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.

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</thead>
<tbody>
<tr>
<td>Hits</td>
<td>1,832,045</td>
<td>2,076,439</td>
<td>1,641,531</td>
<td>1,167,520</td>
<td>1,277,738</td>
<td>1,158,000*</td>
<td>1,115,552</td>
<td>997,274</td>
<td>1,012,299</td>
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<tr>
<td>Pages</td>
<td>831,211</td>
<td>1,197,848</td>
<td>854,233</td>
<td>450,647</td>
<td>428,851</td>
<td>334,000*</td>
<td>231,393</td>
<td>205,966</td>
<td>210,580</td>
</tr>
<tr>
<td>Visits</td>
<td>209,018</td>
<td>185,491</td>
<td>186,779</td>
<td>152,748</td>
<td>138,757</td>
<td>115,000*</td>
<td>85,683</td>
<td>96,760</td>
<td>105,510</td>
</tr>
</tbody>
</table>

* 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.

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<tbody>
<tr>
<td>Page Views</td>
<td>791.500</td>
<td>488.526</td>
<td>683,000</td>
<td>586,000</td>
<td>384,000</td>
</tr>
</tbody>
</table>

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 nzarchaeology.org and Archaeopedia.