Achieving Accessibility in Mental Health Site Search:

A study of Mind.org.uk

charity works
careers that make a difference

mind
for better mental health

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Executive Summary

Context and Purpose

Recent insights have identified that certain, marginalised audiences are currently underserved by Mind's website (Deloitte 2015: 6; Torchbox 2016: 5), despite Mind's ambitions to provide equal advice and support to *anyone* experiencing a mental health problem (Mind 2017a).

The ongoing Website Rebuild Project aims to tackle the limitations of the current website, creating a site designed for the range of people who need it (Mind 2017b: 1). The ultimate goal is that beneficiaries should understand the options available to them at any touchpoint, and feel empowered to access support and information in the way that suits them (Mind 2017b: 5).

The current website caters best to users with prior mental health knowledge, who are comfortable and confident using mental health terminology. However, Mind's own research recognises that not all audiences use this 'language of mental health' and may therefore not be able to access the best possible advice and support on the current website (Mind 2017c).

This paper looks at how the website could become mental health accessible through improved site search. Accessible, effective site search would enable information-seeking users to easily and intuitively find relevant and helpful resources, no matter their current knowledge of mental health terminology or preference of mental health language.

Methodology

This research was undertaken through a combination of primary and secondary research. Primary research consisted of a site search analytics review and analysis of existing website insights from digital partners. Secondary research consisted of exploring site search best practice.

Results

Assessment of Mind's site search finds that it is currently not accessible to all, and may exclude certain audiences. Important factors in this lack of accessibility include that:

- Search is rarely used by users, despite its potential as feasibly the most accessible and personal route to relevant resources, as it is not made prominent on the site
- Search returns unpredictable results which may not always be relevant, as Mind itself does not control which results are presented or prioritised for each search term
- Search responds better to queries using mental health terminology than broad terminology, and this is particularly evident through auto-suggestions
- For those who may be unsure about what Mind can offer or know less about mental health in general, search offers no guidance as to what resources are available or how to start formulating a query

Recommendations

5 recommendations have emerged as a result of this research to make site search more accessible:

1. Design a more prominent site search to increase the use of search as an easy and personalisable route to information and resources.
2. Implement content tagging in site search, and group tags into categories based on user and business needs. This will provide users with more relevant results and auto-suggestions, and will allow users employing broader terminology to get to the best information for them.
3. Implement a faceted site search and employ filters on results pages which respond to user and business needs. This will allow users to tailor results to their preferences and have choice in what support and advice they access.
4. Design a clearer results layout which visually distinguishes between results types and formats, in order that users can easily identify and choose which resources they access.
5. Trial the use of placeholder text in the search input box in order to assess whether this could guide users in their search journey and encourage users who do not use the language of mental health to productively use this function

Risk Management:

Key risks and considerations for these recommendations are:

Risk	Mitigation
• Each recommendation has the potential to be high impact and highly feasible, but may become harder to implement as this agile project evolves and high priority tasks take precedence.	• These recommendations could be incorporated in later sprints, or be implemented in their most basic format and built upon.
• The mental health accessibility of the Mind website may be most heavily impacted through changes to Mind's content strategy, by creating content that caters to audiences who do not use the language of mental health. Site search improvements may make significant impact without accessible content being created alongside this work.	• Closely align work on search tagging with Mind's content strategy and allow the projects to feed into each other.
• All recommendations would need to be evaluated qualitatively and quantitatively to determine their impact, then adapted with this insight in accordance with the agile project management approach. This would	• Work with external partner Torchbox to set up benchmarking dashboards that are easy to interpret and analyse. • Determine straightforward user testing approach than can be recycled.

involve setting up a benchmarking strategy in the first instance, then continual upkeep to monitor and user test insights.	

Introduction

Mind is a mental health charity whose mission is to provide advice and support to empower anyone experiencing a mental health problem (Mind 2017a). The organization strives to provide this service in many diverse ways, and a crucial medium is the Mind website Mind.org.uk.

Mind's vision is to reach out to anyone who needs them, and to not give up until everyone experiencing a mental health problem gets both support and respect (Mind 2017a). Two of the organisation's core goals are therefore to make access to services equal for everyone, and to give people choice in the ways they access this support (ibid.).

Although equality is a universal aim across all of Mind's work, recent insights have identified that certain, marginalised audiences are currently underserved by Mind's website (Deloitte 2015: 6; Torchbox 2016: 5).

These shortcomings are being addressed in the ongoing Website Redevelopment Project, which aims to ensure that 'beneficiaries understand the options available to them at any touchpoint and feel empowered to access support and information in the way that suits them' (Mind 2017b: 1). Two critical success factors (CSFs) for this project are therefore to:

- Grow and broaden the reach of Mind's information services
- Create a website designed for the range of people who need it, with an intuitive approach to search and navigation

(Mind 2017b: 4-5).

Search functionality on the new website will be a crucial element of the rebuild, as it will impact user journeys through the site considerably and could have a significant positive impact on users' experience of information seeking. This paper will focus on how better search could impact users seeking help and advice[1].

