

UK Genetic Testing Network

UKGTN Website Annual Report 2011

Usage for 2010 Calendar Year

Summary

The number of unique users accessing the UKGTN website has increased by 7% from 16935 unique users in 2009 to 18110 in 2010. The number of hits has increased by 41% with visitors spending on average 5 minutes on the website at one time. This suggests that there are regular users who are accessing much more information on the website than 2009 and are more familiar with navigating the site.

The majority of users accessed the on-line database for tests for information on genetic testing services within the UK.

In 2010, the functionality to upload testing criteria and gene dossiers to the alphabetical disease list was implemented and the majority of the documents have now been uploaded. This has improved the accessibility of this documentation to users as less number of clicks is required for navigation. The increase in Bandwidth from 11.10 GB in 2009 to 12.59 GB in 2010 most likely reflects the increase in downloads of these documents.

KEY for statistics

Unique Visitor: A unique visitor is a host that has made at least 1 hit on 1 page of the web site during the current period shown by the report. If this host makes several visits during the period defined then it is counted only once.

Visits: Number of visits made by all visitors.
If a unique IP accesses a page, and then requests three others without an hour between any of the requests, all of the "pages" are included in the visit, therefore you should expect multiple pages per visit and multiple visits per unique visitor.

Pages: The number of "pages" logged.

Hits: Any files requested from the server (including files that are "Pages").

Bandwidth: Total number of bytes for pages, images and files downloaded by web browsing.

