



# **POLIO ERADICATION INITIATIVE WEBSITE A TWO-YEAR JOURNEY**

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**Abstract:**

*In June 2013, Pakistan Polio Eradication Initiative launched its partners (Government of Pakistan, UNICEF, WHO) website [www.endpolio.com.pk](http://www.endpolio.com.pk). This website serves as an important source of information for the local media, general public, partners, donors and international community. The website provides factual updates on polio situation on daily basis, human interest stories, media releases, detail case update, national and international reports, photos and videos. This brief report provides of 2 years performance of the End Polio website ([www.endpolio.com.pk](http://www.endpolio.com.pk)) through a meaningful and engaging way. The conclusion focuses on recent accomplishments and priority next steps.*

# PEI website report (www.endpolio.com.pk)

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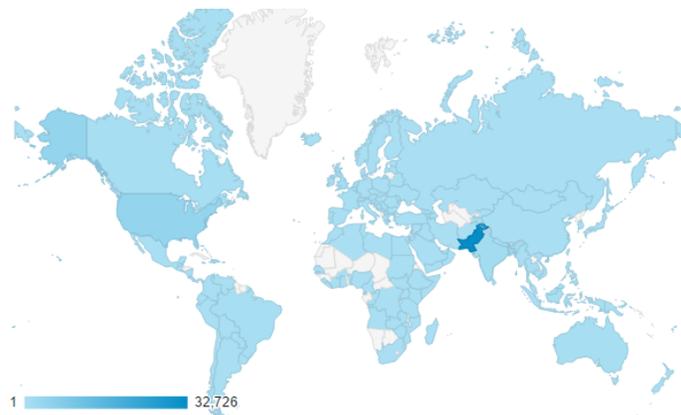
*(June 2013 – 2015)*

## Highlights

- Since its launch in June 2013, the website has shown significant growth in the number of visitors from 151 countries and 2,000+ cities around the world. Pakistan stands on top with 72% of the total traffic, followed by USA with 10% and UK with 3%. In terms of cities, Islamabad tops with 19% followed by Lahore 15%, Karachi 14% and Peshawar 5%
- More than 121,000 pages were viewed after an increase in 300% views as compared to last year. On a single day, maximum 617 pages were viewed
- The average stay on the website is more than 3 minutes. This indicates that the website is informative and offers much to the visitors
- 70% of the website visitors came through search engine (Google Chrome on top), followed by direct traffic 20% and referral 9%
- The most popular source of visits of the website are based on use of the top keywords; polio in Pakistan, Pakistan polio, polio cases in Pakistan, polio certificate, polio vaccine in Pakistan, end polio and polio campaign. This also indicates that we need to work on search optimization for more relevant keywords directing to our website.
- Drastic increase observed in website visits through mobile devices from only 500 visits in first year to almost 10,000 visits this year
- Increase of website access through smart phones. Almost 20% of the traffic visited the website by accessing their mobiles. After 3G/4G and LTE Launch in Pakistan (Third Generation), mobile internet users subscribing internet has drastically increased to 12 million by the end of March, 2015
- FAQs, polio in Pakistan, media room, and field stories were the most popular and trafficked pages

## Major Accomplishments:

- In last two years, all major strategic themes were comprehensively covered by partners on PEI website and social media channels, which includes tracking missed children, working with religious leaders, awareness about polio, frontline workers, integrated messages with routine immunization and coverage of high risk areas
- Through this website, stories from the field, annual and quarterly reports, press releases, factual updates on polio cases, media snapshot, photos and videos were shared regularly
- All PEI partners were given due coverage on web and social media platforms
- End Polio website is updated immediately on receiving official polio case update from the National Institute of Health lab. These updates are frequently seen by all stakeholders on regular basis.
- Major events like World Polio Day, IMB Meeting, Cross-border coordination, 68<sup>th</sup> World Health Assembly, Nationwide Immunization campaigns, PPA-Government collaboration, Islamic Advisory Meeting group, Islamabad Police and university students' volunteer initiative were comprehensively covered. For all these posts, content and full support was received from all partners

