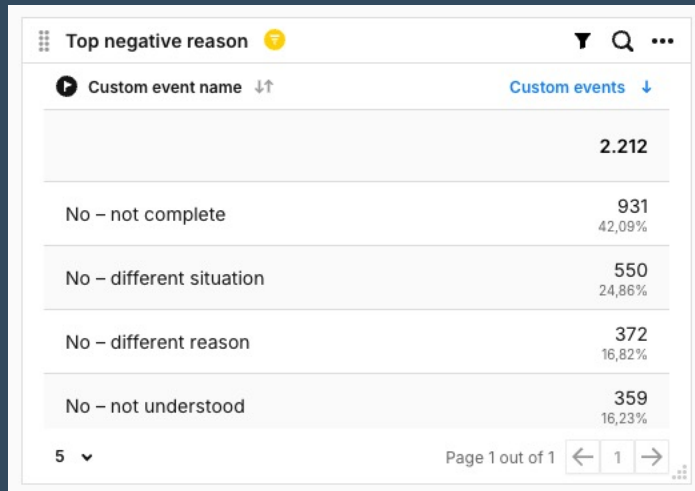
Send



# » Feedback scores



# Reasons for negative score



The screenshot shows a table titled "Top negative reason" with a yellow smiley face icon. The table has a search bar and a filter icon. The data is as follows:

Custom event name	Count	Percentage
	2.212	
No – not complete	931	42,09%
No – different situation	550	24,86%
No – different reason	372	16,82%
No – not understood	359	16,23%

At the bottom of the table, there is a page indicator: "Page 1 out of 1" with navigation arrows and a "5" dropdown menu.

It seems that in most cases the content of the page seems incomplete / or the situation of the visitor is a bit different, meaning they could not use the content to help them in their journey.



# » We get a lot of positives as well...

Top positive feedback	
Page URL (domain and path)	Custom events
	10.531
<a href="https://www.government.nl/topics/brexit/question-and-answer/which-countries-make-up-the-united-kingdom">https://www.government.nl/topics/brexit/question-and-answer/which-countries-make-up-the-united-kingdom</a>	1.852 17,59%
<a href="https://www.government.nl/contact/public-information-service/email">https://www.government.nl/contact/public-information-service/email</a>	754 7,16%
<a href="https://www.government.nl/jobs">https://www.government.nl/jobs</a>	612 5,81%
<a href="https://www.government.nl/topics/euthanasia/euthanasia-assisted-suicide-and-non-resuscitation-on-request">https://www.government.nl/topics/euthanasia/euthanasia-assisted-suicide-and-non-resuscitation-on-request</a>	266 2,53%
<a href="https://www.government.nl/topics/european-union/eu-eea-efta-and-schengen-area-countries">https://www.government.nl/topics/european-union/eu-eea-efta-and-schengen-area-countries</a>	264 2,51%
<a href="https://www.government.nl/topics/minimum-">https://www.government.nl/topics/minimum-</a>	207

