



Website and Digital Content Efficiency General Report

December 20, 2023

Type: Report

Classification: General

Version: 1.0

Contents

Introduction	3
First: Website and Digital Content Efficiency Evaluation.....	4
1.1 Overview of Website and Digital Content Efficiency Evaluation Report.....	4
1.2 Evaluation Objectives.....	5
Second: Website and Digital Content Efficiency Evaluating Methodology....	6
2.1 Government Website Selection Mechanism.....	6
2.2 Government Domains.....	7
2.3 Evaluation Perspectives.....	7
Third: Digital Behavior	14
3.1 Website Traffic Rate	15
3.2 Pages Per Visit	16
3.3 Bounce Rate.....	17
3.4 Average Visit Duration	18
Fourth: Key Recommendations (1/3)	19
Fourth: Key Recommendations (2/3)	20
Fourth: Key Recommendations (3/3)	21
Fifth: Table of Definitions	22

Introduction

Reference to the Council of Ministers Resolution No. (418), dated 25/07/1442 AH, establishing the Digital Government Authority (DGA).

And with reference to the Fourth Article stipulates in its fourth and fifth paragraphs, that the DGA is mandated to "Coordinate with the competent authorities to assume the task of regulating the work of the digital government, platforms, websites, digital government services, government networks, and the unified national portal as well as developing plans, programs, indicators, and metrics related to digital government business, and joint digital government services". In addition, the DGA is asked to "to issue measurements, indices, tools and reports; to measure the performance and capabilities of the digital government entities in relation to digital government, and beneficiary satisfaction."

Furthermore, it is driven by the DGA responsibility to enhance digital performance, expedite the digital transformation, raise the efficiency of websites, and improve the quality of their content in alignment with the digital government strategic directions, and Saudi Vision 2030. Based on global best practices and indicators for website enhancement, the Digital Government Authority has developed this report to evaluate the efficiency and content quality of a selection of government websites. The evaluation was conducted using the government website evaluation methodology, which was developed based on a set of relevant international standards and best practices.



First: Website and Digital Content Efficiency Evaluation

1.1 Overview of Website and Digital Content Efficiency Evaluation Report

With the internet penetration rate in Saudi Arabia reaching 98.6% in 2022 [1], it is evident that the internet and digital interactions have become an integral part of the lives of individuals and institutions in Saudi Arabia. Moreover, it serves as a key driver of excellence in government performance, playing a direct role in streamlining business operations and enhancing access to government services.



Internet
penetration rate in 2022

Ensuring easy digital access for users, The Authority remains committed to supporting government entities by offering recommendations that enhance the user's digital experience and journey. This journey starts with searching for data and information through local and international browsers and applications, ensuring the seamless availability of high-quality, efficient digital services, and ultimately enabling users to access the required information or service smoothly and effectively, fulfilling and even surpassing their expectations.

This effort requires collaboration with government entities to enhance the efficiency of government websites, improve their visibility in global search engine results, and optimize digital content accessibility, ensuring high-quality and efficient digital content on government websites.



The website is a set of non-interactive web pages that provide introductory and news content that is available to all without the need to log in to the website and through which a directory of available products and services can be viewed.

As part of these efforts, this report has been developed by the Authority, establishing a methodology for evaluating government websites based on international standards and best practices related to website efficiency, digital content quality, and search engine visibility, along with the monitoring of relevant statistics related to these government websites.

The report outlines the evaluation methodology, covering the selection standards for government websites, key evaluation perspectives, and the highest-performing websites. Additionally, it highlights key concepts of user digital behavior and their relationship to enhancing website efficiency and digital content quality.

[1] [Saudi Internet Report - \(2022\) issued by](#) the Communications, Space and Technology Commission

1.2 Evaluation Objectives

By evaluating the efficiency of websites and digital content, the Authority aims to:



- Enhancing competitiveness among government websites to improve their overall visibility in global search engines.



- Raising awareness of government achievements and initiatives, both locally and globally, through official websites and trusted sources.



- Assisting government entities in evaluating their websites, improving digital content, and guiding content development strategies to meet user needs and expectations.



- Providing recommendations to government entities to contribute to improving the efficiency of their websites and the quality of their content.



- Developing a methodology for evaluating government websites focused on improving searchability, content quality, and website loading speed in alignment with local and international digital standards.