This research will consider how the current shortcomings of Mind's website affect its mental health accessibility, and how an accessible and intuitive site search (alongside wider site improvements) could broaden the reach of Mind's information services and help to ensure that Mind's website is a resource for anyone who may use it.

Mental Health Accessibility

An accessible mental health site search will be defined as a search which enables users to easily and intuitively find relevant and helpful resources, using language of their choosing. It therefore caters to all users, no matter their current knowledge of mental health terminology or preference of mental health language.

[1] See appendix figure 1 for a detailed description of Mind's 'seeking help and advice' persona.

In this paper, using the 'language of mental health' will refer to the use of:

- Common terms which name and define experiences of poor mental health
  - *mental health 'problem', schizophrenia, psychosis*
- Specific terms which name mental health treatments and support services
  - *peer support, antipsychotic, CBT*
- Terms which may refer to the political, medical mental health environment
  - *clinical negligence, IMHA*

Though these terms are used to discuss mental health by some audiences, they are not accepted or recognised by all audiences, who:

- May not be familiar with or understand such terminology
- May prefer to use fuzzier terms...
  - to avoid associated stigma
  - to not feel 'labelled'
  - because mental health is not viewed as separate to the rest of life's struggles in their culture, so the language surrounding it reflects broader life contexts rather than being a separate terminology[2]

(Mind 2017c: 11-12)

Accessible site search should cater equally to both those who do and do not use the language of mental health.

Context

Recent insights have shown that Mind's website does not cater to all audiences equally, and that certain users find it hard to navigate the website or access the information and support they are seeking.

In 2015 Deloitte and Mind worked together to identify areas of improvement for the current website, and carried out a survey of 345 site users in which 15% of respondents revealed they found it difficult to find the information and support they wanted on Mind.org.uk. Four key issues for information-seeking beneficiaries were uncovered that will be important when considering site search improvements (Deloitte 2015: 27):

- Users may not know how to start
- Users may not know what a mental health issue is
- Users may be unsure what kind of support Mind offers
- Users may feel overwhelmed

In 2016, the Website Research Project led by Mind and Torchbox built on these insights. Findings from this research stated that, though Mind's information provision is highly regarded, respected and trusted, 'the way mental health information on the Mind website is organised works best for people who already have an understanding of mental health issues, so there is opportunity to create alternative, simpler routes to helpful content' (2016: 5). An effective, accessible site search could provide such a route.

[2] Example of language used in these contexts may be: *going through hard times, life getting too much, stuff building up, sorting my life out*

Recent analysis of the website's analytics data builds on these findings. 44% of site searches start from information and support pages[3], most commonly from the landing page and the A-Z of Mental Health, indicating areas where users may get stuck navigating the website.

This may be linked to the mental health accessibility of these pages. These pages offer information most useful to those who use the language of mental health, as the majority of topics are represented using mental health terminology. Only a minority of content is categorised under broader terms such as *anger* or *loneliness*. This could partly explain the high proportion of users on these pages who turn to site search, to find answers in their own words.

From these insights it is clear that Mind.org.uk could improve significantly on its mental health accessibility. An improved site search journey could have a significant impact on users' ability to find and access relevant resources, and this paper will consider the ways in which this could be achieved.

Issue 1: Low Search Visibility

As summarised by Sigma (developers of the new website), 'search is an effective mechanism for users across all personae to find information that is relevant, timely, and signposted to the correct resources' (2017: 10). An open text box allows any user, no matter their preferred language or knowledge of mental health, to search for resources using terminology of their choosing.

However, at present only 1.4% of user sessions on the website include use of site search. Infrequent usage means search is not fulfilling its potential as feasibly the most mental health accessible route to relevant resources.

This may be due in part to the low visibility of Mind's current site search.

A search box should be visually prominent and identifiable, since 'users often move fast and furiously when they're looking for search... looking for "the little box where I can type"' (Nielsen 2001). This can be achieved through the use of a large, open-text field which contrasts against its background or any surrounding elements (Babich 2017a; Sherwin 2014; Nielsen 2001).

Moreover, other site elements should be placed considerately in relation to search. The area should not be crowded, as this could distract a user from the search box, but equally, search should not be isolated as this 'can make it just as difficult to find as crowding it' (Sherwin 2014).

Mind's site search lacks visibility as it blends into the grey background on which it sits. Its position on the page also renders it less prominent - it is isolated and separated from the navigation menu (image 1). During user testing, many users scrolled past search, and this behaviour was attributed to users:

- recognising the Mind logo to represent the top of the web page, so dismissing anything above it

[3] Data between November 1 2016 and January 19 2018 (see appendix figure 3)

- not recognising site search due to the lack of visible text input field
- not associating the action bar at the top with site navigation, as it is a lighter blue
- being distracted by the automatic cookie notification

(Torchbox 2016b: 8).

Image 1: Screen capture of site search, demonstrating its low overall visibility on the homepage.

