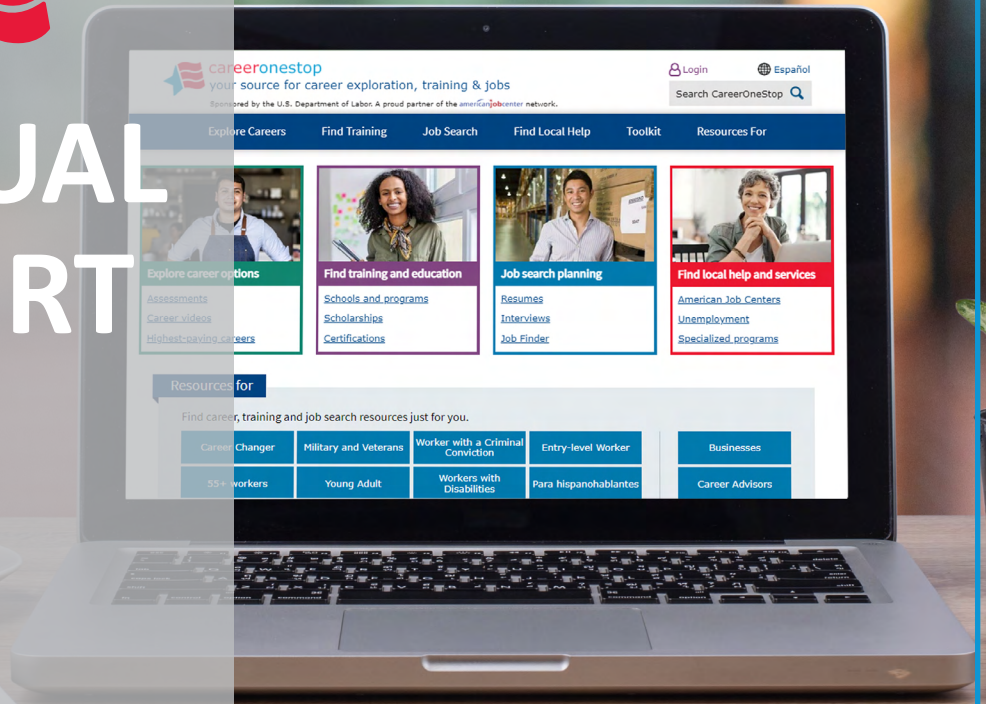




# ANNUAL REPORT 2023



# 2023 Website Highlights

## Prioritizing Customer Experience

Named a High-Impact Service Provider in 2021, CareerOneStop has focused on improving user satisfaction and integrating customer experience best practices. Activities centered around four common themes in 2023:



### » Measure Customer Satisfaction

Two customer satisfaction surveys collected user feedback this year, using approved federal government templates for customer satisfaction. These will continue to run in the new year. A third survey collected Web API user input beginning in September; it will also continue until early 2024.

### » Assess Usability

Two usability studies were implemented in 2023, testing homepage and navigation changes before launch, and user account and persistence requirements before development. These two sessions are part of a pilot project to conduct usability on a quarterly basis. This will inform the creation of an ongoing customer experience (CX) workplan to integrate CX practices into ongoing operations rather than as separate, one-time projects.

### » Homepage and Content Refinement

CareerOneStop received feedback from several HISP partners, including the U.S. General Services Administration (GSA) Office of Technology Transformation Services (TTS), the GSA Office of the Chief Financial Officer Analytics & Decision Support Division, and the Department of Labor Office of Disability Employment Policy (ODEP). This feedback, as well as usability session recommendations, informed a variety of changes on CareerOneStop:

- » Homepage simplification launched July 2023 and included simplifying the homepage design; eliminating redundant navigation, links, and content; and simplifying main landing pages. Customer satisfaction scores were tracked before and after changes were made. Average user scores increased in all areas after the updates, including satisfaction with information received, ability to easily find information, and ease of website navigation.
- » Two website portals were retired after content review and assessment: Employment Recovery and Worker ReEmployment. Relevant content was integrated into related CareerOneStop content pages.
- » ODEP review and feedback resulted in modification of content on several pages, including [Job accommodations](#), [Vocational Rehabilitation](#), and [Soft skills \(ExOffender\)](#).
- » Evaluation and updates to [Explore Careers](#) and [Job Search](#) sections began to update content, simplify and reduce reading level, consolidate pages for ease in finding content, and provide guidance to users.

### » KPIs

Key performance indicators (KPI) were finalized this year to analyze web traffic impacts over time. A monthly template was created, and reports are shared and analyzed for month-to-month comparisons.





