

Overview

Sessions

Sessions
1,775
↑ 33.0%

Active users
1,572
↑ 50.4%

New users
1,546
↑ 52.3%

Conversions

Key events
57
↑ 5.6%

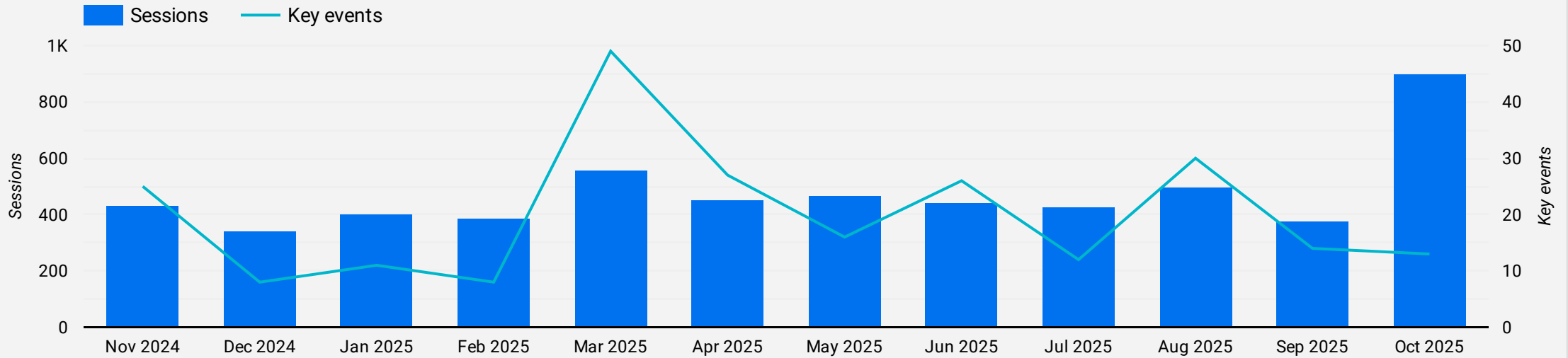
Engagement & Bounce Rate

Engagement rate
32.45%
↓ -43.3%

Bounce rate
67.55%
↑ 57.9%

Average session duration
00:01:43
↓ -45.0%

Month to Month

