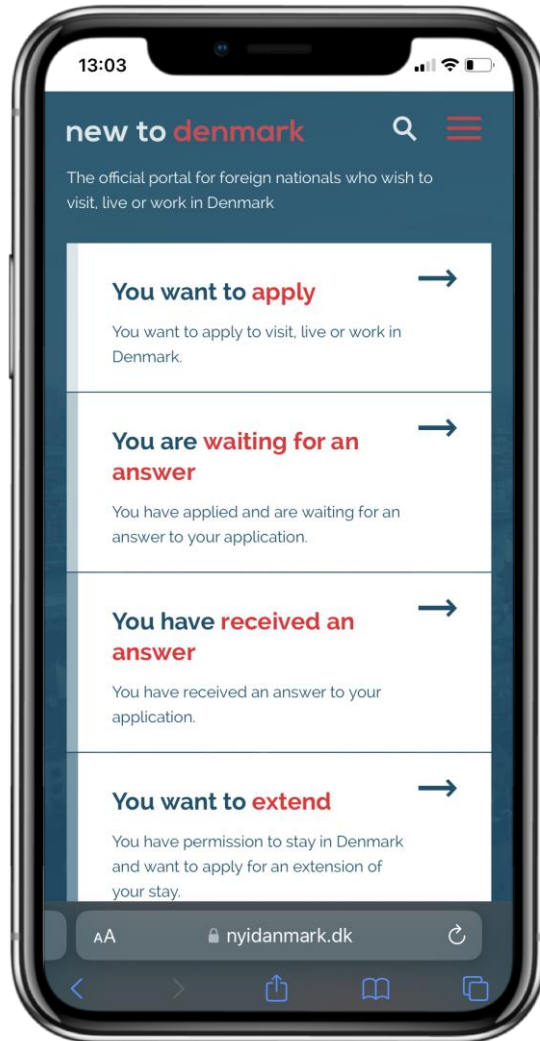# 1 New to Denmark

www.nyidanmark.dk

A. Function category

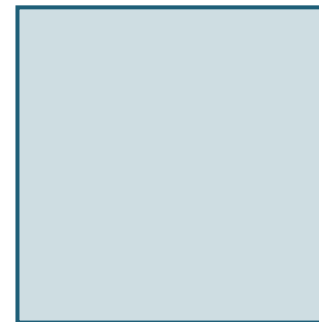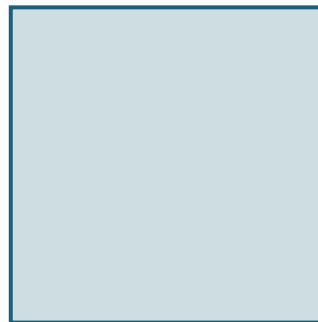| engager	router	informer	explainer	call to action	transaction
☐	☐	☐	☐	☐	☐

B. Key Performance Indicators

link to page

www.nyidanmark.dk/en-GB/Employers-and-educational-institutions
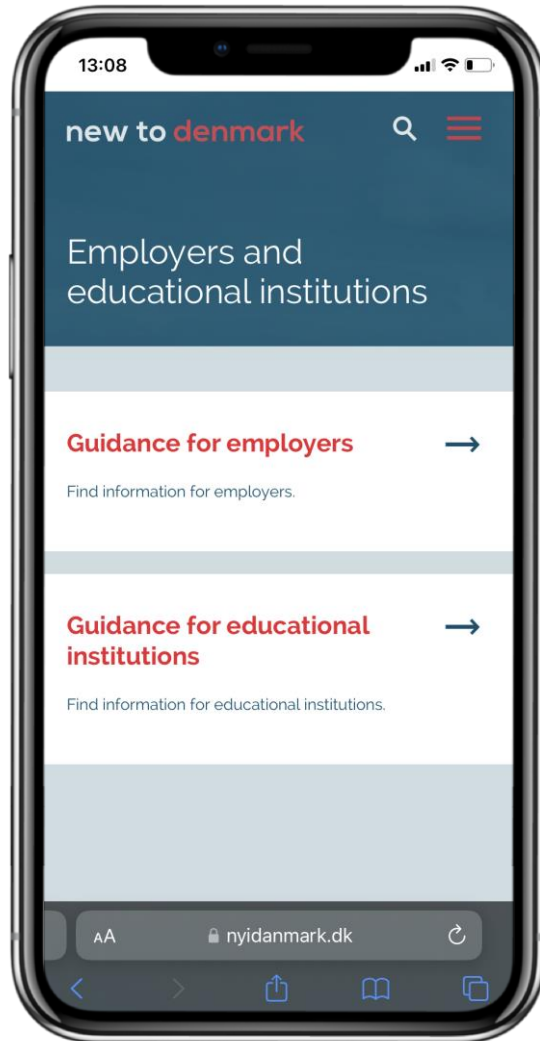
new to denmark

