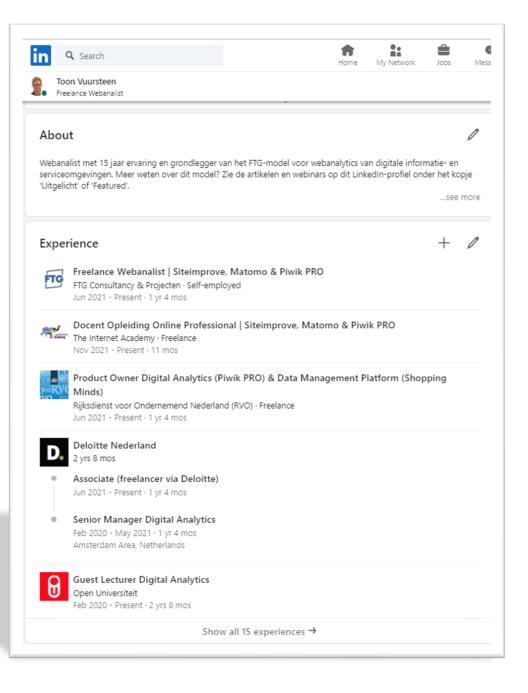# Workshop

A framework for digital analytics in the public sector

FTG framework

Toon Vuursteen

- Managing partner at FTG Company

- Originator of FTG model, a web analytics framework

- In online industry since 2001

Martijn Warmoeskerken

- Teamlead UX Research & Digital Analytics at Central Government

- Implemented Piwik PRO in Dutch Central Government (800+ websites)

- In online industry since 2004

Why the FTG framework?

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› Digital analytics in the public sector is different than in e-commerce

Differences digital analytics in e-commerce vs public sector

- Internal decision-making aimed at **maximizing the return on investment**

- Internal decision-making aimed at **transparency and accessibility of information and services**

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FTG

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- **Web analytics**: Google Analytics and Adobe, **harder to be GDPR compliant**

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Added Value FTG framework

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FTG

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- This approach breaks up a web site into its constituent pieces and then assigns one or more specific functions to each piece. These functions can be things like navigation (e.g. route visitors to a specific place), call-to-action (e.g. convince a user to do something) or information (e.g. provide a visitor with some piece of information)

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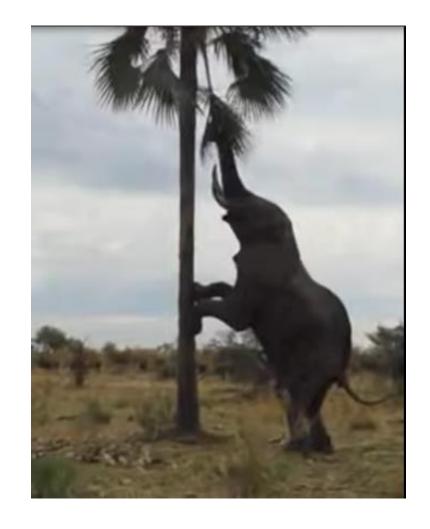
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- The advantages of the FTG model emerge in several different ways.
  - It makes web analytics possible without a fully developed online strategy. One can **start bottom up**
  - It makes web analytics possible aimed at **web governance and content design** (instead of online marketing and e-commerce)
  - It creates a **"shared language" in web analytics in the public sector**
  - It **reduces the need for** finding and hiring this one (ore more) **brilliant individual web analyst(s)**
  - It makes **training of new web analysts easier**.

FTG

The heart of the framework: Evaluate the proper capacity

Would You Assess an Elephant by its Capacity to Climb a Tree?
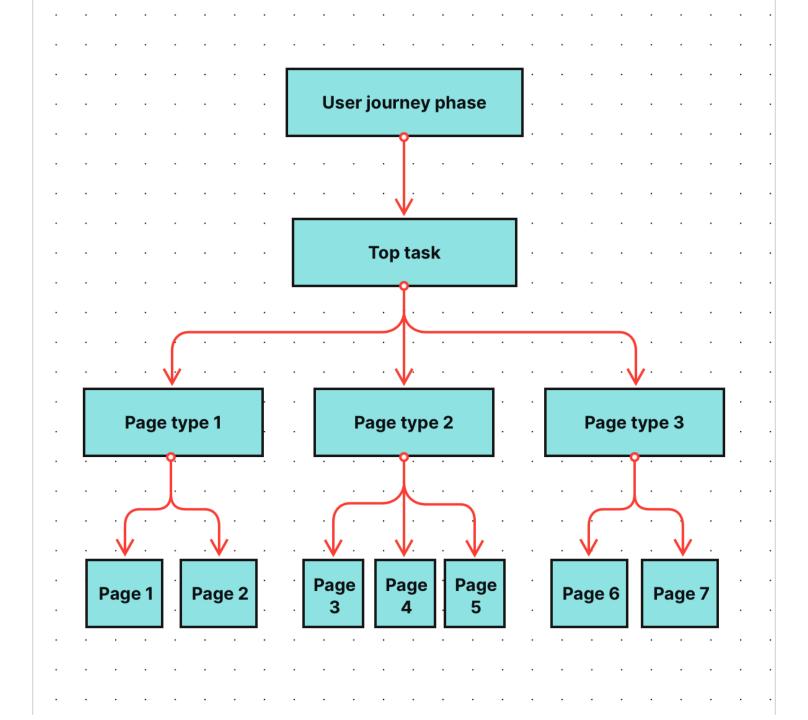
The heart of the framework: Evaluate the proper capacity

Would You Assess an Elephant by its Capacity to Climb a Tree?

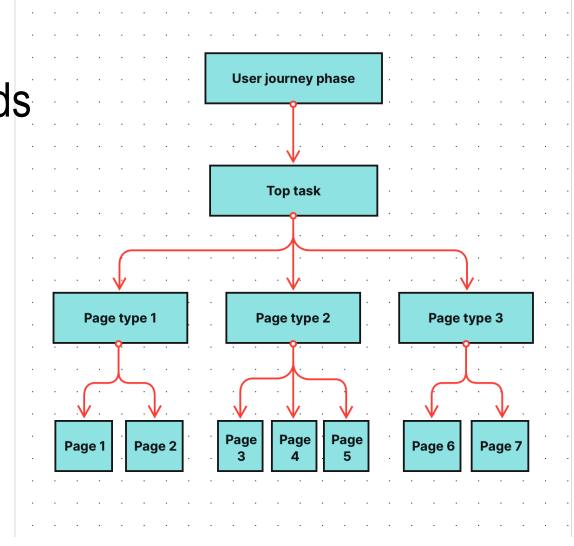Would You Asses an Information Page by its Capacity to Route Visitors?