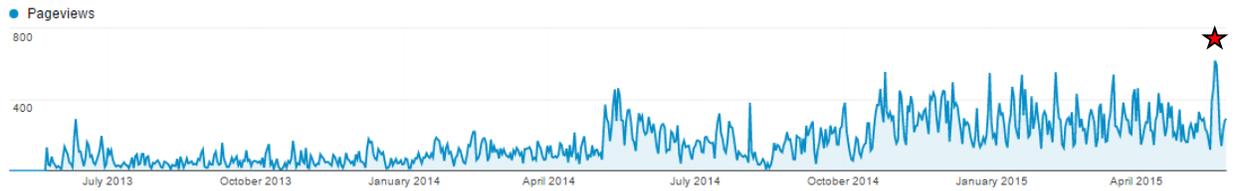


Country	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	45,454 <small>100.00% (45,454)</small>	73.54% <small>Avg for View: 73.38% (0.22%)</small>	33,426 <small>100.22% (33,353)</small>	55.87% <small>Avg for View: 55.87% (0.00%)</small>	2.60 <small>Avg for View: 2.60 (0.00%)</small>	00:03:21 <small>Avg for View: 00:03:21 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Pakistan	32,726 (72.00%)	70.72%	23,143 (69.24%)	52.80%	2.72	00:03:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. United States	4,462 (9.82%)	80.28%	3,582 (10.72%)	65.42%	2.36	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. India	1,347 (2.96%)	84.71%	1,141 (3.41%)	65.26%	1.83	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. United Kingdom	1,264 (2.78%)	77.06%	974 (2.91%)	55.70%	2.56	00:02:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Australia	482 (1.06%)	71.58%	345 (1.03%)	51.04%	2.96	00:03:49	0.00%	0 (0.00%)	\$0.00 (0.00%)

## Website Analysis

How many people visited the website?

- More than 47,000 people visited the website, generating remarkable **121,000** pageviews. See Figure 1.
- The overall visits can further increase if we aggressively promote this on other channels including media, printing material and social media.

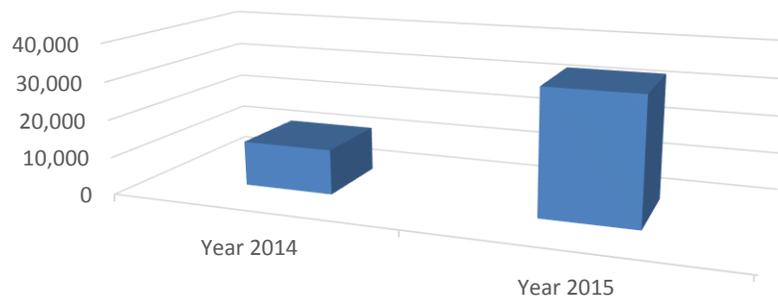


★ Sharp increase in website traffic after IMB review about Pakistan's progress towards polio eradication. More than 600 pages were viewed on a single day.

Is website's viewership increasing?

- Almost 300% increase in website viewership this year as compared to 2014.

Website viewership - Growth of almost 300%



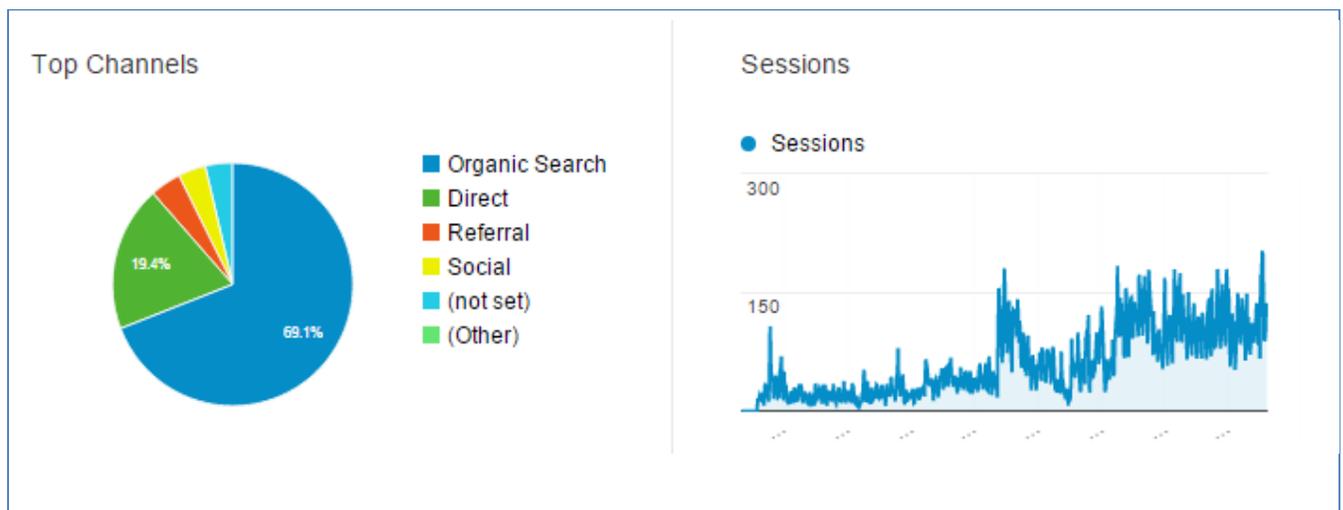
How engaged were these visitors within the website?

- On average, users stayed on the site for more than **3 minutes** on each visit, which indicates website of being informative and user friendly

Where do these visitors come from?

