| NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT |
|---|

**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

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**certainty in a virtual world**

**Publisher:**
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## Directgov
## Public services all in one place

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

| | Daily Averages | Total |
|---|---|---|
| **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

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

**Directgov**
Public services all in one place

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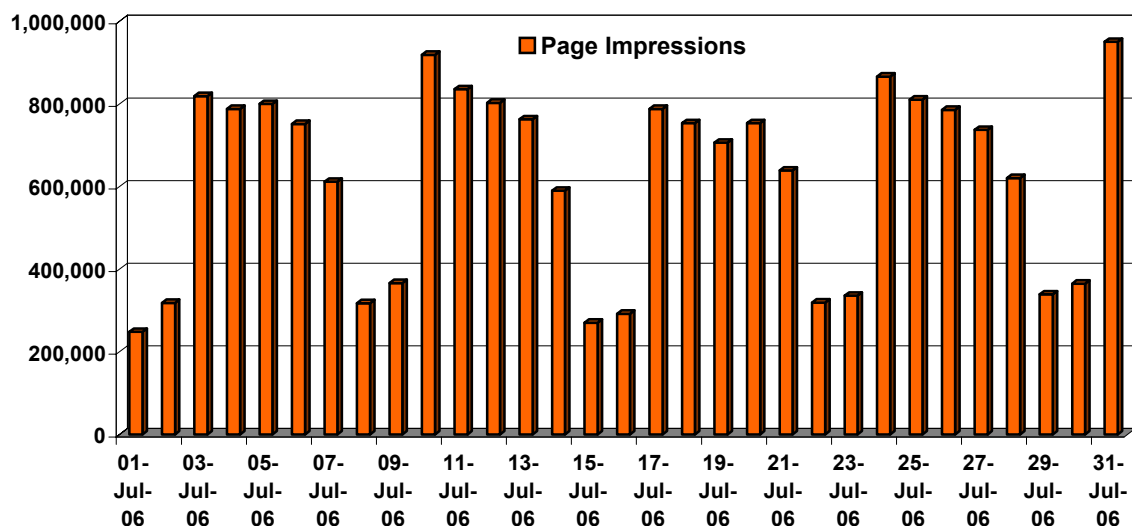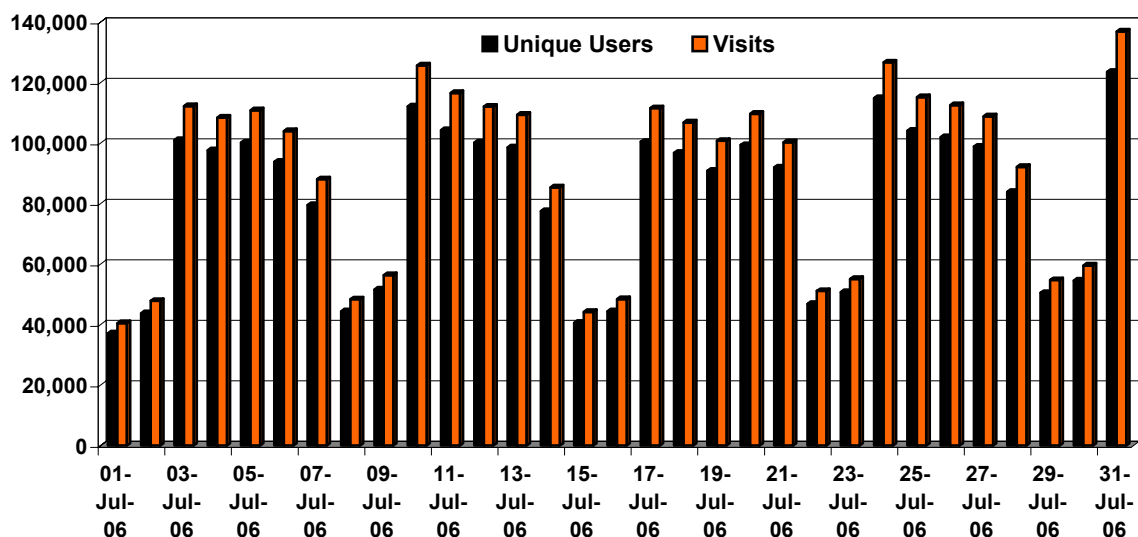
## 4. Daily Activity: Unique Users, Visits and Page Impressions
## Jobseekers.direct.gov.uk