FTG

Each page of your website needs
to be 'labeled'

- Page type
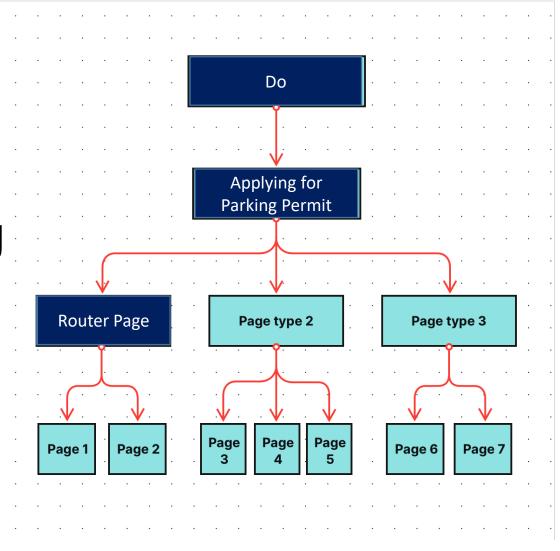
- Top task (or subject)

- User journey phase

For example

- Page type: Router Page

- Top task: Applying for a parking permit

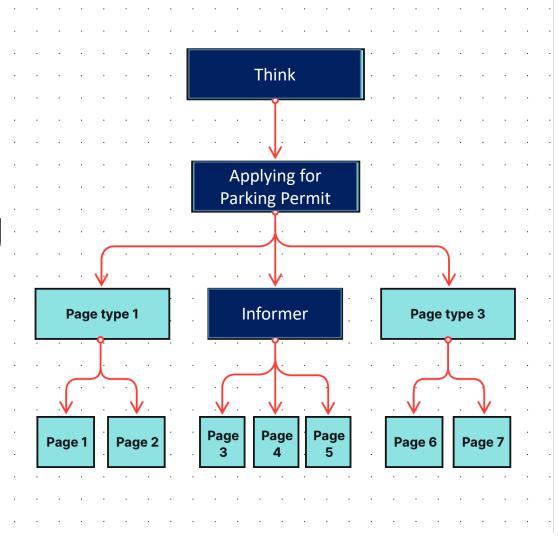- User Journey phase: Do

(out of: See-Think-Do-Care)

Another example:

- Page type: Informer

- Top task: Applying for a parking permit
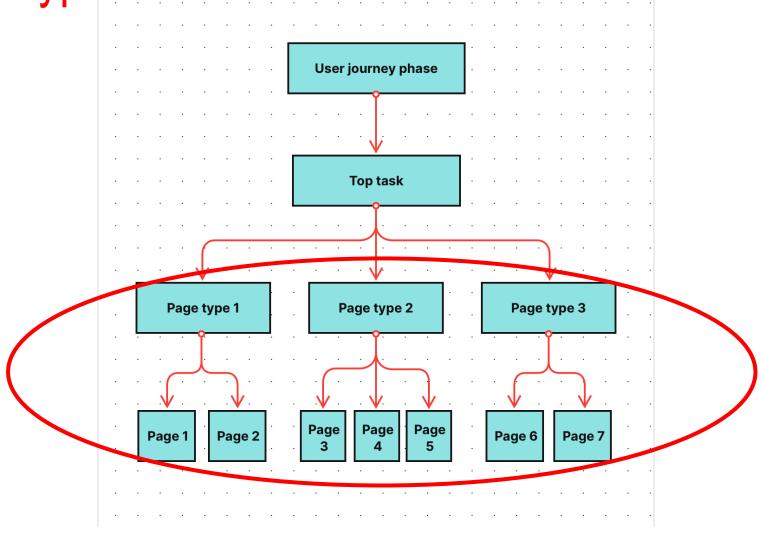
- User Journey phase: Think
(out of: See-Think-Do-Care)

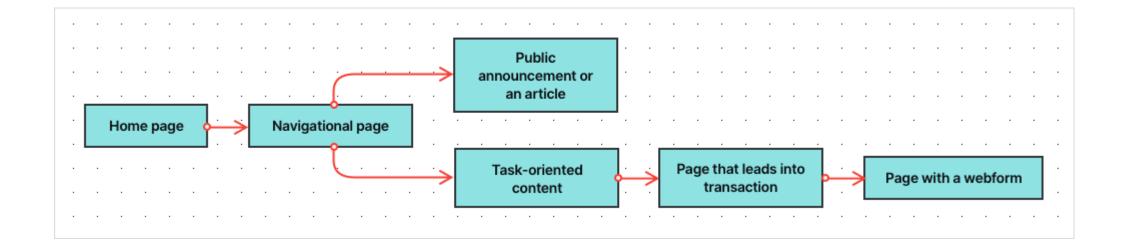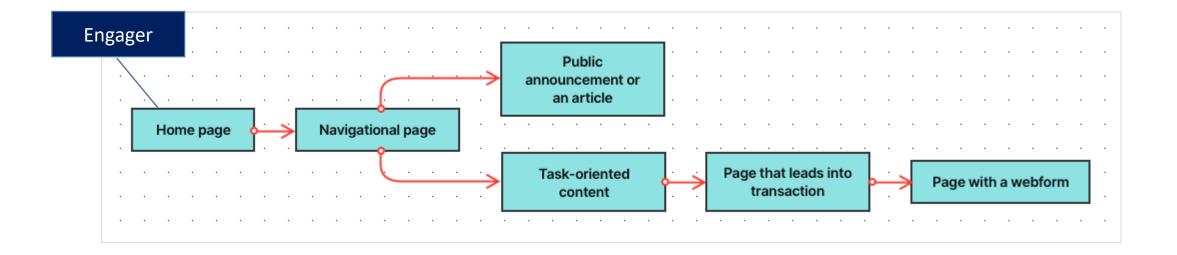# Focus of this workshop: categorization of webpages into page types

What page types are there?

- **Engager**: primary function is to engage visitors and make them return to the website (blogs, news, tools etc.)

- **Router**: primary function is to route visitors (all navigational pages including search & filter pages)

- **Informer**: primary function is to provide visitors with non-product-specific information (e.g. a City Vision on Mobility in 2025 or a bio of a municipal official)

- **Explainer**: primary function is to provide visitors with product-specific information and/or task-oriented content (e.g. what is a parking permit and how to apply for one)

- **Call-to-Action Page**: primary function is to start a transaction (open a web form)

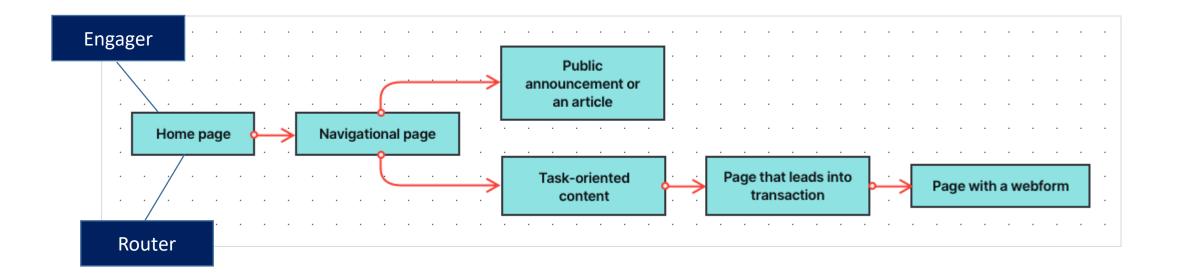- **Transaction Page**: primary function is facilitate a transaction (the web form itself)
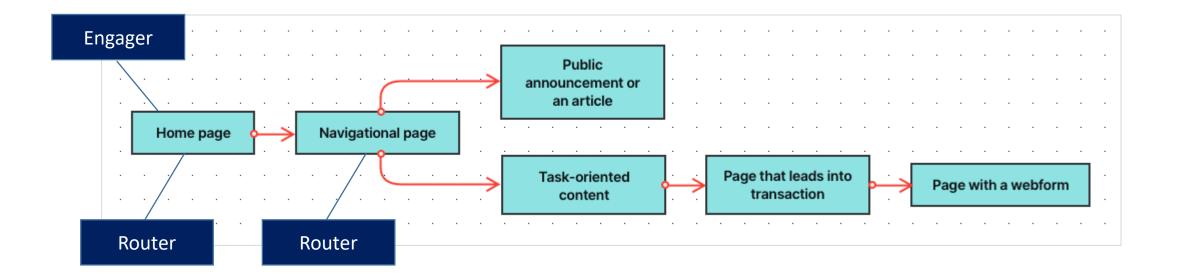
FTG