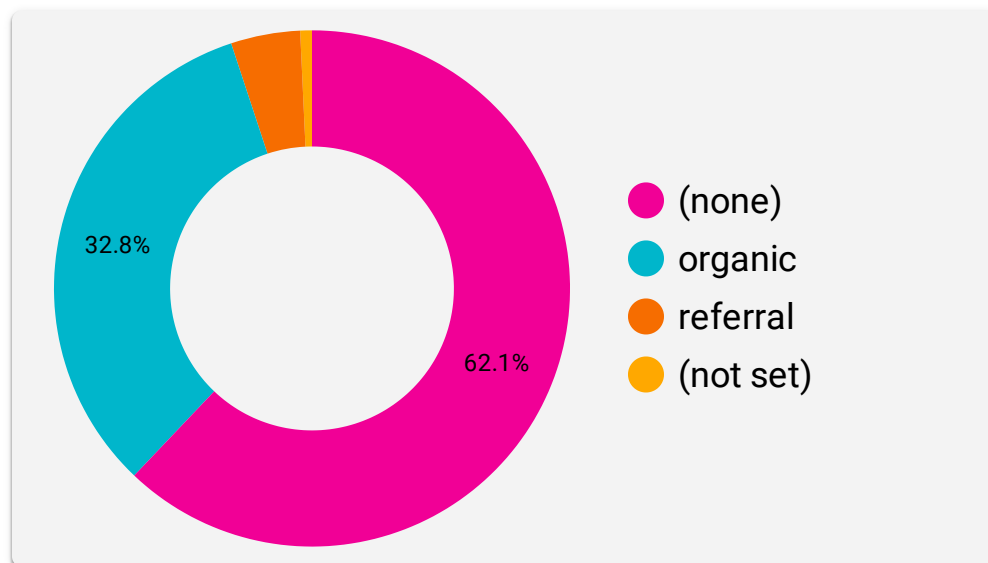


Source

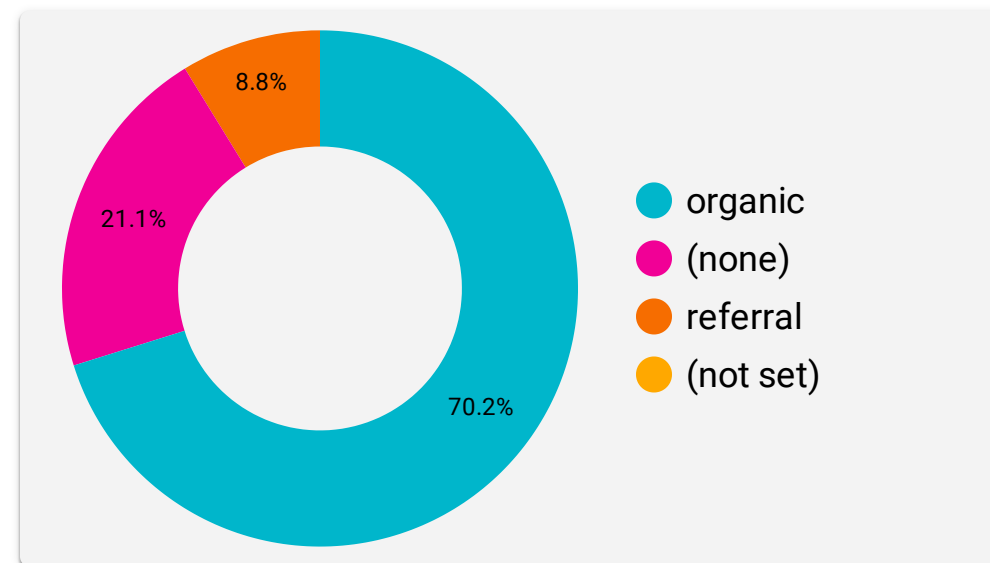
Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
(none)	1,101	138.00	12.53%	87.47%	00:00:39	12
organic	582	393.00	67.53%	32.47%	00:02:57	40
referral	77	45.00	58.44%	41.56%	00:04:57	5
(not set)	13	0.00	0.00%	100.00%	00:18:02	0

