

NZNO CENNZ web pages analytics overview

	1/9/2014 to 30/11/2015 (14 mths pre navigation change)	1/12/2015 to 31/8/2016 (9 mths post navigation change)	1/9/2016 to 31/8/2017	1/9/2017 to 31/8/2018	1/9/2018 to 31/8/2019
	Home page				
Pageviews	8,085	4,399	5,256	4,706	4,763
Unique pageviews	5,333	3,049	3,668	3,486	3,585
Avg. time on page	0:43	0:38	0:40	0:51	0:56
Bounce rate	19.27%	17.02%	18.29%	24.77%	28.43%
Exit rate	15.93%	14.46%	16.32%	21.38%	23.81%
		Courses page			
Pageviews		2,667	3,774	4,964	5,078
Unique pageviews		1,976	2,937	3,954	4,162
	Child pages		Other child pages		
Pageviews	19,448	6,970	10,599	10,195	9,922
Unique pageviews	13,697	5,161	7,869	7,987	7,217

- **Pageviews/Unique pageviews:** Visits to the Home page and the Courses page have increased over the last year, and declined a little across the rest of the site.
- **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.

Trends in average page views per month

	14 months from 1/9/2014 to 30/11/2015 (pre navigation change)	9 months from 1/12/2015 to 31/8/2016 (post navigation change)	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
	Home page				
Average Pageviews/month	577	489	438	392	397
Average Unique pageviews/month	381	339	306	291	299
	Courses page				
Pageviews		296	315	414	423
Unique pageviews		220	245	330	347
	Child pages		Other child pages		
Pageviews	1,389	774	883	850	827
Unique pageviews	978	573	656	666	601

- There is increasing activity in Triage courses and little change on the Home page. However activity on the rest of the CENNZ site's pages continues to decline over time.

Notes to the following screen shots

On 1 December 2015 the way a person navigates to Colleges and Sections on the NZNO website changed.

Once there was a Colleges page with all the Colleges listed underneath, and a separate Sections page with all the Sections underneath. This arrangement caused problems and so a new combined Colleges and Sections page was created, from which users could go straight to the College or Section of their choice.

The page navigation change means that:

- **From 1 Sep 2014 to 30 Nov 2015** the CENNZ home page URL was: http://www.nzno.org.nz/groups/colleges/college_of_emergency_nurses
- **From 1 December 2015 to date** the CENNZ home page URL became: http://www.nzno.org.nz/groups/colleges_sections/colleges/college_of_emergency_nurses

Because Google Analytics records a separate set of data for each page URL, this means your data is split down the middle at 1 December 2015. Hence you will see below screen shots of analytics data for the two different URLs and date ranges.

CENNZ home page ranking 1 Sep 2014 to 30 Nov 2015 before navigation change (Dec 2015 included FYI)

