



Controls

for Improving the Quality of Digital Content for Government Websites and Digital Platforms to Enhance Their Visibility on Search Engines

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1. Preamble

The Digital Government Authority (DGA) is aware of the importance of approving and constantly updating regulations to keep pace with current and future requirements, play a key role in enhancing digital performance within government entities, improve the quality of services provided, and enhance the experience of the beneficiaries of those services, in line with the Kingdom's ambitious Vision 2030. The strategic directions of the Digital Government emphasize the importance of adopting digital regulations by providing an effective and flexible regulatory environment that adapts to future changes.

Given that DGA is the competent Authority for all matters related to the digital government and is considered the national reference in its affairs, and based on its mandate to regulate the work of the digital government and ensure integration among all government entities, and based on its competencies and tasks stipulated in Article 4 of its Statute, which include “establishing technical standards for digital transformation models in government sectors and overseeing compliance therewith;” the **“Controls for Improving the Quality of Digital Content for Government Websites and Digital Platforms to Enhance their Visibility on Search Engines”** have been prepared accordingly to effectively contribute to creating a regulatory environment that supports sustainable government digital transformation.

By issuing this document, the DGA aims to improve the digital content published on government entities' websites and digital platforms and to specify the requirements for enhancing their visibility on search engines. By doing so, the DGA contributes to the development of government websites and digital platforms to align with the requirements of various search engines, such as Google.com and Bing.com, ensuring they appear among the top search results for the keywords and terms used by beneficiaries and users searching for those websites.

2. Introduction

In its commitment to improving the performance of government entities, accelerating digital transformation, raising the efficiency and quality of government websites and digital platforms, and enhancing their visibility on search engines, the DGA has issued the document titled **“Controls for Developing the Quality of Digital Content for Government Websites and Digital Platforms to Improve Their Visibility on Search Engines”** This document is part of the regulatory framework governing Digital Government operations, which effectively contributes to creating high-quality digital content that is easily accessible to various categories of beneficiaries. This initiative aligns with the Kingdom’s Vision 2030, supports the strategic directions of the digital government, and draws upon international and local best practices and key performance indicators related to improving websites and digital platforms.

Digital content is the primary factor attracting beneficiaries as they browse government websites and digital platforms and utilize the digital services provided. It serves as a key instrument in fulfilling the purpose behind the establishment of government websites, digital platforms, and various digital channels, such as websites, smart applications, and digital portals, with the aim of achieving the strategic goals of the beneficiaries of these channels. Digital content includes various forms, including written content, audio and video clips, images, shapes, charts, and more.

Search engines are considered one of the main sources of traffic to websites and digital platforms visited by beneficiaries. Visitors can utilize search engines to access services, find answers to inquiries, or search for products or services offered by government entities on their websites and digital platforms. Search engines identify websites containing topics related to the user’s search, then organize and index them for display.

The document outlines the details of these controls, their intended objectives, their scope and application, and compliance and oversight procedures.

3. Objectives

This document aims to define the controls for improving the quality of digital content on websites and platforms affiliated with government entities in order to enhance their visibility on search engines and achieve the following objectives:

1

Preparing and planning for the development of content on government websites and digital platforms in line with the needs and requirements of beneficiaries.

2

Enhancing the visibility of government websites and digital platforms among the top results on search engine pages.

3

Increasing traffic to government websites and digital platforms and enhancing the accessibility of digital services to boost their usage.

4

Improving the user experience of beneficiaries of government websites and digital platforms and improving their utilization of the provided services.

4. Scope

The DGA has established these controls to determine the requirements for improving the quality of digital content on government entities' websites and digital platforms, new and existing, to enhance their visibility among the top results on search engines. Government entities must implement and comply with these controls as outlined below:

- **Controls for improving the quality of digital content on government websites and digital platforms to enhance their visibility on search engines**, which include:
 - **Controls for preparing and developing digital content; to improve the quality and effectiveness of digital content and meet the needs and expectations of beneficiaries**, which include:
 - Planning for preparing, developing, and updating digital content.
 - Producing and auditing digital content.
 - **Controls for publishing digital content on government websites and digital platforms**; to facilitate access to published content for the target audience, identify the most effective websites and digital platforms, and deliver content through them.
 - **Controls for improving and continuously enhancing the visibility of government websites and digital platforms on search engines**; to define the technical requirements (Technical Optimization), which include:
 - Improving government websites and digital platforms to enhance their visibility on search engines.
 - Continuously enhancing the visibility of government websites and digital platforms.
- **Controls for monitoring the performance of digital content and the efficiency of government websites and digital platforms to enhance their visibility on search engines**; to measure reach and interaction rates of published digital content and take the necessary corrective measures to continuously improve and enhance the content.