Session Duration: The time a visitor spent on the site for each visit

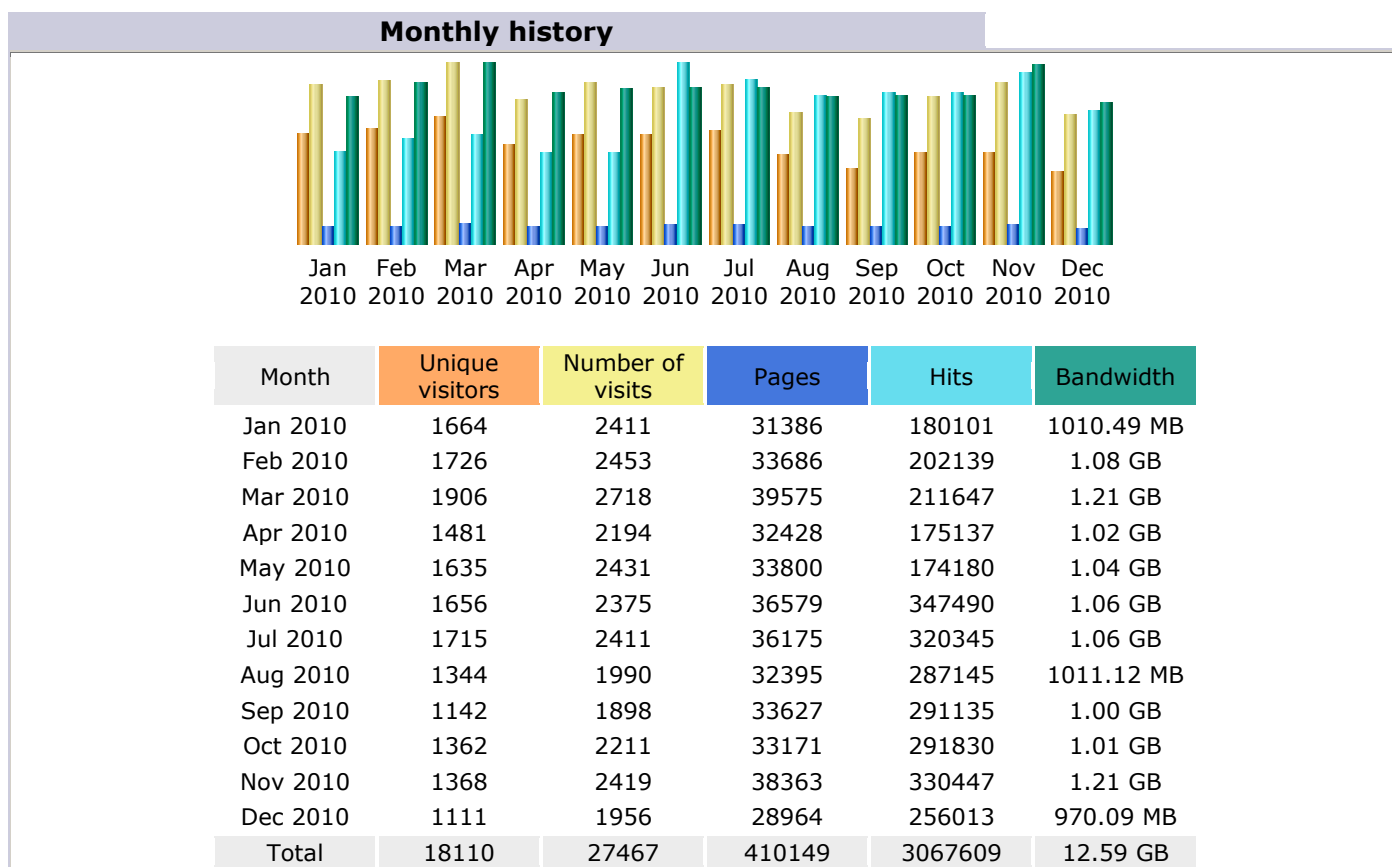
Annual Summary

	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<= 18110 Exact value not available in 'Year' view	27467 (1.51 visits/visitor)	410149 (14.93 Pages/Visit)	3067609 (111.68 Hits/Visit)	12.59 GB (480.75 KB/Visit)
Not viewed traffic *			244001	252936	2.98 GB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes. The annual summary provides basic information on how many people used the UKGTN website in 2010, the number of times they visited, how many pages they looked at, how many hits it created and the total number of bytes downloaded.

The number of unique visitors has increased since 2009 from 1411 unique visitors on average per month to 1509 unique users per month in 2010. Each unique visitor is visiting the website approximately twice. This has not increased from 2009 and indicates that users are finding the information they require and therefore do not have to revisit the website continuously. The number of pages a user is viewing per visit has increased since 2009 from 12.71 to 14.93. This most likely reflects the increase in the amount of information available and the ease of navigation of the website.

Monthly breakdown



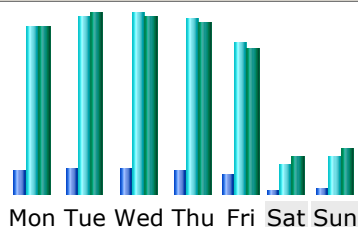
The monthly history provides a break down of the year by month. The number of unique visitors to the website from January to December 2010 ranged from 1111 in December to 1906 in March. The peak in

UK Genetic Testing Network

March may reflect laboratories accessing the on-line database for gene dossiers/testing criteria documents to inform their submission of applications for the 1st May 2010 deadline.

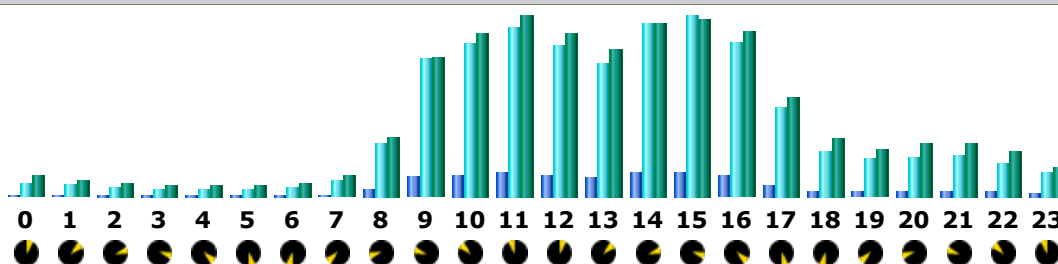
Daily usage

Days of week



Day	Pages	Hits	Bandwidth
Mon	1428.40	10693.90	44.81 MB
Tue	1572.17	11437.81	48.27 MB
Wed	1550.60	11572.23	47.28 MB
Thu	1498.90	11191.63	46.02 MB
Fri	1273.47	9729.21	38.82 MB
Sat	245.60	1837.17	9.84 MB
Sun	293.85	2343.42	12.21 MB

Hours



Hours	Pages	Hits	Bandwidth	Hours	Pages	Hits	Bandwidth
00	3385	24911	140.69 MB	12	37654	274825	1.10 GB
01	2386	18223	99.86 MB	13	33477	242768	1019.21 MB
02	2657	16255	94.98 MB	14	41896	314666	1.16 GB
03	2021	12817	77.83 MB	15	43520	327538	1.20 GB
04	1999	13075	76.03 MB	16	38910	279899	1.12 GB
05	1840	12696	80.77 MB	17	20898	162665	683.53 MB
06	2194	15253	91.28 MB	18	10158	81675	394.48 MB
07	3399	27128	138.19 MB	19	8091	66882	325.16 MB
08	12248	94940	402.02 MB	20	8462	72545	369.62 MB
09	33106	247685	963.69 MB	21	8414	75770	361.25 MB
10	38973	277259	1.10 GB	22	7793	61541	316.41 MB
11	41867	306342	1.21 GB	23	4801	40251	202.22 MB

These tables provide an approximate guide to how the website is accessed each day of the week. A similar pattern of usage can be seen for each day of the working week. From this information we can infer that the website is predominantly used during working hours in the working week. The website was primarily designed for healthcare professionals and laboratory staff and this indicates that people are using the website as a working resource.

