

NZNO PNC 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 details, when you read this report please keep the following thoughts in mind.

- Instead of Unique pageviews GA4 now counts Users, i.e. people who go to a page.
- Instead of Avg. time on page GA4 now measures Average engagement time, as in, people actually 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.

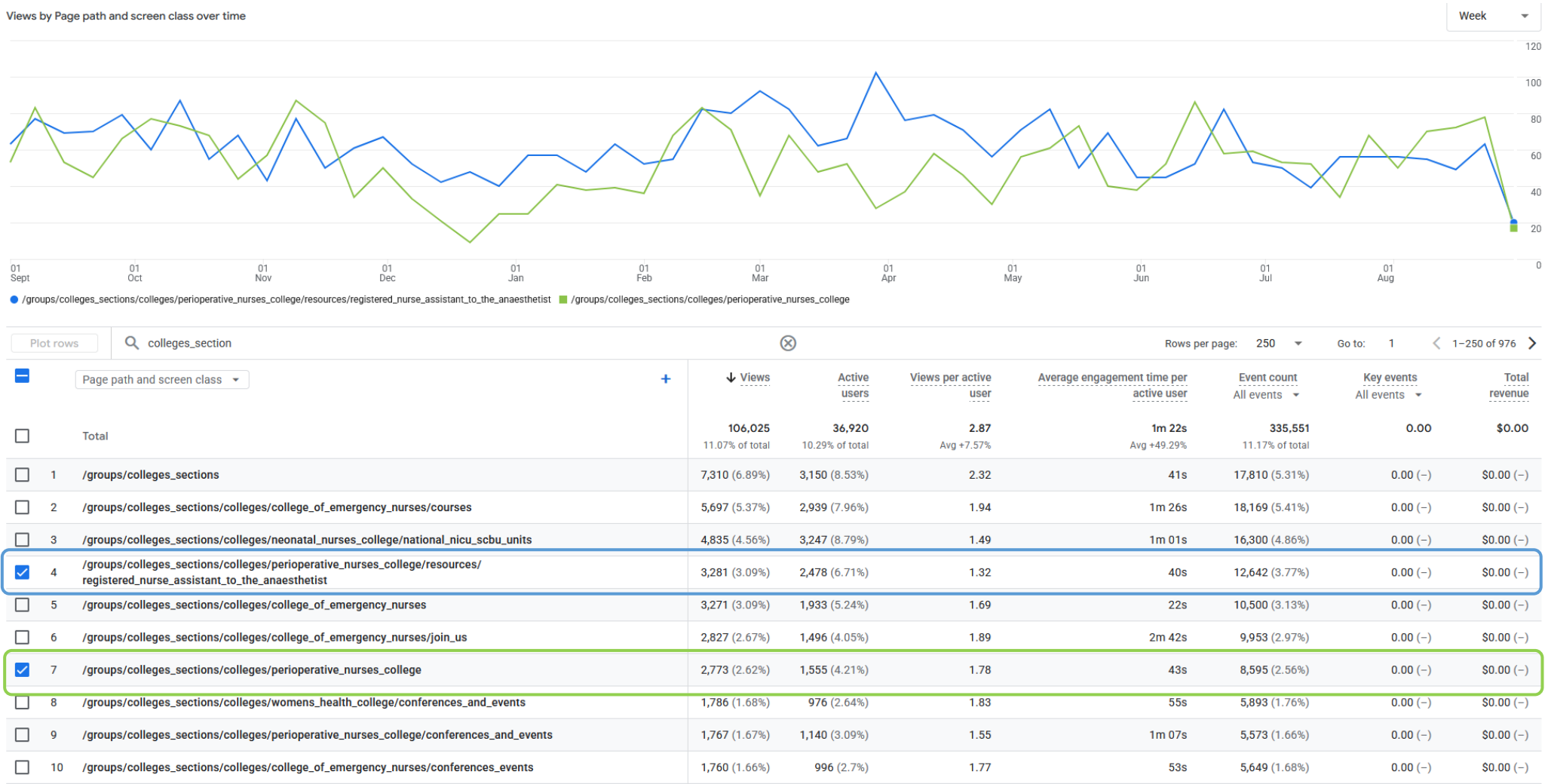
GA data	9/2016-8/2017	9/2017-8/2018	9/2018-8/2019	9/2019-8/2020	9/2020-8/2021	9/2021-8/2022	9/2022-8/2023
Home page							
Pageviews	5,667	4,408	4,458	3,473	3,175	3,498	3,998
Users (previously Un	4,115	3,294	3,375	2,660	2,432	2,648	2,959
Engagement time (p	0:57	0:57	1:05	0:55	1:00	1:12	3:30
Bounce rate	39.07%	35.83%	35.64%	38.62%	37.69%	42.96%	42.14%
Exit rate	28.07%	23.48%	26.24%	28.28%	26.39%	31.30%	29.79%
Child pages							
Pageviews	16,495	17,901	16,204	13,609	12,562	12,765	15,923
Users (previously Un	12,376	13,675	12,860	10,768	10,011	10,291	16,962
GA4 data	9/2023-8/2024	9/2024-8/2025	9/2025-8/2026				
Home page							
Pageviews	4,949	3,756	2,773				
Users	2,784	2,058	1,555				
Engagement time	0:39	1:16	0:43				
Child pages							
Pageviews	14,225	13,056	11,986				
Users	10,117	9,046	7,998				

