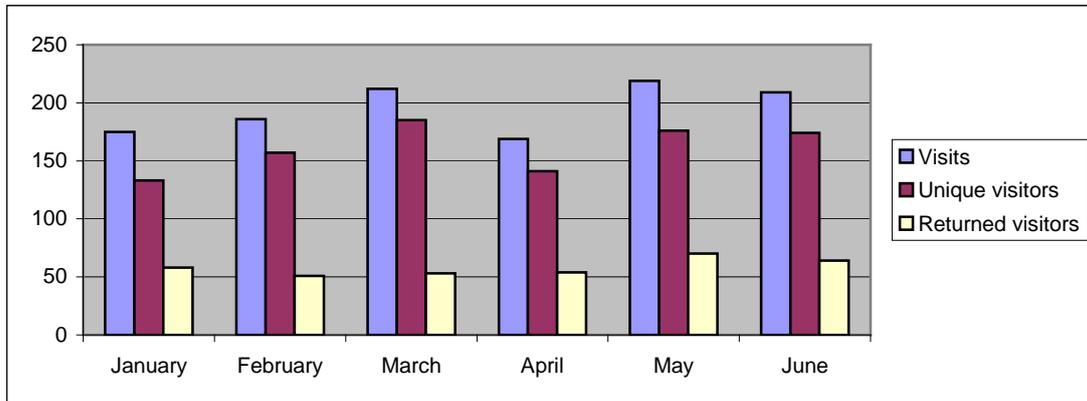


# Report of activity on the Commissioning Handbook

1 January 2011 to 30 June 2011

## Visits

In the period, there have been a total of 1,170 visits from 903 unique visitors.



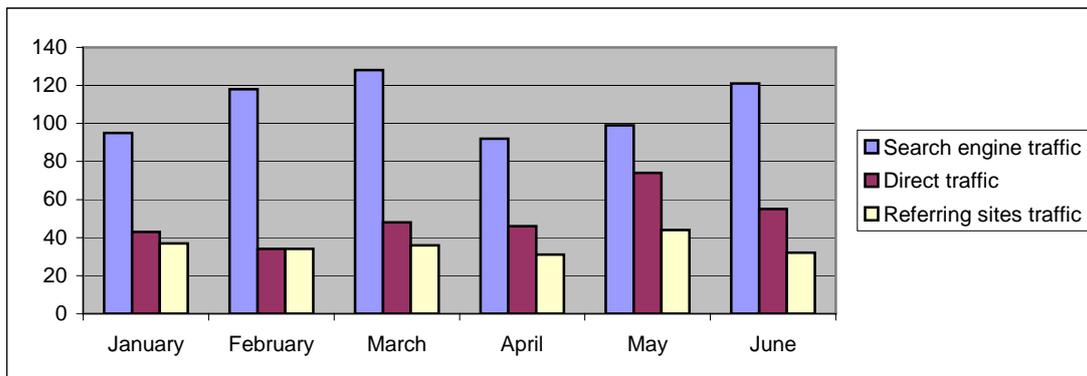
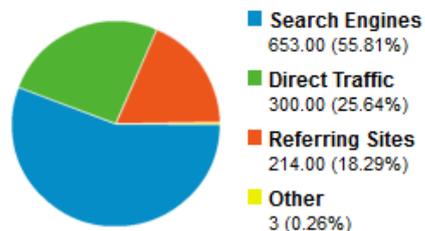
In general there has been a gradual increase in activity from all visitors, with slight dips in April and June. The April dip coincides with Easter holidays.

Visits from returning visitors have been fairly static.

## Traffic sources

In this 6 month period, most website traffic has come through Google searches.

A number of observations can be made about visitors from different sources:



## Search engine traffic

- search engines provide a steady stream of visitors, however it is likely that this group of visitors is not predominately made up of the Handbook's target group
- the majority of visitors are searching for general commissioning topics. For example "commissioning cycle" is the highest search term bringing 76 visitors

- the bounce rate (the percentage of visitors viewing one page only) for search engine visitors is high (60.64%)

#### **Direct traffic**

- the bounce rate for direct traffic is 40.33% - better than for search engines
- those who are returning visitors are using the site extensively with an average of 7 pages per visit and a bounce rate of 30.97%
- it is likely that this group of visitors is largely made up of the Handbook's target group

#### **Referring sites**

- The bounce rate for visitors from referring sites is 34.10%. It seems that these visitors are therefore finding the Commissioning Handbook most useful.
- It is likely that this group of visitors is largely made up of the Handbook's target group.
- The most important referring sites were:
  - Library.nhs.uk – 59 visits
  - Libraryservices.nhs.uk – 58 visits
  - Institute.nhs.uk – 15 visits
  - Networks.nhs.uk – 15 visitsLinks from www.library.nhs.uk are now broken.
- Most referring sites have a national coverage, with only 12 people linking in from regional lists (QualityMK – 4, Wish.Westmidlands – 3, nww.knowledgenorfolk – 2, alliance.Portsmouth – 1, buckshealthcare – 1, lihnn – 1).
- Changes in the NHS Evidence site have resulted in the loss of a valuable referring link. It would be valuable to identify alternative sites where links can be added. This work has already started by creating a link on [www.libraryservices.nhs.uk](http://www.libraryservices.nhs.uk), already resulting in 58 visitors up to the end of June.

#### **Concluding remarks**

- We need to concentrate our promotion efforts on people Direct visitors and visitors from Referring sites, as these visitors are more likely to be our target audience.
- Increased promotion of the Handbook through regional lists may be beneficial