## Videos

Videos continue to be a popular platform for CareerOneStop content. In 2023, CareerOneStop and the CareerOneStop YouTube channel had more than 5.1 million combined plays and views. This year, 11 new career videos were added to [Career Videos](#) and occupational profiles. New titles included Health Information Technologists and Medical Registrars, Recreation Workers, Compliance Managers, Radiation Therapists, and Mechatronics Engineers.

## User Accounts

User accounts steadily increased this year with a total of 98,556 accounts created by the end of 2023. Accounts allow users to save career and job searches, organize content pages, and share information with others. Users can update their user account profile with details about themselves and their career and job search to receive suggested resources based on topics of interest and be directed to their local American Job Centers to access in-person support. Users can also add or manage their subscriptions to CareerOneStop's weekly blog or quarterly newsletter from their accounts. User feedback was collected in a variety of ways this year, including usability sessions and focus groups, to inform future user account enhancements.

## Compare Occupations

[Compare Occupations](#) was updated to include new employment trends data. Users of the tool can now quickly compare the change in expected employment between the two selected occupations. The tool was also updated to Bootstrap, a more modern development framework for a responsive and mobile-friendly design.

## Search Engine Optimization

Work continued in 2023 on search engine optimization to help position CareerOneStop favorably in search engine results. The team conducted a pilot project to identify and add new keywords to a small set of pages and track performance. Canonical tags throughout CareerOneStop were updated to prevent duplicate pages in search engine optimization efforts, and metadata was also added to tool pages to improve visibility in search engine result pages. Additionally, the team expanded the process for monitoring ongoing efforts and continues to track results.



# 2023 Website Highlights, continued

## Content Updates

- » Added section to the [CareerOneStop homepage](#) to highlight the How-to Guides. Each guide includes 5-6 simple steps to achieve a career or job goal using CareerOneStop resources. Guides are also available as a PDF workbook to download and print.
- » Updated interest content across the site, including interest domain descriptions in the [Interest Assessment](#) and RIASEC summaries in [Occupation Profile](#). Updates were based on information from the Occupation Information Network (O\*NET).
- » Added [State Resource Finder](#) to the main CareerOneStop portal to highlight state-specific links for job search, career information, training and education, unemployment services, health care, housing, and more benefits.
- » Addressed evolving job seeker needs with updates to [FAQs about Unemployment Insurance](#), [UI benefits for veterans](#), and [What's in Demand?](#)
- » Helped clarify registration requirements for users directed to CareerOneStop to register by their state workforce or other agency. Added widgets to all [AJC Finders](#), [About User Accounts](#), and [Need to register](#) pages. Added additional notices to [User Accounts: My Profile](#) and [Servicelocator.org](#).



## What do users say about CareerOneStop?

"I really liked the CareerOneStop presentation. Such good information! I'm amazed by how useful those tools would be in trying to narrow down an employment goal."

– *State Services for the Blind Presentation Participant*

"This resource has so much valuable information without any cost. This accessibility for career development information is so important for people that don't have the budget for a career coach. I am looking forward to using the resources to help guide my friends in their career path."

– *Website user*

"Great website, assessments, real employment outlook data and videos! More job seekers need to find out about this website."

– *Website user*

"To the human(s) behind all the new happenings on CareerOneStop.org... THANK YOU! Job well done!"

– *Social media poster/LinkedIn connection*

"This is one of the best resources I've found for job seekers...it has something for every type of situation and offers unique resources. Check it out and recommend it to your friends and clients... they will thank you!"

– *LinkedIn user*



# What do users say, continued

**BDO USA Careers** @GetToKnowBDO  
Mentioned @Career1Stop  
Jan 23, 2023


Looking to improve your digital interviewing skills? Learn tips on how you can effectively communicate your strengths and find success in your next virtual interview (via [@Career1Stop](#)): [bit.ly/3XOehBk](https://bit.ly/3XOehBk)

#Careers #Recruiting



**Ohio Career Development Association**  
Mentioned CareerOneStop in a Wall Post  
Mar 1, 2023

Check out this practice job application tool from **CareerOneStop!**



**Tyrone Hewitt**  
Mentioned CareerOneStop  
Jun 14, 2023

Teaching "Job Search Strategies" today!

This Guide is a great tool from **CareerOneStop!**

Pay particular attention to step #3 in the guide....below is additional info!...

