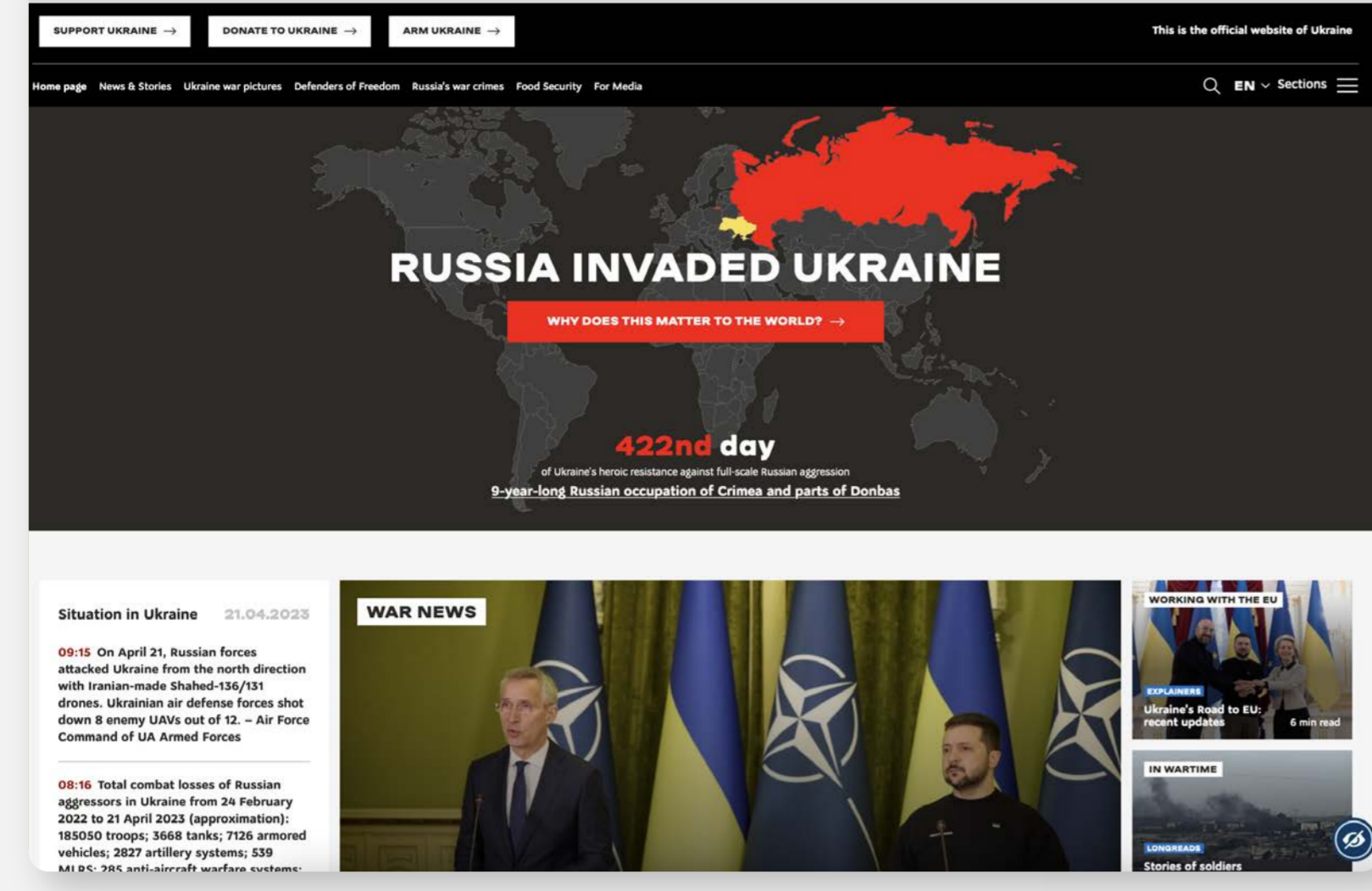# One year of **WAR.UKRAINE.UA**

Dear readers,

just over a year ago, our team launched the **war.ukraine.ua** website to share verified and up-to-date information amidst Russia's full-scale invasion of Ukraine. Since then, the platform has grown quite a lot: we were able to tell several hundred stories of brave Ukrainians, document hundreds of Russia's war crimes, and create dozens of explainers that may help readers get a deeper understanding of Ukraine's past, present, and future. With eight language versions available, the website has reached people in over 190 countries worldwide.

