

Exporting refresh – the first three months

How the changes made have impacted and changed behaviours

7 Dec 2020 – 7 March 2021

Activity over the three-month period

Date	Activity
7 Dec 2020	First pages of refreshed exporting content published on the SE website
22 Dec 2020	New 'International markets and opportunities' section published on the SE website
8 Feb 2021	Email newsletter included link to 'International markets and opportunities' section
2 March 2021	New 'Delivery and documentation' page live
Later activity not included in this report	
10 March 2021	Content migrated from Prepare for Brexit to 'Operate after Brexit' section
17 March 2021	Prepare for Brexit redirects to new 'Operate after Brexit' section in place

NB: Due to ongoing issues with IP filters, staff visits to the SE website are included in results

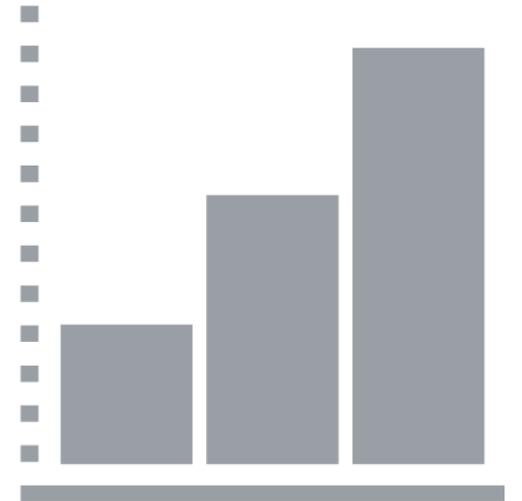
Key results

- 65% of all targets met or exceeded in first three months.
- 42% rise in total website sessions for exporting content compared to previous three months, despite an 11% seasonal dip in overall Scottish Enterprise website sessions in the same period.
- Bounce rate for organic visits to exporting content down 22% on previous year to 26% (SE site average for same period was 41%), showing the content is resonating well with users.
- Positive uplift for exporting search term rankings on Google UK due to new IA and naming conventions.
- Engagement targets for business guides not met (although this figure is for all business guides, not solely exporting).

Performance against objectives

[View the full suite of objectives](#)

[View the reporting dashboard for more detail](#)



Greater awareness of SE exporting expertise and help available

METRIC	Increase in number of organic visits to exporting content		Increase in new users to exporting content	Increase in ranking for key exporting search keywords
TARGET	> 300 users visiting exporting content from organic search each month	> 45% of visits to exporting content from organic search	> 500 new users to exporting content each month	
RESULT FOR TIMEFRAME	Average of 326 users visiting each month	34% of visits to exporting content from organic search	Average of 380 new users to exporting content each month	Of the 32 target keywords, 16 increased in ranking and 9 declined

Content that is relevant and useful to exporters and potential exporters

METRIC	Increase in engagement levels with exporting content			Increase in users spending time on exporting pages		Subscribers to SE emails
TARGET	> 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
RESULT FOR TIMEFRAME	Average 1,294 engagements each month	Average bounce rate 26%	33% returning visitors	Average time spent on site 00:05:28	56% of visitors to exporting pages reading 2+ pages	Average of 6 clicks to email sign up form from exporting content each month

More enquiries for exporting services and events

METRIC	Increase in registrations for physical and virtual events	Increased enquiries for exporting services				
TARGET	> 97 registrants per webinar 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
RESULT FOR TIMEFRAME	Average of 134 registrants across exporting webinars	Average of 18 International market research service web enquiries per month	Average of 1 Prepare to export programme enquiry per month	Average of 124 referrals to Prepare for Brexit per month	Average of < 1 Export champions enquiry per month	Average of 6 referrals to GlobalScot website per month

