

**Health Professions Council
Communications Committee 24th May 2007**

**Update on website development and statistics
Tony Glazier, Web Manager**

Executive Summary and Recommendations

Introduction

The Web Manager has been actively working on the production of website statistics for reporting and planning purposes as well as Phase II of the website development.

We have produced two statistical reports for the Committee to note. The first covers the calendar year from 1 January 2006 to 31 December 2006 and the second covers the first quarter of this year, 1 January 2007 to 31 March 2007. The reports summarise the number of visits to the site, the average visit duration, the origin of visits as well as identifying the most popular pages, the most popular files downloaded from the site and, in the 2006 report, the monthly visits and page views.

In addition to the production of website statistics, the Web Manager has been working on Phase II of the website. This work includes making improvements to the usability of the website, including enhanced search and display facilities and a slight restructure to the navigation to make the education and FTP information more accessible along with the development of the content management system.

The Web Manager will give a verbal update on the website statistics and web development at the Committee Meeting.

Decision

This paper is for information only. No decision is required.

Background information

Not applicable

Resource implications

None

Financial implications

None

Appendices

Website statistics report January 2006 – December 2006
Website statistics report 1st quarter 2007 (1 January – 31 March)

Date of paper

24 May 2007



Website statistics

www.hpc-uk.org

January 2006 – December 2006

Visitors Dashboard

This dashboard displays key graphs and tables that provide an overview of the Visitors chapter. You can click on a graph title to navigate to the corresponding report page.

Visit Summary

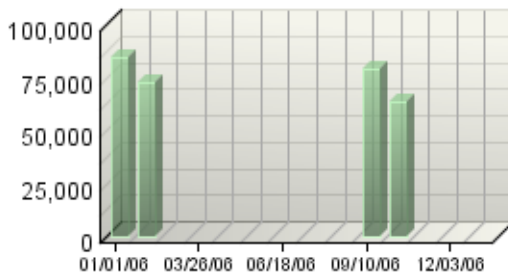
Visits	928,642
Average per Day	2,544
Average Visit Duration	00:11:27
Median Visit Duration	00:03:07
International Visits	22.85%
Visits of Unknown Origin	0.20%
Visits from Your Country: United Kingdom (UK)	76.95%

Visitor Summary

Visitors	456,694
Visitors Who Visited Once	362,118
Visitors Who Visited More Than Once	94,576
Average Visits per Visitor	2.03

Key Metrics Summary

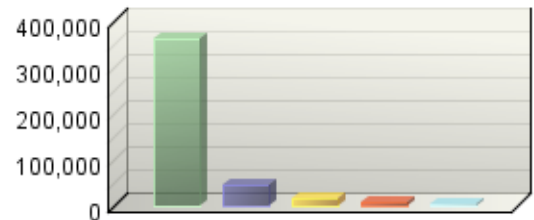
Active Visits



Active Visits

Visitors by Number of Visits

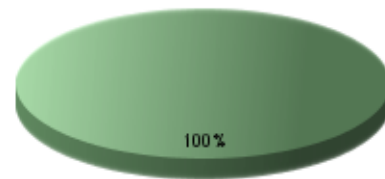
Visitors



1 visit 2 visits 3 visits 4 visits 5 visits

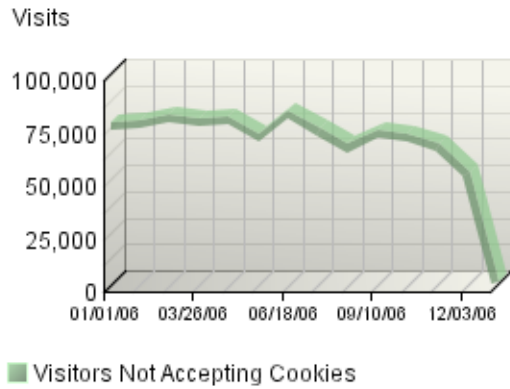
New vs. Returning Visitors

Visits

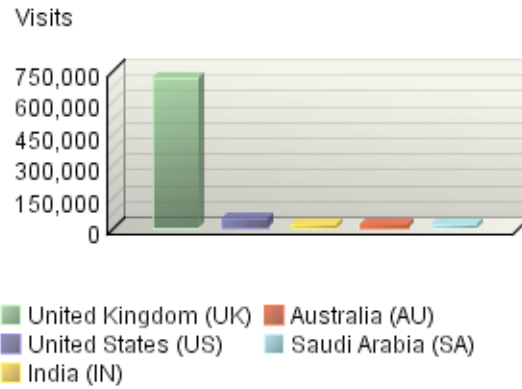


Visitors Not Accepting Cookies

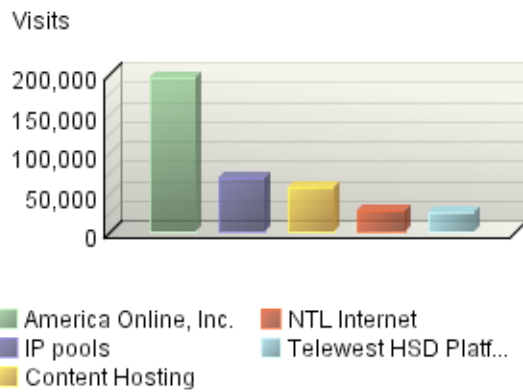
New vs. Returning Visitors Trend



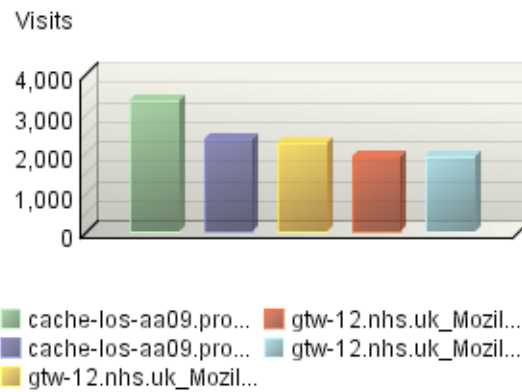
Countries



Organizations



Top Visitors



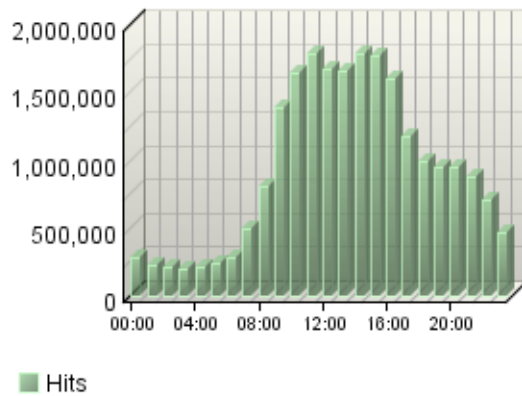
Authenticated Usernames

No data is available for this graph.

Activity Dashboard

This dashboard displays key graphs and tables that provide an overview of the Activity chapter. You can click on a graph title to navigate to the corresponding report page.