Labeling of pages

Home page → Navigational page → Public announcement or an article

Navigational page → Task-oriented content → Page that leads into transaction → Page with a webform

Labeling of pages

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Categorization added to Content Taxonomy

Page URL	CMS Page Type	FTG Page Type	Subject	Top Task	Funnel Step
https://www.rvo.nl/	landing_page	Top level router			
https://www.rvo.nl/subsidies-financiering/isde/woningeigenaren	subsidy	Explainer	Bouwen en wonen|Klimaat en energie		
https://www.rvo.nl/subsidies-financiering/tvl	summary	Sub level router	Ondernemen en bedrijfsvoering		
https://www.rvo.nl/subsidies-financiering	summary	Sub level router			
https://www.rvo.nl/subsidies-financiering/isde/woningeigenaren/isolatiemaatregelen	subsidy	Explainer	Bouwen en wonen|Klimaat en energie		
https://www.rvo.nl/subsidies-financiering/isde	summary	Sub level router	Bouwen en wonen|Klimaat en energie		
https://www.rvo.nl/subsidies-financiering/isde/woningeigenaren/stappenplan-woningeigenaren	subsidy	Explainer	Bouwen en wonen|Klimaat en energie		
https://www.rvo.nl/subsidies-financiering/isde/woningeigenaren/warmtepomp	subsidy	Explainer	Bouwen en wonen|Klimaat en energie		
https://www.rvo.nl/subsidies-financiering/isde/wijzigingen-2022	subsidy	Explainer	Bouwen en wonen|Klimaat en energie		
https://www.rvo.nl/onderwerpen/dieren-houden/huisdierenlijst	subject	Informer	Dieren en natuur		
https://www.rvo.nl/subsidies-financiering/sepp	subsidy	Explainer	Klimaat en energie	SEPP aanvragen	Step 1
https://www.rvo.nl/onderwerpen/over-ons/contact	summary	Sub level router	Ondernemen en bedrijfsvoering		
https://www.rvo.nl/onderwerpen/over-ons/zaken-regelen	summary	Sub level router	Innovatie, Onderzoek en Onderwijs		
https://www.rvo.nl/onderwerpen/over-rvo/contact	summary	Sub level router			
https://www.rvo.nl/subsidies-financiering/praktijkleren	subsidy	Explainer			
https://www.rvo.nl/onderwerpen/identificatie-en-registratie-dieren/schapen-en-geiten-melden	subject	Informer	Dieren en natuur|Landbouw		
https://www.rvo.nl/onderwerpen/identificatie-en-registratie-dieren/honden	summary	Sub level router	Dieren en natuur		
https://www.rvo.nl/onderwerpen/identificatie-en-registratie-dieren/dierlocatie-ubn	subject	Informer	Dieren en natuur|Landbouw		
https://www.rvo.nl/onderwerpen/over-ons/contact/bezwaar-maken	subject	Informer			
https://www.rvo.nl/onderwerpen/identificatie-en-registratie-dieren/honden/houders-van-honden	subject	Informer	Dieren en natuur		
https://www.rvo.nl/onderwerpen/identificatie-en-registratie-dieren	summary	Sub level router	Dieren en natuur|Landbouw		
https://www.rvo.nl/particulieren	landing_page	Top level router	Klimaat en energie		
https://www.rvo.nl/subsidies-financiering/sde	subsidy	Explainer	Klimaat en energie		
https://www.rvo.nl/klimaat-energie	landing_page	Top level router	Klimaat en energie		
https://www.rvo.nl/subsidies-financiering/eia/ondernemers	subsidy	Explainer	Ondernemen en bedrijfsvoering		
https://www.rvo.nl/subsidies-financiering/mia-vamil/ondernemers	subsidy	Explainer	Bouwen en wonen		

FTG

Focus of this workshop: Operational level of FTG model

Du vil ansøge

Du vil ansøge om at besøge, bo eller arbejde i Danmark, eller ansøge om pas til udlænding. Der gælder særlige regler for dig, som er statsborger i EU eller Norden.

Til dig der vil ansøge på grund af

Kort ophold (visum) →

Du vil besøge Danmark i op til 90 dage og skal ansøge om visum.

Ophold som EU/EØS-statsborger eller nordisk statsborger →

Hvis du er statsborger i EU/EØS eller Schweiz eller er nordisk statsborger, gælder der særlige regler for indrejse og ophold.

EU-regler

Invasionen af Ukraine →

Du er en person, der er fordrevet fra Ukraine, og ønsker at søge om midlertidig opholdstilladelse efter særloven.

Familie →

Du vil bo sammen med din ægtefælle, faste samlever, forælder eller andet familiemedlem i Danmark og skal ansøge om familiesammenføring eller opholdstilladelse som medfølgende familiemedlem.

Asyl →

Du ønsker beskyttelse i Danmark som flygtning og vil ansøge om asyl.

Arbejde →

Du vil arbejde i Danmark og skal ansøge om opholds- og arbejdstilladelse i Danmark.
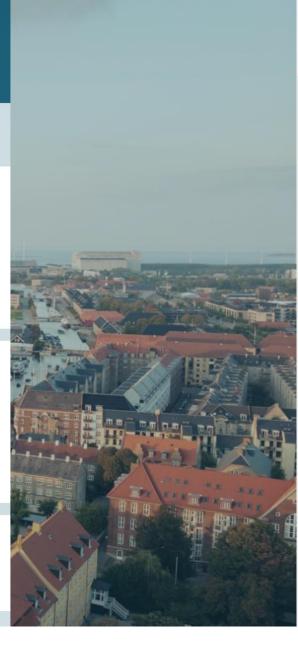
Studie →

Du vil studere i Danmark og skal ansøge om opholdstilladelse som studerende.

Au pair →

Du vil være au pair hos en dansk værtsfamilie og skal ansøge om opholdstilladelse som au pair.
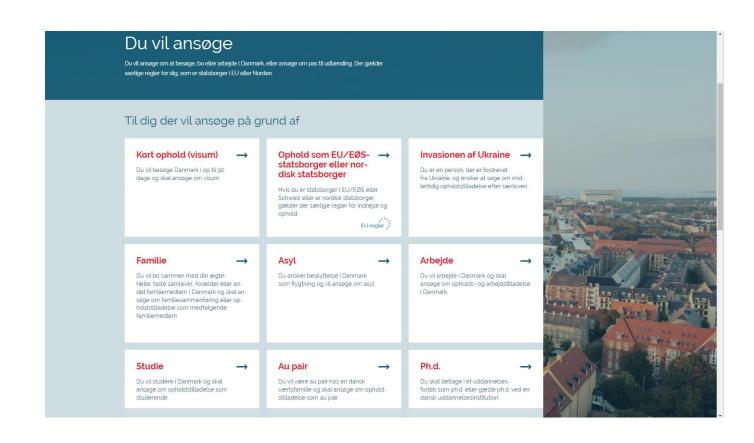
Ph.d. →

Du skal deltage i et uddannelsesforløb som ph.d. eller gæste ph.d. ved en dansk uddannelsesinstitution.