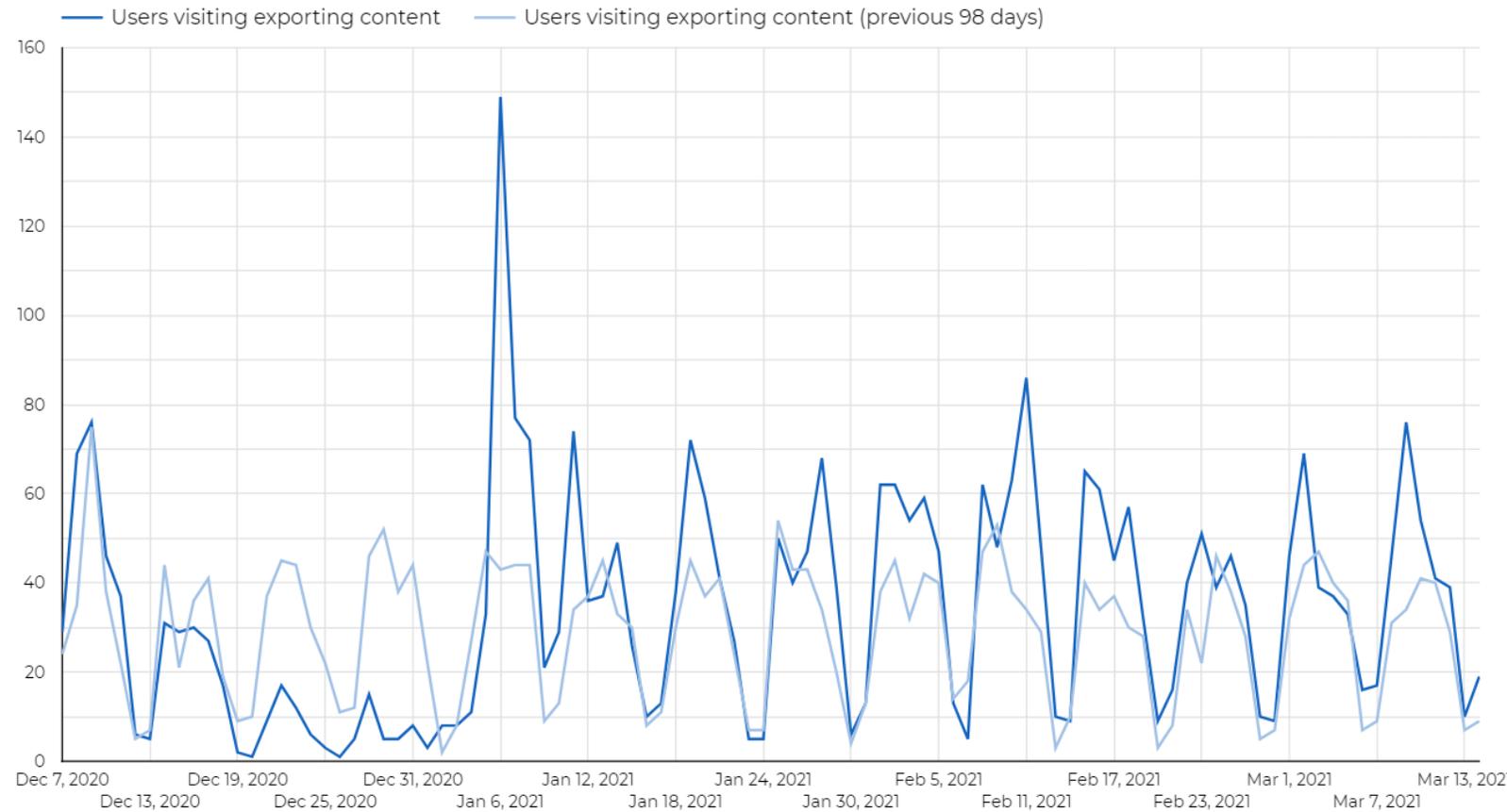
More users able to self serve

METRIC	Increase in engagement with business guides		Increase in users visiting signposting to relevant sites	Increase in user satisfaction
TARGET	> 5,132 business guides pageviews each month	> 2,754 engagements with business guides each month	> 23 users visiting signposting from exporting content each month	> 30% returning visitors
RESULT FOR TIMEFRAME	Average of 4,419 business guides pageviews each month	Average of 2,030 engagements with business guides each month	Average of 56 users visiting signposting from exporting content each month	33% returning visitors

