

LMID Web Site Redesign Project



[LaborMarketInfo](http://LaborMarketInfo.com)



LMID Web Site Redesign Project

- ▶ Project Goals
- ▶ Web Traffic Analysis
- ▶ Survey Results
- ▶ Discussion

Project Goals

To deliver Labor Market Information (LMI) and Products that:

- ▶ Meet customer needs
- ▶ Enhance user experience
- ▶ Align with client demographics
- ▶ Incorporate technology solutions
- ▶ Are accurate and released on the internet in a timely manner
- ▶ Showcase California as a leader in LMI delivery

LMID Web Site Demographics

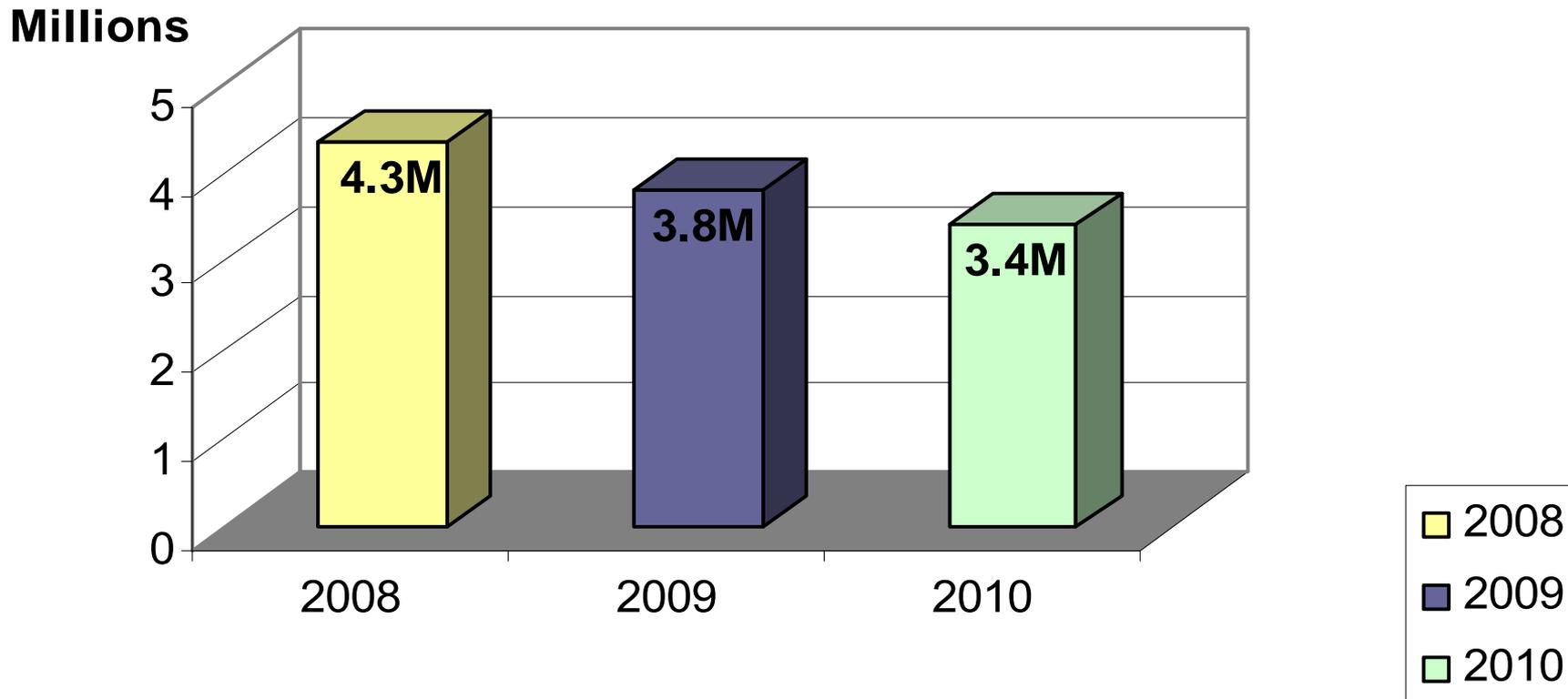
Typical LMI Web Site users are:

- *Job Seekers*
- *Economic Developers*
- *Students*
- *LMI Analysts*
- *Educators*
- *Employers*
- *Workforce Services Professionals*
- *Other Local/State/Federal Policy Makers or Stakeholders*

WEB ANALYTICS – TRAFFIC ANALYSIS

► VISITORS 2008 - 2010

LMID Web site Traffic: Annual Unique Visits



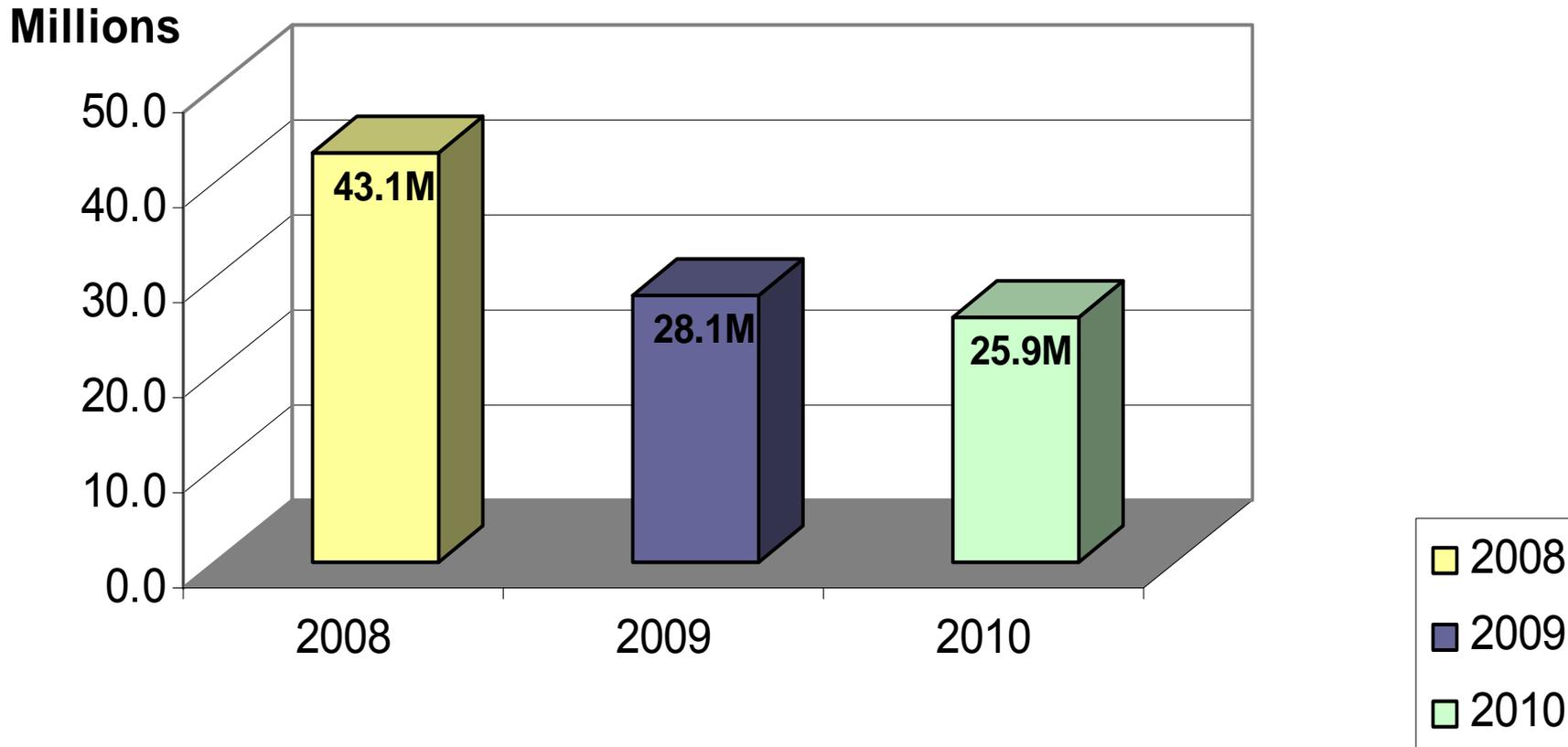
* Web site traffic trending lower from a peak of 4.3M visits in 2008

Data Source: CA Office of Technology Services (OTECH)