Recommendation A: Prominent Site Search

I recommend building a larger, more prominent site search on the new website. This may increase the use of search as a route to information and resources, which will be valuable to users because:

- Search is a quick and effective way to access information, particularly because many users will be more familiar with the user experience (UX) conventions of search than of navigation systems
- Search is the most mental health accessible route to information, since it allows users to find resources using any terminology they choose

This will also be valuable to Mind as a business, as current site performance tells us that search users tend to engage with the website for longer[4], and best practice knowledge tells us that search represents a guaranteed way of getting users to information quickly and easily, as per the project CSFs (Nielsen 2001).

Issue 2: Low Results Relevance

Analytics data shows that those using site search on Mind.org.uk visit on average three times as many pages as those who don't, and spend on average three times as long on the website[5]. This audience is therefore interacting much longer and more deeply with the website. However, this may not always be a positive finding.

[4]Between November 1 2016 and January 19 2018 users using site search visited an average of 8.16 pages per session and spent on average 00:11:20 minutes on the website. Over the same period, an average site session without search lasted 00:03:15 minutes and these users visited on average 2.37 pages/session.
[5]See footnote 4.

On average 24% of all searches result in users making a query refinement. Query reformulation is normal and to be expected (Turnbull 2016), but this high rate of refinement indicates that approximately 1 out of 4 times users don't directly find the results they are looking for. This could point to a problem with the relevance of results.

Moreover, the average number of pages viewed per search is 1.1, meaning that on the majority of occasions users navigate to the second page of results to find the information they need. Again this suggests that relevant results aren't immediately accessible.

Finally, there is an average search exit rate of around 16% when users give up on search entirely. This may equally indicate that users don't always find what they are looking for through search.

Results Relevance for Mental Health Terminology

On Mind.org.uk search terms are most commonly made up of mental health terminology, such as names of conditions, symptoms or treatments[6]. This suggests that the proportion of the audience who use the language of mental health commonly use site search to find information.

Although site content caters well to this language, results relevance can be unpredictable even for common mental health terminology.

Mind.org.uk currently uses a Google Custom search plugin for site search. With this system, Mind does not control which results are presented or prioritised for different search terms, rather Google independently ranks and displays the results it considers most relevant.

Results relevance is crucial, since many users only scan the first few results options and expect these to provide the best and most relevant answer to their query (Russell Rose 2013; Nielsen 2001).

However, commonly Mind's results are not displayed in a relevant order. For example, when searching *depression,* the most common search term for the website, the information page for depression is the 9th result displayed, preceded by a blog on Electroconvulsive Therapy, varied information pages about postnatal depression and a page about Depression Alliance.

Analytics data builds up an even richer picture of a frustrating user journey for this search term. It shows us that often a user searching the term *depression* doesn't find information that's relevant to them, so gives up 1 out of 10 times (9.5% exit rate), changes their search terms 1 out of 4 times (24% search refinement rate), or must navigate to the second results page to find the information they want (average 1.1 results pages viewed).

As discussed above, high average query refinement rates, high numbers of pages viewed per search and high exit rates across all site search terms suggests that this may be a common problem[7].

[6] See appendix figure 4 for 18 most common search terms for Mind.org.uk

[7] Simple testing with other common search terms reinforces this hypothesis - the borderline personality disorder information page is the 3rd result when searching for this term, the same applies for anxiety, the bipolar disorder information home page appears 4th when searching for this term and so on.

Lack of organisational intervention to determine what resources are returned for which search terms, and in what order of priority, is therefore jeopardising results relevance.

Results Relevance for Fuzzy Terms

Website data also shows a long tail of less common searches which are often broader or fuzzy terms[8][9]. These search terms occur far less regularly - for example, *depression* was searched over 80 times more frequently than searches for *crying, crying all the time* and *can't stop crying*[10].

The audience which does not use the language of mental health therefore appears to use search less frequently.

The less frequent use of this language could indicate that people find search unhelpful when using this terminology, and therefore choose not to use this route.

This may be because responding to broad or fuzzy terms is much harder for the search engine, as it is difficult to define what a user might be looking for when using broad of fuzzy terms that could relate to multiple different mental health conditions, treatments, services or support options.

In these cases, results must retain some degree of relevance while also catering to multiple possible interpretations. Russell-Rose recommends providing a little of the best of each possible interpretation of the search query, as in this way a user will see a variety of options and is likely to find something that suits their query (2013).

At present Google Custom Search attempts this 'best of each' approach, but could benefit from Mind's intervention.

Recommendation B: Content Tagging

I recommend tagging and grouping site content in order to:

- increase results relevance
- allow users employing broader terminology to get to the best information for them.

This would involve using site search analytics and organisational knowledge to gather together popular mental health search terms, related mental health search terms and common alternatives for more complex mental health terminology. Mind would tag and group these terms into categories informed by user and business needs.

Search would therefore be capable of responding to both those who do and do not use the language of mental health, and would produce relevant and related results for both broad

[8] Fuzzy terms include misspellings, phonetic spellings and partially entered words. Broader terms refer to words user may use instead of the language of mental health – e.g. *low, down* or *blue* rather than *depressed*

[9] Examples of these terms might be *frustration, feeling numb, beating the blues* (taken from site search analytics data)

[10] Compare 'total unique search' numbers from appendix figure 4 and 5 for analytics data supporting this statement.

and specific queries. This would help those with less familiar with mental health terminology and/or Mind's resources to get to the best possible advice and support.

