

Resources for Schools - Analytics

Dec. 20, 2019 – Jan. 21, 2020

The following is a snapshot of Resources for Schools page activity Dec. 20, 2019, – Jan. 21, 2020.



1. Resources for Schools' 15,708 pageviews ranked #192 out of VA.gov's 999,917 tracked pages during the observed timeframe.
2. Traffic and pageviews increased after the first of the year with a peak on January 15, when a VBA "Save the date" email blast (title: Introducing the New SCO Resource Page) was sent out. On that date, the Resources for Schools page ranked #62 on VA.gov. However, those pageviews did not surpass the previous high (2,740 on 12/19/19 vs 2,310 on 1/15/20).
3. Users are staying on the page longer than site average – 3 min 53sec for the SCO page vs. 1min 3sec for VA.gov. In the last analytics report for the SCO page, dwell time on the SCO page was 2mins 50sec. Time on-page for the retired "School Resources" was around 1min 43sec.
4. The page's bounce rate (people come in to the page and leave directly) and exit rate (people have been on the site but leave from this page) are higher than VA.gov average.

Logistics for the webinar are below; please contact [Brendan Fitzgerald](#) with questions.

Introducing the New SCO Resource Page

We listened to your feedback and launched a new [SCO Resource](#) page on VA.gov for you. This resource is for School Certifying Officials and administrators supporting students who are using their GI Bill benefits.

On the new SCO Resource Page, you will find such things as:

- [SCO Handbook](#)
- [Frequently Asked Questions](#)
- Training materials
- VA ONCE Demos
- Upcoming events, and
- Additional training resources for VA ONCE

Many of you expressed how helpful it is to have pre-written materials to easily share with your students. Here are links to communications materials, including the [Campus Definition Reference Guide](#), [Monthly Housing Allowance Communications Toolkit](#), [Monthly Housing Allowance Student Guide](#), [Monthly Housing Allowance Rate Change Infographic](#), [Monthly Housing Allowance Letters Infographic](#) you can share with your GI Bill students.

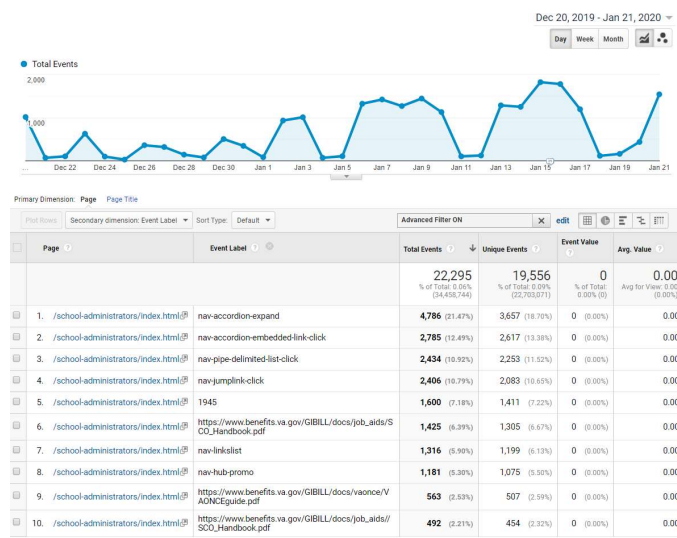
Because the Resources for Schools page was designed to be a "one-stop shop" for school administrators, the fact that users are hitting the page then exiting aligns with the anticipated behavior.

- a. Resources for Schools bounce rate: 44.5% vs. 31.3% site ave.
- b. Resources for Schools exit rate: 47.3% vs. 16.7% site ave.

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EVENTS



- Users continue to engage with page elements as anticipated: opening accordions (1), clicking on links to resources (2), using jump links (3), using quicklinks (4), clicking through to the SCO Handbook (6, 8, 10).
- Training and Guides continues to be the most active section on the Resources for Schools page with “Essentials for SCOs” and “VA-ONCE Information” accordions and resources.

