

NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT



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certainty in a virtual world

Site Name: Directgov

Network Domains:

[List on page 2](#)

Period Covered by Certificate:

1 July - 31 July 2006

Site Content: (Publisher's Statement)

Directgov:

- is the UK Government™ flagship digital service
- provides integrated and relevant customer-focused services through web, digital TV, mobile channels
- brings together information and services online from across UK government departments and has links to 65 services in 379 out of 388 local authorities
- aims to become the principal destination for citizens to interact with government online

Publisher:

Directgov
Central Office of Information
Hercules House
Hercules Road
London, SE1 7DU

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Directgov

Public services all in one place

1. Total qualifying traffic for the certification period 1 July - 31 July 2006

	<u>Daily Averages</u>	<u>Total</u>
Whole Site		
Unique Users	81,793	2,020,054
Visits	90,323	2,800,006
Page Impressions	621,290	19,259,995
Referrals In	83,983	2,603,487
Clickouts	50,693	1,571,469
Searches	17,894	554,710
Jobseekers.direct.gov.uk		
Unique Users	8,296	144,442
Visits	11,543	357,837
Page Impressions	242,192	7,507,958



2. Network Domains

www.direct.gov.uk

<http://jobseekers.direct.gov.uk>

<https://motoring.direct.gov.uk>

<http://schoolsfinder.direct.gov.uk/>

<http://local.direct.gov.uk>

<http://bluebadge.direct.gov.uk/>

Jobseekers.direct.gov.uk

<http://jobseekers.direct.gov.uk>

www.direct.gov.uk

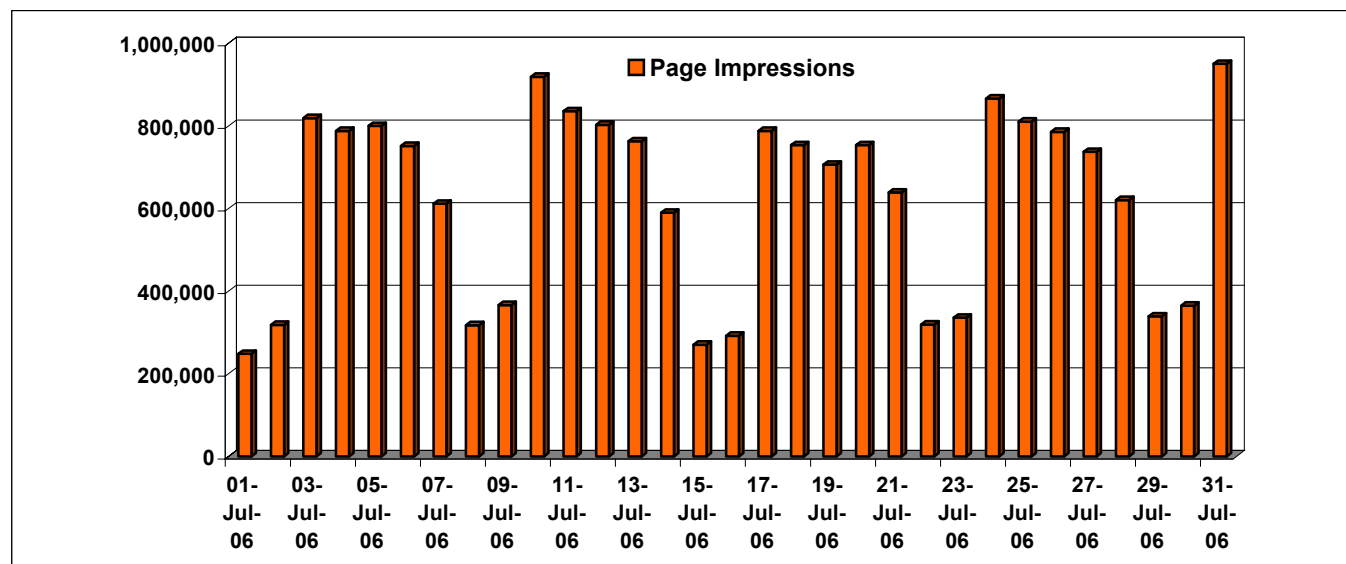
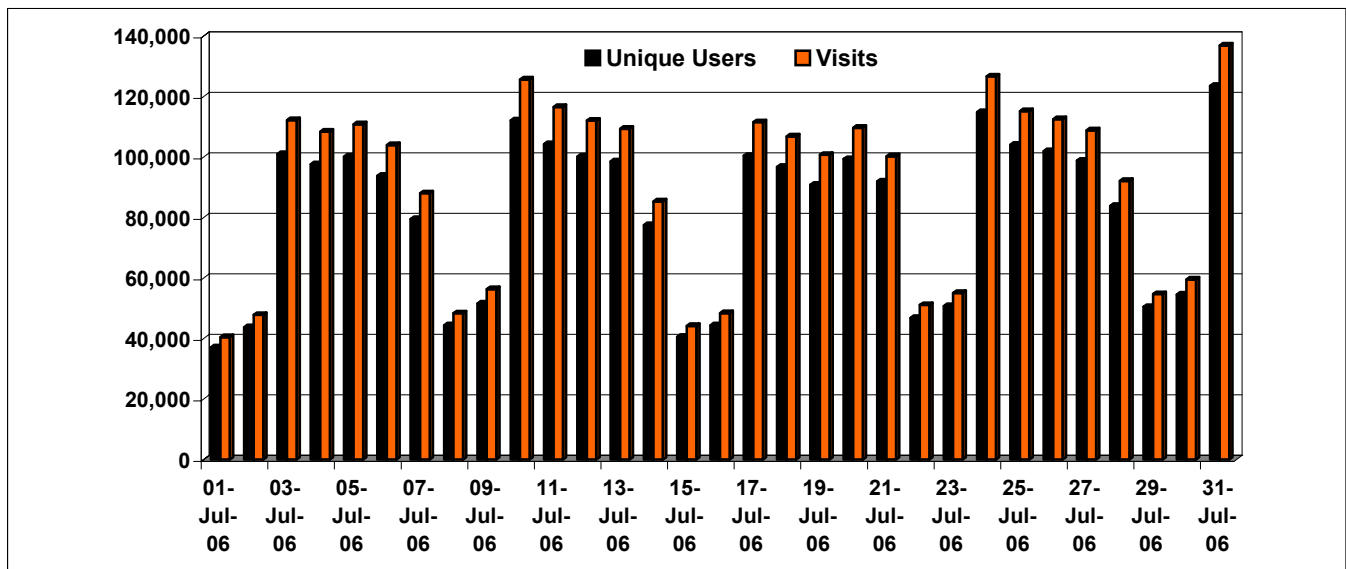
Directgov

