

FY17 Web Analytics Report

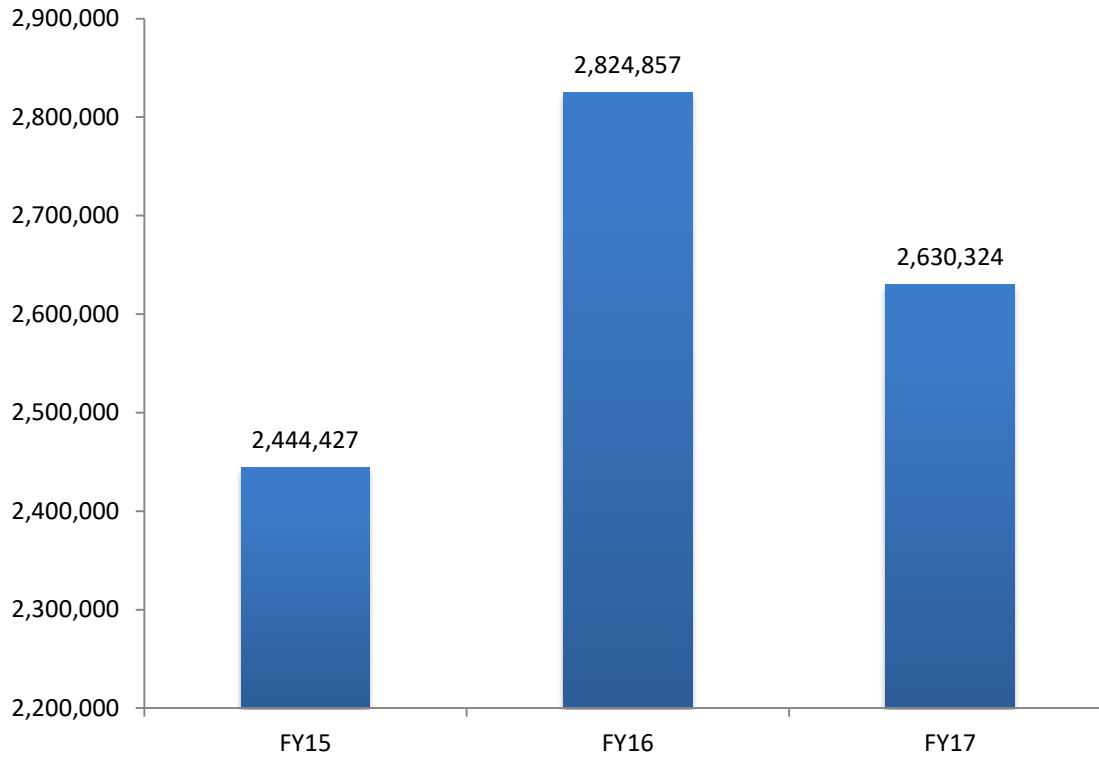
careerwise.mnscu.edu

1. Is CAREERwise Education usage increasing?
2. What do visitors do on CAREERwise Education?
3. How do visitors find us?

Is CAREERwise Education
usage increasing?

Users

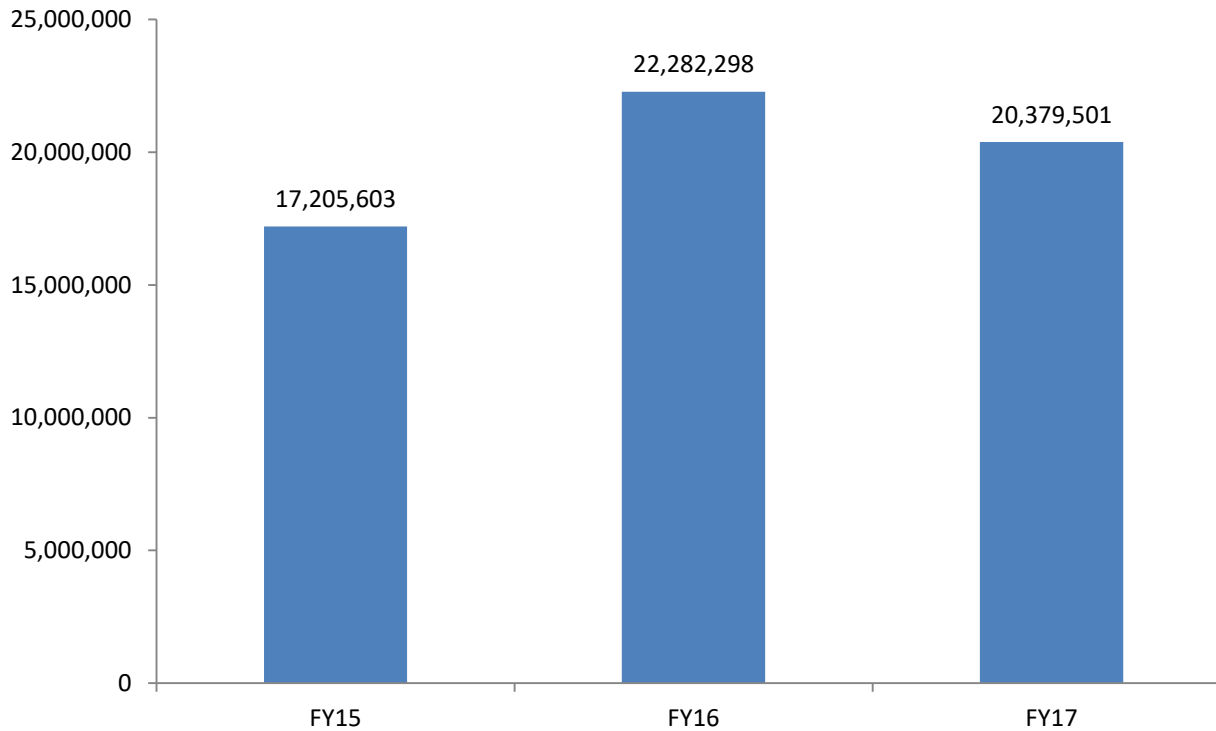
Summary Interpretations



Measured by users (unique visitors), usage of careerwise.mnscu.edu **decreased by slightly less than 7 percent** in the past year.