Hits by Hour of the Day



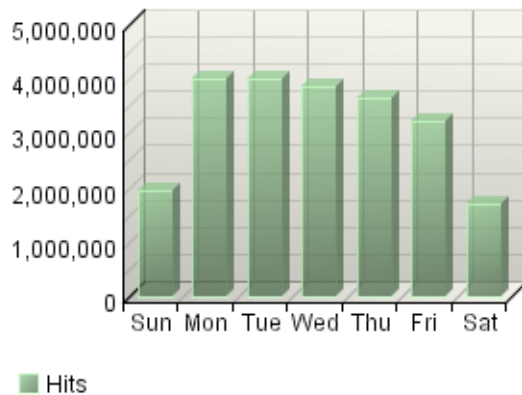
Most Active Summary

Most Active Date	08/05/06
Number of Hits on Most Active Date	143,904
Most Active Day of the Week	Tuesday
Most Active Hour of the Day	14:00-14:59

Least Active Summary

Least Active Date	
Number of Hits on Least Active Date	0
Least Active Day of the Week	Saturday
Least Active Hour of the Day	03:00-03:59

Hits by Day of the Week



Activity on Weekdays Summary

Total Hits Weekdays	18,765,572
Total Visits Weekdays	759,367
Average Number of Visits per day on Weekdays	2,920
Average Number of Hits per day on Weekdays	72,175

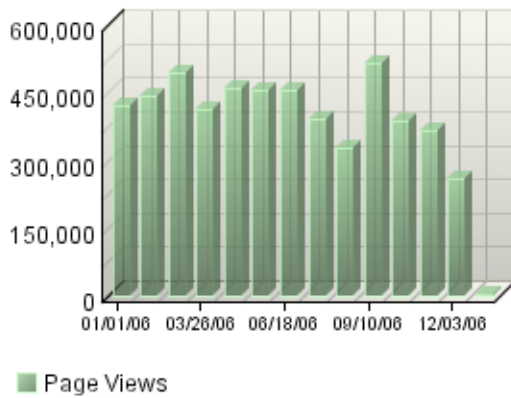
Activity on Weekends Summary

Total Hits Weekend	3,646,970
Total Visits Weekend	169,275
Average Number of Visits per Weekend	3,193
Average Number of Hits per Weekend	68,810

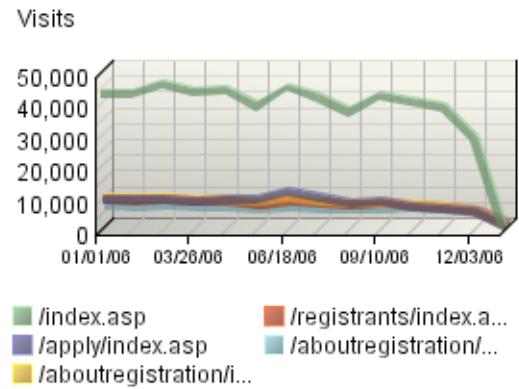
Pages Dashboard

This dashboard displays key graphs and tables that provide an overview of the Pages chapter. You can click on a graph title to navigate to the corresponding report page.

Page Views Trend



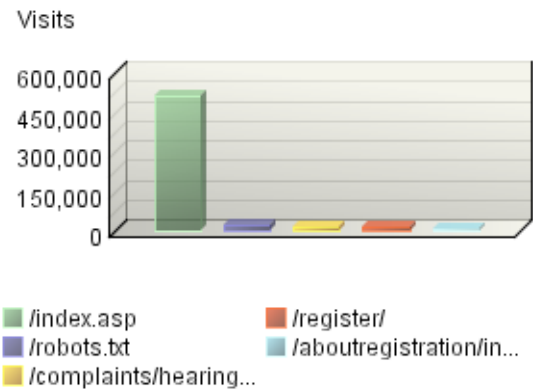
Pages Trend



Content Groups

No data is available for this graph.

Entry Pages



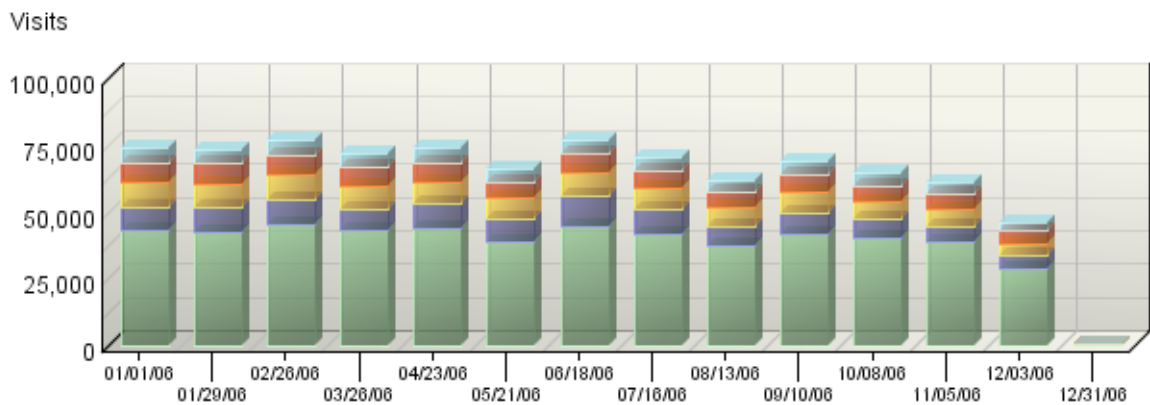
Page View Summary

Page Views	5,392,357
Average per Day	14,773
Average Page Views per Visit	5.81

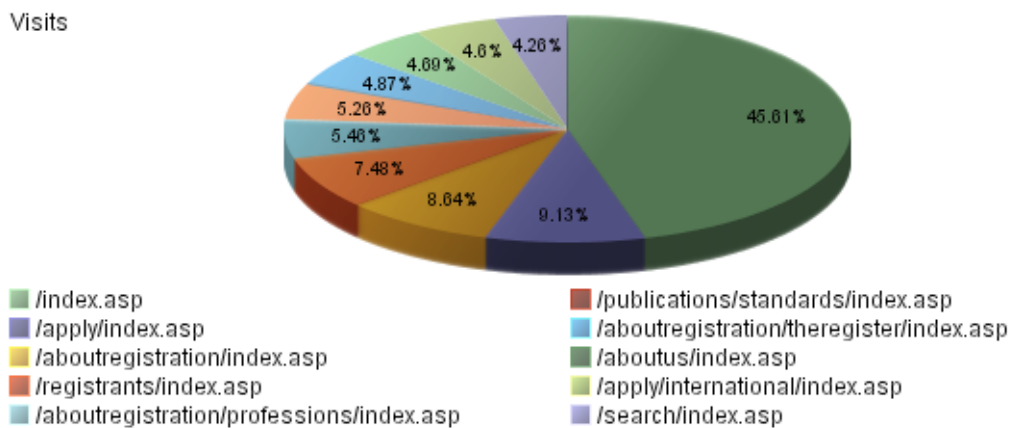
Pages

This identifies the most popular web pages on your site and shows you the number of visits for each, and displays the average length of time the page was viewed.

