

Ability for Hire Analytics

The Ability for Hire initiative is an effort to increase awareness and resources for businesses or employers about the benefits of hiring people with disabilities through the South Dakota Vocational Rehabilitation (VR) program. To access the website directly you can select the following link: www.abilityforhire.com.

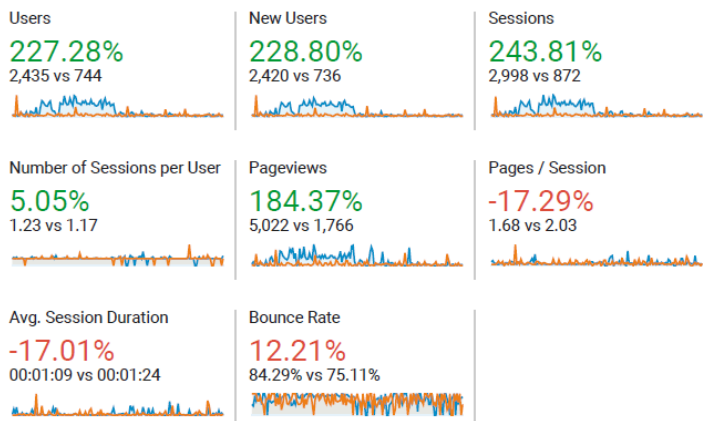
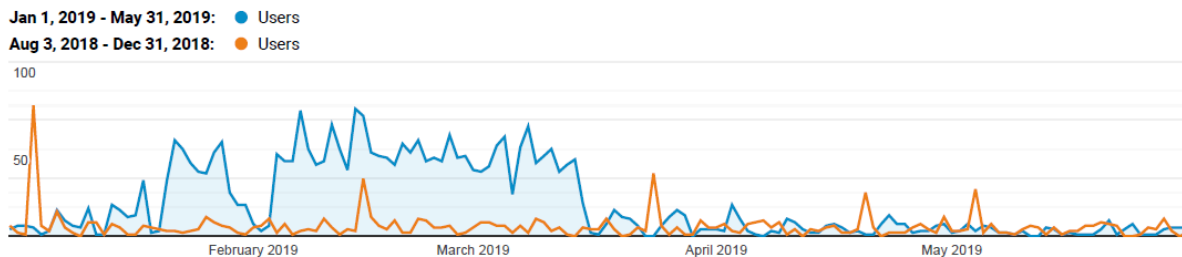
The following information provides an overview of the Ability for Hire's analytics for the website ad Facebook page.

Website Analytics

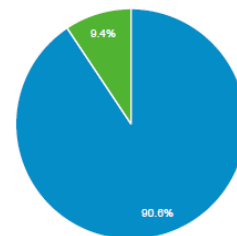
The analytics shown below provides an overall audience overview comparing the timeframes of August-December 2018, to January-May 2019.

Definitions for reference purposes:

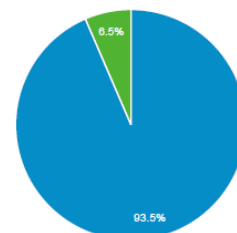
- 1) Users – number of visitors that have at least one session on the website.
- 2) Sessions – number of times visitors are actively engaged on the website.
- 3) Pageviews – total number of pages visitors have visited on the website (this number should be higher than the number of sessions).
- 4) Pages per session – average number of pages viewed during a session on the website.
- 5) Average session duration – average length of visitors' sessions (longer sessions indicate that users are more engaged on the website).



