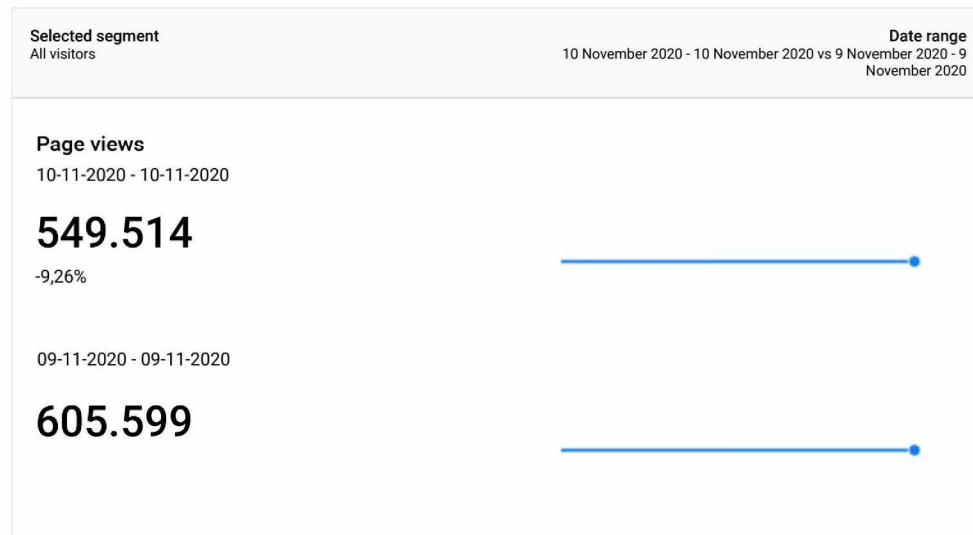


## Basis Dashboard Coronavirus t.b.v. Communicatie COVID

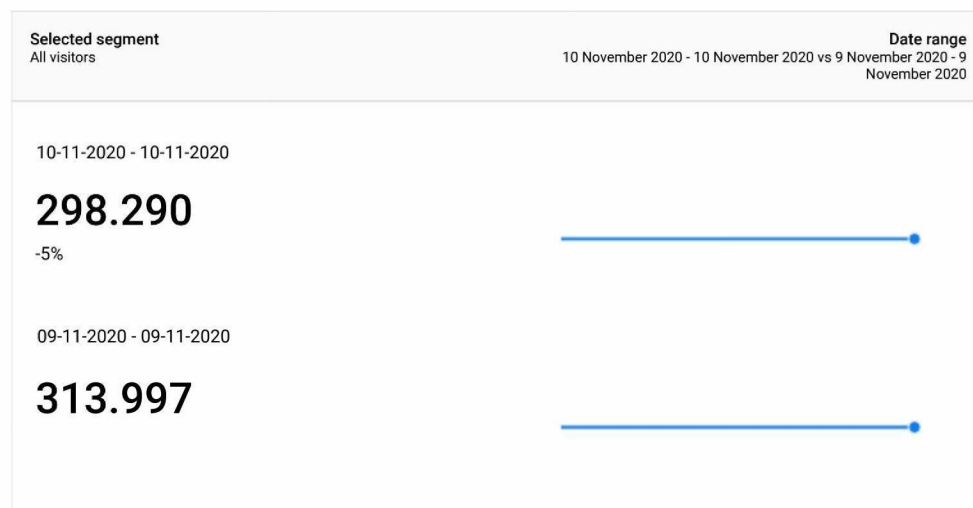
### pagina weergave corona pagina's

This report shows only partial data (filter for event custom variable value 2 have been set)



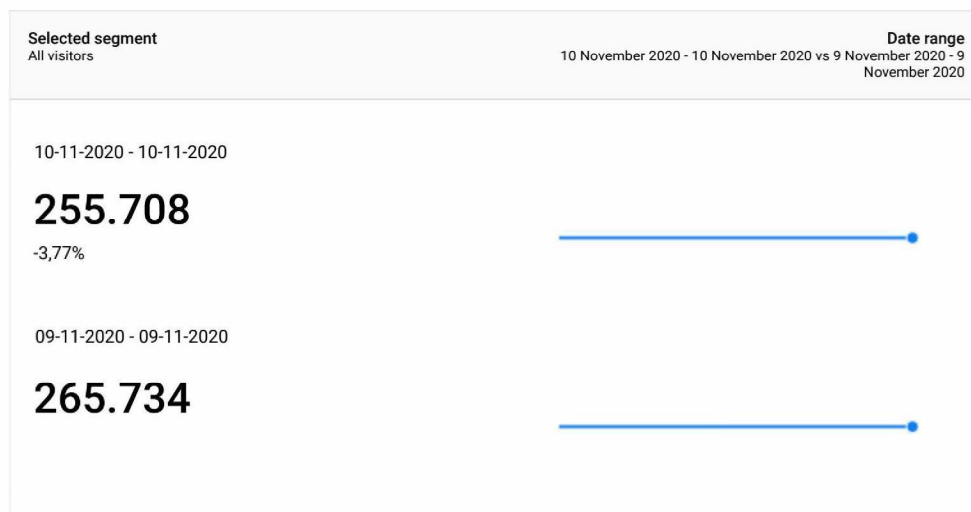
### Bezoeken (sessies) aan willekeurige 'Coronavirus-pagina's'

This report shows only partial data (filters for page URL, event custom variable value 2 have been set)



