

careeronestop

your source for career exploration, training & jobs



2018 Annual Highlights

www.CareerOneStop.org

Sponsored by the U.S.
Department of Labor





Website Highlights



Skills Matcher Redesign

Launched a major overhaul and redesign of the [Skills Matcher](#) to help users identify careers that match their skills in a friendlier display

New Chat Functionality

Created CareerBot, new chatbot functionality on all web pages that has generated more than a million user interactions

Career Videos

Launched 176 new [career videos](#) covering 281 O*NET occupations

Spanish Video Captions

Added captions to Spanish [career videos](#) for [CareerOneStop](#) and [GetMyFuture](#) occupation profiles

Youth Program Finder

Created a new [Youth Program Finder](#) to locate youth employment programs nationwide

CareerOneStop ReEntry

Launched an [online, secure version](#) of CareerOneStop with all external links disabled to enable access from correctional institutions and other secure facilities to CareerOneStop's full range of career, training, and job search resources

Curated Content

Created a new [News RoundUp](#) page featuring external news and information about career exploration, education and training, and job search from around the web

Self-Employment Content

Added new [Self-employment](#) content promoted on the CareerOneStop Homepage for job seekers and current entrepreneurs

Language Translation Assistance

Created a new [Language Assistance](#) page that directs users to the Toll-Free Helpline for language assistance in 12 languages

In-Demand Certifications

Updated [in-demand certification](#) indicators to identify 483 in-demand certifications

Commitment to Responsive Design

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

- [License Finder](#)
- [WIOA-Eligible Training Program Finder](#)

Updated API Offerings

Updated license data in our list of [API offerings](#)



What do our users say about CareerOneStop?

End User Feedback

"What a great service you're providing. Thanks for helping me with job changing information. I hope to recommend your site to as many people who may also need a little direction and guidance."

"...thank you for your work to help Veterans get access to resources we so desperately need."

"This is a terrific, informative, helpful website. First time to come across it. Wish I had known about it years earlier, it would have assisted me in many needs. Great site!! Thank you."

Intermediary Feedback

"This is great for my program as we teach students with multiple disabilities and it is a great way for them to explore MANY different types of work in a shorter time and without the initial hassle of contacting employers, setting a day and time, and then traveling. Thank you."

"I just want to commend the CareerOneStop team for the amount of work and effort it takes to maintain and improve this site. I am fortunate to facilitate the DOL Employment Workshops...CareerOneStop is a great site to refer participants to. Keep up the great work!"

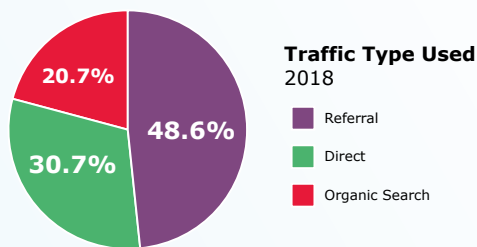


2018 Top Performers

Tool/Feature	Percentage of Total 2018 CareerOneStop Page Views
Job Finder	12.1%
Scholarship Finder	11.9%
Interest Assessment	9.7%
Career Videos	7.3%
Occupation Profile	6.5%
Salary Finder	5.5%
Skills Matcher	4.4%
Local Training Finder	3.7%
American Job Center Finder	1.6%

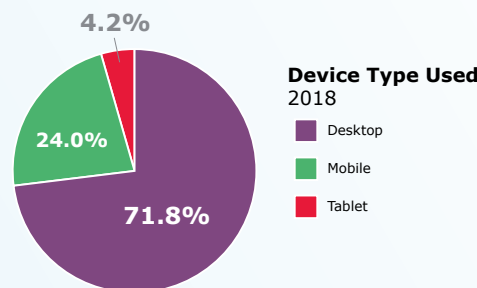
How did users find us in 2018?

Just under half (48.6%) of CareerOneStop traffic comes from referrals from other websites. Traffic from organic search, or unpaid search traffic, increased 21.0% from the previous year.



How do our users access our site?

The majority (71.8%) of our users access the site on desktop computers, but a growing number are using mobile devices.



How many people used CareerOneStop in 2018?

CareerOneStop received around **30 million visits**

CareerOneStop averaged **20.5 million page views** and **2.4 million visits** each month

More than **245 million pages** were viewed on CareerOneStop

CareerOneStop had a **24% annual increase** in page views from 2017 to 2018

What do users search for on CareerOneStop?

Users overwhelmingly searched for occupation titles in 2018 with the top searches being **teacher, lawyer, doctor, nurse, and vet (veterinarian)**

Non-occupational titles in the top 50 search terms were **scholarships, military, army, sports, and videos**



2018 Outreach & Marketing Highlights



2018 Outreach & Marketing Highlights

- Attended **13 national conferences** with an estimated **18,500 combined booth visitors**
- Sent **four quarterly newsletters**
- Posted **52 blog articles**
- Sent **two national press releases**
- Held **four CareerOneStop Workforce Advisory Group meetings** with 12 active members
- Maintained **five social media accounts** with daily status updates

2018 Call Center Highlights

- CareerOneStop **replied to 3,941 emails** from users
- CareerOneStop **received 11,871 calls to its call center in 2018** and spoke directly to customers on 523 of those calls; the remaining calls were routed to the U.S. Department of Labor's Toll-Free Helpline for assistance with specific federally-funded programs

2018 API Usage

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

- Web API users made more than **15 million data requests**
- We **enhanced our API services** for license data

Type	Users
Total number of registered users through end of December 2018	513
Total number of active users through end of December 2018	270
Current active users at the end of December 2018	90