WEB ANALYTICS – TRAFFIC ANALYSIS

▶ PAGEVIEWS 2008 - 2010

LMID Web Stats: Total Pageviews

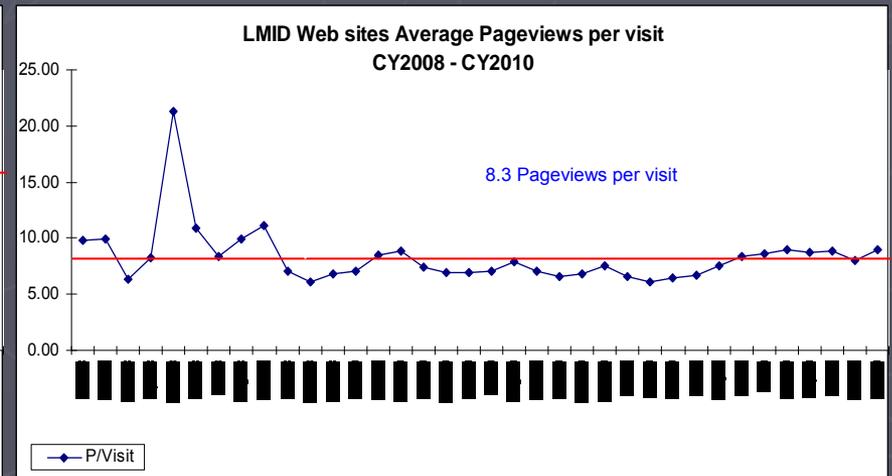
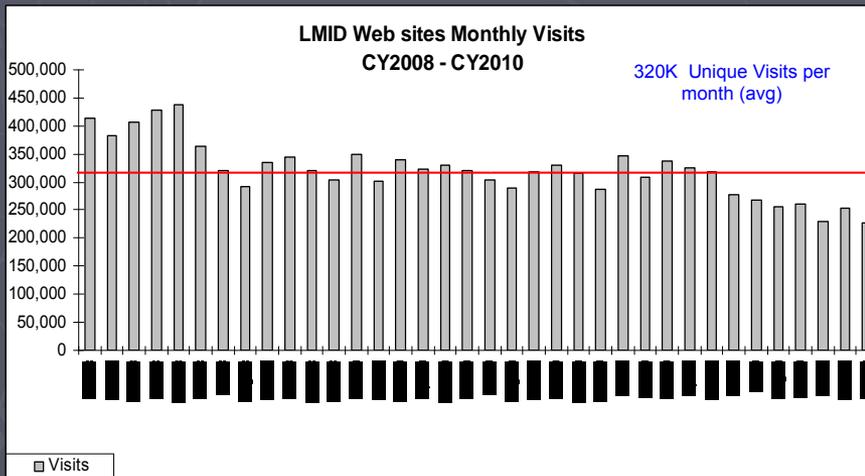
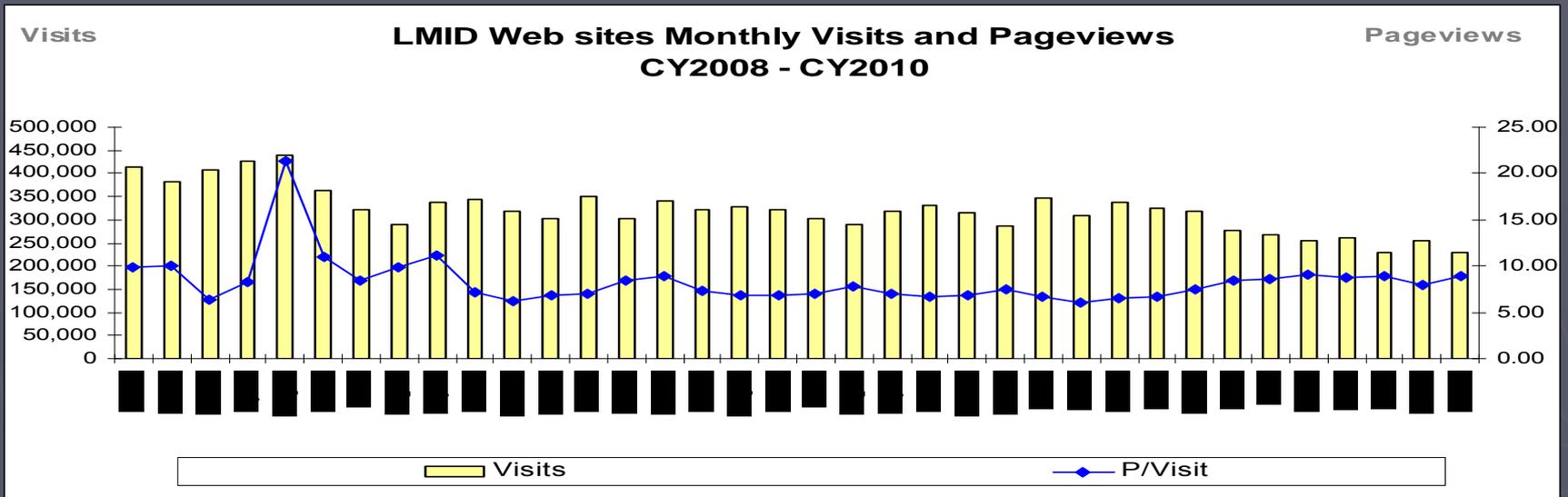


* Less visitors resulting in lower overall page views

Data Source: CA Office of Technology Services (OTECH)

WEB ANALYTICS – TRAFFIC ANALYSIS

► VISITORS & PAGEVIEWS



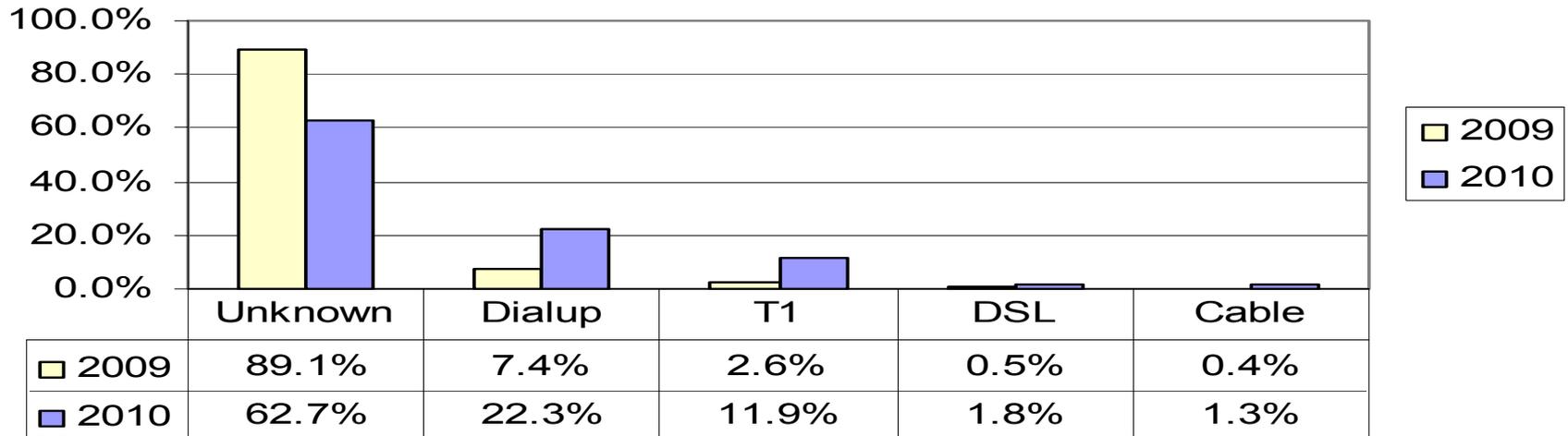
Data is combined stats for LMID primary domains: www.labormarketinfo.edd.ca.gov and www.calmis.edd.ca.gov

Data Source: CA Office of Technology Services (OTECH)

