

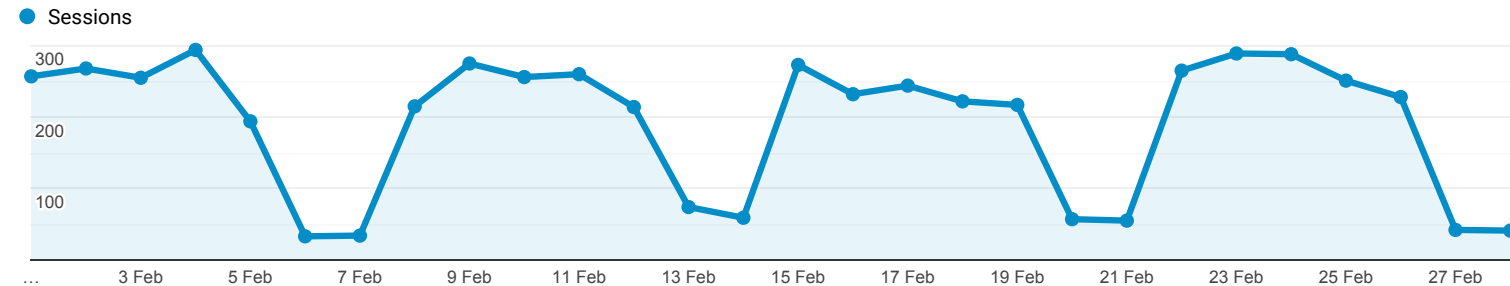
Landing Pages

All Users
100.00% Entrances

1 Feb 2021 - 28 Feb 2021

Explorer

Summary



Landing Page	Acquisition			Behaviour			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	5,392 % of Total: 100.00% (5,392)	36.67% Avg for View: 36.63% (0.10%)	1,977 % of Total: 100.10% (1,975)	45.60% Avg for View: 45.60% (0.00%)	4.06 Avg for View: 4.06 (0.00%)	00:03:45 Avg for View: 00:03:45 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	£0.00 % of Total: 0.00% (£0.00)
1. /	982 (18.21%)	36.15%	355 (17.96%)	27.39%	5.60	00:04:00	0.00%	0 (0.00%)	£0.00 (0.00%)
2. /design-system	731 (13.56%)	24.62%	180 (9.10%)	13.41%	7.02	00:05:27	0.00%	0 (0.00%)	£0.00 (0.00%)
3. /content/inclusive-language	352 (6.53%)	78.69%	277 (14.01%)	88.92%	1.28	00:00:33	0.00%	0 (0.00%)	£0.00 (0.00%)
4. /service-standard	280 (5.19%)	44.64%	125 (6.32%)	58.93%	2.74	00:02:37	0.00%	0 (0.00%)	£0.00 (0.00%)
5. /content	219 (4.06%)	31.05%	68 (3.44%)	29.22%	3.80	00:03:04	0.00%	0 (0.00%)	£0.00 (0.00%)
6. /design-system/components	198 (3.67%)	9.09%	18 (0.91%)	11.62%	5.37	00:06:03	0.00%	0 (0.00%)	£0.00 (0.00%)
7. /content/a-to-z-of-nhs-health-writing	190 (3.52%)	65.26%	124 (6.27%)	72.63%	1.89	00:01:49	0.00%	0 (0.00%)	£0.00 (0.00%)
8. /design-system/design-principles	178 (3.30%)	43.26%	77 (3.89%)	55.62%	3.69	00:03:05	0.00%	0 (0.00%)	£0.00 (0.00%)
9. /design-system/components/care-cards	168 (3.12%)	73.21%	123 (6.22%)	79.17%	1.81	00:00:55	0.00%	0 (0.00%)	£0.00 (0.00%)
10. /design-system/styles/colour	96 (1.78%)	9.38%	9 (0.46%)	65.62%	2.14	00:01:52	0.00%	0 (0.00%)	£0.00 (0.00%)
11. /design-system/components/buttons	80 (1.48%)	13.75%	11 (0.56%)	43.75%	4.08	00:09:05	0.00%	0 (0.00%)	£0.00 (0.00%)
12. /design-system/patterns/ask-users-for-their-nhs-number	64 (1.19%)	87.50%	56 (2.83%)	78.12%	1.59	00:00:53	0.00%	0 (0.00%)	£0.00 (0.00%)
13. /design-system/components/text-input	62 (1.15%)	45.16%	28 (1.42%)	59.68%	2.76	00:02:42	0.00%	0 (0.00%)	£0.00 (0.00%)
14. /design-system/production	61 (1.13%)	18.03%	11 (0.56%)	26.23%	7.20	00:04:16	0.00%	0 (0.00%)	£0.00 (0.00%)
15. /design-system/prototyping	61 (1.13%)	19.67%	12 (0.61%)	42.62%	4.48	00:05:56	0.00%	0 (0.00%)	£0.00 (0.00%)
16. /design-system/styles/typography	61 (1.13%)	31.15%	19 (0.96%)	57.38%	2.54	00:04:22	0.00%	0 (0.00%)	£0.00 (0.00%)
17. /content/health-literacy	54 (1.00%)	59.26%	32 (1.62%)	75.93%	1.48	00:01:13	0.00%	0 (0.00%)	£0.00 (0.00%)
18. /design-system/styles	54 (1.00%)	20.37%	11 (0.56%)	20.37%	4.78	00:03:04	0.00%	0 (0.00%)	£0.00 (0.00%)