Second: Website and Digital Content Efficiency Evaluating Methodology

The website and digital content efficiency evaluation methodology was developed based on a set of international standards and best practices, aligning with the strategic directions of digital government. The goal is to enable government entities to enhance the performance of their websites and ensure the prominence of positive and reliable content in top search engine results. This methodology evaluates a selection of government websites from two main perspectives: website efficiency and the quality of content available on the website.

2.1 Government Website Selection Mechanism

A mechanism was developed to select the government websites evaluated in this report. This process involved several steps and selection standards, which led to the identification of 383 government websites.

Phase 1 – Data Collection. Compiling a comprehensive list of all government websites in Saudi Arabia.

Phase 2 - Establishing Website Selection Standards

Establishing a framework for selecting websites based on a set of administrative and thematic

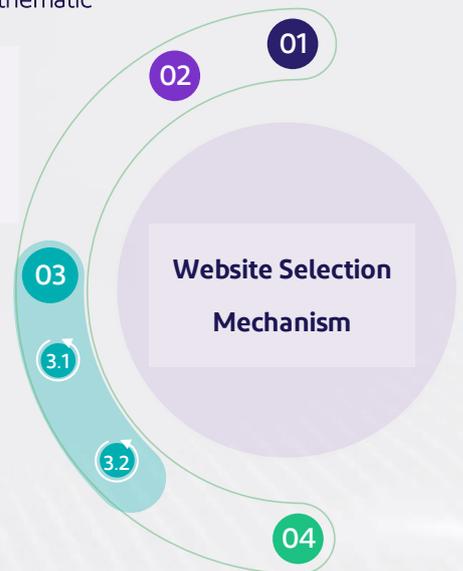
- | | | |
|--|--|--|
| <ul style="list-style-type: none">• Impact on international indicators | <ul style="list-style-type: none">• Alignment with the national vision and strategic directions• Strategic visit rate• Administrative Division | <ul style="list-style-type: none">• The website's strategic objectives• Administrative Division |
|--|--|--|

Phase 3 – Applying the Standard Model to Government Websites

3.1 (Step 1) Applying the standards to websites and verifying the results.

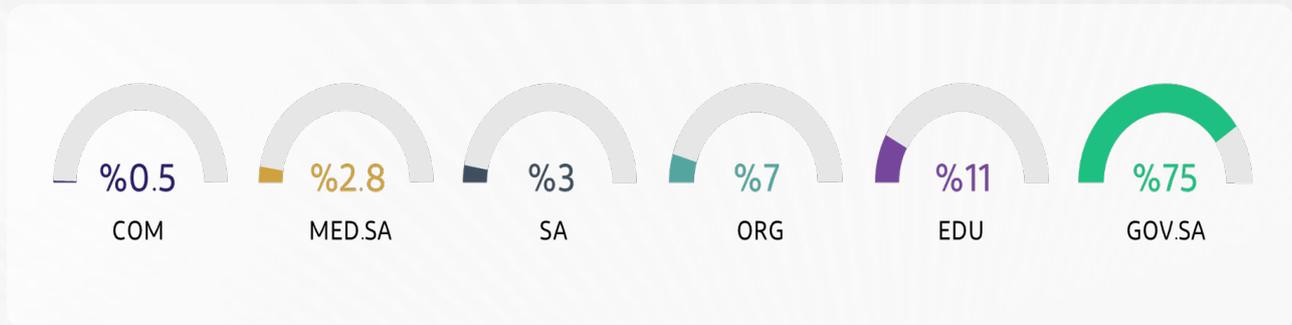
3.2 (Step 2) Enhancing the standards, reapplying them to the websites, and verifying the results.

Phase 4 - The Final List: Obtaining the final list of government websites included in the evaluation, totaling 383 websites.



2.2 Government Domains

The government website domains included in this report were inventoried and categorized by domain. Notably, 74% of government websites end in “GOV.SA”, while only 0.5% use “.COM”. Below are further details on domain classification.



2.3 Evaluation Perspectives

This methodology was developed to evaluate the efficiency of government websites and digital content through two key perspectives, which serve as the basis for evaluating their performance. The table below outlines these perspectives and the evaluation mechanism for each of them:

Perspectives	Description	Evaluation Methods
 <p>Website Efficiency</p>	<p>The evaluation measures the website's quality, performance efficiency, organic visibility in search engine results, and the loading speed of its mobile version.</p>	 <p>Through technical tools</p>
 <p>Digital Content Quality</p>	<p>The evaluation assesses the editorial quality of the content, its added value, presentation and design, accessibility, and usability.</p>	 <p>Content expert evaluation based on technical standards for evaluating digital content quality.</p>

The top 10 highest-rated government websites in the evaluation.