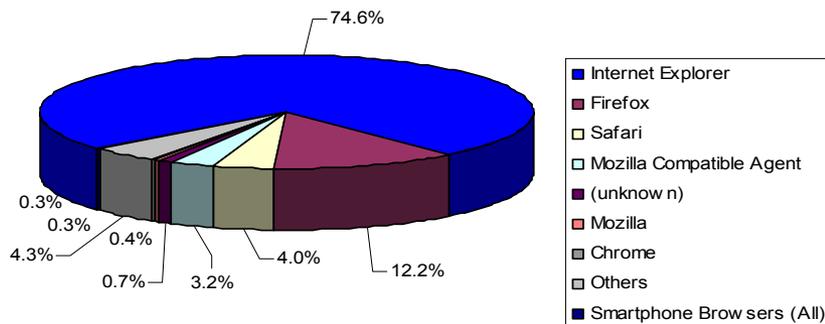
WEB ANALYTICS – TRAFFIC ANALYSIS

► CONNECTION SPEED & BROWSERS

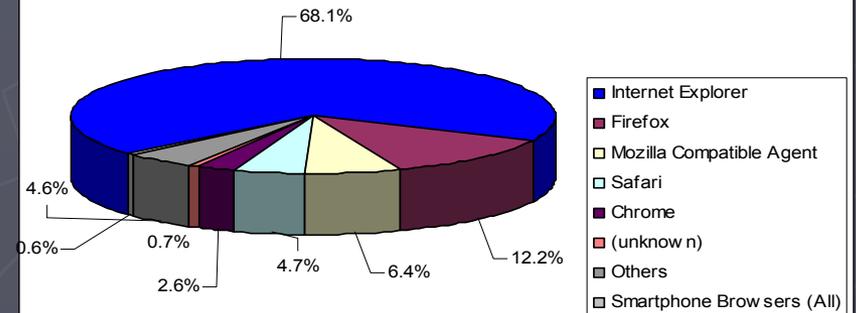
Connection Speed



Browser Versions 2009



Browser Versions 2010



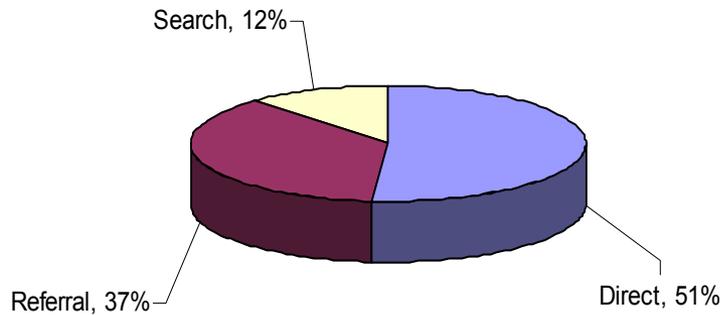
High percentage of unknown connection speed. Mix of known connection speeds shows high proportion of dial-up connections. Smartphone connections doubled 0.3% to 0.6% (still only a fraction of whole)

Data Source: CA Office of Technology Services (OTECH)

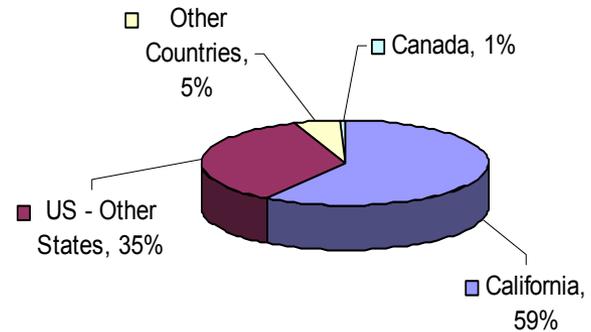
WEB ANALYTICS – TRAFFIC ANALYSIS

► GEOGRAPHIC LOCATION | SOURCE

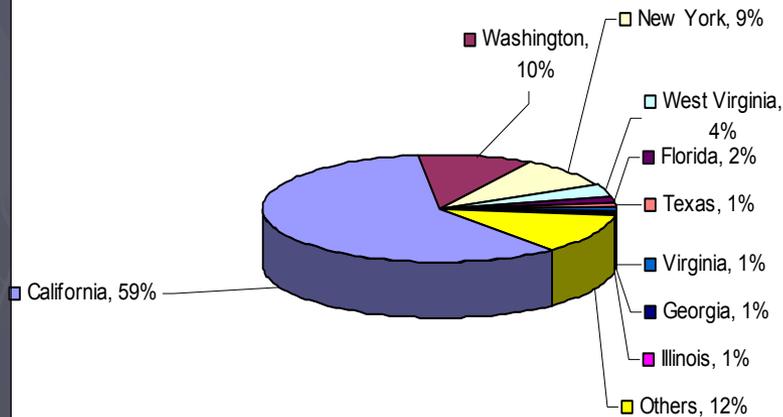
LMID Web site Traffic: Referring Source



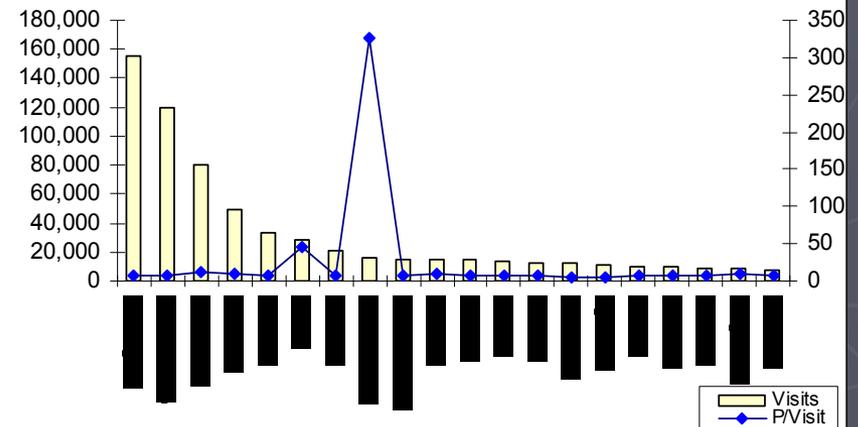
LMID Web Site Traffic: Top Referring Locations



LMID Web Site Traffic: Top Referring US States



Web site Traffic: California Locations



Data Source: CA Office of Technology Services (OTECH)

WEB ANALYTICS – ENGAGEMENT METRICS

► HEAVILY TRAFFICED AREAS 2010

CONTENT ANALYSIS - TOP 20 CONTENT/AREAS ON EDD_LMID WEB SITE

| Content - Link | Category | Visits | Pageviews | Seconds | Minutes |
|--|------------------------|---------|-----------|---------|---------|
| 1 /cgi/databrowsing/traprograminfo.asp | Training | 367,058 | 2,019,605 | 179.47 | 2.99 |
| 2 /cgi/databrowsing/occexplorerqsdetails.asp | Occupation Info | 401,376 | 1,704,272 | 98.39 | 1.64 |
| 3 /cgi/databrowsing/traprogramsresults.asp | Training | 75,086 | 1,203,912 | 29.11 | 0.49 |
| 4 /aspdotnet/databrowsing/empdetails.aspx | Employer Info | 79,610 | 891,094 | 42.32 | 0.71 |
| 5 /iomatrix/staffing-patterns3.asp | Staffing Patterns | 32,487 | 680,688 | 39.23 | 0.65 |
| 6 /cgi/databrowsing/traprogramsummary.asp | Training | 162,327 | 634,670 | 117.57 | 1.96 |
| 7 /cgi/databrowsing/occexplorerdetails.asp | Occupation Info | 5,079 | 580,283 | 9.14 | 0.15 |
| 8 /occguides/search.aspx | Occupational Guides | 84,793 | 572,798 | 18.33 | 0.31 |
| 9 /cgi/career/occbyonetskillsoccdetails.asp | Occupation Info | 41,132 | 523,510 | 40.46 | 0.67 |
| 10 /aspdotnet/databrowsing/occnaicscode4.aspx | Occupation Info | 46,531 | 458,209 | 46.7 | 0.78 |
| 11 /cgi/databrowsing/traproviderinfo.asp | Training | 94,624 | 451,531 | 56.1 | 0.94 |
| 12 /aspdotnet/databrowsing/empresults.aspx | Employer Info | 63,496 | 431,514 | 26.86 | 0.45 |
| 13 /cgi/databrowsing/traprovidersresults.asp | Training Providers | 85,365 | 386,584 | 24.59 | 0.41 |
| 14 /cgi/databrowsing/industrydetails.asp | Industry Statistics | 1,005 | 379,174 | 5.44 | 0.09 |
| 15 /cgi/databrowsing/occexplorerqsselection.asp | Occupation Info | 167,823 | 357,883 | 29.88 | 0.50 |
| 16 /cgi/career/occmatchingcurrentcomparison.asp | Occupation Info | 104,807 | 323,912 | 215.64 | 3.59 |
| 17 /cgi/career/occmatchingcurrentdisplay.asp | Occupation Info | 80,395 | 286,418 | 153.47 | 2.56 |
| 18 /cgi/databrowsing/localareaprofileqsmorerresult.asp | Local Area Profile | 71,463 | 264,107 | 118.18 | 1.97 |
| 19 /aspdotnet/databrowsing/occindresults.aspx | Occupation by Industry | 21,866 | 201,442 | 36.68 | 0.61 |
| 20 /occguides/summary.aspx | Occupational Guides | 79,702 | 193,054 | 88.05 | 1.47 |

The Top Files chart shows the top files requested from the webserver during 2010

Data Source: CA Office of Technology Services (OTECH)