5. Applicability

The controls apply to:



The private sector that acts as a developer or operator of digital government-related activities.



Government entities.

06. Implementation and Compliance

In accordance with paragraph 9 of Article 4 of the Digital Government Authority Statute, which stipulates that the DGA shall be responsible for "establishing technical standards for digital transformation models in government sectors and overseeing compliance therewith, in coordination with the relevant entities", the DGA shall evaluate the extent of government entities' compliance with these controls and measure it based on the procedures approved by the DGA.

7. Controls

7.1 Controls for Improving the Quality of Digital Content on Government Websites and Digital Platforms to Enhance Their Visibility on Search Engines

7.1.1 Controls for Preparing and Developing Digital Content

Controls for planning for preparing, developing, and updating digital content	
Objective	Determining the planning requirements for preparing, developing, and updating the digital content of government websites and digital platforms with the aim of contributing to enhancing their visibility among the top search results on search engines.
Government entities must comply with the following:	
Control Number	
3-106-01	Establishing a methodology for preparing, developing, and updating the digital content of government websites and digital platforms, provided that the methodology includes, at a minimum, the following:
	3-106-01.01 Developing a governance model and clear operational procedures that include roles and responsibilities.
	3-106-01.02 Identifying the main objectives of creating the website or digital platform as well as their target audience.
	3-106-01.03 Defining procedures to ensure digital content accessibility for all beneficiaries, including persons with disabilities.
	3-106-01.04 Defining procedures for archiving, deleting, or updating content when it is no longer needed.
	3-106-01.05 Defining procedures for producing and auditing digital content prior to publication.
	3-106-01.06 Defining procedures for addressing beneficiaries' feedback and identifying their needs regarding published digital content in accordance with service level agreements set by the entity and the regulations issued by the Authority in this regard.
3-106-02	Forming a work team specialized in preparing, developing, and updating digital content for the entity's websites and digital platforms, provided that the team includes, at a minimum, the following: <ul style="list-style-type: none"> Digital content writers and editors. Content Management Systems (CMS) administrators. Linguistic auditors and translators.
3-106-03	Identifying a list of key stakeholders from the internal departments of the government entity who are responsible for developing content and managing the entity's websites and digital platforms, provided that this list includes, at a minimum, the following:
	The internal department responsible for content development, which undertakes, at a minimum, the following tasks:
	3-106-03.01 Determining the type of content published on the entity's websites and digital platforms, such as digital services, entity news, legislation, regulations, and others.
	3-106-03.02 Identifying the government entities involved in content development if the content is shared among more than one government entity.
	3-106-03.03 Conducting periodic reviews of the content of the entity's websites and digital platforms.
3-106-03.04 Defining procedures for improving content published on the entity's website pages and digital platforms.	