Pages Trend



Pages



Pages

	Pages	Visits	Views	Average Time Viewed
1.	HPC -Health Professions Council http://www.hpc-uk.org/index.asp	531,143	907,515	00:02:39
2.	HPC -Health Professions Council -Apply http://www.hpc-uk.org/apply/index.asp	106,368	156,087	00:00:33
3.	HPC -Health Professions Council -About Registration http://www.hpc-uk.org/aboutregistration/index.asp	100,616	145,159	00:00:44
4.	HPC -Health Professions Council -Registrants http://www.hpc-uk.org/registrants/index.asp	87,098	120,960	00:00:48
5.	HPC -Health Professions Council -Professions http://www.hpc-uk.org/aboutregistration/professions/index.asp	63,591	82,355	00:00:31
6.	HPC -Health Professions Council -Standards http://www.hpc-uk.org/publications/standards/index.asp	61,294	151,158	00:01:32
7.	HPC -Health Professions Council -The Register http://www.hpc-uk.org/aboutregistration/theregister/index.asp	56,696	84,168	00:00:56
8.	HPC -Health Professions Council -About Us http://www.hpc-uk.org/aboutus/index.asp	54,612	73,633	00:00:39
9.	HPC -Health Professions Council -International http://www.hpc-uk.org/apply/international/index.asp	53,524	73,059	00:00:45
10.	HPC -Health Professions Council -Search http://www.hpc-uk.org/search/index.asp	49,644	104,141	00:00:34
11.	HPC -Health Professions Council -Publications http://www.hpc-uk.org/publications/index.asp	47,777	125,233	00:00:56
12.	HPC -Health Professions Council -Hearings http://www.hpc-uk.org/complaints/hearings/index.asp	47,769	424,079	00:00:39
13.	HPC -Health Professions Council -Complaints http://www.hpc-uk.org/complaints/index.asp	45,712	60,727	00:00:26
14.	HPC -Health Professions Council -Download application forms & guidance notes http://www.hpc-uk.org/apply/international/forms/index.asp	44,232	64,079	00:04:32
15.	HPC -Health Professions Council -Continuing professional development http://www.hpc-uk.org/registrants/cpd/index.asp	39,389	64,307	00:01:08

	Pages	Visits	Views	Average Time Viewed
16.	HPC -Health Professions Council -Physiotherapists http://www.hpc-uk.org/aboutregistration/professions/physiotherapists/index.asp	36,832	51,462	00:01:22
17.	HPC -Health Professions Council -UK approved course http://www.hpc-uk.org/apply/uk/index.asp	33,478	44,377	00:00:31
18.	HPC -Health Professions Council -Register of approved courses http://www.hpc-uk.org/aboutregistration/educationandtraining/approvedcourses/index.asp	33,191	42,799	00:00:31
19.	HPC -Health Professions Council -Contact us http://www.hpc-uk.org/aboutus/contactus/index.asp	30,340	39,904	00:01:34
20.	HPC -Health Professions Council -News http://www.hpc-uk.org/mediaandevents/news/index.asp	27,837	53,737	00:00:46
	Subtotal for rows 1–20	-	2,868,939	-
	Other	-	2,523,418	-
	Total	-	5,392,357	-

Items 1–20 of 2,000

Pages


	Pages	Average Time to Serve (ms)
1.	HPC -Health Professions Council http://www.hpc-uk.org/index.asp	0
2.	HPC -Health Professions Council -Apply http://www.hpc-uk.org/apply/index.asp	0
3.	HPC -Health Professions Council -About Registration http://www.hpc-uk.org/aboutregistration/index.asp	0
4.	HPC -Health Professions Council -Registrants http://www.hpc-uk.org/registrants/index.asp	0
5.	HPC -Health Professions Council -Professions http://www.hpc-uk.org/aboutregistration/professions/index.asp	0
6.	HPC -Health Professions Council -Standards http://www.hpc-uk.org/publications/standards/index.asp	0

	Pages	Average Time to Serve (ms)
7.	HPC -Health Professions Council -The Register http://www.hpc-uk.org/aboutregistration/theregister/index.asp	0
8.	HPC -Health Professions Council -About Us http://www.hpc-uk.org/aboutus/index.asp	0
9.	HPC -Health Professions Council -International http://www.hpc-uk.org/apply/international/index.asp	0
10.	HPC -Health Professions Council -Search http://www.hpc-uk.org/search/index.asp	0
11.	HPC -Health Professions Council -Publications http://www.hpc-uk.org/publications/index.asp	0
12.	HPC -Health Professions Council -Hearings http://www.hpc-uk.org/complaints/hearings/index.asp	0
13.	HPC -Health Professions Council -Complaints http://www.hpc-uk.org/complaints/index.asp	0
14.	HPC -Health Professions Council -Download application forms & guidance notes http://www.hpc-uk.org/apply/international/forms/index.asp	0
15.	HPC -Health Professions Council -Continuing professional development http://www.hpc-uk.org/registrants/cpd/index.asp	0
16.	HPC -Health Professions Council -Physiotherapists http://www.hpc-uk.org/aboutregistration/professions/physiotherapists/index.asp	0
17.	HPC -Health Professions Council -UK approved course http://www.hpc-uk.org/apply/uk/index.asp	0
18.	HPC -Health Professions Council -Register of approved courses http://www.hpc-uk.org/aboutregistration/educationandtraining/approvedcourses/index.asp	0
19.	HPC -Health Professions Council -Contact us http://www.hpc-uk.org/aboutus/contactus/index.asp	0
20.	HPC -Health Professions Council -News http://www.hpc-uk.org/mediaandevents/news/index.asp	0
	Subtotal for rows 1–20	-
	Other	-

Pages	Average Time to Serve (ms)
Total	-

Items 1–20 of 2,000

Pages - Help Card



Column Definitions

Pages

Any displayed page. You can specify for each profile the types of files that qualify as a page. These settings can be changed by the WebTrends administrator.

Visits

Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Views

Number of times this page was viewed by visitors.


Average Time Viewed

Average length of time the specified page was viewed. (The format is hh:mm:ss - hours:minutes:seconds.)

Average Time to Serve

Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

Note: Note that in order to show a total for this column, the value is computed to 2 decimal places. However, because the data for each row is an integer measured in milliseconds, the two decimal places are not significant for Average Time to Serve row values. If the entire column shows values of zero, your web server may not be logging Time to Serve information.

