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[By e-mail to s.wood@livjm.ac.uk]

Our ref: FOI240672

1 March 2006

Dear Mr Wood,

I am writing to confirm that the Cabinet Office has now completed its search for the information which you requested on 7th February 2006.

The information you requested about Directgov is provided below as follows:

1. The amount direct.gov. pays per click to Overture via "sponsored links" for links to the page <http://www.direct.gov.uk/RightsAndResponsibilities/fs/en> from the search results for "freedom of information act" at yahoo.co.uk

Directgov currently pays 10p (the lowest possible price) to Yahoo (Overture) for its Cost-Per Click service. This service applies to any search terms regarding the 'Freedom of Information Act'.

2. The number of click throughs (by month) to the above page since the inception of this specific contract

A table of click throughs by month is attached at Annex A, starting from 26th July 2005 when the service with Yahoo (Overture) began. Also included is cost of click throughs and click through rate to date.

3. The number of page views for the Freedom of information page (http://www.direct.gov.uk/RightsAndResponsibilities/RightsAndResponsibilitiesArticles/fs/en?CONTENT_ID=4003239&chk=xi42h7) on the direct.gov.server broken down by month since January 2005 to date

The Freedom of Information page on Directgov was first introduced in June 2005. The table below shows the number of page views by month from June 2005 until 31st January 2006.

Date	Page Views
Jun-05	400
Jul-05	338
Aug-05	2,841
Sep-05	4,729
Oct-05	6,793
Nov-05	5,645
Dec-05	4,744
Jan-06	3,895



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<http://www.hmso.gov.uk/copyright/licences/click-use-home.htm>

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If you have any queries about this letter, please contact me. Please remember to quote the reference number above in any future communications.

If you are unhappy with the service you have received in relation to your request or wish to request an internal review, you should write to:

Howell James
Permanent Secretary
Government Communications
70 Whitehall
London
SW1A 2AS

e-mail: howell.james@cabinet-office.x.gsi.gov.uk

If you are not content with the outcome of your internal review, you may apply directly to the Information Commissioner for a decision. Generally, the Commissioner cannot make a decision unless you have exhausted the complaints procedure provided by Cabinet Office. The Information Commissioner can be contacted at:

The Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Yours sincerely



Sue Bateman
Head of Private Office and Ministerial Business Team

