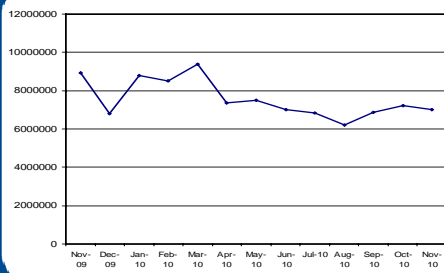


PERFORMANCE REPORT NOVEMBER 2010

SERVICE USAGE

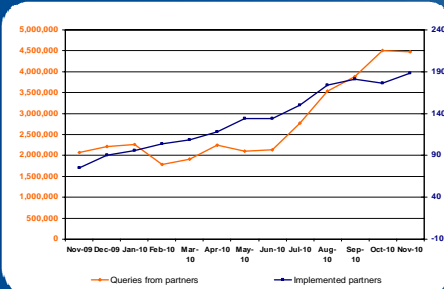
Visits*



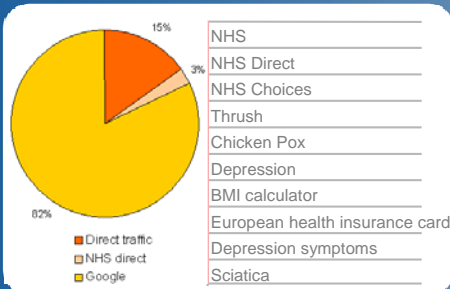
Site usage

	November	October
Total visits	7,013,305	7,212,287
Total visitors	5,344,296	5,511,151
Average pages per visit	4.04	3.97
Average visit duration	6 mins 54 secs	6 mins 49 secs

Distribution**



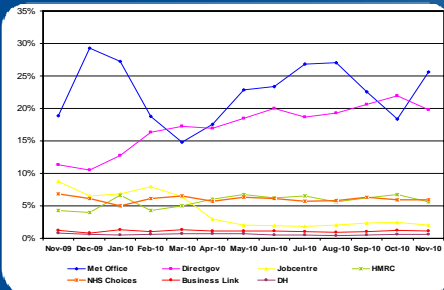
Top referrers



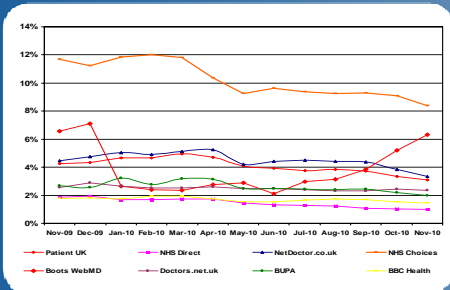
Top 10 search terms

- NHS
- NHS Direct
- NHS Choices
- Thrush
- Chicken Pox
- Depression
- BMI calculator
- European health insurance card
- Depression symptoms
- Sciatica

Hitwise market shares – Government

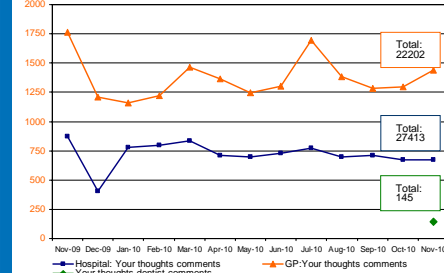


Hitwise market shares – Health sector

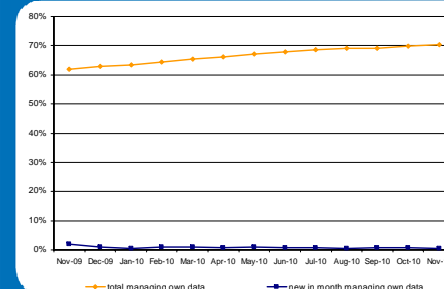


ENGAGEMENT WITH THE SITE

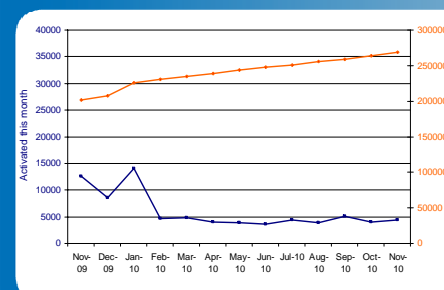
GP, Hospital & Dentist comments***



GP practices managing data****

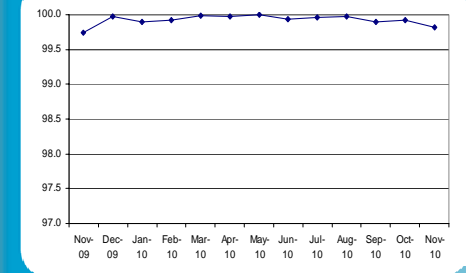


Active and new site user accounts

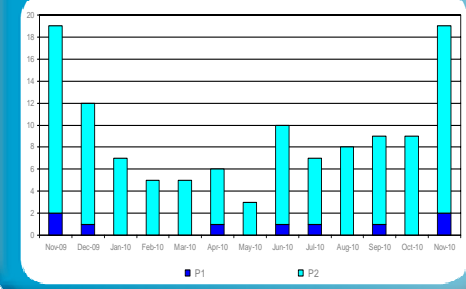


LIVE OPERATIONS

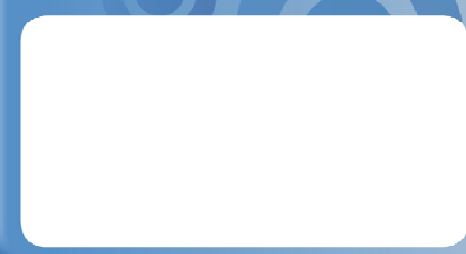
Site availability



P1 & P2 helpdesk artifacts raised



COMING SOON – Star Rating & Page Sharing



* Site visits are down on this time last year due to PPC currently not being in place

** Queries by Month represents a rolling month. Partners Implemented refers to a partner who has raised at least 1 query in any given month, and not the total number of partners who have a link to our content on their site.

*** GP, Hospital and Dentist 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 slightly inaccurate and the actual number will usually be more positive

**** Data on Hospitals managing their own profiles should be available from next month