Online search demand: Health

Overall

Top searches

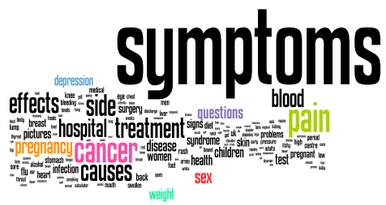
Bmi (inc Calculator)
Swine Flu Symptoms
Shingles
Chicken Pox
Depression
Thrush
Glandular Fever
Sciatica
Bowel Cancer Symptoms
Piles
Low Blood Pressure
Menopause Symptoms
Thyroid Symptoms
Depression Symptoms
Cystitis
Flu Symptoms
Bowel Cancer
Ovarian Cancer Symptoms
Skin Cancer
Ibs Symptoms
Shingles Symptoms

Insight: People searching for diseases mainly want to know about symptoms, then causes and treatment in that order.

There's huge demand for drug side effects.

BMI related searches fill the top 10 (although we've condensed them into just the top result.

The long tail



Risers & Fallers

Rising

Bmi (Inc Weight, Test Etc)
Herpes
Food Poisoning Symptoms
Kidney Infection
Hay Fever Symptoms
Bipolar Symptoms
Thyroid Problems
Fibromyalgia
Ovarian Cancer Symptoms
Menopause Symptoms
Piles Symptoms
Stomach Ulcer
Chicken Pox Symptoms
Stomach Pain
Hand Foot And Mouth
Disease
Prostate Cancer
Carpal Tunnel Symptoms
Chlamydia Symptoms
Calorie Calculator
Alzheimer's Signs
Bowel Cancer
Measles Symptoms
Genital Warts
Appendicitis Symptoms

Falling

Nhs Direct
Depression
Chicken Pox
Pregnancy Symptoms
Irritable Bowel Syndrome
Symptoms
Diabetes Symptoms
Sciatica Symptoms
Thyroid Symptoms
Kidney Infection Symptoms
Lupus
Average Penile Length
Weight Loss
Asperger's Syndrome
Symptoms
Shingles Symptoms
Skin Cancer Pictures
Brain Tumors Symptoms
Breast Cancer Symptoms
Stomach Ulcer Symptoms
Ibs Symptoms And Causes
Swollen Ankles Causes
Gallstones Symptoms
Ringworm Pictures
Diverticulitis Symptoms

Cancer

Proportion of searches

Top searches

Bowel Cancer
Ovarian Cancer
Skin Cancer
Prostate Cancer
Cervical Cancer
Breast Cancer
Lung Cancer
Breast Cancer
Testicular Cancer
Stomach Cancer
Pancreatic Cancer
Liver Cancer
Bladder Cancer

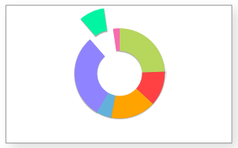
Insight: People still mostly want to kmnow about cancer symptoms however, they're more likely to use 'signs' and 'prognosis' in their searches.

Cancer may be under represented **proportionaly due to people going to specialist cancer sites.**

The long tail

Weight

Proportion of searches



Insight: Dominated by searches around BMI.

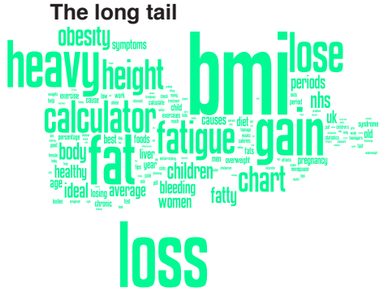
'lose' and 'gain' are both searched for as much in the long tail.

'children' features highly in the long tail also.

Top searches

Bmi
Bmi Calculator
Bmi Weight
Calculate Bmi
How To Lose Weight
Bmi Test
Bmi Chart For Women
Weight Loss
Bmi Index
Ideal Weight
Losing Weight
Lose Weight
Obesity

The long tail



Questions

Proportion of searches

Insight: Questions account for a very large proportion of all searches realted to health.

People generally want to know the 'causes' of things.

Pregnancy and pain feature highly in the long tail.

Top searches

How To Lose Weight
What Is Frozen Shoulder
How Much Should I Weigh
When Does Morning Sickness Start
How To Stop Snoring
What Causes Cramp
What Causes Mouth Ulcers
How To Get Pregnant
Why Do We Dream
What Not To Eat When Pregnant

The long tail

Depression

Proportion of searches

Insight: Again, people looking for the symptoms.

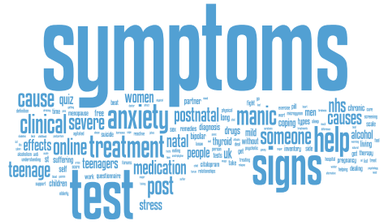
A big demand for self diagnosis 'test' 'signs' 'quiz' etc.

'help' appears strongly in the long tail.

Top searches

Depression Symptoms
Depression Test
Signs Of Depression
Postnatal Depression
Clinical Depression
Depression Quiz
Depression Help
What Is Depression
Post Natal Depression
Types Of Depression
Bipolar Depression
Dealing With Depression
Depression Treatment

The long tail



Pregnancy

Proportion of searches

Insight: The majority of long tail searches are around discovering whether or not someone is pregnant.

Interestingly BBC pregnancy appears as a top search showing good brand awareness / trust.

Top searches

Pregnancy Symptoms
Signs Of Pregnancy
Pregnancy Calculator
Pregnancy Calendar
I Am Pregnant
Ectopic Pregnancy
Pregnancy Test
Bbc Pregnancy
Pregnancy Signs
Getting Pregnant
Pregnancy Due Date
40 Weeks Pregnant
Foods To Avoid During

The long tail

Sexual health

Proportion of searches

Insight: men and women are equally represented in the long tail of searches.

thrush stands out as the most popular search in both the long tail and top searches.

'bleeding' is big in the long tail too.

Top searches

Thrush
Genital Herpes
Bleeding After Sex
Hiv
Gonorrhea
Vaginal Thrush
Syphilis
Thrush Treatment
Sexually Transmitted Diseases
Hiv Symptoms In Men
Herpes Symptoms In Women

The long tail

Pain

Proportion of searches

Insight: Although low back pain is the most common pain seen by GP's, knee pain is the most searched for.

Top searches

Knee Pain
Back Pain
Lower Back Pain
Stomach Pain
Shoulder Pain
Hip Pain
Abdominal Pain
Chest Pain
Neck Pain
Kidney Pain
Foot Pain
Breast Pain
Lower Abdominal Pain

Most popular

Notes: All **data** sourced from Hitwise Jan 2010 – Jan 2011 inclusive. The data represents around 175,000 actual search terms entered into search engines by users within the UK at this time who then went on to visit a science related website. **Proportion of searches** denotes the search volume that a category has compared to the other categories so 'space has the largest share of search volume (the greatest demand). **Most popular searches** are the most frequently searched for words or phrases within that category in order for example 'eclipse' was the most frequently searched for term. **The long tail** counts how many times a single word has appeared overall in a category. This gives us underlying search demand and allows us to look underneath the 'tip' of just the most popular searches. For example 'eclipse' is the most popular search term in science however it does not occur with any great frequency in other long tail searches whereas with 'moon' the opposite is true. This visualisation was made by the user acquisition team using data from Hitwise and as such it should not be distributed outside of the BBC.