Sessions per Source



Conversions per Source



Organic Search

Sessions

Sessions

582

↓ -16.5%

Active users

453

↓ -14.8%

New users

436

↓ -15.5%

Conversions

Key events

40

↑ 25.0%

Engagement & Bounce Rate

Engagement rate

67.53%

↓ -1.3%

Bounce rate

32.47%

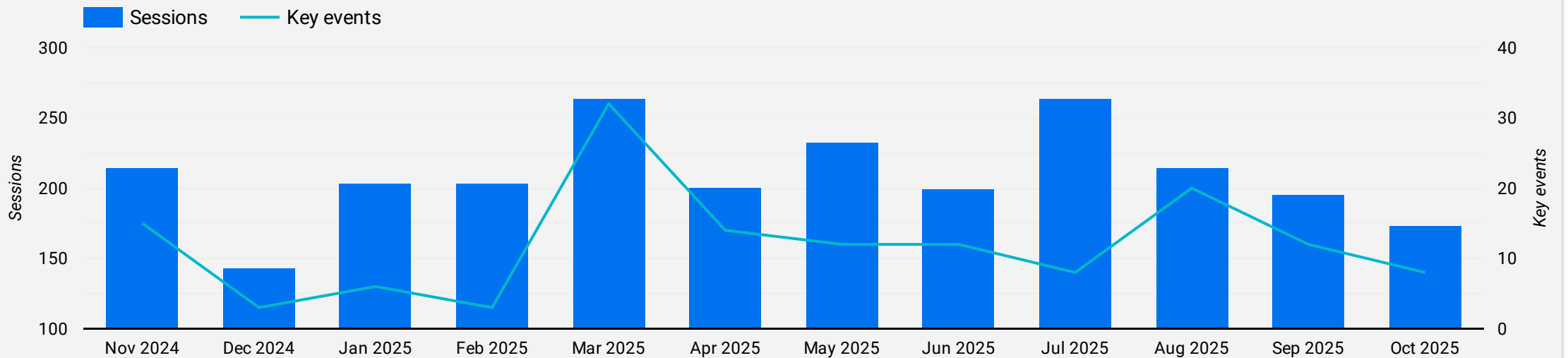
↑ 2.9%

Average session duration

00:02:57

↓ -10.4%

Month to Month



Key Events

Conversions

Key events

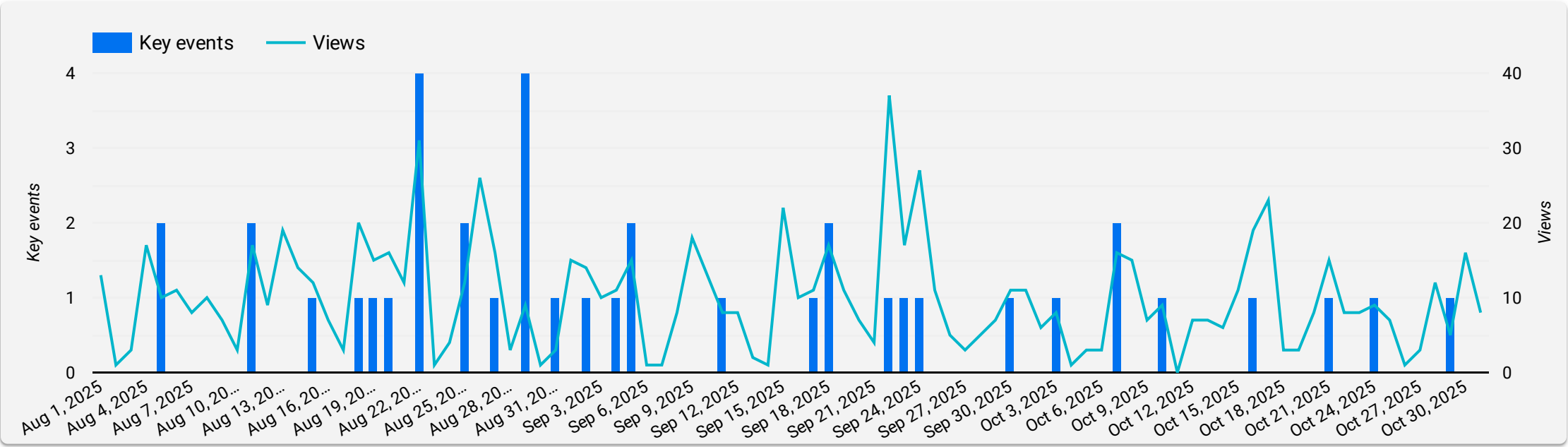
40

25.0%

Website Conversion Type

Event name	Key events ▾
Request an Estimate Button Click	17
Phone-Click	15
GA4 - Email Link Clicked	5
employment_form_submitted	3

