

Report of the Webmaster For Calendar Year 2006

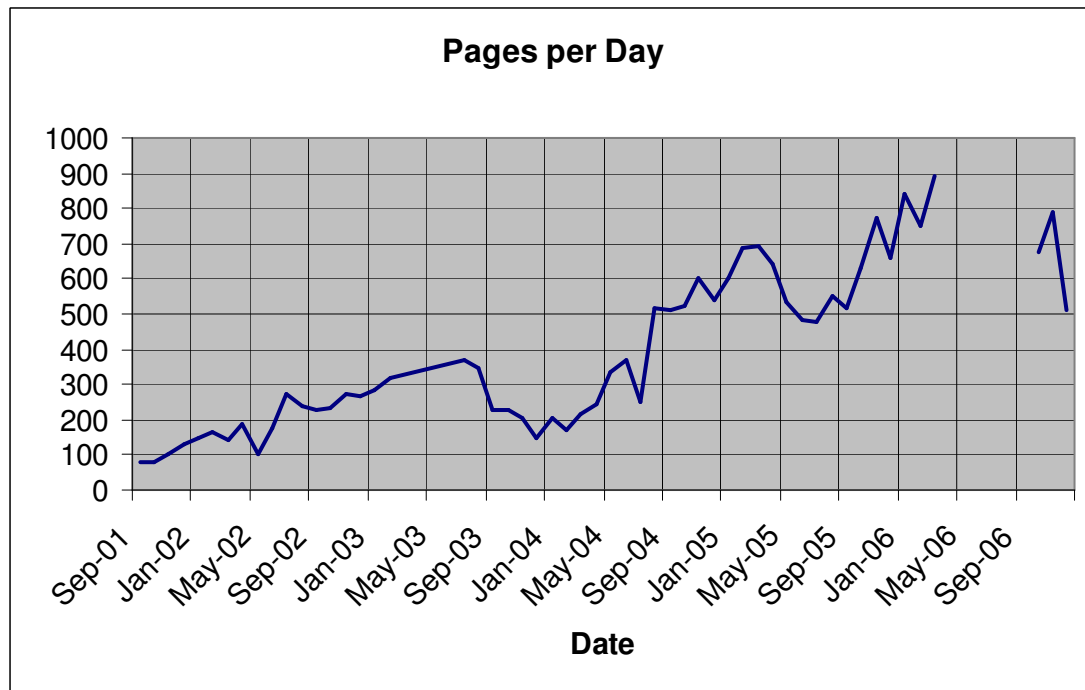
nzarchaeology.org

Garry Law

The visitor totals for the year were not complete – a transfer in ownership of our ISP resulted in a six month gap in the availability of statistics when they switched to a new system:

	2006	2005	2004	2003	2002
Hits	-	1,085,022	720,020	504,609	250,440
Pages	-	221,341	135,436	107,170	74,030
Visits	-	129,298	88,996	62,264	43,394

On the information available the growth experienced in past years appears to have halted.



There are 332 subscribers to the email newsletter which appears about twice monthly. Subscriptions to this are stable.

The jobs / digs wanted guestbooks are attracting posts. Jobs / digs offerers are much more scarce. The homepage is the most common entry page followed by the email listing page, then pages rich in information. The Kevin Jones electronic publication on aerial photography gets a lot of hits probably from search engine links on place names in the article.

Entry Pages (Dec 06):

1.	/index.html	1,297	17.16%	<div style="width: 17.16%;"></div>
3.	/nzaa_archaeologists_email/Archlist.htm	228	3.02%	<div style="width: 3.02%;"></div>
4.	/aerial/opacs.html	181	2.39%	<div style="width: 2.39%;"></div>

5.	/netsubnews.htm	174	2.30%	
6.	/northauckcoro.htm	155	2.05%	
7.	/cultural_tourist.htm	128	1.69%	
8.	/blog/archive/2004_09_01_oldnews.htm	102	1.35%	
9.	/googleearthsites.htm	99	1.31%	
10.	/employment.htm	98	1.30%	

Overall page popularity (Dec 06):

1.	/index.html	1,806	11.39%	
5.	/netsubnews.htm	355	2.24%	
6.	/nzaa_archaeologists_email/Archlist.htm	330	2.08%	
7.	/cultural_tourist.htm	262	1.65%	
9.	/employment.htm	256	1.62%	
11.	/northauckcoro.htm	231	1.46%	
12.	/aerial/opacs.html	221	1.39%	
13.	/employment_top.htm	214	1.35%	
14.	/blog/archive/2004_09_01_oldnews.htm	204	1.29%	
15.	/conferences.htm	172	1.09%	
16.	/googleearthsites.htm	163	1.03%	

Our most frequent referrer is the Google search engine. The top keywords in searches which get referred to us are:

7522	19.74%	zealand
3450	9.05%	archaeology
1850	4.85%	archaeological
1438	3.77%	association
1229	3.22%	maori
752	1.97%	nzaa
561	1.47%	sites
558	1.46%	settlers
520	1.36%	History
444	1.16%	first
382	1.00%	jobs
315	0.82%	email
306	0.80%	historical
305	0.80%	society
272	0.71%	early
261	0.68%	Culture
253	0.66%	settlement
247	0.64%	cultural
188	0.49%	directory
140	0.36%	journal
140	0.36%	gold

The guide to sites to visit for cultural tourists is popular as far as it has gone. So far it remains as only comprehensive for Northland, Auckland and the Bay of Plenty. It is a lot of work to extend it so it will continue to be a slow project.