Today, we are proud to share a special newsletter, dedicated to this platform, some of its best content, and the results achieved since March 2022.

If you are interested in finding out more, please get in touch with us via pressoffice@brandukraine.org.ua.

WAR.UKRAINE.UA IN NUMBERS

RUSSIA INVADED UKRAINE

3.5 MILLION unique users	**4.5 MILLION** backlinks
17.5 MILLION impressions	**6.9 MILLION** pageviews
14.5 average position	

Data as for April 15, 2023

PARTNERSHIPS

Partnering with trustworthy Ukrainian media and organizations helped us to deliver high-quality and diverse stories to a worldwide audience.

Svitlana secretly sewed Ukrainian flags in occupied Kherson

Журналисты and photographers from **Babel** media provided unique reporting pieces that helped to see and better understand Ukrainians living and fighting in different parts of the country.

Saving civilians: three stories about evacuations from the frontline

Svidomi media journalists helped give voices to Ukrainian defenders and volunteers, revealing their stories through interviews.

"Will we all die? Yes, most likely." Story of people who were killed by the Russian military during evacuation

Documenting platform **"Memorial"** collect and tell heartbreaking stories about the life of Ukrainian civilians and defenders killed by Russia.

What you should know about Holodomor, the artificial famine that killed millions of Ukrainians

Experts from the **Ukrainian Institute of National Remembrance** helped to bring a historical perspective that should not be forgotten.

SEO: SUCCESS CASES

Our team values the data-driven approach, and thus we constantly monitor the topics that interest the audience and the search queries people use on Google. That allows us to make sure that popular search terms about Ukraine and Russia's invasion yield verified information to everyone interested in learning more.

Article Why is Russia invading Ukraine ranks **#1** for the keyword **"why is russia invading ukraine"** in the US