The following is an overview of the top 10 highest-performing government websites among those included in the evaluation of website efficiency and digital content. This list is based on the website's evaluation results according to the applied standards and methodology across the two key perspectives.



The following sections provide an overview of the website efficiency and content quality perspectives, as well as the highest-rated government websites based on these evaluation standards.

2.3.1 Website Efficiency Approach

This approach evaluates a website's technical efficiency, focusing on its optimization for top search engine rankings. Effective Search Engine Optimization (SEO) boosts visibility, drives traffic, and expands digital reach.

Additionally, the loading speed of website components across different devices is a key factor in website efficiency, as optimizing it is crucial to preventing negative impacts on search result rankings, visitor retention, and overall traffic.

First: Search Engine Visibility

Search engines operate based on specific algorithms that crawl, index, and display web pages to users. Examples include Google, Bing, Safari, and other search engines. These engines play a crucial role in helping users discover the content of a particular website.

One of the key objectives of optimizing government websites for first-page search engine results is to enhance the user experience by meeting their needs and expectations, making websites more interactive and responsive to user inputs, and delivering relevant search results. Additionally, behavioral analytics can help understand user interactions, identify areas for improvement, expand audience reach, and ensure access to reliable content. Moreover, leveraging search engines can increase awareness of government services and initiatives, as strong search engine visibility is essential for building an effective digital presence.

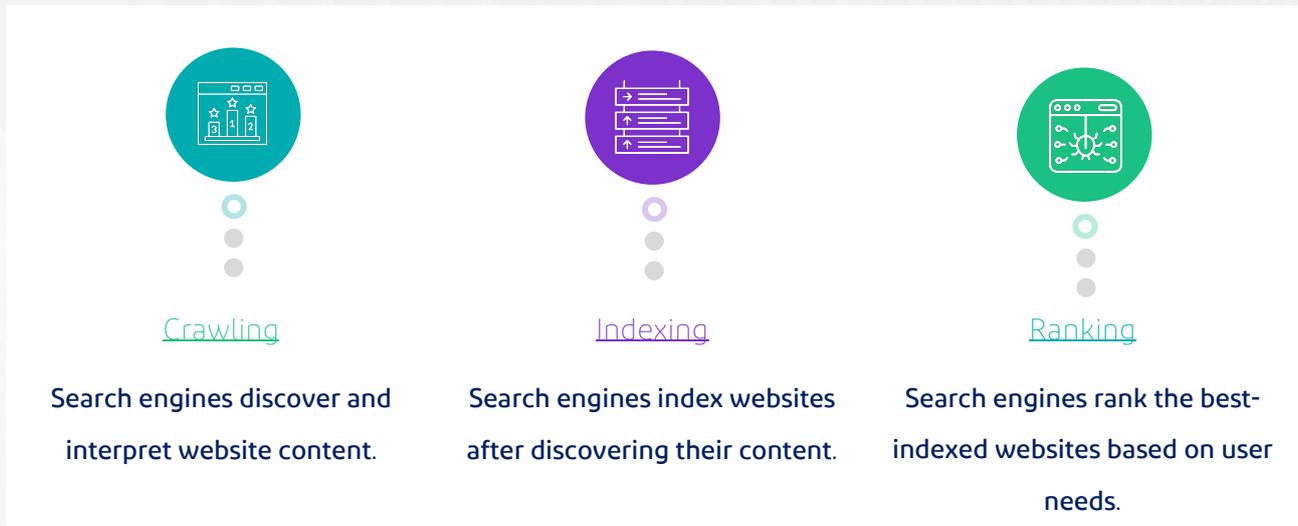


Search engine optimization is a process involving a set of procedures aimed at improving a website's ranking on search engines to achieve higher traffic rates.