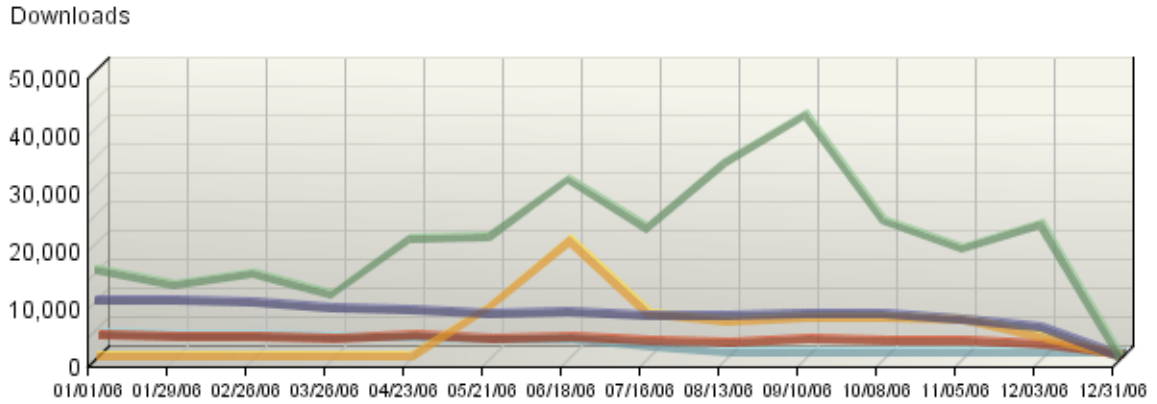
 **Report Descriptions**

Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.

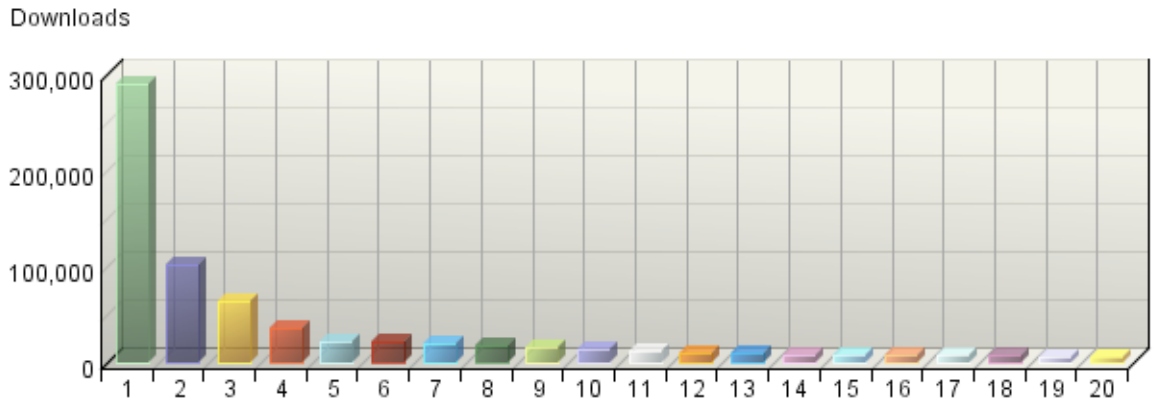
Downloaded Files

This report identifies the most popular files downloaded from your site.

Downloaded Files Trend



Downloaded Files



Downloaded Files

	Downloaded Files	Downloads	% Downloads	Visits
■ 1.	http://www.hpc-uk.org/assets/documents/100008ADHPC_UK_application_pack.pdf	290,896	32.38%	32,521

	Downloaded Files	Downloads	% Downloads	Visits
2.	http://www.hpc-uk.org/assets/documents/100008AFHPC_International_application_pack.pdf	102,398	11.40%	34,603
3.	http://www.hpc-uk.org/assets/documents/1000119FShort_guide_to_CPD.pdf	64,084	7.13%	13,543
4.	http://www.hpc-uk.org/assets/documents/1000062CHPC034HPCA5_Standards_of_conduct_performance_and_ethics.pdf	35,623	3.97%	21,082
5.	http://www.hpc-uk.org/assets/documents/10000152HPC_International_guidance_notes.pdf	21,382	2.38%	10,801
6.	http://www.hpc-uk.org/assets/documents/10000575cpd_consultation_document.pdf	21,072	2.35%	2,562
7.	http://www.hpc-uk.org/assets/documents/1000014EHPC_UK_guidance_notes.pdf	20,821	2.32%	11,253
8.	http://www.hpc-uk.org/assets/documents/1000056AHPC_Course_information_form.doc	18,274	2.03%	14,219
9.	http://www.hpc-uk.org/assets/documents/10000DBCStandards_of_Proficiency_Physiotherapists.pdf	16,572	1.84%	9,213
10.	http://www.hpc-uk.org/assets/documents/10001314CPD_and_your_registration.pdf	13,602	1.51%	6,352
11.	http://www.hpc-uk.org/assets/documents/10000153HPC_data_protection_policy.pdf	11,684	1.30%	6,932
12.	http://www.hpc-uk.org/assets/documents/10000512Standards_of_Proficiency_Occupational_Therapists.pdf	10,997	1.22%	4,954
13.	http://www.hpc-uk.org/assets/documents/100008F3CPD_key_decisions.pdf	9,895	1.10%	3,760
14.	http://www.hpc-uk.org/assets/documents/100004FDStandards_of_Proficiency_Biomedical_Scientists.pdf	7,980	0.89%	4,643
15.	http://www.hpc-uk.org/assets/documents/10000DBDStandards_of_Proficiency_Radiographers.pdf	7,663	0.85%	4,619
16.	http://www.hpc-uk.org/assets/documents/10000BCF46345Educ-Train-SOPA5_v2.pdf	7,483	0.83%	4,747
17.	http://www.hpc-uk.org/assets/documents/10000DF7HPCInFocus,Issue2.pdf	7,411	0.82%	1,329
18.	http://www.hpc-uk.org/assets/documents/1000106FHPCInFocus,Issue4.pdf	7,266	0.81%	2,348
19.	http://www.hpc-uk.org/assets/documents/10000290HPC034HPCA5_Standards_of_conduct_performance_and_ethics.pdf	6,180	0.69%	3,959
20.	http://www.hpc-uk.org/Assets/documents/10001368HPC_RTP_application_pack.pdf	5,818	0.65%	1,301
Subtotal for rows 1–20		687,101	76.49%	194,741
Other		211,244	23.51%	131,618

Downloaded Files	Downloads	% Downloads	Visits
Total	898,345	100.00%	326,359

Items 1–20 of 1,000

Downloaded Files - Help Card



Column Definitions

Files

The path and filename of the file being analyzed.

Downloads

Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted. Note that downloaded PDF files may cause an inflated count.

Visits

Number of visits that accessed the specified files. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.



Report Descriptions

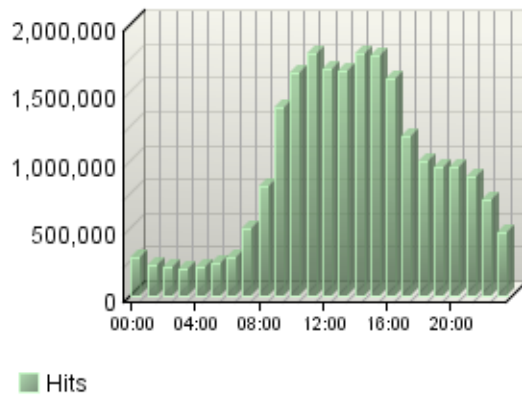
If you are using an SDC data source, then this report is not applicable.