Control Number

	<p>The internal department responsible for developing and operating the government website or digital platform, which undertakes, at a minimum, the following tasks:</p>	
	<p>3-106-03.05</p>	<p>Developing a quarterly plan to promote the content of the entity's websites and digital platforms via social media platforms, provided that it includes, at a minimum, the following:</p> <ul style="list-style-type: none"> • The content to be published, along with the designation of responsibility for preparation, design, and publication. • Links to the website pages and digital platforms of the entity that shall be added to the post. • Procedures for publishing on the government entity's accounts on social media platforms in accordance with the regulations issued by the relevant authorities in this regard. • Publication dates for the government entity's accounts on social media platforms.
	<p>3-106-03.06</p>	<p>Technical aspects related to search engine optimization (Tech SEO) both on-page and off-page, including, but not limited to, hosting, redirects, and error pages.</p>
	<p>3-106-03.07</p>	<p>Determining the browsing mechanism or method that the government entity wants beneficiaries to use while navigating its websites and digital platforms, provided that this mechanism or method does not conflict with service design processes.</p>
	<p>3-106-03.08</p>	<p>Determining the procedures for organizing a list of main and sub-content on the entity's websites and digital platforms.</p>
	<p>3-106-03.09</p>	<p>Classifying the pages on the entity's websites and digital platforms according to their importance into high-, medium-, and low-importance pages, provided that the importance of the pages is determined based on, at a minimum, the following criteria:</p> <ul style="list-style-type: none"> • Page visit rates. • Service request rate. • Information that the user must know, such as user rights.
	<p>3-106-03.10</p>	<p>Identifying and resolving issues related to core web vitals and reviewing the website's performance based on the relevant indicators issued by the DGA.</p>
<p>3-106-04</p>	<p>Identifying and listing the digital channels affiliated with the government entity that are used to deliver digital content to target audiences, such as websites, smart applications, and the entity's accounts on digital platforms, provided that the following requirements are met for each digital channel:</p>	
	<p>3-106-04.01</p>	<p>Objectives of the entity's digital channel.</p>
	<p>3-106-04.02</p>	<p>The entity that owns the digital channel and its designated publishers.</p>
	<p>3-106-04.03</p>	<p>Target audiences of the entity's digital channel.</p>
	<p>3-106-04.04</p>	<p>Type of published digital content.</p>
	<p>3-106-04.05</p>	<p>Periodic publication and review of digital content.</p>
	<p>3-106-04.06</p>	<p>Connection between the digital channel and other digital channels.</p>
<p>3-106-05</p>	<p>Identifying the needs of the target audiences regarding the digital content of the entity's websites and digital platforms and reviewing them periodically, ensuring compliance to implementing the following:</p>	
	<p>3-106-05.01</p>	<p>Identifying the needs of target audiences based on the demographic characteristics of digital content beneficiaries, such as academic qualification, intellectual background, professional background, language, age, and others.</p>
	<p>3-106-05.02</p>	<p>Engaging target audiences in setting priorities for digital content planning for services by conducting questionnaires and surveys and using analytical tools for websites or digital platforms, social media platforms, and related channels.</p>
<p>3-106-06</p>	<p>Designing a chart or graphical representation of the government entity's digital channels, illustrating the number of channels and their interrelationships.</p>	

Producing and auditing digital content

Objective	Determining the conditions and requirements for producing and auditing digital content for government entities' websites and digital platforms, including developing, evaluating, and reviewing the content prior to publication.	
Government entities must comply with the following:		
Control Number		
3-106-07	Preparing and designing a structure for the digital content of the entity's websites and digital platforms to ensure that the target audience benefits from the digital content provided, which is achieved through the entity's compliance with the following:	
	3-106-07.01	Providing digital content in Arabic and English, taking into account the languages of the target beneficiaries, and setting the Arabic version of the homepage as the default for websites and digital platforms that provide services to beneficiaries inside and outside the Kingdom.
	3-106-07.02	Leveraging designated tools and assets to ensure that the content is free from spelling and grammatical errors.
	3-106-07.03	Ensuring a balanced integration of written, audio, and visual content across digital channels.
	3-106-07.04	Conducting a clarity test on digital content by presenting it to a selected group of beneficiaries prior to publishing it on the entity's websites and platforms, ensuring that individuals with disabilities are included in the test, and periodically collecting and addressing feedback.
	3-106-07.05	Using audio or video clips to clarify digital content, especially when explaining service application processes, promoting a government program or event, raising awareness about a specific topic, or delivering a message from the leadership of the government entity.
3-106-08	When using multimedia within digital content, the entity must comply with the following:	
	3-106-08.01	Multimedia must be linked to the digital content and referenced in the relevant text.
	3-106-08.02	Multimedia must be compatible with all screen sizes and device types, including mobile devices and major web browsers such as Google Chrome, Safari, Edge, and Opera, as well as all operating systems, such as Android and iOS, on mobile devices.
	3-106-08.03	Multimedia must be owned by the government entity, or its ownership rights must be taken into account, with the source being clearly mentioned.
	3-106-08.04	Ensuring that the colors and fonts used align with the textual digital content, for example, selecting a larger font size to identify paragraphs or headings.
	3-106-08.05	Avoiding the addition of any non-essential symbols or shapes that are unrelated to the digital content.
	3-106-08.06	Adhering to the resolution and appropriate file format of the images used, such as WebP.
	3-106-08.07	Ensuring that video clips are in high resolution and quality, with a maximum file size of 50 MB.
	3-106-08.08	Ensuring that video clips convey a clear and specific message with a maximum duration of two minutes.
	3-106-08.09	Using charts to illustrate digital content, especially when presenting digital content to depict temporal changes, comparisons, statistical distributions, patterns, work procedures, or models that demonstrate relationships between different elements.
	3-106-08.10	Adding a section to clarify the meaning of colors, lines, and symbols used in charts.
3-106-08.11	Including a scale when using maps and ensuring that directions are clearly indicated.	

