

Overview

Sessions

Sessions
5,568
↑ 50.9%

Active users
3,568
↑ 44.2%

New users
3,439
↑ 45.2%

Conversions

Key events
182
↑ 41.1%

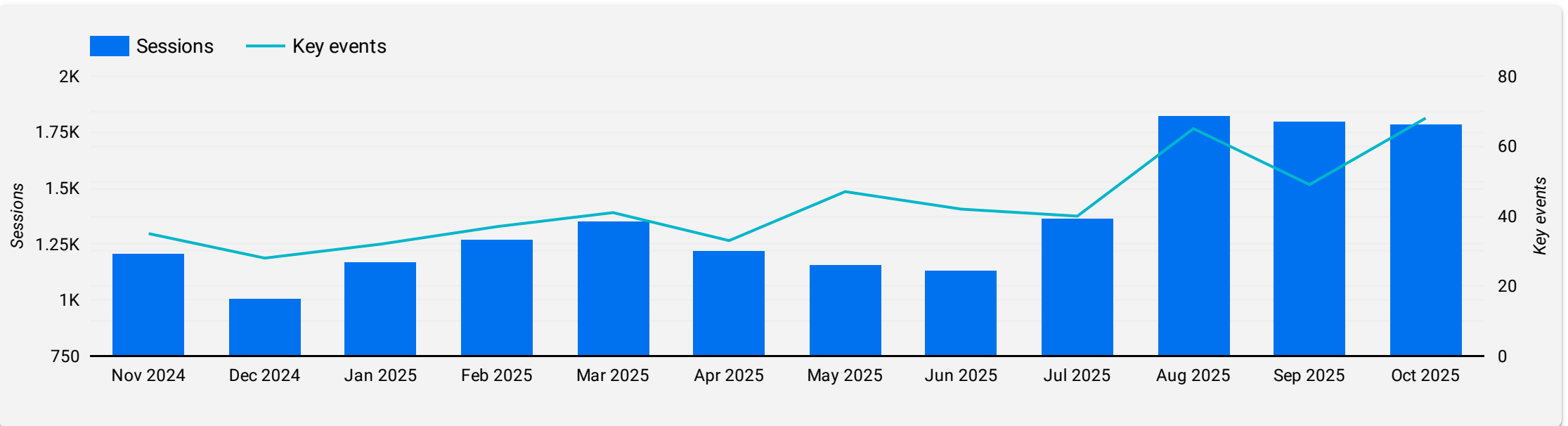
Engagement & Bounce Rate

Engagement rate
54.67%
↓ -0.4%

Bounce rate
45.33%
↑ 0.5%

Average session duration
00:03:17
↑ 6.7%

Month to Month