Employers and educational institutions

Guidance for employers →

Find information for employers.

Guidance for educational institutions →

Find information for educational institutions.

nyidanmark.dk

A. Function category

engager	router	informer	explainer	call to action	transaction
☐	☐	☐	☐	☐	☐

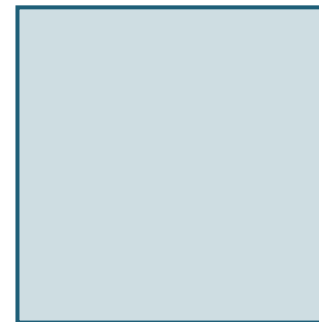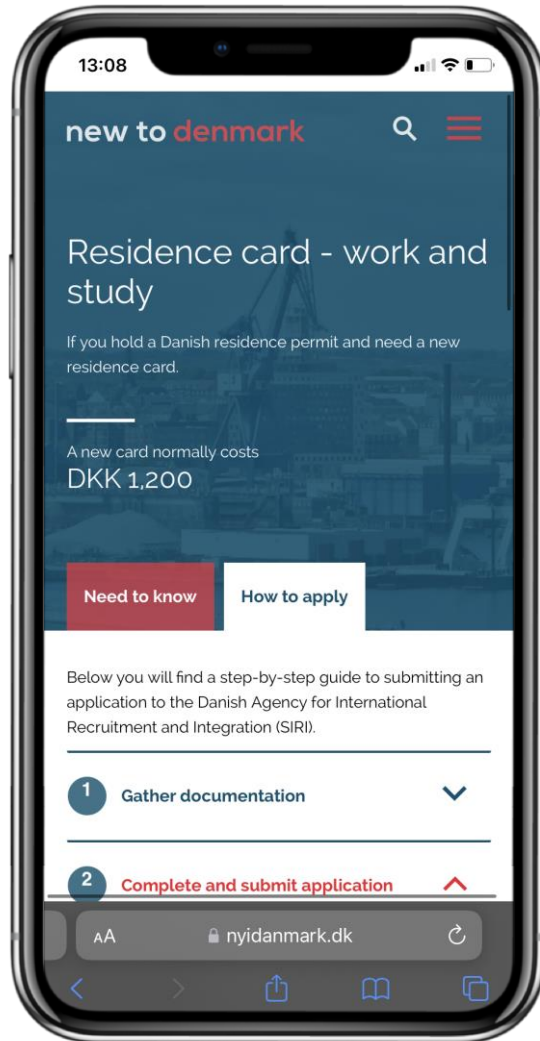## B. Key Performance Indicators

link to page

3 **Residence card – work and study**

www.nyidanmark.dk/en-GB/Your-situation-is-changing/Work/Residence-card?anchor=howtoapply

