

Official Portal of the Government of the United Arab Emirates



Fact sheet

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U.AE .. The story in brief



Since the beginnings of digital transformation at the federal UAE level, u.ae has been the formal gateway to the government and the main source of information and public services. U.ae has weathered many challenges to come into what it is today, where it has become a one-stop for all government services and information.

The journey of u.ae can be summarized into three key stages:

First:

Static website: running from 2001 to 2009, where the website was a fixed interface consisting of some general headlines and topics. The website back then did not have content management and portal was dubbed “government.ae”

Second:

Dynamic website: running from 2009 to 2017, where the website was built on an open-source content management system called “Liferay” with the website having the same name “government.ae”

Third:

Single-letter website (u.ae): the shortest name for a website in the world. This phase ran from 2017 to date. The brand-new name is unique, befits the UAE, and cannot be similarly replicated by any other digital government. This phase saw the adoption of a complete overhaul of the portal, which included:

- Benchmarking world-best practices
- Studying best choices in the customer journey
- Latest global W3C standards adoption
- Information richness - all that interests the customer
- Seeking for the best content management system

As a result, u.ae has become the primary source for those seeking information and services in the UAE.

U.AE .. Meaning & connotations



The world's first
government domain name
made up of a single letter
U.. Meaning "you"



**You are
the government**



You are the bet



**You are
the purpose**



**You are
the attention**



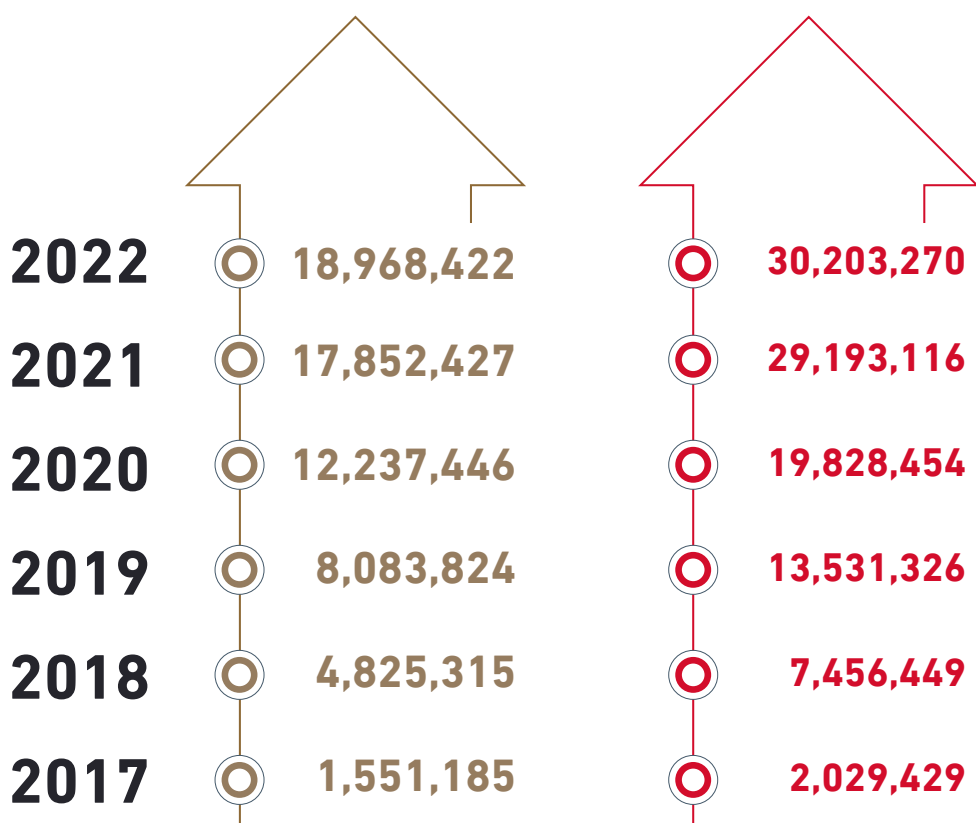


https://u.ae

No. of visitors & visits

By definition, a visit is the duration started by the user's first interaction with a site page, which ends when the user/visitor is idle for a while. Idle time can be up to 30 minutes going by most web analytics tools.

As for the number of visitors, it refers to unique users visiting the site, as counted by cookies.