What is the function of this page?
(Engager, Router, Informer, Explainer, Call-to-Action page, Transaction page)
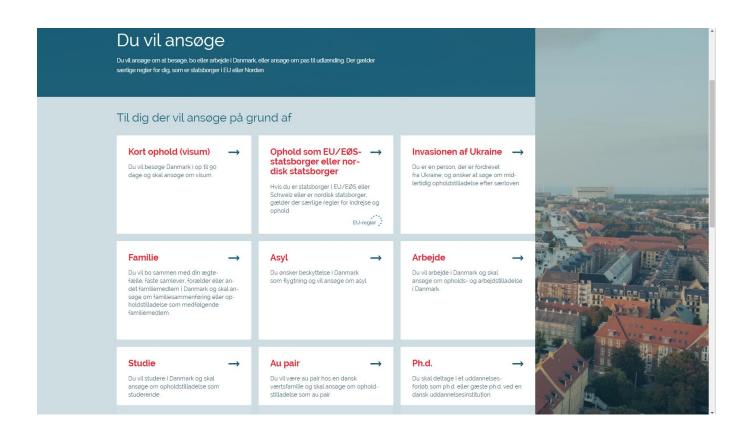
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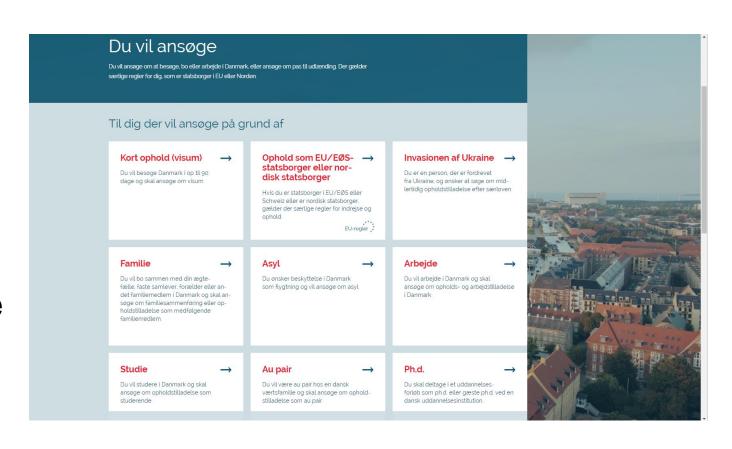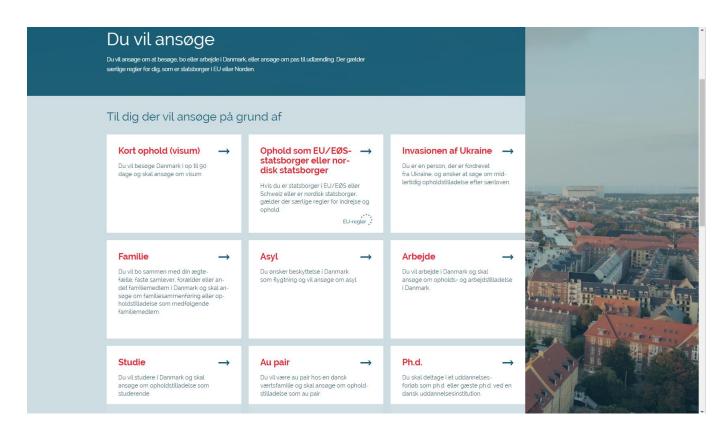
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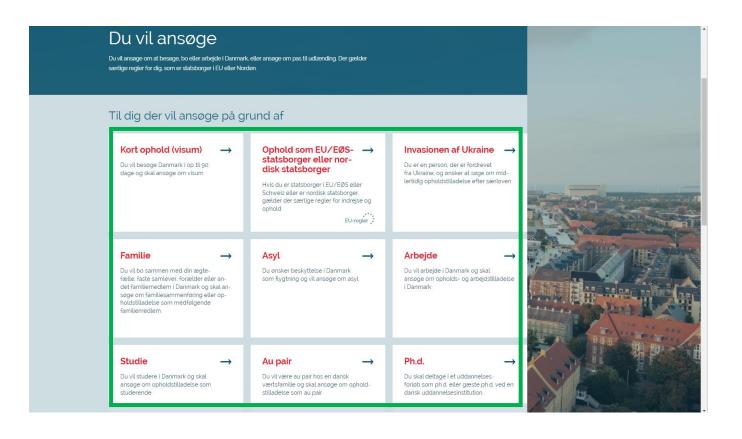
> They must click through

Desired behaviour:
High Click Through Rate

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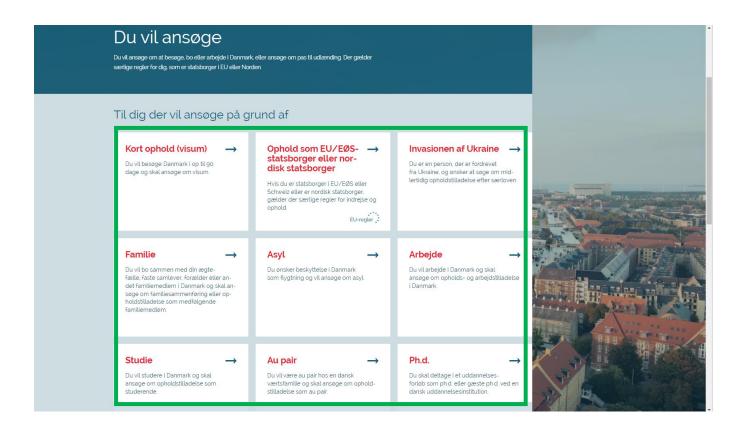
Desired behaviour:
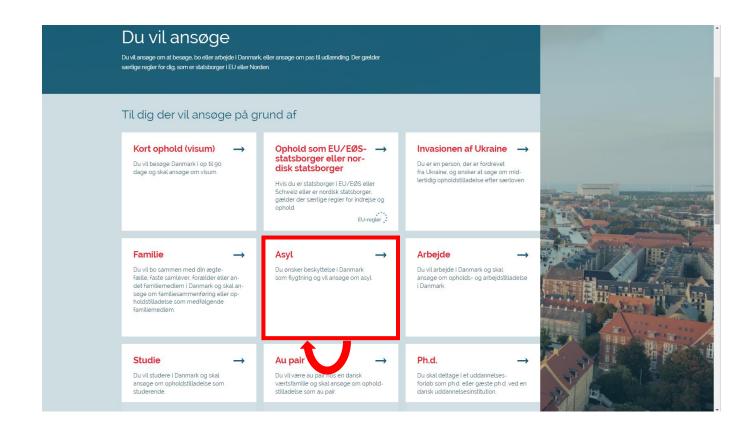**High** Click Through Rate