10 Page 1 out of 85

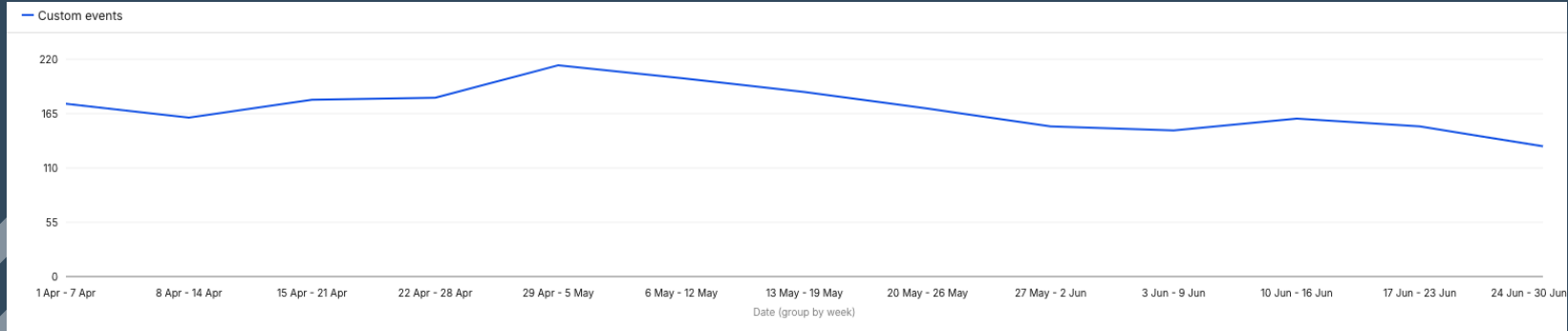
Top negative feedback	
Page URL (domain and path)	Custom events
	2.212
<a href="https://www.government.nl/jobs">https://www.government.nl/jobs</a>	209 9,45%
<a href="https://www.government.nl/topics/brexit/question-and-answer/which-countries-make-up-the-united-kingdom">https://www.government.nl/topics/brexit/question-and-answer/which-countries-make-up-the-united-kingdom</a>	136 6,15%
<a href="https://www.government.nl/topics/democracy/the-purpose-of-political-parties">https://www.government.nl/topics/democracy/the-purpose-of-political-parties</a>	79 3,57%
<a href="https://www.government.nl/contact">https://www.government.nl/contact</a>	78 3,53%
<a href="https://www.government.nl/topics/biotechnology/consequences-of-gmos-for-biodiversity">https://www.government.nl/topics/biotechnology/consequences-of-gmos-for-biodiversity</a>	54 2,44%
<a href="https://www.government.nl/topics/minimum-wage/new-minimum-wage-from-2024">https://www.government.nl/topics/minimum-wage/new-minimum-wage-from-2024</a>	53 2,4%
<a href="https://www.government.nl/topics/euthanasia/euth">https://www.government.nl/topics/euthanasia/euth</a>	

10 Page 1 out of 50



# » Responds with Negative feedback

An average of 150 submits per week with a negative result on the question:  
**Was this information useful for you?**





# »» Top pages with a negative score

Page URL (domain and path)	↓↑	+	Custom events	↓
				<b>2.212</b>
<a href="https://www.government.nl/jobs">https://www.government.nl/jobs</a>				209 9,45%
<a href="https://www.government.nl/topics/brexit/question-and-answer/which-countries-make-up-the-united-kingdom">https://www.government.nl/topics/brexit/question-and-answer/which-countries-make-up-the-united-kingdom</a>				136 6,15%
<a href="https://www.government.nl/topics/democracy/the-purpose-of-political-parties">https://www.government.nl/topics/democracy/the-purpose-of-political-parties</a>				79 3,57%
<a href="https://www.government.nl/contact">https://www.government.nl/contact</a>				78 3,53%
<a href="https://www.government.nl/topics/biotechnology/consequences-of-gmos-for-biodiversity">https://www.government.nl/topics/biotechnology/consequences-of-gmos-for-biodiversity</a>				54 2,44%
<a href="https://www.government.nl/topics/minimum-wage/new-minimum-wage-from-2024">https://www.government.nl/topics/minimum-wage/new-minimum-wage-from-2024</a>				53 2,4%
<a href="https://www.government.nl/topics/euthanasia/euthanasia-assisted-suicide-and-non-resuscitation-on-request">https://www.government.nl/topics/euthanasia/euthanasia-assisted-suicide-and-non-resuscitation-on-request</a>				38 1,72%
<a href="https://www.government.nl/contact/public-information-service/email">https://www.government.nl/contact/public-information-service/email</a>				34 1,54%
<a href="https://www.government.nl/topics/cybercrime/forms-of-cybercrime">https://www.government.nl/topics/cybercrime/forms-of-cybercrime</a>				33 1,49%
<a href="https://www.government.nl/topics/driving-licence/applying-or-renewing-a-driving-licence">https://www.government.nl/topics/driving-licence/applying-or-renewing-a-driving-licence</a>				30 1,36%

# » We could improve it

The screenshot shows the top portion of a website. At the top right is the Government of the Netherlands logo and name. Below that is a blue navigation bar with 'Home > Jobs' and a search icon. The main content area has a 'Jobs' heading and a survey question: 'Was this information useful for you?' with radio buttons for 'Yes' and 'No'. The footer is a dark blue bar with two columns of links: 'Service' (Contact, RSS, Sitemap, Help, Archive) and 'About this site' (Copyright, Privacy, Cookies, Accessibility, Report vulnerability). At the bottom, there is a language selector with buttons for 'English', 'Nederlands', 'Papiamentu', and 'Papiamentu'.

