

Overview

Sessions

Sessions
5,208
↑ 29.3%

Active users
4,358
↑ 29.1%

New users
4,293
↑ 29.7%

Conversions

Key events
71
↑ 86.8%

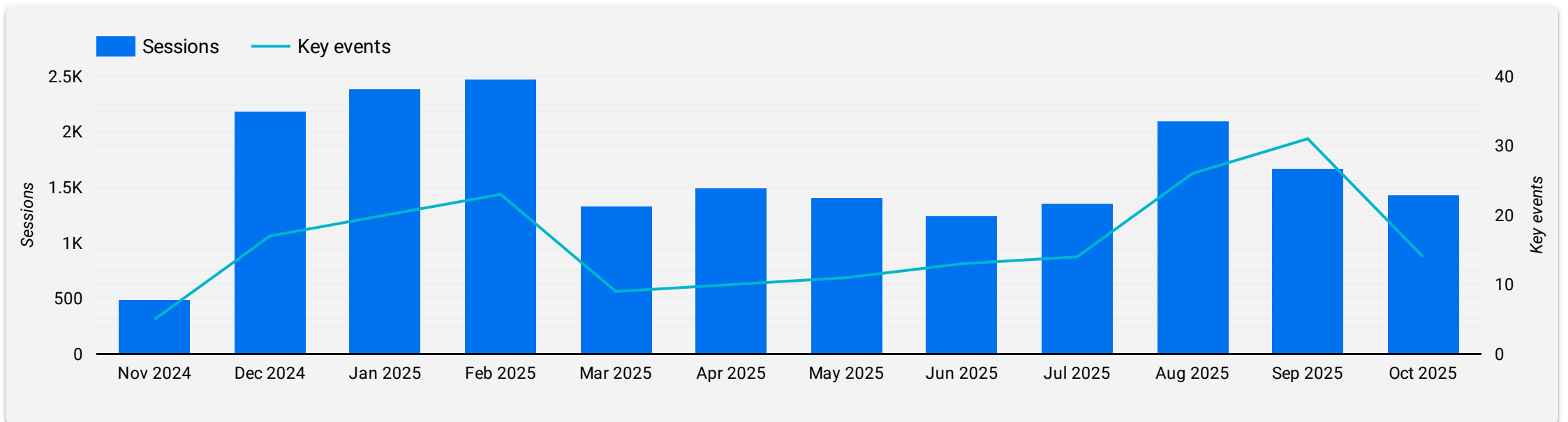
Engagement & Bounce Rate

Engagement rate
48.10%
↓ -2.6%

Bounce rate
51.90%
↑ 2.6%

Average session duration
00:01:27
↑ 2.7%

Month to Month