Pageviews 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	472	367	372	289	265	292	333
Avg Unique pageviews/mth	343	275	281	222	203	221	247
Child pages							
Avg Pageviews/mth	1,375	1,492	1,350	1,134	1,047	1,064	1,327
Avg Unique pageviews/mth	1,031	1,140	1,072	897	834	858	1,414
GA4 data	9/2023-8/2024	9/2024-8/2025	9/2025-8/2026				
Home page							
Avg Pageviews/mth	412	313	231				
Avg Users/mth	232	172	130				
Child pages							
Avg Pageviews/mth	1,185	1,088	999				
Avg Users/mth	843	754	667				

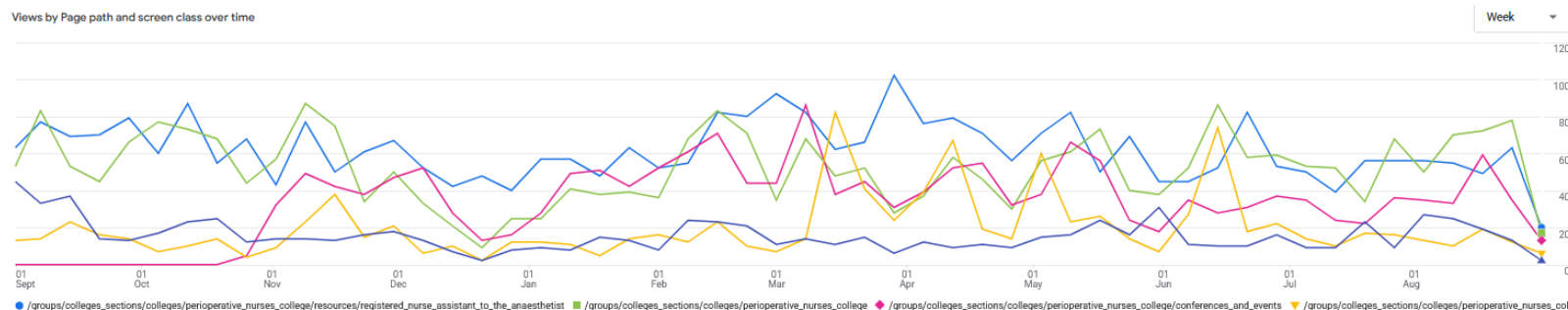
PNC home page ranking in all College pages - 1 Sep 2025 to 31 Aug 2026

The PNC home page is ranked seventh in all college and section pages, down two from last year. The Registered Nurse Assistant to the Anaesthetist page is still ranked fourth.



Top 20 PNC 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.