Government of the Netherlands

Home > Jobs

**Jobs**

Was this information useful for you?

Yes  No

**Service**

- > Contact
- > RSS
- > Sitemap
- > Help
- > Archive

**About this site**


- > Copyright
- > Privacy
- > Cookies
- > Accessibility
- > Report vulnerability


This website in other languages:

[English](#) [Nederlands](#) [Papiamentu](#) [Papiamentu](#)

It seems we have an incomplete English version of the website.

# ⇒ We could improve it

 Rijksoverheid

Home > Vacatures 

Als een van de grootste werkgevers van ons land biedt de Rijksoverheid een enorme diversiteit aan werk. Heb je belangstelling om bij de Rijksoverheid te werken, bijvoorbeeld bij een ministerie? Op deze pagina lees je waar je onze vacatures en stageplaatsen kunt vinden.

[➔ Bekijk de vacatures bij de Rijksoverheid](#)

### Overzicht vacatures Rijksoverheid

Op de site van Werken voor Nederland vind je alle actuele vacatures. Lees hier ook meer over de organisatie, de arbeidsvoorwaarden en hoe je met ons kunt kennismaken.

### Stagelopen bij de Rijksoverheid

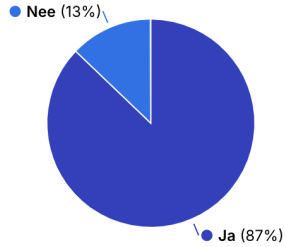
Stagelopen bij de Rijksoverheid? Dat kan bijvoorbeeld met een mbo-, hbo-, of wo-opleiding. De stageduur varieert van een paar weken tot een jaar en je krijgt een stagevergoeding. Er zijn jaarlijks zo'n 5.500 stageplekken, bij alle mogelijke rijksorganisaties. Lees alles over [➔ stagelopen bij de Rijksoverheid](#) op [werkenvoornederland.nl](http://werkenvoornederland.nl).

### Rijkstraineeprogramma

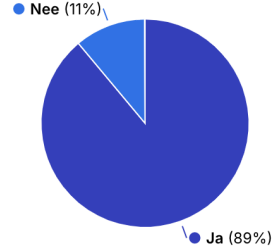
Voor pas afgestudeerden met een WO-master biedt de Rijksoverheid het Rijkstraineeprogramma aan. Als trainee doe je in 2 jaar tijd op verschillende plaatsen bij de Rijksoverheid ervaring op met het ontwikkelen van beleid en het uitvoeren van (deel)projecten. Alle informatie over het [➔ Rijkstraineeprogramma](#) vind je op [werkenvoornederland.nl](http://werkenvoornederland.nl).

The Dutch version has a complete version of the page, so we can create a task for the editors to look into the content of the English page.

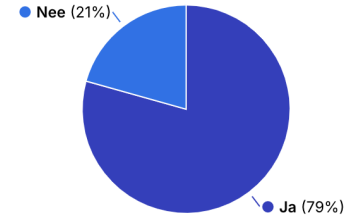
overall page-feedback score 📊



Mobile page-feedback score 📊



Desktop page-feedback score 📊



Top negative reason 📊

Custom event name	Count
nee – niet volledig	375 42,71%
nee – situatie anders	233 26,54%
nee – andere reden	140 15,95%
nee – begrijp niet	130 14,81%

Top positive feedback 📊

Page URL (domain and path)	Count
https://www.government.nl/topics/im-migration-to-the-netherlands/options-for-entrepreneurs-and-employees-from-abroad/highly-skilled-migrants	5.969 29,87%
https://www.government.nl/topics/brexit/question-and-answer/which-countries-make-up-the-united-kingdom	518 8,68%
https://www.government.nl/contact/public-information-service/email	346 5,8%
https://www.government.nl/jobs	223 3,74%
https://www.government.nl/contact	205

Top negative feedback 📊

Page URL (domain and path)	Count
https://www.government.nl/jobs	878 6,83%
https://www.government.nl/topics/im-migration-to-the-netherlands/options-for-entrepreneurs-and-employees-from-abroad/highly-skilled-migrants	60 6,38%
https://www.government.nl/contact	56 3,99%
https://www.government.nl/topics/brexit/question-and-answer/which-countries-make-up-the-united-kingdom	35 3,76%
https://www.government.nl/contact/pu	33

# Your Experiences?

What reports do, or could you use to  
detect cases like this?