Insight: awareness

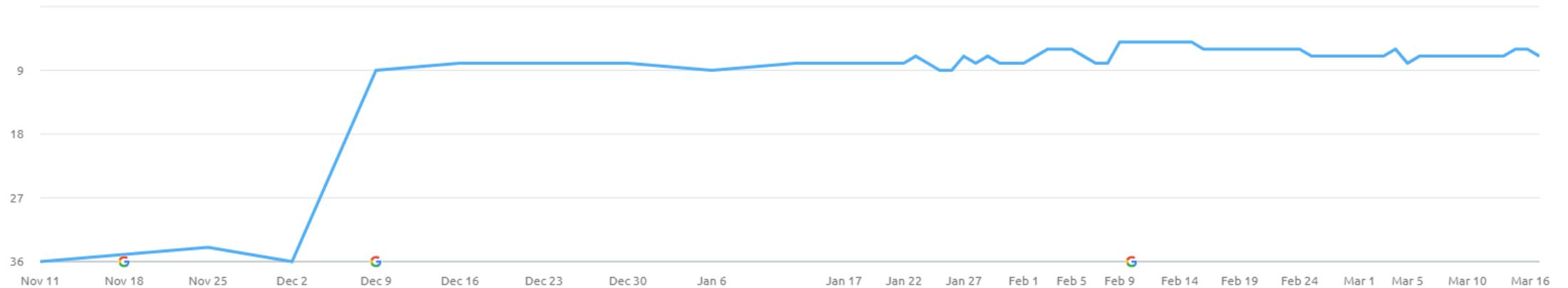
- Week on week the refreshed exporting section is consistently seeing more visitors – there was a 42% rise in exporting content website sessions compared to the previous three month period (2,895 sessions vs 2,033).
- The SE website has gained visibility on Google UK for terms such as ‘international ecommerce’ and ‘how to start exporting’.
- The website has lost some visibility for the terms ‘export action plan’ and ‘export champion’.
- New naming conventions are helping our visibility. For example, renaming the ‘getting started with exporting’ page ‘how to start exporting’ has increased our Google ranking and saw users visiting the page jump 70% compared to the previous three months (201 users vs 118 in period 1 September 2020 – 1 December 2020).
- In terms of people coming directly to exporting content from google, events are very popular e.g. Offshore Europe and Seafood Expo. However, people aren’t enquiring - instead they are going to the specific event website (which is the main call to action on the page). Should we move the call to action or is this what we want users to do?
- The exporting section was 24% off target for attracting new users. The upcoming planned marketing campaign should help reach this target.

