



CLEARINGHOUSE

Summary of National Use

12 months ending August 27, 2019

369 resources from
79 contributors
21,226 page views in
7,498 sessions @ 3.1 min,
387 contact hours by
3,580 unique users

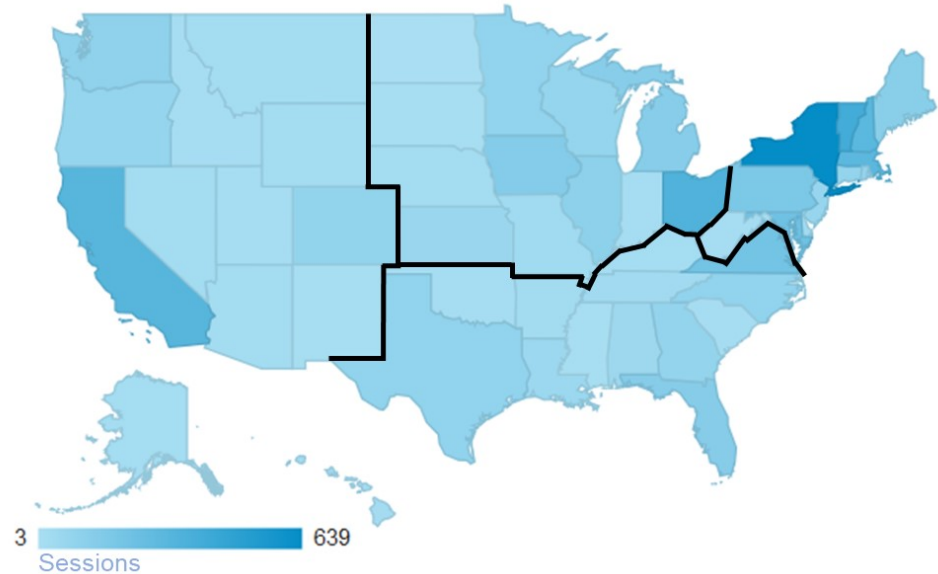
go.uvm.edu/clearinghouse
necafs@uvm.edu

North Central Region

4,553 page views
1,386 sessions @ 3.07 min
649 users
16 contributors

Northeast Region

9,837 page views
2,921 sessions @ 3.29 min
1,338 users
44 contributors



Western Region

3,297 page views
1,248 sessions @ 2.52 min
888 users
15 contributors

Southern Region

3,325 page views
1,108 sessions @ 3.23 min
781 users
14 contributors



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Contributors & Resources

The number of people who have an account and contribute resources to the Clearinghouse.

- ◆ 79 Contributors
- ◆ 369 Resources
- ◆ 291 Produce Safety
- ◆ 89 Preventive Controls for Human Food

Top Three Most Viewed Resources

Resource Title	Page Views
FSPCA Food Safety Plan Template	677
FSMA Human Food Audit Checklist	521
Ag Water Tools and Calculators	386

Sessions

A period of time a user is actively engaged with the Clearinghouse.

- ◆ 7,498 sessions with a 3.1 min avg. session duration.
- ◆ Returning visitors have an average 4.3 sessions on the Clearinghouse
- ◆ Returning visitors viewed 4 pages per session

Sessions by Visitor Type



Users & Page Views

A person who has initiated at least one session on the Clearinghouse.

- ◆ 3,651 users with
- ◆ 21,226 page views and
- ◆ 15,471 unique page views
- ◆ 85% users from United States
- ◆ 15% international users

Traffic - Geographic Breakdown

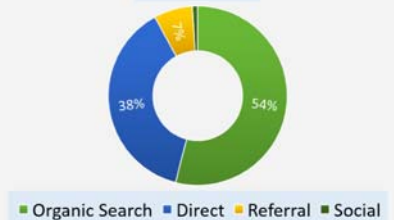


Source

How a person got to the Clearinghouse.

- ◆ 54% of users conduct an organic search in a search engine (ex. Google)
- ◆ 38% of users go directly to the Clearinghouse
- ◆ 7% of users are referred from another place (ex. Newsletter or link on another website)
- ◆ 1% of user follow a link from a social media post

Traffic Sources



Usage Overtime

Usage of the Clearinghouse, year over year comparison.