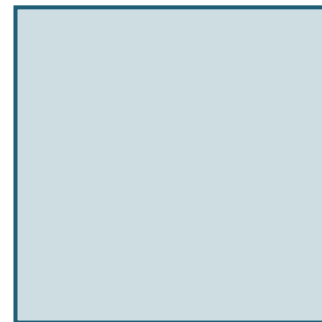## A. Function category

engager	router	informer	explainer	call to action	transaction
☐	☐	☐	☐	☐	☐

B. Key Performance Indicators

link to page

4 News

A. Function category

engager

router

informer

explainer

call to action
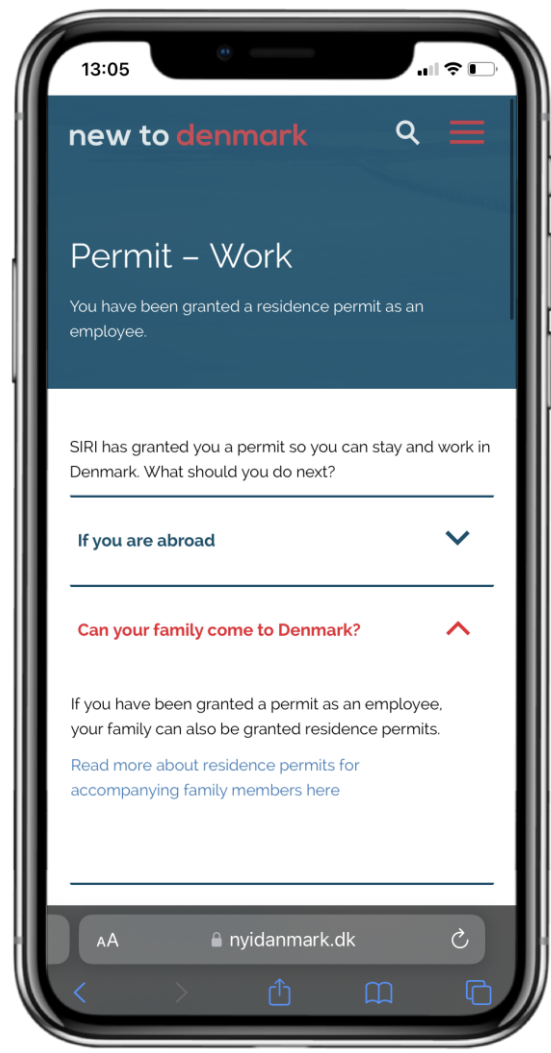
transaction

B. Key Performance Indicators

link to page

5 Permit - Work

https://www.nyidanmark.dk/en-GB/You-have-received-an-answer/Work/Yes

Permit – Work

You have been granted a residence permit as an employee.

SIRI has granted you a permit so you can stay and work in Denmark. What should you do next?

If you are abroad ⌄

Can your family come to Denmark? ⌃

If you have been granted a permit as an employee, your family can also be granted residence permits.