This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.

Activity Dashboard

This dashboard displays key graphs and tables that provide an overview of the Activity chapter. You can click on a graph title to navigate to the corresponding report page.

Hits by Hour of the Day



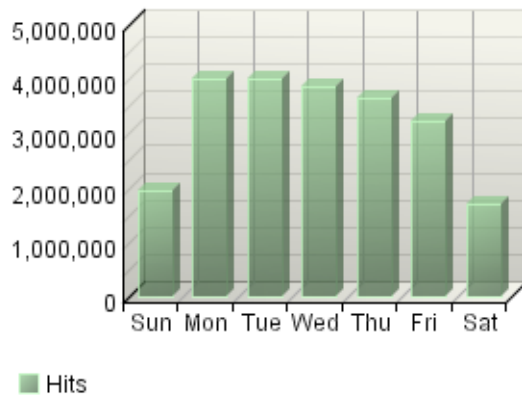
Most Active Summary

Most Active Date	08/05/06
Number of Hits on Most Active Date	143,904
Most Active Day of the Week	Tuesday
Most Active Hour of the Day	14:00-14:59

Least Active Summary

Least Active Date	
Number of Hits on Least Active Date	0
Least Active Day of the Week	Saturday
Least Active Hour of the Day	03:00-03:59

Hits by Day of the Week



Activity on Weekdays Summary

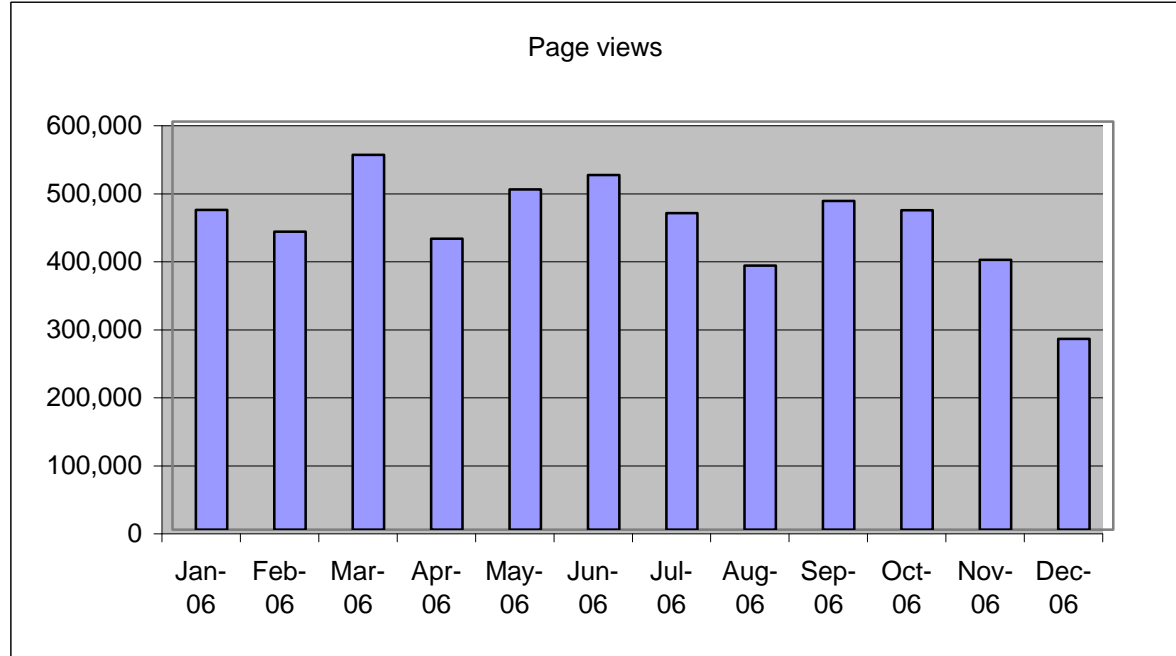
Total Hits Weekdays	18,765,572
Total Visits Weekdays	759,367
Average Number of Visits per day on Weekdays	2,920
Average Number of Hits per day on Weekdays	72,175

Activity on Weekends Summary

Total Hits Weekend	3,646,970
Total Visits Weekend	169,275
Average Number of Visits per Weekend	3,193
Average Number of Hits per Weekend	68,810

www.hpc-uk.org statistics 2006

	Visits	Page views
Jan-06	84,022	470,102
Feb-06	75,538	437,895
Mar-06	87,706	550,879
Apr-06	79,858	427,703
May-06	83,990	500,389
Jun-06	79,085	521,637
Jul-06	83,714	465,300
Aug-06	75,314	388,132
Sep-06	72,570	483,312
Oct-06	78,884	469,731
Nov-06	71,146	396,605
Dec-06	56,815	280,672
Average	77,387	449,363
Total	928,642	5,392,357





Website statistics

www.hpc-uk.org

1st Quarter 2007

(1st January – 31 March)

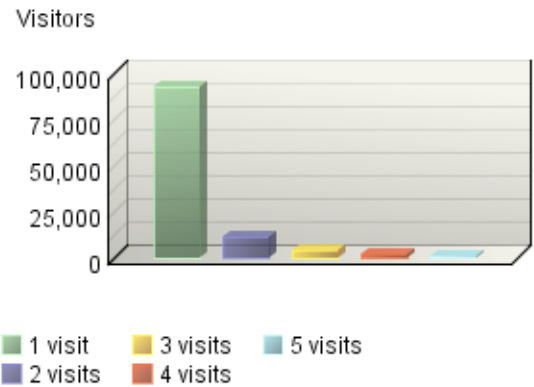
Visitors Dashboard

This dashboard displays key graphs and tables that provide an overview of the Visitors chapter. You can click on a graph title to navigate to the corresponding report page.

Visit Summary

Visits	219,053
Average per Day	2,433
Average Visit Duration	00:10:11
Median Visit Duration	00:03:04
International Visits	30.19%
Visits of Unknown Origin	0.26%
Visits from Your Country: United Kingdom (UK)	69.54%

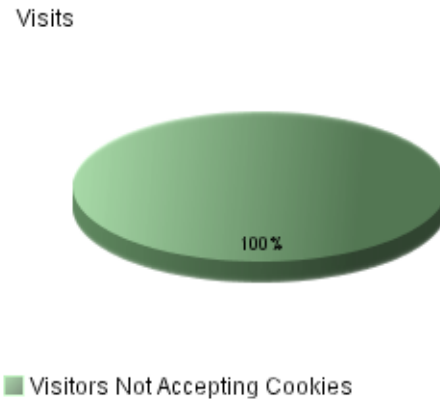
Visitors by Number of Visits



Visitor Summary

Visitors	116,109
Visitors Who Visited Once	92,993
Visitors Who Visited More Than Once	23,116
Average Visits per Visitor	1.89