Conversions vs Views



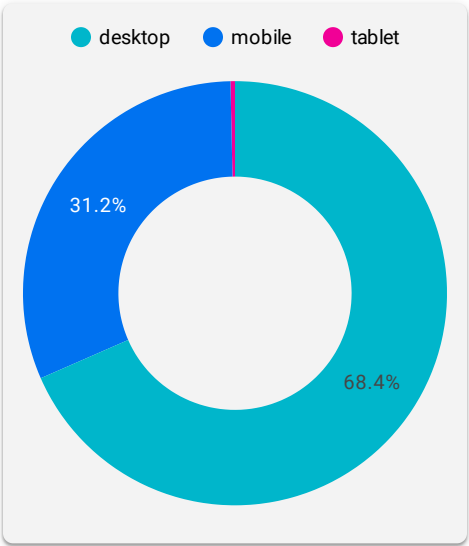
Top Pages

Top 10 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	227	191	84.14%	15.86%	00:02:27	9
/contact-all-spark-electrical/	141	99	70.21%	29.79%	00:01:52	19
/multi-tenancy-electrical-switchboards/	102	62	60.78%	39.22%	00:01:10	0
/about-all-spark-electrical/	53	49	92.45%	7.55%	00:01:48	0
/electrical-switchboards-guide/	33	21	63.64%	36.36%	00:01:27	0
/professional-electrical-shed-fitouts/	26	21	80.77%	19.23%	00:00:52	0
/consumer-mains/	17	13	76.47%	23.53%	00:02:39	1
/how-will-i-know-if-my-switchboard-needs-to-be-replaced/	14	8	57.14%	42.86%	00:02:52	0
/electrical-jobs/electrical-apprentice-job-hiring/	13	12	92.31%	7.69%	00:00:58	2
/local-domestic-electricians-near-you/	12	9	75%	25%	00:02:07	0

Device & Location

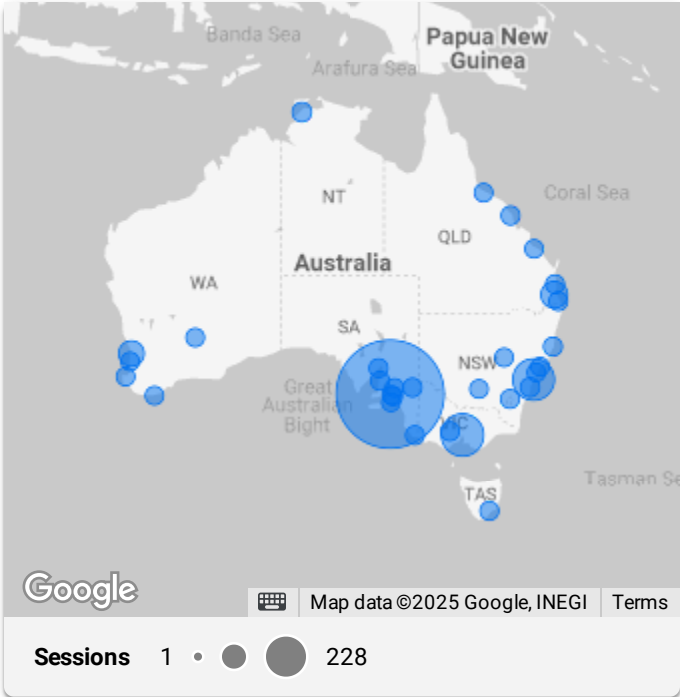
Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
desktop	399	272	68.17%	31.83%	00:03:29	22
mobile	182	120	65.93%	34.07%	00:01:48	18
tablet	2	1	50%	50%	00:00:05	0

Location

Town/City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Adelaide	228	168.00%	73.68%	26.32%	00:02:54	27
Melbourne	62	43.00%	69.35%	30.65%	00:02:24	0
Sydney	60	44.00%	73.33%	26.67%	00:01:47	1
(not set)	25	13.00%	52.00%	48.00%	00:02:28	0
Brisbane	22	15.00%	68.18%	31.82%	00:01:51	0
Perth	19	14.00%	73.68%	26.32%	00:02:51	3