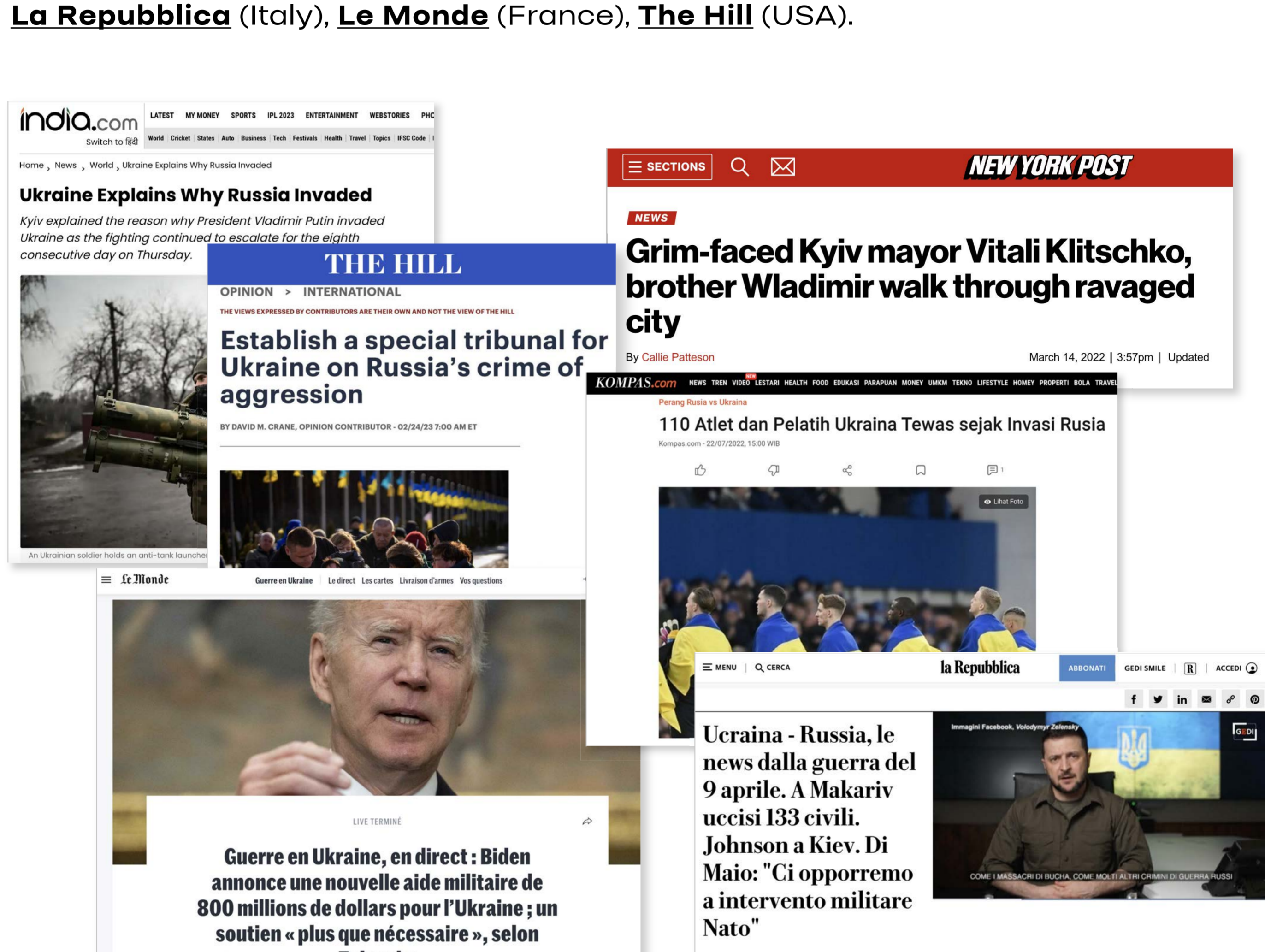Page Donate to Ukraine's defenders ranks **#1** for the keyword **"donate to ukraine army"** in the US

Article Does Ukraine have nuclear weapons ranks **#1** for the keyword **"ukraine nuclear weapons"** in the US

Page Support Ukraine ranks **#2** for the keyword **"support ukraine"** in the US

REFERENCES

For just over a year of work, **war.ukraine.ua** website got mentions and references in dozens of national and international media from different parts of the world.

