NZNO CENNZ web pages analytics overview 2016-2025

Late in 2023, Google changed the way Analytics works when it released Google Analytics 4 (GA4). Without going into too much detail, when you read this report, please be aware of the following:

- GA4 still counts page views, though it counts them slightly differently. We've noticed page view counts dropping a little because GA4 page counts are more accurate now.
- Instead of Unique pageviews GA4 now counts Users, i.e. people.
- Instead of Avg. time on page GA4 now measures Average engagement time, as in, people doing something on the page.
- GA4 does not report Bounce and Exit rates anymore since they don't reflect usefully on actual user engagement.

We can't compare GA4 with the old Google Analytics so I started a new data series which will build up over time. For now, here's what we have.

	9/2016 - 8/2017	9/2017 - 8/2018	9/2018 - 8/2019	9/2019 - 8/2020	9/2020 - 8/2021	9/2021 - 8/2022	**Old GA data ends** 9/2022 - 8/2023
Home page							
Pageviews	5,256	4,706	4,763	3,602	4,106	4,036	4,434
Unique pageviews	3,668	3,486	3,585	2,756	3,194	3,109	3,267
Avg. time on page	0:40	0:51	0:56	0:41	0:48	0:50	0:49
Bounce rate	18.29%	24.77%	28.43%	23.95%	23.56%	31.50%	26.51%
Exit rate	16.32%	21.38%	23.81%	21.90%	21.63%	25.10%	22.24%
Courses page							
Pageviews	3,774	4,964	5,078	5,435	5,420	5,726	6,680
Unique pageviews	2,937	3,954	4,162	4,126	4,387	4,749	5,514
Avg. time on page							
Other child pages							
Pageviews	10,599	10,195	9,922	7,069	8,855	7,882	8,819
Unique pageviews	7,869	7,987	7,217	5,293	6,732	6,066	6,644

GA4 data begins

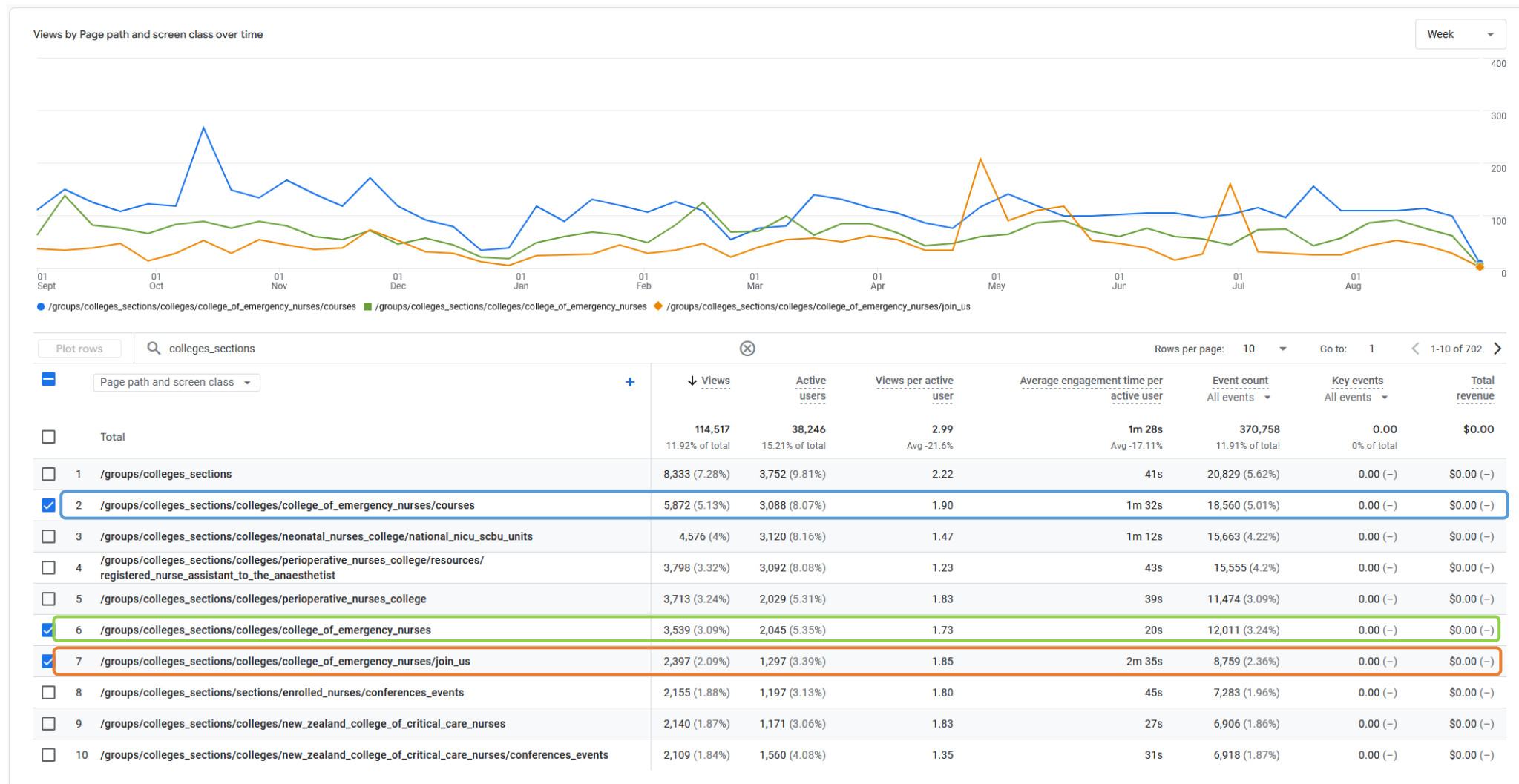|	9/2023 - 8/2024	9/2024 - 8/2025
Home page		
Pageviews	4,044	3675
Users	2,433	2144
Engagement time	0:21	0:20
Courses page		
Pageviews	6,293	5893
Users	3,496	3109
Engagement time	1:26	1:32
Other child pages		
Pageviews	7,455	7283
Users	4,520	4398