Consistently more visitors week-on-week



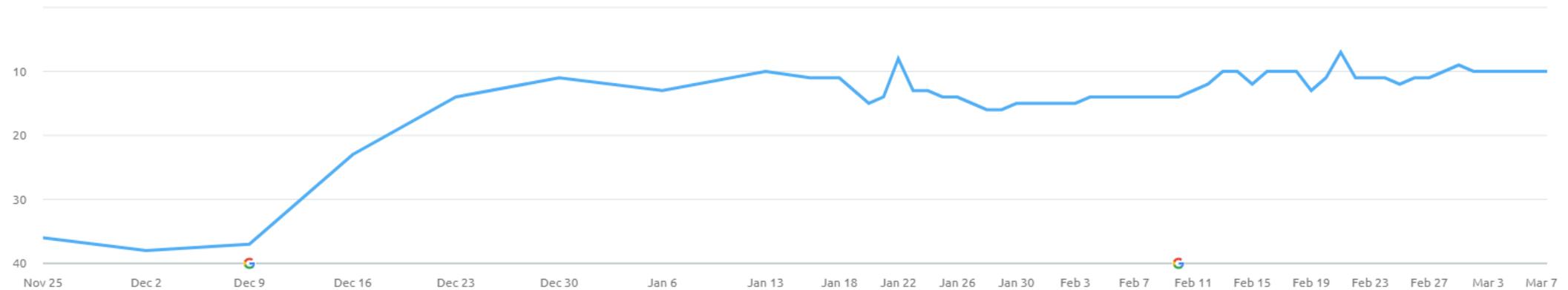
Increased Google UK rankings

- 'International ecommerce' – up 29 places from spot 36 to spot 7 on Google UK searches



Increased Google UK rankings

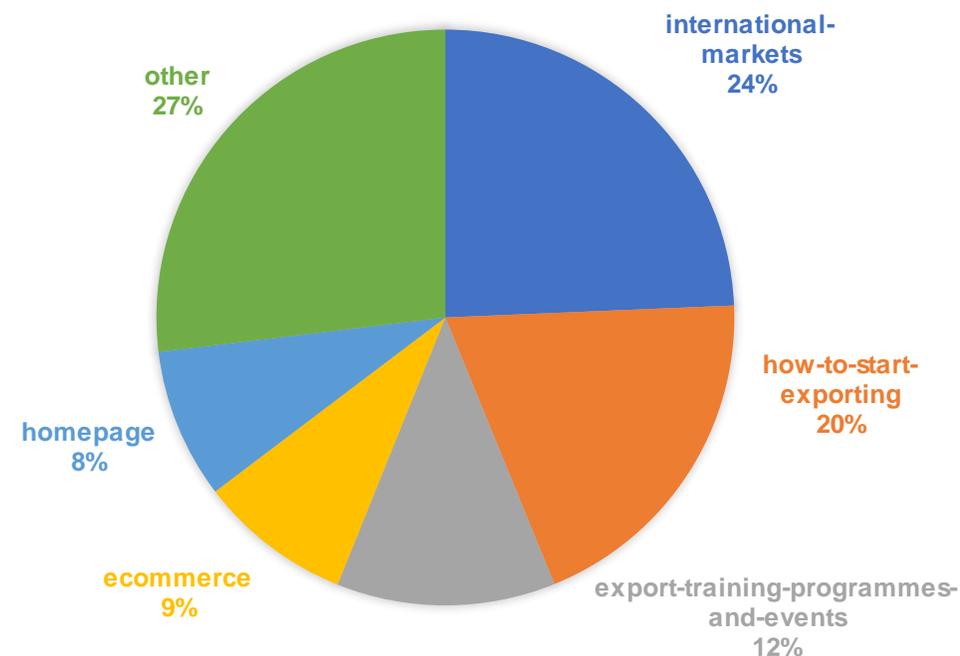
- 'How to start exporting' – up 26 places from spot 36 to spot 10 on Google UK searches



