

**JumpStart Clearinghouse Usage Report**  
**Year-over-Year Comparison for Year Ended Sept 30, 2019 vs. Sept 30, 2020**  
Prepared by Anne Bannister, Clearinghouse Director

**Summary of Google Analytics:**

1. Total Users increased 26.40% from 27,819 to 35,163
  - a. The rate of increase from 2017- 2019 has continued but is declining.
2. New Users increased 27.17% from 27,607 to 35,107
3. Returning Users increased 5% from 2,902 to 3,049
4. Sessions increased 22.62% from 33,484 to 41,058
5. Pageviews declined 7.62% from 103,235 to 95,368
6. Pages Viewed per Session declined 24.66% from 3.08 to 2.32
7. Average Session Duration declined 30.50% from 2.27 to 1.42 minutes
  - a. Decline in Pages Viewed per Session and Session Duration may indicate that Users are finding what they need more quickly.
8. Bounce rate increased 14.33% from 61.42% to 70.22%
9. Channels of Acquisition show:
  - a. Direct URL increased 7.09% from 19,562 to 20,948
    - i. The large percentage of Direct URL users may indicate the effectiveness of the Clearinghouse bookmarks.
  - b. Organic Search increased 94.13% from 6,133 to 11,906
  - c. Referrals from other sources increased 15.62% from 2,209 to 2,554
  - d. Referrals from Social Media increased 28.50% from 193 to 248
  - e. Referrals from Email increased 466.67% from 6 to 34
10. Devices show 75% desktop users, and 25% mobile phone and tablet users
11. The Exit Survey began January 10, 2020 and received 275 responses. 121 answered Yes, they found what they needed, 69 answered No, and 85 answered Unsure.
12. The updated Clearinghouse logo launched on July 10, 2020:



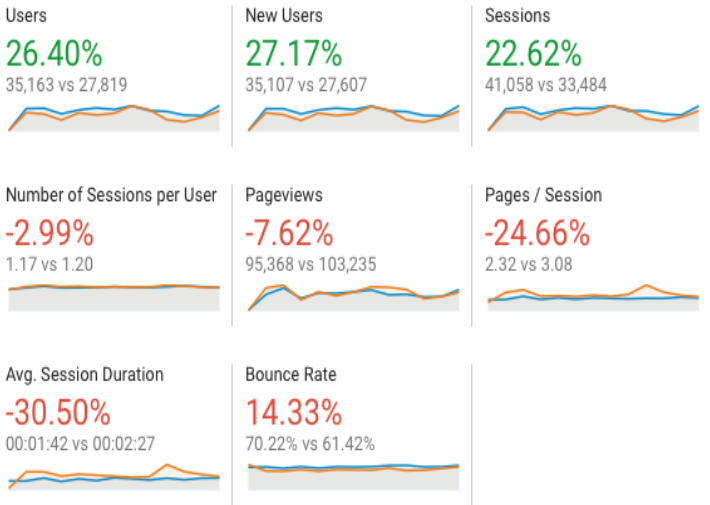
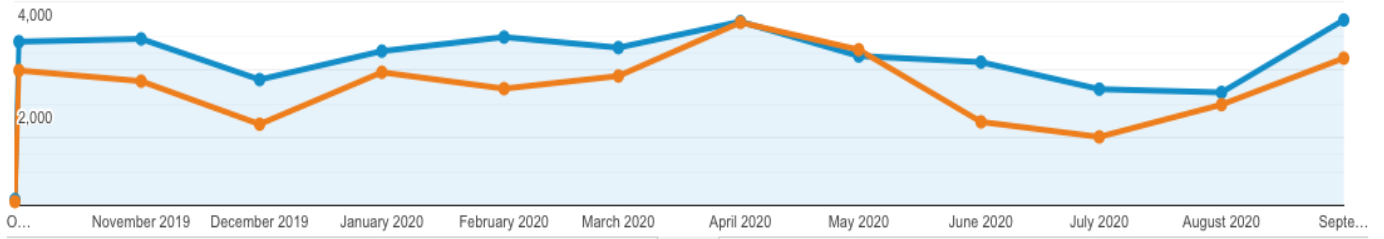
Overview