Read more about residence permits for accompanying family members here

🔒 nyidanmark.dk

A. Function category

engager	router	informer	explainer	call to action	transaction
☐	☐	☐	☐	☐	☐

B. Key Performance Indicators

link to page

6 Contact the Danish Immigration Service

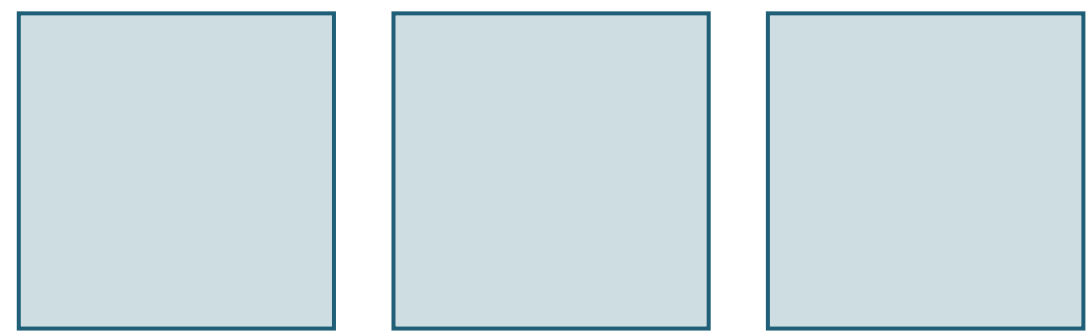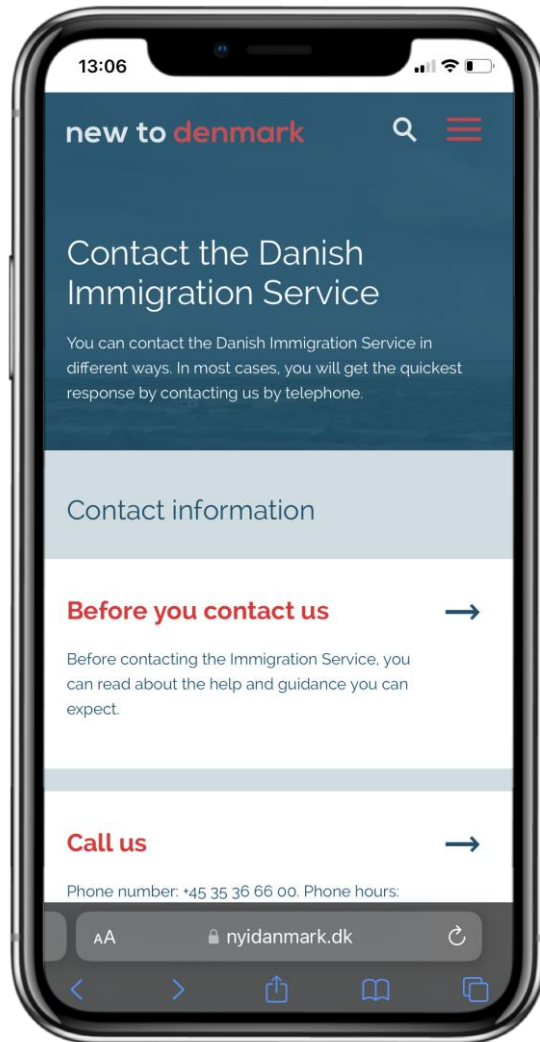www.nyidanmark.dk/en-GB/Contact-us/Contact-the-Danish-Immigration-Service
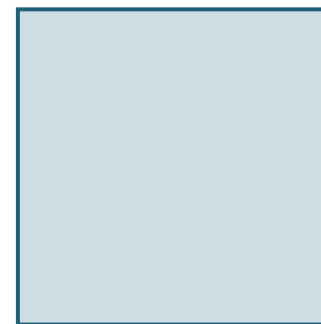
A. Function category

engager | router | informer | explainer | call to action | transaction
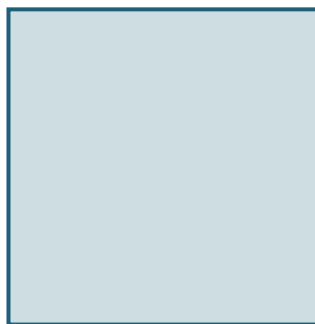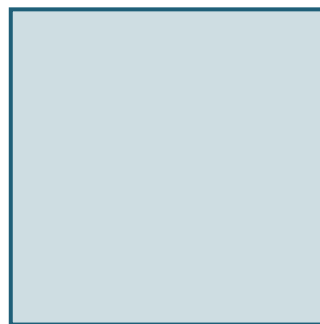
B. Key Performance Indicators

link to page

The Danish Immigration Service

www.nyidanmark.dk/en-GB/Press/The-Danish-Immigration-Service

A. Function category

engager	router	informer	explainer	call to action	transaction
☐	☐	☐	☐	☐	☐

B. Key Performance Indicators

link to page

13:07

new to denmark

About the web portal

Newtodenmark.dk is maintained jointly by the Danish Immigration Service and the Danish Agency for International Recruitment and Integration (SIRI). At the bottom of all content pages you can see which authority is responsible for the content of the page.

You can read more about the Danish Immigration Service and SIRI at their webpages.

