Mental Health Content Report
April 2014

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MENTAL HEALTH

APRIL 2014

1,398,194 Visits

2,052,467 Visits

APRIL 2013

APRIL 2014

'Can I drink alcohol if I'm taking antidepressants?' was the most popular CHQ between April 2013 - April 2014

TOP MENTAL HEALTH CONDITIONS

Based on visits to mental health conditions between April 2013 - April 2014

Depression (3,014,000)

Anxiety (2,415,977)

Bipolar Disorder (1,782,775 visits)

397,741 starts of mental health videos between April 2013 - April 2014
Between April 2013 and April 2014 visits to pages relating to mental health on nhs.uk have seen an 47% increase, with the percentage of NHS Choices traffic made up by visits to vaccinations content in April 2014 being 4.83%.

Visits saw a significant rise during October 2013 when they were 27% higher than they were the previous month. Visits then saw another rise between October 2013 – November 2013, passing the 2 million mark for the only time during 2013. This was despite overall NHS Choices visits falling between October – November 2013. After the traditional festive dip, visits saw another spike in January 2014, when they reached over 2.25 million – the peak for the reporting period. During 2014 visits to mental health pages have remained above the 2 million mark, with visits in March 2014 coming close to the January peak.

Visits to pages in the treatments and conditions content area continued to be the most visited mental health pages, with over 15 million collective visits over the reporting period, accounting for 68% of all mental health visits to NHS Choices. From April 2013 – April 2014 there were 4,860,986 visits to Moidzone pages, making planners the next most visited content area, with a 20% share.

Between March 2014 – April 2014, search term clicks for 'bipolar' and 'stress' saw the biggest drop. Despite this, both terms still featured in the top ten mental health search terms. The term with the biggest increase in search clicks over the period, 'suicide' also featured in the top ten mental health search terms. NHS choices ranked number one for websites receiving traffic from mental health search terms for the reporting period, with a 31% share of search clicks.
The above chart shows the search terms within the portfolio with the highest % change of search term clicks (against the total search term clicks in the portfolio) between the two 4 week reporting periods.

The above chart shows the top search terms (within the portfolio) that NHS Choices received no search term clicks from (all the traffic went elsewhere), the terms are ranked by the clicks for that particular term as a % of the total search term clicks in the portfolio. It can be used as an indication of potential traffic that could have been generated.