

## Employment Services Updates

### CareerForceMN.com Updates

- Site search results were updated to include taxonomy pages such as region, industry, audience, and topic. The taxonomy pages will also be displayed first for the user to select.
- An update was implemented to the display of a location's hours so that each day displays independently from another and on its own row. Left margins will also be adjusted so days/times like "Wednesday: 11:30am - 12:00pm" can be displayed on one line.
- New announcement types for locations were added including "Before you Visit" and "Severe Weather".

### CareerForceMN.com Traffic – January 1, 2022 to May 20th, 2022

Total Unique Pageviews – 607.2K – *19% increase from previous month*

Total Users – 154K – *20% Increase from the previous month*

#### Users

- Anonymous – 64.4%
- Career Seeker – 24.3%
- Employers – 2.5%
- DEED Staff/Partner Staff – 8.8%

#### Where are our users from:

1. Minnesota
2. Illinois
3. Washington
4. Wisconsin
5. Texas
6. California

#### Top 3 Career Seeker Tools Used:

1. Compare Career to In-Demand Careers – 4,389 Total Uses
2. Interest Profiler – 3,131 Total Uses
3. Skills Matcher – 1,582 Total Uses

Top Key Word in Job Search – Remote – *Changed from Personal Care Aide*

Top Key Word in Event Search – Job Club

Top Key Word in Training Program Finder – CDL

Please contact the CareerForce Information and Assistance team with any questions or further needs at 651-259-7500 or [careerforce@state.mn.us](mailto:careerforce@state.mn.us)