19.	/design-system/components/action-link	49 (0.91%)	12.24%	6 (0.30%)	63.27%	2.22	00:02:04	0.00%	0 (0.00%)	£0.00 (0.00%)
20.	/design-system/styles/layout	49 (0.91%)	8.16%	4 (0.20%)	40.82%	5.04	00:11:06	0.00%	0 (0.00%)	£0.00 (0.00%)
21.	/design-system/components/error-message	47 (0.87%)	27.66%	13 (0.66%)	68.09%	2.87	00:06:01	0.00%	0 (0.00%)	£0.00 (0.00%)
22.	/content/formatting-and-punctuation	46 (0.85%)	28.26%	13 (0.66%)	78.26%	1.57	00:01:40	0.00%	0 (0.00%)	£0.00 (0.00%)
23.	/design-system/components/table	42 (0.78%)	14.29%	6 (0.30%)	57.14%	2.48	00:03:49	0.00%	0 (0.00%)	£0.00 (0.00%)
24.	/accessibility/user-research	41 (0.76%)	36.59%	15 (0.76%)	58.54%	2.15	00:01:29	0.00%	0 (0.00%)	£0.00 (0.00%)
25.	/accessibility/what-all-NHS-services-need-to-do	40 (0.74%)	55.00%	22 (1.11%)	65.00%	2.10	00:01:32	0.00%	0 (0.00%)	£0.00 (0.00%)
26.	/design-system/components/card	39 (0.72%)	12.82%	5 (0.25%)	53.85%	3.26	00:04:35	0.00%	0 (0.00%)	£0.00 (0.00%)
27.	/design-system/components/summary-list	39 (0.72%)	10.26%	4 (0.20%)	66.67%	2.87	00:04:12	0.00%	0 (0.00%)	£0.00 (0.00%)
28.	/accessibility	36 (0.67%)	30.56%	11 (0.56%)	36.11%	3.86	00:07:24	0.00%	0 (0.00%)	£0.00 (0.00%)
29.	/content/how-to-write-good-questions-for-forms	35 (0.65%)	45.71%	16 (0.81%)	51.43%	3.71	00:04:50	0.00%	0 (0.00%)	£0.00 (0.00%)
30.	/content/how-we-write	35 (0.65%)	51.43%	18 (0.91%)	48.57%	3.57	00:03:02	0.00%	0 (0.00%)	£0.00 (0.00%)
31.	/design-system/components/inset-text	33 (0.61%)	6.06%	2 (0.10%)	66.67%	2.12	00:05:05	0.00%	0 (0.00%)	£0.00 (0.00%)
32.	/content/links	32 (0.59%)	12.50%	4 (0.20%)	62.50%	1.59	00:02:39	0.00%	0 (0.00%)	£0.00 (0.00%)
33.	/design-system/components/date-input	31 (0.57%)	19.35%	6 (0.30%)	45.16%	5.61	00:06:10	0.00%	0 (0.00%)	£0.00 (0.00%)
34.	/design-system/components/radios	30 (0.56%)	16.67%	5 (0.25%)	73.33%	2.30	00:02:05	0.00%	0 (0.00%)	£0.00 (0.00%)
