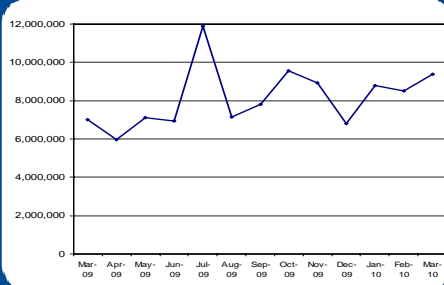


PERFORMANCE REPORT MARCH 2010

SERVICE USAGE

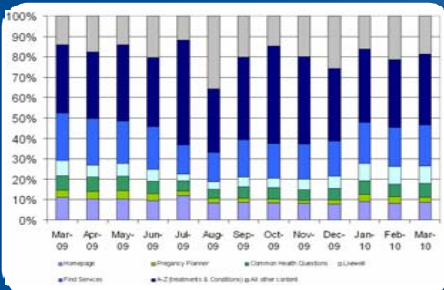
Visits



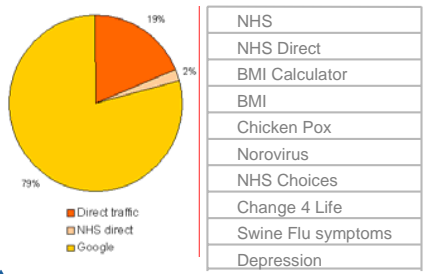
Site usage

	March	February
Total visits	9,397,256	8,504,753
Total visitors	7,037,702	6,442,776
Average pages per visit	4.34	4.45
Average visit duration	6 mins 49 secs	6 mins 54 secs

Visits by area



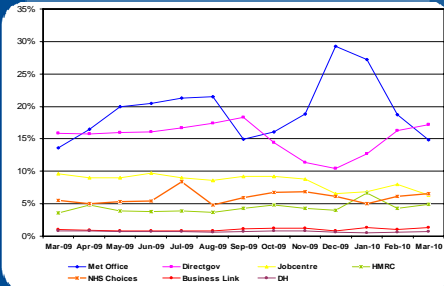
Top referrers



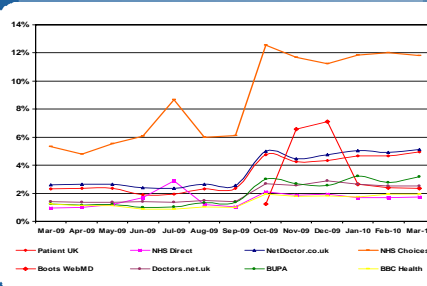
Top 10 search terms

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

Hitwise market shares – Government

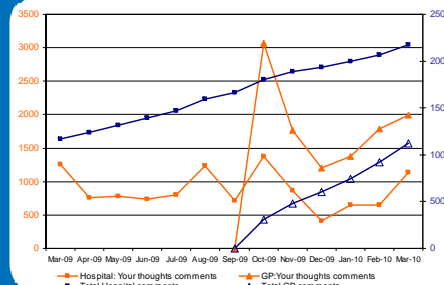


Hitwise market shares – Health sector

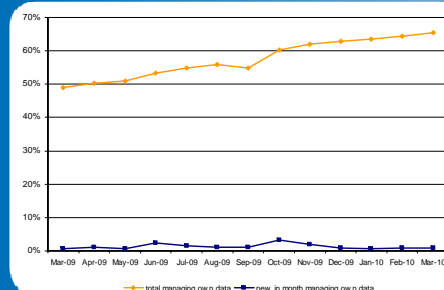


ENGAGEMENT WITH THE SITE

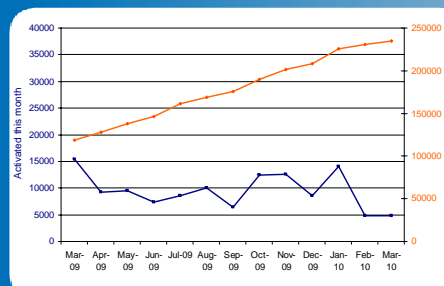
GP & Hospital comments *



GP practices managing data

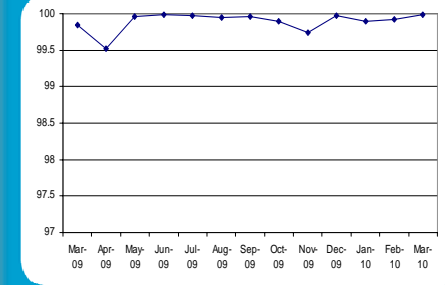


Active and new site user accounts

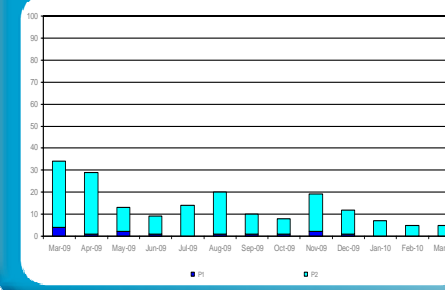


LIVE OPERATIONS

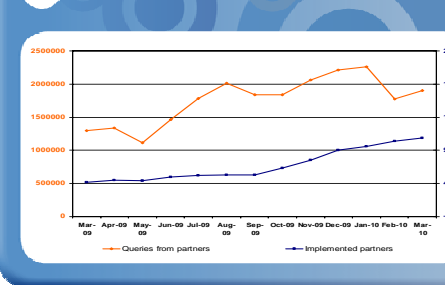
Site availability



P1 & P2 helpdesk artifacts raised



DISTRIBUTION **



* 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)