Desired Behaviour:
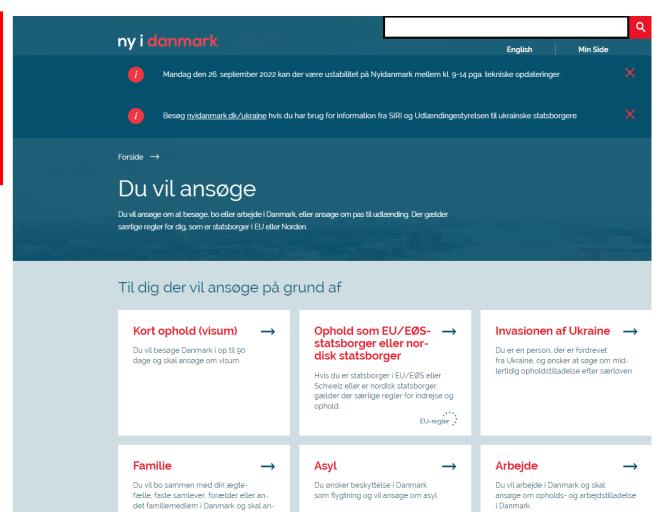**Short** Time to Click

Desired behaviour:
Low Click Back Rate

Desired behaviour:
Low Menu Click Rate

Du vil **ansøge**

Du **venter** svar
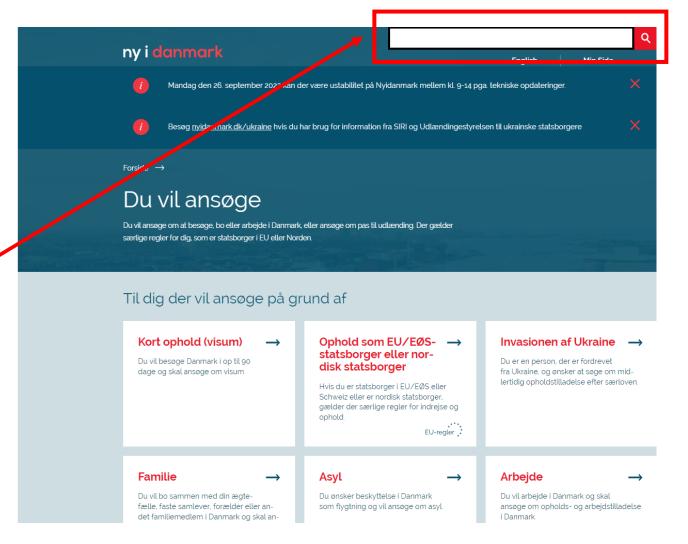
Du har **fået** svar

Du vil **forlænge**

Din situation **ændrer** sig

ny i danmark

English   Min Side

ⓘ   Mandag den 26. september 2022 kan der være ustabilitet på Nyidanmark mellem kl. 9-14 pga. tekniske opdateringer.   ✕

ⓘ   Besøg nyidanmark.dk/ukraine hvis du har brug for information fra SIRI og Udlændingestyrelsen til ukrainske statsborgere   ✕

Forside →

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FTG

Desired behaviour:
Low Menu Click Rate

Desired behaviour:
Low Search Rate

Rijksdienst voor Ondernemend Nederland

🌐 Klimaat & Energie   🏢 Bouwen & Wonen   👥 Internationaal ondernemen   🌐 Ontwikkelingssamenwerking

🚜 Landbouw   🐟 Visserij   Dier & Natuur   💡 Innovatie, Onderzoek & Onderwijs

Ondernemen & Bedrijfsvoering   🩺 Gezondheid, Zorg & Welzijn

Onderwerpen A-Z

Veelbekeken   Sanctieloket Rusland   TVL   ISDE   SDE   Identificatie en registratie dieren

Onderwerpen

🌐 **Klimaat & Energie**
Energie besparen en opwekken, duurzame mobiliteit, co2-reductie industrie...

🏢 **Bouwen & Wonen**
Energielabel, BENG, verduurzamen gebouwen en woningen, gebiedsontwikkeling...

🌐 **Internationaal ondernemen**
Landeninformatie, netwerken en contacten, financiering, handelsmissies...

🌐 **Ontwikkelingssamenwerking**
Voedselzekerheid, humanitaire hulp, publiek-private partnerschappen...

🚜 **Landbouw**
Grond, mest, marktordening, gemeenschappelijk landbouwbeleid...

🐟 **Visserij**
Registraties, vergunningen, betalingen, EU-fonds maritieme zaken en visserij...

Dier & natuur
Dieren houden, natuurbescherming, beschermde planten en dieren...

💡 **Innovatie, Onderzoek & Onderwijs**
Octrooien, topsectoren, start-ups, research & development...

Ondernemen & Bedrijfsvoering
Financiering per bedrijfsfase, MVO, ICT en cyberveiligheid, transparant ondernemen...

🩺 **Gezondheid, Zorg & Welzijn**
Wonen & zorg, health deals, zorg voor innoveren, Life Sciences & Health...

Naar A-Z overzicht

Dashboards   Reports   Custom reports   Goals   Settings

All visitors   +   📅 26 August 2022 - 24 September 2022

▶ Page URL	Page views	Unique page views	Entries	Page bounce rate	▶ Average time on page	Exit rate
	4.124.435	**3.057.482**	**1.171.718**	**48,01%**	**1m 6s**	**100,36%**
https://mijn.rvo.nl/home 🔗 ✕	261.346 6,34%	142.203 4,65%	74.903 6,39%	14,19%	38s	62,78%
https://mijn.rvo.nl/login 🔗 ✕	173.420 4,2%	140.675 4,6%	9.303 0,79%	17,02%	1m 16s	16,89%
https://www.rvo.nl/ 🔗 ✕	131.533 3,19%	102.626 3,36%	78.036 6,66%	26,63%	34s	28,35%
https://www.rvo.nl/subsidies-financiering/isde/woningeigenaren 🔗 ✕	113.502 2,75%	84.952 2,78%	41.258 3,52%	32,61%	51s	30,72%
https://mijn.rvo.nl/dossier 🔗 ✕	96.616 2,34%	48.828 1,6%	65 0,01%	27,69%	1m 35s	24,46%
https://mijn.rvo.nl/eloket/login-start.html 🔗 ✕	79.239 1,92%	56.158 1,84%	30.066 2,57%	64,21%	2m 54s	70,83%
https://mijn.rvo.nl/alle-diensten 🔗 ✕	73.650 1,79%	52.331 1,71%	2.563 0,22%	11,2%	33s	6,17%
https://www.rvo.nl/subsidies-financiering/isde 🔗 ✕	58.057 1,41%	48.798 1,6%	36.991 3,16%	21,68%	43s	23,85%
https://www.rvo.nl/subsidies-financiering/isde/woningeigenaren/isolatiemaatregelen 🔗 ✕	56.162 1,36%	45.121 1,48%	21.542 1,84%	48,11%	1m 26s	47,64%
https://www.rvo.nl/subsidies-financiering/isde/woningeigenaren/warmtepomp 🔗 ✕	49.636 1,2%	41.514 1,36%	25.389 2,17%	49,3%	55s	50,21%
https://infographics.rvo.nl/isde-rekentool/ 🔗 ✕	49.244 1,19%	42.217 1,38%	15.581 1,33%	70,73%	1m 35s	64,73%
https://www.rvo.nl/subsidies-financiering/isde/woningeigenaren/stappenplan-woningeigenaren 🔗 ✕	49.179 1,19%	40.503 1,32%	16.590 1,42%	52,78%	1m 28s	46,67%
https://www.rvo.nl/subsidies-financiering 🔗 ✕	46.853 1,14%	35.289 1,15%	13.286 1,13%	35,31%	49s	27,2%

