

NZNO CENNZ web pages analytics overview 2016-2024

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.

Accordingly, I have had to start a new data series, since we really can't compare GA4 with the old Google Analytics. The datasets are too different, so for now here's what we have. Note that I haven't applied any colour to the new data series. I'll do that next year when there's another column of data for comparison.

I decided to add in the Engagement time on the Courses page, so that you can see users are definitely interested in what they find there.

	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	Old GA data ends
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							
Home page								
Pageviews	3,907							
Users	2,330							
Engagement time	0:21							
Bounce rate	n/a							
Exit rate	n/a							
Courses page								
Pageviews	6,275							
Users	3,478							
Engagement time	1:26							
Other child pages								
Pageviews	8,206							
Users	5,023							

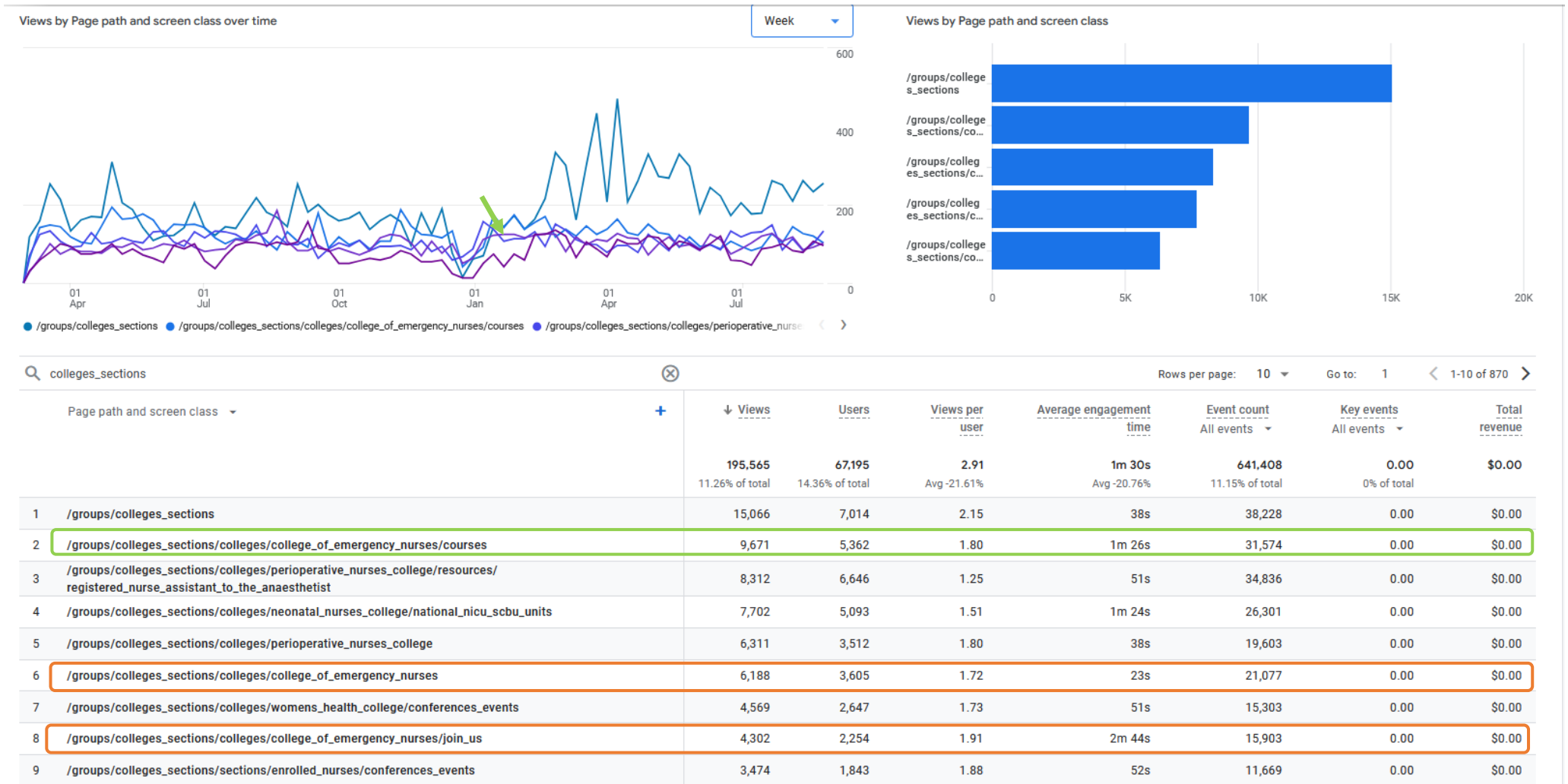
Trends in average page views per month

							Old GA data ends
	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	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						
Home page							
Avg Pageviews/mth	326						
Avg Users/mth	194						
Courses page							
Avg Pageviews/mth	523						
Avg Users/mth	290						
Other child pages							
Avg Pageviews/mth	684						
Avg Users/mth	419						

CENNZ home page ranking in all College pages - 1 Mar 2023 to 31 Aug 2024

GA4 data recording started on 7 March 2023. In that time the CENNZ courses page has been ranked second in all College and Section pages. The green arrow points to the corresponding line in the top-five graph.

The home page and the Join us page come in sixth and eighth but don't show in the top-five graph.



Top 15 CENNZ pages from 1 Mar 2023 to 31 Aug 2024

Notice the engagement time on these pages. Anything over 20 seconds is good, a minute or more is excellent (ignore the edit link in 14th place).

	Page path and screen class ▼	+	↓ Views	Users	Views per user	Average engagement time
			30,651 1.76% of total	11,427 2.44% of total	2.68 Avg -27.75%	1m 52s Avg -1.17%
1	/groups/colleges_sections/colleges/college_of_emergency_nurses/courses		9,671	5,362	1.80	1m 26s
2	/groups/colleges_sections/colleges/college_of_emergency_nurses		6,188	3,605	1.72	23s
3	/groups/colleges_sections/colleges/college_of_emergency_nurses/join_us		4,302	2,254	1.91	2m 44s
4	/groups/colleges_sections/colleges/college_of_emergency_nurses/conferences_events		2,833	1,709	1.66	59s
5	/groups/colleges_sections/colleges/college_of_emergency_nurses/resources/publications		888	557	1.59	1m 03s
6	/groups/colleges_sections/colleges/college_of_emergency_nurses/journal		826	535	1.54	25s
7	/groups/colleges_sections/colleges/college_of_emergency_nurses/grants_awards		726	483	1.50	52s
8	/groups/colleges_sections/colleges/college_of_emergency_nurses/resources/advanced_emergency_nurses_network_aenn		706	457	1.54	55s
9	/groups/colleges_sections/colleges/college_of_emergency_nurses/resources/knowledge_skills_framework		689	540	1.28	15s
10	/groups/colleges_sections/colleges/college_of_emergency_nurses/contact_us		660	373	1.77	52s
11	/groups/colleges_sections/colleges/college_of_emergency_nurses/resources		606	418	1.45	45s
12	/support/scholarships_and_grants/emergency_grant		538	321	1.68	2m 03s
13	/groups/colleges_sections/colleges/college_of_emergency_nurses/resources/staffing_repository		234	164	1.43	26s
14	/groups/colleges_sections/colleges/college_of_emergency_nurses/courses/ctl/edit/mid/2856		198	19	10.42	1m 47s
15	/groups/colleges_sections/colleges/college_of_emergency_nurses/resources/aenn_enpn		182	139	1.31	33s