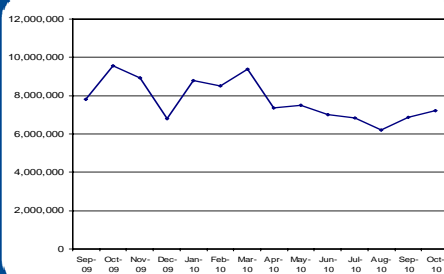


PERFORMANCE REPORT OCTOBER 2010

SERVICE USAGE

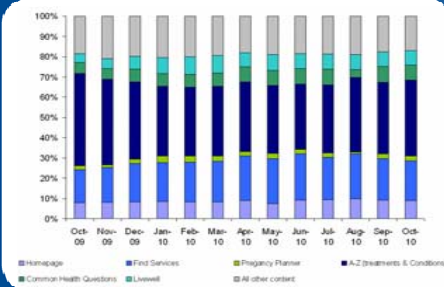
Visits*



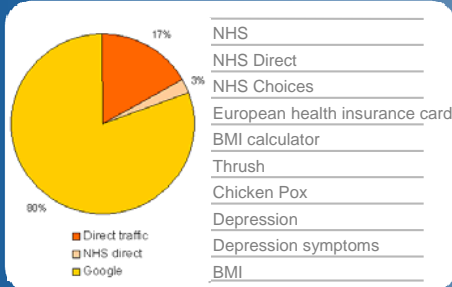
Site usage

	October	September
Total visits	7,212,287	6,881,077
Total visitors	5,511,151	5,301,515
Average pages per visit	3.97	3.99
Average visit duration	6 mins 49 secs	6 mins 41 secs

Visits by area



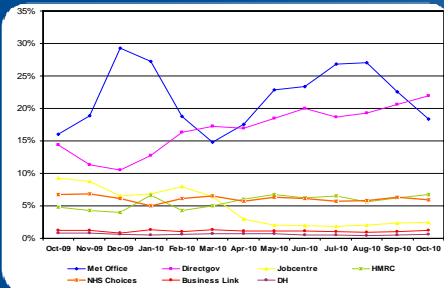
Top referrers



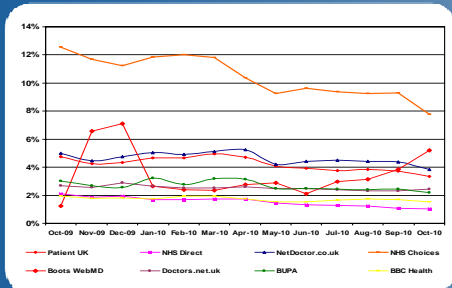
Top 10 search terms

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

Hitwise market shares – Government

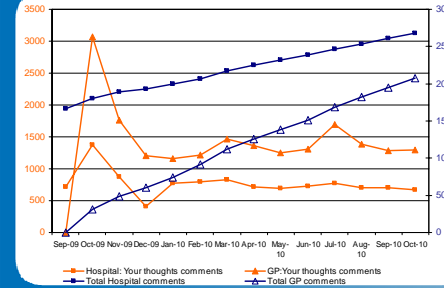


Hitwise market shares – Health sector***

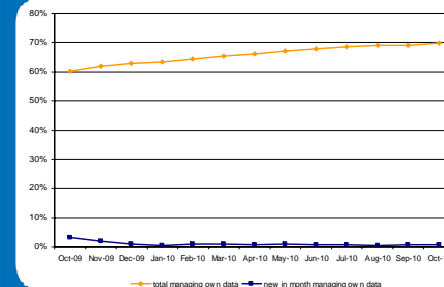


ENGAGEMENT WITH THE SITE

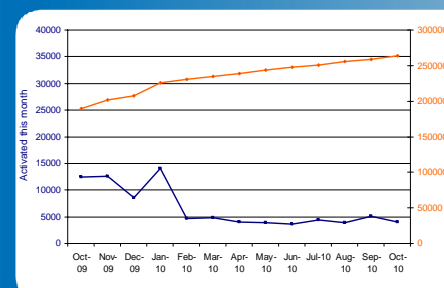
GP & Hospital comments **



GP practices managing data

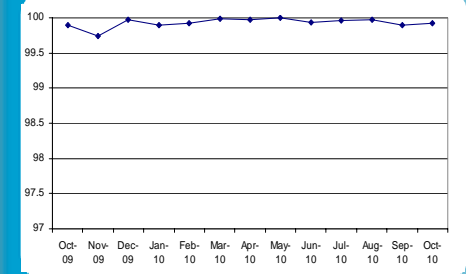


Active and new site user accounts

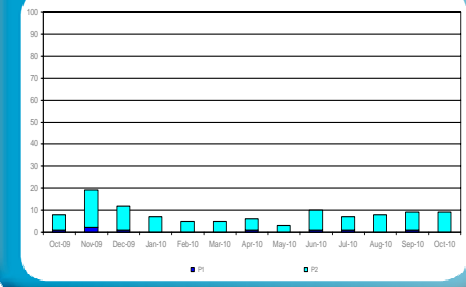


LIVE OPERATIONS

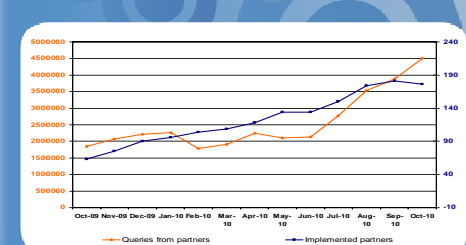
Site availability



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)

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

** 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

*** Boots WebMD have had an incremental increase which has consequently lead to a decline in NHSC market share. This could be a result of Boots WebMD being promoted in The Telegraph and the increased xmas marketing, which includes Boots WebMD.

**** 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.