

Report of the Webmaster For Calendar Year 2004

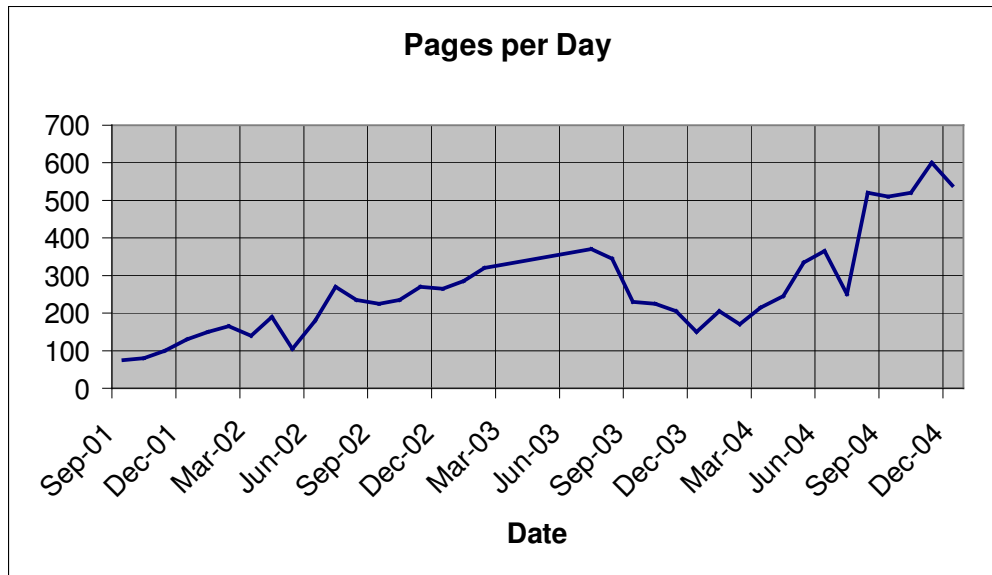
nzarchaeology.org

Garry Law

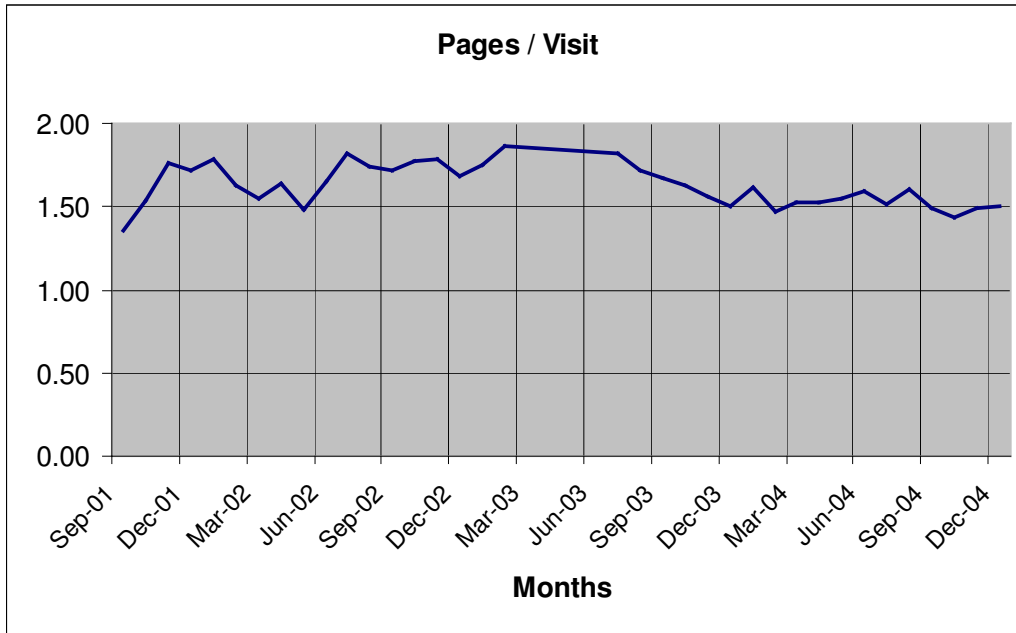
The visitor totals for the year were:

	2004	c.f. 2003	2002
Hits	720,020	504,609	250,440
Pages	135,436	107,170	74,030
Visits	88,996	62,264	43,394

The growth has been considerable but a large part of it attributable to an *alternative archaeology* page started in 2004, in part in response to the 1421 nonsense.