**Directgov**
Public services all in one place

| 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 | | | | |
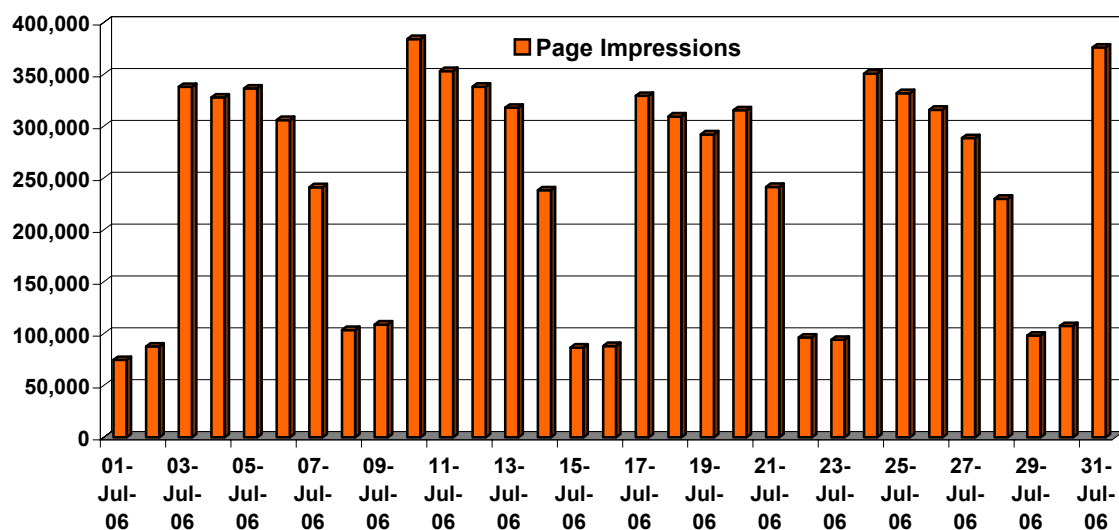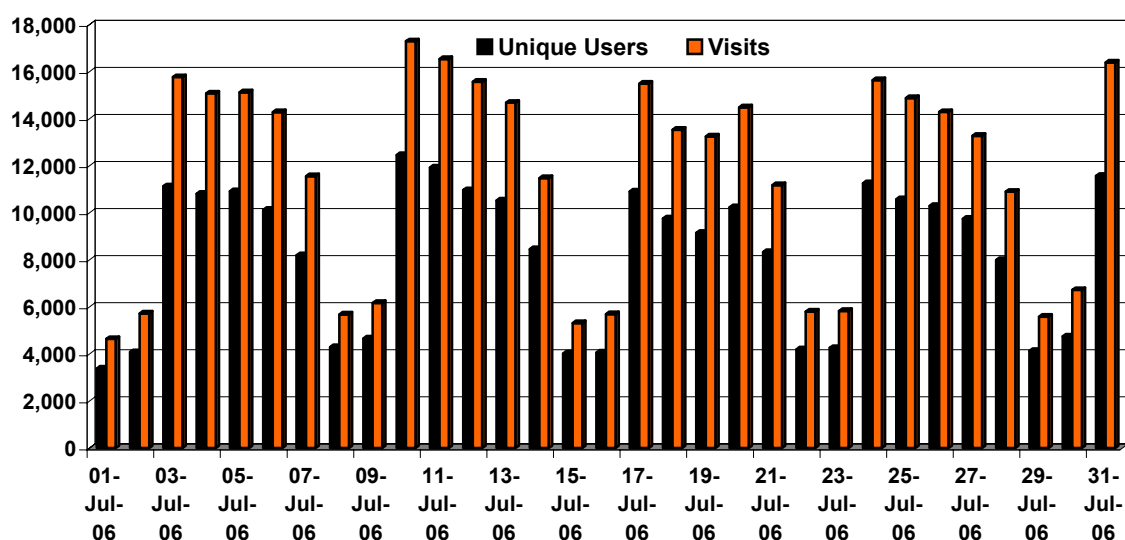
## 5.  Additonal Notes

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