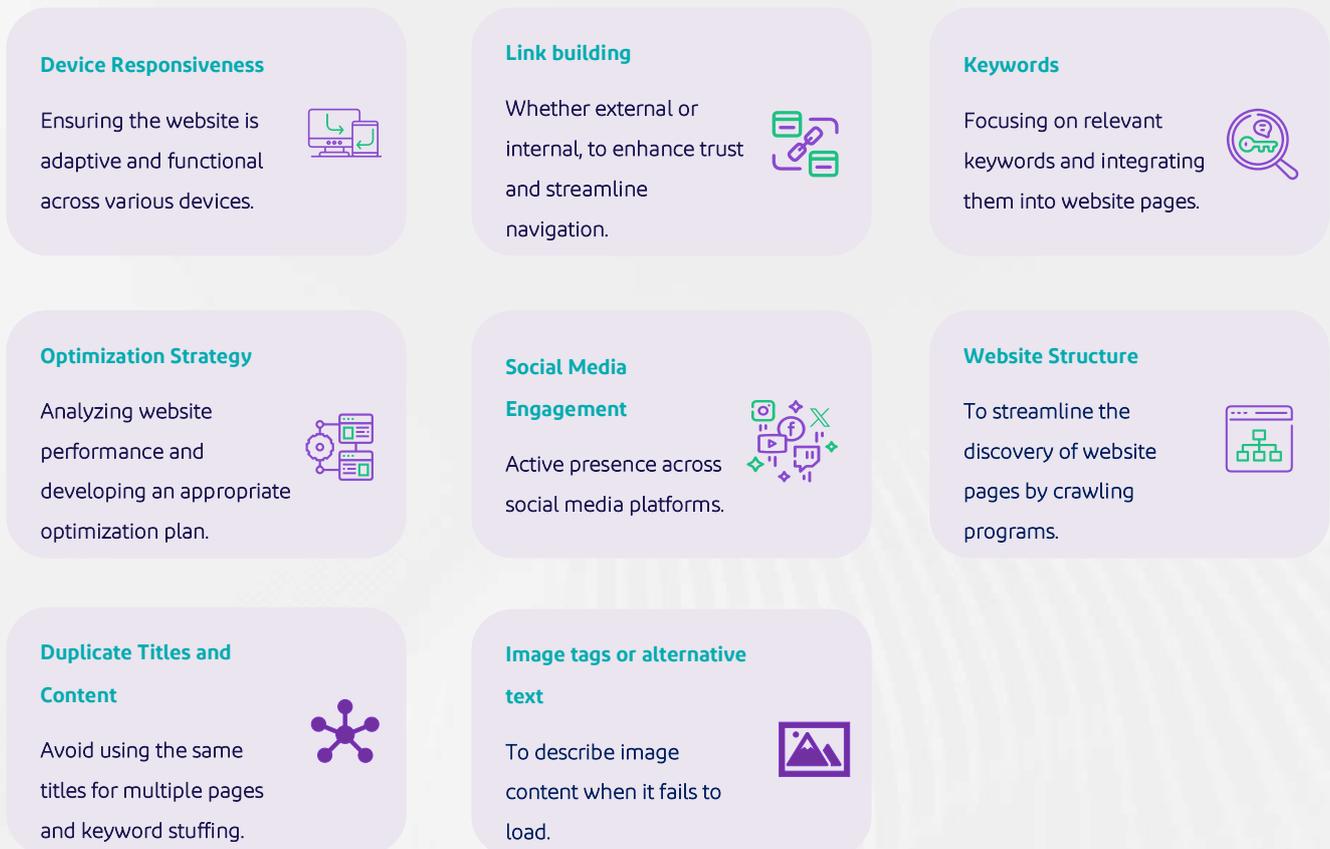
Search engine visibility is optimized by understanding how search engines function and the key factors influencing ranking results. Based on these insights, strategic plans are developed to implement gradual improvements and address any issues or errors within websites.

A key aspect of search engine optimization is enhancing the website's domain authority, increasing its trust with search engines and boosting its ranking. The stronger the domain, the more likely it is to rank higher for relevant keywords.

Search engines help users discover website content through three main phases: Crawling, Indexing, and Ranking.



By understanding these phases, various factors and procedures can be leveraged to optimize visibility across different search engines, such as:



Top 10 Government Websites with the Highest Domain Authority

The following government websites, included in the index, rank highest in domain authority efficiency:



Second: Loading Speed Across Different Devices



Mobile loading speed refers to the time required to load all content and components of a website pages on a mobile device.

Loading includes texts, images, videos, and other files on the website. Loading speed is crucial in delivering a better user experience, directly impacting site performance, efficiency, and search engine optimization. Search engines prioritize websites that offer smooth browsing on mobile devices. Loading speed plays a key role in delivering a positive user experience by ensuring fast and high-performance browsing without affecting content quality. This enhances user satisfaction and promotes better digital behavior. Several factors affect loading speed, including:



The size of files used on website pages.



Utilizing advanced technologies such as caching and data compression.



The quality of website hosting.



The quality of website design.

Top 10 Fastest-Loading Government Websites on Mobile Devices

The following government websites, included in the index, rank highest in mobile loading speed.