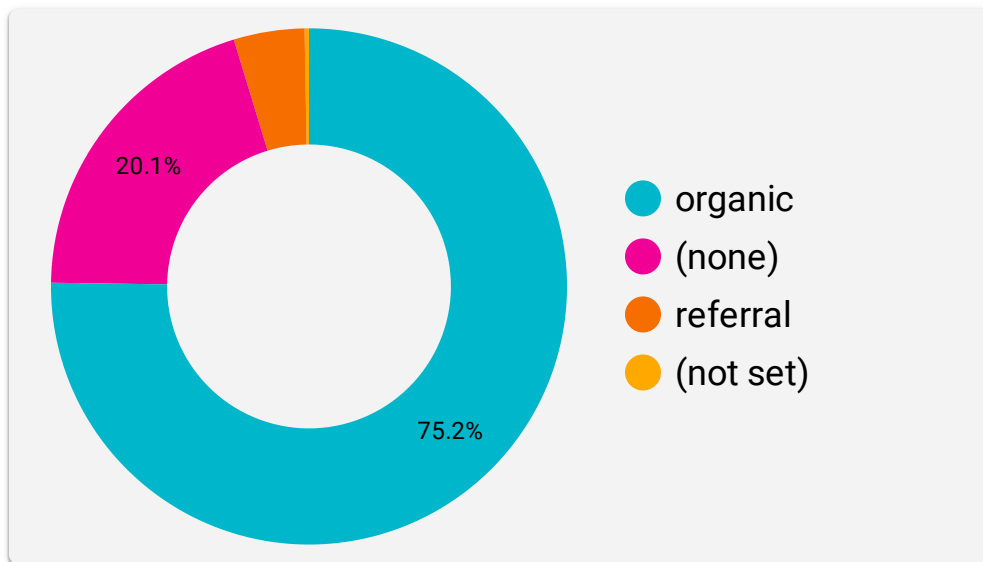


Source

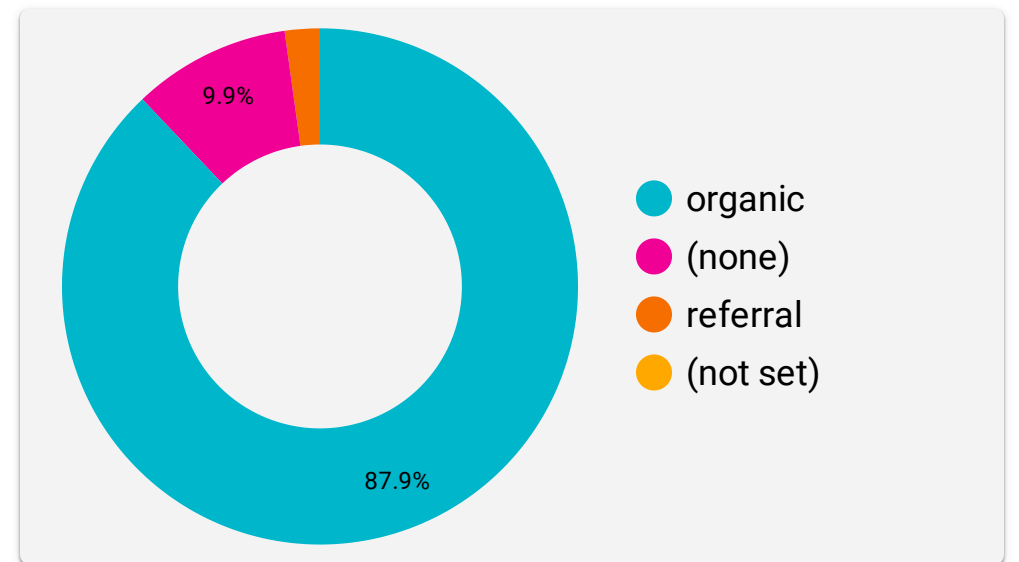
Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
organic	4,103	2,460	59.96%	40.04%	00:03:44	160
(none)	1,094	376	34.37%	65.63%	00:01:53	18
referral	242	147	60.74%	39.26%	00:03:40	4
(not set)	15	2	13.33%	86.67%	00:00:17	0