Public services all in one place

3. Daily Activity: Unique Users, Visits and Page Impressions Whole Site



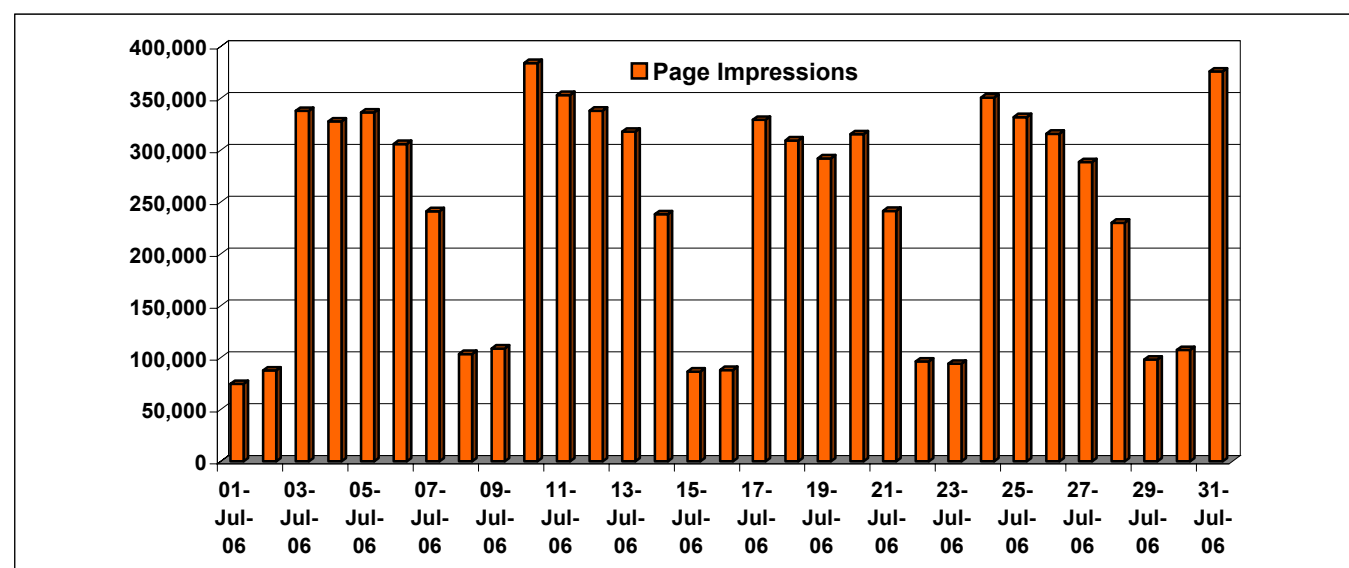
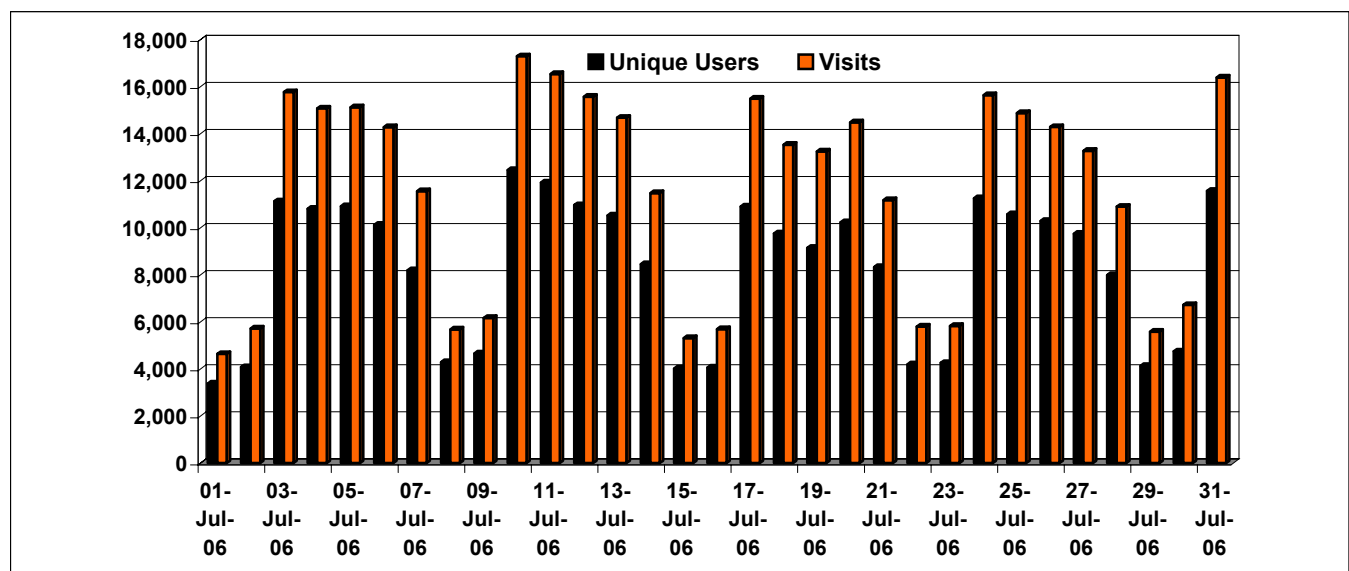
DATE	UNIQUE USERS	PAGE IMPRESSIONS	VISITS	DATE	UNIQUE USERS	PAGE IMPRESSIONS	VISITS
01-Jul-06	37,117	248,163	40,437	17-Jul-06	100,431	787,757	111,527
02-Jul-06	43,788	318,269	47,834	18-Jul-06	96,754	753,203	106,866
03-Jul-06	100,977	818,977	112,244	19-Jul-06	90,875	706,211	100,758
04-Jul-06	97,596	787,974	108,457	20-Jul-06	99,378	753,484	109,716
05-Jul-06	100,166	799,896	110,884	21-Jul-06	91,954	638,744	100,270
06-Jul-06	93,817	751,287	103,955	22-Jul-06	46,791	319,234	51,102
07-Jul-06	79,548	611,684	88,059	23-Jul-06	50,713	335,657	55,096
08-Jul-06	44,382	317,616	48,368	24-Jul-06	114,869	866,149	126,662
09-Jul-06	51,555	366,295	56,378	25-Jul-06	104,057	810,400	115,186
10-Jul-06	112,098	918,677	125,647	26-Jul-06	101,928	785,499	112,522
11-Jul-06	104,260	835,583	116,558	27-Jul-06	98,830	737,023	108,878
12-Jul-06	100,169	802,581	112,073	28-Jul-06	83,871	620,618	92,138
13-Jul-06	98,566	762,825	109,349	29-Jul-06	50,471	338,932	54,722
14-Jul-06	77,502	590,081	85,376	30-Jul-06	54,528	364,735	59,494
15-Jul-06	40,601	270,309	44,162	31-Jul-06	123,583	949,983	136,881
16-Jul-06	44,419	292,149	48,407				