King Salman Bin Abdulaziz Royal Reserve Development Authority



The Expenditure and Project Efficiency Authority (EXPRO)



The Charity Orphans Care Foundation



The Fund for Martyrs, Injured, Prisoners and Missing Persons



Saudi Business Center



National Debt Management Center



National Center for Palms and Dates



General Directorate of Passports



King Salman bin Abdulaziz Royal Natural Reserve



Saudi Space Agency

2.3.2 Website Content Quality Perspective

High-quality, reliable content is the cornerstone of user engagement, drawing visitors to explore the website. It serves as a key tool in achieving the website's purpose, maximizing its impact, and aligning with its strategic objectives for the target audience.

The content must be unique, valuable, and compatible with the entity's scope of work and image. It must also be easily accessible to the target audience's various segments and must achieve good interaction with them. There are several types of content, such as: Information pages, articles, news, short videos, statistics, presentations, and illustrations. Content should also be sustainable, meeting the audience's expectations, and provide added value through originality, relevance, and exclusivity to the entity. Accuracy and reliability are essential, ensuring the content effectively answers users' inquiries and meets their expectations. Additionally, it should be comprehensive, well-structured, and tailored to the target audience's needs, covering relevant information while maintaining coherence, objectivity, and logical flow. Presentation and design play a crucial role in content effectiveness. For instance, a website should include a dedicated section introducing the entity, outlining its history, mission, objectives, activities, and responsibilities. Moreover, visual and technical quality should be prioritized to enhance the overall user experience.

Top 10 Government Websites with the Highest Content Quality

The following government websites rank highest in content quality:



Ministry of Justice



Ministry of Health



Ministry of Finance



Human Rights Commission



Saudi Authority for Intellectual Property



Small and Medium Enterprises General Authority (Monsha'at)



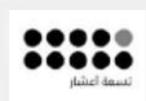
The National Information Center.



Madinah Municipality



General Directorate of Border Guard



9/10ths

Third: Digital Behavior

Digital behavior refers to the patterns visitors and users follow when interacting with a website. Analyzing digital behavior is a key input for enhancing website performance and quality by tracking various indicators that help understand user engagement the site's ability to attract and retain visitors. These indicators, for example, analyze user interest in the website's content and their engagement through clicks, scrolling, and comments, as well as their browsing duration and exploration of additional pages. The value of these indicators lies in providing reliable data for measuring and analyzing digital behavior, enabling relevant entities to enhance user experience and improve overall website performance. Key indicators include:

Website traffic rate

(Total Visits)



The total number of visits a website receives over a specific period indicates its ability to attract visitors and the popularity of its content.

Bounce Rate

(Bounce Rate)



The percentage of visitors who enter a website and leave after viewing only one page without interacting with other pages. It measures visitor interaction and the website's effectiveness in capturing interest and encouraging engagement.

Pages Per Visit

(Pages Per Visit)



The average number of pages a visitor views during a single visit on the website. This metric serves as an indicator of user engagement with the website's content.

Average Visit Duration

(Avg. Visit Duration)



The average time a visitor spends on the website per visit. This metric is a key indicator of user engagement and content quality, helping assess the site's ability to capture and retain visitor interest.

These indicators highlight key aspects of user interaction and content engagement. Total visits represent the overall site traffic and serve as an initial measure of the website's relevance and appeal. Then, the bounce rate is analyzed to determine whether users continue exploring the site or leave immediately after entry. Then, the number of pages per visit is analyzed, reflecting user engagement and their tendency to explore multiple pages within the site. Finally, the average visit duration is analyzed, indicating the average duration a user spends exploring the site.

This analysis serves as a key indicator of user engagement and interaction with the website's content. By leveraging these indicators, site performance and user behavior can be analyzed, enabling data-driven decisions and strategic steps to enhance user experience and overall website efficiency.

3.1 Website Traffic Rate

The website traffic rate refers to the number of visits received within a specific duration. These visits may originate from various sources, including:



Referral

It refers to a visitor accessing the website by clicking on a link from another website, such as blogs, forums, or other partner websites.



Social Media Platforms

Social media platforms like X, Instagram, and LinkedIn can drive traffic to the website through shared links, posts, or paid advertisements.



Organic Research

This occurs when a user searches for specific content or enters keywords related to the website in search engines, allowing the site to appear in the results without any cost. Search Engine Optimization (SEO) helps enhance visibility and increase traffic from this source.