Recommendation C: Results Filters

Results filters could also offer extra, valuable control for users to adjust the relevance of their results. This would enable users to cut out irrelevant results rather reformulating their query or searching through multiple results pages. This is a more empowering approach for the user, who will feel they are in charge of their journey and can still use their chosen terminology.

I therefore recommend implementing faceted search on the new website, with filters which respond to user needs, business needs, and best practice insight.

Examples of these filters might be:

- By format (news article, blog, video)
- By topic (self-care, treatments, therapies)
- By site area (events pages, information pages)

Filters would need to be user tested in order to determine final categories.

Recommendation D: Results Layout

Similarly, creating a clearer results layout with more distinction between results types could help users to easily identify and choose what support and advice they access, by offering a kind of visual filtering system.

Russell-Rose suggests that for content-oriented sites like Mind, supporting multiple, different formats on the search results page allows different results types to each display appropriate levels of textual, visual or even geospatial detail (2013).

Apple's iTunes store is an example of this approach, and could provide inspiration for Mind, whose results may include blogs, videos, events, information pages, local service details and more (image 2).

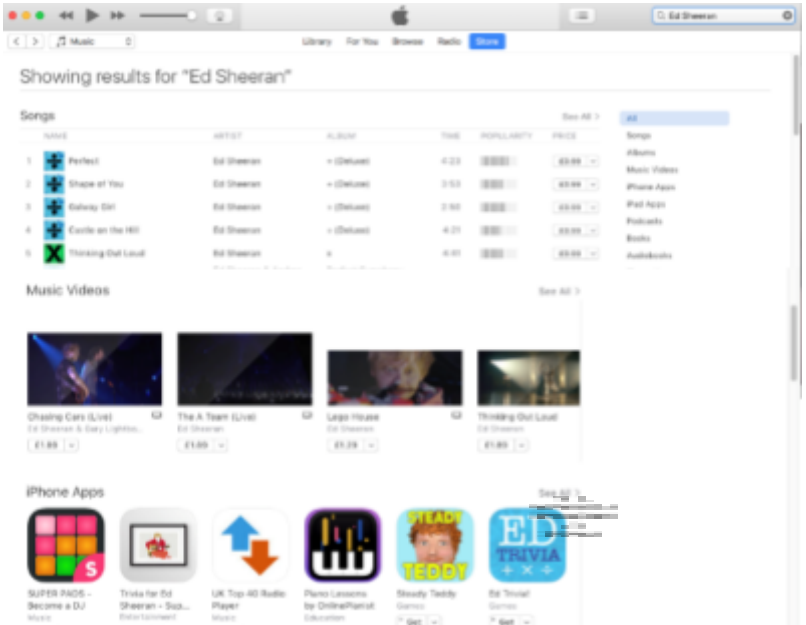

Image 2: iTunes results pages for the search 'Ed Sheeran', demonstrating visual differentiation between different results formats

Issue 3: Lack of Search Guidance

Besides poor results relevance, less frequent use of broad or fuzzy search terms could also indicate that users don't feel that search is the right place for this terminology.

This may be due to the way search is framed, or the way it responds to this kind of language.

For example, Mind's current site search offers auto-suggestions, but these are not representative of all possible user queries, and in fact cater best to users who speak the language of mental health.

Auto-suggestion responds well to mental health terminology such as names of conditions and treatments, and to Mind-specific terms such as the organisation's work, projects and programmes. However, it does not respond productively to broader search terms. For example, depression returns 10 diverse auto-suggestions, while cry returns two unhelpful, repetitive recommendations (image 3).

