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

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

## 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

- 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

<table>
<thead>
<tr>
<th>Type</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of registered users through end of December 2018</td>
<td>513</td>
</tr>
<tr>
<td>Total number of active users through end of December 2018</td>
<td>270</td>
</tr>
<tr>
<td>Current active users at the end of December 2018</td>
<td>90</td>
</tr>
</tbody>
</table>