Usage per Visit

Visits duration		
Number of visits: 27467 - Average: 282 s	Number of visits	Percent
0s-30s	17348	63.1 %
30s-2mn	3829	13.9 %
2mn-5mn	2114	7.6 %
5mn-15mn	1850	6.7 %
15mn-30mn	887	3.2 %
30mn-1h	807	2.9 %
1h+	632	2.3 %

Users are using the website for an average of 5 minutes with 85% of users completing their visit within 5 minutes. . This represents a drop in the average time of 1 minute and an increase of 5% for users completing within 5 minutes from 2009. We can infer from this that more users are finding information they require quicker and this most likely represents improved navigation as users become more experienced. The usage has not differed greatly since 2009. More people are using the website for between 30s-30min compared with 2008 e.g. number of people using the website for 5mins-15min has increased from 1732 to 1850 since 2009. The number of people using the website between 30m-1h has slightly decreased from 1068 to 807 in 2010.

Pages-URL (Top 10) - Full list - Entry - Exit

263 different pages-url	Viewed	Average size	Entry	Exit
/gtn/System_Pages/Main_CSS	88654	36.89 KB	448	7029
/ukgtn/FindLabByDisease.do	66888	13.33 KB	99	1863
/gtn/Home	59125	25.25 KB	16107	8181
/ukgtn/FindLabByDisease-showSimpleSearch.do	43218	17.33 KB	84	1028
/ukgtn/LabDisplay.do	27511	29.19 KB	87	2387
/gtn/Search/Search+by+Disease+or+Gene	21774	11.00 KB	985	64
/ukgtn/LabFileDownload.do	19340	11.80 KB	52	490
/gtn/Search	9239	16.88 KB	287	57
/ukgtn/FindLabByMapView.do	6563	49.86 KB	16	26
/gtn/Information/The+UKGTN/Organisation+Structure	6322	15.16 KB	4094	1276
Others	61515	32.28 KB	5208	5062

The most commonly used WebPages are the pages that provide access to the online database of UKGTN laboratory services. This confirms that people are using the website for its main functionality – the searchable database of laboratory services.










Where users have been accessing the website from

Visitors domains/countries (Top 10) - Full list						
	Domains/Countries		Pages	Hits	Bandwidth	
	United Kingdom	uk	243826	1570499	5.90 GB	
	Unknown	ip	70907	724018	2.70 GB	
	Commercial	com	58579	481545	2.38 GB	
	Network	net	14363	134418	604.19 MB	
	Ireland	ie	2977	18522	90.52 MB	
	India	in	2419	14349	101.57 MB	
	South Africa	za	1891	20654	83.24 MB	
	Australia	au	1749	11814	79.73 MB	
	Non-Profit Organizations	org	1692	6343	146.58 MB	
	Spain	es	1173	3872	55.42 MB	
	Others		10573	81575	486.54 MB	

The website was accessed from approx 90 different recognised countries in 2010. The majority of the usage was undertaken in the UK and significant usage continues to be undertaken from Ireland, India, South Africa and Germany. Russian Federation, Spain and USA (Educational) have moved in to the top ten rankings in 2010 whereas Netherlands, Norway and Brazil have dropped out. India has increased its usage of the website to be now ranked third after Ireland.

The main usage from the UK indicates that the website is primarily being used as a tool to find specific up-to-date information on testing services in the UK.

Top ten browsers users accessed the website from

Browsers (Top 10) - Full list/Versions - Unknown				
	Browsers	Grabber	Hits	Percent
	MS Internet Explorer	No	2534112	82.6 %
	Firefox	No	313059	10.2 %
	Safari	No	176463	5.7 %
	Mozilla	No	29594	0.9 %
	Opera	No	7917	0.2 %
	Unknown	?	4769	0.1 %
	Konqueror	No	514	0 %
	Sony/Ericsson Browser (PDA/Phone browser)	No	306	0 %
	Netscape	No	239	0 %
	Samsung (PDA/Phone browser)	No	212	0 %
	Others		424	0 %

The majority of users (82.4%) are accessing the website using MS internet explorer (versions not defined) and 10.2% use Firefox. This most likely reflects usage from within the NHS IT system in particular UKGTN member laboratory services and NHS Health Care Professionals accessing the online database.