WEB ANALYTICS – ENGAGEMENT METRICS

► TOP 25 DOWNLOADED ITEMS 2010

LMID WEB SITE CONTENT DOWNLOADS - TOP 25 ITEMS

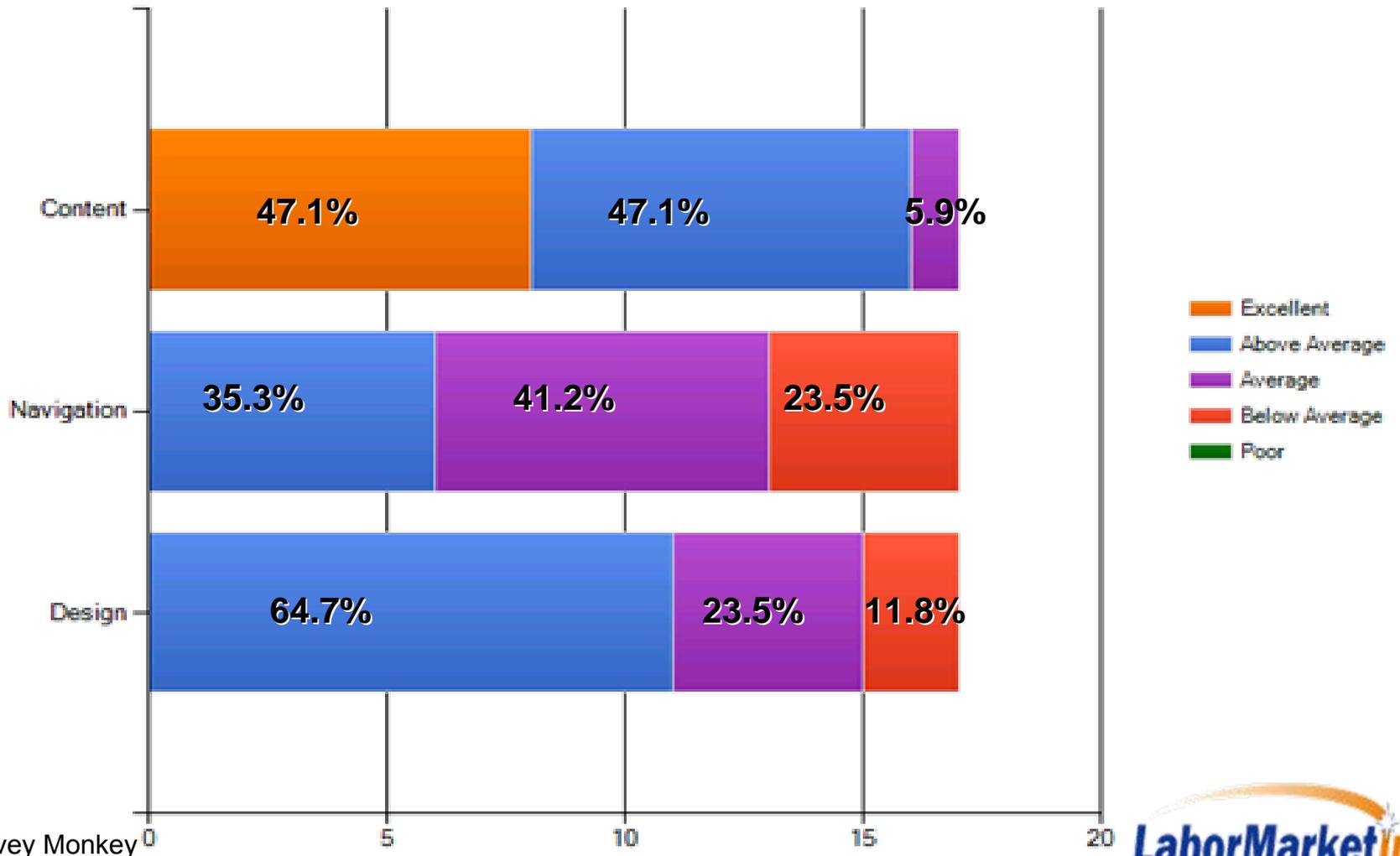
| # | Content Listing | Downloads |
|----|--|-----------|
| 1 | /contentpub/greendigest/green-digest-index.pdf | 11093 |
| 2 | /contentpub/onet-interestprofiler.pdf | 8423 |
| 3 | /contentpub/greendigest/green-occupations-summary.pdf | 6288 |
| 4 | /contentpub/greendigest/californias-draft-definition-green-industries.pdf | 5384 |
| 5 | /contentpub/greendigest/californiagreeneconomy.pdf | 5150 |
| 6 | /contentpub/greendigest/wa-naics-industry-list.pdf | 4955 |
| 7 | /contentpub/greendigest/green-industries-summary.pdf | 4915 |
| 8 | /admin/uploadedpublications/587_biotech-inca-flyer.pdf | 4776 |
| 9 | /contentpub/greendigest/apprenticeship_programs.pdf | 4740 |
| 10 | /contentpub/greendigest/occupations-matched-onet.pdf | 4434 |
| 11 | /contentpub/greendigest/green-digest-participantslist.pdf | 4339 |
| 12 | /contentpub/greendigest/training_education_programs.pdf | 4339 |
| 13 | /commcolleges/top6cip2ksoc2k.xls | 4192 |
| 14 | /contentpub/greendigest/ca-green-workforce-coalition.pdf | 4171 |
| 15 | /contentpub/labor-day-briefing.pdf | 3915 |
| 16 | /contentpub/greendigest/green-definitions-summary.pdf | 3767 |
| 17 | /contentpub/greendigest/tx-green-collar-workers.pdf | 3744 |
| 18 | /contentpub/greendigest/greener-pathways.pdf | 3626 |
| 19 | /contentpub/greendigest/states-green-definitions.pdf | 3598 |
| 20 | /occguides/jobsearchtips.pdf | 3516 |
| 21 | /contentpub/greendigest/green-job-surveys.pdf | 3477 |
| 22 | /contentpub/greendigest/academic_institutions.pdf | 3443 |
| 23 | /contentpub/greendigest/draft-green-industries-sorted-naics.pdf | 3362 |
| 24 | /contentpub/consumer-affairs-licensedoccs.xls | 3202 |
| 25 | /contentpub/greendigest/draft-green-industries-sorted-green-definition.pdf | 3069 |

The downloads stats shows the top requested downloaded files by Valid Hits and by Bytes size.

Data Source: CA Office of Technology Services (OTECH)

Web Site User Survey

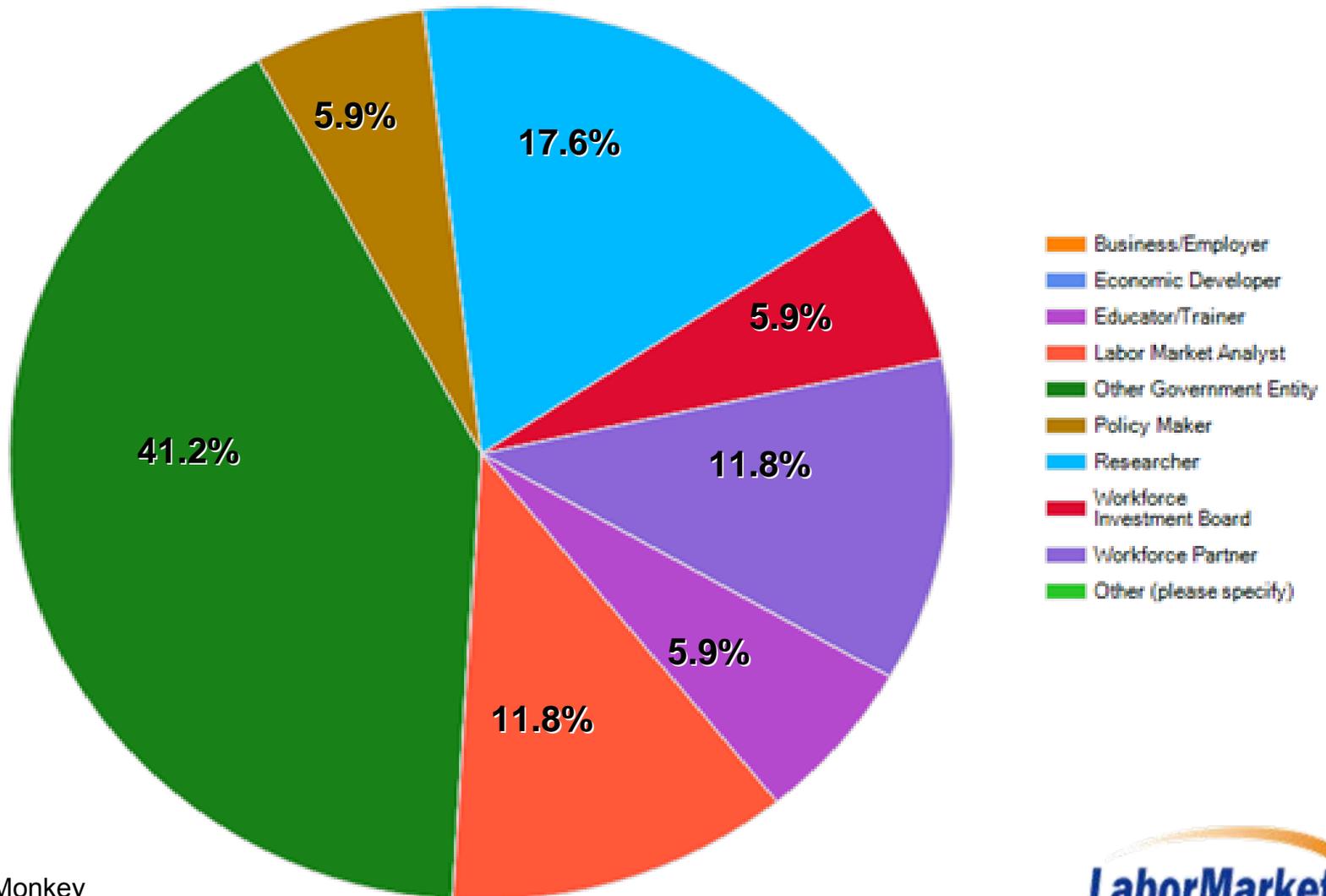
Your opinion counts! Please take a moment to rate the Content, Navigation, and Design of the Labor Market Information Division (LMID) Web site.