■ New Visitor ■ Returning Visitor
Jan 1, 2019 - May 31, 2019



Aug 3, 2018 - Dec 31, 2018



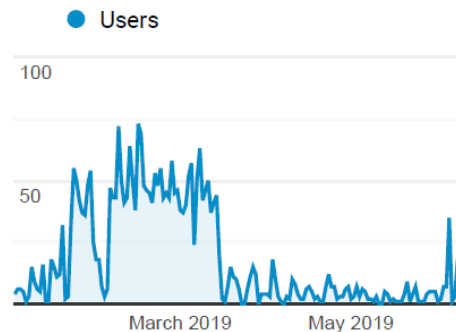
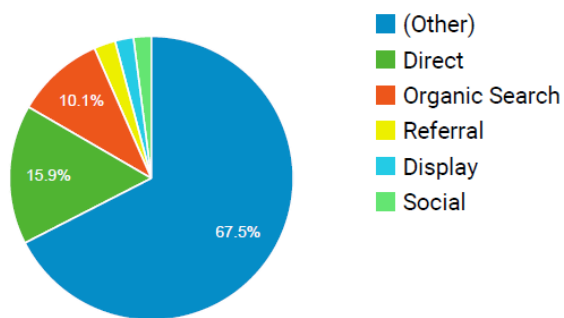
- For the timeframe of January-May 2019, a total of 2,435 users visited the website compared to 744 users during August-December 2018.
- During August-December 2018, there were 93.5% new visitors to the website and 6.5% were returning visitors. For January-May 2019, 90.6% of the website traffic were new visitors and 9.4% were returning visitors.
- During January-May 2019, there were a total of 2,998 sessions compared to 872 during August-December 2018.
- During January-May 2019, the average number (length) of sessions was 1.23 minutes versus 1.17 minutes during August-December 2018.
- The total number of pageviews was 5,022 during January-May 2019, compared to 1,766 during August-December 2018. In other words, this refers to the number of pages that are viewed on the website.
- The number of pages per session decreased from 1.68, during January-May 2019, compared to 2.08 pages during August-December 2018.
- For January-May 2019, the average session length of visitors' sessions decreased from 1:09 minutes compared to 1.24 minutes during August-December 2018.

Now, the analytics shown below provides information on how visitors arrived at the website for the timeframes of August-December 2018, compared to January-May 2019.

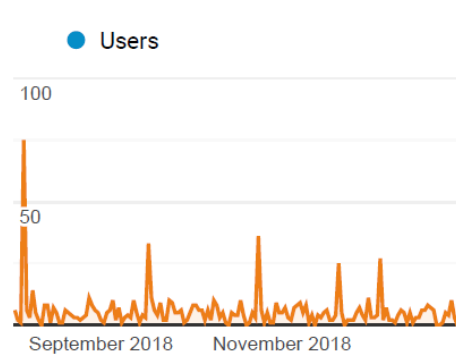
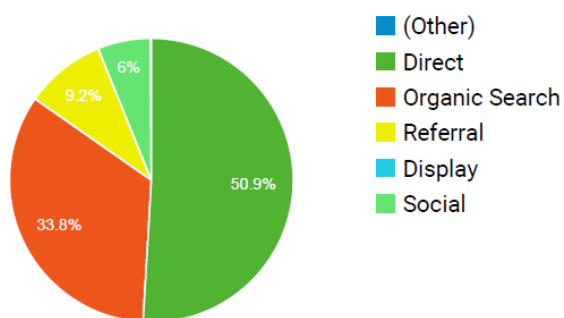
Definitions for reference purposes:

- 1) Direct traffic – visitors who arrive to the website by typing the URL into their browser or bookmark.
- 2) Organic traffic – visitors who arrive to the website from a search engine.
- 3) Referral traffic – visitors who arrive to the website from another website that is linked.
- 4) Social traffic – visitors who arrive to the website from a social media network.
- 5) Other traffic – visitors arrive to the website through paid advertising sources.

Jan 1, 2019 - Jun 9, 2019



Aug 3, 2018 - Dec 31, 2018









Overall, the primary method of how traffic arrived at the website during January-May 2019, was through other sources compared to visitors arriving to it by directly typing in the URL on their website browsers or bookmarks during August-December 2018.

Next, the following information contains data on the pages that are on the website in which compare the timeframes of August-December 2018, to January-May 2019. Furthermore, the data identifies information on pageviews, unique pageviews, average time on page, entrances, bounce rate, and % of exit.

Difference between pageviews and unique pageviews:

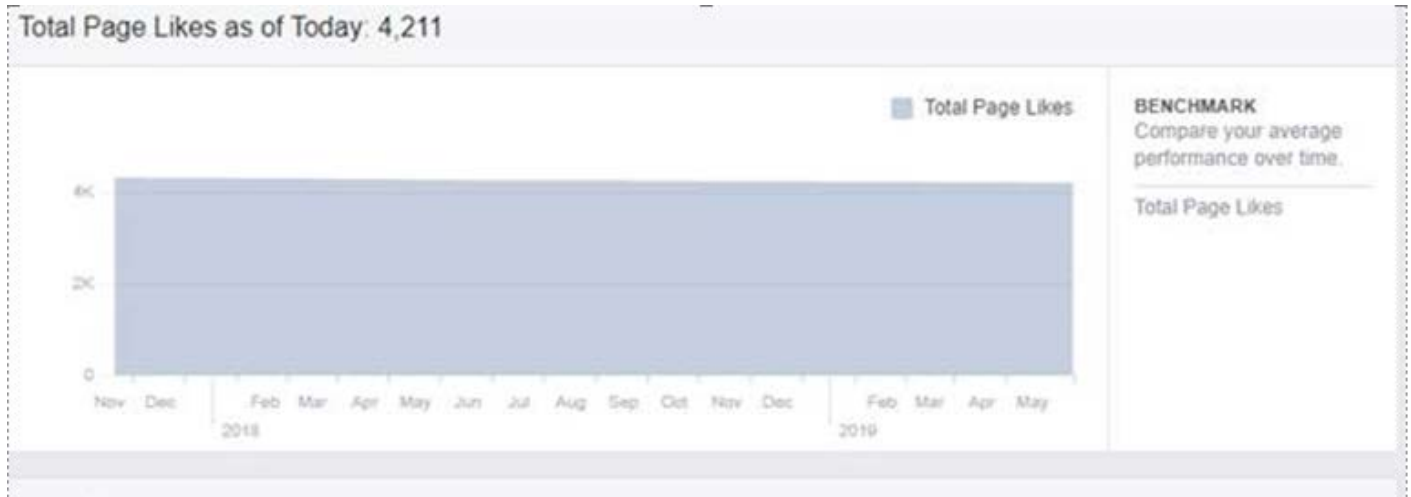
A pageview is defined as a view of a page on the website that is being tracked by the Google Analytics tracking code. If a visitor hits reload after reaching the page, this will be counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview will be recorded as well.

