

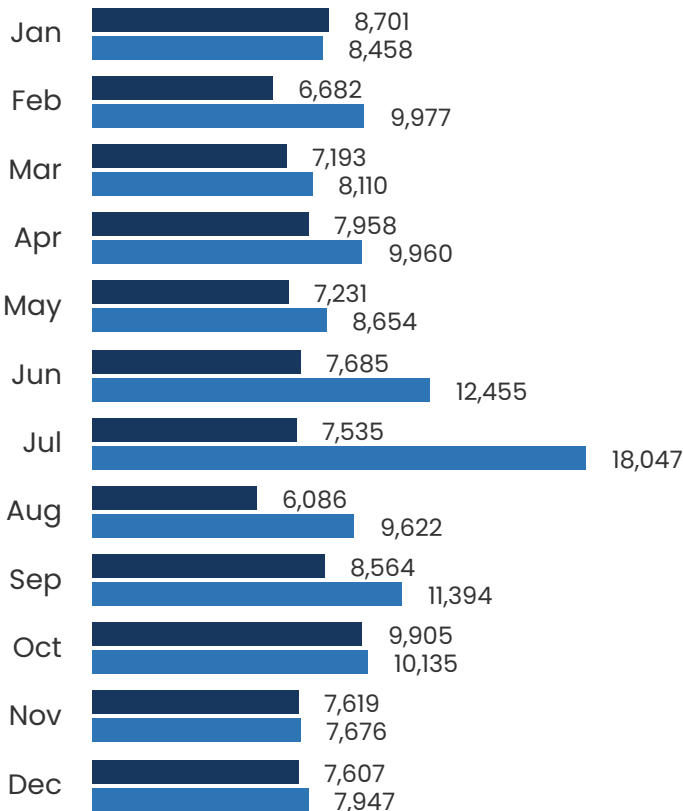


Website Views 2020

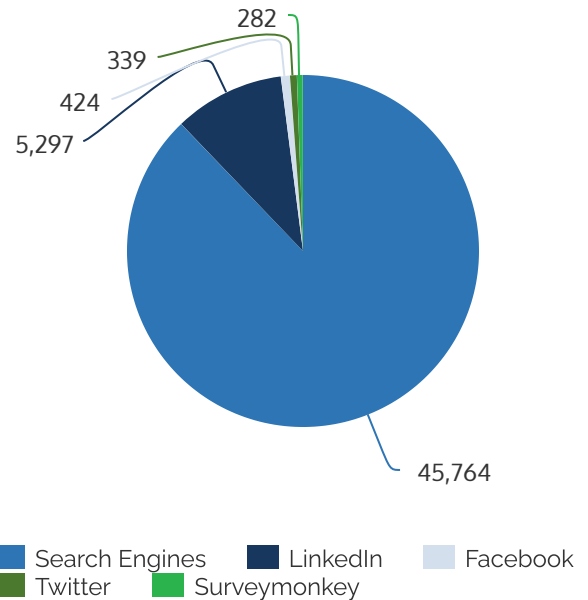
The USSBC website received 122,435 views in 2020, of which 60,837 were unique visitors. The number of views increased 32% from 2019 and 40% from 2018. The number of unique visitors in 2020 increased by 77% from 2019 and 132% from 2018.

July marked the month with the highest views, followed by June, and September. This is mostly due to articles such as:

- [NEOM Awards Bechtel Executive Program Management Contract \(7,246 views\)](#)
- [What You Need to Know: Saudi Arabia's Reopening as Part of the Government's Coronavirus Strategy \(4,729 views\)](#)
- [Saudi Arabia Clarifies VAT Exemptions \(1,899 views\)](#)

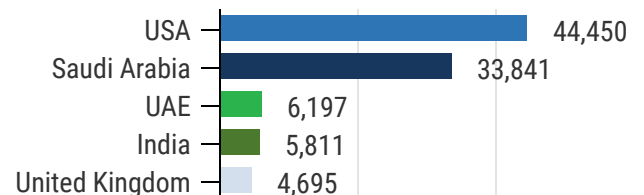
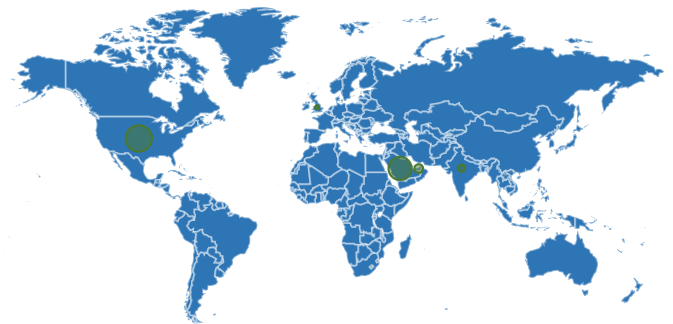


■ Views/month (2019) ■ Views/month (2020)



Referrers

While search engines remain the top source of traffic to our website with 45,764 views in 2020, there was a significant increase in traffic from LinkedIn with 5,297 views compared to 484 from 2019.