Pageviews

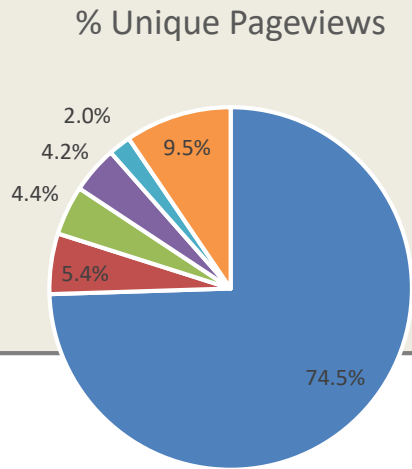
Summary Interpretations



Measured by pageviews, usage of careerwise.mnscu.edu **decreased by around 8.5 percent** over the last fiscal year.

What do CAREERwise Education visitors do on the site?

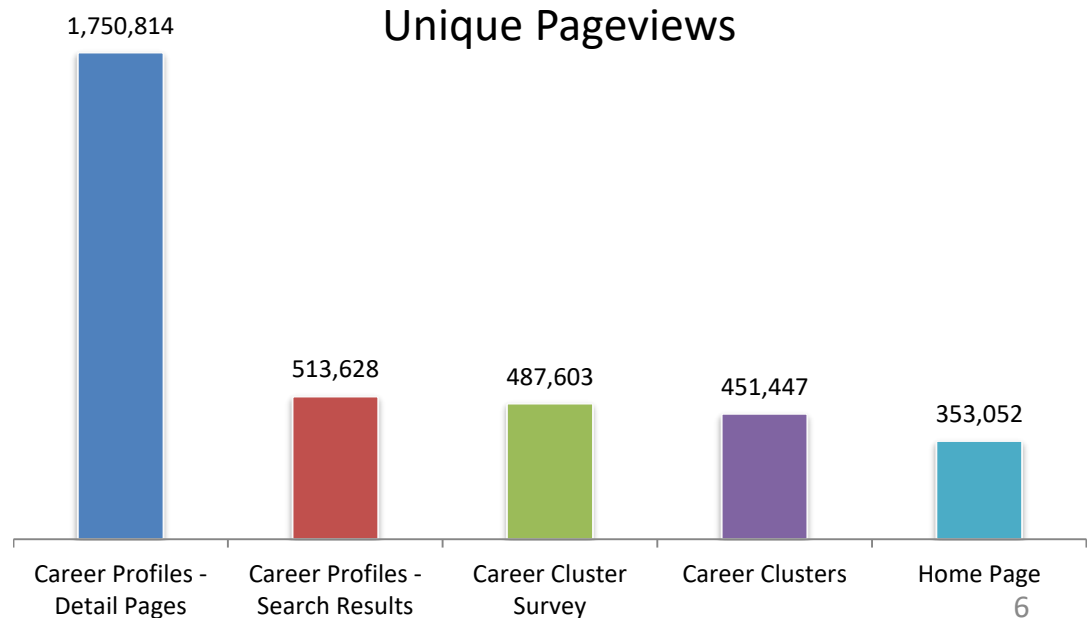
Most popular content on careerwise.mnscu.edu



Measured by Unique Pageviews, the majority of visits are to the **Explore Careers** section of the website.

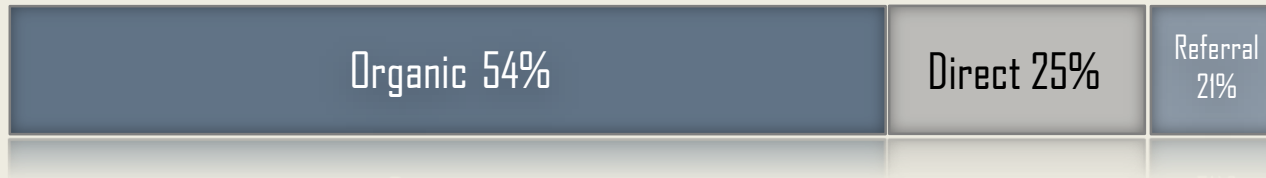
Career Profiles and the **Career Cluster Survey** were the most popular content on the site.

- Explore Careers
- Find a Job
- Plan Your Education
- MyMnCareers - Adult Basic Education career exploration and planning
- Step Ahead - Career planning for people with criminal convictions
- Other



How do visitors
find us?

Traffic Sources



Summary Interpretations

The vast majority of CAREERwise Education's traffic was **organic**. That is, most users find our site by typing a search term into a search engine and clicking a link to a CAREERwise Education page.

Another 25 percent of traffic was **direct**—meaning that users key our URL directly into their browser or have careerwise.mnscu.edu bookmarked.

Finally, an estimated 21 percent came from **referrals** (direct links from other sites).