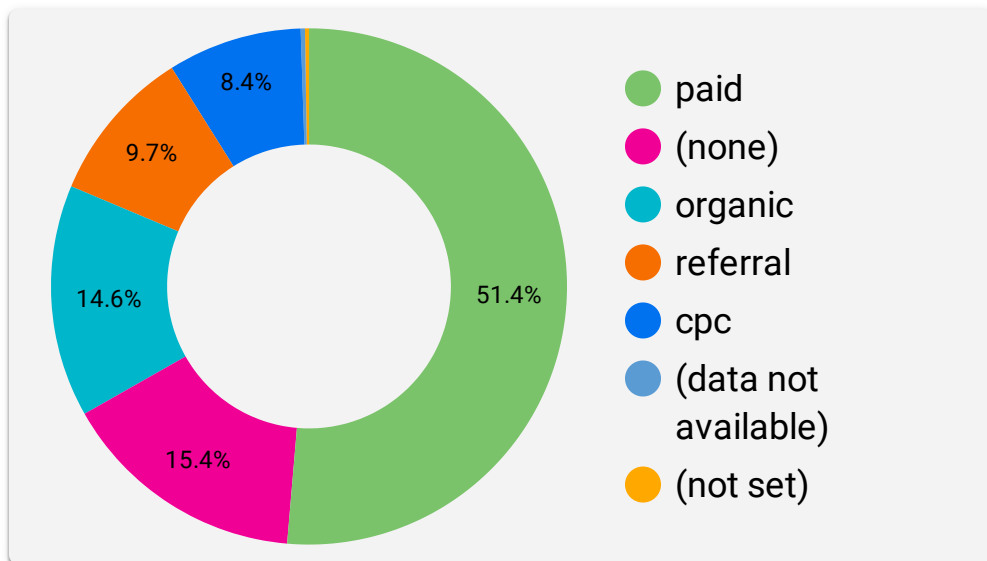


Source

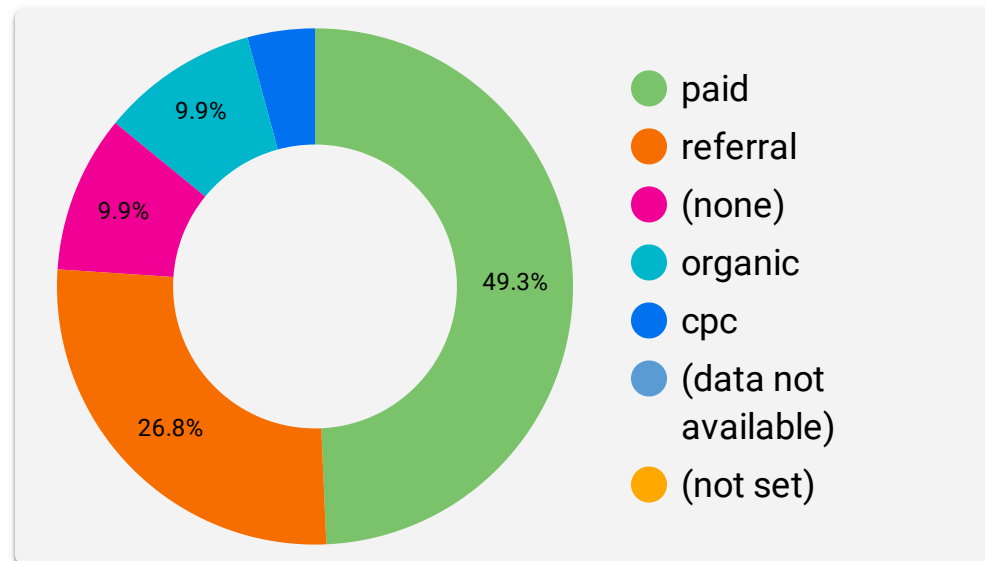
Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
paid	2,675	1,092	40.82%	59.18%	00:00:52	35
(none)	804	369	45.90%	54.10%	00:02:07	7
organic	758	471	62.14%	37.86%	00:02:10	7
referral	507	295	58.19%	41.81%	00:01:25	19
cpc	438	278	63.47%	36.53%	00:02:29	3