Countries

Most website visitors remain to be from the U.S. with 44,450 and Saudi Arabia with 33,841.



Views Per Post/Page for 2020

While the Council homepage, Board of Directors, and Team Members pages remain part of the most viewed pages, there was a significant increase in views for our Featured Articles, Reports, and News Bulletins.

Post/Page	Views	Post/Page	Views
USSABC Home	21,122	Become a Member	863
NEOM Awards Bechtel Executive Program Management Contract	7,246	Nadhmi Al-Nasr	862
What You Need to Know: Saudi Arabia's Reopening as Part of the Government's Coronavirus Strategy	4,729	Visa Services	799
Board of Directors	3,567	Overview: Saudi Arabia Startup Ecosystem	685
Team Members	3,044	U.S.-Saudi Virtual Town Hall Meeting: B20 Saudi Arabia initiative to address COVID-19	674
Saudi Arabia's 2020 Budget Review	2,835	My Account	649
Saudi Members	2,255	Overview of the National Industrial Development and Logistics Program: Logistics	648
Saudi Arabia Clarifies VAT Exemptions	1,899	KSA Information Technology Market	631
About Us	1,876	Saudi Arabia Announces \$35.2 Billion Stimulus Package to Mitigate Impact of Coronavirus	574
Reports	1,872	Resources	561
U.S. Members	1,775	Abdallah S. Jum'ah	550
H. Delano Roosevelt	1,709	Steven Demetriou	545
Event Registration	1,577	Saudi Arabia Seeking U.S. Project Management Companies	542
Paddy Padmanathan	1,335	The Saudi Arabian Mining Sector: Ongoing Investments Propel Long-term Growth	482
All Events	1,332	Khalid Al Abdulkarim	460
Saudi Arabia's Emergence in Cyber Technology	1,228	Advisory Services	454
All Bulletins	1,190	All Articles	454
Membership	1,167	Rami Alturki	447
Saudi Arabia Introduces New Opportunities in Sports and Athletics	1,081	A New Look towards Tourism, Culture, and Entertainment in Saudi Arabia	437
Ibrahim Al-Jomaih	1,024	Saudi Arabia Improves Business License Procedures	435
Membership Benefits	986	Delivering Change: Innovation and Localization Mission to Saudi Arabia	424
Contact Us	978	USSBC Webinar	422
Khaled M. Al Seif	955	Khalid Al Zamil	419
Company Profile	939	Saudi Arabia's Public Investment Fund Buys Significant Stakes in U.S. Companies	418
Careers & Internships	938	U.S. INNOVATORS IN CYBERSECURITY Business Mission to Saudi Arabia	409
Events & Programs	924	Cart	405

Views Per Search Term for 2020

Search Term	Views
amazon	129
us saudi business council	38
ussabc	18
us saudi arabian business council	15
saudi business council	8
when are government offices opening in saudi arabia	6
us-saudi arabian business council	5
greg adams sabc	4
saudi arabia 2020 duties	4
saudi us business council	4

