

## Report of activity on the Commissioning wiki

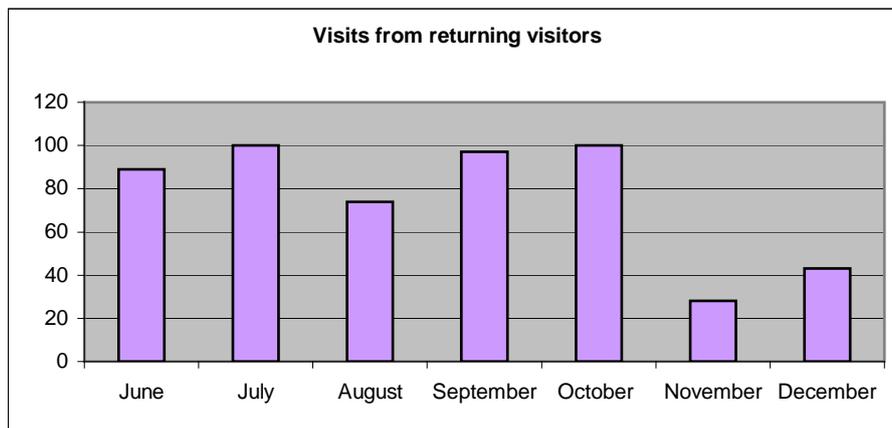
1 October – 31 December 2010

### Visitors to the wiki

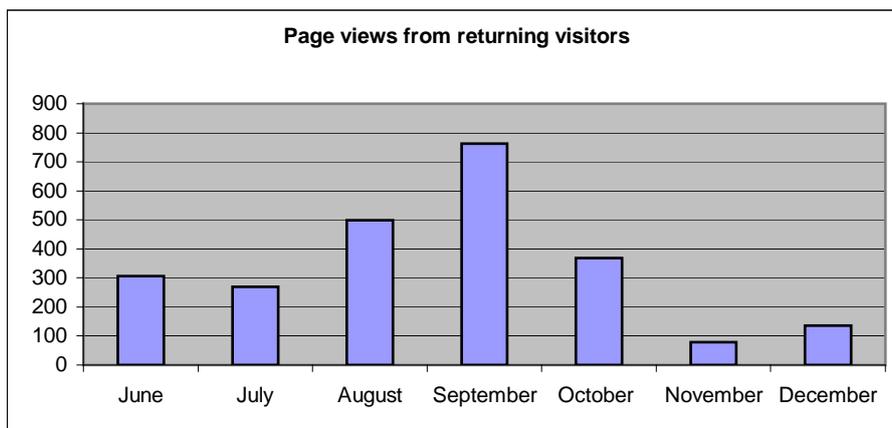
- Over the period, 587 unique visitors visited the wiki 700 times, 24.43% of which were returning visitors
- A significant peak in visitors to the wiki coincides with the launch of the survey. The survey was advertised on 5 October 2010 and closed on 22 October 2010. In that time, there were 316 direct visitors, 80.16% of which were new visitors.
- Since that peak, activity has gone down. This can partly be explained by the bad weather and Christmas break, however, the downward trend started at the beginning of November, so there is cause for concern.

### Returning visitors

- There were 171 visits from returning visitors. Looking at monthly totals, this represents a dip in visits.



- Activity has also fallen, and the rise in page views in July, August and September has been followed by a significant drop in this period.



### Content

- The bounce rate for the site is 44.71% on average for all visitors and 41.52% for returning visitors. There is room for improvement here, and we should be aiming

to reduce the bounce rate to between 30% and 40% - particularly for returning visitors.

- The most popular page continues to be the home page – with 37.91% of the page views. The next most popular page for this period was 2.1 Commissioning and the Coalition.

#### **Traffic sources**

- A bit peak in direct traffic is due to the survey in October.
- Traffic from referring sites was down in October and November, however there was a rise in December, mainly due to a link on in the commissioning zone on [www.networks.nhs.uk](http://www.networks.nhs.uk). I have just checked the Commissioning Zone (26/1/11), and the link is no longer there.
- The next most popular referring site was [www.library.nhs.uk](http://www.library.nhs.uk), which referred 25 visits over the period.
- Visits from Google have been fairly constant, with some relevant searches for Commissioning handbook (17 visits) and Commissioning wiki (15 visits). Most of the searches however were for general information about commissioning.

#### **Conclusion**

This period has seen a decline in visitors, partly due to the spell of bad weather and the Christmas holidays. There could be many reasons for the decline, including:

- Librarians have already used the wiki as a pointer to resources, and they now need it less
- Changes in the responsibility for commissioning have meant that previous regular visitors now have no need to use the resource
- The content of the wiki is not keeping inline with the changing needs of visitors
- The wiki and changes/update are not known to all of our target group

Work to arrest this downward trend could include:

- Promotion
- Site development
- Exploration of ways to keep visitors informed about new resources on the wiki
- Identification of new referral sites

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