Control Number

3-106-09	When sending notifications or awareness messages via text messages or email, the entity must comply with the following requirements:	
	3-106-09.01	Ensuring that messages are brief, clear, and in the language preferred and specified by the beneficiary.
	3-106-09.02	Including an indication that the notification is from the government entity, either in the message title or at the bottom of the written text in the message.
	3-106-09.03	Providing contact information for inquiries and support.
	3-106-09.04	Verifying that links function properly if included in the sent message.
3-106-10	Following a consistent methodology when designing forms and templates used to collect data from beneficiaries, provided that the methodology includes, at a minimum, the following:	
	3-106-10.01	Identifying target audiences and their preferences.
	3-106-10.02	Simplifying templates to collect a single piece of information per page whenever possible.
	3-106-10.03	Ensuring clear wording of questions and headings.
	3-106-10.04	Presenting data entry fields in a visually prominent manner.
	3-106-10.05	Providing clear error messages during data entry to help beneficiaries easily apply necessary corrections.
	3-106-10.06	Including only the core institutional identity of the government entity.
3-106-11	Using multimedia to support the delivery of digital services - as needed - to enhance the beneficiaries' experience without affecting the performance of the digital service.	
3-106-12	Developing a plan to address the results of measuring the efficiency of websites and digital content until its launch, and defining in it the activities that must be implemented and the goals that must be achieved.	

7.1.2 Controls for Publishing Digital Content on Government Websites and Digital Platforms

Publishing digital content	
Objective	Defining the requirements for publishing content on government entities' websites and digital platforms and presenting it to beneficiaries.
Government entities must comply with the following:	
Control Number	
3-106-13	When publishing reports or publications, the government entity must include, at a minimum, the following information:
	3-106-13.01 Basic document information according to standardized forms developed by the entity, which include a title, date of issuance, issue number, contact information, ownership rights, and an International Standard Serial Number (ISSN).
	3-106-13.02 A table of contents with clickable hyperlinks to facilitate access to the contents of reports and publications.
	3-106-13.03 A table of images, figures, charts, and tables used in the report.
	3-106-13.04 A list of sources used in the production of the entity's report or publication.
3-106-14	If the entity intends to publish digital content through its accounts on social media platforms, it must comply with the following requirements:
	3-106-14.01 Using Arabic as the default language and English if the post necessitates.
	3-106-14.02 Ensuring that the post is concise, clear, and tailored to the target audience.
	3-106-14.03 Verifying that links function properly if included in the post.
	3-106-14.04 Incorporating illustrations, charts, infographics, or audio or video clips to enhance content comprehension.
3-106-14.05 Using relevant keywords that interest beneficiaries to enhance the post's searchability and accessibility.	
3-106-15	Providing information about the government entity to beneficiaries through one of its digital channels, provided that it includes, at a minimum, the following:
	3-106-15.01 An overview of the government entity, its formation, and its functions.
	3-106-15.02 Administrative authority for non-independent government entities.
	3-106-15.03 The government entity's strategy, vision, mission, and strategic objectives.
	3-106-15.04 The organizational structure of the government entity.
	3-106-15.05 Contact information for the government entity.
	3-106-15.06 Alignment with the Kingdom's vision, digital transformation plans, and sustainable development goals.
	3-106-15.07 Partnerships with the private sector and civil society.
	3-106-15.08 Regulations, laws, and policies.
3-106-15.09 The usage agreement including the consequences of misuse of information systems and resources, along with links to relevant laws and regulations.	