Plot rows

periooperative

Rows per page: 250

1-194 of 194

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	15,737 1.64% of total	7,159 1.99% of total	2.20 Avg -17.66%	1m 11s Avg +28.97%	53,068 1.77% of total	0.00	\$0.00
☒	1 /groups/colleges_sections/colleges/perioperative_nurses_college/resources/registered_nurse_assistant_to_the_anaesthetist	3,281 (20.85%)	2,478 (34.61%)	1.32	40s	12,642 (23.82%)	0.00 (-)	\$0.00 (-)
☒	2 /groups/colleges_sections/colleges/perioperative_nurses_college	2,773 (17.62%)	1,555 (21.72%)	1.78	43s	8,595 (16.2%)	0.00 (-)	\$0.00 (-)
☒	3 /groups/colleges_sections/colleges/perioperative_nurses_college/conferences_and_events	1,767 (11.23%)	1,140 (15.92%)	1.55	1m 07s	5,573 (10.5%)	0.00 (-)	\$0.00 (-)
☒	4 /groups/colleges_sections/colleges/perioperative_nurses_college/join_us	1,049 (6.67%)	701 (9.79%)	1.50	33s	3,067 (5.78%)	0.00 (-)	\$0.00 (-)
☒	5 /groups/colleges_sections/colleges/perioperative_nurses_college/resources/standards_and_documents	828 (5.26%)	509 (7.11%)	1.63	48s	3,033 (5.72%)	0.00 (-)	\$0.00 (-)
☐	6 /groups/colleges_sections/colleges/perioperative_nurses_college/resources/access_peri-op_aorn_standards	792 (5.03%)	280 (3.91%)	2.83	51s	2,449 (4.61%)	0.00 (-)	\$0.00 (-)
☐	7 /groups/colleges_sections/colleges/perioperative_nurses_college/resources	667 (4.24%)	465 (6.5%)	1.43	39s	2,308 (4.35%)	0.00 (-)	\$0.00 (-)
☐	8 /groups/colleges_sections/colleges/perioperative_nurses_college/join_us/registered_or_enrolled_nurse_pnc_membership_application	647 (4.11%)	415 (5.8%)	1.56	3m 38s	2,707 (5.1%)	0.00 (-)	\$0.00 (-)
☐	9 /groups/colleges_sections/colleges/perioperative_nurses_college/awards	500 (3.18%)	433 (6.05%)	1.15	15s	1,708 (3.22%)	0.00 (-)	\$0.00 (-)
☐	10 /groups/colleges_sections/colleges/perioperative_nurses_college/the_dissector	431 (2.74%)	280 (3.91%)	1.54	38s	1,615 (3.04%)	0.00 (-)	\$0.00 (-)
☐	11 /groups/colleges_sections/colleges/perioperative_nurses_college/regional_updates	372 (2.36%)	193 (2.7%)	1.93	1m 05s	1,038 (1.96%)	0.00 (-)	\$0.00 (-)
☐	12 /groups/colleges_sections/colleges/perioperative_nurses_college/conferences_events	363 (2.31%)	201 (2.81%)	1.81	1m 13s	1,097 (2.07%)	0.00 (-)	\$0.00 (-)
☐	13 /groups/colleges_sections/colleges/perioperative_nurses_college/resources/minnz	355 (2.26%)	257 (3.59%)	1.38	46s	1,189 (2.24%)	0.00 (-)	\$0.00 (-)
☐	14 /groups/colleges_sections/colleges/perioperative_nurses_college/contact_us	193 (1.23%)	126 (1.76%)	1.53	35s	557 (1.05%)	0.00 (-)	\$0.00 (-)
☐	15 /groups/colleges_sections/colleges/perioperative_nurses_college/join_us/thanks_for_joining	150 (0.95%)	114 (1.59%)	1.32	1m 05s	334 (0.63%)	0.00 (-)	\$0.00 (-)
☐	16 /groups/colleges_sections/colleges/perioperative_nurses_college/resources/the_7kg_surgical_instrument_crate_weight_project	128 (0.81%)	105 (1.47%)	1.22	51s	451 (0.85%)	0.00 (-)	\$0.00 (-)
☐	17 /groups/colleges_sections/colleges/perioperative_nurses_college/join_us/student_nurse_pnc_membership_application	107 (0.68%)	46 (0.64%)	2.33	1m 21s	314 (0.59%)	0.00 (-)	\$0.00 (-)
☐	18 /groups/colleges_sections/colleges/perioperative_nurses_college/resources/international_federation_of_perioperative_nurses	86 (0.55%)	67 (0.94%)	1.28	14s	280 (0.53%)	0.00 (-)	\$0.00 (-)
☐	19 /Portals/0/Files/Documents/Groups/Perioperative Nurses/20231010 PNC Knowledge and Skills Framework.pdf	73 (0.46%)	50 (0.7%)	1.46	3s	227 (0.43%)	0.00 (-)	\$0.00 (-)
☐	20 /groups/colleges_sections/colleges/perioperative_nurses_college/join_us/registered_or_enrolled_nurse_pnc_membership_application/ctl/manage/mid/6087	65 (0.41%)	10 (0.14%)	6.50	2m 59s	236 (0.44%)	0.00 (-)	\$0.00 (-)