No. of visitors & visits by year

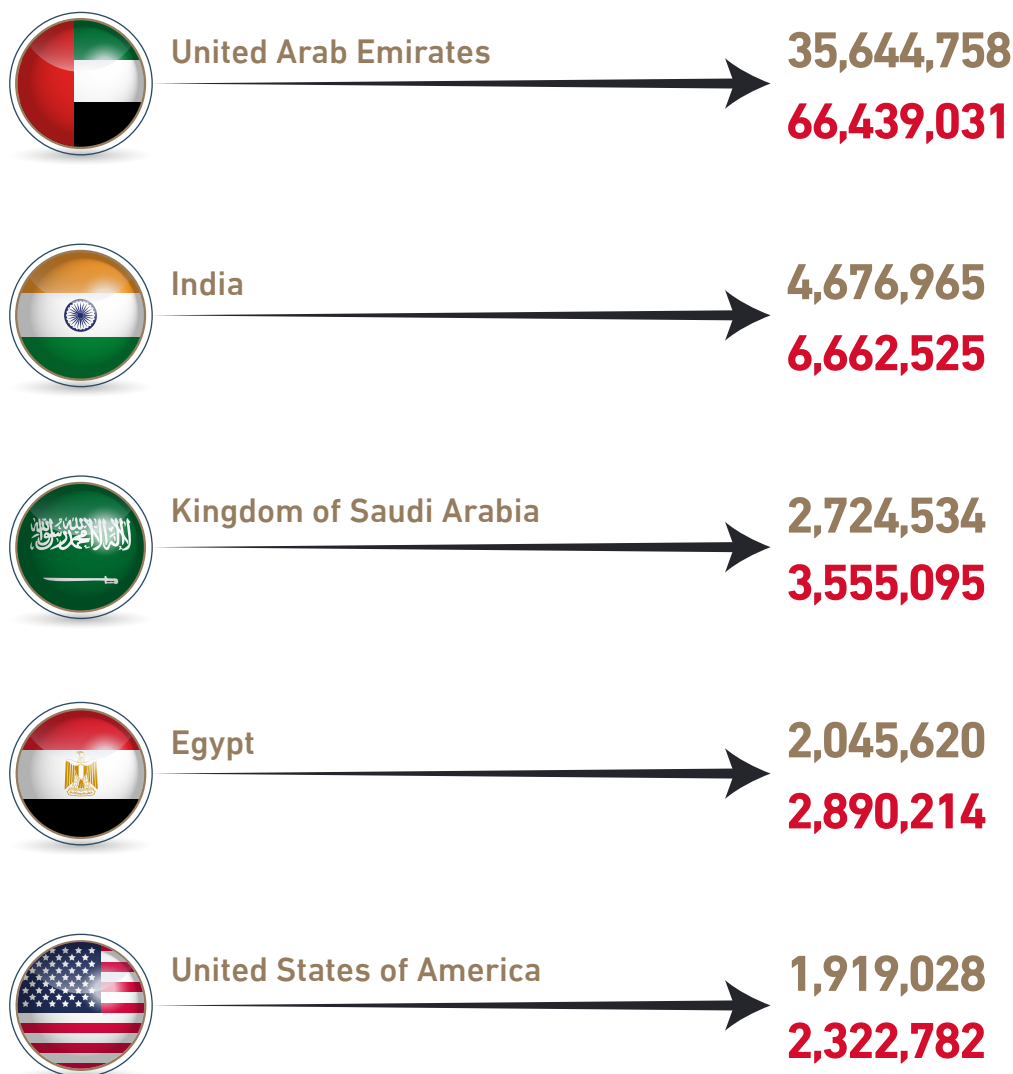
■ Visitors

■ Visits



No. of visitors & visits by country

(as measured from 2017 to 2022)



■ Visitors

■ Visits



No. of visitors & visits by country

(as measured from 2017 to 2022)



■ Visitors ■ Visits



Average time spent on trending pages

(as measured from 2017 to 2022)

◆ Track visa application



◆ Traveling to the UAE



◆ Emirates ID





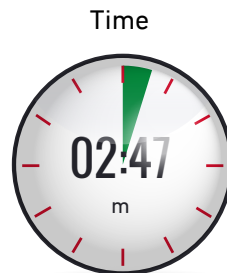
Average time spent on trending pages

(as measured from 2017 to 2022)

◆ Quarantine guidelines for travelers to the UAE



◆ Tourist Visa








◆ Home page





Most frequently used languages






(as measured from 2017 to 2022)

	Visitors	Visits	Language
	48,827,898	83,385,054	English
	8,131,995	13,290,058	Arabic
	1,188,986	1,667,073	French
	583,294	740,338	German
	372,429	561,865	Russian