Content Drilldown

Sep 1, 2014 - Dec 31, 2015

ALL » PAGE PATH LEVEL 1: /groups/ » PAGE PATH LEVEL 2: /colleges/

Customize Email Export Add to Dashboard Shortcut

All Users
10.05% Pageviews

+ Add Segment

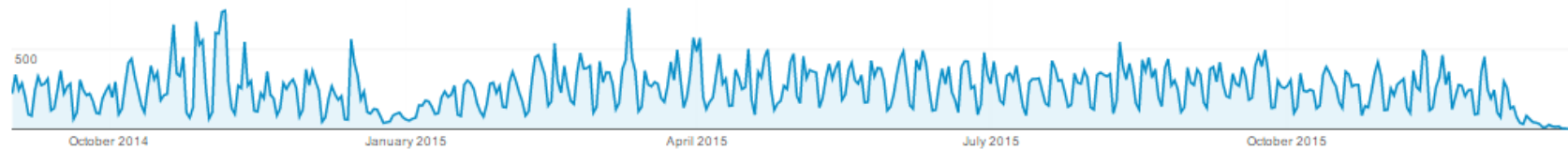
Explorer

Pageviews vs. Select a metric

Day Week Month

Pageviews

1,000



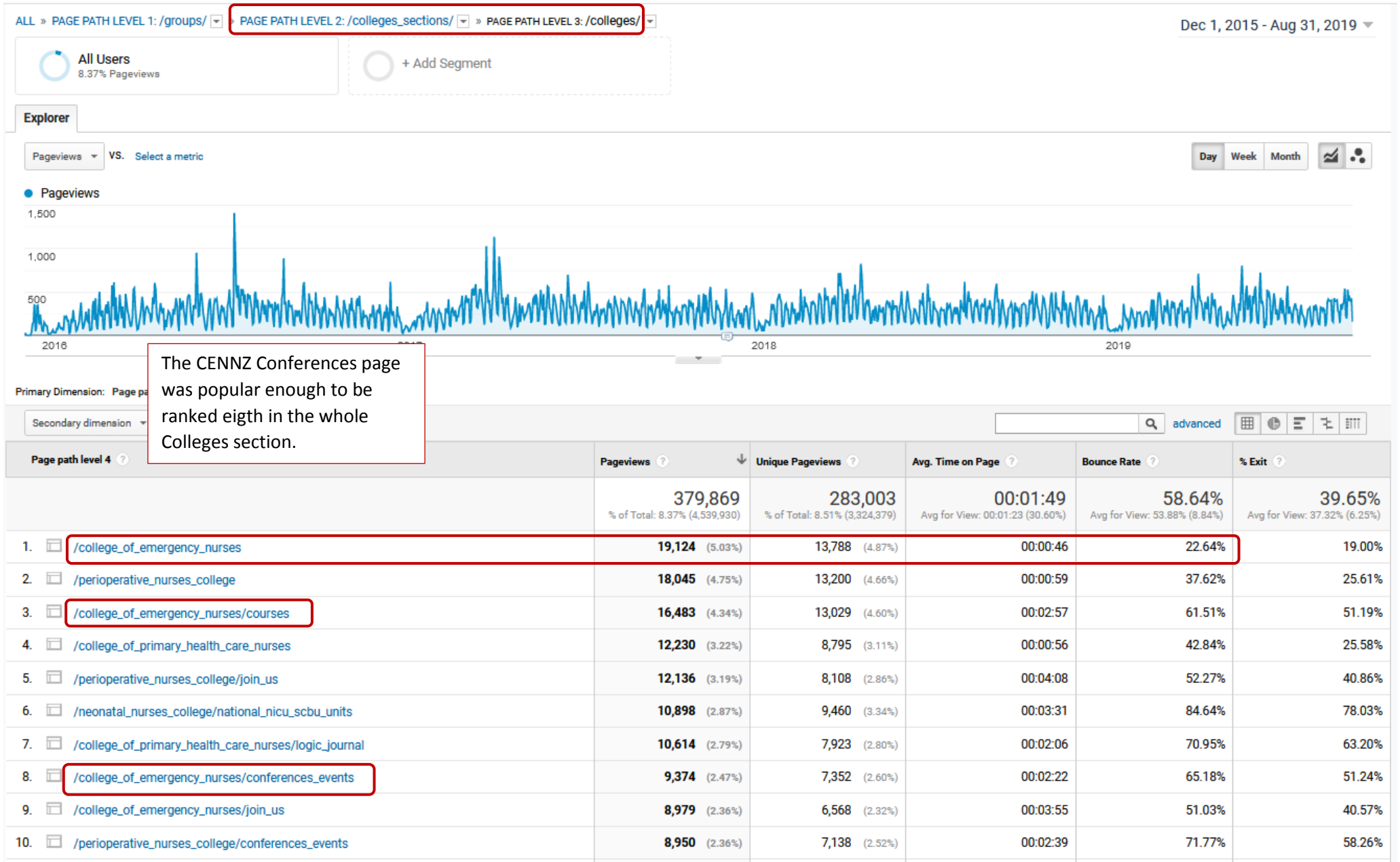
Primary Dimension: Page path level 3 Page Other