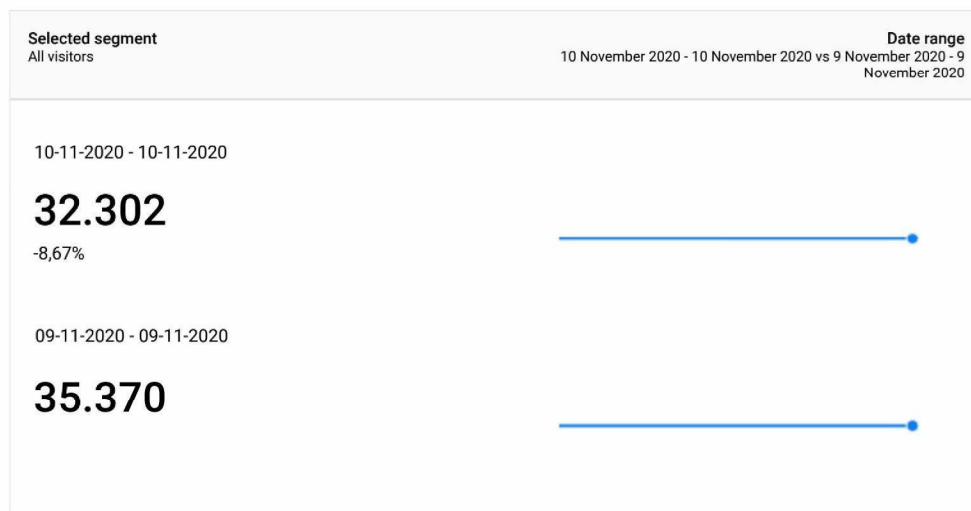
## Bezoekers aan Coronavirus pagina's

This report shows only partial data (filter for event custom variable value 2 have been set)



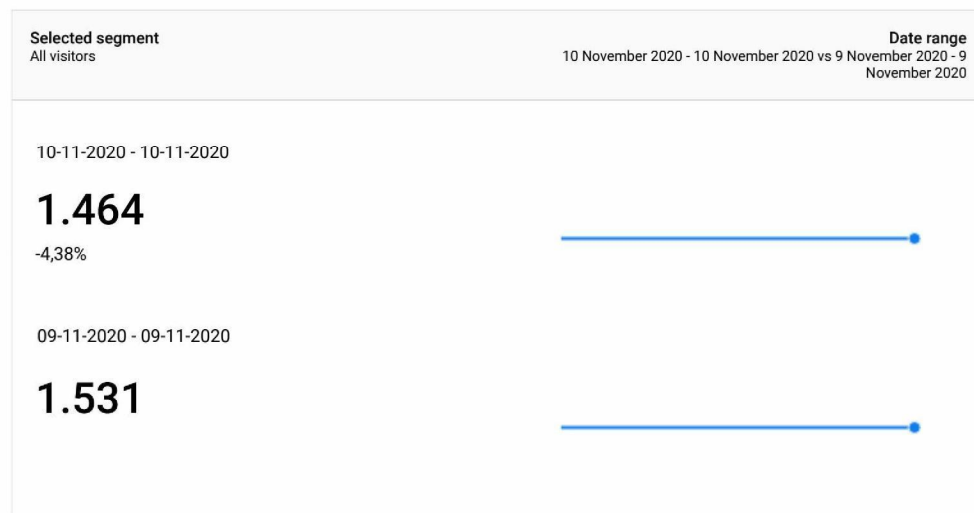
## Bezoeken onderwerppagina RO.nl/coronavirus

This report shows only partial data (filter for page URL have been set)



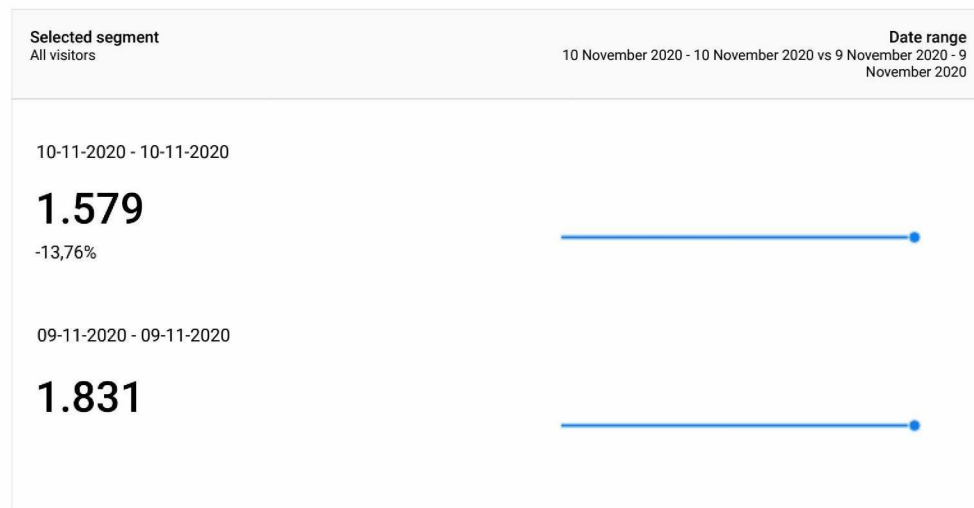
## Bezoeken onderwerppagina RO.nl/coronavirus: Financiële regelingen

This report shows only partial data (filter for page URL have been set)



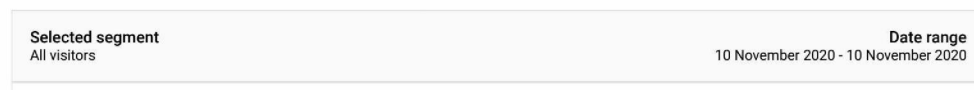
### Bezoeken onderwerppagina RO.nl/coronavirus-app