Most frequently used languages

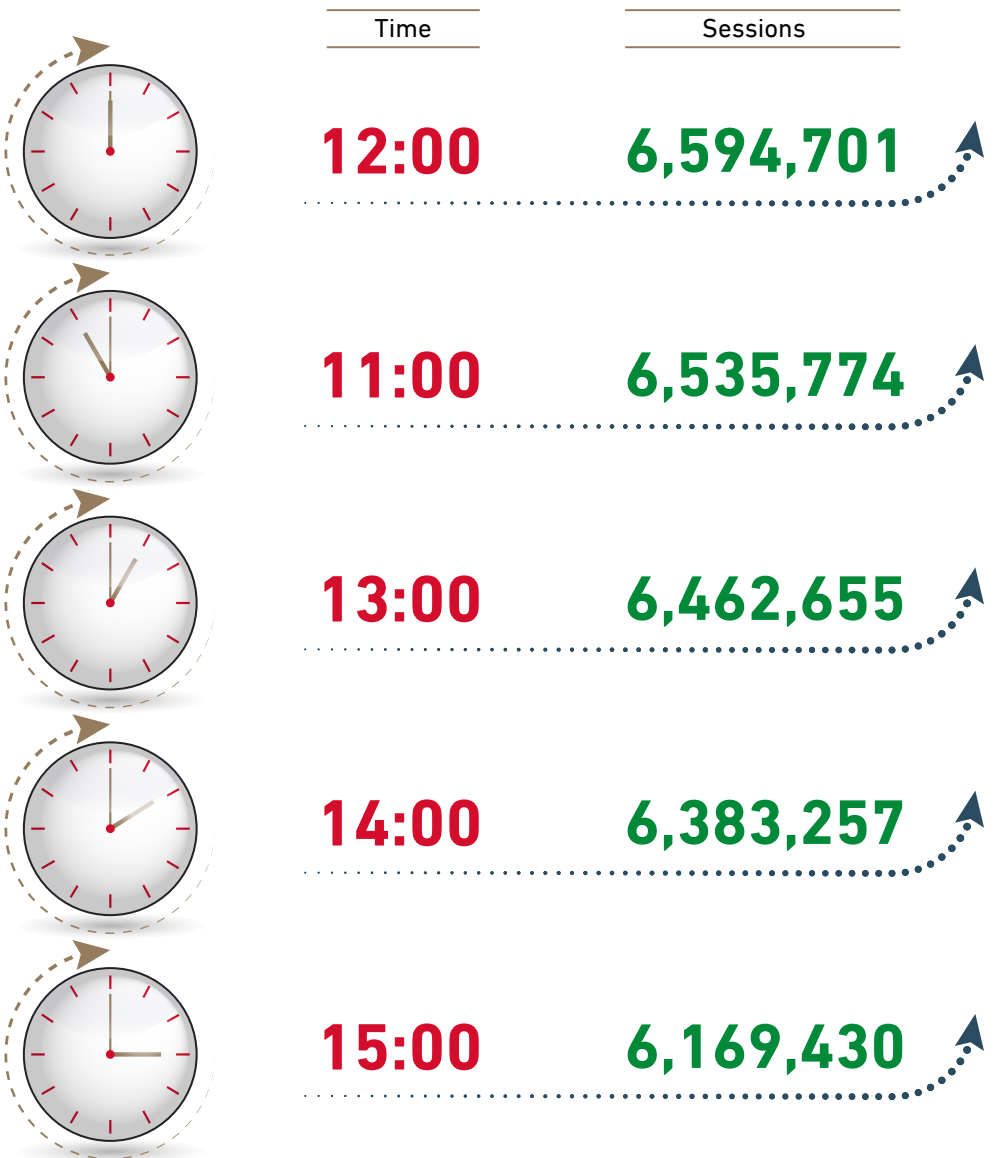
(as measured from 2017 to 2022)

	Visitors	Visits	Language
	210,298	299,396	Spanish
	201,124	306,097	Dutch
	190,786	253,600	Chinese
	167,007	228,576	Italian
	116,60	166,299	Portuguese



Portal visits peak hours

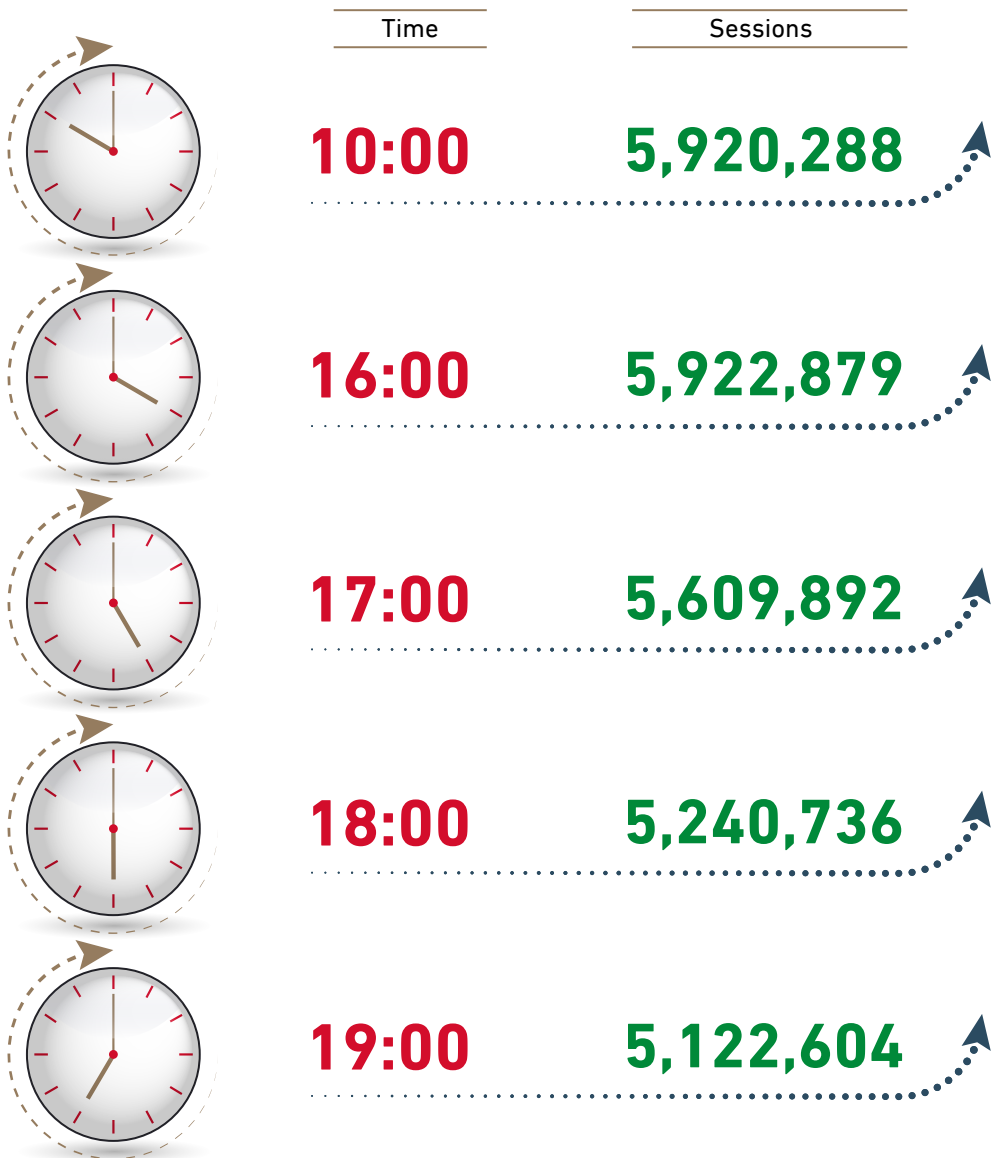
(as measured from 2017 to 2022)