Trends in average page views per month

	12 months from 1/9/2016 to 31/8/2017	12 months from 1/9/2017 to 31/8/2018	12 months from 1/9/2018 to 31/8/2019	12 months from 1/9/2019 to 31/8/2020	12 months from 1/9/2020 to 31/8/2021	12 months from 1/9/2021 to 31/8/2022	**Old GA data ends** 12 months from 1/9/2022 to 31/8/2023
Home page							
Avg Pageviews/mth	438	392	397	300	342	336	370
Avg Unique pageviews/mth	306	291	299	230	266	259	272
Courses page							
Avg Pageviews/mth	315	414	423	453	452	477	557
Avg Unique pageviews/mth	245	330	347	344	366	396	460
Other child pages							
Avg Pageviews/mth	883	850	827	589	738	657	735
Avg Unique pageviews/mth	656	666	601	441	561	506	554

GA4 data begins

	12 months from 1/9/2023 to 31/8/2024	12 months from 1/9/2024 to 31/8/2025
Home page		
Avg Pageviews/mth	337	306
Avg Users/mth	203	179
Courses page		
Avg Pageviews/mth	524	491
Avg Users/mth	291	259
Other child pages		
Avg Pageviews/mth	621	607
Avg Users/mth	377	367

CENNZ home page ranking in all College pages - 1 Sep 2024 to 31 Aug 2025

The CENNZ courses page continues to be ranked second in all College and Section pages. The home page and the Join us page come in sixth and seventh.

Note that the colour of the box around each CENNZ page in the listing matches the colour of its line on the graph.

Views by Page path and screen class over time — Week

- /groups/colleges_sections/colleges/college_of_emergency_nurses/courses
- /groups/colleges_sections/colleges/college_of_emergency_nurses
- /groups/colleges_sections/colleges/college_of_emergency_nurses/join_us