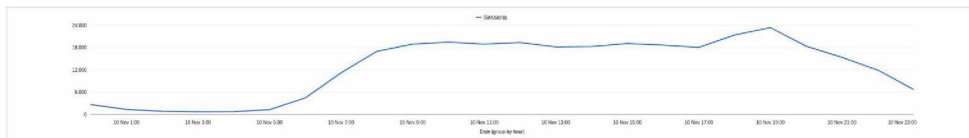
This report shows only partial data (filter for event custom variable value 2 have been set)



### Bezoeken per uur aan Coronavirus-content

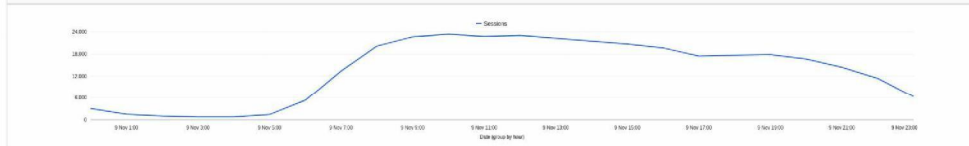
This report shows only partial data (filters for page URL, event custom variable value 2 have been set)





**Selected segment**  
All visitors

**Date range**  
9 November 2020 - 9 November 2020

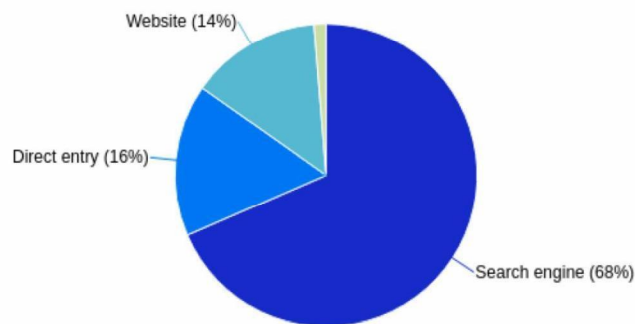


### Van welke kanalen komt het verkeer

This report shows only partial data (filters for page URI, event custom variable value 2 have been set)

