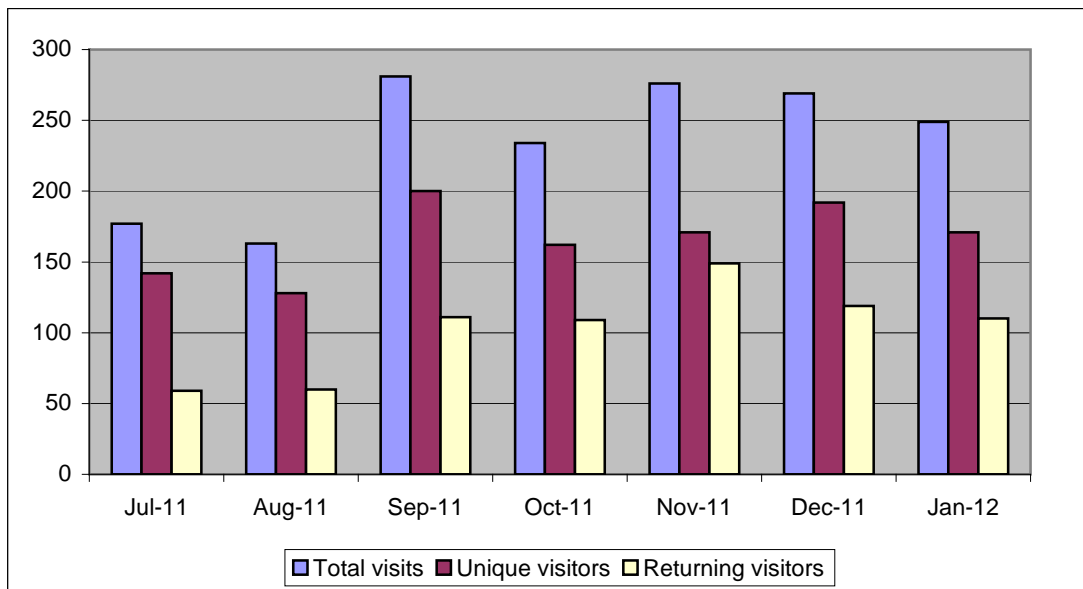


Report of activity on the Commissioning Handbook

1 July 2011 to 31 January 2012

Visits

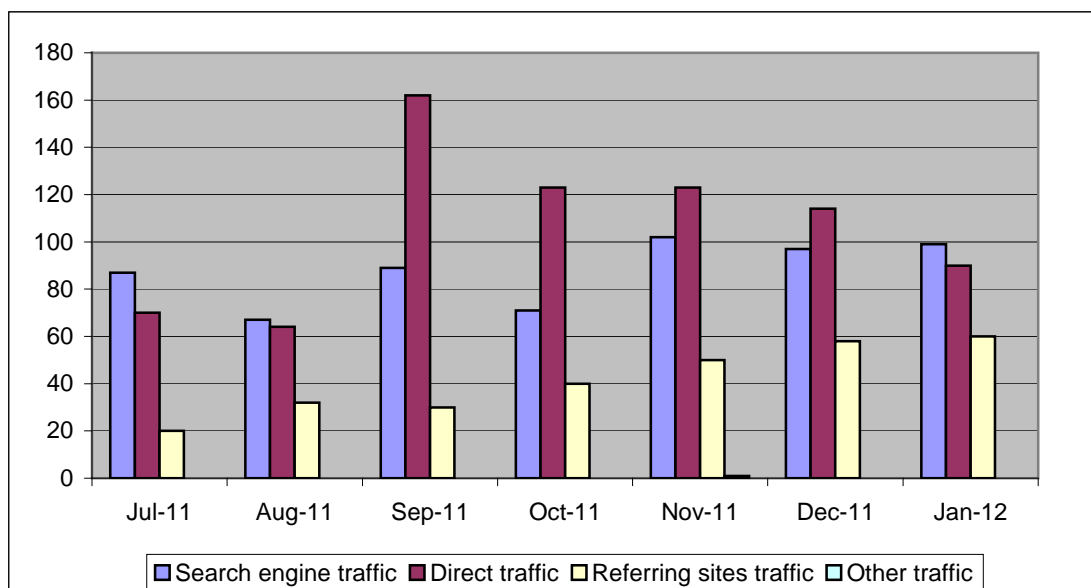
In this 7 month period, there have been a total of 1,649 visits from 1,014 unique visitors.