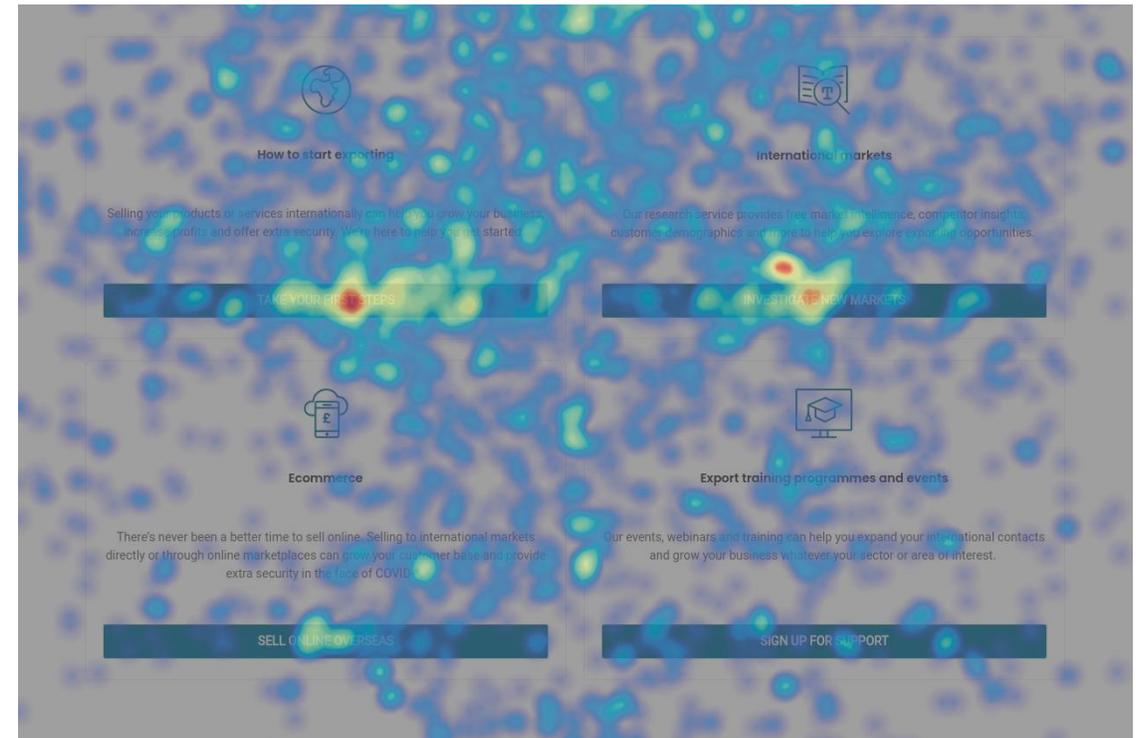
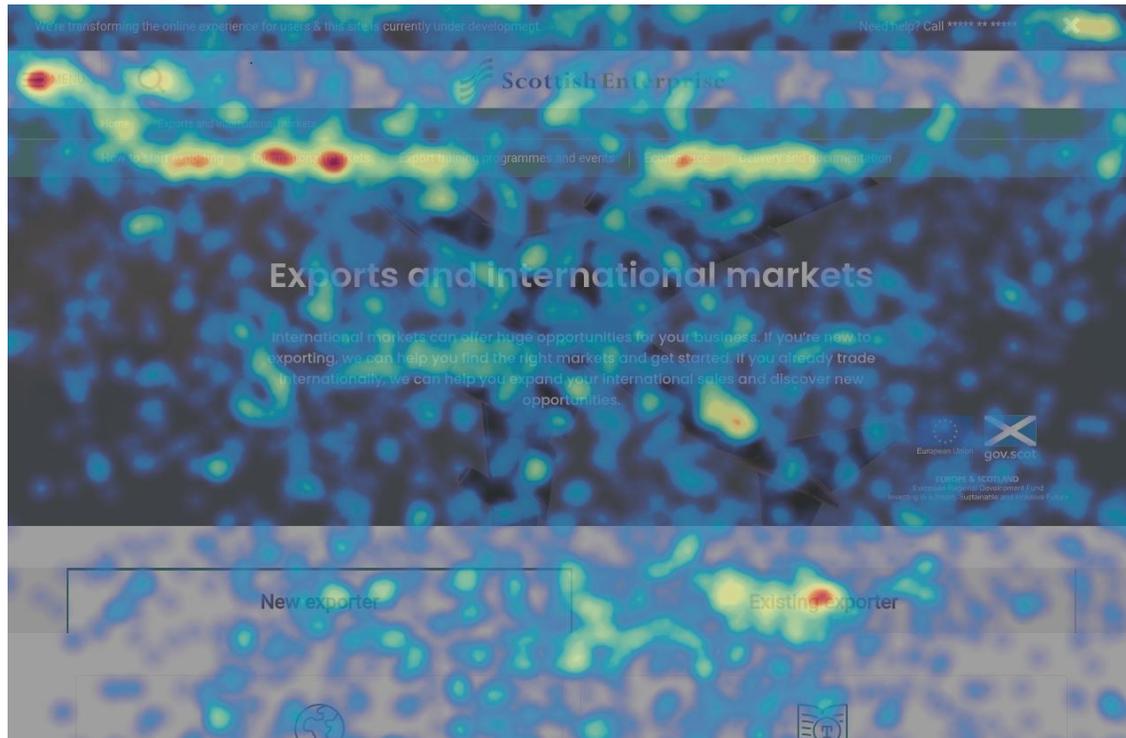
Insight: content

