



## CLEARINGHOUSE

**518** resources  
(**124** PCHF & **406** PSR) from  
**119** contributors  
**24,171** page views in  
**10,241** sessions @ 2.38 min with  
**8,957** outbound clicks,  
**406** contact hours by  
**6,941** unique users

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## Summary of National Use

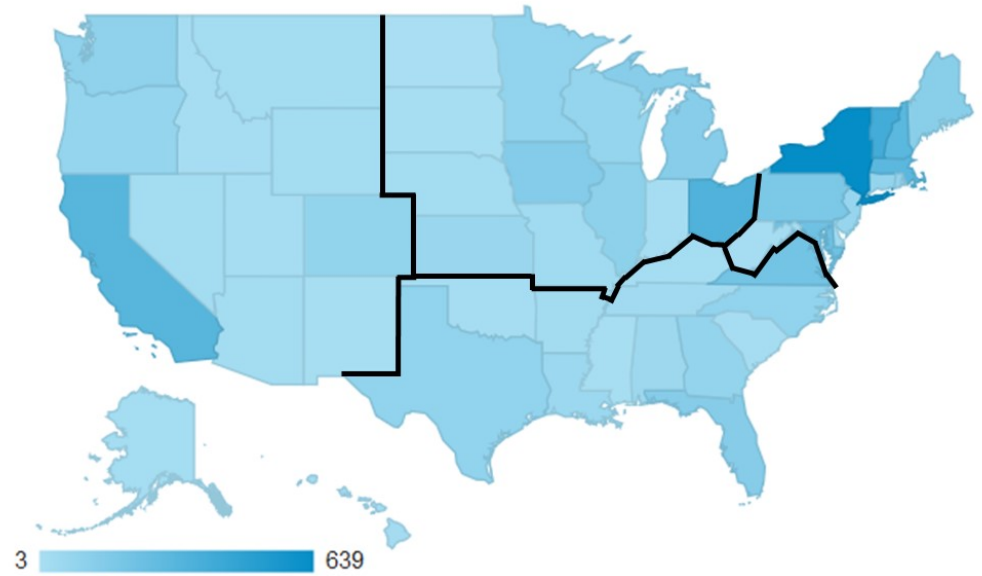
12 months ending Dec. 31, 2020

### North Central Region

4,300 page views  
2,025 sessions @ 2.05 min  
1,354 users

### Northeast Region

10,145 page views  
3,258 sessions @ 4.05 min  
1,820 users



### Western Region

4,960 page views  
2,634 sessions @ 1.41 min  
2,029 users

### Southern Region

4,424 page views  
2,214 sessions @ 2.04 min  
1,692 users



# Summary of National Use

12 month ending Dec. 31, 2020

## CLEARINGHOUSE

### Contributors & Resources

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

- ◆ 119 Contributors
- ◆ 518 Resources
- ◆ 406 Produce Safety
- ◆ 119 Preventive Controls for Human Food

### Top Three Most Accessed Resources

| Resource Title                                              | Outbound Clicks |
|-------------------------------------------------------------|-----------------|
| FSPCA Food Safety Plan Template                             | 1,172           |
| FSMA Human Food Audit Checklist                             | 539             |
| FSPCA Preventive Controls for Human Food Participant Manual | 179             |

### Sessions

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

- ◆ 10,241 sessions with a 2.38 min avg. session duration
- ◆ Returning visitors have an average 3.0 sessions on the Clearinghouse
- ◆ Returning visitors viewed 3.42 pages per session with a 4.37 avg. session duration

Sessions by Visitor Type

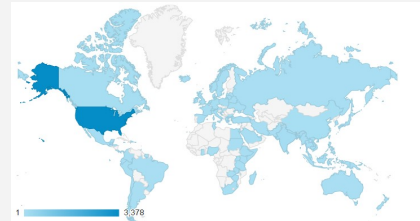


### Users & Page Views

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

- ◆ 6,941 users with
- ◆ 27,171 page views and
- ◆ 18,992 unique page views with
- ◆ 8,957 outbound clicks going to resource
- ◆ 83% users from United States
- ◆ 17% international users

Traffic - Geographic Breakdown

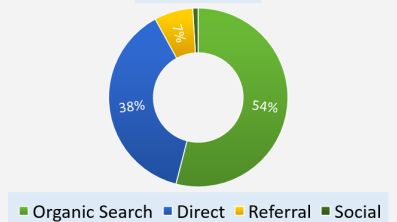


### Source

How a person got to the Clearinghouse.

- ◆ 58% of users conduct an organic search in a search engine (ex. Google)
- ◆ 35% of users go directly to the Clearinghouse
- ◆ 6% of users are referred from another place (ex. Newsletter or link on another website)
- ◆ 1.5% of user follow a link from a social media post or in an email

Traffic Sources



### Usage Overtime

Usage of the Clearinghouse, year over year comparison.