In general there has been a gradual increase in activity from all visitors, with a slight dip at Christmas, but this is not significant.

Traffic sources

This 7 month period has seen a change in where visitors come from. Previously, most website traffic has come through Google searches. However with the introduction of the newsletter, the amount of direct traffic is increasing, as is the number of visitors from other sites (referrals).

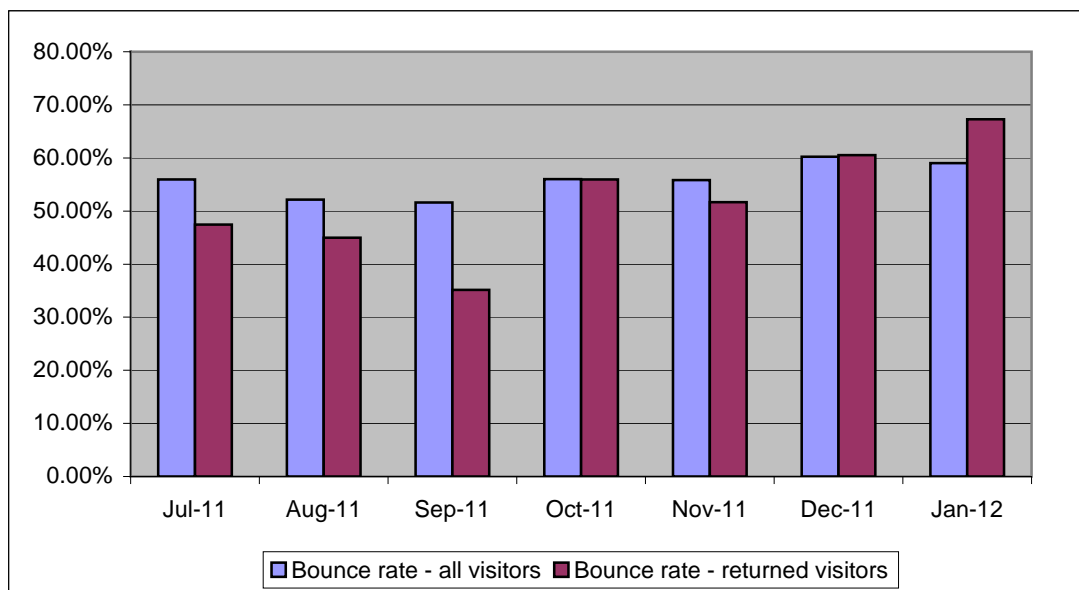


The number of visits from referring sites has increased, with visits from a range of sites, in particular:

- www.networks.nhs.uk
- www.libraryservices.nhs.uk

Bounce rate

In the period, the bounce rate has gone up, in that increasingly visitors are “bouncing” off the site after only viewing one page.



This may be related to the introduction of the newsletter. Most likely, newsletter readers click on a link in the newsletter and may only be interested in the page they landed on. When they leave the site, it counts as a bounce.

However, an examination of this would be of value as there may be other reasons for the trend.

Concluding remarks

- The newsletter has had a positive effect on the use of the Handbook.
- The increasing bounce rate may be related to the behaviour of visitors from the newsletter who may be interested in a particular resource. It is recommended that increasing bounces are looked into.
- Increased promotion of the Handbook through other sites and regional lists has already had a beneficial effect. It is recommended that this more related sites are identified and links are added.