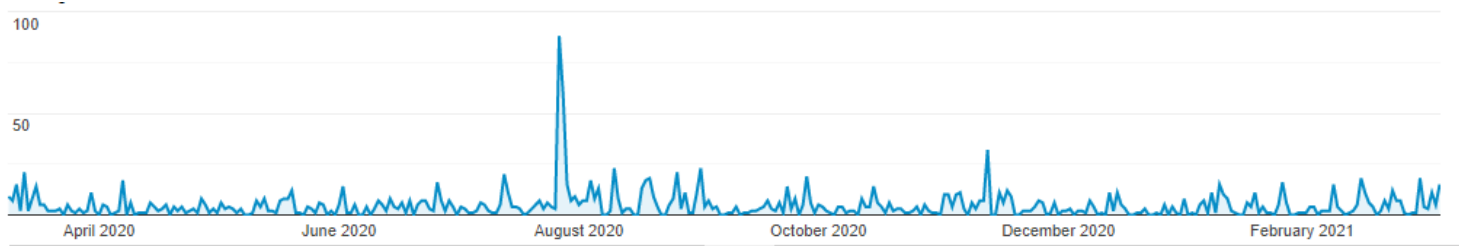# NZNO College of Respiratory Nurses website analytics 9 March 2020 – 8 March 2021

- **Page views:** the total number of pages viewed. Repeated views of a single page are counted, i.e *how many times the page got hit*.
- **Unique page views:** the number of sessions during which the specified page was viewed at least once, i.e. the *number of people* who made those hits on the pages. So some of them visited more than once.
- **Avg. time on page:** the average amount of time users spent viewing a specified page. This is a measure of visitor engagement and the higher the better. 1:49 is respectable, 2 minutes or more is desirable. It means *visitors are finding things on the page that keep them there for nearly two minutes*.
- **Bounce rate:** The percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds. So a visitor might be thinking, *"oh that's boring I'm not even staying to look"*, or alternatively, *"I just came to look at only this page, I got what I wanted and I'm done now"*. Both of these register as a Bounce but only the first one is a problem.
- **% Exit:** %Exit is (number of exits) / (number of pageviews) for the page. It indicates how often users exit from that page when they view it. A visitor might be thinking either *"I've done what I came here to do and I'm leaving now"*, or, *"I'm not interested in this site any more"*.

Primary Dimension: **Page path level 4**   Page   Other ▾

Page path level 4	Page Views	Unique Page Views	Avg. Time on Page	Bounce Rate	% Exit
	1,740 % of Total: 0.16% (1,108,286)	1,404 % of Total: 0.17% (822,361)	00:01:51 Avg for View: 00:01:32 (21.09%)	58.71% Avg for View: 45.70% (28.48%)	42.41% Avg for View: 41.78% (1.51%)
1. /college_of_respiratory_nurses	605 (34.77%)	457 (32.55%)	00:00:46	46.83%	31.24%
2. /college_of_respiratory_nurses/conferences_events	286 (16.44%)	226 (16.10%)	00:03:06	42.55%	41.96%
3. /college_of_respiratory_nurses/resources	284 (16.32%)	247 (17.59%)	00:05:20	77.87%	66.55%
4. /college_of_respiratory_nurses/scholarships_and_grants	130 (7.47%)	100 (7.12%)	00:00:11	70.00%	8.46%
5. /college_of_respiratory_nurses/contact_us	125 (7.18%)	101 (7.19%)	00:01:20	74.24%	50.40%
6. /college_of_respiratory_nurses/snips_bulletin	112 (6.44%)	105 (7.48%)	00:04:49	62.82%	67.86%
7. /college_of_respiratory_nurses/join_us	82 (4.71%)	60 (4.27%)	00:02:24	85.71%	41.46%
8. /college_of_respiratory_nurses/airways_newsletter	72 (4.14%)	68 (4.84%)	00:01:32	52.17%	44.44%
9. /college_of_respiratory_nurses/newsletter	20 (1.15%)	18 (1.28%)	00:04:50	0.00%	50.00%
10. /college_of_respiratory_nurses/Y29uZmVyZW	8 (0.46%)	8 (0.57%)	00:00:00	85.71%	75.00%

Note: The last Respiratory analytics report was done on 27 July 2020, for the previous year.

A comparison of visitor numbers between the two reports shows a 24.4 percent drop in unique visitors (as opposed to repeat visitors) since last year.

This change in behaviour could be a consequence of the pandemic, though only time will tell. I recall seeing similar changes in other analytics reports which cover the same period.

Other measures of engagement have remained steady which suggests that visitors are still finding what they want when they visit the Respiratory College pages.