

NZNO CENNZ web pages analytics overview 2016-2026

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. Here's what we have.

GA data	9/2016 - 8/2017	9/2017 - 8/2018	9/2018 - 8/2019	9/2019 - 8/2020	9/2020 - 8/2021	9/2021 - 8/2022	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	9/2023 - 8/2024	9/2024 - 8/2025	9/2025 - 8/2026				
Home page							
Pageviews	4,044	3675	3340				
Users	2,433	2144	1987				
Engagement time	0:21	0:20	0:22				
Courses page							
Pageviews	6,293	5893	5719				
Users	3,496	3109	2955				
Engagement time	1:26	1:32	1:27				
Other child pages							
Pageviews	7,455	7283	8674				
Users	4,520	4398	5020				

Trends in average page views per month

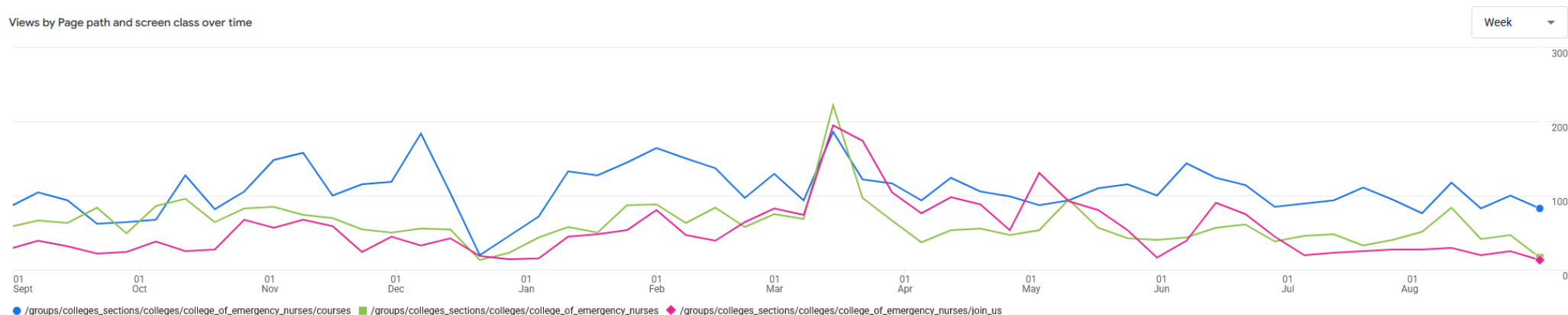
GA data	9/2016-8/2017	9/2017-8/2018	9/2018-8/2019	9/2019-8/2020	9/2020-8/2021	9/2021-8/2022	9/2022-8/2023
Home page							
Avg Pageviews/mth	438	392	397	300	342	336	370
Avg Unique pageviews/mth	306	291	299	230	266	259	272
Courses page							
Avg Pageviews/mth	315	414	423	453	452	477	557
Avg Unique pageviews/mth	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	9/2023-8/2024	9/2024-8/2025	9/2025-8/2026				
Home page							
Avg Pageviews/mth	337	306	278				
Avg Users/mth	203	179	166				
Courses page							
Avg Pageviews/mth	524	491	477				
Avg Users/mth	291	259	246				
Other child pages							
Avg Pageviews/mth	621	607	723				
Avg Users/mth	377	367	418				

CENNZ home page ranking in all College pages - 1 Sep 2025 to 31 Aug 2026

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 fifth and sixth, up one from last year.

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



Plot rows		colleges_section		Rows per page: 250		Go to: 1		1-250 of 976	
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	106,025 11.07% of total	36,920 10.29% of total	2.87 Avg +7.57%	1m 22s Avg +49.29%	335,551 11.17% of total	0.00	\$0.00	
☐	1 /groups/colleges_sections	7,310 (6.89%)	3,150 (8.53%)	2.32	41s	17,810 (5.31%)	0.00 (-)	\$0.00 (-)	
☒	2 /groups/colleges_sections/colleges/college_of_emergency_nurses/courses	5,697 (5.37%)	2,939 (7.96%)	1.94	1m 26s	18,169 (5.41%)	0.00 (-)	\$0.00 (-)	
☐	3 /groups/colleges_sections/colleges/neonatal_nurses_college/national_nicu_scbu_units	4,835 (4.56%)	3,247 (8.79%)	1.49	1m 01s	16,300 (4.86%)	0.00 (-)	\$0.00 (-)	
☐	4 /groups/colleges_sections/colleges/perioperative_nurses_college/resources/registered_nurse_assistant_to_the_anaesthetist	3,281 (3.09%)	2,478 (6.71%)	1.32	40s	12,642 (3.77%)	0.00 (-)	\$0.00 (-)	
☒	5 /groups/colleges_sections/colleges/college_of_emergency_nurses	3,271 (3.09%)	1,933 (5.24%)	1.69	22s	10,500 (3.13%)	0.00 (-)	\$0.00 (-)	
☒	6 /groups/colleges_sections/colleges/college_of_emergency_nurses/join_us	2,827 (2.67%)	1,496 (4.05%)	1.89	2m 42s	9,953 (2.97%)	0.00 (-)	\$0.00 (-)	
☐	7 /groups/colleges_sections/colleges/perioperative_nurses_college	2,773 (2.62%)	1,555 (4.21%)	1.78	43s	8,595 (2.56%)	0.00 (-)	\$0.00 (-)	
☐	8 /groups/colleges_sections/colleges/womens_health_college/conferences_and_events	1,786 (1.68%)	976 (2.64%)	1.83	55s	5,893 (1.76%)	0.00 (-)	\$0.00 (-)	
☐	9 /groups/colleges_sections/colleges/perioperative_nurses_college/conferences_and_events	1,767 (1.67%)	1,140 (3.09%)	1.55	1m 07s	5,573 (1.66%)	0.00 (-)	\$0.00 (-)	
☐	10 /groups/colleges_sections/colleges/college_of_emergency_nurses/conferences_events	1,760 (1.66%)	996 (2.7%)	1.77	53s	5,649 (1.68%)	0.00 (-)	\$0.00 (-)	

Top 15 CENNZ pages from 1 Sep 2025 to 31 Aug 2026

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