The number of pages per visitor continues to be low and fairly steady (it is a measure of how many of our visitors find the site interesting enough to surf around in).



There are 249 subscribers to the email newsletter which appears about twice monthly.

The jobs / digs wanted guestbooks are attracting posts. Jobs / digs offerers are much more scarce. However one advertiser reported an great response to a job offered. Some job seekers must have a page change watch on this page.

The homepage is the most common entry page followed by the alternative archaeology page and the archaeologists email list (probably spammers seeking addresses). The conference page was popular in our 50th year.

The Kevin Jones electronic publication on aerial photography gets a lot of hits probably from search engine links on place names in the article.

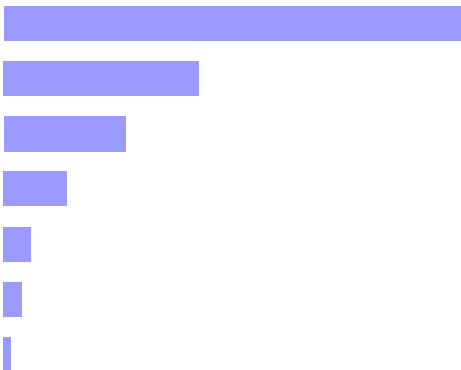
Entry page – (November 2004 sample)		
#	Visits	Page
1	2503 21.28%	/ (home page)
2	2484 21.12%	/alternative.htm
3	745 6.33%	/nzaa_archaeologists_email/Archlist.htm
4	443 3.77%	/conferences.htm
5	406 3.45%	/aerial/opacs.html (Kevin Jones)
6	205 1.74%	/aerial/text.html (Kevin Jones)
7	197 1.67%	/cultural_tourist.htm
8	184 1.56%	/employment.htm
9	177 1.50%	/netsubnews.htm (the e-news)
10	157 1.33%	/northauckcoro.htm (part of the cultural tourist pages)

Overall page popularity (sample period sampled days in 2004):

Page	Hits	Visitors
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1	http://www.nzarchaeology.org/	6,656	5,709
2	http://www.nzarchaeology.org/nzaa_archaeologists_email/Archlist.htm	1,247	1,210
3	http://www.nzarchaeology.org/alternative.htm	1,197	1,016
4	http://www.nzarchaeology.org/aerial/opacs.html	893	857
5	http://www.nzarchaeology.org/conferences.htm	783	730
6	http://www.nzarchaeology.org/netsubnews.htm	631	599
7	http://www.nzarchaeology.org/cultural_tourist.htm	617	573
8	http://www.nzarchaeology.org/teacher_resources.htm	521	508
9	http://www.nzarchaeology.org/nzaa_consultants/Contract.htm	463	455
10	http://www.nzarchaeology.org/northaukcoro.htm	471	427
11	http://www.nzarchaeology.org/nzja.html	432	415
12	http://www.nzarchaeology.org/books.htm	416	404
13	http://www.nzarchaeology.org/employment.htm	410	388
14	http://www.nzarchaeology.org/ainz.html	399	387
15	http://www.nzarchaeology.org/recording.htm	401	376
16	http://www.nzarchaeology.org/waikbopgisb.htm	402	369
17	http://www.nzarchaeology.org/career.htm	374	363
18	http://www.nzarchaeology.org/aerial/north.html	355	345

The visitors are dominantly from New Zealand (table below not counting return visitors). This changes little.

.nz	New Zealand	15664	45.95%	
-	Unknown	6686	19.61%	
.com	United States	4199	12.31%	
.net	Network	2256	6.61%	
.au	Australia	1125	3.30%	
.uk	United Kingdom	896	2.62%	
.ca	Canada	438	1.28%	

Our most frequent referrer is the Google search engine. The top keywords in searches which get referred to us are (Sample period November 2004):

#	Hits	Search String
1	980 40.99%	pyramid
2	215 8.99%	new age
3	92 3.85%	esoterico
4	28 1.17%	archaeologist
5	19 0.79%	new age art
6	18 0.75%	new zealand address
7	17 0.71%	installation art

8	13	0.54%	aerial view
9	13	0.54%	maori archaeology
10	13	0.54%	new zealand archaeology
11	10	0.42%	new zealand
12	9	0.38%	digital art
13	9	0.38%	new zealand archaeological association
14	8	0.33%	nzaa

This has changed a lot from the previous year. The alternative archaeology page brought in a lot of different traffic.

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 be a slow project.