Page	Visits	% of Total	Visits	% of Total	Avg. Time on Page	Bounce Rate	% Exit
	124,342	10.05% (1,237,542)	87,737	9.82% (893,132)	00:01:36	53.81%	33.75%
	Avg for View: 00:01:14 (29.59%)		Avg for View: 50.69% (6.16%)		Avg for View: 30.92% (9.16%)		
1. /college_of_emergency_nurses/	19,448 (15.64%)		13,697 (15.61%)		00:02:06	51.18%	31.63%
2. /college_of_emergency_nurses	8,085 (6.50%)		5,333 (6.08%)		00:00:43	19.27%	15.93%
3. /perioperative_nurses_college	7,936 (6.38%)		5,326 (6.07%)		00:00:56	40.26%	27.29%
4. /sotearoa_college_of_diabetes_nurses/	7,742 (6.23%)		5,729 (6.53%)		00:01:55	65.22%	38.03%
5. /college_of_primary_health_care_nurses	6,337 (5.10%)		4,494 (5.12%)		00:00:52	42.85%	27.77%
6. /new_zealand_college_of_critical_care_nurses/	5,215 (4.19%)		4,099 (4.67%)		00:01:49	73.35%	43.47%
7. /cancer_nurses_college/	4,705 (3.78%)		3,254 (3.71%)		00:01:55	64.08%	40.85%

These numbers are a summary of all the visits to all CENNZ **child** pages. So 13,697 people visited CENNZ **child** pages 19,448 times in the period.

These numbers relate only to visits to the CENNZ **home** page. So 5,333 people visited the CENNZ home page 8,085 times in the period.

CENNZ home page ranking 1 Dec 2015 to 31 Aug 2018 after navigation change (Nov 2015 included FYI)



Top 10 CENNZ pages from 1 Sep 2014 to 30 Nov 2015 before navigation change (Dec 2015 included FYI)

Content Drilldown

Sep 1, 2014 - Dec 31, 2015

ALL » PAGE PATH LEVEL 1: /groups/ » PAGE PATH LEVEL 2: /colleges/ » PAGE PATH LEVEL 3: /college_of_emergency_nurses/

Customize Email Export Add to Dashboard Shortcut

All Users
1.57% Pageviews

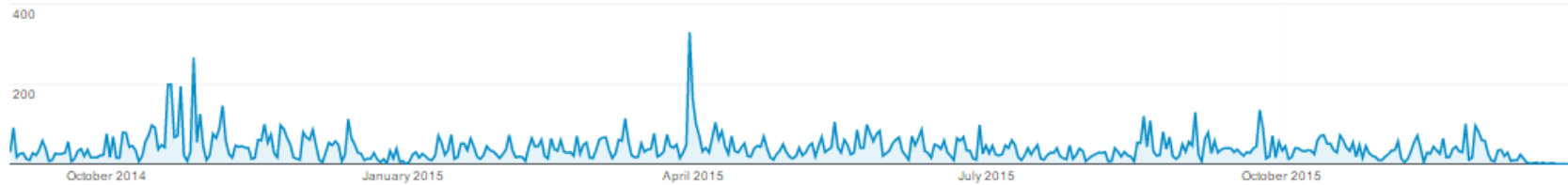
+ Add Segment

Explorer

Pageviews VS. Select a metric

Day Week Month

Pageviews



Primary Dimension: Page path level 4 Page Other

Secondary dimension Sort Type: Default

advanced

Page path level 4	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
	19,448 % of Total: 1.57% (1,237,542)	13,697 % of Total: 1.53% (893,132)	00:02:06 Avg for View: 00:01:14 (71.09%)	51.18% Avg for View: 50.69% (0.97%)	31.63% Avg for View: 30.92% (2.30%)
1. /courses	4,959 (25.50%)	3,384 (24.71%)	00:02:26	55.15%	37.70%
2. /join_us	2,252 (11.58%)	1,643 (12.00%)	00:03:29	35.00%	25.44%
3. /conferences_events	2,033 (10.45%)	1,542 (11.26%)	00:01:44	66.38%	43.68%
4. /resources	1,693 (8.71%)	1,210 (8.83%)	00:01:32	67.36%	23.98%
5. /contact_us	703 (3.61%)	544 (3.97%)	00:02:22	79.07%	47.08%
6. /resources/advanced_emergency_nurses_network_aenn	654 (3.36%)	449 (3.28%)	00:01:22	63.33%	33.18%
7. /cennz_courses	613 (3.15%)	472 (3.45%)	00:01:48	37.63%	38.22%
8. /resources/publications	575 (2.96%)	380 (2.77%)	00:02:08	61.50%	32.52%
9. /journal	560 (2.88%)	434 (3.17%)	00:02:44	64.06%	40.54%
10. /grants_awards	478 (2.46%)	386 (2.82%)	00:02:14	56.72%	38.61%

Top 10 CENNZ pages from 1 Dec 2015 to 31 Aug 2018 after navigation change (Nov 2015 included FYI)