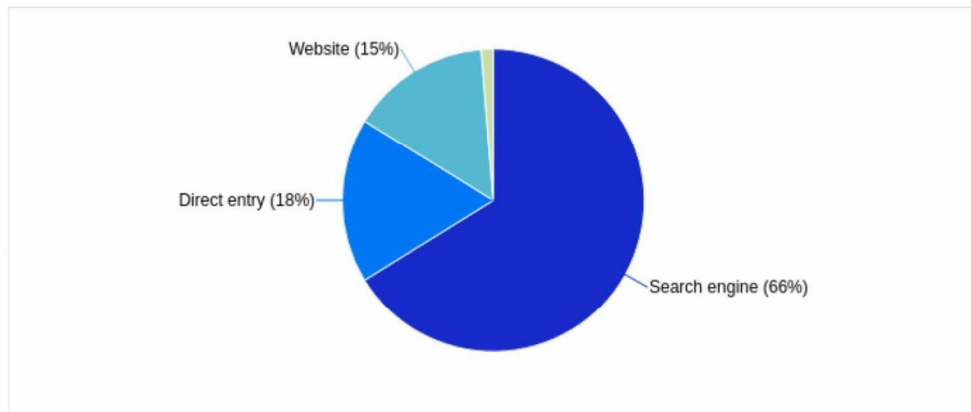
**Selected segment**  
All visitors

**Date range**  
10 November 2020 - 10 November 2020



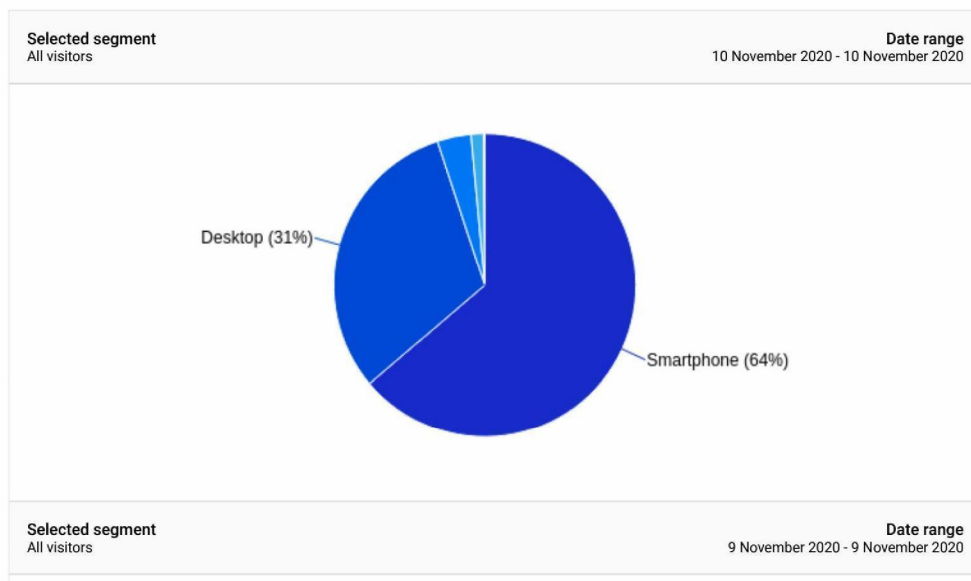
**Selected segment**  
All visitors

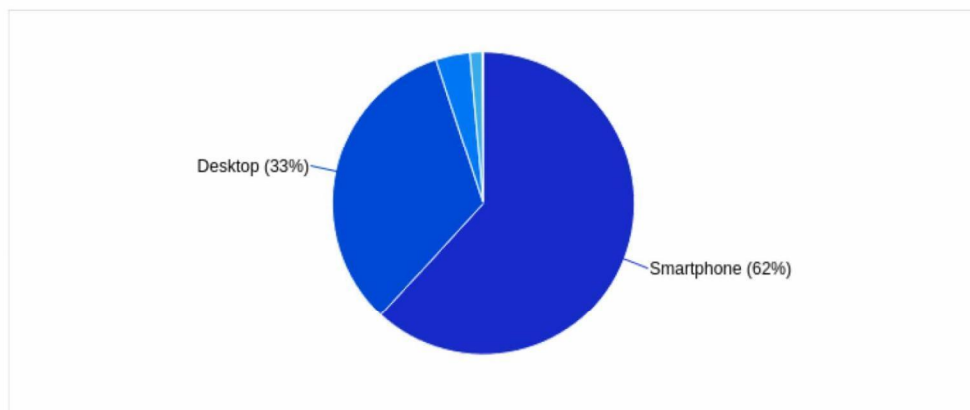
**Date range**  
9 November 2020 - 9 November 2020



### Welk apparaat werd gebruikt

This report shows only partial data (filters for page URL, event custom variable value 2 have been set)





### 'Populaire' paginatitels rond Coronavirus

This report shows only partial data (filter for event custom variable value 2 have been set)

| Selected segment  |                         | Date range                          |          |                         |                         |          |                         |                         |          |                         |                         |          |
|---|-------------------------|-------------------------------------|----------|-------------------------|-------------------------|----------|-------------------------|-------------------------|----------|-------------------------|-------------------------|----------|
| All visitors  |                         | 10 November 2020 - 10 November 2020 |          |                         |                         |          |                         |                         |          |                         |                         |          |
| Page title  | Page views              |                                     |          | Sessions                |                         |          | Average time on page    |                         |          | Bounce rate             |                         |          |
|   | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020             | % change | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change |
|   | 549.514                 | 605.599                             | -9,26%   | 297.591                 | 313.520                 | -5,08%   | 55s                     | 58s                     | -5,7%    | 62,8%                   | 61,79%                  | +1,64%   |
| Uitslag van de coronatest   Coronavirus COVID-19   Rijksoverheid.nl                       | 48.244<br>8,78%         | 48.039<br>7,93%                     | +0,43%   | 37.321<br>12,54%        | 36.849<br>11,75%        | +1,28%   | 1m 32s                  | 1m 42s                  | -9,68%   | 66,1%                   | 64,2%                   | +2,95%   |
| Coronavirus COVID-19   Rijksoverheid.nl   | 43.081<br>7,84%         | 47.453<br>7,84%                     | -9,21%   | 32.319<br>10,86%        | 35.389<br>11,29%        | -8,68%   | 29s                     | 28s                     | +1,83%   | 33,69%                  | 32,54%                  | +3,53%   |
| Klachten? Maak een afspraak voor een coronatest   Coronavirus COVID-19   Rijksoverheid.nl | 40.486<br>7,37%         | 48.496<br>8,01%                     | -16,52%  | 31.780<br>10,68%        | 37.640<br>12,01%        | -15,57%  | 1m 10s                  | 1m 15s                  | -6,21%   | 50,11%                  | 49,69%                  | +0,83%   |

| Page title  | Page views              |                         |          | Sessions                |                         |          | Average time on page    |                         |          | Bounce rate             |                         |          |
|---|-------------------------|-------------------------|----------|-------------------------|-------------------------|----------|-------------------------|-------------------------|----------|-------------------------|-------------------------|----------|
|   | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change |
| Tijdelijke verzwaring van de gedeeltelijke lockdown   Nieuwsbericht   Rijksoverheid.nl            | 28.334<br>5,16%         | 30.676<br>5,07%         | -7,63%   | 24.956<br>8,39%         | 26.712<br>8,52%         | -6,57%   | 44s                     | 49s                     | -11,47%  | 51,34%                  | 47,6%                   | +7,85%   |
| Aanmelden voor de coronatest   Coronavirus COVID-19   Rijksoverheid.nl                            | 19.837<br>3,61%         | 23.001<br>3,8%          | -13,76%  | 16.768<br>5,63%         | 19.511<br>6,22%         | -14,06%  | 1m 20s                  | 1m 22s                  | -2,69%   | 61,87%                  | 62,2%                   | -0,53%   |
| Nederlandse aanpak en maatregelen tegen het coronavirus   Coronavirus COVID-19   Rijksoverheid.nl | 18.779<br>3,42%         | 19.298<br>3,19%         | -2,69%   | 14.402<br>4,84%         | 14.676<br>4,68%         | -1,87%   | 32s                     | 31s                     | +5%      | 22,35%                  | 19,3%                   | +15,83%  |
| Regels voor binnen en buiten   Coronavirus COVID-19   Rijksoverheid.nl                            | 18.244<br>3,32%         | 21.518<br>3,55%         | -15,22%  | 15.814<br>5,31%         | 18.444<br>5,88%         | -14,26%  | 56s                     | 58s                     | -2,82%   | 40,73%                  | 40,7%                   | +0,08%   |
| In thuisquarantaine door corona (thuisblijven)   Coronavirus COVID-19   Rijksoverheid.nl          | 17.307<br>3,15%         | 20.726<br>3,42%         | -16,5%   | 13.793<br>4,63%         | 16.397<br>5,23%         | -15,88%  | 1m 13s                  | 1m 13s                  | +0,9%    | 41,85%                  | 40,12%                  | +4,3%    |
| De Nederlandse maatregelen:   | 14.994<br>2,73%         | 17.957<br>2,97%         | -16,5%   | 12.534<br>4,21%         | 14.916<br>4,76%         | -15,97%  | 1m 3s                   | 1m 6s                   | -4,99%   | 25,63%                  | 24,24%                  | +5,74%   |

