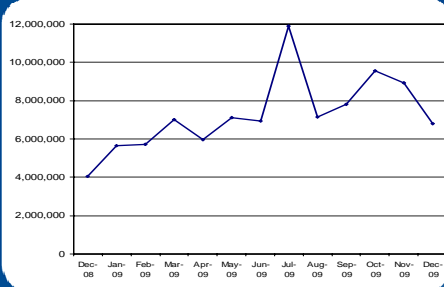


PERFORMANCE REPORT DECEMBER 2009

SERVICE USAGE

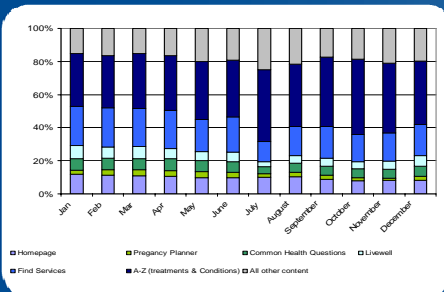
Visits



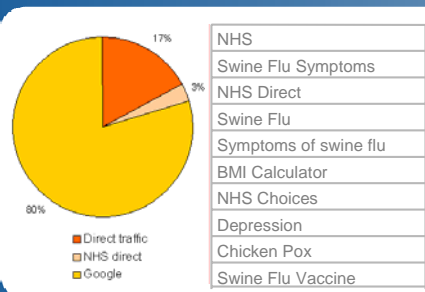
Site usage

	December	November
Total visits	6,810,517	8,926,273
Total visitors	5,257,741	6,824,499
Unique visitors (Jan - Dec 09)	4,399,764	5,666,186
Repeat visitors (Jan - Dec 09)	12,167,865	11,314,941

Visits by area



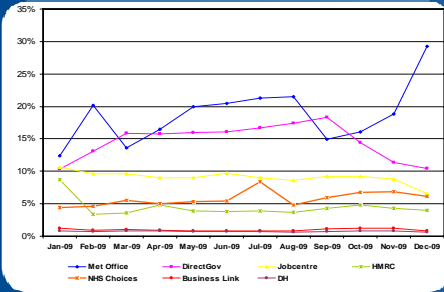
Top referrers



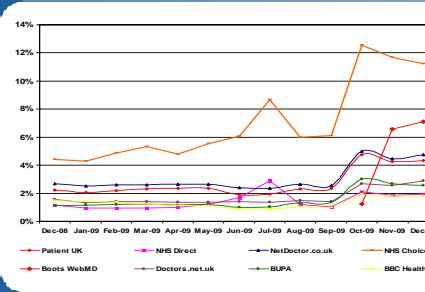
Top 10 search terms

- NHS
- Swine Flu Symptoms
- NHS Direct
- Swine Flu
- Symptoms of swine flu
- BMI Calculator
- NHS Choices
- Depression
- Chicken Pox
- Swine Flu Vaccine

Hitwise market shares – Government *

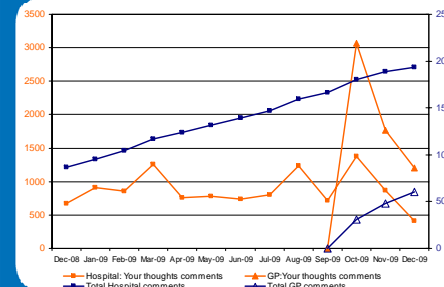


Hitwise market shares – Health sector

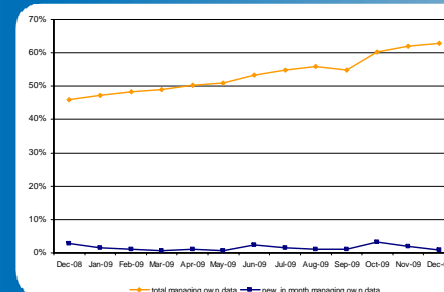


ENGAGEMENT WITH THE SITE

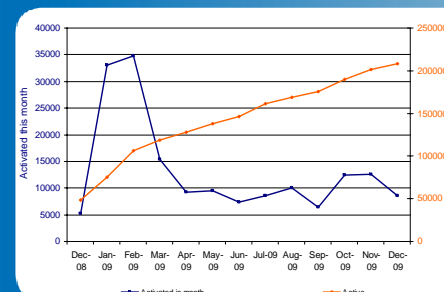
GP & Hospital comments **



GP practices managing data

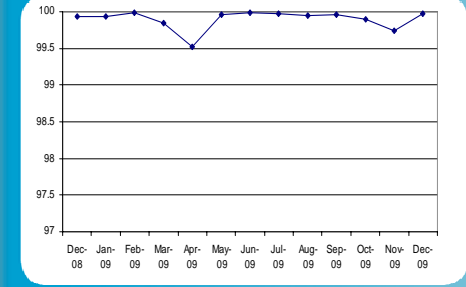


Active and new site user accounts

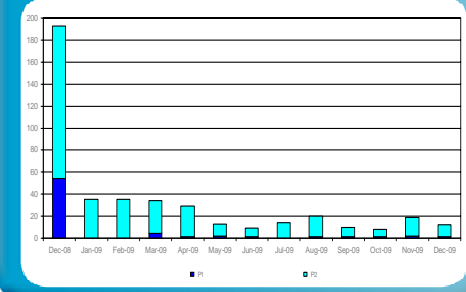


LIVE OPERATIONS

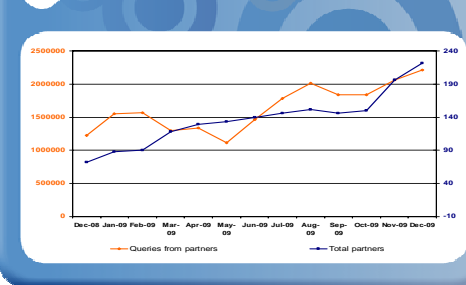
Site availability



P1 & P2 helpdesk artifacts raised



DISTRIBUTION



* DirectGov market share has decreased as a result of the search budget being decreased in order to use the funds for a TV campaign (due to run in Jan), and then re-instigated with a slightly reduced budget which is driving less traffic to the site.

** Both orange lines are monthly figures which need to be read using the scale on the left (with orange text), and both blue lines are cumulative totals which need to be read using the scale on the right (with blue text)