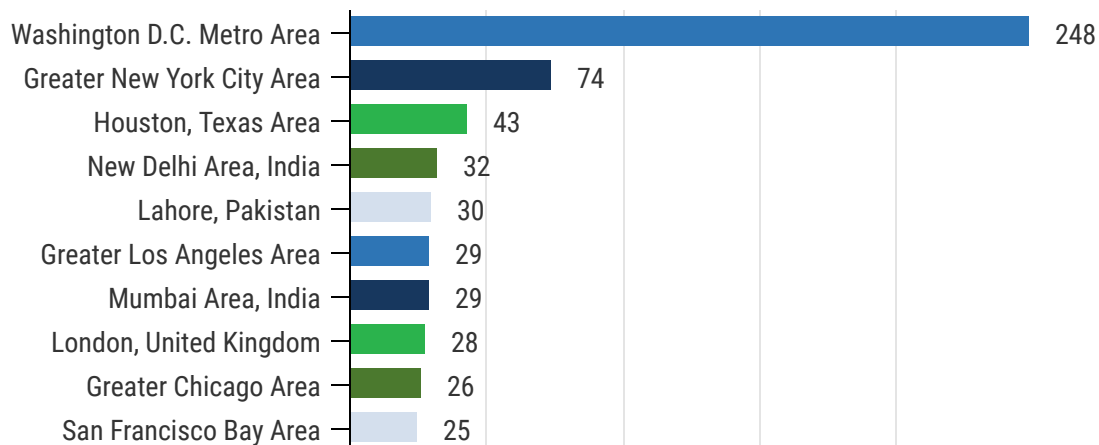
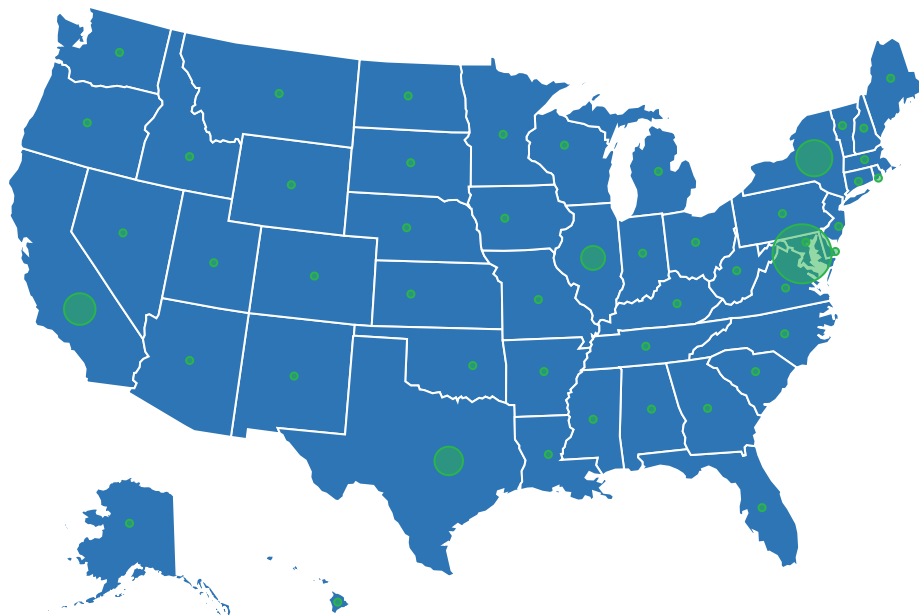
LINKEDIN STATS



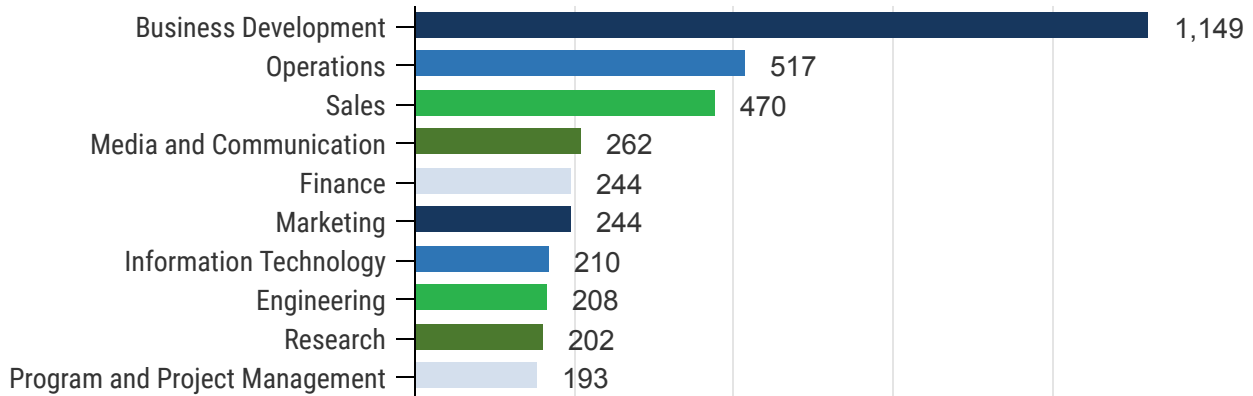
	2019	2020	Percentage Growth
Followers	5,247	6,809	29.7%
Page Views	1,531	1,590	3.8%
Engagement Rate	12.58%	8.82%	-29.8%