| Page title   | Page views              |                         |              | Sessions                |                         |              | Average time on page    |                         |          | Bounce rate             |                         |          |
|--|-------------------------|-------------------------|--------------|-------------------------|-------------------------|--------------|-------------------------|-------------------------|----------|-------------------------|-------------------------|----------|
|  | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change     | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change     | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change |
| basisre<br>gels<br>voor<br>iedereen<br> <br>Coronavi<br>rus CO<br>VID-19  <br>Rijksover<br>heid.nl             |                         |                         |              |                         |                         |              |                         |                         |          |                         |                         |          |
| Testen op corona   Coronavi rus COVID-19   Rijksoverheid.nl  | 14.307<br>2,6%          | 17.238<br>2,85%         | -17%         | 10.573<br>3,55%         | 12.612<br>4,02%         | -16,17%      | 21s                     | 21s                     | -0,18%   | 5,54%                   | 5,05%                   | +9,73%   |
| Wanneer laten testen op corona   Co<br>ronavirus<br><br>COVID-1<br>9  <br>Rijksove<br>rheid.<br>nl             | 13.286<br>2,42%         | 15.523<br>2,56%         | -14,41%      | 11.396<br>3,83%         | 13.178<br>4,2%          | -13,52%      | 1m 12s                  | 1m 16s                  | -5,44%   | 45,53%                  | 44,07%                  | +3,31%   |
| Video's persconf<br>erenties<br>coronavi<br>rus  <br>Coronavi<br>rus<br>COVID-1<br>9  <br>Rijksove<br>rheid.nl | 10.327<br>1,88%         | 2.356<br>0,39%          | +338,33<br>% | 9.135<br>3,07%          | 2.042<br>0,65%          | +347,36<br>% | 29s                     | 32s                     | -11,04%  | 57,39%                  | 48,09%                  | +19,35%  |
| Coronavi<br>rus en<br>gezondhe<br>id  <br>Coronav<br>irus<br>COVID-1<br>9  <br>Rijksover<br>heid.nl            | 8.937<br>1,63%          | 11.339<br>1,87%         | -21,18%      | 6.355<br>2,14%          | 8.030<br>2,56%          | -20,86%      | 22s                     | 21s                     | +1,38%   | 4,2%                    | 4,07%                   | +3,17%   |
| Persconf<br>erentie<br>coronavi<br>rus 3<br>novem<br>ber in<br>eenvoudi<br>ge taal  <br>Rijksove<br>rheid.nl   | 8.006<br>1,46%          | 5.408<br>0,89%          | +48,04%      | 7.205<br>2,42%          | 4.742<br>1,51%          | +51,94%      | 34s                     | 45s                     | -23,78%  | 55,06%                  | 43,48%                  | +26,62%  |
| Reizen en op vakantie  | 7.621<br>1,39%          | 8.246<br>1,36%          | -7,58%       | 5.535<br>1,86%          | 6.011<br>1,92%          | -7,92%       | 26s                     | 24s                     | +7,25%   | 14,13%                  | 13,97%                  | +1,1%    |



| Page title   | Page views               |                          |          | Sessions                 |                          |          | Average time on page     |                          |          | Bounce rate              |                          |          |
|--|--------------------------|--------------------------|----------|--------------------------|--------------------------|----------|--------------------------|--------------------------|----------|--------------------------|--------------------------|----------|
|  | 10-11-2020<br>10-11-2020 | 09-11-2020<br>09-11-2020 | % change | 10-11-2020<br>10-11-2020 | 09-11-2020<br>09-11-2020 | % change | 10-11-2020<br>10-11-2020 | 09-11-2020<br>09-11-2020 | % change | 10-11-2020<br>10-11-2020 | 09-11-2020<br>09-11-2020 | % change |
| gaan   Corona virus COVID-19   Rijksoverheid.nl  |                          |                          |          |                          |                          |          |                          |                          |          |                          |                          |          |
| Veelgestelde vragen gezinnen met kinderen en quarantaine   Coronavirus COVID-19   Rijksoverheid.nl     | 7.590<br>1,38%           | 9.703<br>1,6%            | -21,78%  | 6.252<br>2,1%            | 7.945<br>2,53%           | -21,31%  | 1m 23s                   | 1m 23s                   | +0,24%   | 45,04%                   | 43,86%                   | +2,68%   |
| Thuisblijven (in thuisquarantaine) bij aankomst in Nederland   Coronavirus COVID-19   Rijksoverheid.nl | 7.072<br>1,29%           | 7.833<br>1,29%           | -9,72%   | 5.315<br>1,79%           | 5.731<br>1,83%           | -7,26%   | 1m 5s                    | 1m 9s                    | -6,14%   | 29,95%                   | 27,81%                   | +7,69%   |
| Symptomen coronavirus   Coronavirus COVID-19   Rijksoverheid.nl  | 5.939<br>1,08%           | 7.480<br>1,24%           | -20,6%   | 5.351<br>1,8%            | 6.687<br>2,13%           | -19,98%  | 1m 12s                   | 1m 10s                   | +2,19%   | 14,91%                   | 13,41%                   | +11,17%  |
| Gedeeltelijke lockdown om besmettingen terug te dringen   Nieuwsbericht   Rijksoverheid.nl             | 5.681<br>1,03%           | 6.046<br>1%              | -6,04%   | 4.918<br>1,65%           | 5.165<br>1,65%           | -4,78%   | 47s                      | 46s                      | +1,36%   | 26,92%                   | 24,92%                   | +8,04%   |
| Het coronavirus en de  | 5.506<br>1%              | 5.731<br>0,95%           | -3,93%   | 4.967<br>1,67%           | 5.138<br>1,64%           | -3,33%   | 51s                      | 49s                      | +4,15%   | 69,62%                   | 67,4%                    | +3,29%   |

