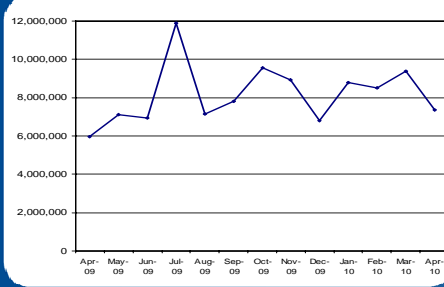


PERFORMANCE REPORT APRIL 2010

SERVICE USAGE

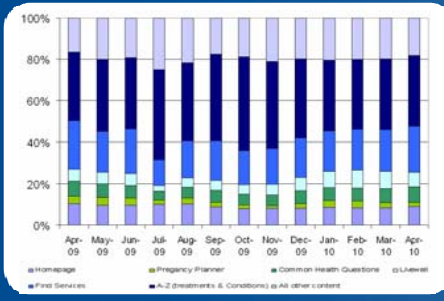
Visits



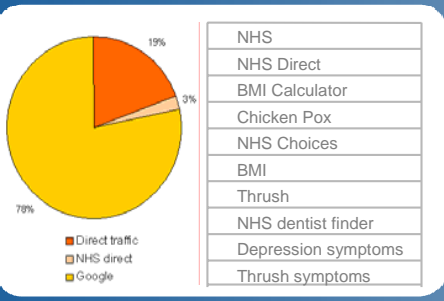
Site usage

	April	March
Total visits	7,348,847	9,397,256
Total visitors	5,597,534	7,037,702
Average pages per visit	4.27	4.34
Average visit duration	6 mins 43 secs	6 mins 49 secs

Visits by area



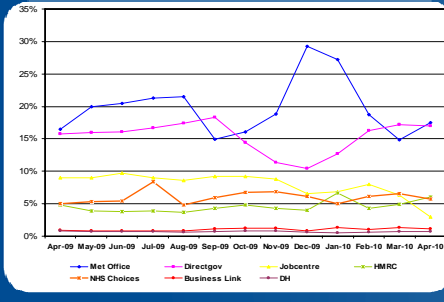
Top referrers



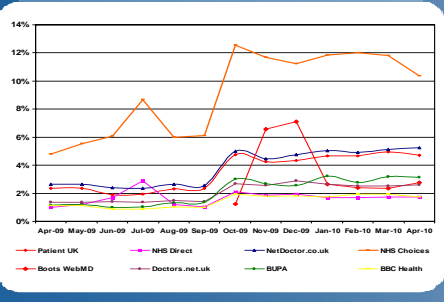
Top 10 search terms

- NHS
- NHS Direct
- BMI Calculator
- Chicken Pox
- NHS Choices
- BMI
- Thrush
- NHS dentist finder
- Depression symptoms
- Thrush symptoms

Hitwise market shares – Government

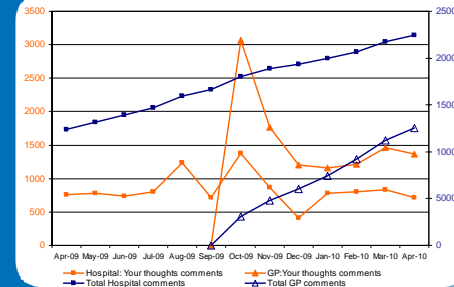


Hitwise market shares – Health sector

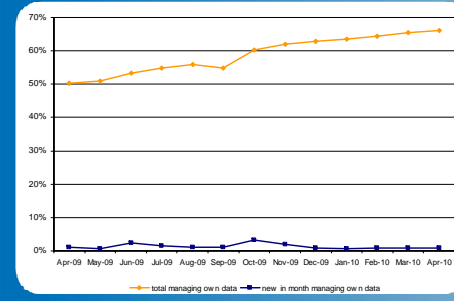


ENGAGEMENT WITH THE SITE

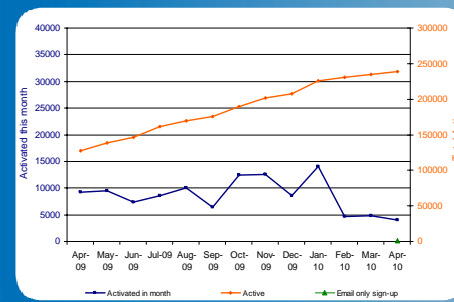
GP & Hospital comments *



GP practices managing data

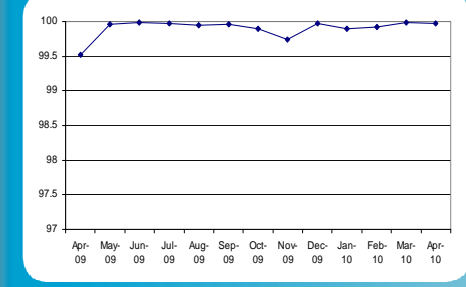


Active and new site user accounts ****

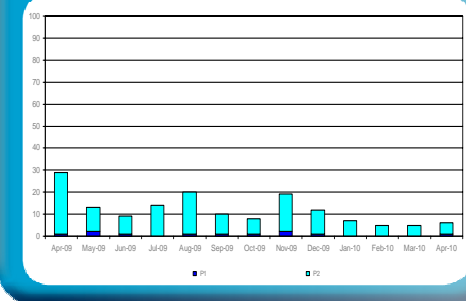


LIVE OPERATIONS

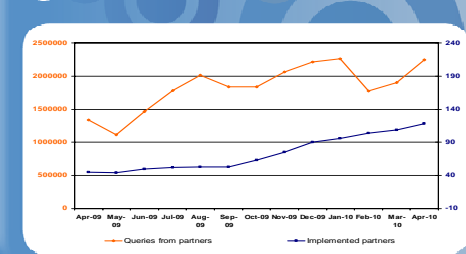
Site availability



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)
 * GP and Hospital comments from Jan 2010 are displayed as number of verified comments. Please note the number verified includes those rejected. The verified number reported on will continue to increase as verification of comments continues into the next month, so is a slightly inaccurate and the actual number will usually be more positive
 ** P1 was in relation to the V1 feeds being down
 *** Reporting is now available on new feeds - This has led to a further increase, as has additional partner signups
 **** NEW - Email only sign ups 665 in April 2010