AUDIENCE
- 👥 Audience overview
- 🪪 Session log
- ☐ Devices & software
- 📍 Locations
- ☋ Engagement
- ▦ Custom dimensions
- ✕ Custom variables

ACQUISITION
- ⚲ Channels
- ◉ Search engines
- ➤ Websites & social
- ✹ Campaigns
- Ⓖ Google Search Console
- Ⓖ Google Ads

BEHAVIOR
- ▦ Pages
- 🔍 Internal search

Report Routers

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Page URL	FTG Page Type	Subject	Depth	Visits	Click Through Rate	Time to Click	Click Back Rate	Search Rate	Desired Behaviour
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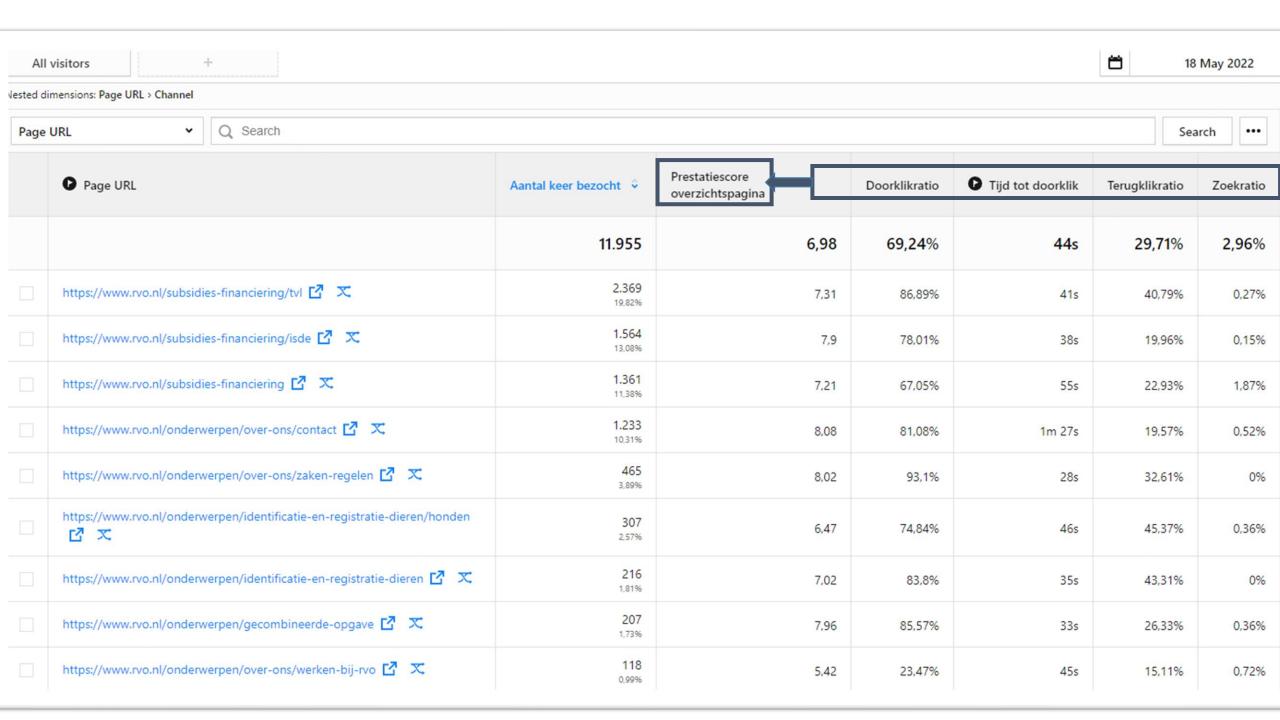| Page URL	FTG Page Type	Subject	Depth	Visits	Click Through Rate	Time to Click	Click Back Rate	Search Rate	Desired Behaviour
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Nested dimensions: Page URL > Channel

Page URL		Aantal keer bezocht ⇕	Prestatiescore overzichtspagina		Doorklikratio	Tijd tot doorklik	Terugklikratio	Zoekratio
		11.955		**6,98**	**69,24%**	**44s**	**29,71%**	**2,96%**
☐	https://www.rvo.nl/subsidies-financiering/tvl 🔗 ✕	2.369 19,82%		7,31	86,89%	41s	40,79%	0,27%
☐	https://www.rvo.nl/subsidies-financiering/isde 🔗 ✕	1.564 13,08%		7,9	78,01%	38s	19,96%	0,15%
☐	https://www.rvo.nl/subsidies-financiering 🔗 ✕	1.361 11,38%		7,21	67,05%	55s	22,93%	1,87%
☐	https://www.rvo.nl/onderwerpen/over-ons/contact 🔗 ✕	1.233 10,31%		8,08	81,08%	1m 27s	19,57%	0,52%
☐	https://www.rvo.nl/onderwerpen/over-ons/zaken-regelen 🔗 ✕	465 3,89%		8,02	93,1%	28s	32,61%	0%
☐	https://www.rvo.nl/onderwerpen/identificatie-en-registratie-dieren/honden 🔗 ✕	307 2,57%		6,47	74,84%	46s	45,37%	0,36%
☐	https://www.rvo.nl/onderwerpen/identificatie-en-registratie-dieren 🔗 ✕	216 1,81%		7,02	83,8%	35s	43,31%	0%
☐	https://www.rvo.nl/onderwerpen/gecombineerde-opgave 🔗 ✕	207 1,73%		7,96	85,57%	33s	26,33%	0,36%
☐	https://www.rvo.nl/onderwerpen/over-ons/werken-bij-rvo 🔗 ✕	118 0,99%		5,42	23,47%	45s	15,11%	0,72%

Top Level Router Pages Performance

Top level routers are navigational pages that are at the top level of the website structure. Typically they are about the main themes/subjects of the website. Often those themes/subjects are the same themes/subjects positioned as top level menu items in the top navigation of the website.

83% Average % Desired Behaviour	**70%** Average CTR	TARGET 70%	**19 sec.** Average Time to Click	TARGET 10 sec.
	18% Average CBR	TARGET 20%	**2%** Average Search Rate	TARGET 3%

Desired Behaviour on Top Level Routers per Subject

Subject	Avg % Desired Behaviour
Bouwen en wonen	88%
Dieren en natuur	89%
Innovatie, Onderzoek en Onderwijs	79%
Internationaal ondernemen	84%
Klimaat en energie	82%
Landbouw	84%
Ondernemen en bedrijfsvoering	90%
Ontwikkelingssamenwerking	79%
Visserij	75%
Grand Total	**83%**

Top Level Routers CTR per Subject

Subject	Avg. CTR	Score
Bouwen en wonen	85%	Very good
Dieren en natuur	90%	Very good
Innovatie, Onderzoek en Onderwijs	63%	Good
Internationaal ondernemen	79%	Good
Klimaat en energie	67%	Good
Landbouw	68%	Good
Ondernemen en bedrijfsvoering	85%	Very good
Ontwikkelingssamenwerking	55%	Moderate
Visserij	39%	Bad
Grand Total	**70%**	**Good**