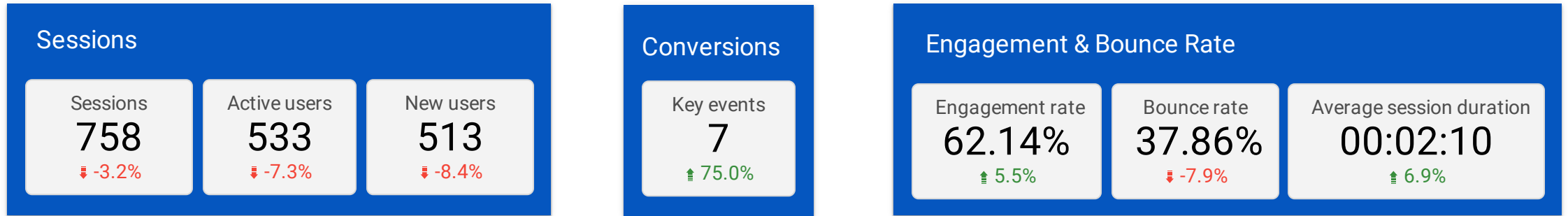
Sessions per Source



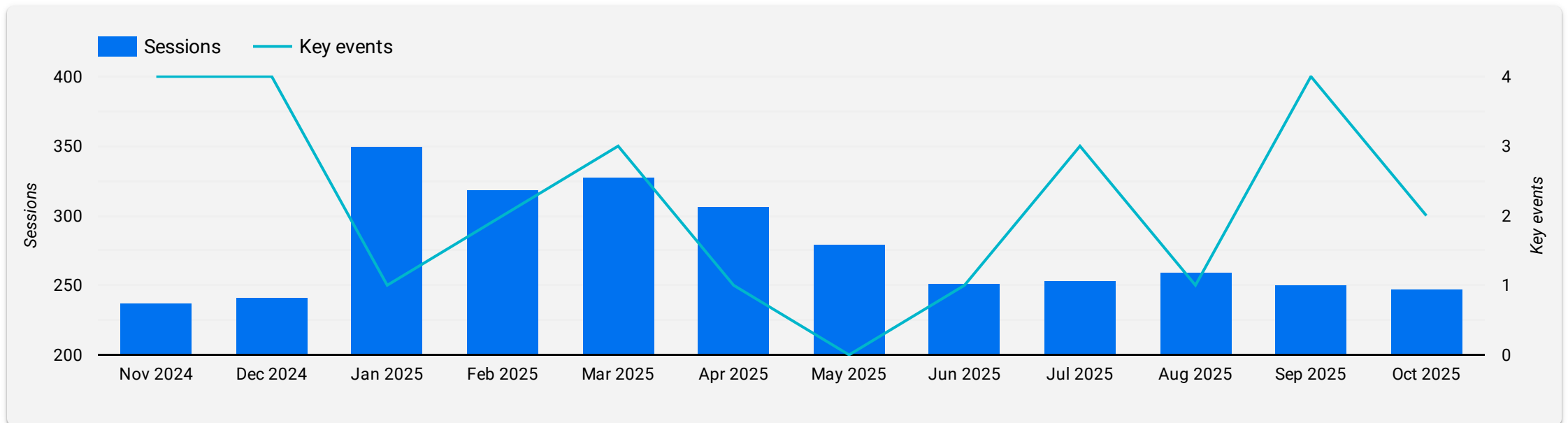
Conversions per Source



Organic Search



Month to Month



Key Events

Conversions

Key events

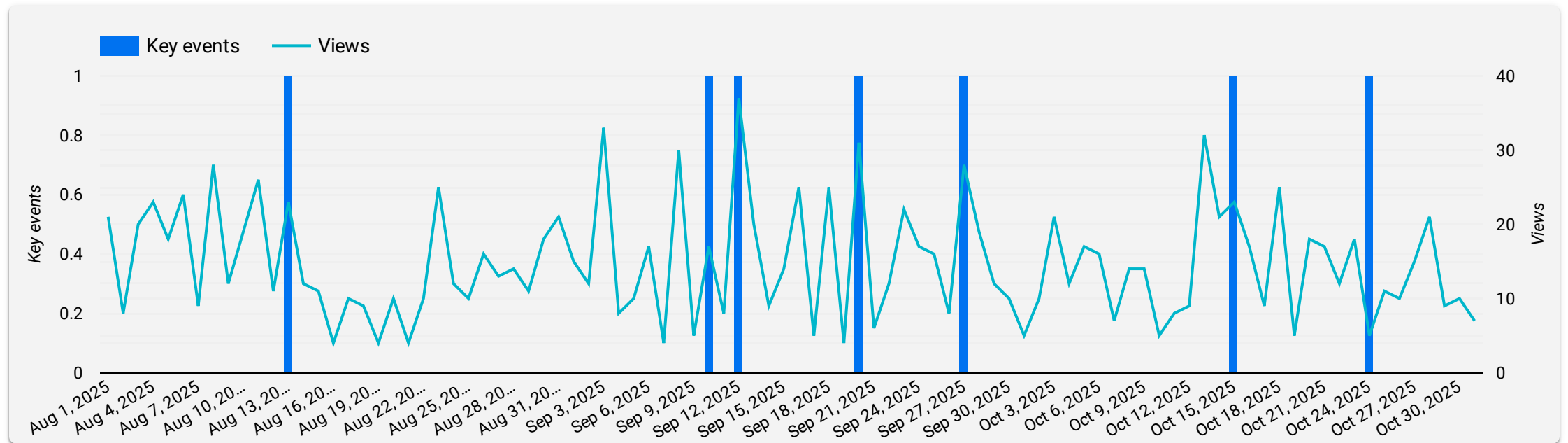
7

↑ 75.0%

Website Conversion Type

Event name	Key events ▾
direction to refill stations	7

Conversions vs Views



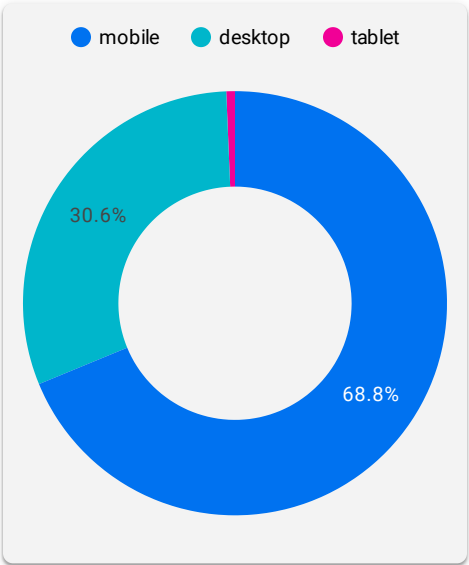
Top Pages

Top 10 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	510	372	72.94%	27.06%	00:01:13	0
/alkaline-water-refilling-station-near-me/	400	304	76.00%	24.00%	00:01:47	7
/premium-alkaline-water-australia/	137	119	86.86%	13.14%	00:01:04	0
