

Greater awareness of SE exporting expertise and help available

Increase in number of organic visits to exporting content

> 300 users visiting exporting content from organic search each month

> 45% of visits to exporting content from organic search

Increase in new users to exporting content

> 500 new users to exporting content each month

Increase in ranking for key exporting search keywords

[See separate report for lift in ranking for search terms](#)

Content that is relevant and useful to exporters and potential exporters

Increase in engagement levels with exporting content

Increase in users spending time on exporting pages

Subscribers to SE emails

> 616 engagements with exporting content each month

Average bounce rate < 33%

> 30% returning visitors

Average time spent on site > 00:05:43

> 53% of visitors to exporting pages reading 2+ pages

> 1 click to email sign up form from exporting content each month

More enquiries for exporting services and events

Increase in registrations for physical and virtual events

Increased enquiries for exporting services

International ecommerce enquiries has no benchmark and will be monitored over time

> 97 registrants per event (average)

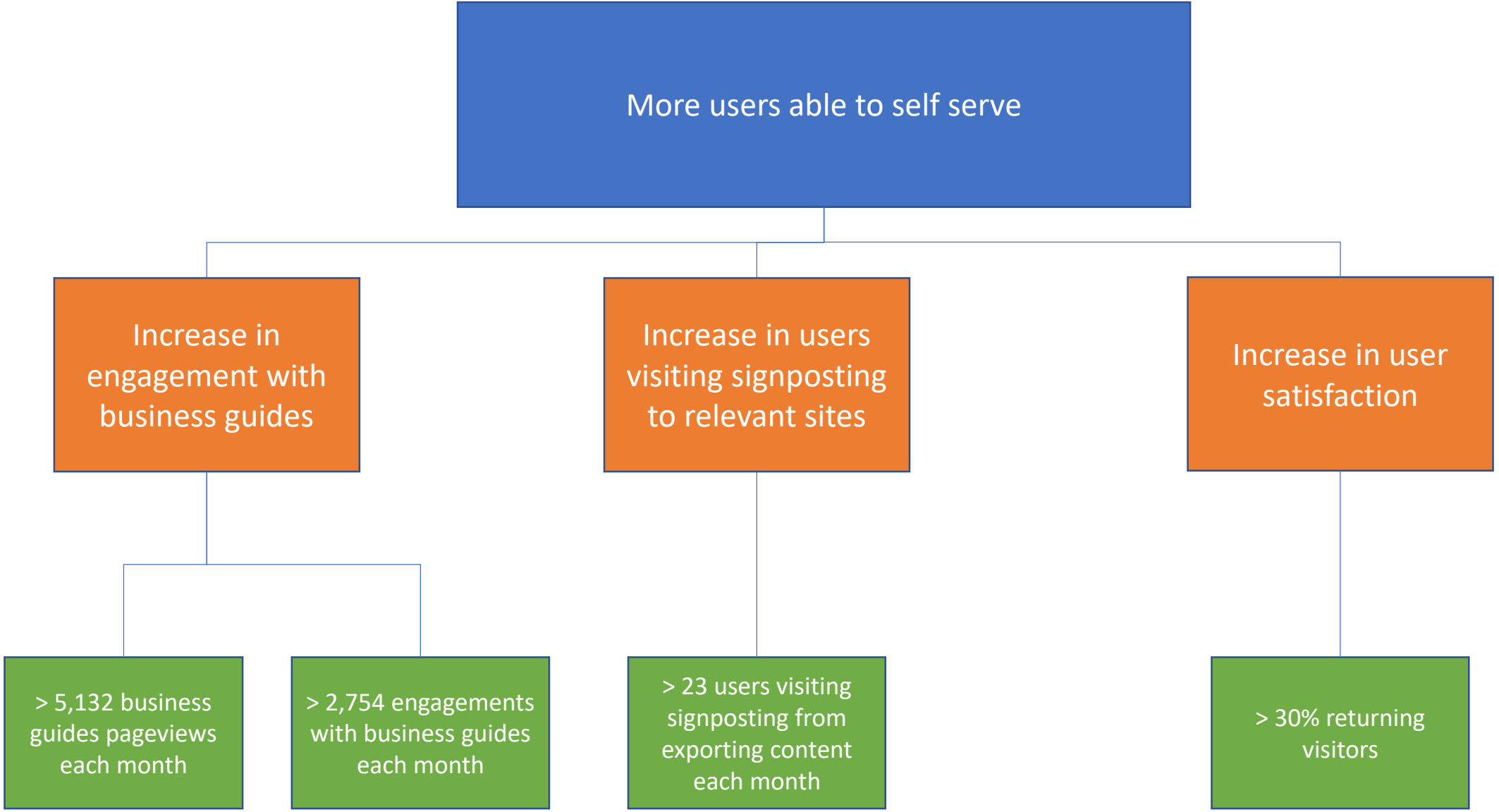
> 10 International market research service web enquiries per month

> 1 Prepare to export programme enquiry per month

> 188 referrals to Prepare for Brexit per month

> 3 Export champions enquiries per month

> 2 referrals to GlobalScot website per month



All baseline data taken from the period 1/01/20 - 30/06/20

Users taking advantage of market opportunities

Engagement with
market opportunity
plans

Visits to new market
opportunity content
(no benchmark
available)