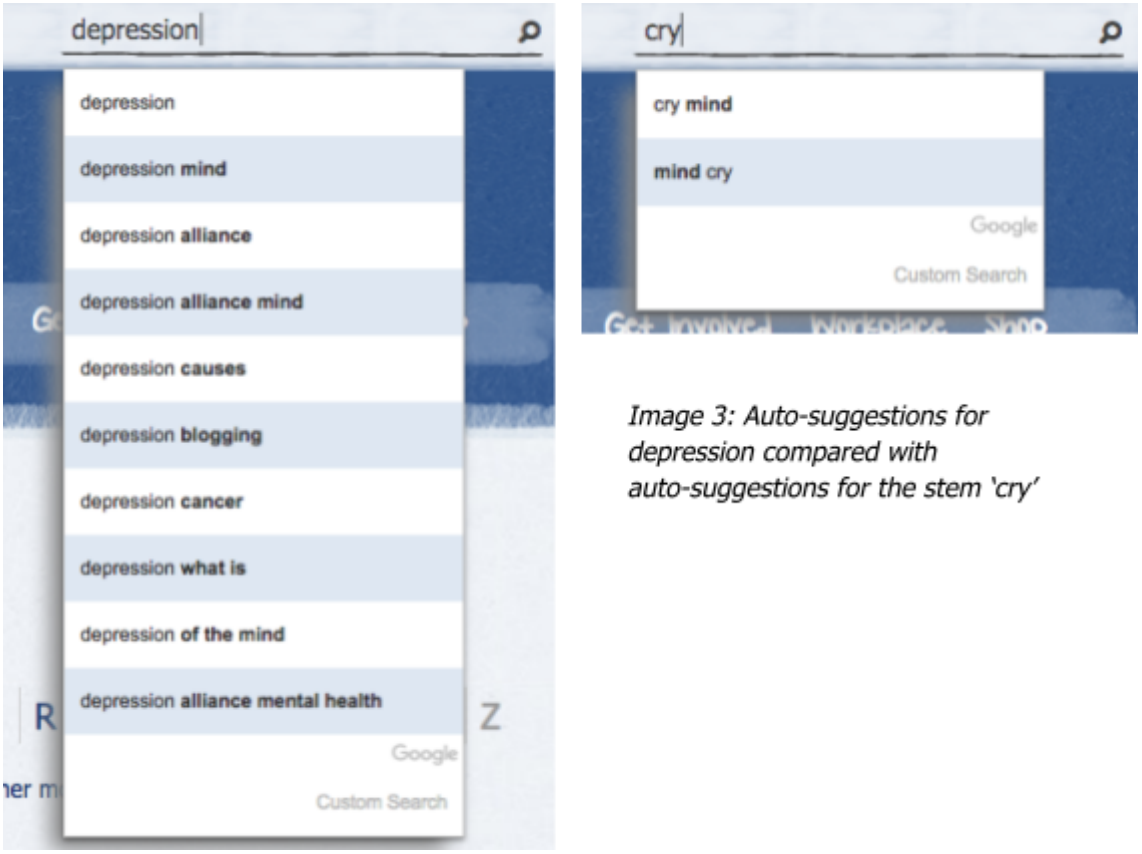

Image 3: Auto-suggestions for depression compared with auto-suggestions for the stem 'cry'

Site search therefore discourages the use of broad terms by reacting poorly to them in auto-suggest, and this could be off-putting for users who do not use the language of mental health.

Moreover, search does not compensate for this by offering any other encouragement for broader terminology.

There is no direction for users in terms of placeholder text – this currently reads 'Custom Search', and acts as a product label rather than as guidance - and there is no wording beside search to indicate what a user might type.

Recommendation E: Content Tagging for Auto-Suggest

Research shows that auto-suggestion mechanisms can guide users and help them to construct their search query, since typical users are poor at query formulation (Babich 2017a; Laubheimer 2016). There is therefore some value in this function. However, certain rules must apply to make auto-suggestion helpful as possible to the user.

Suggestions should be a curated list of search terms, informed by data around common queries, in order to be helpful and representative of what a user might be looking for (Laubheimer 2016).

I recommend that results tagging, as per recommendation B, would feed into auto-suggestion. Users would therefore be presented with auto-suggestions based on clusters of relevant terms matching their query.

This would show users employing broader search terms what resources related to their query are available to them, and could guide users less familiar with mental health terminology to get to the best possible advice and support.

Recommendation F: Placeholder Text Trial

Placeholder text can also be useful for users and may provide helpful suggestions as to what search can be used for (Babich 2017b).

However, on a content heavy site like Mind, distilling the broad offering into a placeholder text sentence could be difficult given the variety of services, information and involvement activities on the website. The resulting sentence could be unwieldy and overwhelming for users (Babich 2017b). Alternatively, minimising this sentence but not representing all available resources may be off-putting to users whose search criteria aren't visible.

It would also be difficult to appeal equally to different audiences, some of whom respond to the language of mental health and some of whom do not, through the language used in this single sentence.

Consequently, I recommend user testing placeholder text to evaluate its impact. A/B testing of a website prototype, presenting version A with placeholder text and version B without, would provide insight into which approach is most successful in helping users get to information that is best for them.

Multiple tests with alternative placeholder sentence options would be required.

Implementation Plan and Considerations of Feasibility

Implementation of any of the above recommendations would be iteratively rolled out in accordance with the agile methodology of the Website Redevelopment project.

Certain recommendations would be implemented in their most basic format, then built upon with further insights in later sprints. This is in line with principles from Mind's digital strategy to constantly inform digital design and development with user needs and data analysis (2017d: 12).

In order to gather this insight, Mind would need to set up a clear benchmarking strategy for site search in order to gauge the success of these different recommendations and adapt them accordingly. Mind would also need to carry out regular user testing in order to gather new insights and explore hypotheses that emerge from prior insights.

The order and time of implementation of each recommendation would depend on its feasibility (which may change as the project develops), cost, and impact. Certain elements would be prioritised if they had significant impact on important user journeys[11]. Exact timings for each recommendation are therefore unknown at present.

When using an agile approach, a constant balance of feasibility and impact must be retained. Certain recommendations may become less feasible or less impactful as the project evolves, and this would be taken into account.