Top Level Routers Time to Click per Subject

Subject	Avg.Time to Click	Score
Bouwen en wonen	11	Good
Dieren en natuur	11	Good
Innovatie, Onderzoek en Onderwijs	13	Good
Internationaal ondernemen	19	Good
Klimaat en energie	12	Good
Landbouw	16	Good
Ondernemen en bedrijfsvoering	2	Very good
Ontwikkelingssamenwerking	50	Very bad
Visserij	45	Very bad
Grand Total	**19**	**Good**

Desired Behaviour on Top Level Routers per Subject

Top Level Routers CBR per Subject

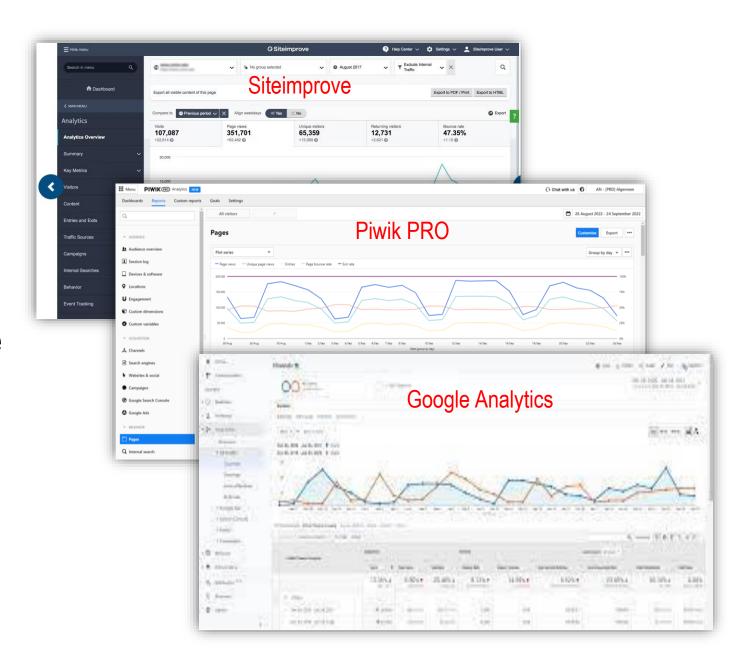| Subject	SUM of Cli Score	
Bouwen en wonen	21%	Moderate
Dieren en natuur	21%	Moderate
Innovatie, Onderzoek en Onderwijs	25%	Moderate
Internationaal ondernemen	24%	Moderate
Klimaat en energie	20%	Moderate
Landbouw	14%	Good
Ondernemen en bedrijfsvoering	13%	Good
Ontwikkelingssamenwerking	15%	Good
Visserij	12%	Good
Grand Total	**18%**	**Good**

Top Level Routers Search Rate per Subject

Subject	Avg. search Rate	Score
Bouwen en wonen	0.7%	Good
Dieren en natuur	2.1%	Very bad
Innovatie, Onderzoek en Onderwijs	1.3%	Moderate
Internationaal ondernemen	1.9%	Bad
Klimaat en energie	0.4%	Very good
Landbouw	3.1%	Very bad
Ondernemen en bedrijfsvoering	3.8%	Very bad
Ontwikkelingssamenwerking	4.0%	Very bad
Visserij	3.7%	Very bad
Grand Total	**2%**	**Very bad**

Tool agnostic

- It doesn´t matter wich web analytics tool one uses

- FTG framework calculates the relevant KPI's per page type

- So, one is able to evaluate each page type based on relevant KPI's

Siteimprove

Piwik PRO

Google Analytics

So we explored the router…
There are 5 more types: let's workshop!

- **Engager**: primary function is to engage visitors and make them return to the website (blogs, news, tools etc.)

- **Router**: primary function is to route visitors (all navigational pages including search & filter pages)

- **Informer**: primary function is to provide visitors with non-product-specific information (e.g. a City Vision on Mobility in 2025 or a bio of a municipal official)

- **Explainer**: primary function is to provide visitors with product-specific information and/or task-oriented content (e.g. what is a parking permit and how to apply for one)

- **Call-to-Action Page**: primary function is to start a transaction (open a web form)

- **Transaction Page**: primary function is facilitate a transaction (the web form itself)

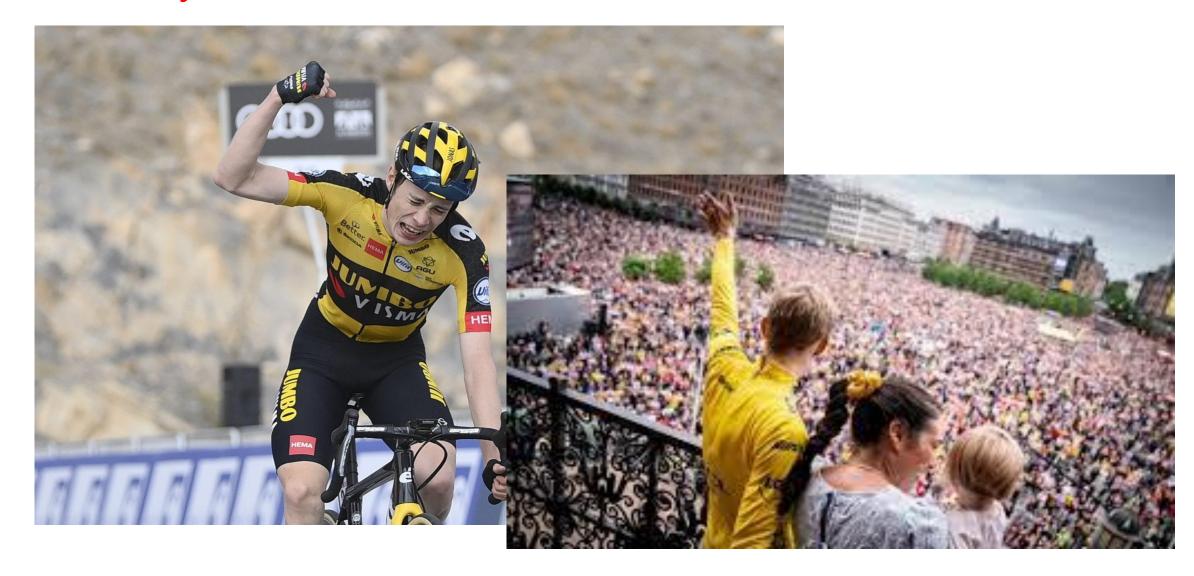# We have great expectations for this workshop…

You know why?

FTG

We have great expectations for this workshop...

You know why?

Because you are Danish!