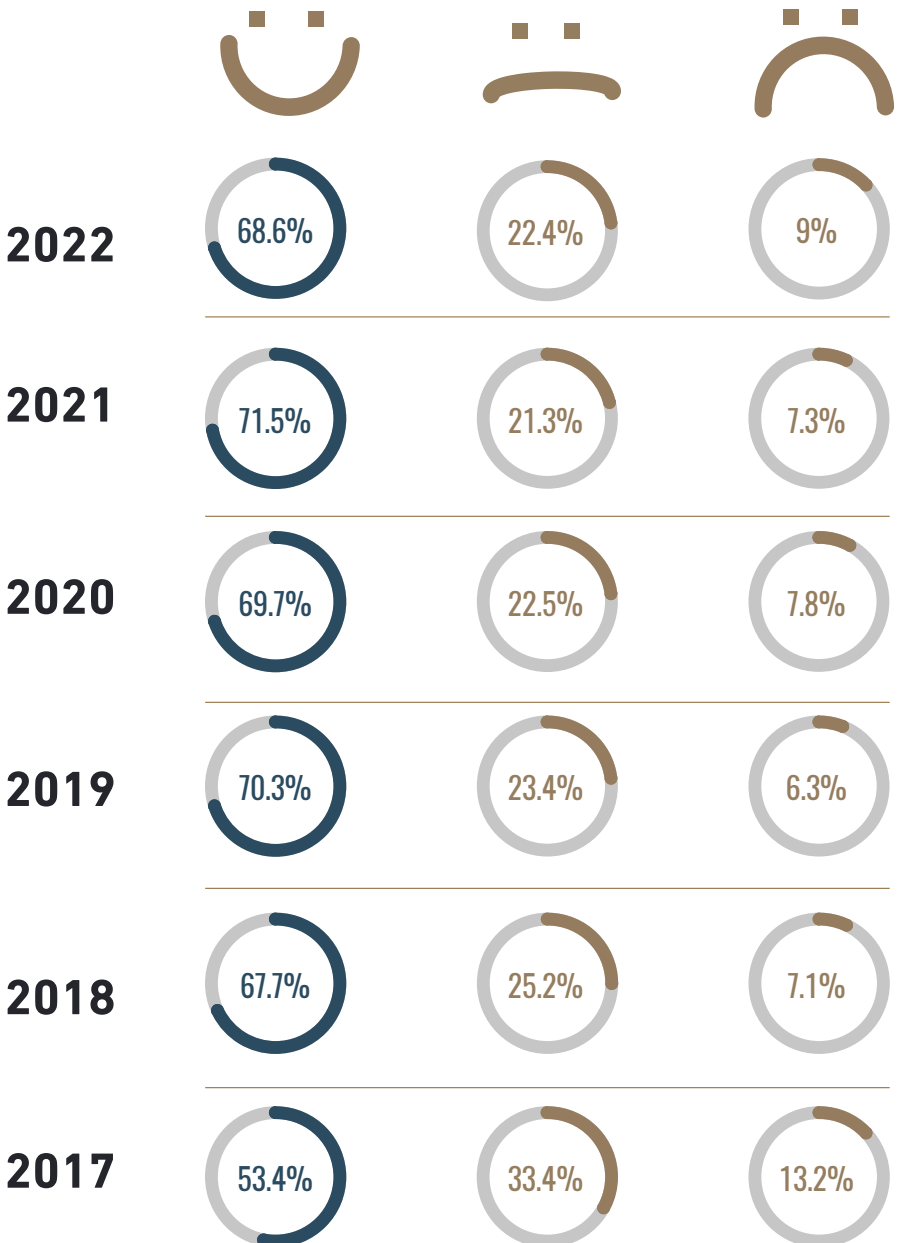
Portal visits peak hours

(as measured from 2017 to 2022)