Among them **India.com** (India), **Kompas.com** (Indonesia), **New York Post** (USA), **La Repubblica** (Italy), **Le Monde** (France), **The Hill** (USA).
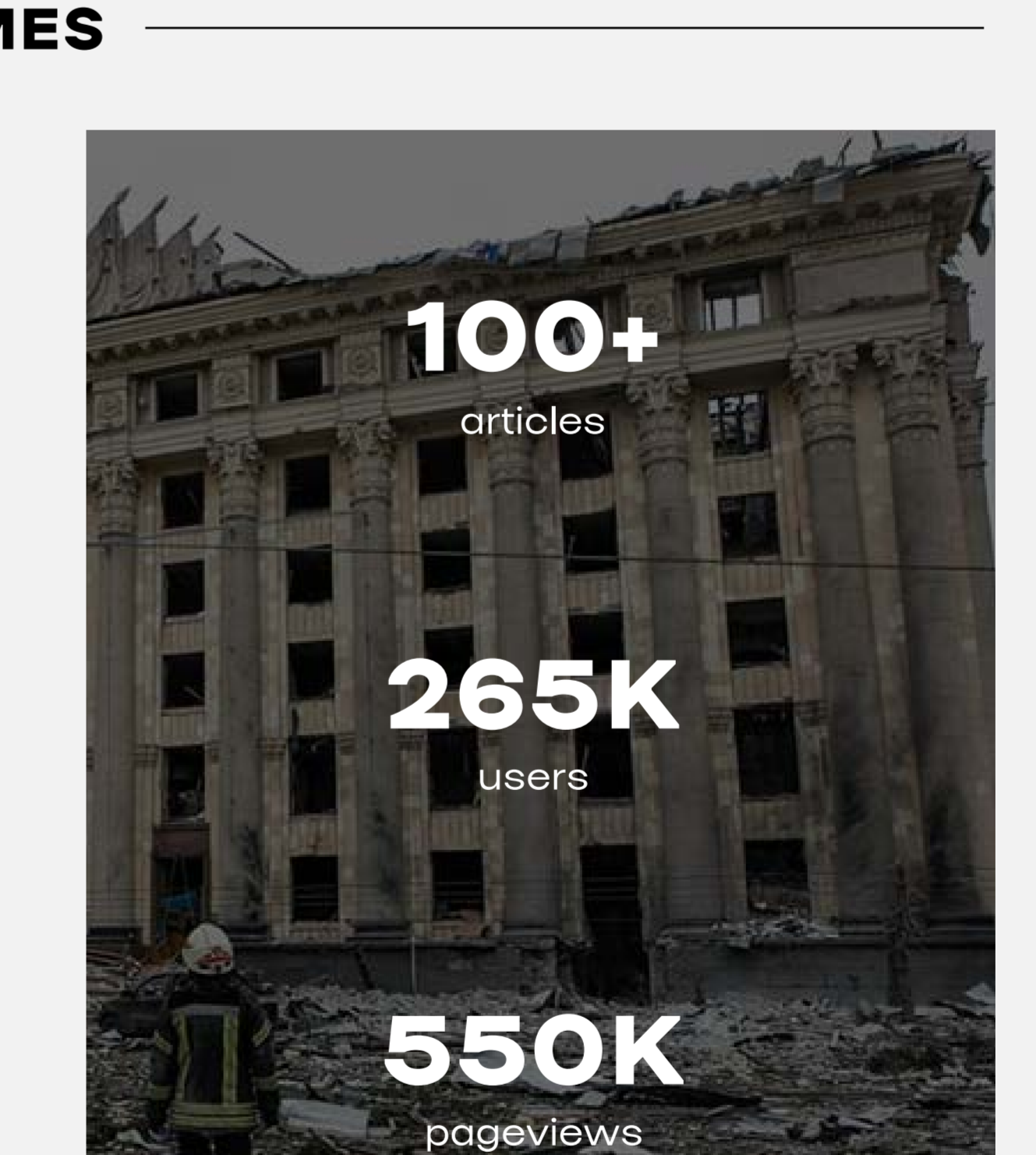

ARCHIVE OF RUSSIA'S WAR CRIMES

The archive was launched **to gather evidence of the atrocities committed** by the Russian army in Ukraine, and **ensure that Russian war criminals will not escape justice for them.**

This section on the website includes statistics that are constantly updated with the information from Ukrainian authorities and international organizations, and publications about recorded war crimes in **7 categories.**

This section of the website was also often used by media outlets worldwide as a source of **verified statistics on war crimes and the number of children killed** by Russia's invasion. Namely, in publications of the Hill (USA), Los Angeles Times (USA), TV 2 (Norway), Yle (Finland), StrilePROTV (Romania), ČT24 (Czech Republic), and TV3 Ziņas (Latvia).

100+ articles

265K users

550K pageviews

Data as for April 15, 2023

SPECIAL PROJECTS

war.ukraine.ua website includes several themed projects that cover various dimensions of the full-scale war against Ukraine.