| Page title  | Page views              |                         |          | Sessions                |                         |          | Average time on page    |                         |          | Bounce rate             |                         |          |
|---|-------------------------|-------------------------|----------|-------------------------|-------------------------|----------|-------------------------|-------------------------|----------|-------------------------|-------------------------|----------|
|   | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change |
| horeca en evenementen   Coronavirus COVID-19   Rijksoverheid.nl |                         |                         |          |                         |                         |          |                         |                         |          |                         |                         |          |

## Downloads

| Selected segment  | Date range                          |                         |          |
|---|-------------------------------------|-------------------------|----------|
| All visitors  | 10 November 2020 - 10 November 2020 |                         |          |
| Download URL  | Unique downloads                    |                         |          |
|   | 10-11-2020 - 10-11-2020             | 09-11-2020 - 09-11-2020 | % change |
|   | 36.204                              | 38.026                  | -4,79%   |
| https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/10/15/stroomschema--wanner-testen-en-in-quarantaine/Stroomschema+testen+en+quarantaine.pdf                                | 1.792<br>4,95%                      | 2.252<br>5,92%          | -20,43%  |
| https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/10/13/risiconiveaus-en-maatregelen-covid-19/Routekaart+publieksversie.pdf   | 1.375<br>3,8%                       | 1.987<br>5,23%          | -30,8%   |
| https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/kaarten/2020/11/10/kaart-vervoersbeperking-sgebied-lutjegast/Kaart++10+KM++Lutjegast.pdf   | 638<br>1,76%                        | 0<br>0%                 | -        |
| https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/06/30/uitkeringsbedragen-per-1-juli-2020/uitkeringsbedragenjuli2020.pdf   | 512<br>1,41%                        | 496<br>1,3%             | +3,23%   |
| https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/09/18/zorgbonus-overzicht--beroepen-en-functies/Zorgbonus--beroepen+en+functies+die+in+aanmerking+komen+voor+de+bonus.pdf | 512<br>1,41%                        | 550<br>1,45%            | -6,91%   |

| Download URL  | Unique downloads        |                         |          |
|---|-------------------------|-------------------------|----------|
|   | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change |
| <a href="https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/10/15/factsheet-wanneer-moet-ik-in-quarantaine/Wanneer-moet-ik-in-quarantaine.pdf">https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/10/15/factsheet-wanneer-moet-ik-in-quarantaine/Wanneer-moet-ik-in-quarantaine.pdf</a>   | 465<br>1,28%            | 632<br>1,66%            | -26,42%  |
| <a href="https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/11/03/factsheet--tijdelijke-verzwaren-van-de-gedeeltelijke-lockdown/201103_visual_tijdelijke-verzwaren-van-de-gedeeltelijke-lockdown.pdf">https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/11/03/factsheet--tijdelijke-verzwaren-van-de-gedeeltelijke-lockdown/201103_visual_tijdelijke-verzwaren-van-de-gedeeltelijke-lockdown.pdf</a>   | 462<br>1,28%            | 741<br>1,95%            | -37,65%  |
| <a href="https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/10/13/risiconiveaus-en-maatregelen-covid-19/Routekaart-maatregelen-versie.pdf">https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/10/13/risiconiveaus-en-maatregelen-covid-19/Routekaart-maatregelen-versie.pdf</a>   | 454<br>1,25%            | 612<br>1,61%            | -25,82%  |
| <a href="https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/kamerstukken/2020/11/06/kamerbrief-over-maatregelen-woningmarkt-voor-betalebaarheid-huurders-en-investeren-in-leefbaarheid/kamerbrief-over-maatregelen-woningmarkt-voor-betalebaarheid-huurders-en-investeren-in-leefbaarheid.pdf">https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/kamerstukken/2020/11/06/kamerbrief-over-maatregelen-woningmarkt-voor-betalebaarheid-huurders-en-investeren-in-leefbaarheid/kamerbrief-over-maatregelen-woningmarkt-voor-betalebaarheid-huurders-en-investeren-in-leefbaarheid.pdf</a> | 434<br>1,2%             | 722<br>1,9%             | -39,89%  |
| <a href="https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/09/18/zorgbonus-overzicht-beroepen-en-functies/Zorgbonus-beroepen-en-functies-die-niet-in-aanmerking-komen-voor-de-bonus.pdf">https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/09/18/zorgbonus-overzicht-beroepen-en-functies/Zorgbonus-beroepen-en-functies-die-niet-in-aanmerking-komen-voor-de-bonus.pdf</a>   | 420<br>1,16%            | 427<br>1,12%            | -1,64%   |
| <a href="https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/brochures/2020/09/18/brochure-hulp-en-steun-bij-thuisquarantaine/201015_QuarantaineFolder_Online.pdf">https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/brochures/2020/09/18/brochure-hulp-en-steun-bij-thuisquarantaine/201015_QuarantaineFolder_Online.pdf</a>   | 358<br>0,99%            | 428<br>1,13%            | -16,36%  |
| <a href="https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/09/18/handreiking-zorgbonus-covid-19-9+Handreiking+zorgbonus+COVID-19.pdf">https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/09/18/handreiking-zorgbonus-covid-19-9+Handreiking+zorgbonus+COVID-19.pdf</a>   | 294<br>0,81%            | 243<br>0,64%            | +20,99%  |
| <a href="https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/">https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/</a>   | 249<br>0,69%            | 0<br>0%                 | -        |

