

Helmets to Hardhats August 2012 Executive Summary

Veteran Activity on the Site:

- In August 2012, there were 18,761 unique visitors to the site. Unique visitors increased approximately 9% compared to July 2012 (17,200) and decreased 4% compared to August 2011 (19,259).
- In August 2012, there were 317,861 pages viewed on the site. Pages viewed increased approximately 14% compared to July 2012 (279,093) and decreased 12% compared to August 2011 (284,770).
- There were 1,219 new registrants in August 2012.

Trade/JATC/Employer Activity on the Site:

- There were 88 new career opportunities posted in August 2012.

General Observations:

1. Job Searches were conducted 11,305 times.
2. H2H Career Opportunities were viewed 9,417 times.
3. The H2H Home Page was viewed 13,717 times.
4. The H2H MilMatch page was viewed 2,340 times.
5. The Skills Translator page was viewed 1,758 times.
6. The Trades and Associations page was viewed 1,643 times.
7. The Featured Article/Opportunity/Events/News pages were viewed 1,043 times.

Top Sites Referring Veterans to H2H

	Site	Visits
1.	http://helmetstohardhats.org/	6,322
2.	http://www.google.com/	3,713
3.	Direct Traffic	3,452
4.	http://www.helmetstohardhats.org/	2,757
5.	http://info.helmetstohardhats.org/	1,768
6.	http://js.helmetstohardhats.org/	1,303
7.	http://my.helmetstohardhats.org/	698
8.	http://www.helmetstohardhats.com/	613
9.	http://www.bing.com/	363
10.	http://helmetstohardhats.com/	354
11.	http://search.yahoo.com/	329
12.	http://www.nyc.gov/	179
13.	http://www.google.ca/	177
14.	http://www.tva.com/	96
15.	http://recruiter.helmetstohardhats.org/	80
16.	http://www.njatc.org/	54
17.	http://www.military.com/	43
18.	http://www.dllr.state.md.us/	42
19.	http://js.helmetstohardhats.com/	40
20.	http://www.iuoe.org/	40
21.	http://www.labor.ny.gov/	39
22.	http://36ohk6dgmcd1n-c.c.yom.mail.yahoo.net/	39
23.	http://www.ask.com/	37
24.	http://www.stumbleupon.com/	36
25.	http://www.da.ks.gov/	35
26.	http://www.navyreserve.navy.mil/	35
27.	http://www.facebook.com/	35
28.	http://dmna.ny.gov/	34
29.	http://www.local798.org/	32
30.	http://isearch.avg.com/	31
31.	http://us.yhs4.search.yahoo.com/	30
32.	http://www.ironworkers.org/	30
33.	http://helmets2hardhats.com/	29
34.	http://infocus.tcpl.ca:7022/	27
35.	http://www.google.co.uk/	26
36.	http://search.aol.com/	24
37.	http://www.google.com.au/	22
38.	http://cms.oregon.gov/	21
39.	http://wepartypatriots.com/	20
40.	http://www.tva.gov/	20
41.	http://vetsuccess.gov/	19
42.	http://search.comcast.net/	19
43.	http://search.mywebsearch.com/	19
44.	http://www.unionroofers.com/	19
45.	http://www.dva.wa.gov/	18
46.	http://www.sprinklerfitters669.org/	17
47.	http://search.babylon.com/	16
48.	http://www.azguard.gov/	16
49.	http://veterans.ny.gov/	16
50.	http://helmets2hardhats.org/	15

	Month	Year-to-Date
Adoption:	August 2012	Jan 12 - Dec 12
Number of Veterans Registered	1,219	9,682
Usage & Engagement:		
Monthly Unique Visitors to the site	18,761	158,812
Monthly Job Searches	11,305	88,041
Monthly New Applies	359	4,523
Monthly New Jobs Posted by Trades/Employers	88	782