Portal happiness meter

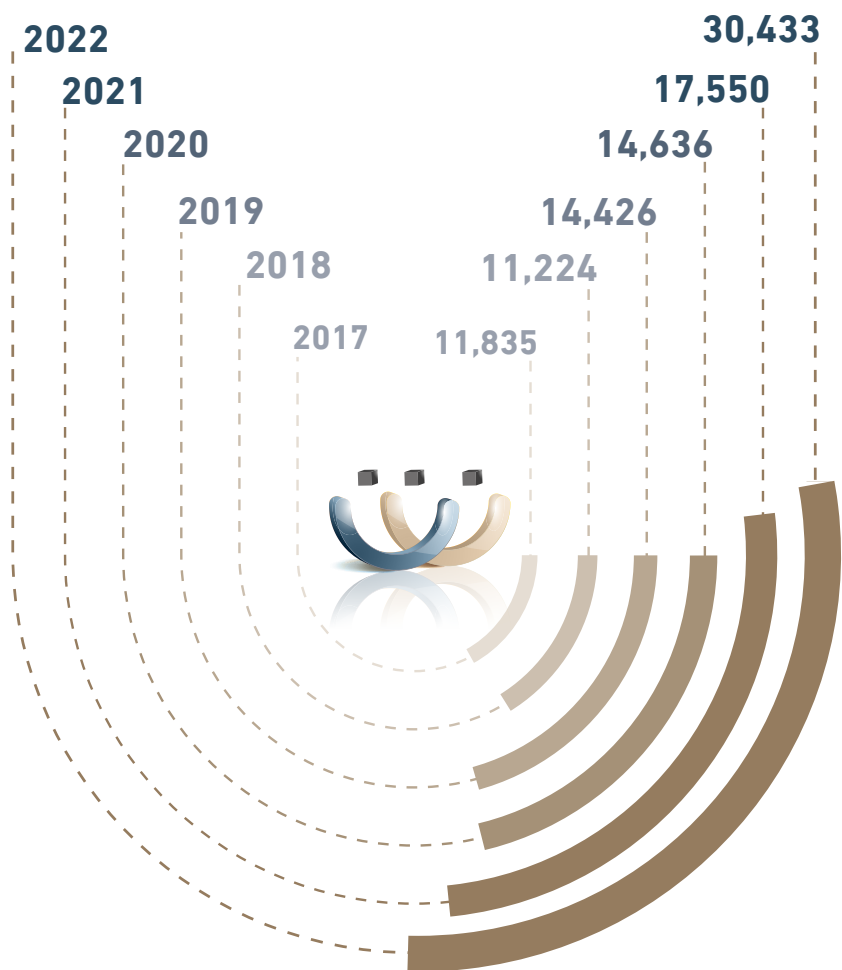




https://u.ae



Visitor interaction with the portal happiness meter (u.ae)