*Engagement Rate: Any number above 2% is considered good

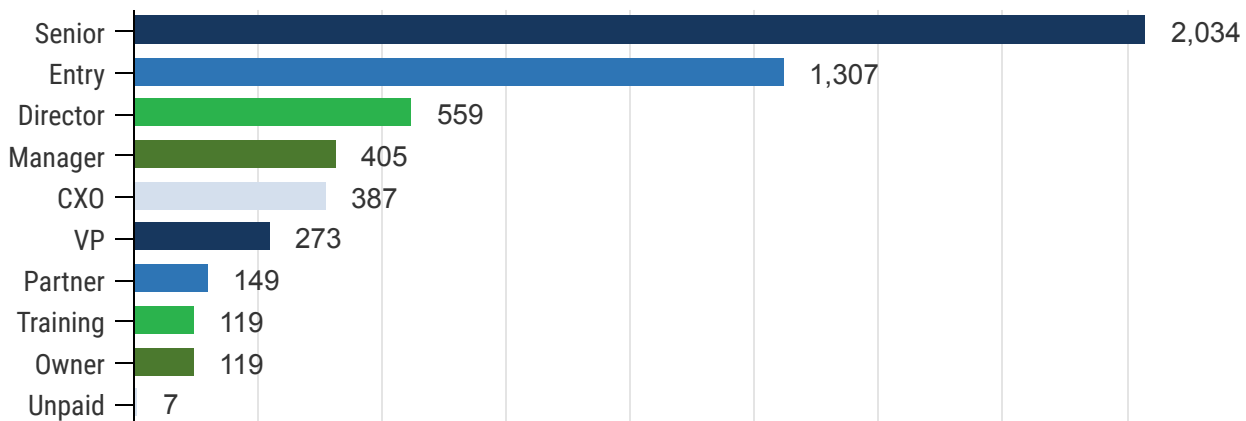
★ Visitor Demographics by Location



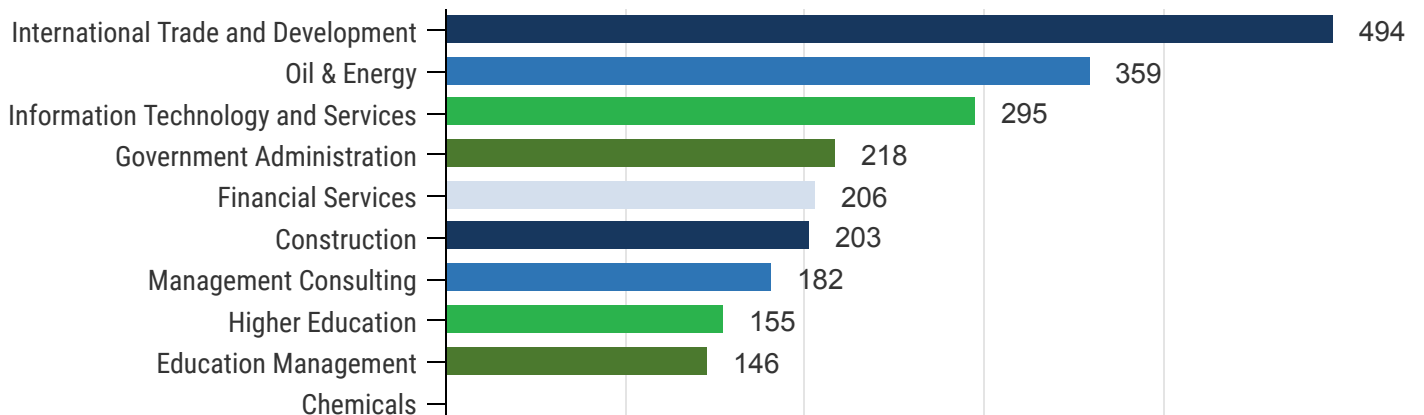
Visitor Demographics by Job Functions



Visitor Demographics by Seniorities



Visitor Demographics by Industry



TWITTER STATS

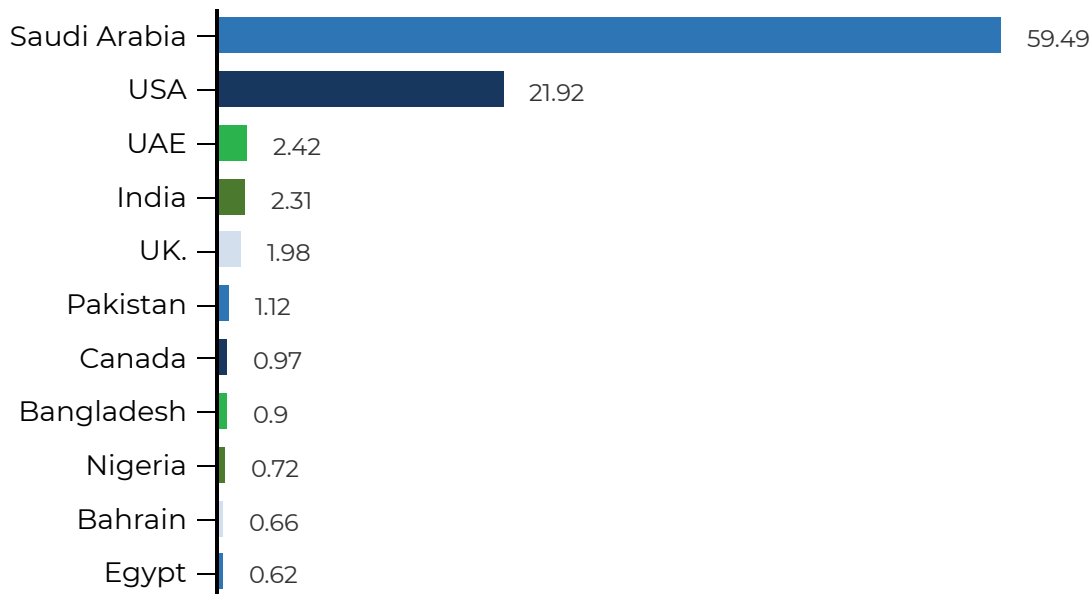


	2019	2020	Percentage Growth
Followers	4,014	4,556	13.5%
Link Clicks	753	601	-20.2%
Engagement Rate*	1.3%	2.2%	69.2%
Retweets	313	753	140.6%
Likes	480	1,322	175.4%
Tweet Impressions	325,800	832,546	155.5%
Profile Visits	-	19,021	-

*Engagement Rate: Nonprofit average is 1%



Follower Demographics by Location (%)



Member Followers

Abdulla Fouad Holding
Accountability
Aramco Americas
Altamimi Company

Bechtel
Boeing Defense
Boeing Middle East
Citibank

FNRCO
The Greenbrier Companies
Jacobs
Midad Holding
Proven

Notable Verified Followers (Excludes Organizations)



Reema Bandar Al-Saud ✓

@rbalsaud Follows you

Saudi Arabia's Ambassador to the United States of America.



توفيق الربيعة ✓

@tfrabiah Follows you

Minister of Health for Saudi Arabia



صالح الرشيد ✓

@Salehalrasheed Follows you