Control Number

3-106-16	Preparing a checklist to audit the digital content published on the government entity's websites and digital platforms, provided that it includes, at a minimum, the following:	
	3-106-16.01	Indicators that measure engagement with digital content, such as the number of website visits and the number of comments and likes on social media posts.
	3-106-16.02	Indicators that measure the effectiveness of digital content promotion efforts, including accessibility analysis and channels used to promote digital content.
	3-106-16.03	Indicators for assessing the need to update digital content.
	3-106-16.04	Tools that assess the need to publish digital content across other platforms or channels if the current digital content is ineffective or does not meet its intended objectives.

7.1.3 Controls for Improving and Continuously Enhancing the Visibility of Government Websites and Digital Platforms on Search Engines

Improving government websites and digital platforms to enhance their visibility on search engines		
Objective	Determining the technical requirements (Technical Optimization) for improving the government entity’s websites and digital platforms to enhance their visibility on the first pages of search engines.	
Government entities must comply with the following:		
Control Number		
3-106-17	Activating the security certificate for the website and digital platform (SSL Certificate).	
3-106-18	Creating the links to the entity’s website pages and digital platforms (URLs) and adhering to their requirements according to the following:	
	3-106-18.01	Ensuring that URLs are short and clear with a maximum length of 90 characters, including symbols.
	3-106-18.02	Incorporating keywords in the website or platform page URLs.
	3-106-18.03	Avoiding the use of special characters such as &, %, or _ and using the hyphen (-) instead.
	3-106-18.04	Adding URLs to the sitemap.
	3-106-18.05	Setting a canonical URL for pages that represent main content.
	3-106-18.06	Using 301 redirects for invalid pages and direct visitors to the latest pages.
3-106-18.07	Activating the no-follow attribute for links associated with internal posts.	
3-106-19	Identifying keywords in both Arabic and English to help enhance the visibility of the website or digital platform on search engines and adhering to their requirements according to the following:	
	3-106-19.01	Selecting clear and specific words and terms (long-tail keywords) consisting of 3 to 5 words instead of using only a single word and ensuring that they accurately represent the website or digital platform to enhance accessibility.
	3-106-19.02	Determining the words and terms to be included in the content, main headings, and subheadings on the website or digital platform pages.
	3-106-19.03	Using available tools to identify keywords, such as Google Keyword Planner.
	3-106-19.04	Analyzing users’ search queries within the entity’s website or digital platform to identify and refine keywords.
	3-106-19.05	Integrating primary keywords within the main title and applying the <h1> Tag on the pages of the entity’s website or digital platform.
3-106-19.06	Identifying secondary keywords as synonyms for primary keywords and incorporating them appropriately into the page’s content in a linguistically and contextually accurate manner.	
3-106-20	Determining page headings and subheadings of the entity’s website or digital platform pages and adhering to their requirements according to the following:	
	3-106-20.01	Ensuring that headings and subheadings are clear and reflect the content on the website or digital platform pages.
	3-106-20.02	Using keywords within the content of headings and subheadings.
	3-106-20.03	Ensuring that headings and subheadings do not exceed 70 characters, including spaces and symbols. For example, “Controls for Enhancing Visibility on Search Engines for Government Websites or Digital Platforms” consists of 64 characters, including spaces and symbols.
	3-106-20.04	Avoiding the use of URLs in headings and subheadings.
	3-106-20.05	Specifying a main title and description for each page of the website or platform and ensuring that keywords or sentences are included in the title.
	3-106-20.06	Using subheadings to structure content on website or platform pages whenever necessary, such as for pages that include detailed content.