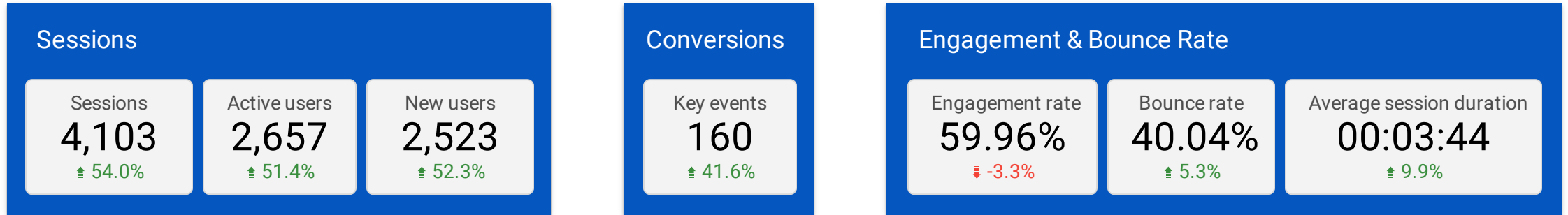
Sessions per Source



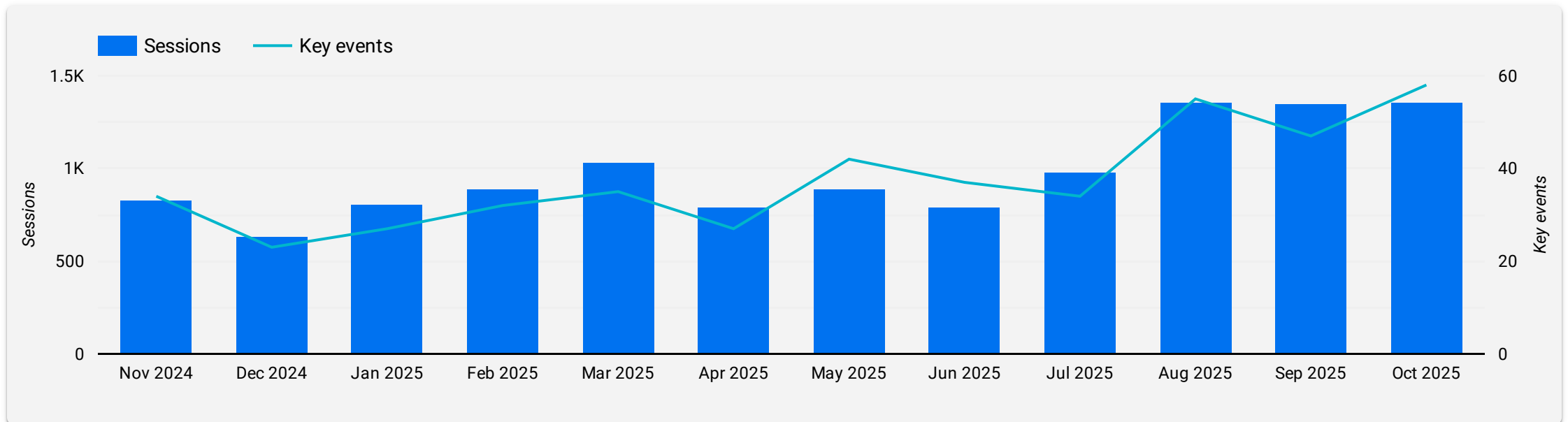
Conversions per Source



Organic Search



Month to Month



Key Events

Conversions

Key events

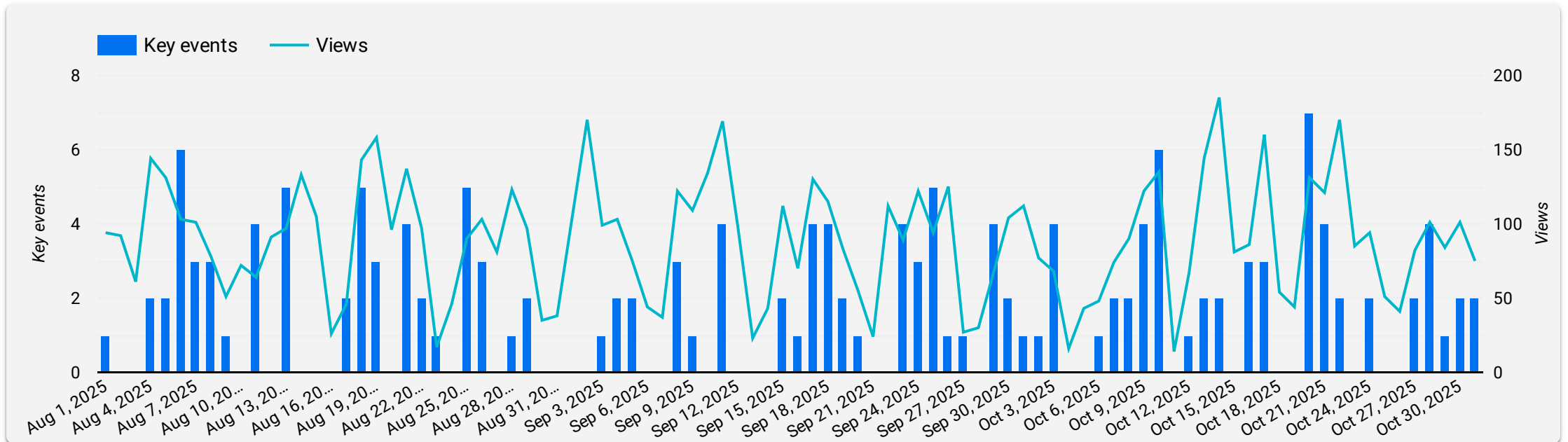
160

↑ 41.6%

Website Conversion Type

Event name	Key events ▾
GA4 Event - Phone Number Tap	110
GA4 Event - Contact Form Submission	47