Implementation and Feasibility Breakdown

With this caveat in mind, a breakdown of how each recommendation could be implemented, and its feasibility, is presented below:

Recommendation	Implementation	Feasibility
A: Design and implement more prominent site search	• Mind and Sigma co-design homepage and child page templates to include options with more prominent site search • Mind iteratively tests these templates to compare the effect of prominent site search versus prominent navigation • Mind continually measures success of chosen routes against benchmarks	This is a high impact, highly feasible option. However, user testing may reveal that navigation is more effective in getting users to relevant and helpful information than search, so this approach must be flexible.
B & E: Content Tagging	• Sigma sets up Umbraco 7 and its relevant packages, one of these being Elasticsearch • Sigma ensures search package can perform required functions	Initially categorising site content, then continually monitoring the impact of search tagging would be a large internal task requiring

[11] Impact on 'important' user journeys would refer to changes which significantly improve the website experience for Mind's five key personas (see appendix figure 2).

	(tagging, auto-suggestion), as set out in the Website Technical Specification (Sigma 2017)
	• Mind undertakes internal research to assemble:
	  ○ popular mental health search terms
	  ○ related mental health search terms
	  ○ common terms for more complex mental health terminology
	• Mind tags and groups these terms, informed by user and business needs
	• Mind continually monitors site search...
	  ○ to determine success of tagging against benchmarks
	  ○ to identify terms not being captured and incorporate these into tagged groups
		significant, consistent resource.
		
		The mental health accessibility of the Mind website may be most heavily impacted through changes to Mind's content strategy, by creating content that caters to audiences who do not use the language of mental health. Site search improvements may not be able to make significant impact without accessible content being created alongside this work. These two projects would therefore need to align productively.

C: Adding Results Filters	• Sigma ensures search package can perform required function (faceted search, categorisation) as set out in the Website Technical Specification (Sigma 2017)
	• Mind undertakes combination of best practice research, business needs analysis and analysis of current search to determine potential filter categories
	• In sprints, alongside research into user journeys:
	  o User testing is undertaken to determine most useful filters for priority user journeys
	  o Basic, key filters are rolled out
	  o User testing is undertaken to determine most useful filters for secondary user journeys
		Deciding on filters that respond to user and business needs may be a protracted task requiring regular input from a wide range of employees of varied expertise across the organisation. There are therefore significant resource implications.
		
		At this stage the project may require resource to be focused on high priority, high level development rather than detail-oriented work.

	o (repeat)	
D: Multi-format Results Layout	• Mind and Sigma wireframe multiple results pages options, including various arrangements for different results types • Mind iteratively tests these templates to gather user feedback • Mind continually measures success of chosen routes against benchmarks	This is highly feasible but may be low impact if ineffectively implemented. Showing multiple results formats in equal measures (e.g. 3 information pages, 3 blogs, 3 news articles) may mean users looking for a certain result type are given a limited initial view of what is available to them. Filters could mitigate this risk, but would create a larger work load, as results templates would have to be designed for each filter option.
F: Trialling Placeholder Text	• Mind drafts placeholder text options informed by site content, business needs and user needs • A/B test varied placeholder text options against no placeholder text and measure impact	'Search' as placeholder text is a good benchmark and accepted as UX convention. This is highly feasible to implement as it requires no user testing, and would have middling impact. Providing different placeholder text is a risk. It is highly feasible to implement, but could considerably affect impact, catering to certain audiences better than others. This may lead to internal discussion as to whether multiple rounds of user testing to determine the impact of this recommendation, requiring significant resource, are worthwhile.

Final Thought

This research has considered how to optimise search for users seeking help and advice by making search mental health accessible.

Further research will be required in order to consider how search can be optimised for Mind's four other key personae – in crisis, giving back, active supporter and casual supporter.

Later sprints should also consider how to cater to lower priority personae such as family and friends, campaigners or those developing better business practices.

Further research into overarching best practice for search design and functionality will also be beneficial in optimising every user journey.

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Appendix

Figure 1: Detailed description of Mind's 'seeking help and advice' persona

Figure 2: Mind's 13 digital personae, as used in the Website Rebuild Project

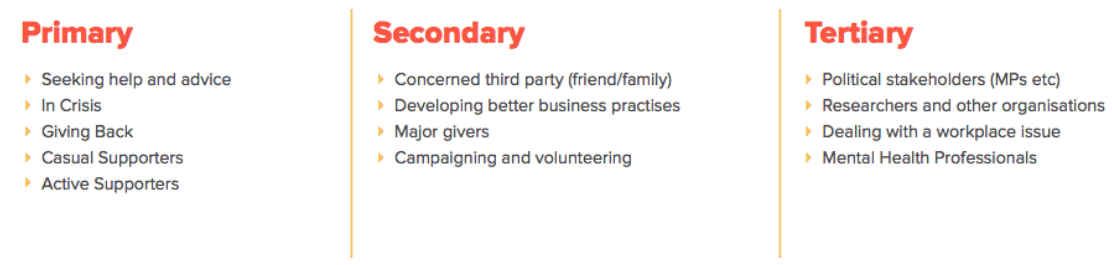


Figure 3: 44% of site searches start from information pages (data filtered by information-support)

http://www.mind.org.uk
www.mind.org.uk [Reporting]

