



# Berkshire Opportunities

**IMPACT GOAL:** To foster future thinking and optimism and to widen Berkshire residents understanding and beliefs about the labour market opportunities available to them in Berkshire.

Impact Indicators	Source		Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	From Feb 22 to Feb 23
<b>Required Outcome: Berkshire Opportunities is widely recognised as the digital front door to the local labour market (Brand Awareness)</b>																
# of Google searches for 'Berkshire Opportunities'	Google's analytics of its tracked users		158	121	70	79	68	85	58	48	88	73	61	75	104	1088
# of website visitors as a result of a Google search	Google's analytics of its tracked users		210	196	138	481	485	479	619	613	599	599	490	832	761	6502
percentage accessed by mobile device (rough indicator of individuals visiting)	Berkshire Opportunities analytics of its tracked users		43.8%	59.0%	53.2%	37.5%	34.1%	23.9%	39.5%	37.5%	34.7%	36.0%	40.2%	43.9%	37.2%	5.205
<b>Required Outcome: Users are more aware of local labour market as a result of visiting Berkshire Opporutnities (Content Engage ment)</b>																
percentage accepted analytic cookies			n/a	n/a	n/a	n/a	57.1%	58.9%	51.3%	56.1%	56.3%	77.7%	76.6%	77.6%	73.9%	5.855
Total number of (all) page views	Berkshire Opportunities analytics of its tracked users		3,187	3,635	2,906	3,315	4,569	6,579	5,700	6,682	5,031	5,237	3,038	5,614	6,699	62192
User engagement	Berkshire Opportunities analytics of its tracked users		1,825	2,055	1,678	2,421	3,697	5,544	4,542	4,983	3,876	4,048	2,092	3,937	4,819	45517
# page views Careers Directory	Berkshire Opportunities analytics of its tracked users		68	72	66	51	67	56	56	52	9	18	8	16	18	557
# page views Sectors	Berkshire Opportunities analytics of its tracked users		212	184	116	106	225	1,426	186	266	351	364	216	345	531	4528
# page views Employer Spotlight	Berkshire Opportunities analytics of its tracked users		52	6	6	15	37	9	28	35	18	42	13	26	22	257
# page views HE/Universities (higher)	Berkshire Opportunities analytics of its tracked users		40	2	4	10	26	58	28	35	29	19	17	23	17	268
# page views FE Colleges (college)	Berkshire Opportunities analytics of its tracked users		125	7	4	32	58	111	93	76	129	98	76	98	112	894
**NEW # page views SEND hub page	Berkshire Opportunities analytics of its tracked users		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	68	12	24	24	128
<b>Required Outcome: Berkshire Opportunities increases interaction with local employment opportunities (Opportunity Engagement)</b>																
# of users who clicked on 'Apply' against a job opportunity	Adzuna ( <b>untracked</b> )		317	490	427	397	417	393	365	548	497	505	293	385	585	5619
# views of (all) search results	Berkshire Opportunities analytics of its tracked users		603	798	527	418	567	417	328	665	762	791	463	910	823	8072
# views of jobs	Berkshire Opportunities analytics of its tracked users		332	448	407	193	253	360	251	493	431	378	263	429	524	4762
# of apprenticeships viewed	Berkshire Opportunities analytics of its tracked users		128	86	114	189	222	206	261	153	69	100	79	222	224	2053
# of courses viewed	Berkshire Opportunities analytics of its tracked users		17	34	9	36	92	163	138	116	119	77	71	124	95	1091
<b>Required outcome: Berkshire Opportunities increases interaction with local Careers leaders</b>																
# page views Resources for Careers Leaders	Berkshire Opportunities analytics of its tracked users									112	67	156	28	59	21	443
# page views information for Educators	Berkshire Opportunities analytics of its tracked users									0	0	86	24	56	46	212