Source: Survey Monkey

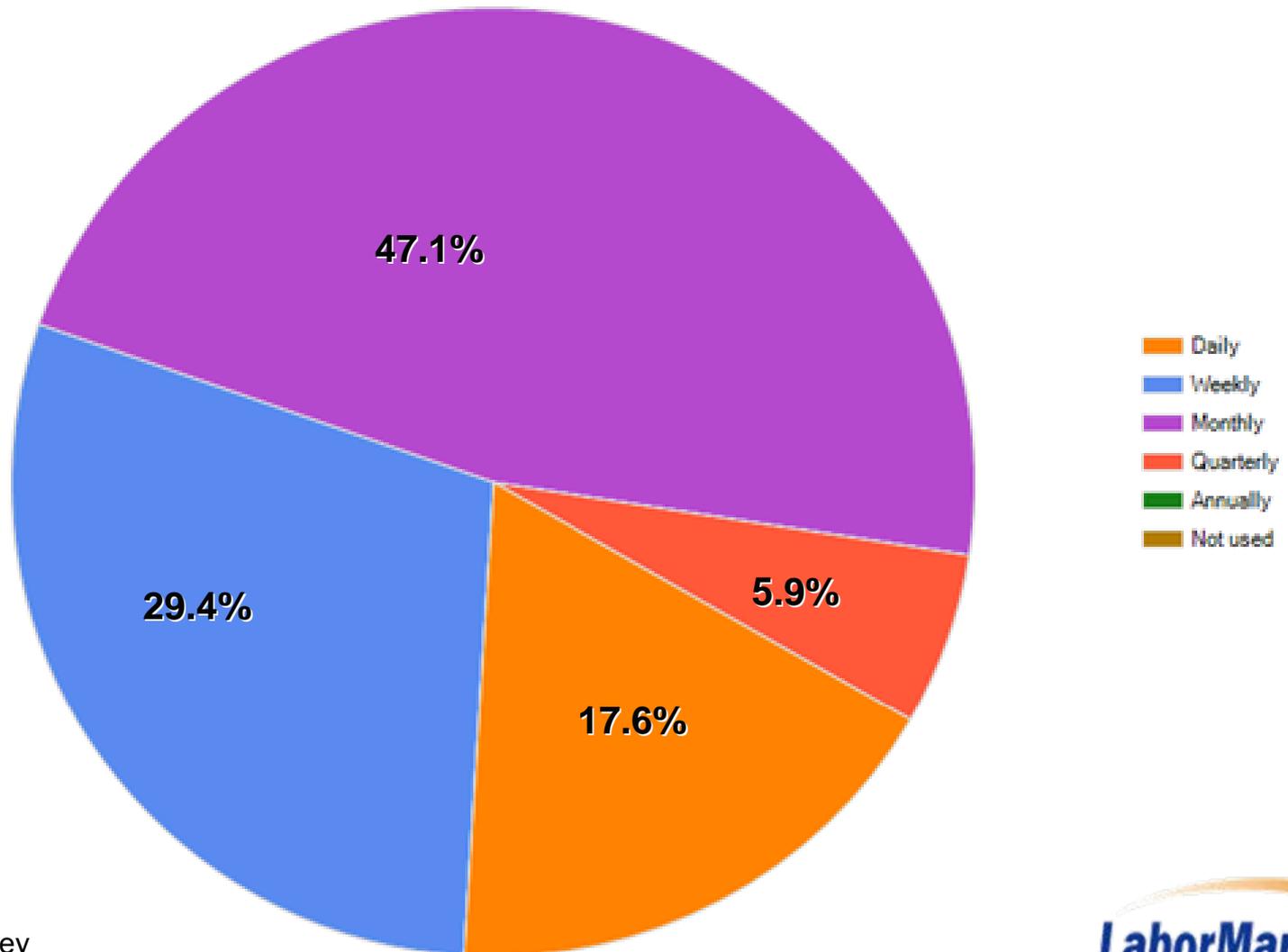
Web Site User Survey (continued)

Please select the category that best describes you:



Web Site User Survey (continued)

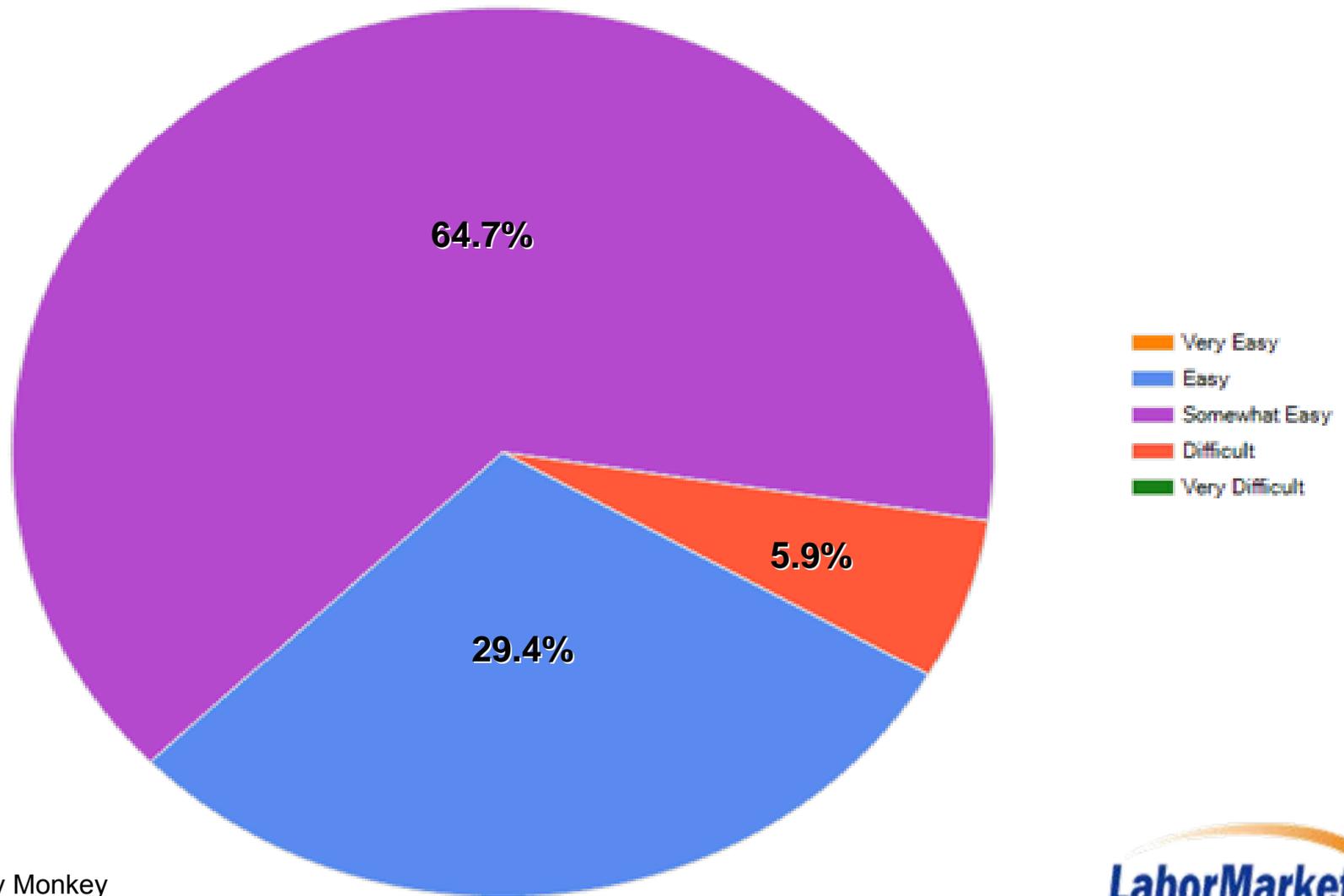
How often do you use the LMID Web site?