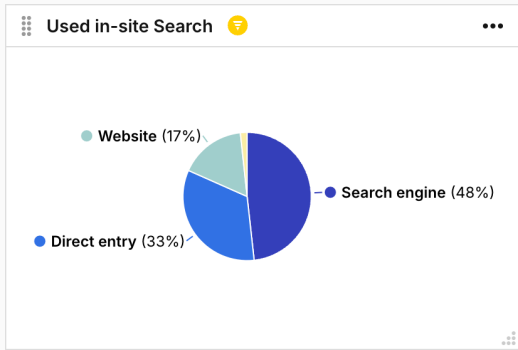
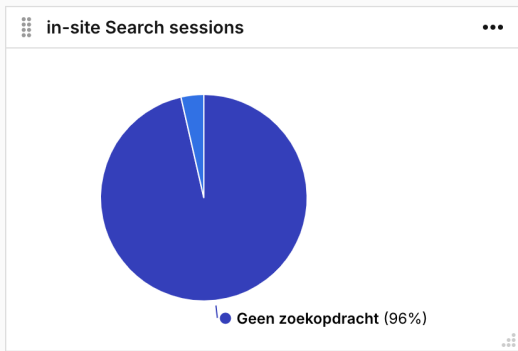
**Great way of  
sharing insights.  
On to the next set!**



**03**

**In-Site  
Search**





### in-site search Sessions

In-site search	Sessions	Average page views in session
Geen zoekopdracht	695.769	1,41
Minimaal 1 zoekopdracht	25.680	4,07

Items per page: 5

Page 1 out of 1

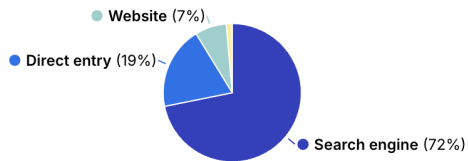
### Used in-site search goals

Channel	Sessions	Average site searches in session	Goal conversion rate
Search engine	12.390	2,17	5,23%
Direct entry	8.577	1,87	3,16%
Website	4.279	2,22	4,86%
Social	434	2,18	14,75%

Items per page: 5

Page 1 out of 1

### No in-site Search

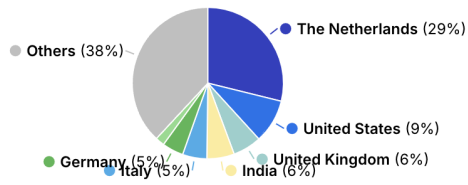


### No in-site search goals

Channel	Sessions	Average site searches in session	Goal conversion rate
Search engine	499.851	0	0,96%
Direct entry	134.882	0	1,73%
Website	51.358	0	2,09%
Social	9.476	0	3,55%
Campaign	202	0	0%

Items per page: 5 | Page 1 out of 1

### in-site Search per country



### used in-site search per Country

Country	Sessions	Average site searches in session	Goal conversion rate
The Netherlands	7.408	2,12	3,54%
United States	2.405	1,73	4,07%
United Kingdom	1.574	2,05	3,81%
India	1.508	2,26	2,98%
Italy	1.337	1,22	1,42%
Germany	1.172	1,84	4,69%

# » In-site search insights

300 search results, filtered on

Keyword(required): jobs ✕

Hide filters ▲

Keyword (required)

jobs

Fill in keyword(s) to narrow your search.

Period

- Last 7 days
- Last 30 days
- Last 365 days
- Specific period

Topics

All topics ▼

Ministry

All ministries ▼

Type

All documents ▼

You can select a specific type of a document or publication you are looking for, such as press releases or speeches.