Read more about the Danish Immigration Service (us.dk - in Danish only)

Read more about SIRI (siri.dk - in Danish only)

Target Groups

Simplified version of the rules

🔒 nyidanmark.dk

A. Function category

| engager | router | informer | explainer | call to action | transaction |

B. Key Performance Indicators

link to page

9 **OD1 Application for EU-residence document**

www.nyidanmark.dk/en-GB/About-newtodenmark/About-the-web-portal

A. Function category

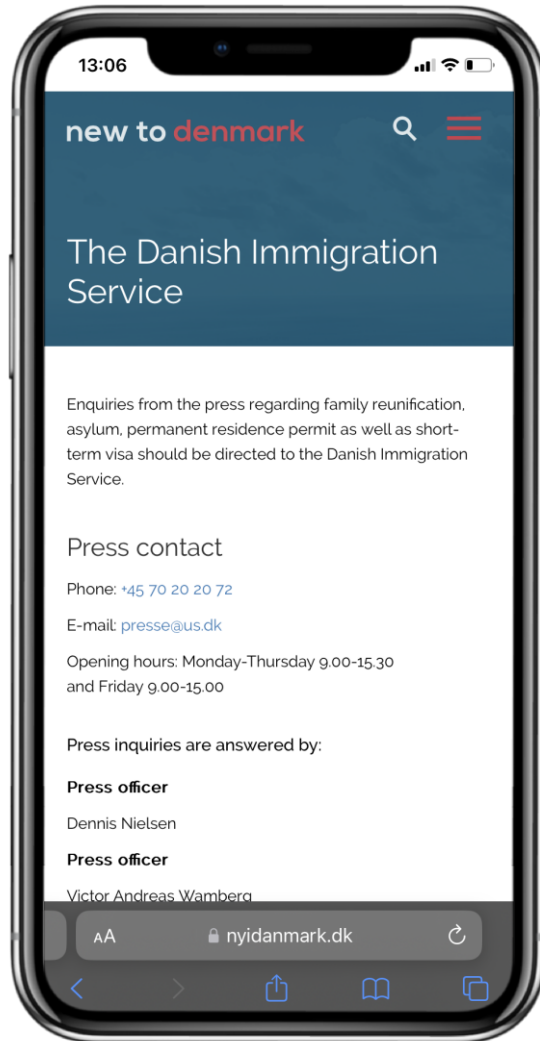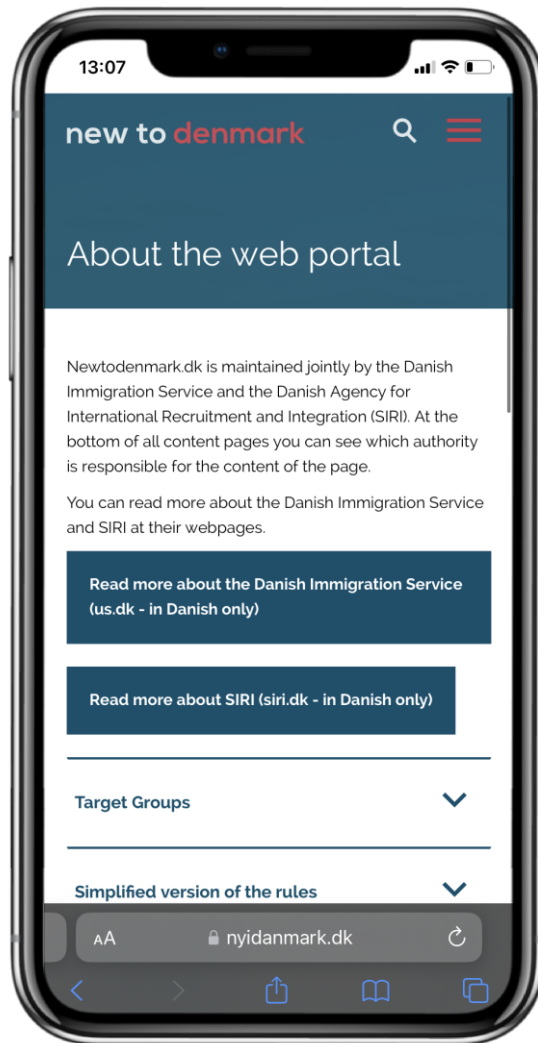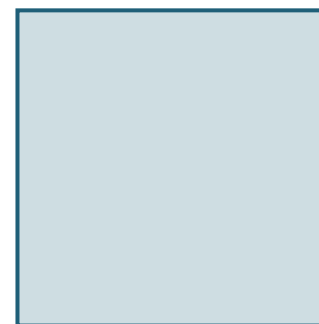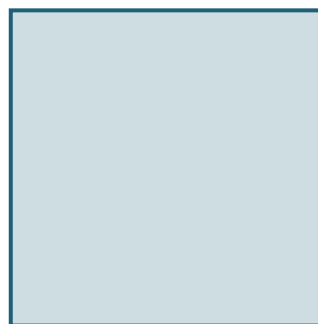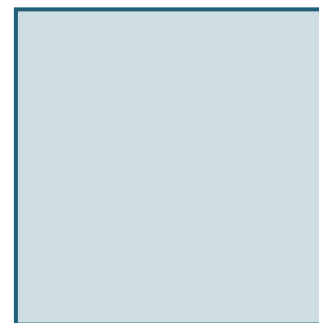engager

