

## Free Digital Review 2016 (Quality-Assured Businesses Only)

VisitScotland Digital Review

### Opportunity Summary



This is an opportunity for quality assured businesses to gain impartial digital advice from a VisitScotland Industry Relationship Manager (IRM). There are two forms of digital review - Standard and Lite.

#### Standard Digital Review Features

The standard digital review includes an evaluation of the business website using Google Analytics. The business owner/web designer must be able to set up the IRM with read access to the business Google Analytics account. A Standard review covers:

- A general website overview including observations and comments.
- Various Google search results for the business
- The level of social media engagement (including TripAdvisor)
- The business listing on [www.visitscotland.com](http://www.visitscotland.com)
- Google Analytics – where do site visitors come from, how do they find the site, how long do they stay for, what are the most popular sections of the site etc.

#### Lite Digital Review Features

The lite review is for businesses which don't use Google Analytics. A Lite review covers the following:

- A general website overview including observations and comments.
- Various Google search results for the business
- The level of social media engagement (including TripAdvisor)
- The business listing on [www.visitscotland.com](http://www.visitscotland.com)

#### Benefits

- Businesses gain from the advice and understanding of an impartial member of staff at VisitScotland.
- Allows businesses to gain a greater knowledge of where (and how) many potential guests/guests find out about them.
- Gives businesses more confidence to discuss their website with their web designer
- Highlights improvements and areas for change.
- Gives insight into the behavior patterns of site users and allows businesses to track what users are doing.
- Allows businesses to be more savvy about where they spend money in online advertising and marketing.
- Businesses develop an understanding of the different tools available and how they can help them maximise their online presence.