/host-a-premium-water-refilling-station/	60	50	83.33%	16.67%	00:02:03	0
/contact-alkalined/	43	39	90.70%	9.30%	00:00:41	0
/alkaline-water-refill-station-near-me/	39	23	58.97%	41.03%	00:00:15	0
/alkalise-energise-revitalise-detox-alexandria/	2	0	0.00%	100.00%	00:00:00	0
/alkalise-energise-revitalise-detox-smithfield/	2	0	0.00%	100.00%	00:00:00	0
/alkalise-energise-revitalise-detox/	2	0	0.00%	100.00%	00:00:00	0

Device & Location

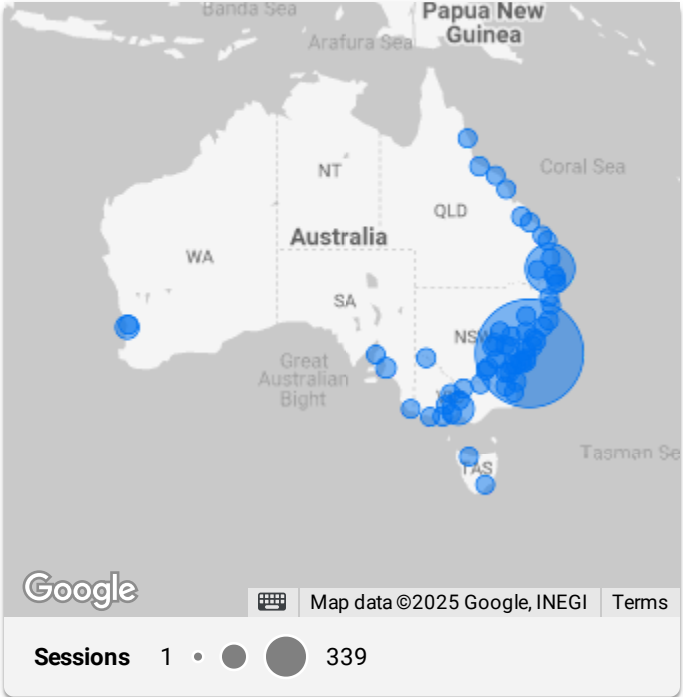
Device Used



Device category	Sessions	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	522	329	63.03%	36.97%	00:02:00	6
desktop	232	138	59.48%	40.52%	00:02:31	1
tablet	5	5	100.00%	0.00%	00:04:00	0