router

informer

explainer

call to action

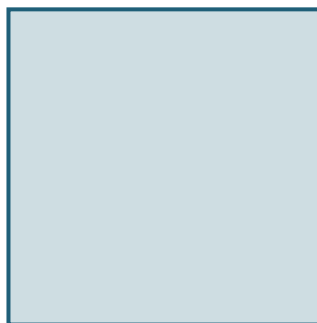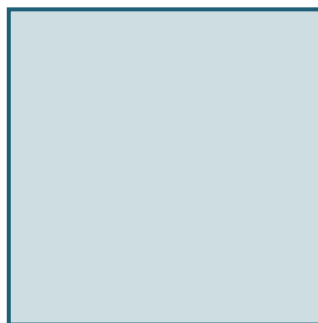transaction

B. Key Performance Indicators

link to page

10 Nyidanmark selvbetjening

blanket.nyidanmark.dk/xform/formularer/OD1.form.aspx

A. Function category
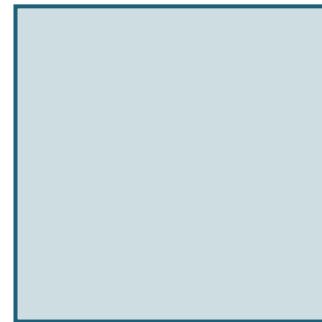
engager	router	informer	explainer	call to action	transaction
☐	☐	☐	☐	☐	☐