Paid Search

This involves using paid advertising to display the website in search results, marked as "ad" to distinguish it from organic results. Clicking directs users to the website.



Email (Email Marketing)

this occurs when potential or existing beneficiaries receive emails containing a link to the website, such as promotional messages, awareness campaigns, or newsletters.



Direct Access

This occurs when a visitor accesses the website directly by entering its URL in the browser's address bar or using a previously saved bookmark, without relying on any external source.



The website traffic rate refers to the number of visits received within a specific specific duration.

The website's traffic rate is one of the key metrics for its success, as it reflects user interest. It can be used to measure performance, compare across different months, and identify areas that need improvement.

Improving a website's efficiency directly impacts its overall traffic. When optimized for faster loading speeds and smoother navigation, the user experience is enhanced, encouraging visitors to return frequently and share the site with others. Additionally, improving search engine visibility (SEO) plays a crucial role in driving traffic. By boosting the website's ranking in search results, it increases the likelihood of appearing on the first page, making the site more accessible and discoverable to users, ultimately leading to a higher volume of traffic.

Improving the quality of website content directly impacts the overall traffic. When the content is valuable, reliable, and outstanding, it attracts more visitors and encourages them to return for further information that meets their needs. Additionally, sharing content through social media and other sharing platforms can raise awareness of the website, potentially leading to an increase in traffic.

The number of traffic to the government websites included in this report was analyzed, revealing a total of 555,000 traffic in the third quarter of 2023 across 383 government websites.

3.2 Pages Per Visit



The pages per visit refers to the average number of pages a visitor views on the website during a single visit.

When a user visits the website, they can navigate from one page to another by clicking on available links or using the navigation menu.

The average number of pages viewed per visit is a key indicator of user engagement with website content. It reflects the level of interest and value visitors derive from the site's content and browsing experience. For instance, a high number of pages per visit suggests, alongside other metrics, that visitors are exploring more pages and interacting more deeply with the content.

Improving website efficiency contributes to an increase in the number of pages a user views during a single visit. When the website's loading speed is optimal, it helps retain visitors' attention and increases the likelihood of them browsing more pages, encouraging them to explore more content. Search Engine Optimization (SEO) can also enhance the quality of targeted traffic to the website.

When the website's content, headings, descriptions, and links are well-structured, users are more likely to connect with the content and are inclined to explore additional pages, leading to an increase in the number of pages viewed per visit. Therefore, it can be said that improving the website's efficiency and optimizing its SEO can lead to an increase in the number of pages a user views during a single visit, as it enhances the website's visibility, attracts targeted traffic, and facilitates quick and easy access to desired content.

Improving content quality also plays a role in increasing the number of pages viewed during a single visit. When the content on the website is up-to-date, well-organized, and structured effectively, it becomes easier for visitors to navigate between pages and find the information they need. Visitors are more likely to explore additional pages when the website offers clear content that delivers the value they are searching for. Additionally, using relevant, logical, and appealing internal links can increase the chances of navigating between different pages on the website. This encourages visitors to explore more related content, enhancing their overall experience and engagement with the site.

The number of pages viewed per visit on the government websites covered in this report has been analyzed. The average number of pages per visit was found to be 5 pages during the third quarter of 2023, across a total of 383 government websites. This average is considered a positive indicator, as it exceeds the 4-page threshold, in line with best practices for website performance.

3.3 Bounce Rate



The bounce rate refers to the percentage of visitors who entered the website and left after viewing only one page, without interacting with other pages.

The bounce rate evaluates visitor engagement with the website and their interest in and interaction with the content. A low bounce rate is considered a positive indicator, suggesting that visitors continue to explore the site and visit additional pages, reflecting higher engagement and greater interest in the content provided. In contrast, a high bounce rate indicates that visitors leave the site quickly without exploring further pages, which may suggest that they did not find the content they were looking for or were dissatisfied with it. This could indicate that the content is not engaging, relevant, or useful for the target audience or that the user experience was unsatisfactory due to issues such as poor content quality or difficulty navigating the site. Therefore, a high bounce rate can be considered a potential indicator of deficiencies in the website's efficiency or content quality.

Additionally, a high bounce rate may lead to a lower ranking of the website in search engine results. For instance, if a user clicks on a site in the search results and stays on it for a while, this indicates that the site is relevant to the search term and has fulfilled the user's intent, prompting search engines to rank it higher. However, if the user clicks on a result and quickly returns to the search page,

it suggests that the site was not useful to the user, which could negatively impact the site's ranking in search results.