Location

Town/City	Sessions	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	339	224	66.08%	33.92%	00:02:40	7
Brisbane	118	67	56.78%	43.22%	00:02:08	0
Melbourne	51	40	78.43%	21.57%	00:02:13	0
Perth	20	14	70.00%	30.00%	00:00:31	0
Adelaide	8	7	87.50%	12.50%	00:00:45	0
(not set)	7	5	71.43%	28.57%	00:00:55	0
Central Co...	7	3	42.86%	57.14%	00:00:34	0
Newcastle	6	2	33.33%	66.67%	00:19:14	0



Keyword Rankings Overview

Keyword Ranking

Percent in Top 10

59.08

↑ 2.3%

Average Postion

19.99

↑ 134.3%

Rankings Increased

18

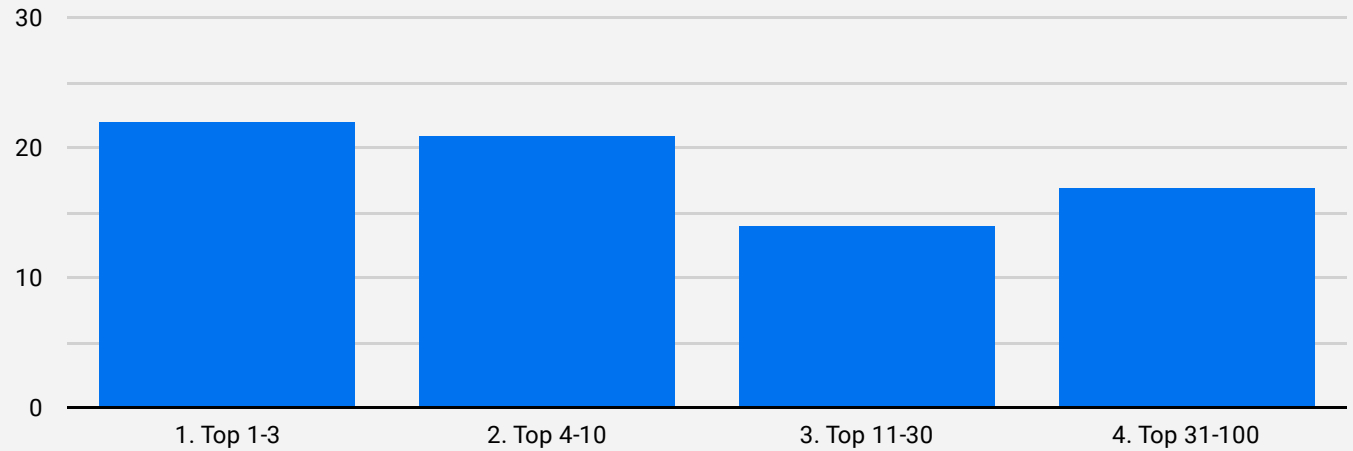
↑ 28.6%

Rankings Decreased

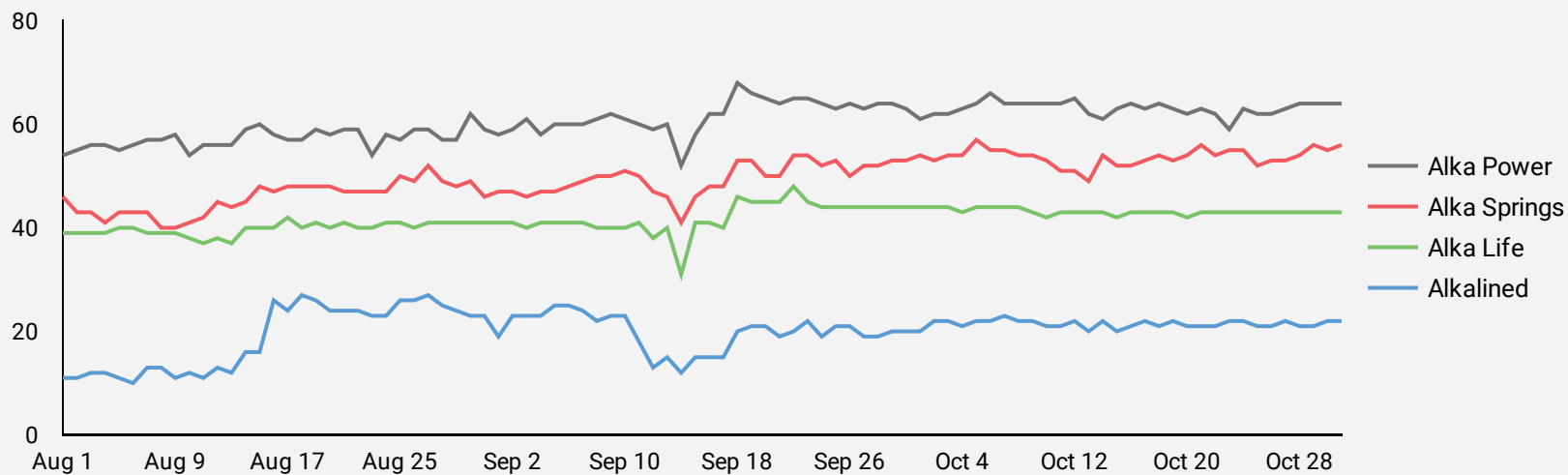
14

↓ -26.3%

Keywords Distribution



Competitor Average Position



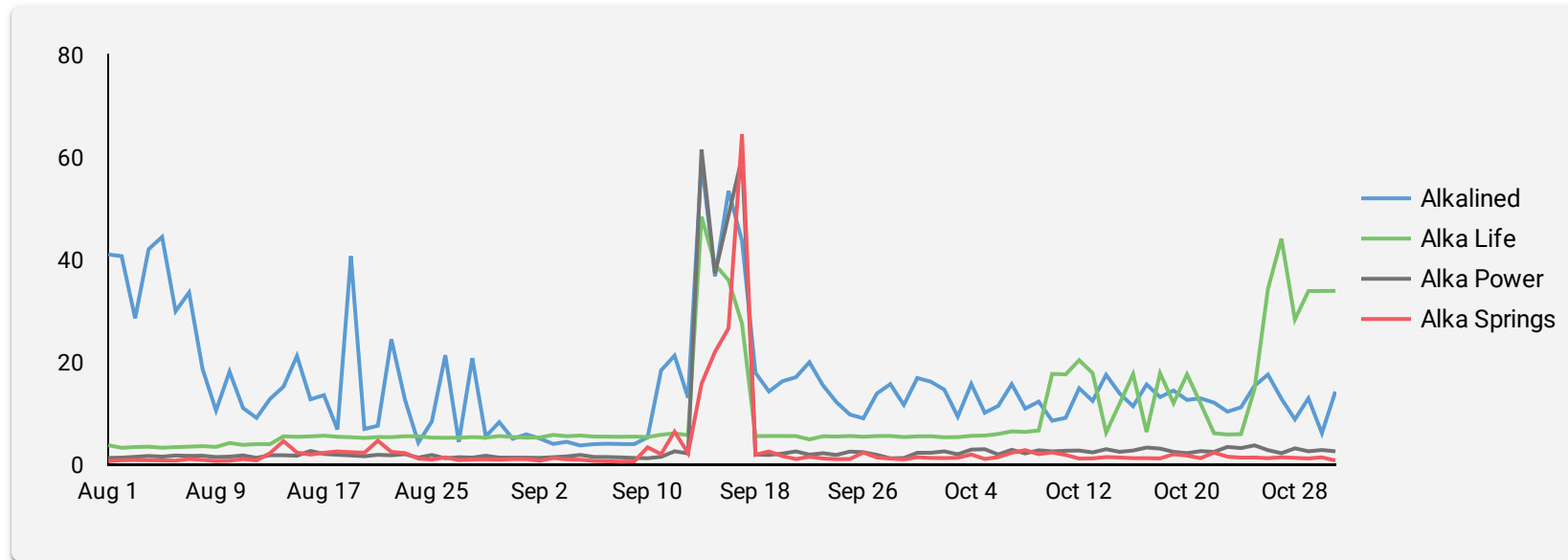
Competitor	Organic ranking ▾
Alka Power	60.65
Alka Springs	49.66
Alka Life	41.64
Alkalined	19.99

Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
alkaline near me	1	10	0
alkaline water filling stations near me	1	10	0
alkaline water refill station near me	1	20	0
alkaline water store near me	1	10	3
alkaline water refilling station near ...	1	20	3
alkaline water station	1	10	0
premium alkaline water	1	10	0
buy alkaline water australia	1	20	0
alkaline water near me now	1	10	0
alkaline water near me	1	70	1
fresh alkaline water	2	10	-1
alkaline water order	2	10	0
buy alkaline water	2	110	0
water refilling station business	2	10	1
purchase alkaline water	2	110	1
alkaline water dispenser near me	2	10	2
alkaline water refilling station	2	10	3
purified alkaline water	3	10	1
alkaline water in australia	3	170	0
alkaline water australia	3	170	-1
buy alkaline water near me	3	10	3
water refilling station	3	880	7
alkaline water sydney	4	40	-3
water alkaline near me	4	10	0
water refilling station near me	4	880	4
alkaline store near me	4	10	-3
ionized water near me	5	110	0
where can you buy alkaline water	6	110	0
alkaline water for sale near me	6	10	-1
where to buy alkaline water	6	110	0
buy ionized water	7	110	0
alkaline water bottle australia	7	50	0
where do i buy alkaline water	7	110	0
water near me	7	3,600	0
water bottle refill station near me	7	50	0
alkaline water bottles near me	7	10	-3
alkaline water for sale	7	30	-2
water vending machine near me	8	40	3
where to purchase alkaline water	8	110	-2
water refill stations near me	8	880	2
where to buy alkaline water near me	8	20	-2
where can i buy alkaline water	8	140	0
who sells alkaline water near me	8	10	-7
water refill station near me	11	880	1