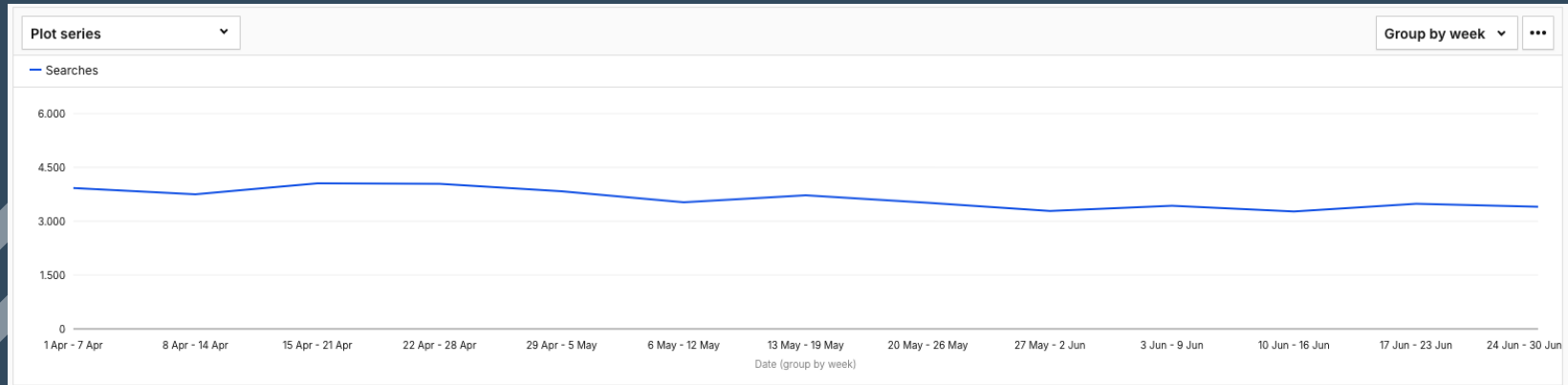
Search





## » In-site searches

An average of 4000 searches per week, what are the top pages that were found?





# » In-site searches

Next page view URL (domain and path) <span>↕</span> <span>+</span>	Searches <span>↓</span>
	<b>47.244</b>
<a href="https://www.government.nl/topics/personal-data/citizen-service-number-bsn">https://www.government.nl/topics/personal-data/citizen-service-number-bsn</a>	<b>694</b> 1,47%
<a href="https://www.government.nl/topics/identification-documents/passports-identity-cards-and-dutch-nationality-certificates/applying-for-a-dutch-passport-abroad">https://www.government.nl/topics/identification-documents/passports-identity-cards-and-dutch-nationality-certificates/applying-for-a-dutch-passport-abroad</a>	<b>623</b> 1,32%
<a href="http://www.government.nl/contact">http://www.government.nl/contact</a>	<b>595</b> 1,26%
<a href="https://www.government.nl/documents">https://www.government.nl/documents</a>	<b>519</b> 1,1%
<a href="https://www.government.nl/topics/personal-data/personal-records-database-brp">https://www.government.nl/topics/personal-data/personal-records-database-brp</a>	<b>490</b> 1,04%
<a href="https://www.government.nl/ministries/ministry-of-foreign-affairs">https://www.government.nl/ministries/ministry-of-foreign-affairs</a>	<b>470</b> 0,99%
<a href="https://www.government.nl/topics/immigration-to-the-netherlands/question-and-answer/how-do-i-apply-for-a-short-stay-schengen-visa-for-the-netherlands">https://www.government.nl/topics/immigration-to-the-netherlands/question-and-answer/how-do-i-apply-for-a-short-stay-schengen-visa-for-the-netherlands</a>	<b>435</b> 0,92%
<a href="https://www.government.nl/topics/immigration-to-the-netherlands/question-and-answer/which-visa-do-i-need-to-travel-to-the-netherlands">https://www.government.nl/topics/immigration-to-the-netherlands/question-and-answer/which-visa-do-i-need-to-travel-to-the-netherlands</a>	<b>383</b> 0,81%
<a href="https://www.government.nl/documents/forms/2016/06/17/consent-letter-for-minors-travelling-abroad">https://www.government.nl/documents/forms/2016/06/17/consent-letter-for-minors-travelling-abroad</a>	<b>343</b> 0,73%
<a href="https://www.government.nl/topics">https://www.government.nl/topics</a>	<b>340</b> 0,72%



## » In-site searches

Search keyword	Searches
	435
visa	103 23,68%
Visa	69 15,86%
schengen visa	22 5,06%
Schengen visa	21 4,83%
schengen	9 2,07%
Application form	7 1,61%
Schengen	7 1,61%
Visas	7 1,61%
Apply for visa	6 1,38%
VISA	6 1,38%

Clicking on one of the links, shows the amount of searches and their keywords that resulted in visiting the page.