Plot rows — colleges_sections — Rows per page: 10 — Go to: 1 — 1-10 of 702

		Page path and screen class	Views ↓	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
		Total	114,517 11.92% of total	38,246 15.21% of total	2.99 Avg -21.6%	1m 28s Avg -17.11%	370,758 11.91% of total	0.00 0% of total	$0.00
☐	1	/groups/colleges_sections	8,333 (7.28%)	3,752 (9.81%)	2.22	41s	20,829 (5.62%)	0.00 (−)	$0.00 (−)
☑	2	/groups/colleges_sections/colleges/college_of_emergency_nurses/courses	5,872 (5.13%)	3,088 (8.07%)	1.90	1m 32s	18,560 (5.01%)	0.00 (−)	$0.00 (−)
☐	3	/groups/colleges_sections/colleges/neonatal_nurses_college/national_nicu_scbu_units	4,576 (4%)	3,120 (8.16%)	1.47	1m 12s	15,663 (4.22%)	0.00 (−)	$0.00 (−)
☐	4	/groups/colleges_sections/colleges/perioperative_nurses_college/resources/registered_nurse_assistant_to_the_anaesthetist	3,798 (3.32%)	3,092 (8.08%)	1.23	43s	15,555 (4.2%)	0.00 (−)	$0.00 (−)
☐	5	/groups/colleges_sections/colleges/perioperative_nurses_college	3,713 (3.24%)	2,029 (5.31%)	1.83	39s	11,474 (3.09%)	0.00 (−)	$0.00 (−)
☑	6	/groups/colleges_sections/colleges/college_of_emergency_nurses	3,539 (3.09%)	2,045 (5.35%)	1.73	20s	12,011 (3.24%)	0.00 (−)	$0.00 (−)
☑	7	/groups/colleges_sections/colleges/college_of_emergency_nurses/join_us	2,397 (2.09%)	1,297 (3.39%)	1.85	2m 35s	8,759 (2.36%)	0.00 (−)	$0.00 (−)
☐	8	/groups/colleges_sections/sections/enrolled_nurses/conferences_events	2,155 (1.88%)	1,197 (3.13%)	1.80	45s	7,283 (1.96%)	0.00 (−)	$0.00 (−)
☐	9	/groups/colleges_sections/colleges/new_zealand_college_of_critical_care_nurses	2,140 (1.87%)	1,171 (3.06%)	1.83	27s	6,906 (1.86%)	0.00 (−)	$0.00 (−)
☐	10	/groups/colleges_sections/colleges/new_zealand_college_of_critical_care_nurses/conferences_events	2,109 (1.84%)	1,560 (4.08%)	1.35	31s	6,918 (1.87%)	0.00 (−)	$0.00 (−)

Top 15 CENNZ pages from 1 Sep 2024 to 31 Aug 2025

Notice the engagement time on these pages. Anything over 20 seconds is good, a minute or more is excellent.

		Page path and screen class ▾	+	↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events ▾
☐		Total		**17,194** 1.79% of total	**6,177** 2.46% of total	**2.78** Avg -27.12%	**1m 49s** Avg +2.67%	**56,186** 1.8% of total
☐	1	/groups/colleges_sections/colleges/college_of_emergency_nurses/courses		5,872 (34.15%)	3,088 (49.99%)	1.90	1m 32s	18,560 (33.03%)
☐	2	/groups/colleges_sections/colleges/college_of_emergency_nurses		3,539 (20.58%)	2,045 (33.11%)	1.73	20s	12,011 (21.38%)
☐	3	/groups/colleges_sections/colleges/college_of_emergency_nurses/join_us		2,397 (13.94%)	1,297 (21%)	1.85	2m 35s	8,759 (15.59%)
☐	4	/groups/colleges_sections/colleges/college_of_emergency_nurses/conferences_events		1,290 (7.5%)	806 (13.05%)	1.60	55s	4,093 (7.28%)
☐	5	/groups/colleges_sections/colleges/college_of_emergency_nurses/resources/aenn_enpn		653 (3.8%)	374 (6.05%)	1.75	46s	1,890 (3.36%)
☐	6	/groups/colleges_sections/colleges/college_of_emergency_nurses/resources/publications		623 (3.62%)	378 (6.12%)	1.65	53s	1,987 (3.54%)
☐	7	/groups/colleges_sections/colleges/college_of_emergency_nurses/journal		560 (3.26%)	349 (5.65%)	1.60	26s	1,838 (3.27%)
☐	8	/groups/colleges_sections/colleges/college_of_emergency_nurses/grants_awards		440 (2.56%)	314 (5.08%)	1.40	41s	1,285 (2.29%)
☐	9	/groups/colleges_sections/colleges/college_of_emergency_nurses/resources/knowledge_skills_framework		427 (2.48%)	303 (4.91%)	1.41	26s	1,583 (2.82%)
☐	10	/groups/colleges_sections/colleges/college_of_emergency_nurses/contact_us		412 (2.4%)	229 (3.71%)	1.80	47s	1,182 (2.1%)
☐	11	/groups/colleges_sections/colleges/college_of_emergency_nurses/resources		381 (2.22%)	277 (4.48%)	1.38	34s	1,129 (2.01%)
☐	12	/groups/colleges_sections/colleges/college_of_emergency_nurses/courses/ctl/edit/mid/2856		115 (0.67%)	2 (0.03%)	57.50	9m 57s	365 (0.65%)
☐	13	/groups/colleges_sections/colleges/college_of_emergency_nurses/resources/staffing_repository		100 (0.58%)	71 (1.15%)	1.41	15s	306 (0.54%)
☐	14	/groups/colleges_sections/colleges/college_of_emergency_nurses/join_us/ctl/manage/mid/4642		65 (0.38%)	5 (0.08%)	13.00	8m 29s	255 (0.45%)
☐	15	/groups/colleges_sections/colleges/college_of_emergency_nurses/college_of_emergency_nurses		64 (0.37%)	42 (0.68%)	1.52	30s	171 (0.3%)