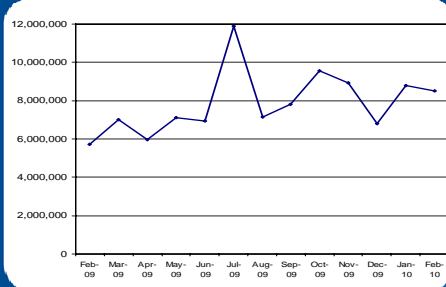


PERFORMANCE REPORT FEBRUARY 2010

SERVICE USAGE

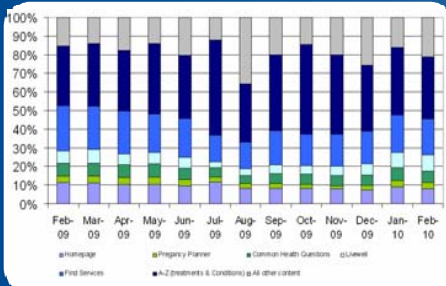
Visits



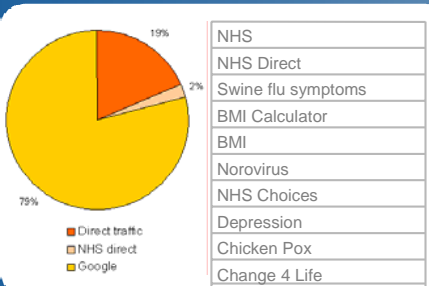
Site usage

	February	January
Total visits	8,504,753	8,803,152
Total visitors	6,442,776	6,626,353
Average pages per visit	4.45	4.30
Average visit duration	6 mins 54 secs	6 mins 54 secs

Visits by area



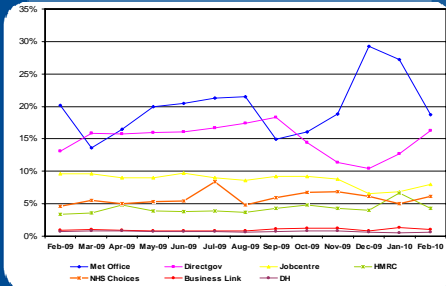
Top referrers



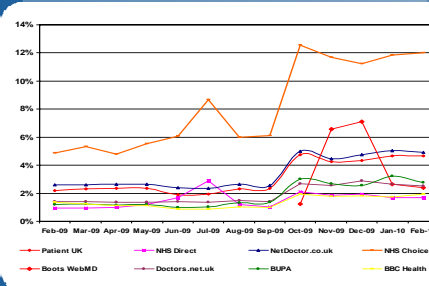
Top 10 search terms

- NHS
- NHS Direct
- Swine flu symptoms
- BMI Calculator
- BMI
- Norovirus
- NHS Choices
- Depression
- Chicken Pox
- Change 4 Life

Hitwise market shares – Government *

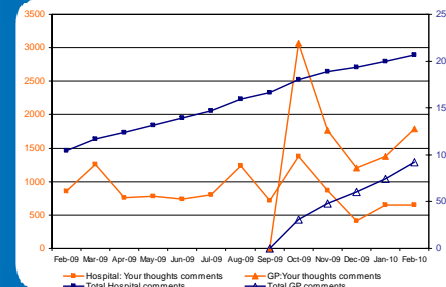


Hitwise market shares – Health sector

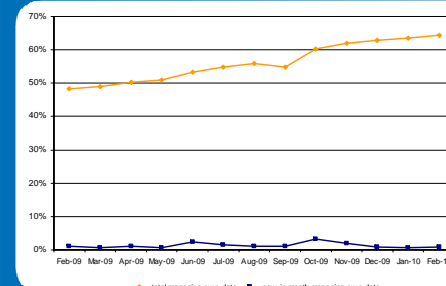


ENGAGEMENT WITH THE SITE

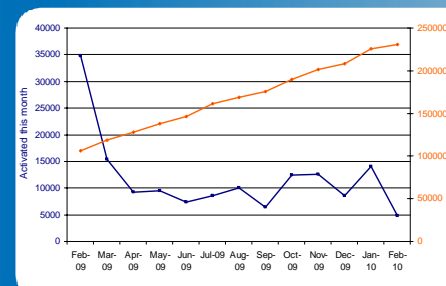
GP & Hospital comments **



GP practices managing data

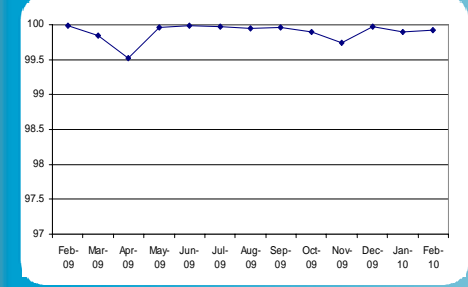


Active and new site user accounts

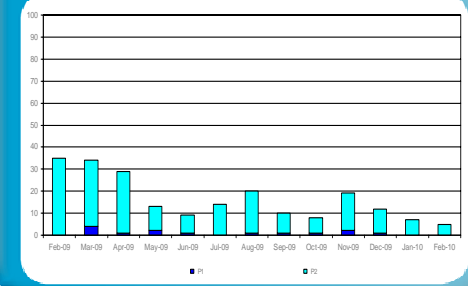


LIVE OPERATIONS

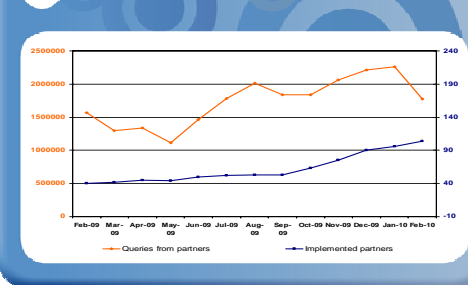
Site availability



P1 & P2 helpdesk artifacts raised



DISTRIBUTION **



* Directgov market share increase is most likely a result of a combination of the TV campaign, search activity and new services being added onto 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)