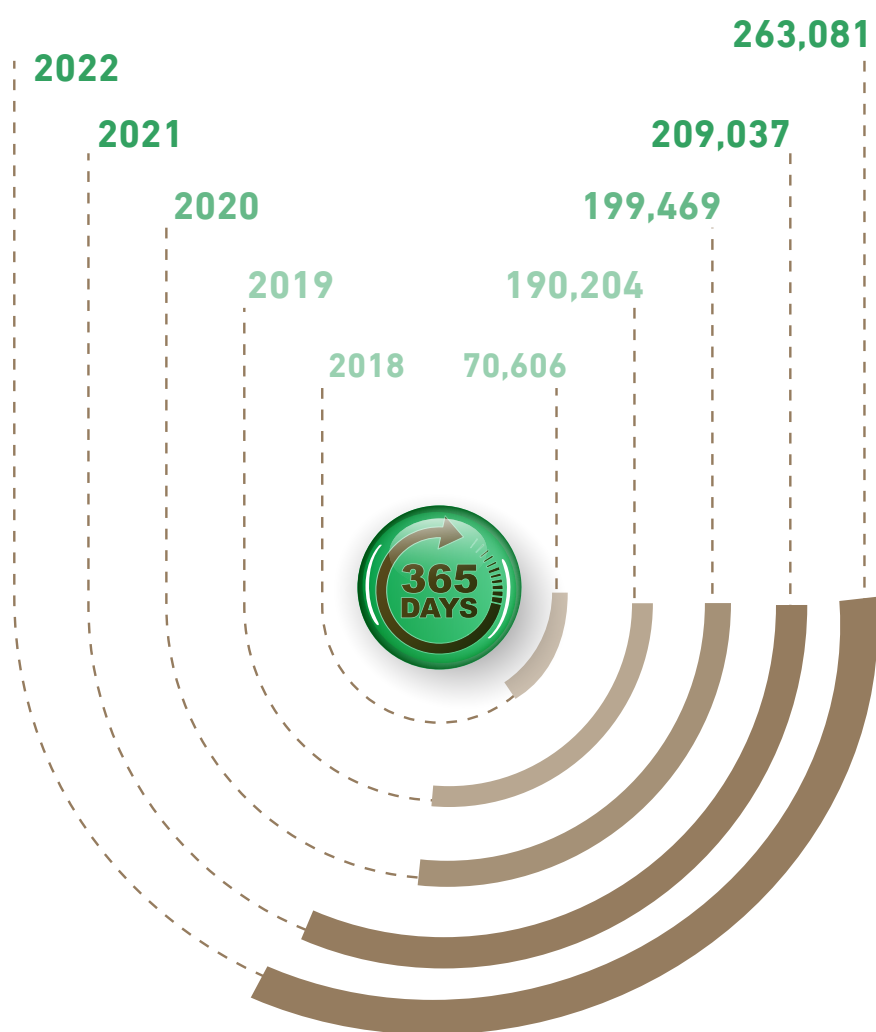


No. of user interactions with the happiness meter

https://u.ae



Yearly no. of searches using the portal






No. searches

https://u.ae

En

Most visited pages (English)

(as measured from 2017 to 2022)

Page title	Pageviews
 Track visa application	11,212,932
 Traveling to the UAE	4,418,874
 Emirates ID	3,976,523
 Quarantine guidelines for travelers to the UAE	3,549,985
 Visa & Emirates ID	3,427,204
 Home page	2,572,159
 Tourist Visa	1,805,442
 Information and services	1,743,174
 Public holidays	1,467,403
 value added tax	1,318,661

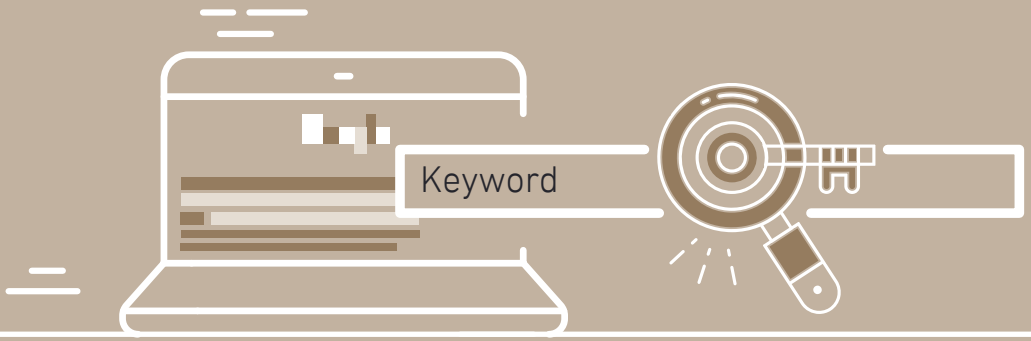
https://u.ae

Ar











Most visited pages (Arabic)

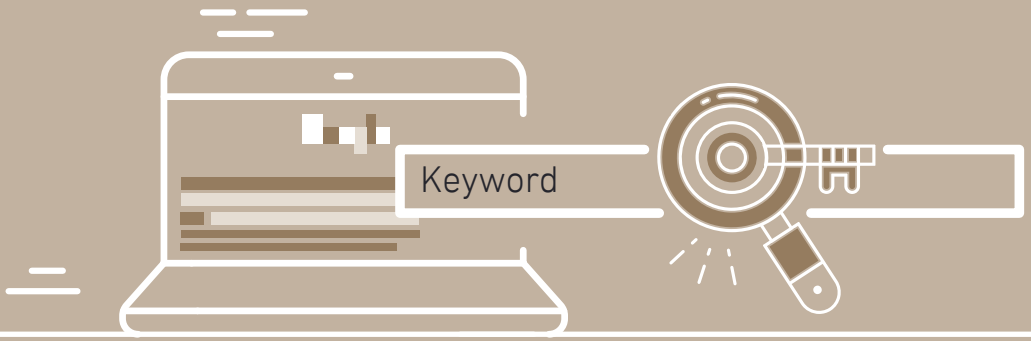
(as measured from 2017 to 2022)

Page title	Pageviews
 Home page	3,038,701
 Track visa application	1,434,515
 UAE public holidays	1,419,689
 Tourist visa	991,466
 Traveling to the UAE	836,862
 Information & services	815,645
 Emirates ID	714,317
 Job search	695,823
 Do you need an entry permit or a visa to enter the UAE?	629,085
 Emirates ID and visa	557,707
 Golden visa- long-term visa	478,984