Conversions vs Views



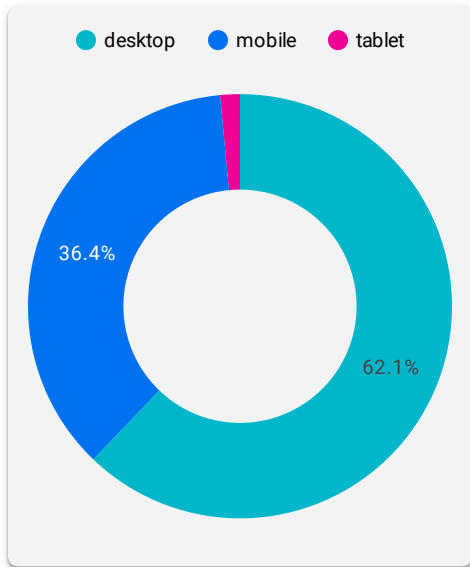
Top Pages

Top 20 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	1,157	855	73.90%	26.10%	00:02:07	17
/our-team/	499	444	88.98%	11.02%	00:02:26	0
/contact-apc-prosthetics/	419	338	80.67%	19.33%	00:02:32	49
/resources/what-materials-are-commonly-used-for-prosthetics/	364	198	54.40%	45.60%	00:02:50	0
/locations/	318	241	75.79%	24.21%	00:01:54	15
/resources/types-of-prosthetic-legs/	274	194	70.80%	29.20%	00:07:41	0
/prosthetic-leg-solutions/	240	187	77.92%	22.08%	00:01:42	0
/news-and-events/no-limits-2025/	171	102	59.65%	40.35%	00:02:53	0
/resources/the-difference-between-bionics-and-prosthetics/	126	80	63.49%	36.51%	00:02:50	0
/news-and-events/how-to-get-into-prosthetics/	124	80	64.52%	35.48%	00:01:31	0
/services/	120	107	89.17%	10.83%	00:01:03	0
/our-history/	112	99	88.39%	11.61%	00:01:41	0
/resources/support-for-amputees/	106	78	73.58%	26.42%	00:02:50	0
/resources/types-of-prosthetic-arms/	101	70	69.31%	30.69%	00:01:43	0
/prosthetic-arm-solutions/	99	78	78.79%	21.21%	00:02:18	0
/upper-x/	99	68	68.69%	31.31%	00:01:54	9
/alexandria/	98	84	85.71%	14.29%	00:01:32	3
/hunter/	95	75	78.95%	21.05%	00:01:27	3
/northmead/	93	80	86.02%	13.98%	00:01:41	10
/osseointegration/	86	73	84.88%	15.12%	00:01:56	0

Device & Location

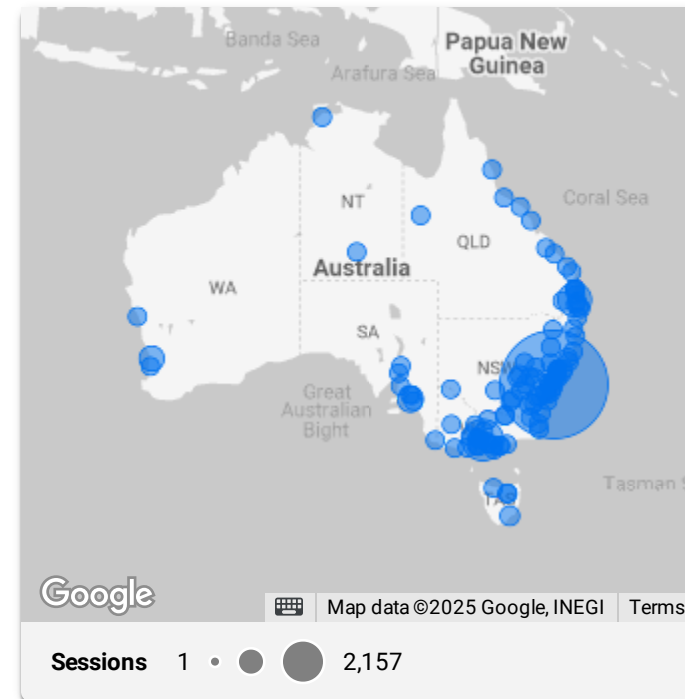
Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
desktop	2,520	1,562	61.98%	38.02%	00:04:34	50
mobile	1,474	865	58.68%	41.32%	00:02:30	106
tablet	61	33	54.10%	45.90%	00:02:02	4