Users vs. Select a metric

Hourly Day Week **Month**

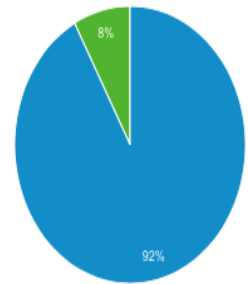
Sep 30, 2019 - Sep 30, 2020: ● Users

Sep 30, 2018 - Sep 30, 2019: ● Users

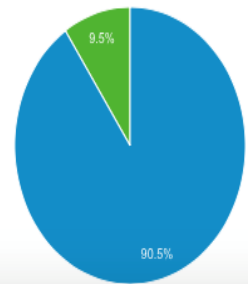


■ New Visitor ■ Returning Visitor

Sep 30, 2019 - Sep 30, 2020



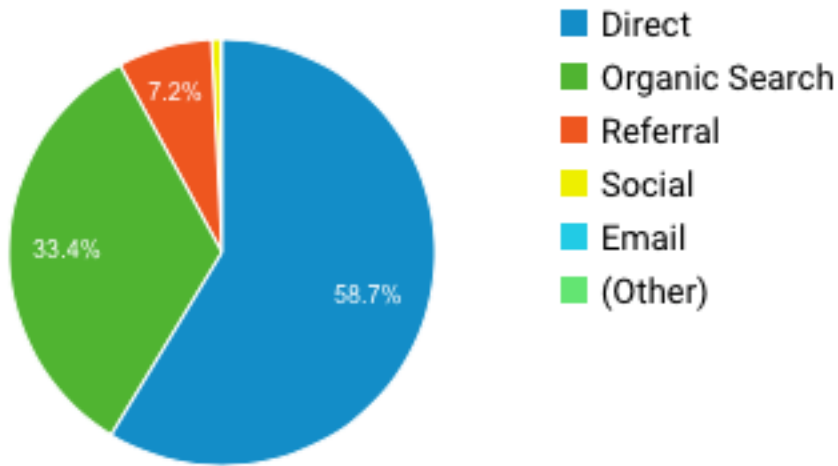
Sep 30, 2018 - Sep 30, 2019



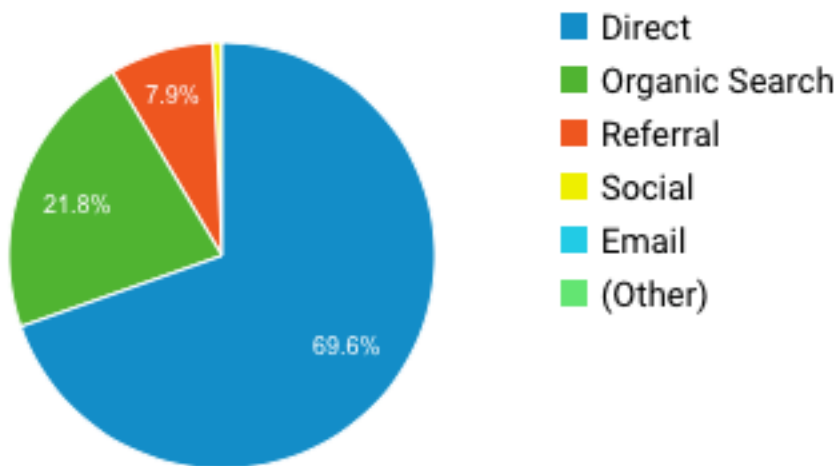


## Top Channels

Sep 30, 2019 - Sep 30, 2020



Sep 30, 2018 - Sep 30, 2019





### **What Partners can do to assist the Clearinghouse:**

- Link to [jumpstartclearinghouse.org](http://jumpstartclearinghouse.org)
- List resources
- Upload the "listed on the Clearinghouse" logo
- Distribute the bookmark
- Invite your audience to write a Review of your resources
- Talk about the Clearinghouse at events
- Sponsor the Clearinghouse