Source: Survey Monkey

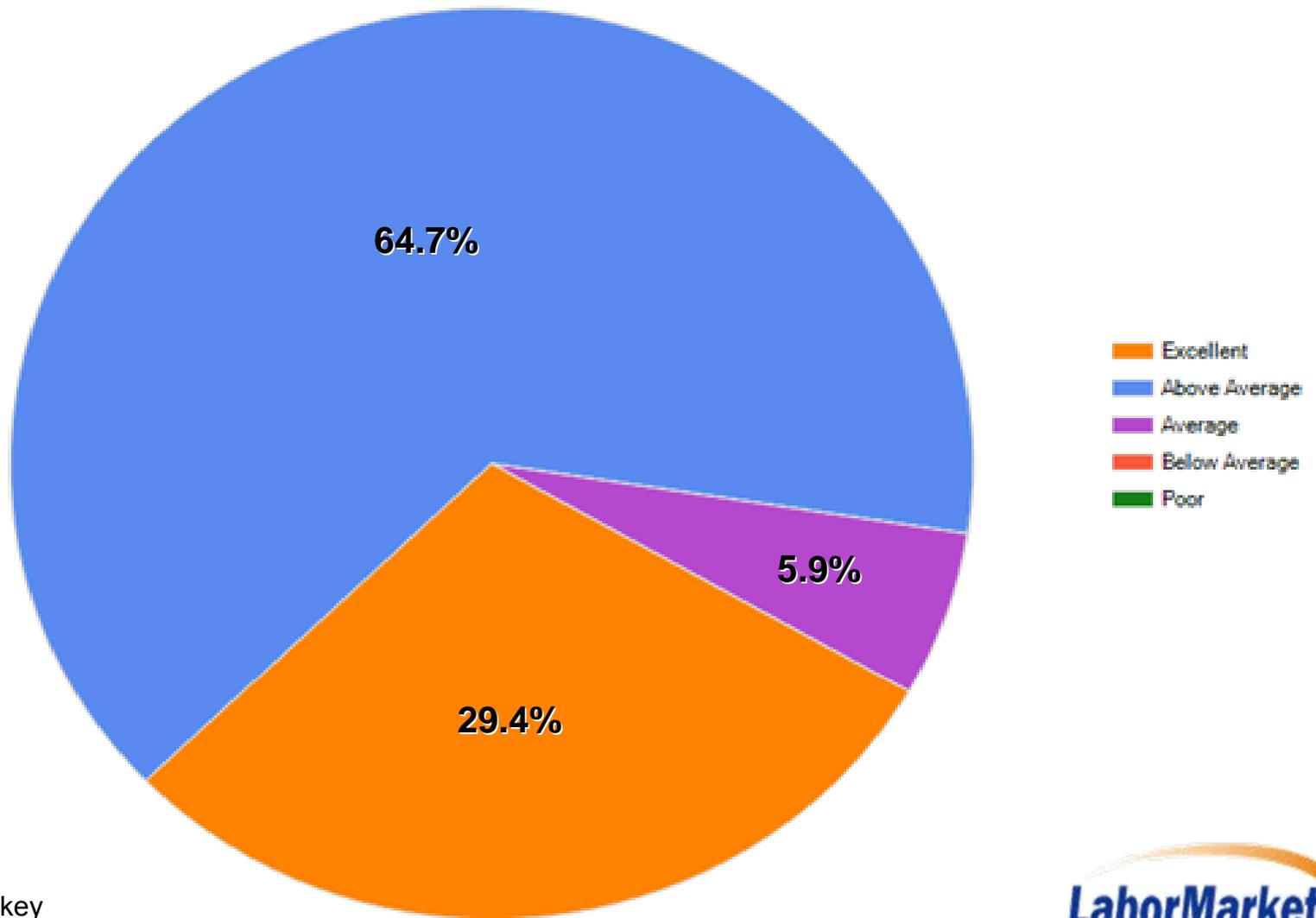
Web Site User Survey (continued)

How easy is it to find the information you are seeking on the Web site?



Web Site User Survey (continued)

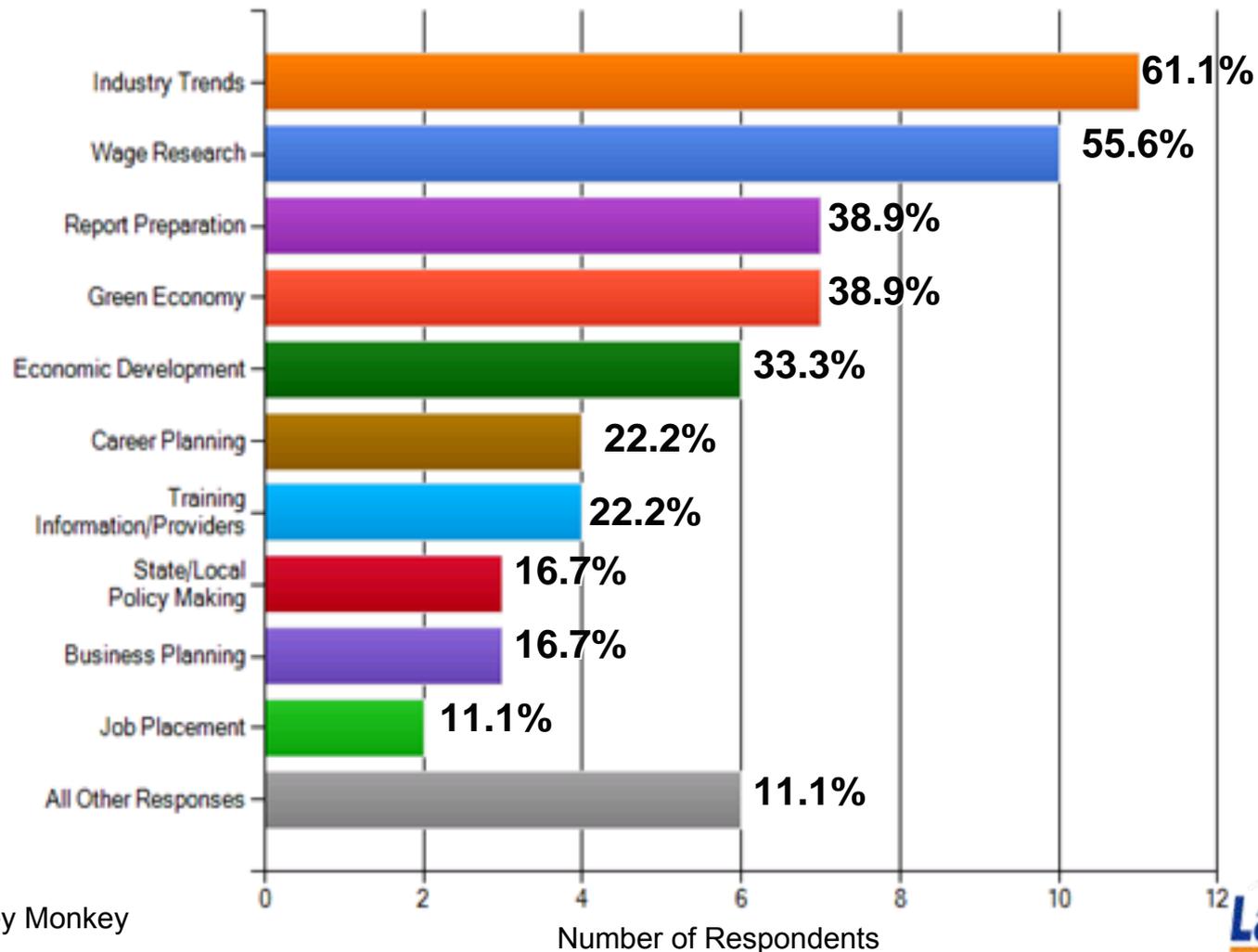
Please rate the quality of information on the LMID Web site:



Source: Survey Monkey

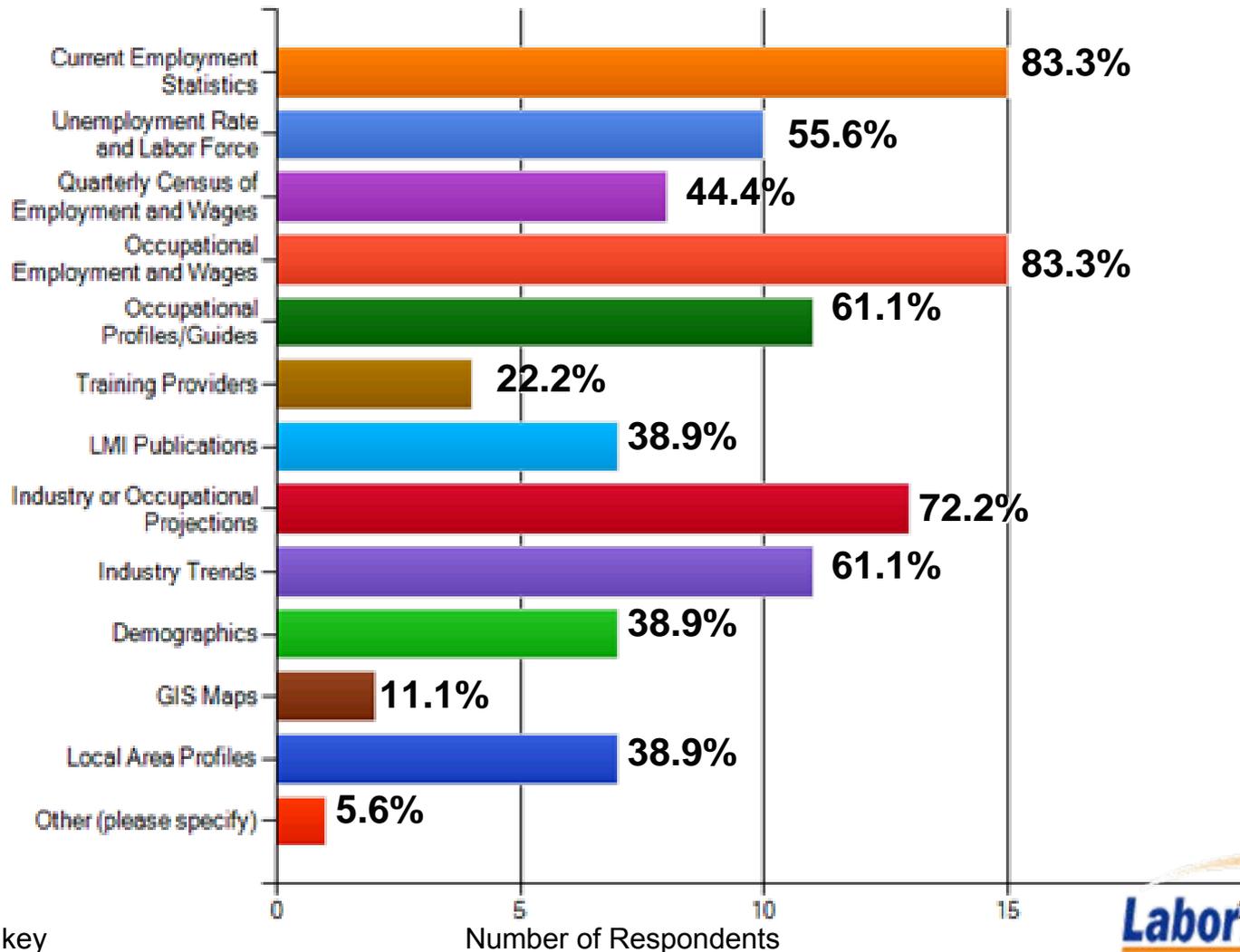
Web Site User Survey (continued)

Please describe the primary purpose of the information you research on the Web site?
(Check all that apply)



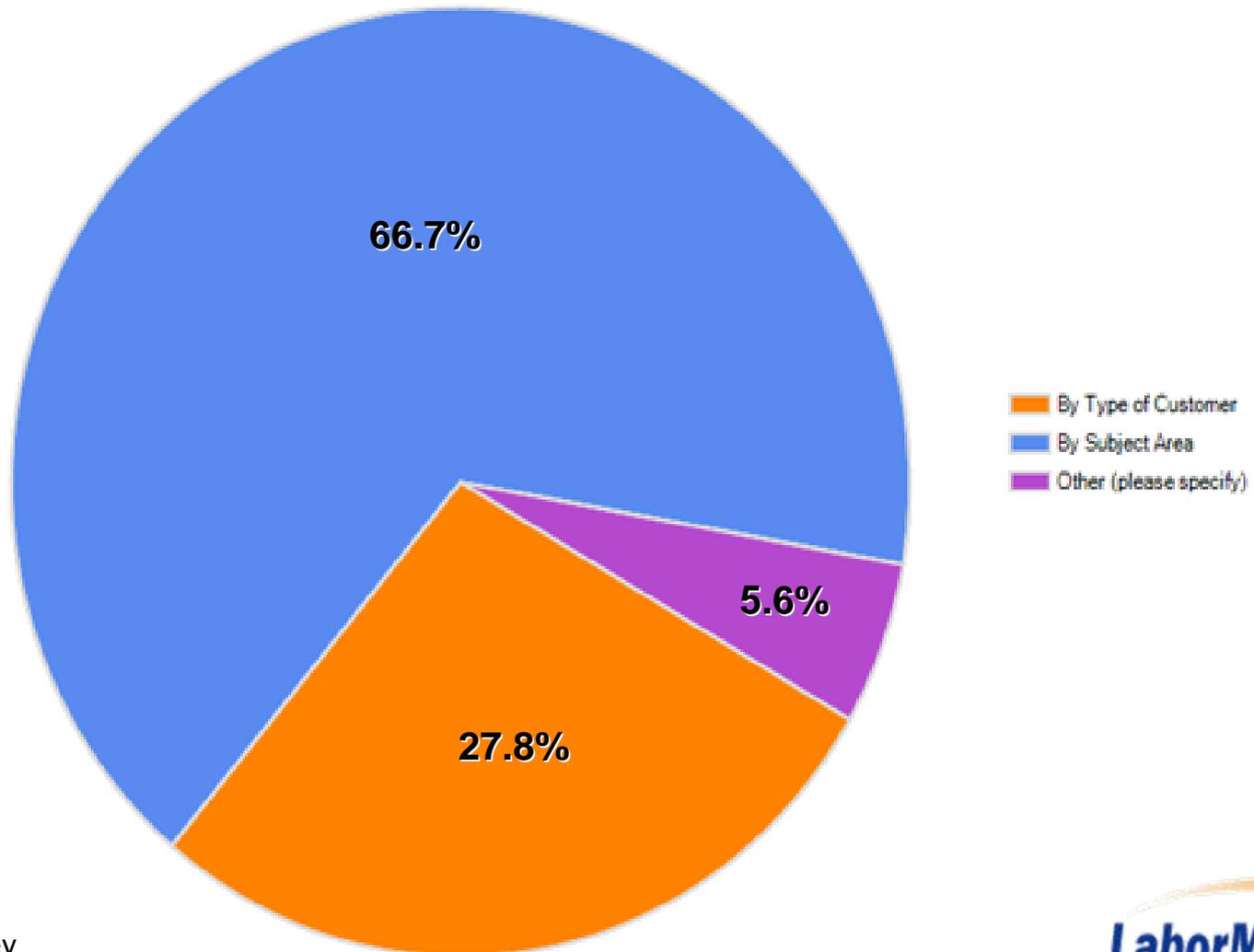
Web Site User Survey (continued)

What types of data do you typically research on our Web site? (Check all that apply)