## 2023 Website Traffic

- » CareerOneStop received nearly **16 million visits**
- » More than **91 million pages** were viewed on CareerOneStop
- » CareerOneStop averaged **7.6 million page views** and just under **1.3 million visits** each month
- » CareerOneStop had an **11.8% annual increase** in page views from 2022 to 2023

## 2023 Top Performers

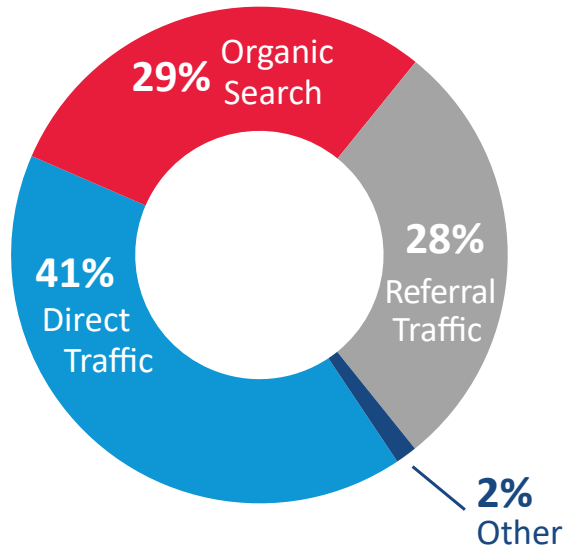
Tool/Feature	Total % of Page Views
Interest Assessment	21.0%
Job Finder	15.0%
Scholarship Finder	11.0%
Occupation Profile	8.6%
Career Videos	4.4%
Business Finder	3.2%
Skills Matcher	3.2%
Highest Paying Careers	1.9%
American Job Center Finder	1.7%
Work Values Matcher	1.3%

The [CareerOneStop ReEntry](#) portal had almost **22 million page views** in 2023, a 14% increase from 2022.



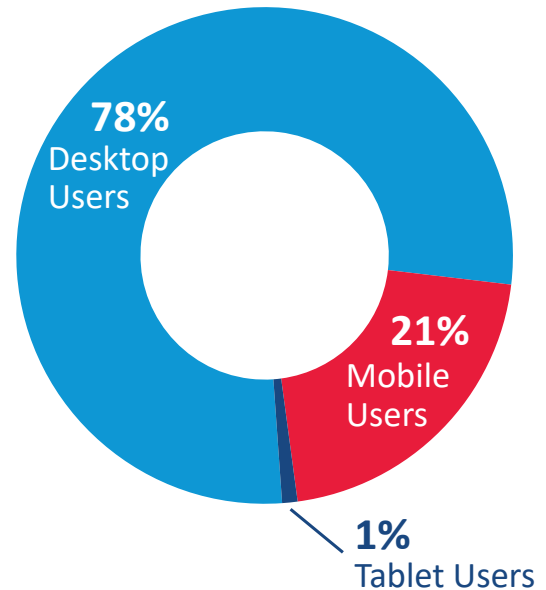
## How did users find the site?

More than 40% of all CareerOneStop users arrived via direct traffic (directly entering a CareerOneStop URL), compared to those who arrived via organic search (Google or another search engine) or a referral (link from another website). This is a change from last year when direct traffic comprised only 32% and the most common method of users navigating to the site was organic search at 36%.