- 12% of visitors to the exporting landing page selected the 'existing exporter' tab.
- 24% of visitors to the landing page selected 'international markets' – the largest segment of users.
- The ordering on-page tracks visits (i.e. top options more visited than those further down the page) - keep this in mind when wishing to promote content.
- 14% under target for business guides pageviews. It has been previously identified that the majority of visits to business guides come directly – internal linking to the guides needs to be reviewed.
- Engagement with exporting content was over double our target, showing the content is relevant to users.
- Number of users visiting other relevant sites from our content (signposting) each month was 140% above target, showing that customers are finding it easier to self-serve. The sites most visited were event websites (e.g. Offshore Europe), GlobalScot and Prepare for Brexit. However, www.exporthubscotland.com, <https://beta.gov.scot/policies/european-structural-funds/>, www.export.org.uk/page/Key_Exporting_Terms and www.gov.uk/export-goods were also visited.

ONWARD JOURNEY FROM LANDING PAGE



Insight: Landing page use



Mouse movement tracking above shows there is still a preference for using the top navigation rather than the page content.

Insight: enquiries

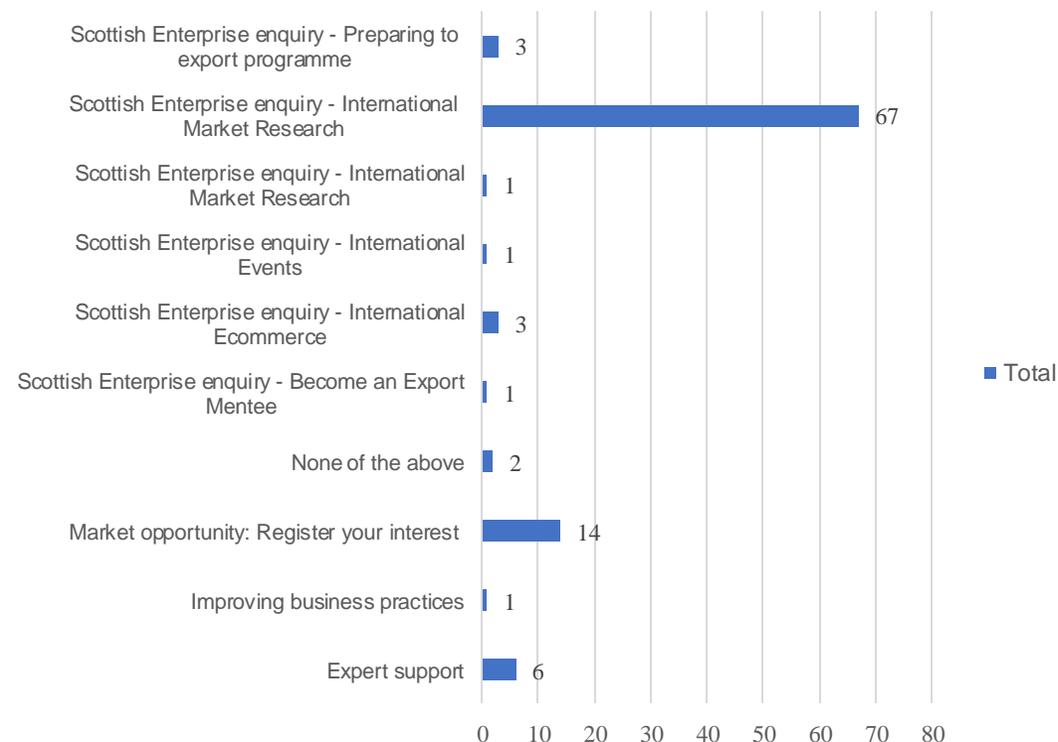
- Highest enquiry conversion (6.25% - 4 users enquiring of 49 who visited the section) is from referrals from SDI site.