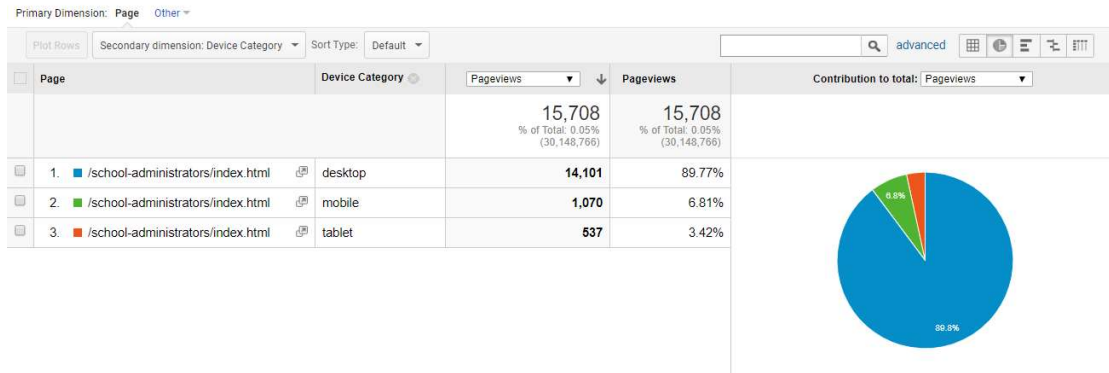
Event Action	Total Events
	3,475 % of Total: 0.01% (34,458,744)
1. PDF Downloaded - School Certifying Official (SCO) Handbook	1,174 (33.78%)
2. PDF Downloaded - VA-ONCE Quick Reference Guide	563 (16.20%)
3. PDF Downloaded - SCO Handbook	492 (14.16%)
4. PDF Downloaded - School Certifying Official Handbook	250 (7.19%)
5. PDF Downloaded - Vocational Rehabilitation and Employment (VR&E) SCO Handbook	155 (4.46%)
6. PDF Downloaded - Training on VA-ONCE newest enhancements, version P059	103 (2.96%)
7. PDF Downloaded - Certification at a main and extension campus	87 (2.50%)
8. PDF Downloaded - General school responsibility fact sheet	84 (2.42%)
9. PDF Downloaded - Renewal or program amendment application—accredited institutions	64 (1.84%)
10. PDF Downloaded - Colmery Act update sample letters	51 (1.47%)

- School Certifying Official Handbook also continues to be the #1 resource users are accessing on the page. Other top PDF Downloads include VA-ONCE Quick Reference Guide, VR&E SCO Handbook.

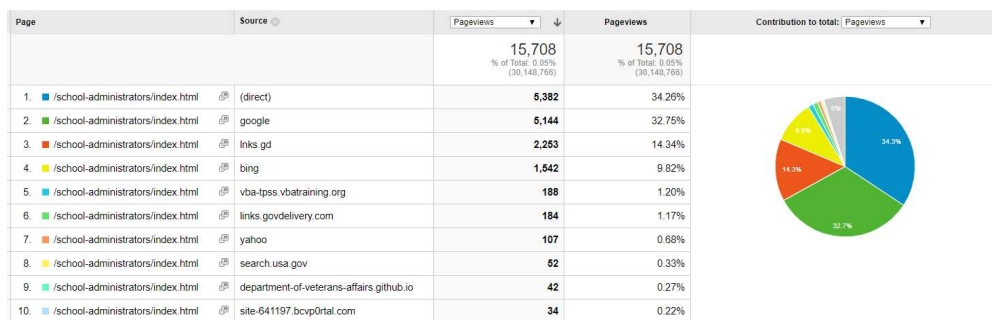
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AUDIENCE



8. Consistent with the last report, users are still predominantly visiting using desktops – only 10% of pageviews via mobile device or tablet, a slight increase over 6.8% last time.



9. Traffic sources continue to align with VA.gov patterns in general, but with fewer social media referrals. Direct traffic has overtaken google as the leading source.

Social Media referrals to the School Resources page are negligible: 9 pageviews from Twitter, 7 from Facebook during this report's timeframe.