



CENNZ Website Report 2019 Annual General Meeting College of Emergency Nurses New Zealand (NZNO)

The overall trend is that over the last three years, visits to the site have been slowly declining. Google analytics have provided us with the breakdown of visits and although there have been just under 4,800 hits to the home page, over the last 12 months, this has seen a slight increase from last year. There has been a small increase in homepage views and courses page views.

- **Avg. time on page:** Increasing time spent on the home page suggests visitors are finding what they need before moving on to other pages on the CENNZ site.
- **Bounce rate:** just over 7 out of 10 visitors who come direct to the CENNZ home page continue on to view other website pages. The rest leave without viewing any other pages on the website.
- **Exit rate:** Just under 1 in 4 visitors who come to the CENNZ home page (from all destinations both on and off the NZNO site) leave the NZNO site from there. The others continue on to view other pages.

Average time spent on the home page is declining however this is interpreted as people leaving the page to navigate to other pages within the CENNZ sub site or wider NZNO site. The overall views of the sub-pages remains just under 10,000, with a small reduction over the last 12 months. The average time on page has been increasing over the last 12 months, suggesting visitors are finding what they need before moving on to other pages on the CENNZ site.

When diving deeper in to the analytics, “courses” remains the most popular page – with the triage course assumed to be the rationale, with hits increased from last year by just over 100. The second most popular was the “join us” page, and and thirdly the “conferences” page.

The CENNZ home page has ranked number one on the NZNO colleges website, with the “courses” page third overall, and “conference” page was popular enough to be ranked 8th in the whole Colleges section.

Some changes to the home page over the last 12 months have seen the addition of some link buttons to social media accounts – both the Facebook group, and CENNZ Facebook page, and the CENNZ Twitter account. The home page continues to have a “Latest” section containing useful information on current courses and CENNZ related matters. We have altered some headers and colours to make the overall appearance more user friendly. This area is regularly up dated by our NZNO office administrator Sharyne Gordon who provides an excellent service in supporting our College. Thank you Sharyne!

The Facebook page currently has 85 followers, with the closed Facebook group having 261 members. This group has 3 administrators from the current CENNZ committee.

The Twitter account currently has 68 followers. The social media platform is new for the College, but has received good feedback and interaction, and these platforms will continue to post regarding membership, topical and relevant educational material, and College information.

The CENNZ Knowledge and Skills framework is currently available on the website, and is due for a review in the near future. The toolbox will also be added on completion. We are always keen to hear innovative ways to maintain interaction with CENNZ members and improve access to information.

@NursingCENNZ – Facebook and Twitter

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