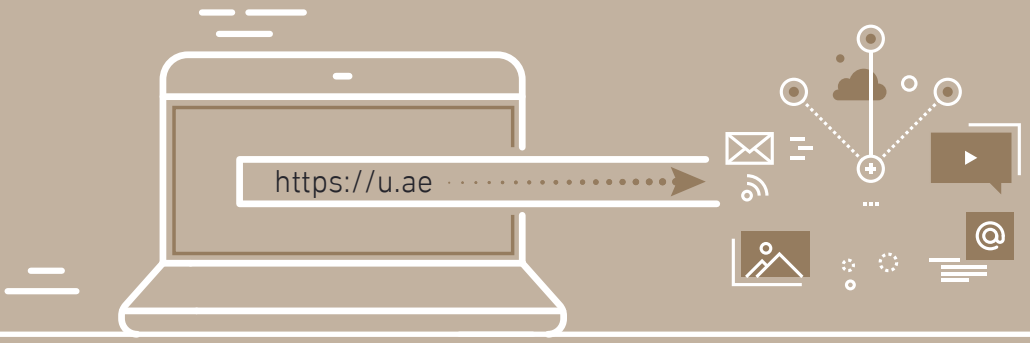
Search terms

Search keywords	Total no. of unique searches
 Visas & Emirates ID	10,846
 visa and emirates id	3,991
 tourist visa	3,692
 Visit visa	3,055
 covid-19 travel updates	2,630
 Social affairs	2,584
 fines	2,378
 Visa status	2,242
 police clearance certificate (pcc)	2,132
 visit visa	2,038



Search terms

Search keywords	Total no. of unique searches
 Government-sector jobs	1,981
 contact us	1,955
 Visa and Emirates ID	1,940
 Visa	1,842
 visa	1,825
 residence visa	1,586
 jobs	1,577
 covid	1,569
 visa on arrival	1,492
 visa fees, overstaying and modifying	1,419



U.AE digital services

U.ae is an informative portal and not a service one, yet it provides information on services and hyperlinks to such services.



2,630

Digital Services



221

Federal & local
government entities

Portal sections

U.ae features thousands of pages on information and services sought by tourists, visitors, residents and citizens in the UAE. Such information is broken down into main and sub sections