Control Number		
3-106-21	Specifying the page titles of the entity's website or digital platform and adhering to their requirements according to the following:	
	3-106-21.01	Ensuring that page titles do not exceed 70 characters. For example, when referencing a document in a search engine, such as "The Regulatory Framework for Digital Government Work issued by the Digital Government Authority," it can be shortened to "The Regulatory Framework for Digital Government Work - Digital Government Authority."
	3-106-21.02	Ensuring that the page title does not exceed nine words.
	3-106-21.03	Using a keyword at the beginning of the page title.
3-106-22	Creating a meta description for the entity's website or digital platform pages and adhering to its requirements according to the following:	
	3-106-22.01	Ensuring that the meta description of the website page or digital platform does not exceed 160 characters, including spaces.
	3-106-22.02	Using keywords in meta descriptions of the website or digital platform pages.
	3-106-22.03	Avoiding the use of special characters such as &, %, or _.
3-106-23	Specifying the structured data (Schema) for the website or digital platform, provided that, at a minimum, the following are defined:	
	3-106-23.01	The government entity's main address.
	3-106-23.02	The government entity's site map.
	3-106-23.03	The government entity's contact information.
3-106-24	Creating anchor texts and adhering to their requirements according to the following:	
	3-106-24.01	Ensuring that the anchor text includes at least one keyword.
	3-106-24.02	Ensuring compatibility with the content of the website or digital platform page.
	3-106-24.03	Referencing the government entity whenever possible.
3-106-25	Developing the content of website or digital platform pages in line with the relevant regulations issued by the DGA and adhering to the specified requirements according to the following:	
	3-106-25.01	Interlinking website or digital platform content by adding internal links to relevant pages.
	3-106-25.02	Incorporating keywords within the content and phrasing them clearly and directly.
	3-106-25.03	Reducing image and video sizes in a way that does not compromise their quality and clarity and improves page load speed.
	3-106-25.04	Adding alt attributes to images and transcripts to videos used on the website or digital platform pages.

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3-106-26	Creating a sitemap and adhering to its requirements according to the following:	
	3-106-26.01	Listing all pages of the government entity's website or digital platform in accordance with the designated sections.
	3-106-26.02	Listing the subjects and types of images, as well as their licenses if owned by a third party.
	3-106-26.03	Listing article titles and their publication dates.
	3-106-26.04	Excluding non-indexed website or digital platform pages.
3-106-27	Creating a set of structured answers (Rich Answers) to provide the main information needed by search engine users, which can appear in several formats, including a paragraph, a table, or a list. They may also be formatted as Rich Results, incorporating images and illustrative elements.	
3-106-28	Verifying the integrity of HTTPS and HTTP protocols, processing HTTPS pages that lead to HTTP pages and vice versa, verifying their status in Sitemap.xml, and adhering to their requirements according to the following:	
	3-106-28.01	Conducting weekly or, at a minimum, monthly backups of the website or digital platform to refer to when needed.
	3-106-28.02	Updating internal links on the website and digital platform by converting them from HTTP to HTTPS.
	3-106-28.03	Redirecting all internal links to (HTTPS).
	3-106-28.04	Implementing 301 redirects on a page-by-page basis.
3-106-28.05	Updating all links that lead to the website or digital platform from external sources.	

Continuously enhancing the visibility of government websites and digital platforms.