- Visits from 151 countries and 2,000+ cities around the world in 24 months is also an indication of website being informative and up to date.
- 69% of visitors came from search engine (organic search), **20%** came directly to the site (by typing in the address [www.endpolio.com.pk](http://www.endpolio.com.pk) or using bookmarks or email links), and the remaining came from links in other websites. The two highest referral sources were **Facebook** and **Twitter**.
- **10,000** visits came from mobile devices. Most came on **Apple Iphone, HTC One X, Q mobile Noir, Samsung Galaxy and Nokia X2**.

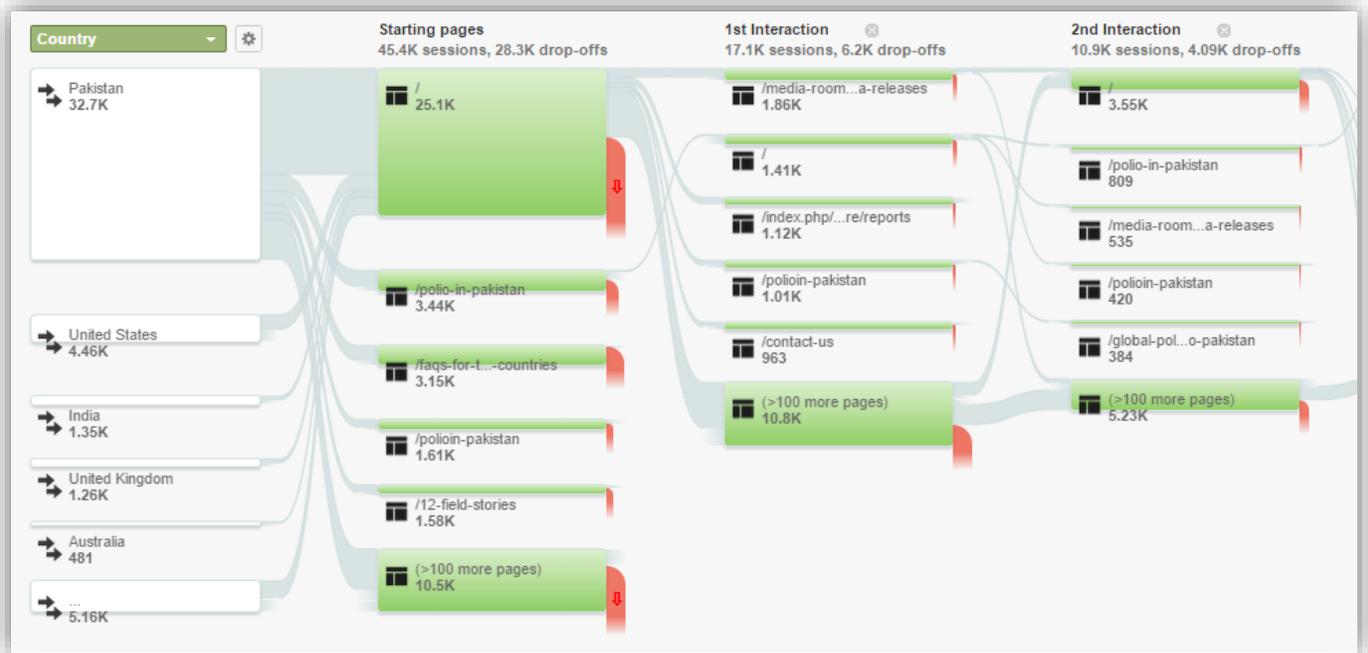
Figure: Sources of Traffic to [www.endpolio.com.pk](http://www.endpolio.com.pk)



# The most trafficked pages of the website

- Primary navigation *sections* - Homepage, FAQs, Media Room, Reports and Multimedia

Figure: Visitor Flow to www.endpolio.com.pk



## Challenges and actions need to be taken:

- **Risk mitigation**

The PEI faces a massive challenge to increase its reach and engagement to effectively counter the negative content available on digital media platforms. Now is the opportunity to seize the “first mover advantage” or risk playing catch-up to misinformers.
- **Content generation**

Better mechanism to devise for an improved communication within partners for quality content generation for the website.
- **Urdu Version**

Developing the Urdu version of end polio website will amplify reach to more people with messages, including many of PEI’s priority populations who are more likely to read in Urdu. The first phase of the website is specifically about polio and later on this can be taken to the next level about routine immunization and child health.
- **Mobile compatible website**

After the introduction of 3G and 4G LTE in Pakistan last year, more than 12 million people have already subscribed to this new service. Now people are inclined towards accessing websites through their smart mobiles, tablets and other devices. The mobile compatible website will help us in reaching out to more people, especially the young population of Pakistan. This is particularly important given that mobile friendly websites now outrank websites that are not in Google search results.
- **Search Engine Optimization (SEO) and Search Engine Marketing** need to be done for improved visibility of the website. Additionally, paid promotion through google adwords using top keywords can also be used to increase the visibility of positive content to counter the negative content.
- **Capacity Building**

Workshops in order to build the capacity of provincial colleagues to improve the quality of their contributions.