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

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

Sessions
- 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

Users & Page Views
- 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

Source
- 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

Usage Overtime
- Sessions up 23%
- New Users up 44%
- Users up 44%
- Unique Pageviews up 09%
- Pageviews up 02%

Top Three Most Accessed Resources
<table>
<thead>
<tr>
<th>Resource Title</th>
<th>Outbound Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>FSPCA Food Safety Plan Template</td>
<td>1,172</td>
</tr>
<tr>
<td>FSMA Human Food Audit Checklist</td>
<td>539</td>
</tr>
<tr>
<td>FSPCA Preventive Controls for Human Food Participant Manual</td>
<td>179</td>
</tr>
</tbody>
</table>