| Download URL  | Unique downloads        |                         |          |
|---|-------------------------|-------------------------|----------|
|   | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change |
| kamerstukken/2020/11/10/derde-onderwijs-en-zorgbrief/derde-onderwijs-en-zorgbrief.pdf   |                         |                         |          |
| https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/brochures/2020/11/10/europese-droneregels-voor-piloten-die-momenteel-recreatief-vliegen/recreatieve+dronepiloten.pdf   | 243<br>0,67%            | 0<br>0%                 | -        |
| https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/07/20/gezondheidsverklaring-reizigers-nederlands/NL+Gezondheidsverklaring+Reizigers.pdf   | 243<br>0,67%            | 499<br>1,31%            | -51,3%   |
| https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/brochures/2018/07/01/vergunningvrij-bouwen-bijbehorend-bouwwerk/BZK+Publieksbrochure+vergunningvrij+bouwen_aanpassing_juli2018.pdf   | 239<br>0,66%            | 326<br>0,86%            | -26,69%  |
| https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/10/05/coronaregels-voor-gezinnen-met-kinderen/200922_Testen_Gezinnen_07.pdf   | 234<br>0,65%            | 315<br>0,83%            | -25,71%  |
| https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/11/04/uitgangspunten-voor-inzet-testen-op-covid-19-waaronder-antigeensneltesten-buiten-de-ggd-testlocaties/Uitgangspunten+voor+inzet+testen+op+COVID-19+(waaronder+antigeen(snel)testen)+buiten+de+GGD-testlocaties+2.0.pdf | 224<br>0,62%            | 0<br>0%                 | -        |
| https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/10/06/lijst-met-zorgberoepen-die-in-aanmerking-komen-voor-prioriteitstesten/Lijst+met+beroepen+die+in+aanmerking+voor+prioriteitstesten+16+oktober+2020.pdf   | 210<br>0,58%            | 266<br>0,7%             | -21,05%  |

| Download URL   | Unique downloads        |                         |          |
|--|-------------------------|-------------------------|----------|
|  | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change |
| https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/publicaties/2020/06/03/informatienow-1.0/Tijdelijke-Noodmaatregel-Overbrugging-voor-Werkgelegenheid-NOW1-12082020.pdf | 201<br>0,56%            | 198<br>0,52%            | +1,52%   |

## Interne zoekopdrachten

| Selected segment   | Date range                          |                         |          |                 |
|--------------------|-------------------------------------|-------------------------|----------|-----------------|
| All visitors       | 10 November 2020 - 10 November 2020 |                         |          |                 |
| Search keyword     |                                     |                         | Searches | Search category |
|                    | 10-11-2020 - 10-11-2020             | 09-11-2020 - 09-11-2020 | % change |                 |
|                    | 25.309                              | 25.396                  | -0,34%   |                 |
| coronavirus        | 489<br>1,93%                        | 520<br>2,05%            | -5,96%   | documenten      |
| Uitslag            | 192<br>0,76%                        | 172<br>0,68%            | +11,63%  | zoeken          |
| Persconferentie    | 192<br>0,76%                        | 68<br>0,27%             | +182,35% | zoeken          |
| Corona             | 113<br>0,45%                        | 124<br>0,49%            | -8,87%   | zoeken          |
| Persconferentie    | 108<br>0,43%                        | 31<br>0,12%             | +248,39% | agenda          |
| Duitsland          | 78<br>0,31%                         | 48<br>0,19%             | +62,5%   | zoeken          |
| corona             | 73<br>0,29%                         | 111<br>0,44%            | -34,23%  | zoeken          |
| energielabel       | 69<br>0,27%                         | 90<br>0,35%             | -23,33%  | zoeken          |
| Beginnersrijbewijs | 62<br>0,24%                         | 57<br>0,22%             | +8,77%   | zoeken          |
| raamovereenkomst   | 56<br>0,22%                         | 0<br>0%                 | -        | zoeken          |
| corona             | 53<br>0,21%                         | 50<br>0,2%              | +6%      | nieuws          |
| cito rekenen       | 51<br>0,2%                          | 38<br>0,15%             | +34,21%  | documenten      |
| OMT COVID-19       | 50<br>0,2%                          | 40<br>0,16%             | +25%     | documenten      |
| Vuurwerk           | 50<br>0,2%                          | 35<br>0,14%             | +42,86%  | zoeken          |
| Corona             | 49<br>0,19%                         | 14<br>0,06%             | +250%    | agenda          |
| persconferentie    | 48<br>0,19%                         | 25<br>0,1%              | +92%     | agenda          |
| persconferentie    | 47<br>0,19%                         | 35<br>0,14%             | +34,29%  | zoeken          |

| Search keyword | Searches                |                         |          | Search category |
|----------------|-------------------------|-------------------------|----------|-----------------|
|                | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change |                 |
| Bezoek         | 46<br>0,18%             | 38<br>0,15%             | +21,05%  | zoeken          |
| Vogelgriep     | 46<br>0,18%             | 10<br>0,04%             | +360%    | zoeken          |
| vogelgriep     | 44<br>0,17%             | 24<br>0,09%             | +83,33%  | zoeken          |

