

**careeronestop**

your source for career exploration, training & jobs



## 2017 Annual Highlights

[www.CareerOneStop.org](http://www.CareerOneStop.org)

Sponsored by the U.S.  
Department of Labor





# Website Highlights



## Website Highlights

### Innovative Technology

Developed an [Alexa skill](#) available for Echo and other Alexa-enabled devices to “Find Me a Job”

### Occupation Profile Redesign

A major overhaul, presenting [occupation profiles](#) in a friendlier and more customizable display

### Career Videos

Launched 165 new career videos in 2017 covering 274 O\*NET occupations and redesigned the [Video Library](#)

### Commitment to Responsive Design

Added more portals and tools that are easily viewed on phones and tablets, including:

- [Job Search for Ex-offenders](#)
- [Business Center](#)
- [Professional Association Finder](#)
- Twelve Local Help Finder Tools, including the [Workforce Development Board](#) Finder and [Job Club Finder](#)

### Redesigned Career and Industry Reports

Friendlier [career](#) and [industry](#) reports covering fastest-growing and highest-paying careers and industries, and careers with the largest employment; also easily viewed on phones and tablets

### Enhanced Site Search

Improved internal [site search](#) to support more direct access to resources users most want

### Career Advisors

Expanded curricula and resources for career counselors and other intermediaries, including a PowerPoint [How-To Guide for Occupation Profile](#) and printable [Interest Exploration curriculum](#)

### New Mobile App Tools

Added 25 new tools and reports to the CareerOneStop Mobile app on both the [App Store](#) and [Google Play](#)



### Business Finder Widget

Created code that allows users to [easily add](#) an interactive Business Finder tool to their own website

### Expanded API Offerings

Added job description writer and state resources to the list of [API](#) offerings

### My Reemployment Plan Integration

Incorporated My Reemployment Plan content into the Worker ReEmployment portal’s [Job Search](#) section, including content pages, downloadable worksheets, and video placement



## What do our users say about CareerOneStop?

### User Feedback

"I love the website, it's very easy to navigate."

"Your site is awesome. Thank you for providing this resource."

"I think [the website] is pretty inclusive. I'm very happy with the site and recommend it all the time to others."

"I like that [the GetMyFuture] website is well organized with a lot of ideas on what you would like to be. This website can help you choose the right career."

### Intermediary Feedback

"The information and tools on CareerOneStop allow low-income students and job seekers to have access to the high-quality career, education and training information needed to make informed decisions."

"When researching for [Warrior to Patriot Citizen], this was one of the first websites found. It is a wealth of information. Please take time to explore CareerOneStop."

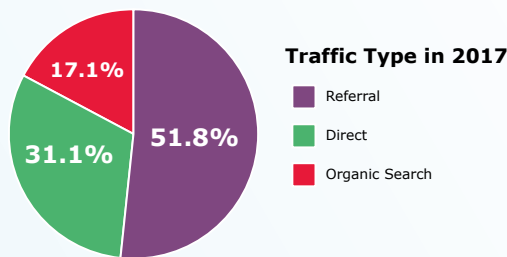


## 2017 Top Performers

Tool/Feature	Percentage of Total 2017 CareerOneStop Page Views
<a href="#">Job Finder</a>	17%
<a href="#">Scholarship Finder</a>	10.9%
<a href="#">Interest Assessment</a>	8.5%
<a href="#">Salary Finder</a>	5.6%
<a href="#">Occupation Profile</a>	3.8%
<a href="#">Career Videos</a>	3.8%
<a href="#">American Job Center Finder</a>	2.3%

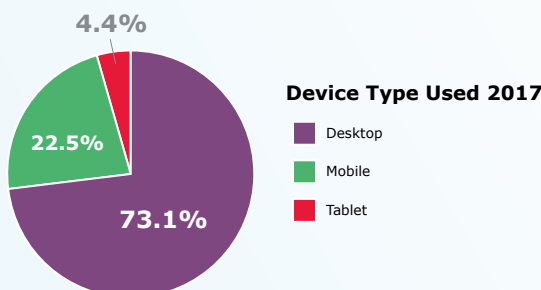
## How did users find us in 2017?

More than half (51.8%) of CareerOneStop traffic comes from referrals from other websites.



## How do our users access our site?

The majority (73.1%) of our users access the site on desktop computers, but a growing number are using mobile and tablet devices.



## How many people used CareerOneStop in 2017?

CareerOneStop received just under **34 million visits**

More than **198 million pages** were viewed on CareerOneStop

CareerOneStop averaged **16.5 million page views** and **2.7 million visits** each month

CareerOneStop had a **15% annual increase** in page views from 2016 to 2017 with the second half of the year seeing a **30% increase in page views** from the previous year

## What do users search for on CareerOneStop?

Users overwhelmingly searched for occupation titles in 2017 with the top searches being **lawyer, teacher, nurse, and veterinarian**

Non-occupational titles in the top 30 search terms were **scholarships, military, and videos**



# 2017 Outreach & Marketing Highlights



## 2017 Outreach & Marketing Highlights

- Attended **13 national conferences** with an estimated **14,760 combined booth visitors**
- Sent **four quarterly newsletters**
- Posted **50 blog articles**
- Sent **one national press release** and **three USDOL-sponsored messages**
- Held **four CareerOneStop Workforce Advisory Group meetings** with 13 active members
- Named as **one of Hannah Morgan's 50+ best websites for job search 2017**
- Maintained **six social media accounts** with daily status updates
- Received **Exhibitor Innovations Award** at the American Association of Community Colleges annual convention

## 2017 Call Center Highlights

- CareerOneStop **replied to 3,797 emails** from users
- CareerOneStop **received 10,634 calls to its call center in 2017** and spoke directly to customers on 670 of those calls; the remaining calls were routed to the U.S. Department of Labor's Toll-Free Helpline for specific federally-funded program assistance.

## 2017 API Usage

Our Web APIs enable other websites to use our data to enhance their services.

- Web API users made more than **13 million data requests**
- Created a **GitHub account for developers**

	Users
Total number of registered API users through end of December 2017	298
Total number of active users through end of December 2017	174
Current active users at the end of December 2017	144