# At what page started the in-site searches

Previous page view URL (domain and path) <span>↕</span> <span>+</span>	Searches <span>↓</span>
	<b>80.942</b>
<a href="http://www.government.nl/">http://www.government.nl/</a> <span>↗</span>	18.159 22,43%
<a href="https://www.government.nl/ministries/ministry-of-foreign-affairs">https://www.government.nl/ministries/ministry-of-foreign-affairs</a> <span>↗</span>	2.284 2,82%
<a href="https://www.government.nl/search">https://www.government.nl/search</a> <span>↗</span>	1.969 2,43%
<a href="https://www.government.nl/topics">https://www.government.nl/topics</a> <span>↗</span>	1.046 1,29%
<a href="http://www.government.nl/documents">http://www.government.nl/documents</a> <span>↗</span>	848 1,05%
<a href="https://www.government.nl/topics/personal-data/personal-records-database-brp">https://www.government.nl/topics/personal-data/personal-records-database-brp</a> <span>↗</span>	844 1,04%
<a href="https://www.government.nl/ministries/ministry-of-health-welfare-and-sport">https://www.government.nl/ministries/ministry-of-health-welfare-and-sport</a> <span>↗</span>	791 0,98%
<a href="https://www.government.nl/topics/immigration-to-the-netherlands">https://www.government.nl/topics/immigration-to-the-netherlands</a> <span>↗</span>	762 0,94%
<a href="https://www.government.nl/topics/embassies-consulates-and-other-representations">https://www.government.nl/topics/embassies-consulates-and-other-representations</a> <span>↗</span>	728 0,9%
<a href="http://www.government.nl/jobs">http://www.government.nl/jobs</a> <span>↗</span>	678 0,84%





# And what were they looking for?

Main > <http://www.government.nl/documents>

	Search keyword	↕	+	Searches	↓
					<b>848</b>
<input type="checkbox"/>	<a href="#">agriculture</a>				18 2,12%
<input type="checkbox"/>	<a href="#">passport</a>				12 1,42%
<input type="checkbox"/>	<a href="#">mutual agreement procedure</a>				7 0,83%
<input type="checkbox"/>	<a href="#">speech mark rutte</a>				7 0,83%
<input type="checkbox"/>	<a href="#">visa</a>				7 0,83%
<input type="checkbox"/>	<a href="#">Amsterdam map</a>				6 0,71%
<input type="checkbox"/>	<a href="#">GAIN</a>				6 0,71%
<input type="checkbox"/>	<a href="#">Passport</a>				6 0,71%
<input type="checkbox"/>	<a href="#">Visa</a>				6 0,71%
<input type="checkbox"/>	<a href="#">BSN</a>				5 0,59%



# Number of search results per keyword

Search keyword ▾		Q Search	Search	Quick filters	⋮	
<input type="checkbox"/>	Search keyword	↕	+ Searches	↓	⊕ Average search results count	↕
			<b>110.085</b>		<b>88,91</b>	
<input type="checkbox"/>	Visa <a href="#">✕</a>		570 0,52%		96,05	
<input type="checkbox"/>	visa <a href="#">✕</a>		527 0,48%		94,83	
<input type="checkbox"/>	Jobs <a href="#">✕</a>		379 0,34%		321,83	
<input type="checkbox"/>	Sudan <a href="#">✕</a>		367 0,33%		152,41	
<input type="checkbox"/>	bsn <a href="#">✕</a>		367 0,33%		59,41	
<input type="checkbox"/>	passport <a href="#">✕</a>		354 0,32%		136,84	
<input type="checkbox"/>	Bsn <a href="#">✕</a>		352 0,32%		59,09	
<input type="checkbox"/>	Passport <a href="#">✕</a>		342 0,31%		143,77	
<input type="checkbox"/>	Ukraine <a href="#">✕</a>		266 0,24%		284,83	
<input type="checkbox"/>	jobs <a href="#">✕</a>		229 0,21%		327,22	

Items per page:  47.583 Items Page 1 out of 4759

# Your Experiences?

What do you use for in-site search reporting?