New vs. Returning Visitors



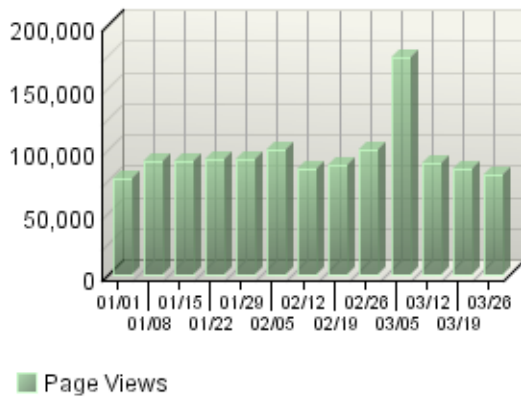
Key Metrics Summary



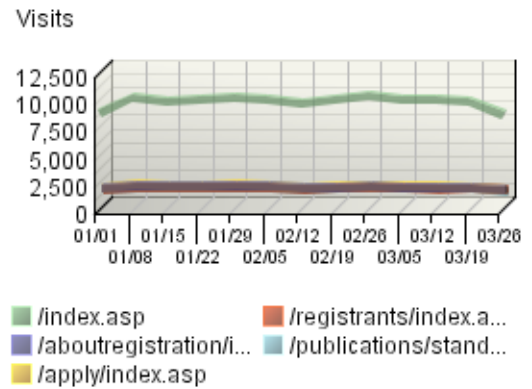
Pages Dashboard

This dashboard displays key graphs and tables that provide an overview of the Pages chapter. You can click on a graph title to navigate to the corresponding report page.

Page Views Trend



Pages Trend



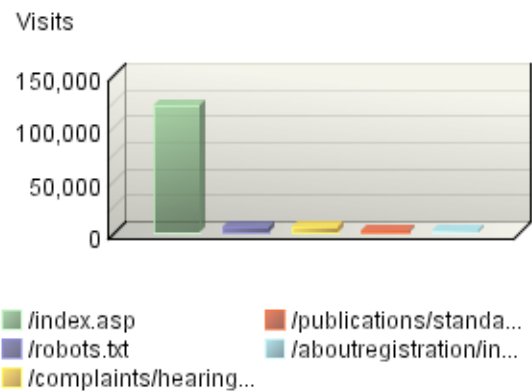
Content Groups

No data is available for this graph.

Page View Summary

Page Views	1,242,137
Average per Day	13,801
Average Page Views per Visit	5.67

Entry Pages



	Pages	Visits	Views	Average Time Viewed
1.	HPC -Health Professions Council http://www.hpc-uk.org/index.asp	125,519	192,860	00:02:11
2.	HPC -Health Professions Council -About Registration http://www.hpc-uk.org/aboutregistration/index.asp	22,537	31,646	00:00:40
3.	HPC -Health Professions Council -Apply http://www.hpc-uk.org/apply/index.asp	21,660	31,206	00:00:28
4.	HPC -Health Professions Council -Registrants http://www.hpc-uk.org/registrants/index.asp	18,305	23,810	00:00:38
5.	HPC -Health Professions Council -Standards http://www.hpc-uk.org/publications/standards/index.asp	16,759	40,333	00:01:34
6.	HPC -Health Professions Council -Professions http://www.hpc-uk.org/aboutregistration/professions/index.asp	14,899	18,924	00:00:30
7.	HPC -Health Professions Council -Publications http://www.hpc-uk.org/publications/index.asp	14,706	33,665	00:01:08
8.	HPC -Health Professions Council -Hearings http://www.hpc-uk.org/complaints/hearings/index.asp	14,630	130,784	00:00:39
9.	HPC -Health Professions Council -About Us http://www.hpc-uk.org/aboutus/index.asp	13,941	18,680	00:00:35
10.	HPC -Health Professions Council -Search http://www.hpc-uk.org/search/index.asp	13,622	28,478	00:00:30
11.	HPC -Health Professions Council -Complaints http://www.hpc-uk.org/complaints/index.asp	12,958	16,784	00:00:23
12.	HPC -Health Professions Council -International http://www.hpc-uk.org/apply/international/index.asp	12,164	16,739	00:00:46
13.	HPC -Health Professions Council -Continuing professional development http://www.hpc-uk.org/registrants/cpd/index.asp	10,066	14,918	00:01:00
14.	HPC -Health Professions Council -The Register http://www.hpc-uk.org/aboutregistration/theregister/index.asp	9,867	13,563	00:00:55
15.	HPC -Health Professions Council -Download application forms & guidance notes http://www.hpc-uk.org/apply/international/forms/index.asp	9,765	14,536	00:04:02

	Pages	Visits	Views	Average Time Viewed
16.	HPC -Health Professions Council -Physiotherapists http://www.hpc-uk.org/aboutregistration/professions/physiotherapists/index.asp	8,304	11,570	00:01:18
17.	HPC -Health Professions Council -Register of approved courses http://www.hpc-uk.org/aboutregistration/educationandtraining/approvedcourses/index.asp	7,614	9,929	00:00:26
18.	HPC -Health Professions Council -Contact us http://www.hpc-uk.org/aboutus/contactus/index.asp	7,093	9,159	00:01:17
19.	http://www.hpc-uk.org/robots.txt	6,334	6,720	00:10:11
20.	HPC -Health Professions Council -UK approved course http://www.hpc-uk.org/apply/uk/index.asp	6,311	8,389	00:00:28
	Subtotal for rows 1–20	-	672,693	-
	Other	-	569,444	-
	Total	-	1,242,137	-

Items 1–20 of 2,000

Pages

	Pages	Average Time to Serve (ms)
1.	HPC -Health Professions Council http://www.hpc-uk.org/index.asp	0
2.	HPC -Health Professions Council -About Registration http://www.hpc-uk.org/aboutregistration/index.asp	0
3.	HPC -Health Professions Council -Apply http://www.hpc-uk.org/apply/index.asp	0
4.	HPC -Health Professions Council -Registrants http://www.hpc-uk.org/registrants/index.asp	0
5.	HPC -Health Professions Council -Standards http://www.hpc-uk.org/publications/standards/index.asp	0
6.	HPC -Health Professions Council -Professions http://www.hpc-uk.org/aboutregistration/professions/index.asp	0
7.	HPC -Health Professions Council -Publications http://www.hpc-uk.org/publications/index.asp	0