The timeline of war

The detailed timeline of events from 2014, when Russia first invaded Ukraine, helps to learn (or recall) a wide picture through dates and facts.
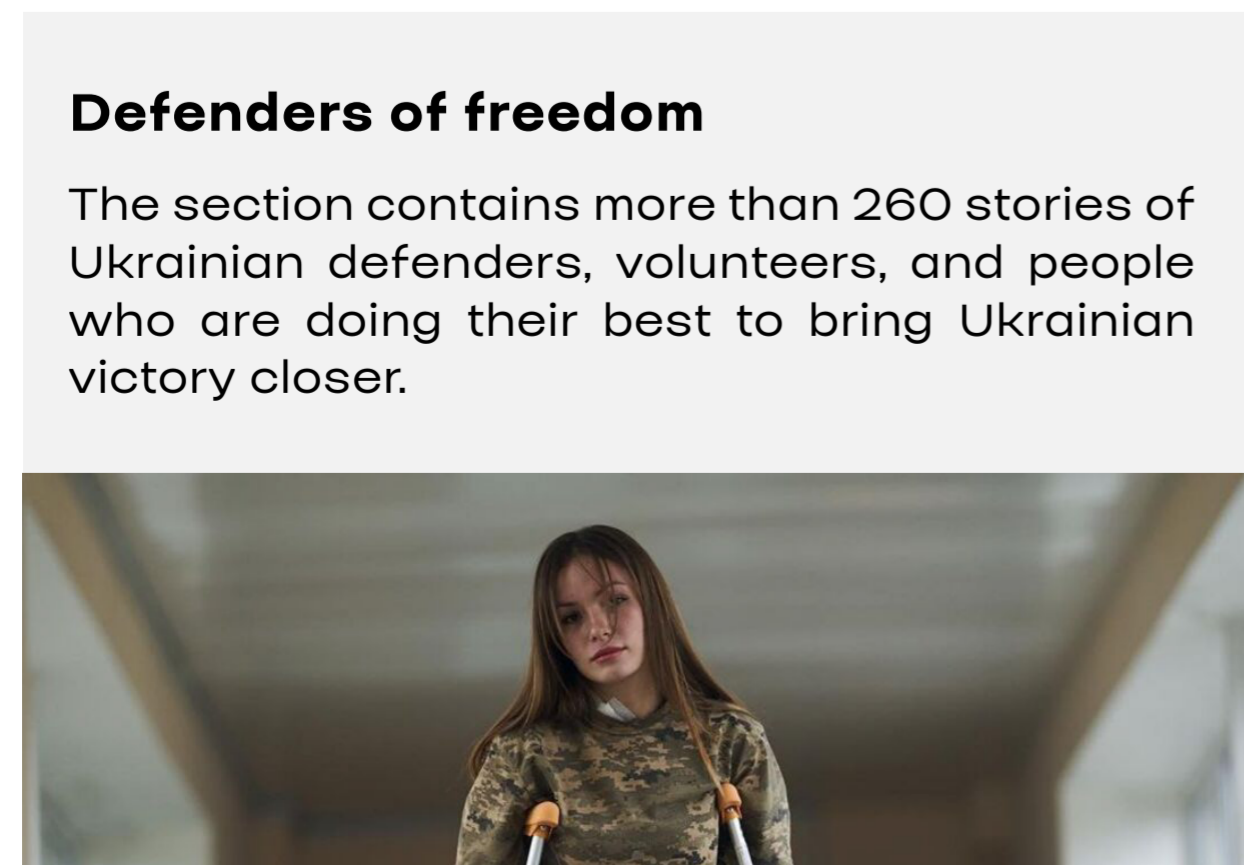