71% of users visiting the exporting section from SDI came from organic search. Unfortunately, we can't access data for what search terms led them to the site. 48% landed initially on the SDI homepage, 14% on the About us and how we can help page, and 10% on the contact form.

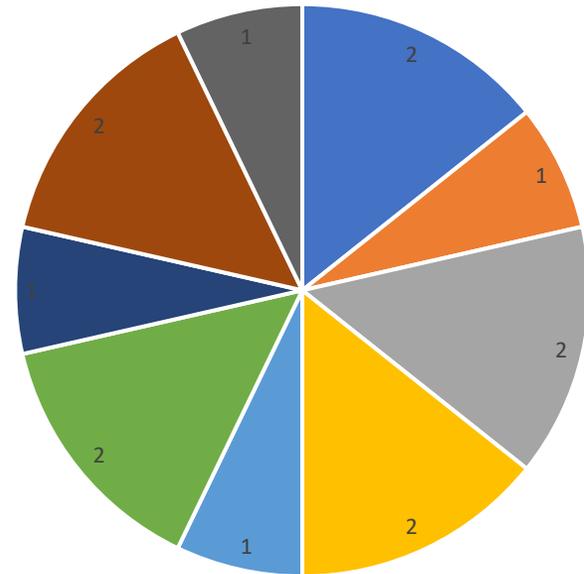
Do we need to look at customer journey with SDI/branding? This could include updating the pages listed above with more content covering the SE exporting section or updating the meta data for the SDI website so that it is clear in search results that it is for businesses outwith Scotland only.

- Market opportunity enquiries cover a broad range of opportunities and are of a high quality – for example a company interested in offshore wind opportunities in Japan have since registered for a trade mission.

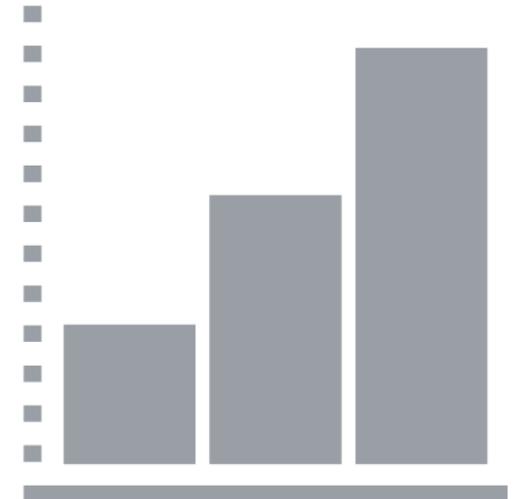
Enquiries from exporting web pages – from CRM



Market opportunity enquiries



- Hydrogen Germany
- Digital health UAE
- USA ecommerce
- China luxury goods
- North America craft alcohol
- India decommissioning
- USA offshore wind
- Japan offshore wind
- Netherlands offshore wind



Recommendations

- Continue to explore how to attract new users to the site and work with the marketing team to ensure any promotional activity reaches the correct audience.
- Review journey from SDI website, can it be improved upon? Research into reasons why relevant businesses would be going to the SDI website before SE.
- Review internal linking to business guides from exporting content.
- Review event pages – should the event website be the main call to action or the enquiry form?
- Speak to trade specialists for feedback on quality of enquiry pipeline.