	Pages	Average Time to Serve (ms)
8.	HPC -Health Professions Council -Hearings http://www.hpc-uk.org/complaints/hearings/index.asp	0
9.	HPC -Health Professions Council -About Us http://www.hpc-uk.org/aboutus/index.asp	0
10.	HPC -Health Professions Council -Search http://www.hpc-uk.org/search/index.asp	0
11.	HPC -Health Professions Council -Complaints http://www.hpc-uk.org/complaints/index.asp	0
12.	HPC -Health Professions Council -International http://www.hpc-uk.org/apply/international/index.asp	0
13.	HPC -Health Professions Council -Continuing professional development http://www.hpc-uk.org/registrants/cpd/index.asp	0
14.	HPC -Health Professions Council -The Register http://www.hpc-uk.org/aboutregistration/theregister/index.asp	0
15.	HPC -Health Professions Council -Download application forms & guidance notes http://www.hpc-uk.org/apply/international/forms/index.asp	0
16.	HPC -Health Professions Council -Physiotherapists http://www.hpc-uk.org/aboutregistration/professions/physiotherapists/index.asp	0
17.	HPC -Health Professions Council -Register of approved courses http://www.hpc-uk.org/aboutregistration/educationandtraining/approvedcourses/index.asp	0
18.	HPC -Health Professions Council -Contact us http://www.hpc-uk.org/aboutus/contactus/index.asp	0
19.	http://www.hpc-uk.org/robots.txt	0
20.	HPC -Health Professions Council -UK approved course http://www.hpc-uk.org/apply/uk/index.asp	0
	Subtotal for rows 1–20	-
	Other	-
	Total	-

Items 1–20 of 2,000

Pages - Help Card



Column Definitions

Pages

Any displayed page. You can specify for each profile the types of files that qualify as a page. These settings can be changed by the WebTrends administrator.

Visits

Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Views

Number of times this page was viewed by visitors.

Average Time Viewed

Average length of time the specified page was viewed. (The format is hh:mm:ss - hours:minutes:seconds.)

Average Time to Serve

Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

Note: Note that in order to show a total for this column, the value is computed to 2 decimal places. However, because the data for each row is an integer measured in milliseconds, the two decimal places are not significant for Average Time to Serve row values. If the entire column shows values of zero, your web server may not be logging Time to Serve information.



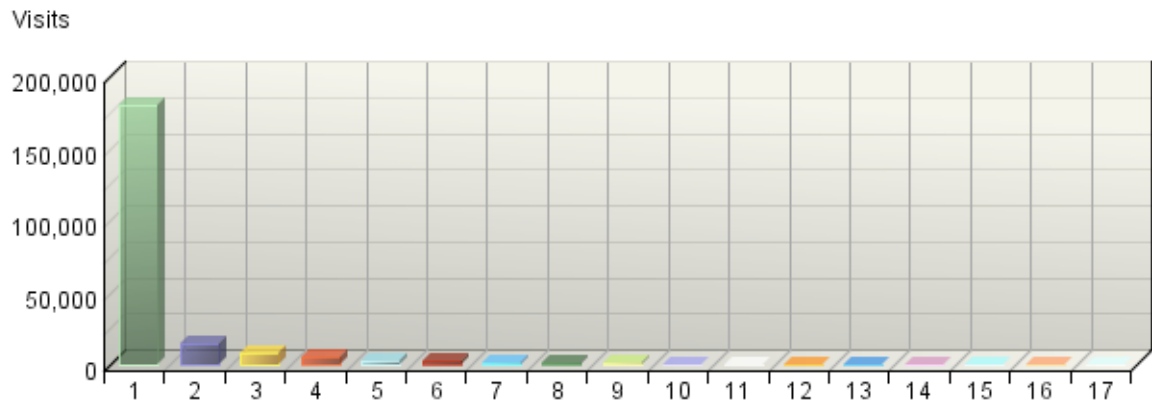
Report Descriptions

Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.

Regions

This report identifies the top geographic regions of the visitors to your site.

Regions



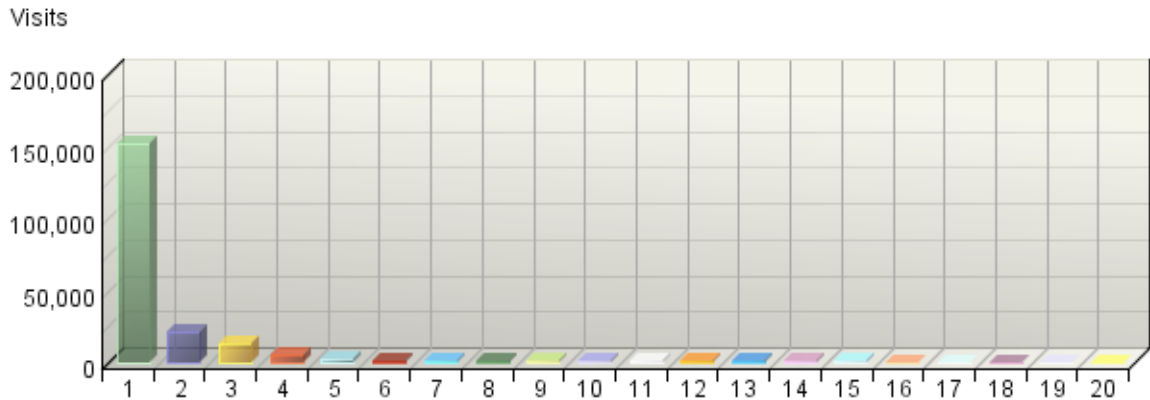
Regions

Regions	Visits	% Visits
1. Western Europe	180,173	82.25%
2. North America	14,139	6.45%
3. Asia	8,233	3.76%
4. Australia	5,007	2.29%
5. Middle East	2,731	1.25%
6. Eastern Europe	2,689	1.23%
7. Southern Africa	1,957	0.89%
8. Northern Europe	1,064	0.49%
9. Pacific Islands	1,013	0.46%
10. Unspecified Region	575	0.26%
11. Western Africa	456	0.21%
12. South America	368	0.17%
13. Eastern Africa	245	0.11%
14. Caribbean Islands	206	0.09%
15. Northern Africa	161	0.07%
16. Central Africa	27	0.01%
17. Central America	9	0.00%

Countries

This report identifies the top countries of the visitors to your site.

Countries




Countries

Countries	Visits	% Visits
1. United Kingdom (UK)	152,339	69.54%
2. Western Europe -country unspecified (EU)	20,809	9.50%
3. United States (US)	12,974	5.92%
4. Australia (AU)	5,007	2.29%
5. India (IN)	3,010	1.37%
6. France (FR)	1,771	0.81%
7. South Africa (ZA)	1,731	0.79%
8. Poland (PL)	1,594	0.73%
9. Philippines (PH)	1,529	0.70%
10. Germany (DE)	1,423	0.65%
11. Singapore (SG)	1,383	0.63%
12. Ireland (IE)	1,274	0.58%
13. Canada (CA)	1,150	0.52%
14. Saudi Arabia (SA)	1,058	0.48%
15. New Zealand (NZ)	998	0.46%
16. Hong Kong (HK)	615	0.28%
17. United Arab Emirates (AE)	593	0.27%
18. Unknown Country	575	0.26%

	Countries	Visits	% Visits
■	19. Spain (ES)	516	0.24%
■	20. China (CN)	490	0.22%
	Subtotal for rows 1–20	210,839	96.25%
	Other	8,214	3.75%
	Total	219,053	100.00%

Items 1–20 of 164

Countries - Help Card



Column Definitions

Countries

If the WebTrends GeoTrends Database is turned on for this profile, the country is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the country will be determined from the domain name.