Objective	Determining the requirements for the continuous enhancement of the visibility of the government entity's websites and digital platforms on search engines and ensuring an optimal experience for beneficiaries.	
Government entities must comply with the following:		
Control Number		
3-106-29	Avoiding modifications to website or digital platform page URLs with every content update.	
3-106-30	Developing a dedicated methodology to continuously enhance the visibility of the website or the digital platform on search engines based on page importance, provided that the methodology includes the following:	
	3-106-30.01	Using tools to monitor the performance of the website or the digital platform and troubleshoot errors that require attention, such as Google Web Analytics, Google Search Console, Page Speed Insights, along with other tools to monitor specific elements, such as keywords using Google's Keyword Planner, and addressing the issues detected by these tools.
	3-106-30.02	Monitoring the quality of the website's domain (Domain Authority), the enhancement level of search engine optimization, website loading speed on both desktop and mobile devices, and average visit duration while developing plans to address and fix detected errors.
3-106-30.03	The government entity's plan to improve the content on the website or the digital platform, including measures to enhance their visibility on search engines through technical optimization, on-page optimization, and off-page optimization.	
3-106-31	Continuously improving the quality of landing pages to facilitate beneficiaries' access to the website or digital platform and adhering to their requirements according to the following:	
	3-106-31.01	Directing beneficiaries to the exact website or digital platform page they intend to access.
	3-106-31.02	Using clear and specific terms to write long-tail keywords.
3-106-32	Deleting out-of-date website or digital platform pages and using 301 redirects to direct website visitors to the latest pages.	
3-106-33	Adding a robots.txt file to the root directory of the website or digital platform to prevent search engines from indexing pages that the government entity wants to exclude from search results.	
3-106-34	When referring to content from another government entity's website or digital platform, the following must be complied with:	
	3-106-34.01	Avoiding the mention of specific details about the services of the government entity and limiting references to general descriptions.
	3-106-34.02	Including a direct link to the website or digital platform of the other government entity within the content (linking the other entity's name in the content to its domain or website URL).
3-106-34.03	Coordinating with other government entities to create a general description to be included when needed.	

7.2 Controls for Monitoring the Performance of Digital Content and the Efficiency of Government Websites and Digital Platforms to Enhance Their Visibility on Search Engines

Controls for monitoring the performance of digital content on government websites and digital platforms		
Objective	Setting requirements for measuring the quality of digital content and the efficiency of websites and platforms to improve the experience of beneficiaries.	
Government entities must comply with the following:		
Control Number		
3-106-35	Developing a methodology for measuring the performance of digital content, provided that it includes indicators to measure the quality of digital content and the efficiency of the entity's websites, platforms, and digital channels, according to the following:	
	3-106-35.01	The distribution rate of digital content across various websites and digital platforms, along with its geographic reach.
	3-106-35.02	The target audiences' level of interest in the digital content, measured by engagement and conversion rates.
3-106-36	Calculating the baseline and target metrics for the standards and indicators used to measure digital content performance.	
3-106-37	Preparing a periodic report on digital content performance, provided that the report includes, at a minimum, the following data:	
	3-106-37.01	Results of measuring the efficiency of websites, digital platforms, and digital content.
	3-106-37.02	Methods for addressing standards and indicators that have not met their targets.
	3-106-37.03	Future plans for improving the measurement outcomes of digital content performance standards and indicators.
3-106-38	Monitoring the performance of government websites and digital platforms' pages on search engines through the following:	
	3-106-38.01	<p>Creating internal checklists by those responsible for developing and operating the website within the government entity for monitoring the performance of the website or the digital platform pages, provided that they include, at a minimum:</p> <ul style="list-style-type: none"> The time required for website or digital platform pages to load on mobile and desktop devices. The presence of a sitemap and internal linking of the website or digital platform pages.
	3-106-38.02	Creating internal checklists by those responsible for developing and operating the website within the government entity for monitoring on-page performance of the website or digital platform pages, provided that they include keywords, page URLs, internal links, page headings and subheadings, page titles, meta descriptions, structured data (Schema), and a list of the most visited pages along with their titles and links.
	3-106-38.03	Evaluating the website or digital platform pages based on their importance and documenting the results in a quarterly report, outlining the results of each month of the quarter. This evaluation is conducted by continuously analyzing and studying a set of metrics, such as website or digital platform traffic, page views per session, unique page views, and the average session duration for a website or digital platform page.

8. Table of Definitions

The following terms and expressions, wherever used in this document, shall have the meanings assigned to them, unless the context requires otherwise.

