Aug 1, 2025 - Aug 31, 2025

*Defaults to "Last Month"*
*Select any date range above*
*Any comparisons are to same period, prior year.*

## Key Usage Metrics

**Sessions**
34,635
-6.3%

**Users**
20,197
-13.4%

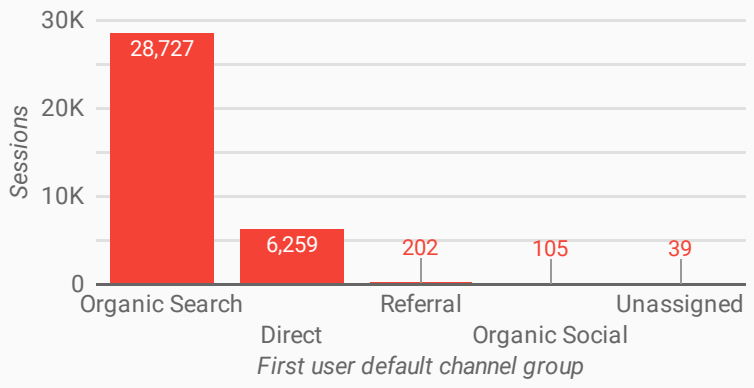
**Pageviews**
54,206
-6.7%

**Pages per Session**
1.57
-0.4%

**Bounce Rate**
54.63%
4.7%

**Avg Time on Site**
00:02:49
9.4%

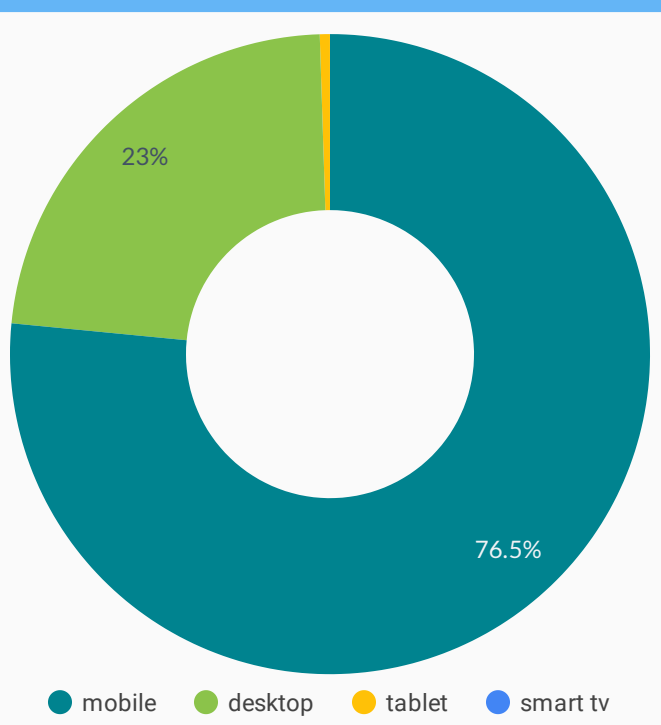
## Traffic Sources




## Most Visited Pages

| | Landing page | Views | Bounce ... |
|---|---|---|---|
| 1 | / | 19,582 | 37.57% |
| 2 | /pregnancy/pregnancy-due-date-calc... | 4,989 | 66.02% |
| 3 | /pregnancy/meet-the-doctors.13605.... | 3,666 | 54.18% |
| 4 | /pregnancy/antenatal-education-pre... | 1,952 | 62.91% |
| 5 | /contact-us.36.html | 1,759 | 62.72% |
| 6 | /maternity.10.html | 1,686 | 35.81% |
| 7 | /pregnancy/private-care.13917.html | 1,186 | 43.28% |
| 8 | /home/careers.13656.html | 1,175 | 55.42% |
| 9 | /visitor-information.344.html | 1,171 | 64.39% |
| 10 | /labour-and-birth/your-hospital-bag.... | 1,132 | 69.72% |

## Device Category




## Top Entry (Landing) Pages

| | Landing page | Sessions |
|---|---|---|
| 1. | / | 8,058 |
| 2. | /pregnancy/pregnancy-due-date-calculator.54... | 4,526 |
| 3. | /pregnancy/meet-the-doctors.13605.html | 2,778 |
| 4. | (not set) | 1,624 |
| 5. | /pregnancy/antenatal-education-preparation.... | 1,437 |
| 6. | /contact-us.36.html | 1,175 |
| 7. | /home/careers.13656.html | 1,005 |
| 8. | /labour-and-birth/your-hospital-bag.13615.html | 981 |
| 9. | /visitor-information.344.html | 938 |
| 10. | /pregnancy/private-care.13917.html | 610 |
| 11. | /pregnancy/semi-private-care.13916.html | 541 |

## Top Landing Pages By New Users

| | Landing page | New users |
|---|---|---|
| 1. | / | 3,451 |
| 2. | /pregnancy/pregnancy-due-date-calculator.54.html | 3,188 |
| 3. | /pregnancy/meet-the-doctors.13605.html | 1,694 |
| 4. | /contact-us.36.html | 536 |
| 5. | /home/careers.13656.html | 521 |
| 6. | /visitor-information.344.html | 497 |
| 7. | /pregnancy/antenatal-education-preparation.13609.html | 485 |
| 8. | /labour-and-birth/your-hospital-bag.13615.html | 450 |
| 9. | /pregnancy/private-care.13917.html | 331 |
| 10. | /home/hospital-fees-and-charges.14240.html | 299 |
| 11. | /your-baby/new-page.22474.html | 292 |
| 12. | /pain-relief-in-labour/complex-menopause-service.15085.html | 243 |
| 13. | /maternity.10.html | 222 |
| 14. | /pregnancy/pregnancy-problems-concerns.13606.html | 212 |
| 15. | /home/midwifery-courses-placements.13652.html | 208 |

## Users who land on the homepage, where do they go next?

| | Page path | Sessions |
|---|---|---|
| 1. | / | 8,689 |
| 2. | /pregnancy/pregnancy-due-date-calculator.54.html | 4,804 |
| 3. | /pregnancy/meet-the-doctors.13605.html | 3,524 |
| 4. | /maternity.10.html | 2,449 |
| 5. | /contact-us.36.html | 2,414 |
| 6. | /pregnancy/antenatal-education-preparation.13609.... | 1,961 |
| 7. | /home/careers.13656.html | 1,512 |
| 8. | /visitor-information.344.html | 1,306 |
| 9. | /pregnancy/private-care.13917.html | 1,226 |
| 10. | /pregnancy/public-care.13807.html | 1,216 |
| 11. | /labour-and-birth/your-hospital-bag.13615.html | 1,194 |
| 12. | /home/hospital-fees-and-charges.14240.html | 1,140 |
| 13. | /pregnancy/semi-private-care.13916.html | 1,140 |
| 14. | /home/virtual-classroom.14779.html | 834 |
| 15. | /pregnancy/ultrasound-scanning-service.13608.html | 611 |