## Vanuit welke websites komt bezoek

This report shows only partial data (filters for session entry URL, event custom variable value 2, channel have been set)

| Selected segment           |                         | Date range                          |  |          |
|----------------------------|-------------------------|-------------------------------------|--|----------|
| All visitors               |                         | 10 November 2020 - 10 November 2020 |  |          |
| Referrer URL (domain)      | Sessions                |                                     |  | % change |
|                            | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020             |  |          |
|                            | 41.523                  | 46.853                              |  | -11,38%  |
| www.rivm.nl                | 15.666<br>37,73%        | 19.773<br>42,2%                     |  | -20,77%  |
| m.facebook.com             | 5.159<br>12,42%         | 4.116<br>8,78%                      |  | +25,34%  |
| www.nederlandwereldwijd.nl | 3.518<br>8,47%          | 3.619<br>7,72%                      |  | -2,79%   |
| coronatest.nl              | 3.078<br>7,41%          | 3.547<br>7,57%                      |  | -13,22%  |
| instagram.com              | 1.067<br>2,57%          | 954<br>2,04%                        |  | +11,84%  |
| lci.rivm.nl                | 871<br>2,1%             | 987<br>2,11%                        |  | -11,75%  |
| diplomatie.belgium.be      | 572<br>1,38%            | 561<br>1,2%                         |  | +1,96%   |
| t.co                       | 491<br>1,18%            | 412<br>0,88%                        |  | +19,17%  |
| l.facebook.com             | 448<br>1,08%            | 394<br>0,84%                        |  | +13,71%  |
| www.ggdijsselland.nl       | 336<br>0,81%            | 417<br>0,89%                        |  | -19,42%  |

## Campagne verkeer

This report shows only partial data (filters for event custom variable value 2, campaign name have been set)

| Selected segment |                   |         |                  | Date range                          |                         |          |
|------------------|-------------------|---------|------------------|-------------------------------------|-------------------------|----------|
| All visitors     |                   |         |                  | 10 November 2020 - 10 November 2020 |                         |          |
| Campaign name    | Source / medium   | Keyword | Campaign content | Sessions                            |                         |          |
|                  |                   |         |                  | 10-11-2020 - 10-11-2020             | 09-11-2020 - 09-11-2020 | % change |
|                  |                   |         |                  | 3.827                               | 4.053                   | -5,58%   |
| coronavirus      | rijksoverheid.nl/ | No data | No data          | 3.291                               | 3.434                   | -4,16%   |

| Campaign name             | Source / medium                                 | Keyword                         | Campaign content | Sessions                |                         |          |
|---------------------------|---|---------------------------------|------------------|-------------------------|-------------------------|----------|
|                           |   |                                 |                  | 10-11-2020 - 10-11-2020 | 09-11-2020 - 09-11-2020 | % change |
|                           | coronavirus / redirect                          |                                 |                  | 85,99%                  | 84,73%                  |          |
| coronavirus               | rijksoverheid.nl/ corona / redirect             | No data                         | No data          | 198<br>5,17%            | 236<br>5,82%            | -16,1%   |
| vws-corona-testen-08-2020 | spotify / overig                                | spot-multi-device-cpm-awareness | ros-audio-alg    | 106<br>2,77%            | 125<br>3,08%            | -15,2%   |
| coronavirus               | rijksoverheid.nl/ coronavirus / redirecthttp:// | No data                         | No data          | 25<br>0,65%             | 26<br>0,64%             | -3,85%   |
| coronavirus               | no data / banner                                | No data                         | pushbericht      | 19<br>0,5%              | 16<br>0,39%             | +18,75%  |

## Outlinks

This report shows only partial data (filters for page URL, event custom variable value 2, outlink URL have been set)

| Selected segment                 |  | Date range                          |                         |          |
|----------------------------------|--|-------------------------------------|-------------------------|----------|
| All visitors                     |  | 10 November 2020 - 10 November 2020 |                         |          |
| Outlink URL (domain)             | Outlink URL (domain and path)                          | Sessions                            |                         |          |
|                                  |  | 10-11-2020 - 10-11-2020             | 09-11-2020 - 09-11-2020 | % change |
|                                  |  | 50.815                              | 54.848                  | -7,35%   |
| www.coronatest.nl                | http://www.coronatest.nl/                              | 34.537<br>67,97%                    | 37.019<br>67,49%        | -6,7%    |
| coronadashboard.rijksoverheid.nl | https://coronadashboard.rijksoverheid.nl/              | 4.299<br>8,46%                      | 4.155<br>7,58%          | +3,47%   |
| www.nederlandwereldwijd.nl       | https://www.nederlandwereldwijd.nl/reizen/reisadviezen | 2.447<br>4,82%                      | 2.859<br>5,21%          | -14,41%  |
| youtu.be                         | https://youtu.be/uWie9fozJMM                           | 774<br>1,52%                        | 947<br>1,73%            | -18,27%  |
| ici.rivm.nl                      | https://ici.rivm.nl/informatiepatientthuis             | 511<br>1,01%                        | 677<br>1,23%            | -24,52%  |