The bounce rate for the government websites analyzed in this report stands at (59.8%) for the third quarter of (2023), across a total of (383) government websites. This rate falls within the average range. However, steps can be taken to address the factors contributing to this increase, aiming to bring the bounce rate down to below 44%, in accordance with best practices for website performance.

3.4 Average Visit Duration



The average visit duration refers to the average time a visitor spends on the website during a single visit.

The average visit duration is a key metric for evaluating website performance, as it serves as an indicator of visitor engagement with the content. It helps measure the attractiveness of the website, the quality of the content, and user interaction. When the average visit duration is optimal, it suggests that users are spending more time on the site and engaging with more content.

Optimizing the website's efficiency, such as improving its loading speed and responsiveness, contributes to a longer average visit duration. A fast-loading website offers a seamless and comfortable user experience, encouraging visitors to stay longer and navigate effortlessly between pages. Conversely, if the website has slow loading times, it can frustrate users, leading to a higher likelihood of them leaving the site quickly. The average visit duration is an indirect factor in optimizing the website's visibility in search engines. When the average visit duration is optimal, it indicates that the website is well-designed, provides an excellent user experience, offers relevant and high-quality content, and aligns with search queries.

The quality of content directly impacts the average visit duration. If the content is unclear, poorly presented, outdated, or lacks originality, users will struggle to find the information they need, leading to shorter visits and a higher likelihood of them leaving the site.

The average visit duration on the government websites analyzed in this report was (4.06) minutes in the third quarter of (2023), across (383) websites. This is a positive result, exceeding the two-minute benchmark, which aligns with the best practices for website performance.

Fourth: Key Recommendations (1/3)

The evaluation of the efficiency of government websites and digital content shows that many government websites excel in both areas. However, government entities can further enhance the efficiency of their websites and the quality of their digital content by focusing on the following:

1. Strategically building internal links on the website to enhance user experience and ensure seamless navigation between pages. This approach helps guide visitors to relevant content, capturing their attention and encouraging further exploration, which ultimately reduces the bounce rate.
2. Taking the right steps to secure high-quality backlinks can improve the website's search engine ranking. It is advisable to collaborate with trusted websites, such as government entities, to obtain trusted backlinks that positively impact the site's performance. It is also essential to regularly evaluate the quality of inbound links to the website and use SEO analysis tools to identify and remove harmful links.
3. Regularly evaluating the quality of inbound links to the website and using SEO analysis tools to identify and remove harmful links.
4. Conduct regular website inspection to evaluate the effectiveness of links and address any broken ones. This will improve the user experience, ensure reliable internal links, enhance the site's ranking, and boost its reputation.
5. Minimize redirects on the website to ensure smooth and fast navigation and page loading. It is also recommended that the site's structure and design be improved by avoiding unnecessary redirects to provide a seamless user experience.
6. Ensuring that the website is compatible and responsive across different devices and browsers.
7. Improve loading speed by addressing all technical issues that impact the website's speed, such as reducing the size of CSS, HTML, and JavaScript files, optimizing video files that require long loading times, and removing duplicate or faulty files.
8. Structuring the page data to meet search engine requirements enhances loading speed, improves user experience, boosts search engine rankings, and increases the likelihood of attracting visitors.
9. Naming the buttons based on the function they perform, typically using clear and simple steps, avoiding terms that may confuse the user or overly technical jargon. Ensure that the result of the action is clearly communicated through a concise and straightforward message.

Fourth: Key Recommendations (2/3)

10. Avoid using video as the center page banner. If necessary, ensure that it does not autoplay when the user visits the site to prevent distracting or surprising the user with content they did not choose.
11. Avoid using content such as images and videos that fill the entire page. Instead, ensure that part of the content is visible in the displayed area to alert the user to the presence of additional content below and encourage them to scroll.
12. Provide a "View All" option to display content in its entirety rather than navigating through multiple pages. Additionally, it's important to use lists that cannot be sorted clearly by specifying the number of items displayed based on visual scanability and the impact of a long page on response time.
13. Regularly update the content to ensure it remains accurate, relevant, and valuable, thereby enhancing search engine rankings, attracting visitors, and encouraging repeat visits to the website.
14. Ensuring the website design is user-friendly and visually appealing, using clear language in the digital content. Provide visitors with relevant and easily understandable information, and organize the main and sub-menus effectively to facilitate navigation and offer a seamless interactive experience.
15. Use alt text to improve the visibility of images in search engine results by providing clear and accurate descriptions. When expressive and detailed alt text is provided for images, it helps search engines better understand the visual content and improves the image ranking in search results.
16. Implementing the canonical tag in case of duplicate content across website pages helps search engines identify the main page, improving the website's ranking in search results.
17. Ensuring the careful and effective use of relevant keywords that align with the entity's domain and activities throughout the website content.
18. Ensuring the originality of the material and the fact that it was written exclusively for the same entity. This is confirmed in the enrichment tabs, the modernity and upload date of the content, and the history of achievements, initiatives, projects, news, etc.
19. Ensuring the accuracy and comprehensiveness of information on the website, including key details like the entity's founding date, official decisions, and other relevant facts. Providing reliable and complete information builds trust in the content and reduces the need for users to search for external sources.