GO TO REPORT

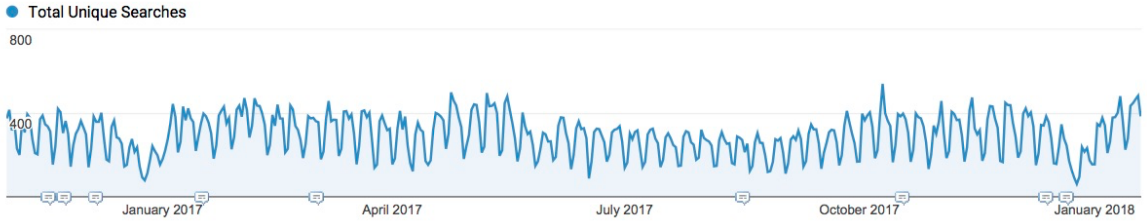
Search Pages

All Users
100.00% Total Unique Searches

Nov 1, 2016 - Jan 19, 2018

Explorer

Site Usage

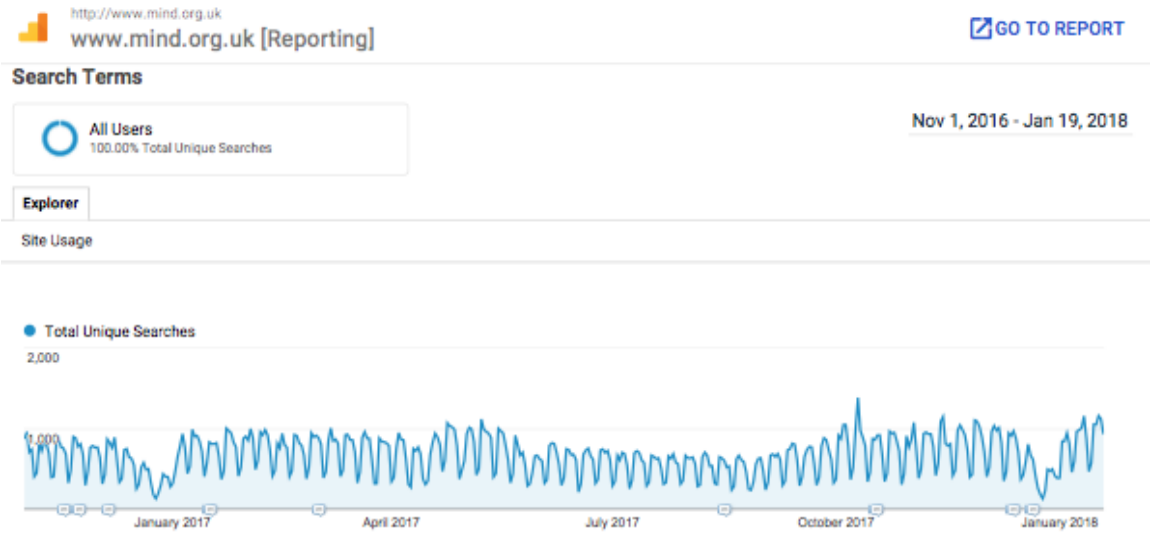


This data was filtered with the following filter expression: **information-support**

Start Page	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Avg. Search Depth
	130,762 % of Total: 44.30% (295,190)	1.08 Avg for View: 1.08 (0.10%)	14.38% Avg for View: 15.64% (-8.05%)	26.06% Avg for View: 24.41% (6.76%)	00:05:32 Avg for View: 00:05:17 (4.49%)	3.10 Avg for View: 2.86 (8.71%)
1. www.mind.org.uk/information-support/	**8,061** (6.16%)	1.07	12.49%	21.33%	00:04:51	3.15
2. www.mind.org.uk/information-support/a-z-mental-health/	**5,957** (4.56%)	1.23	15.70%	21.66%	00:07:09	3.71
3. www.mind.org.uk/information-support/helplines/	**3,510** (2.68%)	1.09	16.89%	20.40%	00:04:55	3.07
4. www.mind.org.uk/information-support/types-of-mental-health-problems/	**3,015** (2.31%)	1.03	15.29%	20.99%	00:04:55	2.72
5. www.mind.org.uk/information-support/local-minds/	**2,288** (1.75%)	1.05	9.53%	30.27%	00:12:48	3.77
6. www.mind.org.uk/information-support/guides-to-support-and-services/	**2,129** (1.63%)	1.05	12.35%	22.37%	00:04:35	3.01
7. www.mind.org.uk/information-support/types-of-mental-health-problems/depression/	**1,748** (1.34%)	1.03	12.70%	25.14%	00:05:10	2.80
8. www.mind.org.uk/information-support/types-of-mental-health-problems/borderline-personality-disorder-bpd/	**1,722** (1.32%)	1.04	15.74%	25.29%	00:04:10	2.46
9. www.mind.org.uk/information-support/types-of-mental-health-problems/personality-disorders/types-of-personality-disorder/	**1,329** (1.02%)	1.04	19.49%	24.62%	00:04:20	2.50
10. www.mind.org.uk/information-support/your-stories/	**1,313** (1.00%)	1.05	13.10%	25.89%	00:06:10	3.35