Russia's famine games

The project puts focus on food security, and the devastating consequences that Russia's invasion has not just in Ukraine but for millions worldwide.
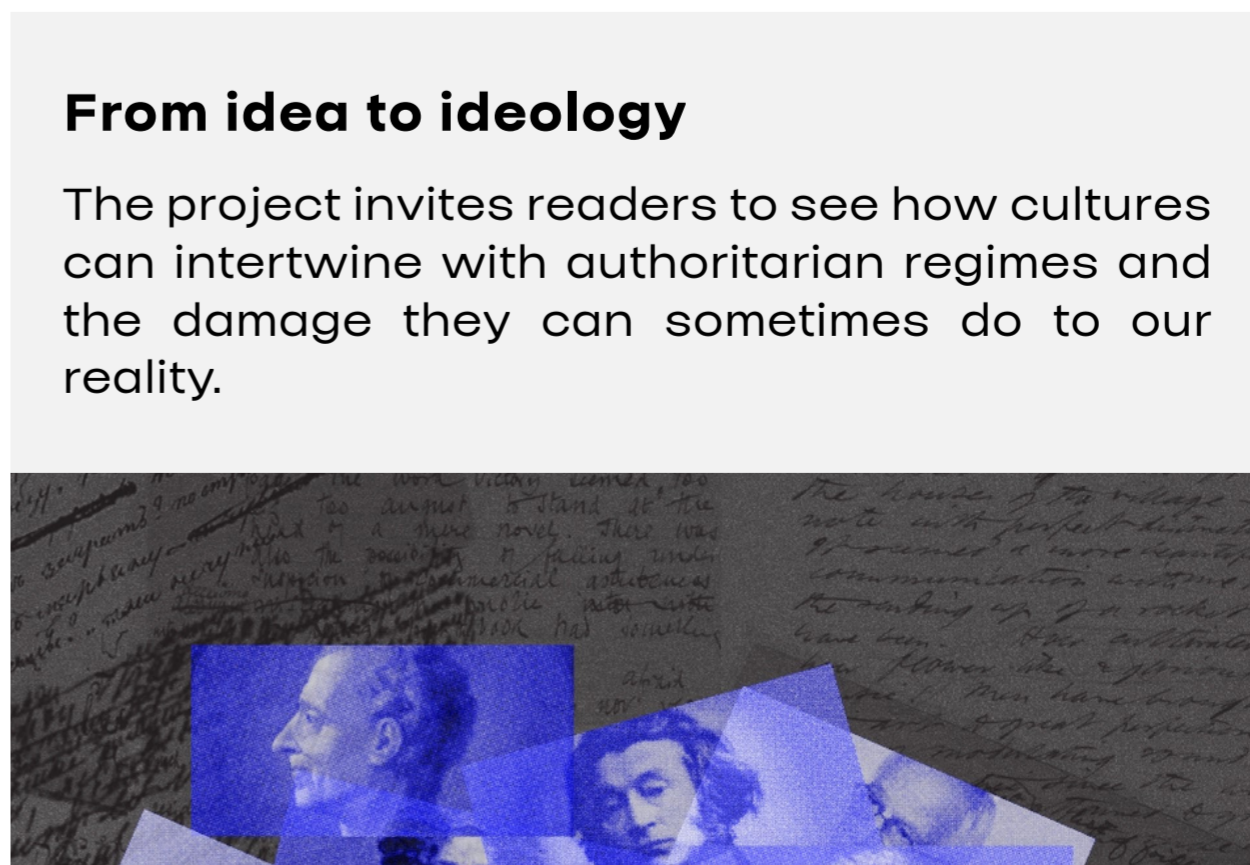

Defenders of freedom

The section contains more than 260 stories of Ukrainian defenders, volunteers, and people who are doing their best to bring Ukrainian victory closer.

From idea to ideology

The project invites readers to see how cultures can intertwine with authoritarian regimes and the damage they can sometimes do to our reality.

We appreciate your support in helping us to spread information about Ukraine and brave Ukrainians globally.

Please, read and share

WAR.UKRAINE.UA