Competitors

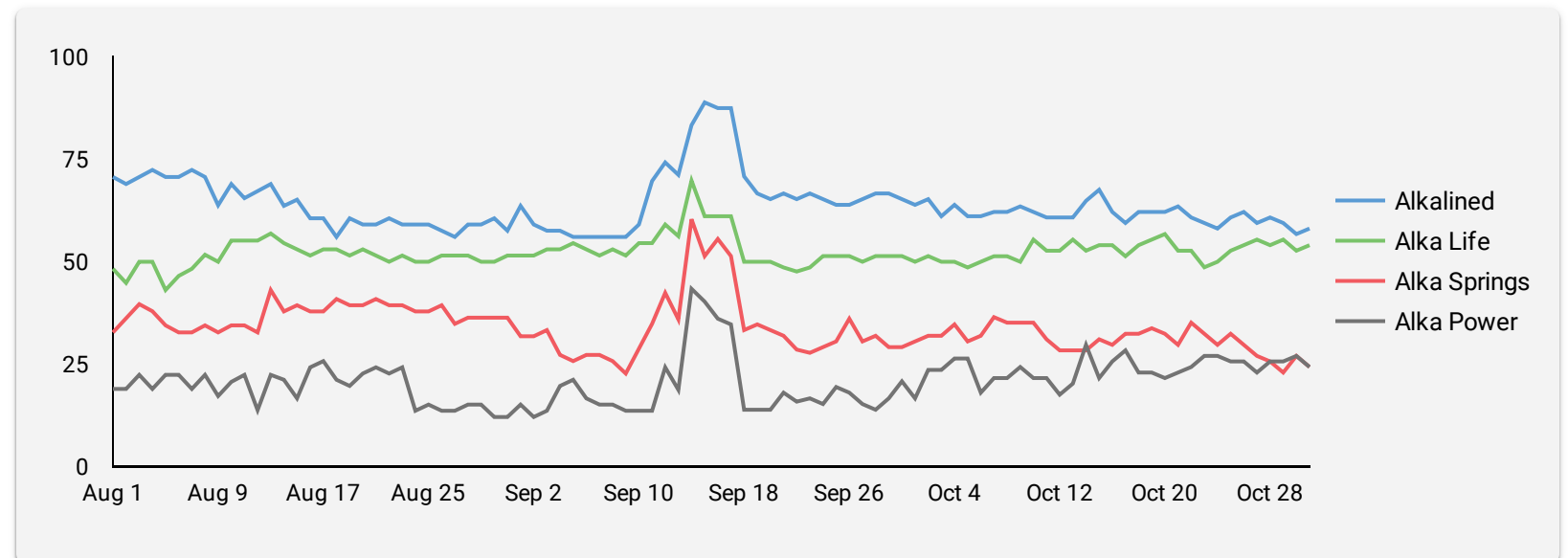
Competitor - Search Visibility



Competitor	Search visibility ▾
Alkalined	15.82
Alka Life	9.87
Alka Power	4.24
Alka Springs	2.89

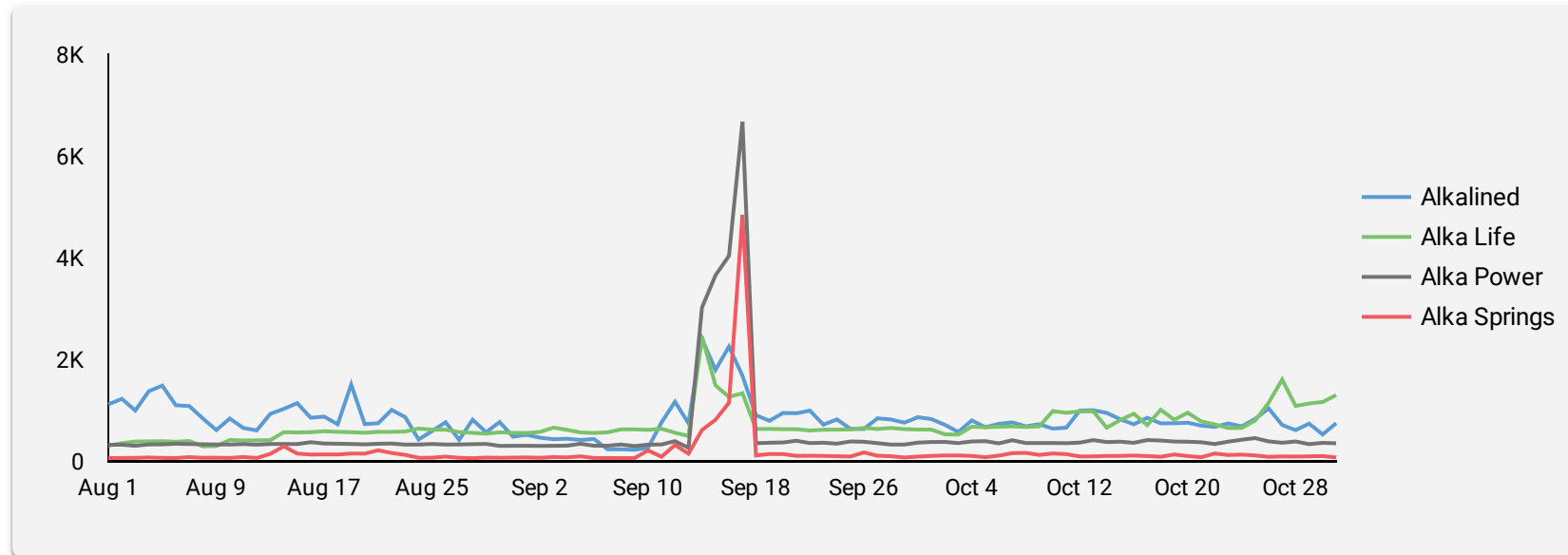
Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
Alkalined	63.93
Alka Life	52.36
Alka Springs	33.96
Alka Power	20.75



Competitors

Competitor - Estimated Traffic



Competitor	Traffic forecast ▾
Alkalined	825.85
Alka Life	700.67
Alka Power	526.78
Alka Springs	185.74