A unique pageview aggregates pageviews that are generated by the same user during the same session. A unique pageview represents the number of sessions during which that page was viewed one or more times.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	189.64%  5,115 vs 1,766	182.95%  4,066 vs 1,437	25.86%  00:01:43 vs 00:01:22	252.64%  3,075 vs 872	12.39%  84.42% vs 75.11%	21.75%  60.12% vs 49.38%
1. /						
Jan 1, 2019 - Jun 9, 2019	3,360 (65.69%)	2,775 (68.25%)	00:02:24	2,740 (89.11%)	85.91%	76.28%
Aug 3, 2018 - Dec 31, 2018	721 (40.83%)	593 (41.27%)	00:01:41	580 (66.51%)	69.14%	63.25%
% Change	366.02%	367.96%	41.65%	372.41%	24.26%	20.61%
2. /job-seekers/						
Jan 1, 2019 - Jun 9, 2019	125 (2.44%)	80 (1.97%)	00:00:57	9 (0.29%)	33.33%	12.80%
Aug 3, 2018 - Dec 31, 2018	125 (7.08%)	87 (6.05%)	00:00:26	13 (1.49%)	61.54%	20.00%
% Change	0.00%	-8.05%	117.59%	-30.77%	-45.83%	-36.00%
3. /businesses/the-truth/						
Jan 1, 2019 - Jun 9, 2019	121 (2.37%)	77 (1.89%)	00:01:14	4 (0.13%)	50.00%	12.40%
Aug 3, 2018 - Dec 31, 2018	29 (1.64%)	24 (1.67%)	00:01:00	3 (0.34%)	100.00%	24.14%
% Change	317.24%	220.83%	23.85%	33.33%	-50.00%	-48.64%
4. /businesses/about-movement/						
Jan 1, 2019 - Jun 9, 2019	114 (2.23%)	63 (1.55%)	00:00:56	5 (0.16%)	80.00%	16.67%
Aug 3, 2018 - Dec 31, 2018	21 (1.19%)	16 (1.11%)	00:02:31	6 (0.69%)	100.00%	38.10%
% Change	442.86%	293.75%	-62.84%	-16.67%	-20.00%	-56.25%
5. /businesses/						
Jan 1, 2019 - Jun 9, 2019	113 (2.21%)	76 (1.87%)	00:01:42	6 (0.20%)	83.33%	23.01%
Aug 3, 2018 - Dec 31, 2018	132 (7.47%)	99 (6.89%)	00:01:17	12 (1.38%)	83.33%	21.21%
% Change	-14.39%	-23.23%	32.02%	-50.00%	0.00%	8.47%
6. /news/						
Jan 1, 2019 - Jun 9, 2019	113 (2.21%)	75 (1.94%)	00:01:03	10 (0.33%)	70.00%	16.81%