4. Daily Activity: Unique Users, Visits and Page Impressions Jobseekers.direct.gov.uk



DATE	UNIQUE USERS	PAGE IMPRESSIONS	VISITS	DATE	UNIQUE USERS	PAGE IMPRESSIONS	VISITS
01-Jul-06	3,376	74,658	4,640	17-Jul-06	10,907	329,289	15,490
02-Jul-06	4,082	87,661	5,722	18-Jul-06	9,764	309,518	13,536
03-Jul-06	11,131	338,064	15,771	19-Jul-06	9,150	292,075	13,244
04-Jul-06	10,813	327,821	15,075	20-Jul-06	10,234	315,476	14,486
05-Jul-06	10,919	336,401	15,122	21-Jul-06	8,336	241,462	11,173
06-Jul-06	10,133	306,101	14,278	22-Jul-06	4,192	96,273	5,805
07-Jul-06	8,199	241,215	11,560	23-Jul-06	4,259	94,149	5,834
08-Jul-06	4,295	103,511	5,684	24-Jul-06	11,255	350,843	15,639
09-Jul-06	4,660	108,704	6,174	25-Jul-06	10,579	331,978	14,878
10-Jul-06	12,453	384,180	17,295	26-Jul-06	10,289	315,981	14,286
11-Jul-06	11,927	353,321	16,538	27-Jul-06	9,750	288,554	13,277
12-Jul-06	10,967	338,146	15,575	28-Jul-06	7,992	230,103	10,897
13-Jul-06	10,527	317,929	14,681	29-Jul-06	4,132	98,165	5,580
14-Jul-06	8,452	238,334	11,477	30-Jul-06	4,748	107,392	6,719
15-Jul-06	4,024	86,537	5,314	31-Jul-06	11,568	375,990	16,394
16-Jul-06	4,064	88,127	5,693				



5. Additional Notes

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

6. Definitions used in this document

PAGE IMPRESSION: Is defined as "A file or a combination of files sent to a USER as a result of that USER'S request being received by the server". Note: The USER must be a valid USER. Non-requested files (e.g. some images, surplus html files served to build frame-sets, pushed pages, etc) are excluded. One request by a valid USER should result in one PAGE IMPRESSION being served. Where service providers, search engines or other organizations cache site content, PAGE IMPRESSIONS served from such caches may not be recorded by the originating site.

UNIQUE USER: Is defined as "The total number of unique combinations of a valid identifier. Sites may use (i) IP+UserAgent, (ii) Cookie and/or (iii) Registration ID." Note that where USERS are allocated IP addresses dynamically (for example by dial-up Internet Service Providers), this definition may overstate or understate the real number of individual USERS concerned.

Repeat Unique User: Is defined as "A Unique User that has made more than one Visit."

VISIT: Is defined as "A series of PAGE IMPRESSIONS to one USER which ends when there is a gap of at least 30 minutes between two PAGE IMPRESSIONS for that USER".

REFERRAL IN: Is defined as "A Page Impression representing an arrival at the site by a valid User from another identifiable site." This metric can also be known as CLICKIN.

CLICKOUT : Is defined as "A Click to an external (non-native) destination."

SEARCH: Is defined as "The first Page Impression sent to a valid User as a result of that User's search request being received by the server."

INVALID TRAFFIC: Is defined as "Traffic generated by web site development activity, whether by the site or by its agents and automated search engines, indexers, robots, spiders etc. as defined by ABC ELECTRONIC on a list of user agents see (www.abce.org.uk)".

SYNDICATED CONTENT: Is defined as "Content served by a third party into the certified site's PAGE IMPRESSIONS, or content served by the certified site into a third party's PAGE IMPRESSIONS". Such content may be claimed as valid traffic by both parties. Syndicated content may or may not be included in the traffic certified.

For more detailed information go to: www.abce.org.uk

7. Counting System

This site used a third party to count the data supporting this certificate.

8. Audit Report from Electronic Media Audits Limited

We have examined the activity records and other data presented by this WWW Site for the period covered by this Audit Report. Our examinations were made in accordance with established procedures and included such tests and other audit procedures as we considered necessary under the circumstances. In our opinion, the WWW Site activity shown is fairly stated in this report and the other data contained in this report are fairly stated in all respects material to the activity.

While ABC ELECTRONIC has conducted successful checks to gain confidence in the authenticity and validity of the original traffic, we have not expressly audited for fraud or negligence.



Electronic Media Audits Limited (ABC ELECTRONIC)
March 2007