Governor, General Authority for Small and Medium Enterprises (Monsha'at)



Ray Mabus ✓

@SECNAV75 Follows you

75th U.S. Secretary of the Navy under Barack Obama and Fmr. U.S. Amb. to Saudi Arabia.



أحمد بن عبدالعزيز الحقباني ✓

@Ahmedhakbani Follows you

Governor, General Customs Authority (Saudi Customs)



عزام بن محمد الدخيل ✓

@AzzamAlDakhil Follows you

Fmr. Minister of Education of Saudi Arabia



رشيد الرشيد ✓

@alrushaid_r Follows you

Vice Chairman and President, Al-Rushaid Group



عبدالله محمد الزامل ✓

@abdullamz Follows you

CEO and Board Member, Zamil Industrial Investment Company



Ibrahim Almojel | إبراهيم المعجل ✓

@Ibrahim_Almojel Follows you

CEO, The Saudi Industrial Development Fund



Nabeel Koshak نبيل كوشك ✓

@nkoshak Follows you

CEO, Saudi Venture Capital Company



Rayan M. Fayez ريان محمد فايز ✓

@rayan_fayez Follows you

MD & CEO Banque Saudi Fransi



سامر الخراشي ✓

@SamerAlkharashi Follows you

Deputy Head of Mission at the Saudi Embassy in Washington DC



John White ✓

@juanblanco76 Follows you

Founder & CMO at Social Marketing Solutions



Dave McClure ✓

@davemcclure Follows you

Founder, Practical Venture Capital