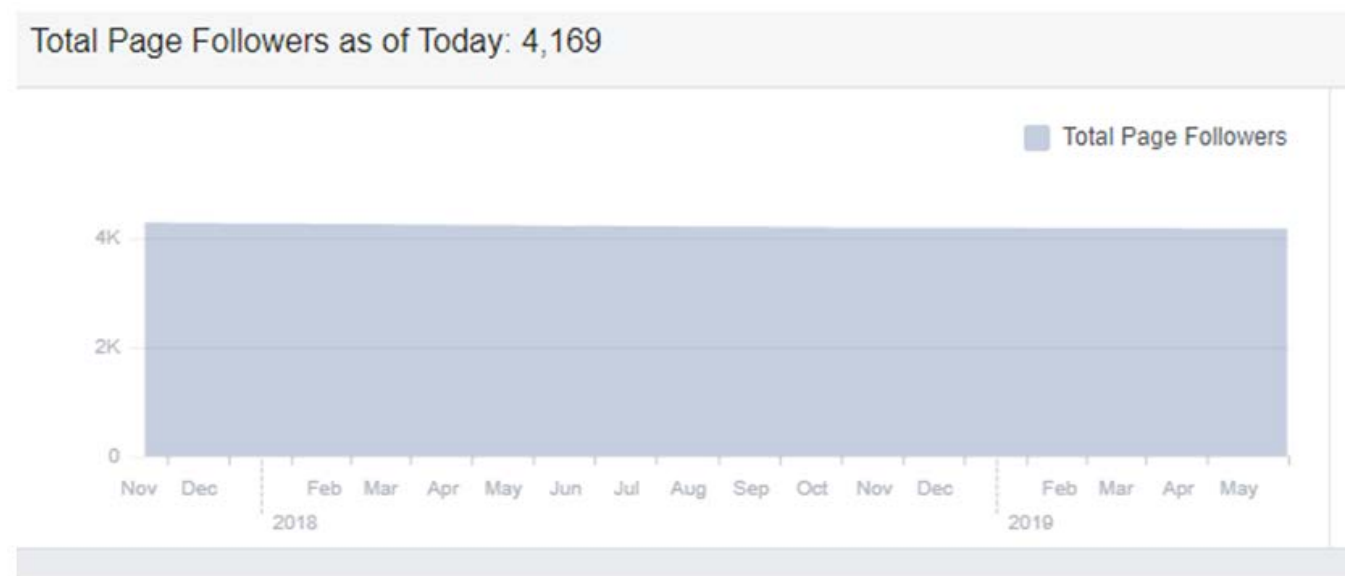
Facebook/Social Media Analytics:

The information in the graph below identifies the total number of likes that occurred to the Ability for Hire's Facebook page from October 2017-May 2019. When someone likes a Page, they're showing support for the Page and that they want to see content from it.

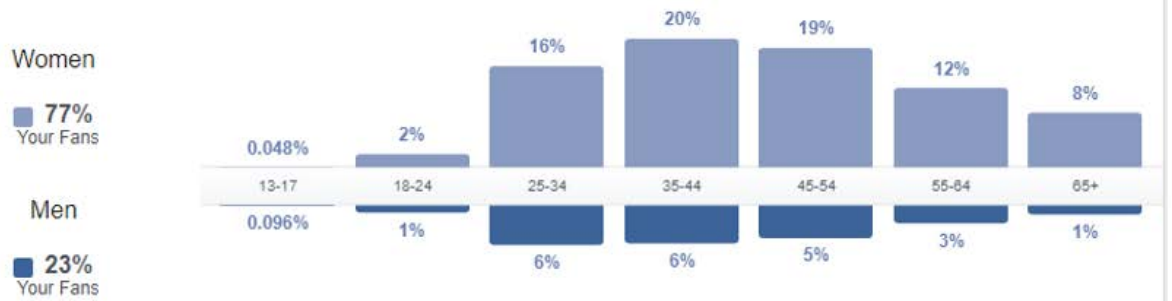


As you can see from the graph, the total number of page likes have remained steady with a total number of 4,211 individuals liking the page.

Next, the following graph pertains to data on the total number of page followers during the timeframe of October 2017-May 2019. Page followers refer to individuals who have opted to receive updates/posts from the page without having to actually like the page, and/or have chosen to like the page and unfollow the posts.



The following information pertains to demographic information based on page fans, who have liked the page.



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	4,081	Sioux Falls, SD	773	English (US)	4,013
Nigeria	14	Rapid City, SD	529	English (UK)	64
India	12	Aberdeen, SD	166	Spanish	47
Canada	7	Pierre, SD	141	French (France)	9
Mexico	7	Watertown, SD	117	Arabic	8
Bangladesh	3	Mitchell, SD	93	Spanish (Spain)	7
Ghana	3	Yankton, SD	92	Portuguese (Brazil)	4
Egypt	3	Brookings, SD	74	Indonesian	2
South Africa	3	Huron, SD	64	English (Pirate)	2
Tanzania	2	Spearfish, SD	61	German	2

As you can see from the information above, 77% of the page fans are women and 23% are males. Additionally, the information provides details on the countries, cities, and languages of the page fans. Therefore, the 4,081 fans are located in the U.S., with the 773 located in Sioux Falls, and 4,013 page fans utilize English as their primary language.