Location

Town/City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	2,157	1,319	61.15%	38.85%	00:03:47	116
Melbourne	562	345	61.39%	38.61%	00:05:40	9
Brisbane	375	224	59.73%	40.27%	00:02:10	9
Adelaide	184	98	53.26%	46.74%	00:02:42	4
Perth	165	99	60.00%	40.00%	00:03:06	3
Newcastle	99	74	74.75%	25.25%	00:03:27	8
Central Coast	68	45	66.18%	33.82%	00:04:16	0
Canberra	64	35	54.69%	45.31%	00:01:57	0
Hobart	38	29	76.32%	23.68%	00:04:40	2
Wollongong	36	22	61.11%	38.89%	00:02:09	0



Keyword Rankings Overview

Keyword Ranking

Percent in Top 10

83.95

↑ 38.9%

Average Postion

7.66

↓ -16.6%

Rankings Increased

14

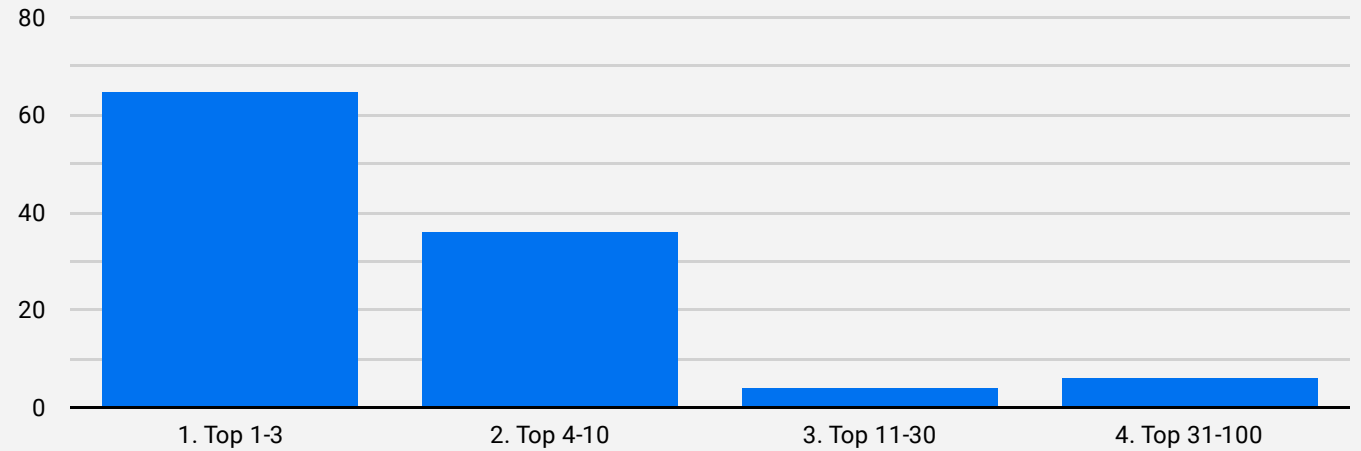
↓ -51.7%

Rankings Decreased

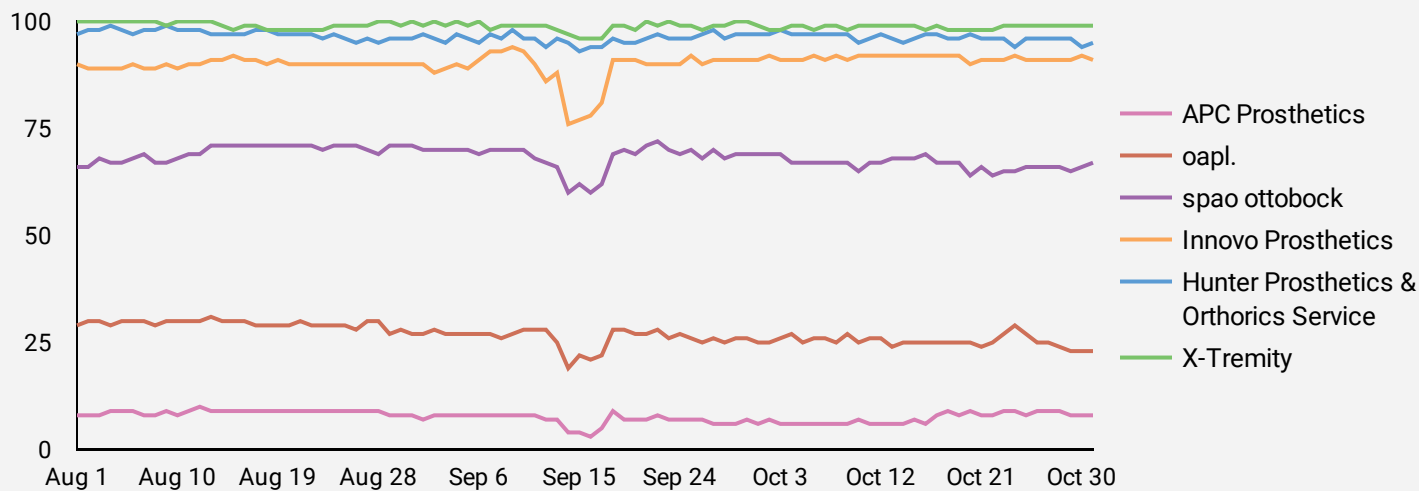
15

↓ -21.1%

Keywords Distribution



Competitor Average Position



Competitor	Organic ranking ▴
APC Prosthetics	7.66
oapl.	26.89
spao ottobock	68.17
Innovo Prosthetics	90.11
Hunter Prosthetics & Orthorics Service	96.42
X-Tremity	98.89

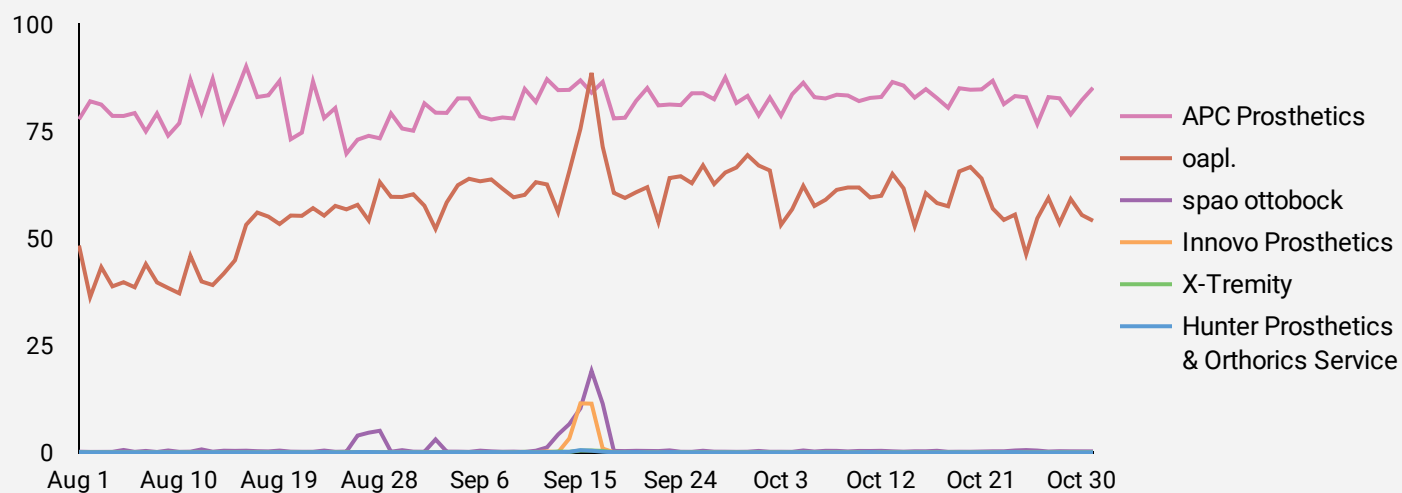
Note: The lower the average ranking the better

