Original article

Why you should subscribe to the Practical Health Psychology blog?

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The Practical Health Psychology blog (www.practicalhealthpsychology.com) was set up to disseminate cutting-edge Health Psychology research to healthcare practitioners who can apply it in their practice. Each month, we translate short blog posts based on peer-reviewed research and expert opinions into 27 languages and utilize a network of National Editors and a coordinated social networking strategy to ensure broad reach of these posts (by now to 38 countries). The main aim is to see more of the insights from health psychology research being applied in practice. Some examples of recent blog post topics include: Self-affirmation (Peter Harris), possible selves (Winfred Gebhardt), and n-of-1 studies (Marie Johnston). In the coming two months the blog will cover the topics coping (Nadia Garnefski and Vivian Kraaij) and health behaviour maintenance (Dominika Kwasnicka). Currently, we have 45 National Editors who work with us providing their expertise in translating the blog posts into their languages and distributing them among their networks (healthcare practitioners and relevant societies): www.practicalhealthpsychology.com/editorial-board/

How popular is this blog?

In November 2011 we started monitoring the traffic on our website using Google Analytics. Since then we have had a total of 30,788 users from around the world visiting our website (see Figure 1). The top three countries that have accessed our website are the Netherlands, Germany and the United States (see Figure 1). Our national editors translate each of our blog posts into 27 different languages. Figure 2 provides an overview of the ten most viewed languages. The top three viewed languages are English, Dutch and German. These are closely followed by Russian, Portuguese, Finnish and Polish. These numbers clearly demonstrate the value of the efforts of our team of national editors. We have also been monitoring the main user acquisition channels (see Figure 3). Most users have accessed the website via organic searches (72.6%) by typing in relevant search terms. We have also received a lot of users via our social media channels (7.4%) and via referrals from other websites (2.4%). Given the recent appointment of a Digital Communications lead we are expecting the number of social media acquisitions to increase steadily in the future.

What can you do to join?

Readers can subscribe via the www.practicalhealthpsychology.com >about this blog >join our blog. You can also follow us on Twitter:https://twitter.com/PractHealthPsy and Facebook:https://www.facebook.com/practhealthpsy/. If you have a suggestion for a blog post or if you are keen to write one yourself, you can submit your idea for the post here: http://practicalhealthpsychology.com/suggestions-for-future-posts/. We are looking forward to hearing from you in case you have any feedback or suggestions for how to best disseminate our blog.

Country	Users	Users
	30,788 % of Total: 100.00% (30,788)	30,788 % of Total: 100.00% (30,788)
1. 🇳🇱 Netherlands	4,002	12.92%
2. 🇩🇪 Germany	2,240	7.23%
3. 🇺🇸 United States	2,037	6.58%
4. 🇵🇱 Poland	1,733	5.60%
5. 🇬🇧 United Kingdom	1,601	5.17%
6. 🇫🇮 Finland	1,580	5.10%
7. 🇮🇱 Israel	1,512	4.88%
8. 🇧🇷 Brazil	1,421	4.59%
9. 🇧🇬 Bulgaria	1,108	3.58%
10. 🇷🇺 Russia	889	2.87%

Figure 1. Total number of users per country (since November 2017)

Language	Users	Users
	30,788 % of Total: 100.00% (30,788)	30,788 % of Total: 100.00% (30,788)
1. en-us	6,701	21.61%
2. nl-nl	3,515	11.34%
3. en-gb	2,074	6.69%
4. de-de	1,589	5.12%
5. ru-ru	1,392	4.49%
6. pt-br	1,387	4.47%
7. fi-fi	1,161	3.74%
8. pl-pl	1,117	3.60%
9. he-il	849	2.74%
10. de	749	2.42%

Figure 2. Total number of users per language (since November 2017). Note: en-us= English (US); nl-nl=Dutch (Netherlands); en-gb=English (UK); de-de=German (Germany); ru-ru=Russian (Russia); pt-br=Portuguese (Brazilian); fi-fi= Finnish (Finland); pl-pl=Polish (Poland); he-il=Hebrew (Israel); de=German.
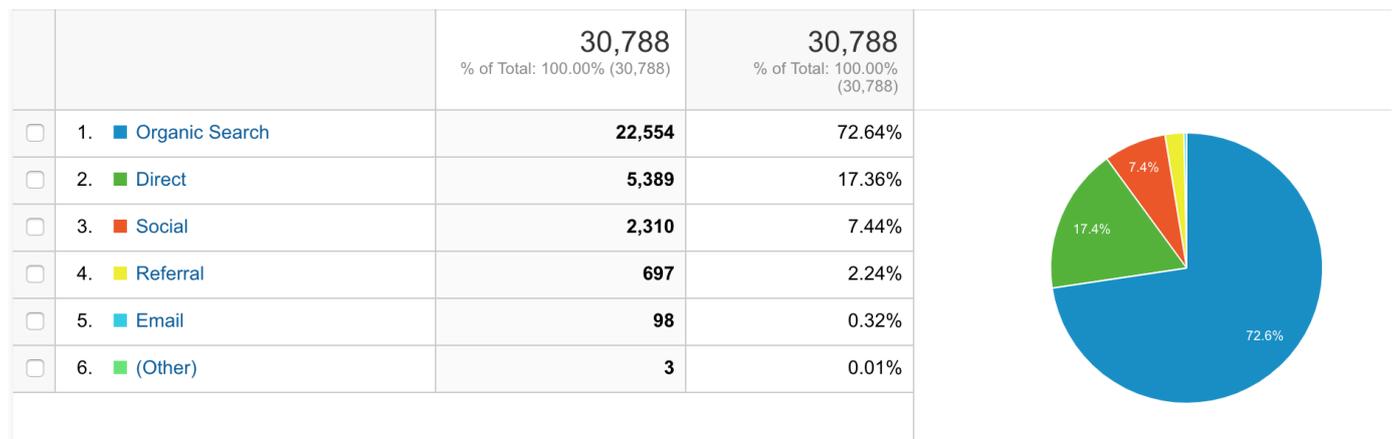
		30,788 % of Total: 100.00% (30,788)	30,788 % of Total: 100.00% (30,788)	
☐	1. ■ Organic Search	22,554	72.64%	
☐	2. ■ Direct	5,389	17.36%	
☐	3. ■ Social	2,310	7.44%	
☐	4. ■ Referral	697	2.24%	
☐	5. ■ Email	98	0.32%	
☐	6. ■ (Other)	3	0.01%	

Figure 3. Acquisition numbers (since November 2017). Note: Organic Search=Traffic from search engine results; Direct=Any traffic where the referrer or source is unknown; Social=Traffic from a social network; Referral=Traffic that occurs when a user finds you through a site other than a search engine; Email=Traffic from email marketing; Other=Traffic that does not fit into another source.

We are *Translating research to practice, one blog post at time.*

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