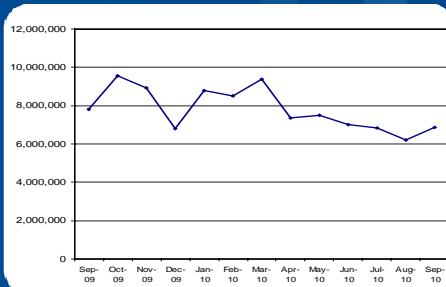


PERFORMANCE REPORT SEPTEMBER 2010

SERVICE USAGE

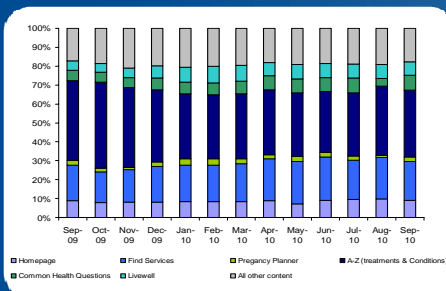
Visits*



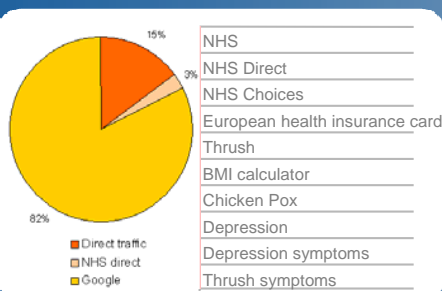
Site usage

	September	August
Total visits	6,881,077	6,212,992
Total visitors	5,301,515	4,798,485
Average pages per visit	3.99	4.15
Average visit duration	6 mins 41 secs	6 mins 27 secs

Visits by area



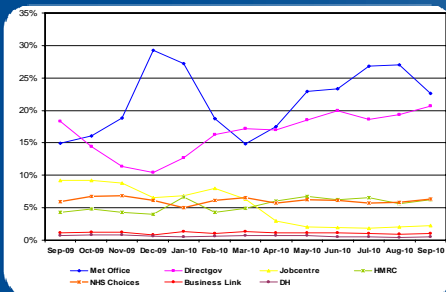
Top referrers



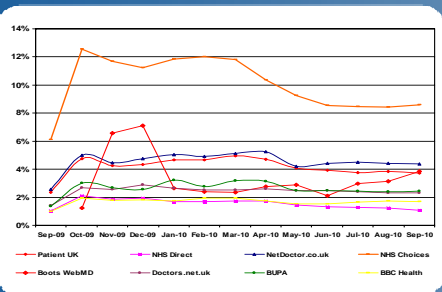
Top 10 search terms

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

Hitwise market shares – Government

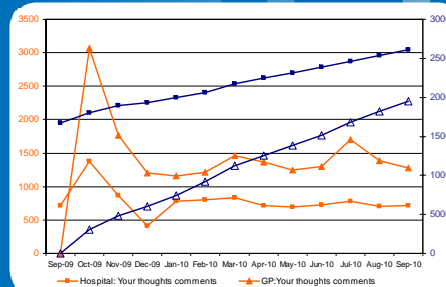


Hitwise market shares – Health sector

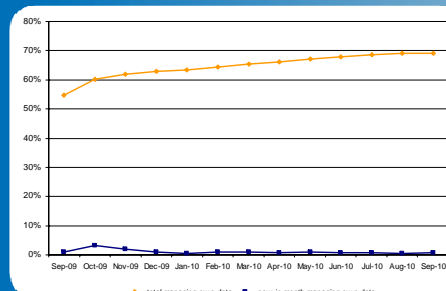


ENGAGEMENT WITH THE SITE

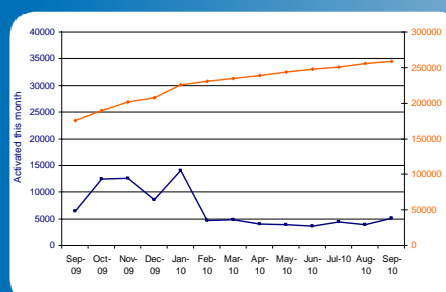
GP & Hospital comments **



GP practices managing data

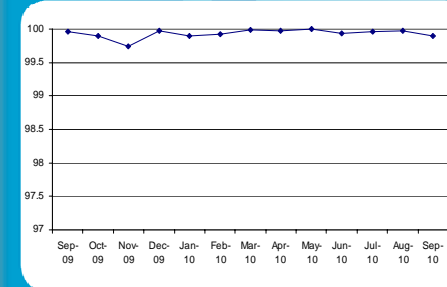


Active and new site user accounts

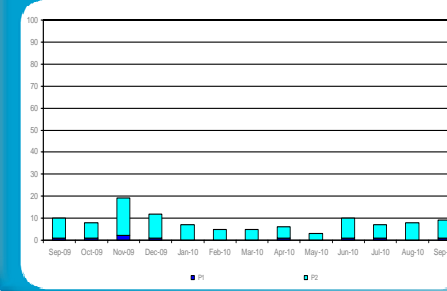


LIVE OPERATIONS

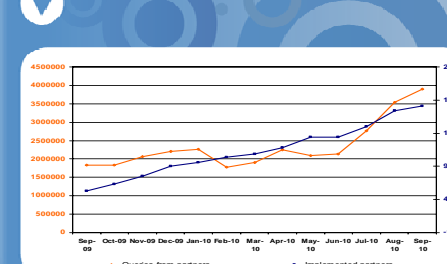
Site availability



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)

* Site visits are down 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

*** Queries by Month represents a rolling month. 'Working Media' figures have been omitted (from August and Sept) – as they registered over 2.2million query hits in September, but due to the impact of their 'live query' load on the main NHS Choices server, the infrastructure team felt this impacted on the stability of the live service of NHS.uk and as an insurance measure suspended the partner until their implementation is amended. It is anticipated they will return to contribute 600K query hits in October now their 'caching' issue seems to have been resolved