Term	Definition
DGA	Digital Government Authority
Digital Government	The facilitation of administrative, organizational, and operational processes within and across government entities to achieve digital transformation, enhance efficiency, and ensure seamless access to government digital information and services.
Government Entity	Ministries, authorities, public institutions, councils, national centers, and the like.
Controls	The requirements that government entities must comply with and the necessary actions to fulfill the objectives and general provisions stated in the policy associated with them.
Standards	A set of rules and controls regulating the processes and functions related to the digital government.
Beneficiary	A citizen, resident, visitor, government entity, or private or non-profit sector organization, inside or outside the Kingdom, that interacts with a government entity to access available services.
Beneficiary Experience	The beneficiary's interaction with the government entity across all stages of service delivery, which is enhanced by incorporating principles of creative, interactive, and visual design, as well as accessibility and ease of use, to ensure a sustainable and lasting relationship.
Digital Transformation	The strategic transformation and advancement of business models into digital frameworks built on data, technology, and communication networks.
Digital Service	A set of interconnected digital processes, provided by the government entity to beneficiaries, designed to perform a complete function and deliver a well-defined primary outcome through digital channels such as online portals and smart device applications. Multiple services can be integrated to form a digital product, such as passport issuance and renewal, driver's license renewal, traffic violation inquiries, and national ID renewal.
Digital Content	The key medium for fulfilling the purpose of creating websites, platforms, applications, and various other digital channels, as well as achieving the strategic objectives of their beneficiaries. The digital content of websites includes various forms, such as written content, audio and video clips, images, graphics, charts, and more.
Informative Content	Information published by the government entity on its digital channels to introduce the entity and its activities, such as its latest news, initiatives, and work procedures.
Metadata	Structured information that describes and explains the source of data and specifies its location to facilitate its retrieval, usage, and management.
Digital Channel	A digital communication medium used to display information or provide digital services and products to beneficiaries, such as websites, digital portals, smart device applications, emails, self-service kiosks, call center services, social media platforms and applications, or chatbots. Services may be available across all channels or selectively on some.
Website	Non-interactive web pages that provide news and informative content accessible to all without requiring login. It may also display a catalog of available products and services, though they cannot be requested, which makes them non-interactive services.

Term	Definition
Digital Portal	A web application that operates through a browser, serving as a centralized gateway to all services and information of an entity in a single location. The portal is used to provide a range of tailored digital services, often requiring a login.
Multimedia	A diverse collection of text, images, audio and video files, animations, or graphics.
Search Engine	A software program that operates based on specific algorithms to crawl, index, and present web pages to users, such as Google, Bing, Yahoo, and others.
Search Engine Optimization (SEO)	The process of enhancing the visibility of a website in top search engine results to drive high traffic to the government entity's website.
Website Content	All data, information, and files displayed on the website, including written content, images, videos, charts, tables, and more.
Smart Devices	Modern devices such as mobile phones, tablets, and others that operate on advanced operating systems and support digital applications.
Sitemap	A file that provides information about pages, videos, and other files on a website, clarifies their relationships, and facilitates search engine crawling.
URLs	A link that directs to a specific webpage, providing information about the protocol used, the domain name, and the page's location within the website.
Page Headings and Subheadings	Text elements used within a webpage to structure content.
Page Titles	The text that appears in search engine results as the page title.
Meta Descriptions	A brief summary of the page content, used as a snippet for website pages displayed in search engine results.
Schema	A standardized format for structuring information about a specific page and classifying its content.
Anchor Texts	Clickable text that links to another webpage.
SSL Certificate	A digital certificate that verifies a website's identity and encrypts the data transmitted to the server.
Keywords	Commonly searched words that are frequently used by users on search engines to find website pages. These words are strategically targeted and incorporated into website pages based on their relevance to the content, increasing the likelihood of the page appearing in search results when those keywords are used.
Average Session Duration	The amount of time a visitor spends on a webpage during a single visit, indicating how well the content aligns with visitors' needs.
On-Page Optimization	The process of enhancing the website's visibility on search engines by optimizing its content and presentation.
Internal Links	Links within a website that connect different pages of the same site. Internal links help direct visitors to relevant pages and enhance the user's navigation experience.

9. Table of Abbreviations

Abbreviation	Description
ISSN	International Standard Serial Number
CMS	Content Management System
URL	Uniform Resource Locators
SSL Certificate	Secure Sockets Layer Certificate
HTTP	HyperText Transfer Protocol
HTTPS	Hypertext Transfer Protocol Secure



هيئة الحكومة الرقمية
Digital Government Authority