Keyword Rankings

Keyword	Organic ranking [▲]	Search vol.	Ranking Dynamics
leg prosthesis	1	2,400	1
prosthetic limb companies	1	30	0
advanced prosthetics	1	20	0
myoelectric prosthetic arm	1	50	1
myoelectric prosthetics	1	30	1
lower extremity prosthetics	1	50	0
Cosmetic leg	1	10	0
lower leg prosthesis	1	70	0
what are prosthetic legs made out of	1	10	0
what are prosthetics made of	1	40	0
bionic prosthetics	1	30	0
NDIS Provider for prosthetics	1	0	0
finger prosthetics near me	1	10	12
lower limb prosthetics	1	50	4
specialty prosthesis	1	10	0
bionic prosthesis	1	30	0
bionic prosthetic leg	1	10	0
carbon prosthetic leg	1	10	33
artificial legs	1	390	1
prothetic leg	1	2,400	2
prosthetic leg design	1	40	0
artificial leg prosthesis	1	2,400	1
fake leg prosthesis	1	2,400	1
lower leg prosthetics	1	50	4
prosthetics leg	1	2,400	2
prostetic leg	1	2,400	2
prosthetic legs	1	2,400	3
prosthetic leg	1	2,400	2
artificial leg	1	390	2
false leg	1	390	2
leg prosthetics	1	2,400	1
prosthetic leg australia	1	40	2
prostetic legs	1	2,400	2
leg prothetic	1	2,400	2
leg prosthetic	1	2,400	2
prosthetic suppliers	2	10	-1
osseointegration prosthetics compa...	2	10	0
prosthetic center	2	10	3
Amputee Support	2	20	1
artificial leg below knee	2	260	0
metal prosthetic leg	2	10	0
prosthetic clinic	2	20	4
prosthetic knee joint	2	30	1
artificial legs for sale	2	70	0
upper limb prosthetics	2	20	3
upper extremity prosthetics	2	30	2
prosthetic knee	2	140	1
prosthetics for kids	2	0	1
prosthesis leg	2	2,400	1
prosthetic limbs sydney	2	10	0
prosthesis for upper limb	2	20	3
prosthetic limb manufacturers	2	10	0
artificial leg above knee	2	140	0
below knee prosthetic leg	3	260	0
childrens prosthetics	3	10	-1
bionic artificial limbs	3	30	0
artificial foot for leg prosthesis	3	210	-1
prosthetic technician	3	50	1
waterproof prosthetic leg	3	20	17
prosthetic running leg	3	30	27
above knee prosthesis	3	140	0
artificial arms and legs	3	480	0
Amputation support	3	20	-1
prosthetic leg below knee	3	260	0
cosmetic prosthesis	3	10	0
prosthetics	4	6,600	5
artificial prosthetic limbs	4	210	0
prosthetic leg companies	4	10	-3