35.	/content/how-to-write-good-questions-for-forms/consider-the-sensitivities-around-your-questions	29 (0.54%)	82.76%	24 (1.21%)	79.31%	1.83	00:01:20	0.00%	0 (0.00%)	£0.00 (0.00%)
36.	/design-system/components/header	29 (0.54%)	10.34%	3 (0.15%)	72.41%	1.86	00:02:56	0.00%	0 (0.00%)	£0.00 (0.00%)
37.	/content/pdfs	28 (0.52%)	60.71%	17 (0.86%)	53.57%	6.00	00:02:17	0.00%	0 (0.00%)	£0.00 (0.00%)
38.	/design-system/components/hint-text	28 (0.52%)	21.43%	6 (0.30%)	53.57%	3.21	00:02:54	0.00%	0 (0.00%)	£0.00 (0.00%)
39.	/accessibility/content	26 (0.48%)	26.92%	7 (0.35%)	69.23%	2.00	00:04:13	0.00%	0 (0.00%)	£0.00 (0.00%)
40.	/design-system/components/checkboxes	26 (0.48%)	3.85%	1 (0.05%)	53.85%	2.54	00:06:44	0.00%	0 (0.00%)	£0.00 (0.00%)
41.	/design-system/components/warning-callout	26 (0.48%)	7.69%	2 (0.10%)	42.31%	3.00	00:04:23	0.00%	0 (0.00%)	£0.00 (0.00%)
42.	/content/voice-and-tone	24 (0.45%)	54.17%	13 (0.66%)	66.67%	1.71	00:00:57	0.00%	0 (0.00%)	£0.00 (0.00%)
43.	/design-system/components/details	24 (0.45%)	16.67%	4 (0.20%)	58.33%	2.88	00:05:07	0.00%	0 (0.00%)	£0.00 (0.00%)
44.	/design-system/components/fieldset	23 (0.43%)	8.70%	2 (0.10%)	60.87%	4.17	00:07:47	0.00%	0 (0.00%)	£0.00 (0.00%)
45.	/design-system/components/select	23 (0.43%)	0.00%	0 (0.00%)	43.48%	3.48	00:04:42	0.00%	0 (0.00%)	£0.00 (0.00%)
46.	/design-system/components/tag	21 (0.39%)	19.05%	4 (0.20%)	71.43%	2.10	00:03:42	0.00%	0 (0.00%)	£0.00 (0.00%)
47.	/service-standard/1-understand-users-and-their-needs-context-health-and-care	21 (0.39%)	47.62%	10 (0.51%)	61.90%	3.81	00:07:39	0.00%	0 (0.00%)	£0.00 (0.00%)
48.	/design-system/components/expander	20 (0.37%)	20.00%	4 (0.20%)	55.00%	6.50	00:06:21	0.00%	0 (0.00%)	£0.00 (0.00%)
49.	/design-system/components/images	18 (0.33%)	38.89%	7 (0.35%)	55.56%	2.22	00:04:58	0.00%	0 (0.00%)	£0.00 (0.00%)
50.	/service-standard/17-make-your-service-interoperable	18 (0.33%)	44.44%	8 (0.40%)	66.67%	2.11	00:02:14	0.00%	0 (0.00%)	£0.00 (0.00%)