B. Key Performance Indicators
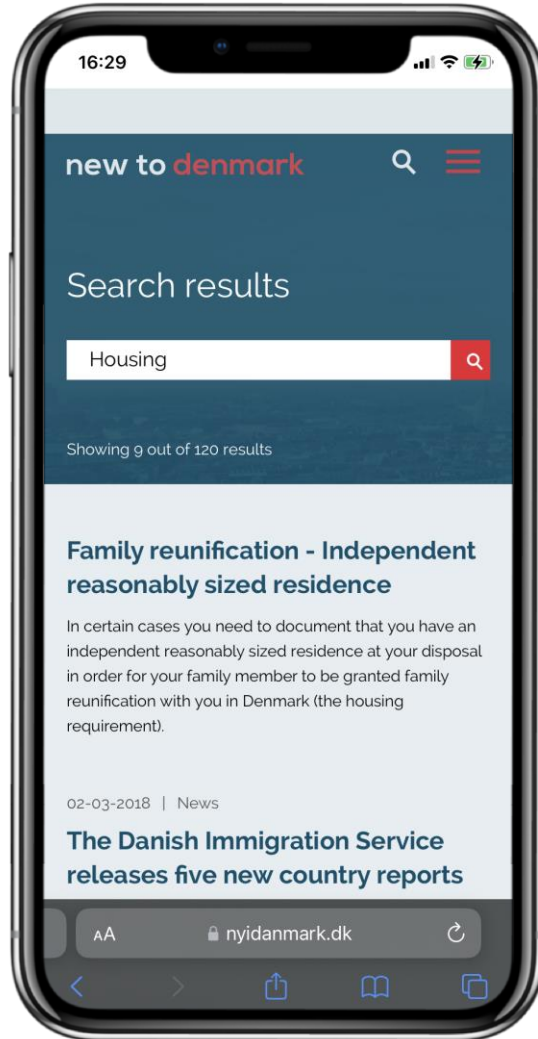
link to page

A. Function category
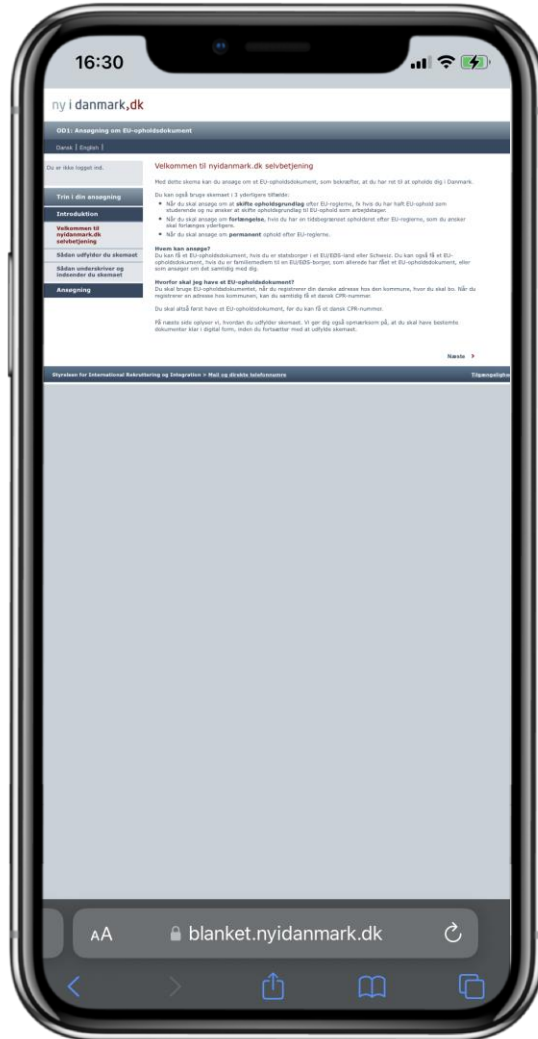
engager	router	informer	explainer	call to action	transaction
☐	☐	☐	☐	☐	☐

B. Key Performance Indicators

link to page

Example metrics and KPIs for webpages

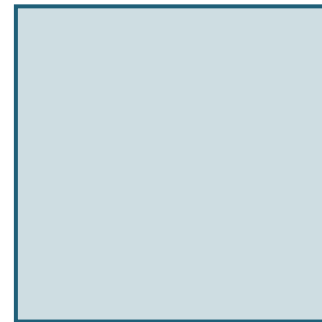| properties	quantities	referrals	interactions	click path		lost	speed	channels	feedback
P1 % of visits on a smartphone	**Q1** number of unique visitors that viewed the page	**R1** % of visits with Google as referral	**I1** average number of interaction clicks on page	**C1** % visits that clicked on an external link	**C2** % of visits that entered and directly exited (bounced)	**L1** % of visitors that typed a search query	**S1** average number of seconds on page	**CH1** number of calls and e-mails on page subject in call center	**F1** % of visits with positive feedback on page from a survey
P2 % visits that originate from Denmark	**Q2** number of sessions where the page was viewed	**R2** average position of page url in Google search results page	**I2** % visitors that scrolled to the bottom of page	**C3** % visitors that clicked an internal link	**C4** % of visits where the page is the entry point of the session	**L2** % of visitors that navigated to /contact	**S2** average page loading speed (milliseconds)	**CH2** average cost per campaign advertising click	
P3 average number of views of this page in a session	**Q3** % change in pageviews compared to same month last year	**R3** number of mentions of page url in social media	**I3** % visits that started a transaction / application	**C5** % of click back pageviews	**C6** % of visits where the page is the exit point of the session	**L3** % of pageviews of 300+ seconds	**S3** average number of seconds before next click		
	Q4 % of returning visitors within one week		**I4** % visits that completed a transaction / application			**L4** % of pageviews of 0-5 seconds			