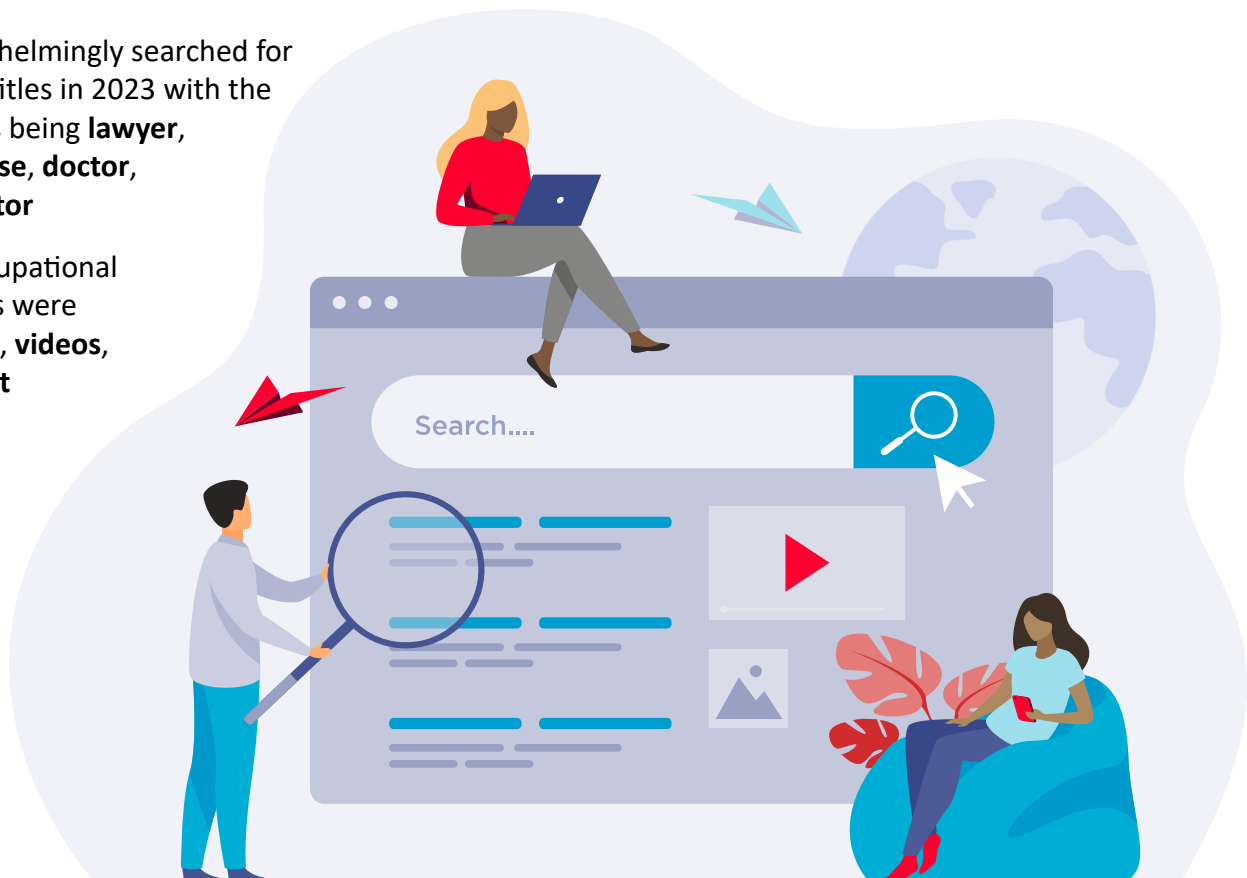
## How do users access the site?

The majority (78%) of users accessed CareerOneStop on desktop computers. This is an increase from 2022, when 64% of users were on desktops and 35% used mobile devices.



## What do users search for on CareerOneStop?

- » Users overwhelmingly searched for occupation titles in 2023 with the top searches being **lawyer, teacher, nurse, doctor, chef, and actor**
- » Top non-occupational search terms were **scholarships, videos, GED, interest assessment and test**



# Outreach & Marketing Highlights

- » Attended **11 national conferences** and **one national virtual conference**, with an estimated **26,850 combined attendees**
- » Presented **three webinars** and **one presentation** with an estimated **700 combined participants**
- » Sent **four quarterly newsletters** to **4,543 newsletter subscribers**
- » Posted **45 blog articles** to **304 blog subscribers**
- » Held **four CareerOneStop Workforce Advisory Group meetings** with 11 active members
- » Maintained **four social media accounts** with daily status updates (Facebook, X/Twitter, LinkedIn, and Instagram) and **two social media accounts** with topical updates (Pinterest and YouTube)
  - Reached **80,760 total followers** across the six social media platforms
  - Posted **769 organic (non-paid) posts** that resulted in **17,839 website clicks** and **2.85 million impressions**
- » Ran **87 advertisements** that resulted in **50,734 website clicks** and **9.36 million impressions**
- » Sent direct mailing to **6,245** youth programs, ReEntry programs, community colleges, and state labor market information (LMI) offices. Materials included an introduction letter, How-to Guide on how to Find a Job, an overview brochure, GetMyFuture brochure, mySkills myFuture brochure, web service brochure, ex-offender one-pager, and two promotional sticky pads.
- » Distributed **250 brochures and flyers** requested by American Job Centers and education institutions
- » Had total of **560,027 chatbot interactions**



## Customer Service Highlights

- » CareerOneStop **replied to 2,678 emails** from users
- » CareerOneStop **received 546 calls** to its call center and routed these calls to the U.S. Department of Labor's Toll-Free Helpline for specific federally funded program assistance

## API Highlights

Our Web APIs enable developers and other websites to use our data to enhance their services. In 2023 Web API users made more than **351 million data requests**.

Type (through end of December 2023)	Users
Total registered users	880
Total active users	384
Current active users	130