Competitors

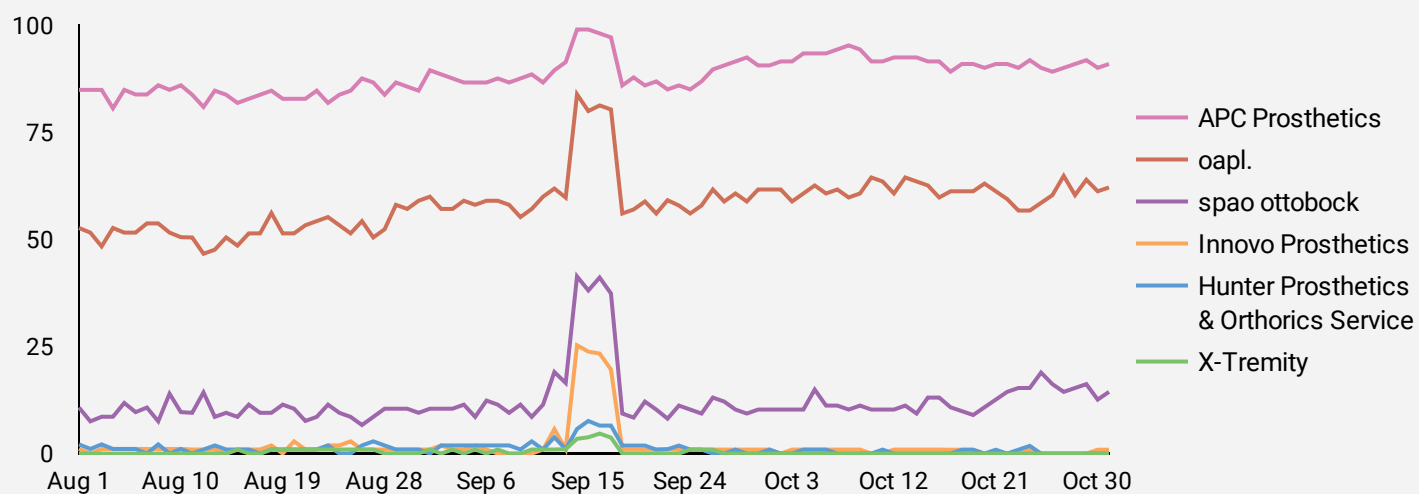
Competitor - Search Visibility



Competitor	Search visibility
APC Prosthetics	81.42
oapl.	57.13
spao ottobock	0.97
Innovo Prosthetics	0.39
X-Tremity	0.08
Hunter Prosthetics & Orthorics Service	0.04

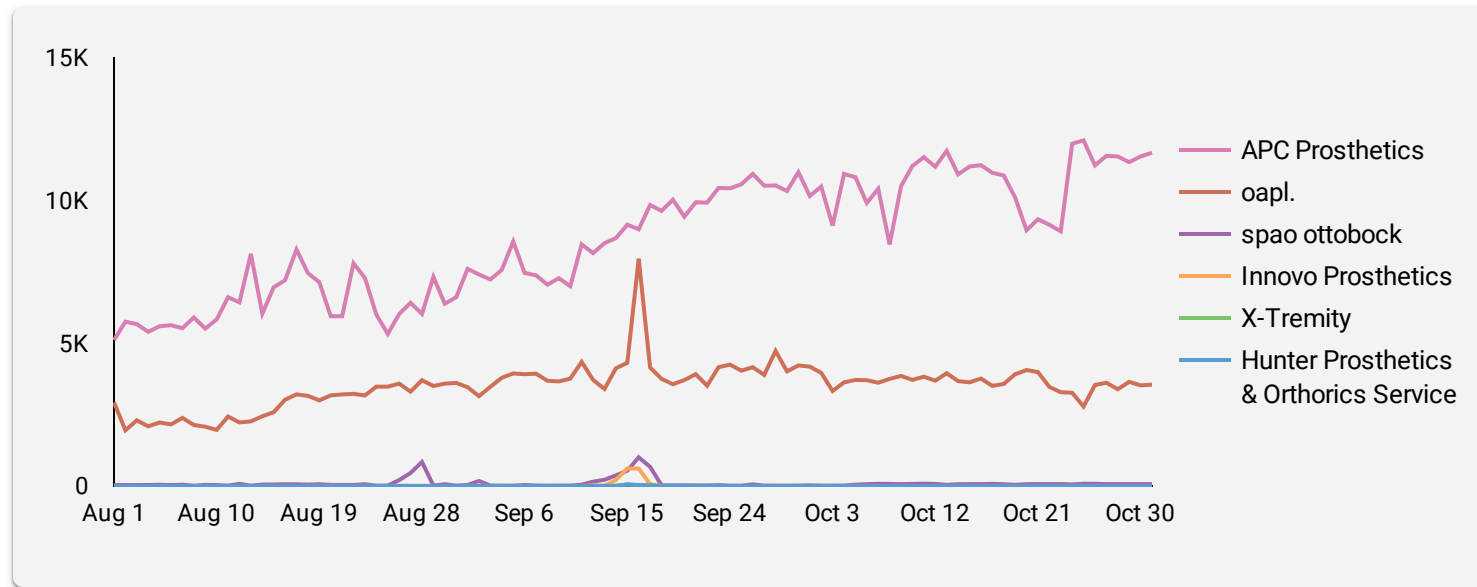
Competitor - Percent in Top 10

Competitor	TOP 10 percent
APC Prosthetics	88.41
oapl.	58.39
spao ottobock	12.3
Innovo Prosthetics	1.86
Hunter Prosthetics & Orthorics Service	1.14
X-Tremity	0.4



Competitors

Competitor - Estimated Traffic



Competitor	Traffic forecast ▾
APC Prosthetics	8,683.69
oapl.	3,495.62
spao ottobock	87.58
Innovo Prosthetics	18.83
X-Tremity	4.11
Hunter Prosthetics & Orthorics Service	2.29