Visits


Number of visits from the specified country. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

%

Percentage of total visits from the specified country.

Unknown Country

The country associated with the visitor's domain name could not be determined.



Report Descriptions

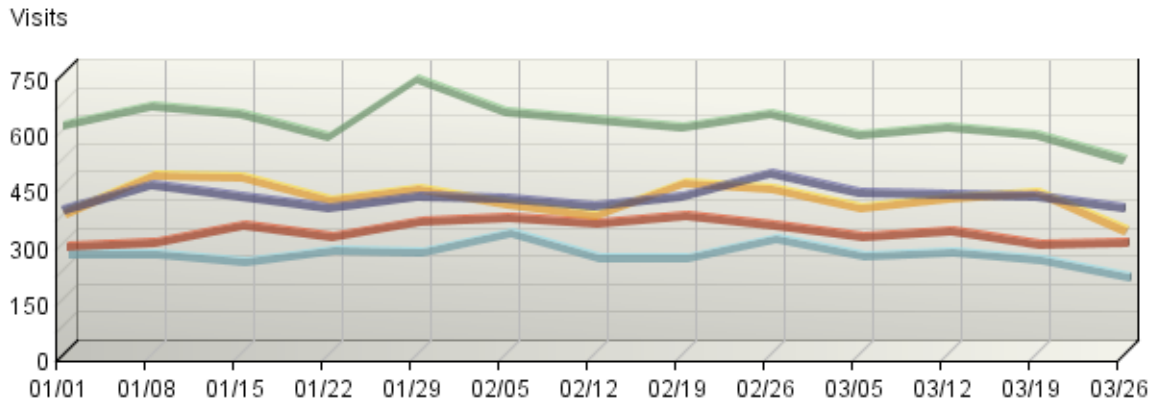
This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

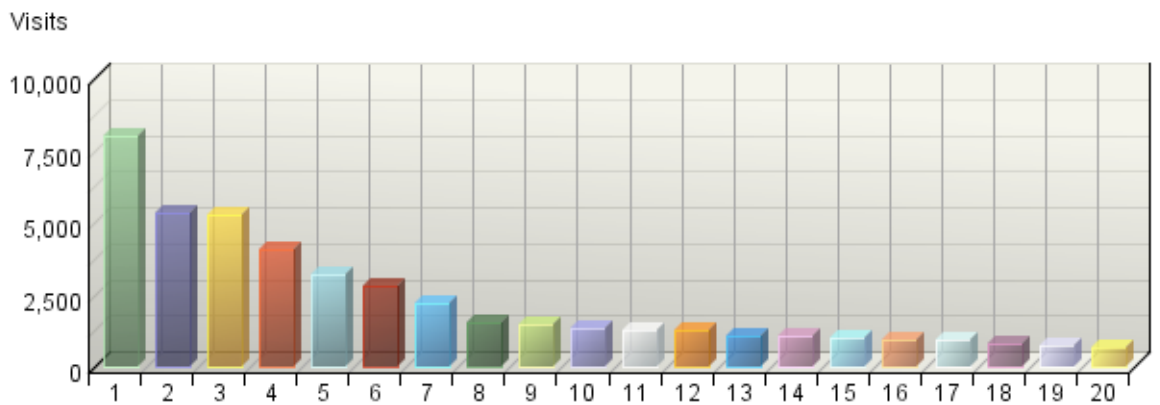
Downloaded Files

This report identifies the most popular files downloaded from your site.

Downloaded Files Trend



Downloaded Files



Downloaded Files

	Downloaded Files	Downloads	Visits	% Visits
■ 1.	http://www.hpc-uk.org/assets/documents/100008AFHPC_International_application_pack.pdf	22,013	8,013	11.52%

	Downloaded Files	Downloads	Visits	% Visits
2.	http://www.hpc-uk.org/assets/documents/100008ADHPC_UK_application_pack.pdf	73,616	5,363	7.71%
3.	http://www.hpc-uk.org/assets/documents/1000062CHPC034HPCA5_Standards_of_conduct_performance_and_ethics.pdf	7,873	5,269	7.57%
4.	http://www.hpc-uk.org/assets/documents/1000119FShort_guide_to_CPD.pdf	20,426	4,066	5.84%
5.	http://www.hpc-uk.org/assets/documents/10001314CPD_and_your_registration.pdf	6,075	3,222	4.63%
6.	http://www.hpc-uk.org/assets/documents/1000056AHPC_Course_information_form.doc	3,508	2,810	4.04%
7.	http://www.hpc-uk.org/assets/documents/10000DBCStandards_of_Proficiency_Physiotherapists.pdf	3,479	2,183	3.14%
8.	http://www.hpc-uk.org/assets/documents/10001903HPCInFocus,Issue9.pdf	2,356	1,531	2.20%
9.	http://www.hpc-uk.org/assets/documents/10000512Standards_of_Proficiency_Occupational_Therapists.pdf	2,694	1,497	2.15%
10.	http://www.hpc-uk.org/assets/documents/10000DBDStandards_of_Proficiency_Radiographers.pdf	2,066	1,316	1.89%
11.	http://www.hpc-uk.org/assets/documents/100011A0Short_guide_to_CPD.doc	1,359	1,245	1.79%
12.	http://www.hpc-uk.org/assets/documents/10000BCF46345Educ-Train-SOPA5_v2.pdf	1,809	1,242	1.79%
13.	http://www.hpc-uk.org/assets/documents/100004FDStandards_of_Proficiency_Biomedical_Scientists.pdf	1,670	1,097	1.58%
14.	http://www.hpc-uk.org/assets/documents/10000290HPC034HPCA5_Standards_of_conduct_performance_and_ethics.pdf	1,536	1,078	1.55%
15.	http://www.hpc-uk.org/assets/documents/10001364returning_to_practice.pdf	1,595	986	1.42%
16.	http://www.hpc-uk.org/assets/documents/1000132ECPD_and_your_registration.doc	1,004	909	1.31%
17.	http://www.hpc-uk.org/assets/documents/1000051CStandards_of_Proficiency_Paramedics.pdf	1,270	906	1.30%
18.	http://www.hpc-uk.org/Assets/documents/10001368HPC_RTP_application_pack.pdf	4,034	810	1.16%
19.	http://www.hpc-uk.org/assets/documents/10000514Standards_of_Proficiency_ODP.pdf	1,042	710	1.02%
20.	http://www.hpc-uk.org/assets/documents/1000179FHPC_In_Focus_Issue_8.pdf	1,012	679	0.98%
Subtotal for rows 1–20		160,437	44,932	64.58%
Other		40,464	24,639	35.42%

Downloaded Files	Downloads	Visits	% Visits
Total	200,901	69,571	100.00%

Items 1–20 of 1,000

Downloaded Files - Help Card



Column Definitions

Files

The path and filename of the file being analyzed.

Downloads

Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted. Note that downloaded PDF files may cause an inflated count.

Visits

Number of visits that accessed the specified files. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.



Report Descriptions

If you are using an SDC data source, then this report is not applicable.

This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.