Rows 1 - 10 of 4860

Figure 4: Most common search terms for Mind.org.uk, including 5501 unique searches for 'depression'



Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Avg. Search Depth
	295,190 % of Total: 100.00% (295,190)	1.08 Avg for View: 1.08 (0.00%)	15.64% Avg for View: 15.64% (0.00%)	24.41% Avg for View: 24.41% (0.00%)	00:05:17 Avg for View: 00:05:17 (0.00%)	2.86 Avg for View: 2.86 (0.00%)
1. depression	5,501 (1.86%)	1.10	9.51%	24.19%	00:06:54	3.42
2. anxiety	5,128 (1.74%)	1.08	10.59%	22.64%	00:06:39	3.52
3. bipolar disorder	3,174 (1.08%)	1.08	10.30%	19.67%	00:06:50	3.71
4. schizophrenia	2,888 (0.98%)	1.08	13.40%	21.25%	00:06:26	2.82
5. borderline borderline personality disorder	2,531 (0.86%)	1.07	10.59%	19.70%	00:06:01	3.31
6. stress	1,872 (0.63%)	1.08	10.90%	20.25%	00:07:08	3.18
7. self harm	1,410 (0.48%)	1.08	8.30%	21.14%	00:06:17	3.00
8. ptsd	1,340 (0.45%)	1.06	8.21%	17.70%	00:06:11	3.08
9. ocd	1,329 (0.45%)	1.07	7.83%	23.19%	00:06:57	3.40
10. psychosis	1,315 (0.45%)	1.07	8.67%	22.73%	00:06:56	3.64
11. mindfulness	1,235 (0.42%)	1.07	11.09%	14.57%	00:05:19	2.65
12. jobs	1,103 (0.37%)	1.06	10.88%	13.37%	00:03:30	2.36
13. Jobs	1,083 (0.37%)	1.10	21.51%	13.71%	00:02:48	2.25
14. cbt	989 (0.34%)	1.07	11.53%	19.51%	00:05:39	2.69
15. adhd	969 (0.33%)	1.09	10.11%	16.35%	00:04:48	2.67
16. volunteer for mind	944 (0.32%)	1.12	22.56%	11.11%	00:03:49	3.47
17. jobs with mental health	905 (0.31%)	1.10	18.12%	18.25%	00:02:45	2.13
18. dementia	883 (0.30%)	1.17	27.86%	16.70%	00:03:50	2.48

Figure 5: Search terms including the expression 'crying', 67 unique searches in total

http://www.mind.org.uk
www.mind.org.uk [Reporting]

GO TO REPORT

Search Terms

All Users
100.00% Total Unique Searches

Nov 1, 2016 - Jan 19, 2018

Explorer

Site Usage

This data was filtered with the following filter expression: **crying**

Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Avg. Search Depth
	67 % of Total: 0.02% (295,190)	1.16 Avg for View: 1.08 (8.02%)	25.37% Avg for View: 15.64% (62.20%)	21.79% Avg for View: 24.41% (-10.70%)	00:05:29 Avg for View: 00:05:17 (3.65%)	3.25 Avg for View: 2.86 (13.95%)
1. crying	22 (32.84%)	1.18	22.73%	15.38%	00:05:53	3.14
2. Crying	18 (26.87%)	1.06	33.33%	15.79%	00:04:41	3.00
3. crying all the time	2 (2.99%)	1.00	0.00%	50.00%	00:08:51	2.00
4. Breakdown eating crying	1 (1.49%)	2.00	0.00%	50.00%	00:00:43	0.00
5. can't stop crying	1 (1.49%)	1.00	0.00%	100.00%	00:00:06	0.00
6. Can't stop crying	1 (1.49%)	2.00	0.00%	50.00%	00:09:26	3.00
7. cant stop crying	1 (1.49%)	1.00	0.00%	0.00%	00:04:19	5.00
8. CRYING	1 (1.49%)	1.00	0.00%	0.00%	00:03:17	1.00
9. crying and irritability	1 (1.49%)	1.00	0.00%	0.00%	00:55:14	32.00
10. Crying easily	1 (1.49%)	3.00	0.00%	0.00%	00:20:36	5.00
11. crying for nothing	1 (1.49%)	2.00	0.00%	0.00%	00:09:54	8.00
12. Crying parents	1 (1.49%)	1.00	0.00%	100.00%	00:00:11	0.00
13. Depression and crying	1 (1.49%)	1.00	0.00%	100.00%	00:01:07	0.00
14. disorder related to crying without any particular reason	1 (1.49%)	1.00	100.00%	0.00%	00:02:00	0.00
15. Do symptoms of dissociation include hot and cold sweats anxiety excessive sweating. Being distressed crying.?	1 (1.49%)	1.00	0.00%	0.00%	00:00:59	6.00
16. Help my daughter understand crying	1 (1.49%)	2.00	0.00%	100.00%	00:03:43	1.00
17. How to cope with someone crying	1 (1.49%)	1.00	0.00%	100.00%	00:00:54	0.00