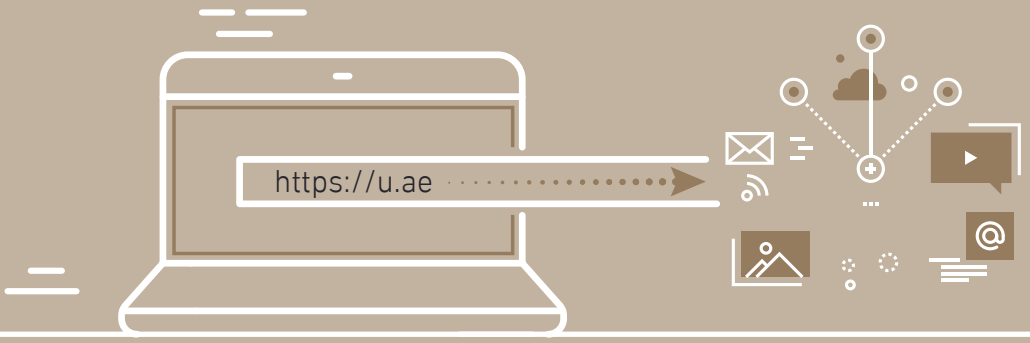
8

Main sections



70

Sub sections



Main sections



Home page



Information & services



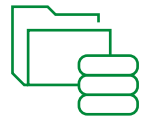
About the UAE



Media



Digital participation



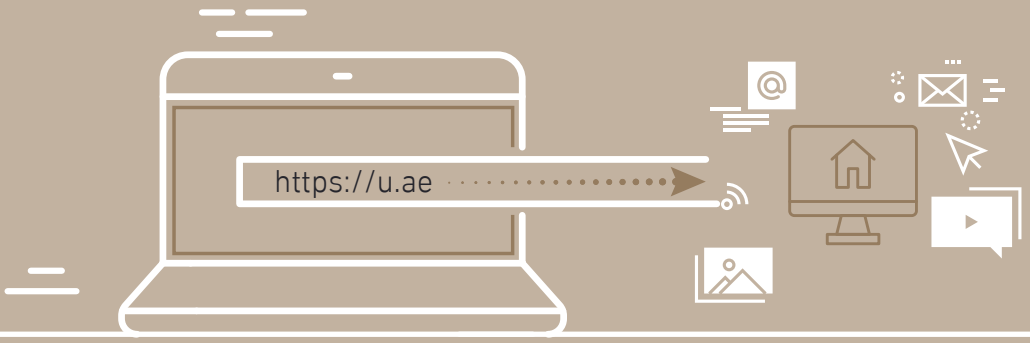
Resources



Website statistics

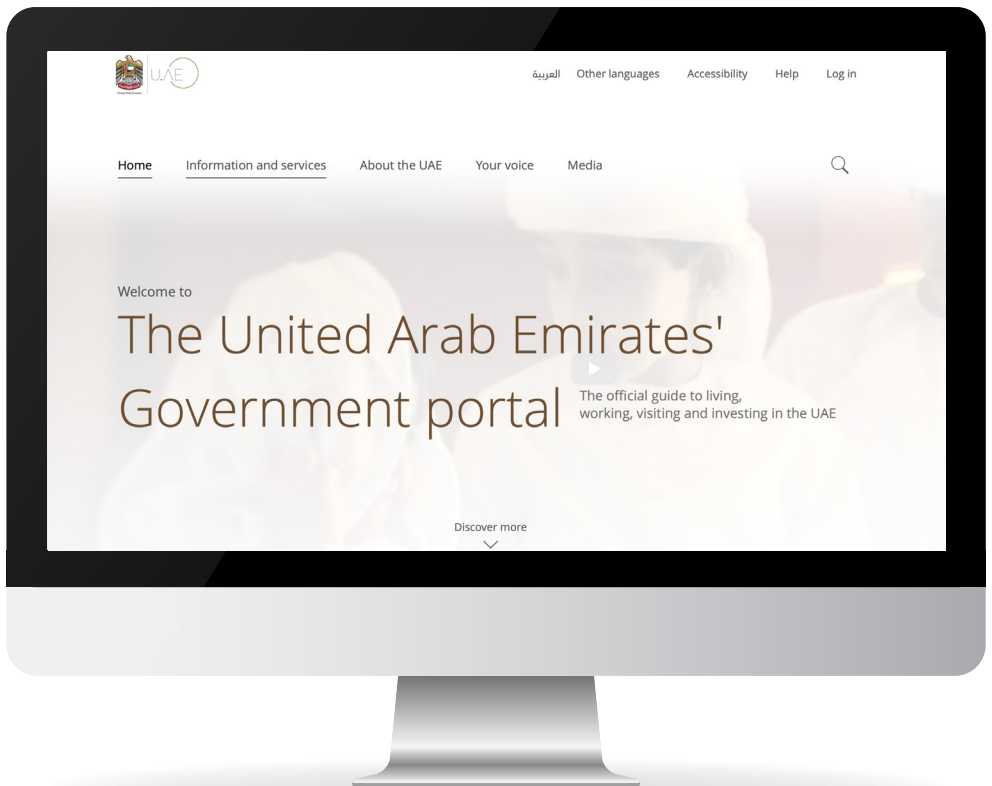


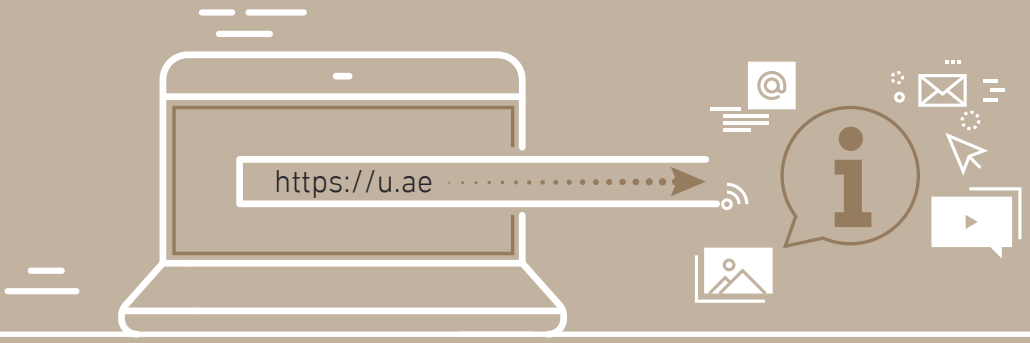
Help



Home page

- ◆ Sign in with UAE Pass
- ◆ Help
- ◆ Accessibility
- ◆ Language selection





Information & services



Visas & Emirates ID



Jobs



Education



Businesses



Moving to UAE



Justice, law & order



Health & fitness



Mobility & transportation



Finance & investment



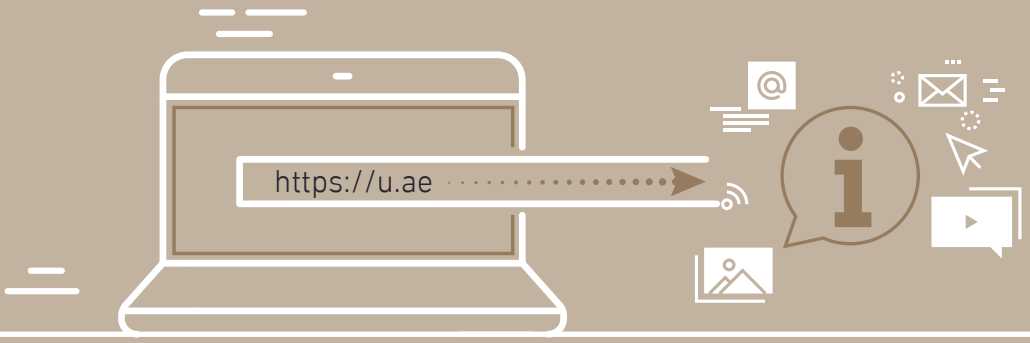
Environment & energy



Housing



Tourism in UAE



Information & services



Passports & travelling



Public holidays and religious affairs



Infrastructure



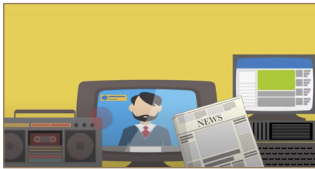
Social affairs



Charity & humanitarian work



Connected government (GrG)



Citizen's right to access government information



Service channels and payments



National Economic Register



Mabrouk Ma Yak (Congratulations on your newborn)-service

Sources:





@TDRAUAE, www.tdra.gov.ae