Fourth: Key Recommendations (3/3)

20. Designating a section on the website to introduce the visitor to the entity, including a brief overview of its history, main activities, responsibilities, and objectives.
21. Verifying the accuracy of logos and images, appropriate font size, consistency between the visual and written aspects, and the diversity of presentation methods in terms of the presence of diagrams, tables, infographics, etc.
22. Providing features and tools that enhance content accessibility and usability for people with disabilities, such as options for adjusting font size, contrast, audio functions, and other accessibility features.
23. This includes features that allow users to share website information across social media platforms, enable interaction with beneficiaries, gauge their satisfaction, and facilitate real-time communication on the website.
24. Adhering to Arabic language rules used on the website to ensure its accuracy in terms of spelling, grammar, and phrasing. In addition to avoiding technical terms that may confuse the user.
25. The website should include information about the use of cookies, either as a standalone policy or as part of another policy. It is also recommended that this information be displayed upon entering the website.
26. The website should include a Terms of Use statement outlining content and service usage restrictions, along with essential policies like the E-Participation Policy, Privacy Policy, and Open Data Policy.

Fifth: Table of Definitions

The following terms and expressions, wherever mentioned herein, shall have the meanings assigned thereto respectively, unless the context otherwise requires:

Term	Definition
Authority (DGA)	Digital Government Authority
Beneficiary	Citizen, resident, visitor, government agencies, private or non-profit sector organizations inside or outside the Saudi Arabia who need to interact with a government agency to obtain a service.
Digital transformation	Strategically transform and develop business models to be digital models based on communication data, technologies, and networks.
Digital Government	Promotes administrative, organizational and operational processes between the various government entities in their transitioning to a comprehensive digital transformation to allow easy and effective access to government digital information and services.
Government Entities	Ministries, public authorities and institutions, national councils and centers, and the like.
Digital Channels	A digital means of communication to display information or offer digital services and products to beneficiaries, such as websites, digital portals, smart device applications, email, self-service kiosks, call center services, social networking websites and applications or Chabot. Services may be offered on all channels or selectively on some of these channels.
Search Engine	It is a program that operates according to certain algorithms that access website pages, index them, and show them to the search engine, such as: Google, Bing, Yahoo, and other search engines.
Search engine optimization results	A set of procedures to improve the website's visibility in the first search results on the search engine to achieve a high visit rate to the government agency's website.
Website	Non-interactive web pages that provide introductory and news content that is available to all without the need to log in to the website, and through which a directory of available products and services can be viewed without the ability to request them, meaning that they are non-interactive services.
Algorithms	A group of factors that make up systems for ranking hundreds of billions of web pages in the Google search index in order to provide useful and relevant results in a split second.

Website Content	All data, information and files that are presented on the website, including text content, images, videos, charts, tables, etc.
Digital Services	A set of digital procedures connected to each other to carry out full function to be provided by the government entity to the beneficiary through digital channels, such as electronic portals and smart device applications. It has one main defined and specified output, and a set of services can be linked to each other to form a digital product, such as: issuing a passport, renewing a passport, renewing a driver's license, inquiring about traffic violations, and renewing the national identity.
User Experience (UX)	The process that designers use to create products that provide meaningful user-centered experiences. This involves designing the entire experience including design for value and functionality, content, navigation, branding, ease of use, and interface design.
Crawling Robot	It is used by global search engines to discover and automatically crawl websites by following links from one webpage to another.
Backlinks	Links on a website that direct to other pages, whether internal links within the same site or external links to other websites.
Internal Links ()	These are links that connect the pages of a website to each other, with all pages being within the same domain.
(Canonical Tag)	The canonical tag is a solution for content duplication, used to specify the preferred main URL that represents other duplicate pages.



هيئة الحكومة الرقمية
Digital Government Authority