FTG

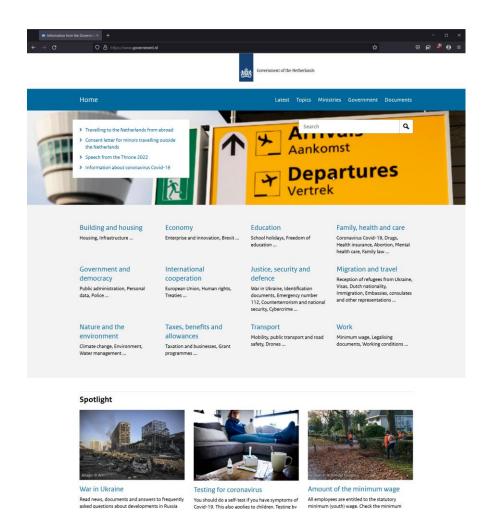# Dutch system – Danish execution

Dutch system – Danish execution

- part 2 -

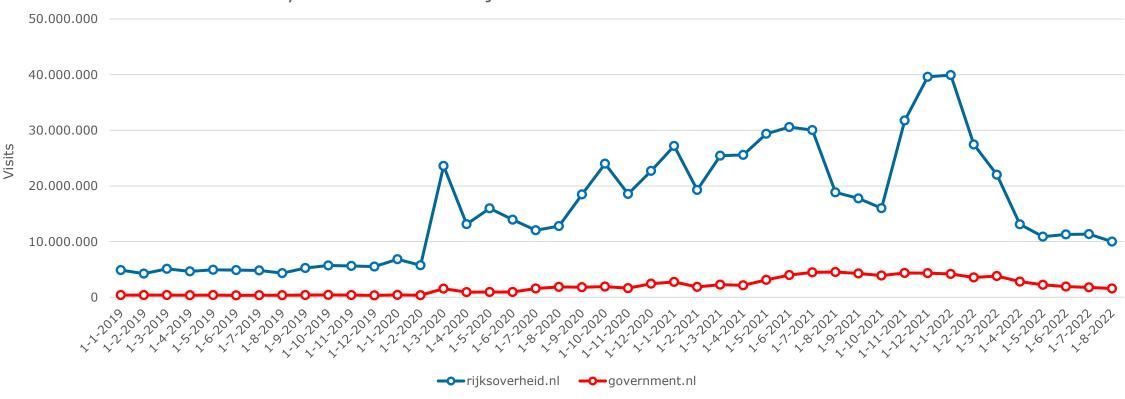A framework for digital analytics in the public sector
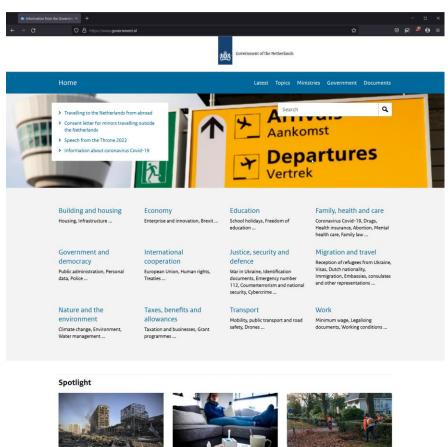
FTG framework

Context

- The Government.nl website provides information on Dutch central government policy
  - Inform the public
  - Redirect to other organizations

- 400+ subjects on website
  - School holidays
  - Energy price cap
  - COVID-19

Context

Monthly website visits for Rijksoverheid.nl & Government.nl 2019 - 2022

Context

- 80 FTE at Public Information and Communications Service
  - central editorial board
  - product owners, online project management
  - customer service center vendor management

- Project "Data Driven Public Information Service"
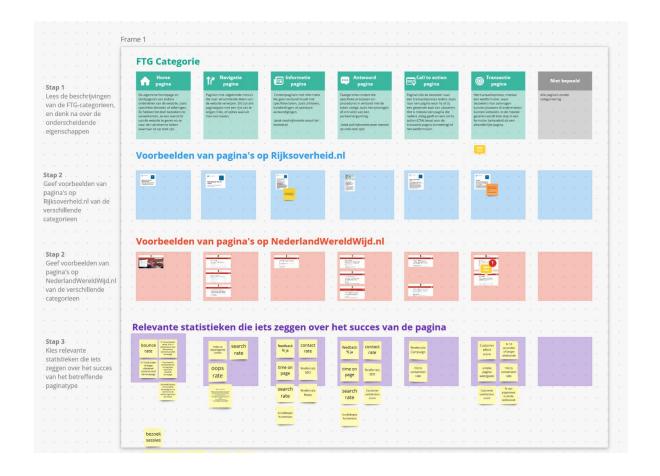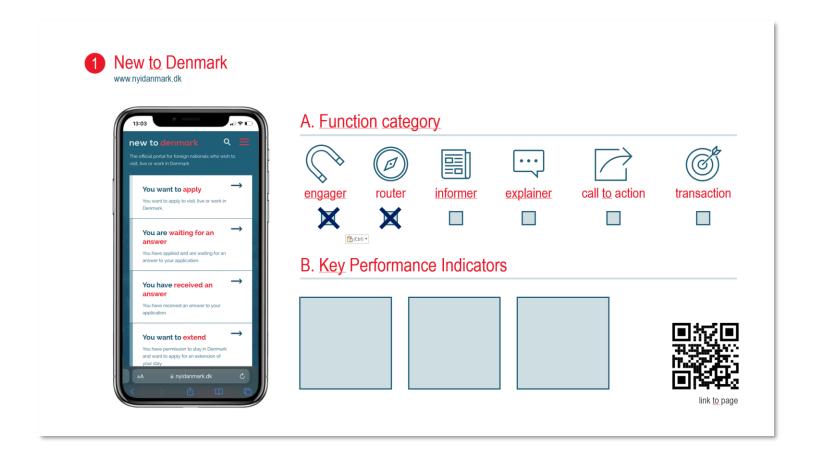
Mission of Team UX research & Analytics

- With the premise that people are at the center of our work, we build the best digital government communication and services.

- We do this by collecting insights from users and converting those into experiments and actions, combining qualitative and quantitative research and working closely with colleagues from other departments.

- Specifically, we continuously work on improving our online channels so that they really help people, which translates into high satisfaction ratings and low effort ratings.

Context

- Internal FTG Workshop in online MIRO whiteboard
- Categorizing pages
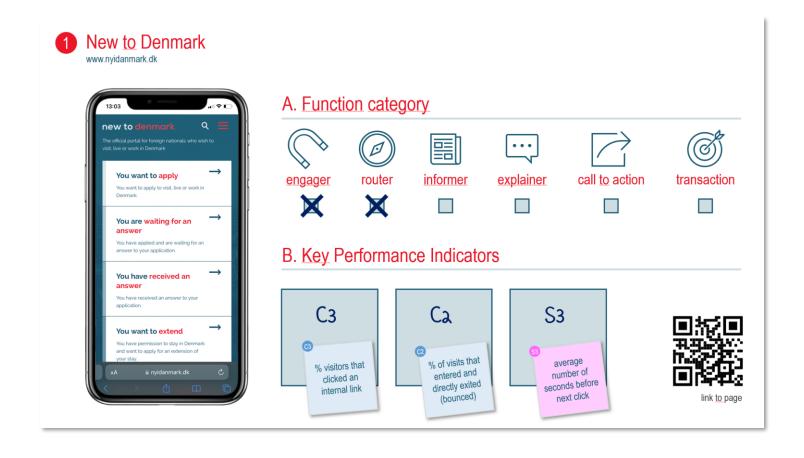- Finding the right online metrics

Workshop Exercise A - Function category

Workshop Exercise B - KPIs

Next steps

Level 3
Improving online strategy

Reputation

Speed
Accessibility
Expertise

Level 2
Improving online user journey

Task score

Average page type score
Task completion rate
Task speed
Ease of task completion
Task satisfaction score

Phase score

Phase score – Awareness
Phase score – Acquiring information
Phase score – Doing something or requesting a service
Phase score – Receiving product or service
Phase score – Using product or service

Level 1
Improving performance of individual pages

Effectiveness of the "Recipients"
Effectiveness of the "Navigators/Routers"
Effectiveness of the "Informers"
Effectiveness of the "Explainers"
Effectiveness of the "Closers"
Effectiveness of the "Converters"