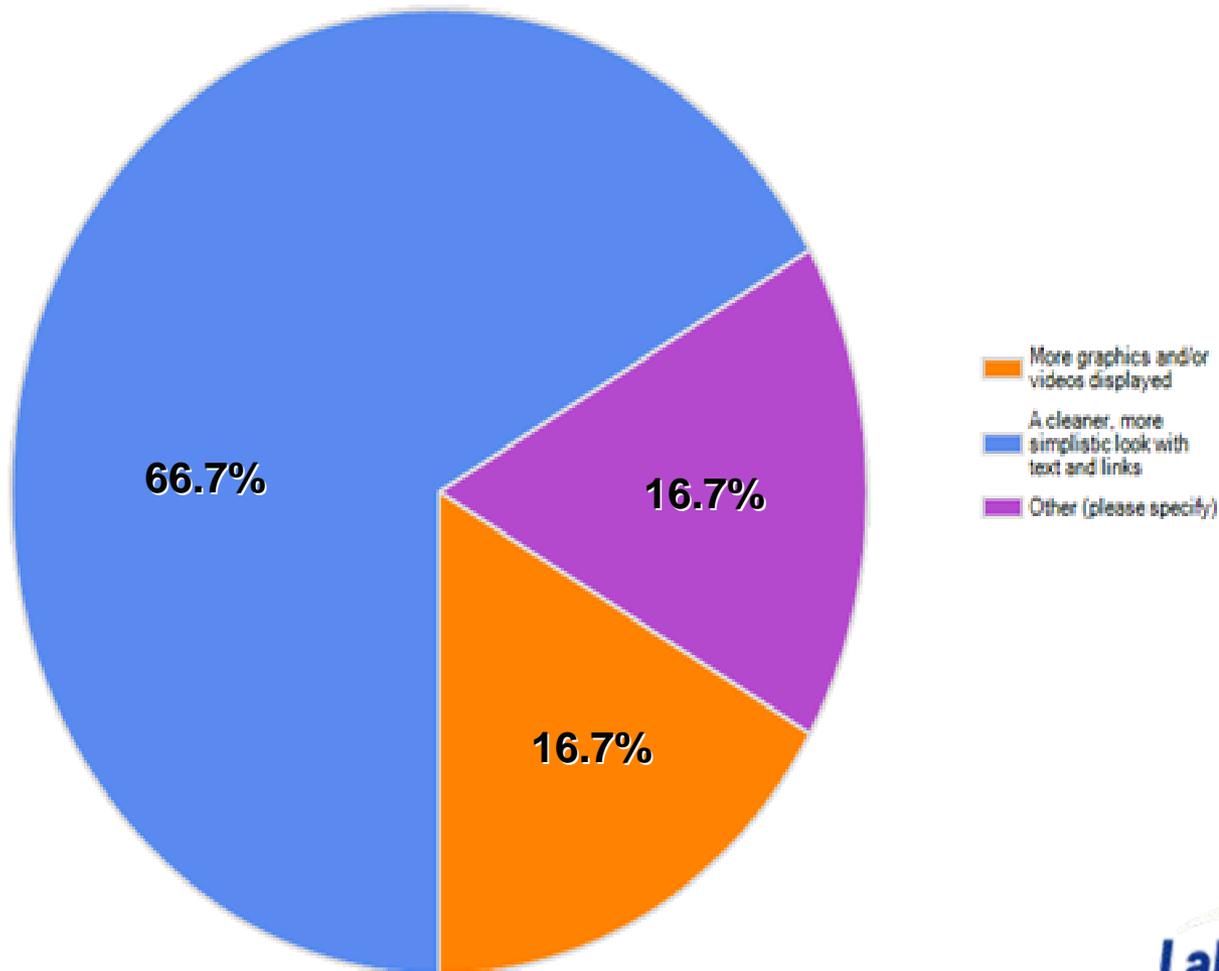
Web Site User Survey (continued)

How would you prefer the content on the Web site to be organized?



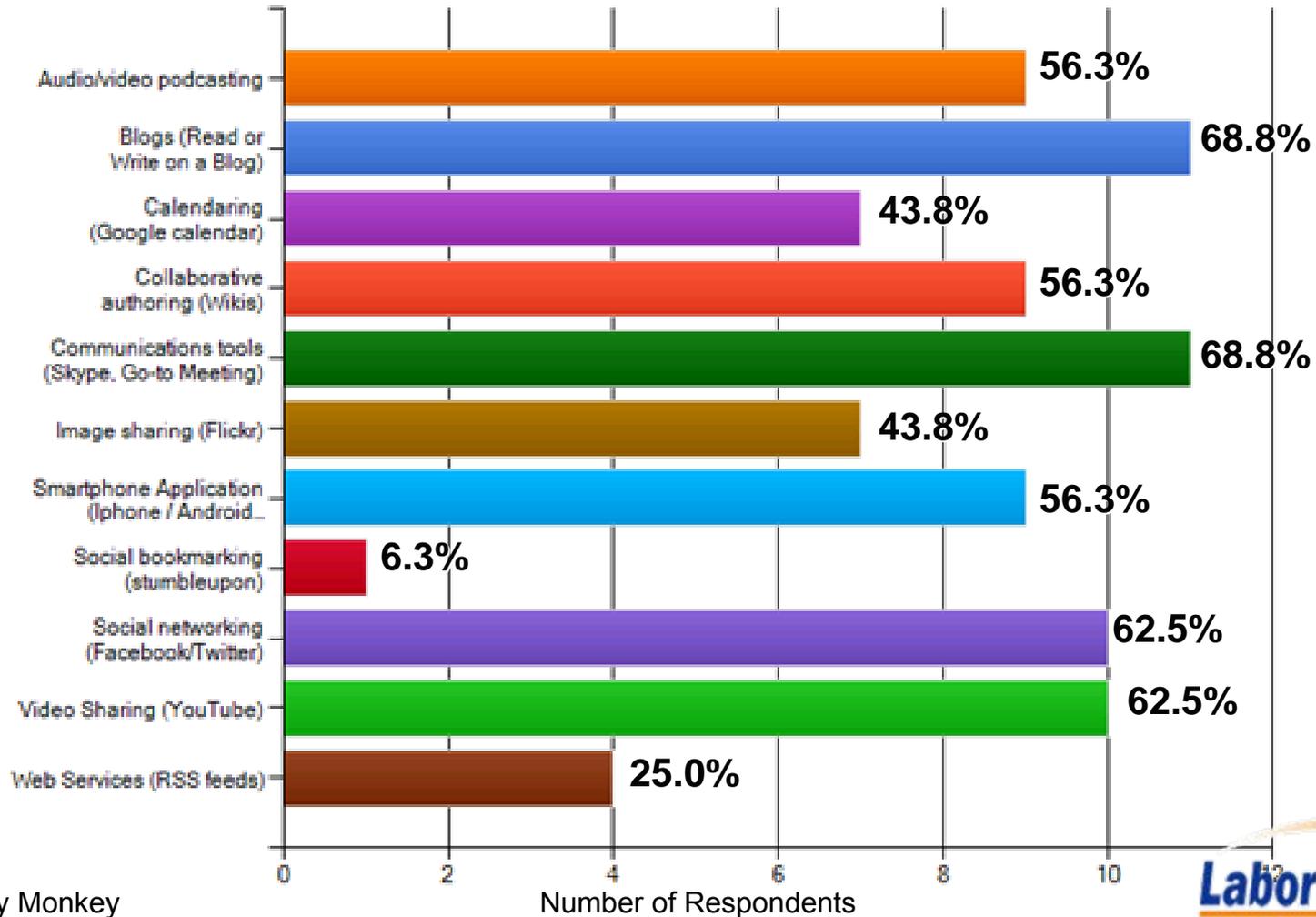
Web Site User Survey (continued)

When considering the design of the Web site, would you prefer to see:



Web Site User Survey (final)

What types of Web 2.0 features have you used and/or are familiar with? (Please select all that apply)



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LMI e-Newsletter

Your Source for What's New in Labor Market Information

www.labormarketinfo.edd.ca.gov

May 20, 2011

In This Issue:



- [Labor Force and Industry Employment Data for April 2011](#)
- [Extended Mass Layoff Actions in California - First Quarter 2011](#)
- [The Occupational Employment Statistics \(OES\) Survey](#)
- [Business Employment Dynamics \(BED\) - Third Quarter 2010](#)
- [California's Quarterly Census of Employment and Wages \(QCEW\) Data - Third Quarter 2010](#)
- [Ten Declining Industries in the United States](#)
- [Wind Power is Whipping Up Job Opportunities](#)
- [2008-2018 Projections of Employment for Local Areas](#)

Labor Force and Industry Employment Data for April 2011

California's seasonally adjusted unemployment rate was 11.9 percent in April, down 0.1 percentage point from the rate in March, and down 0.5 percentage point from one year ago. In comparison, the U.S. unemployment rate was 9.0 percent in April, up 0.2 percentage point from March, and down 0.8 percentage point from one year ago.

In California **there were 14,054,900 jobs in total nonfarm industries in April**, an increase of 8,900 jobs from last month. This followed a revised 14,900-job loss in March and 84,600-job gain in February.

Within nonfarm industries, 6 sectors saw month-over job gains and 5 sectors saw a month-over job decline. The sectors with increased

LaborMarketInfo

Three-Year Trend in California and U.S.

EDD's Home Page

CONNECT WITH US



CA GOVERNMENT LINKS

- [Labor & Workforce Development Agency](#)
- [Department of Industrial Relations](#)
- [State Personnel Board](#)
- [Tax Service Center](#)
- [State Workforce Investment Board](#)

Employment Development Department

[YouTube](#) [Twitter](#) [News](#)



Learn about California Training Benefits

If you are unemployed and want to continue collecting unemployment benefits while



NEWS AND ANNOUNCEMENTS

- [New Developments on Federal Unemployment Extensions \(Updated May 24, 2011\)](#)
- [California's Unemployment Rate Decreases to 11.9 percent \(Updated May 20, 2011\)](#)
- [Effective May 5, 2011 the EDD Web-CertSM application is now available.](#)
- [EDD Wants Your Feedback about the EDD Debit Card](#)
- [As of April 15, 2011 through June 12, 2011, the EDD Tele-CertSM and automated payment information will not be available on weekends beginning Friday night at 6 p.m. through Sunday morning at 6 a.m.](#)
- [EDD Debit Card Information \(Updated March 11, 2011\)](#)

[More News and Announcements](#)

STATE CAMPAIGNS



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[LaborMarketInfo](http://LaborMarketInfo.com)



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