

Report of the Webmaster for Calendar Year 2015

nzarchaeology.org

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The material change to the site content in the past year has been the addition of papers from all the back issues of AINZ – formerly the Newsletter.

The site sustains a Google page rank of 6.

The utility of the CMS to allow multiple managers is being realised but could be extended to others.

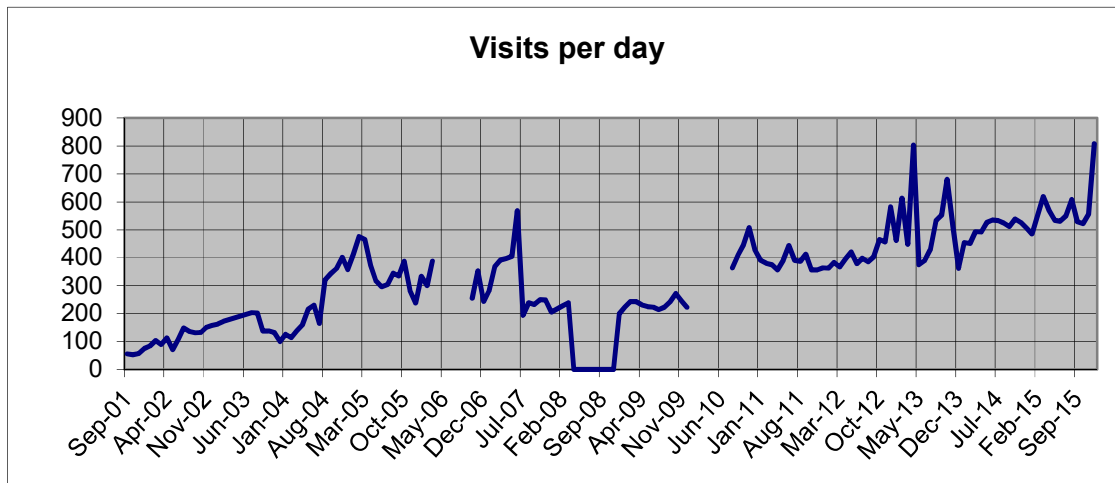
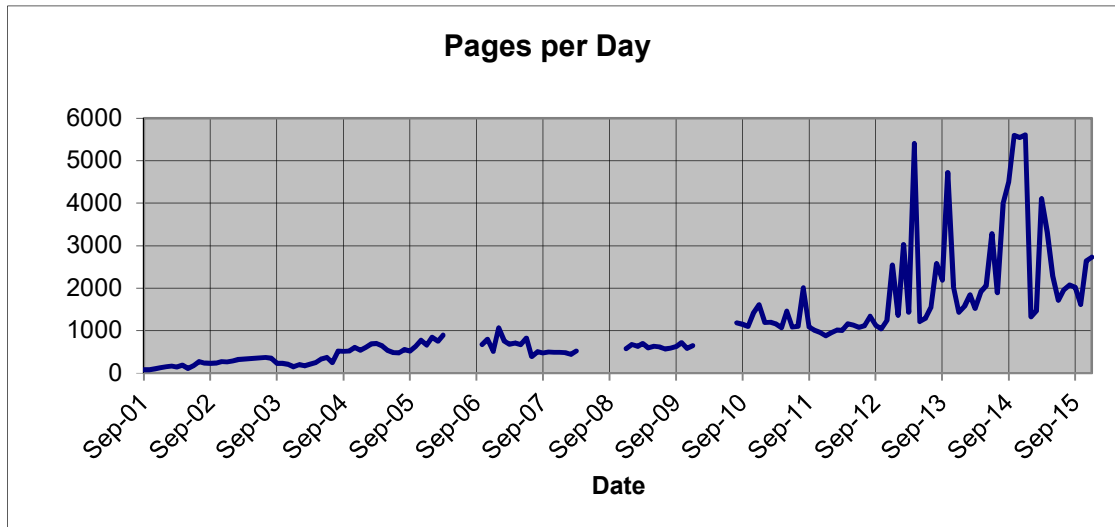
Stats

The visitor totals for the year and past years are shown below. We do not have complete records for 2010 due to the former ISP becoming insolvent and suddenly ceasing service.

	2015	2014	2013	2012	2011	2010	2009	2008	2007
Hits	1,832,045	2,076,439	1,641,531	1,167,520	1,277,738	1,158,000*	1,115,552	997,274	1,012,299
Pages	831,211	1,197,848	854,233	450,647	428,851	334,000*	231,393	205,966	210,580
Visits	209,018	185,491	186,779	152,748	138,757	115,000*	85,683	96,760	105,510

* Estimated using 2009 figures for the missing months.

The pages and hits have declined this year, but visits are at a new high.



Referrers

Our most frequent referrer is google.co.nz BlogSpot is next – where the blog for the eNews is hosted.

eNews

groups.yahoo.com/neo/groups/nzaawebsubscribers/info

There are 611 subscribers to the email newsletter which appeared 56 times this year. Subscriptions to the eNews are up slightly, There were 650 separate news items.

Flipboard *NZ Archaeology Magazine*

flipboard.com/section/nz-archaeology-magazine-bynb21

This venture is now in its third year. It is a more graphic than the eNews but is not emailed. While it overlaps in content with the eNews it takes a more global view. Its page rank is a modest 2.

Archaeopedia

archaeopedia.com

Archaeopedia.com is a related site with many links back to the NZAA site and largely complements it. Its 2015 page views were 791,500, well up from the previous year. Its page rank is steady at 4. The content is relatively static.

	2015	2014	2013	2012	2011
Page Views	791,500	488,526	683,000	586,000	384,000

Facebook Page

The NZAA Facebook page has 495 fans of whom 61% are New Zealand resident, 61% are women and the modal age is 25-34. Posts are modest in number and engagement likewise.

Thanks

To Simon Bickler who has been a great resource for the websites in the past year, as before and continues to host nzcarchaeology.org and Archaeopedia.