

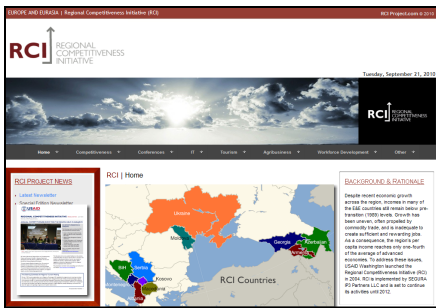


**USAID**  
FROM THE AMERICAN PEOPLE

# SUCCESS STORY

## Regional Competitiveness Initiative Website

### Overview



In May 2010, RCI launched its website, [www.rciproject.com](http://www.rciproject.com). The goal of the website is to allow E&E missions, projects, and stakeholders to access and share information on regional competitiveness.

The website pools together a broad range of RCI resources. In addition to background information on RCI, the website contains:

- Sector-specific information on RCI activities in IT, tourism, agri-business and workforce development;
- Scopes of work for RCI and other USAID competitiveness projects in Europe and Eurasia;
- All research papers produced under RCI, as well as agendas and presentations from RCI events since 2005;
- Archived RCI newsletters, as well as RCI news items on the front page;
- Front-page links to World Economic Forum competitiveness rankings for RCI countries;
- Competitiveness studies from various think tanks and research institutes;
- A thematic calendar of events to promote information-sharing and coordination.

Designed to serve the region, the RCI website is a work in progress that will evolve according to the needs of regional stakeholders. The interest of those stakeholders since the website's inception has been very strong. In its few short months of operation, the RCI website has been visited 2023 times by 1146 different people. 63.82% of those visitors viewed more than one page. Other data collected about the RCI website include:

#### Most Viewed Pages

- 6,223 page-views, 4,643 unique views;
- The most viewed page is the home page (43%), followed by the Sarajevo event main page (5%), USAID scopes of work (5%), and Sarajevo Reports (2%).

#### Geographic Origin

- E&E region (over 35%);
- The U.S. (44%).

#### Traffic Source

- 52% have come from direct traffic (e.g., clicking the link in email announcements, or typing the address directly);
- 26% from sites linking to the RCI website;
- 21% from search engines. Keywords include "rci project", "regional competitiveness", and "rci usaid".

*The RCI project is implemented by SEGURA/IP3 Partners.*