Keyword Rankings Overview

Keyword Ranking

Percent in Top 10

36.29

↑ 6.7%

Average Postion

19.98

↑ 31.2%

Rankings Increased

20

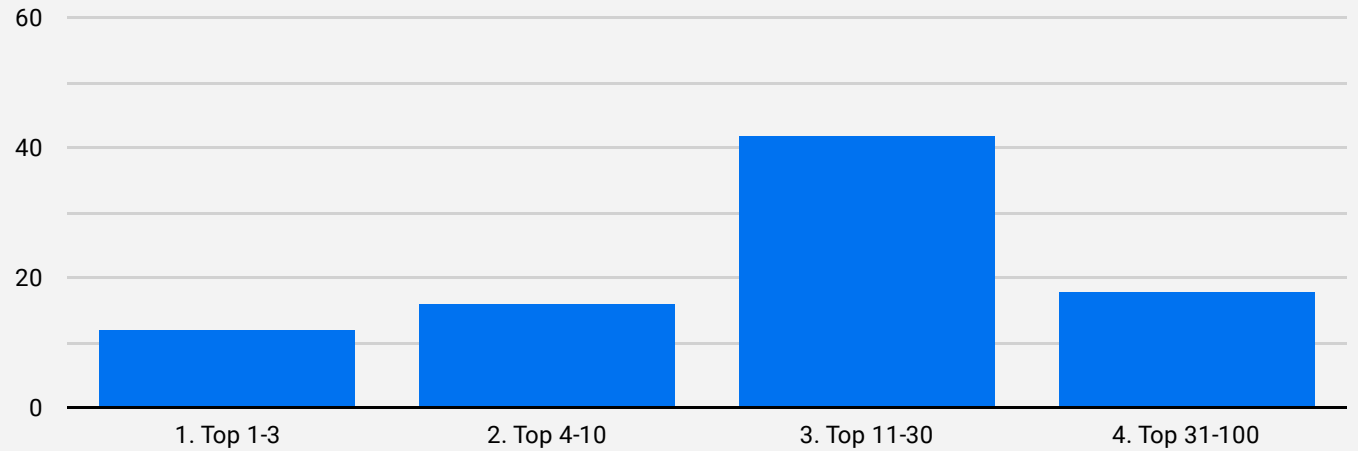
↓ -23.1%

Rankings Decreased

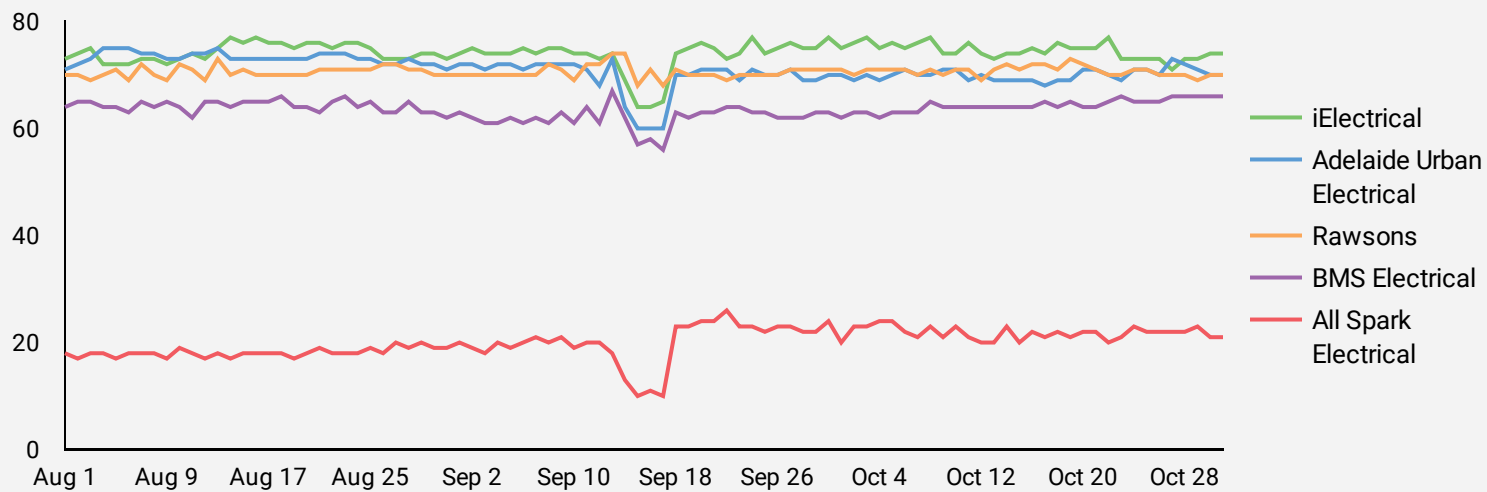
30

↑ 20.0%

Keywords Distribution



Competitor Average Position



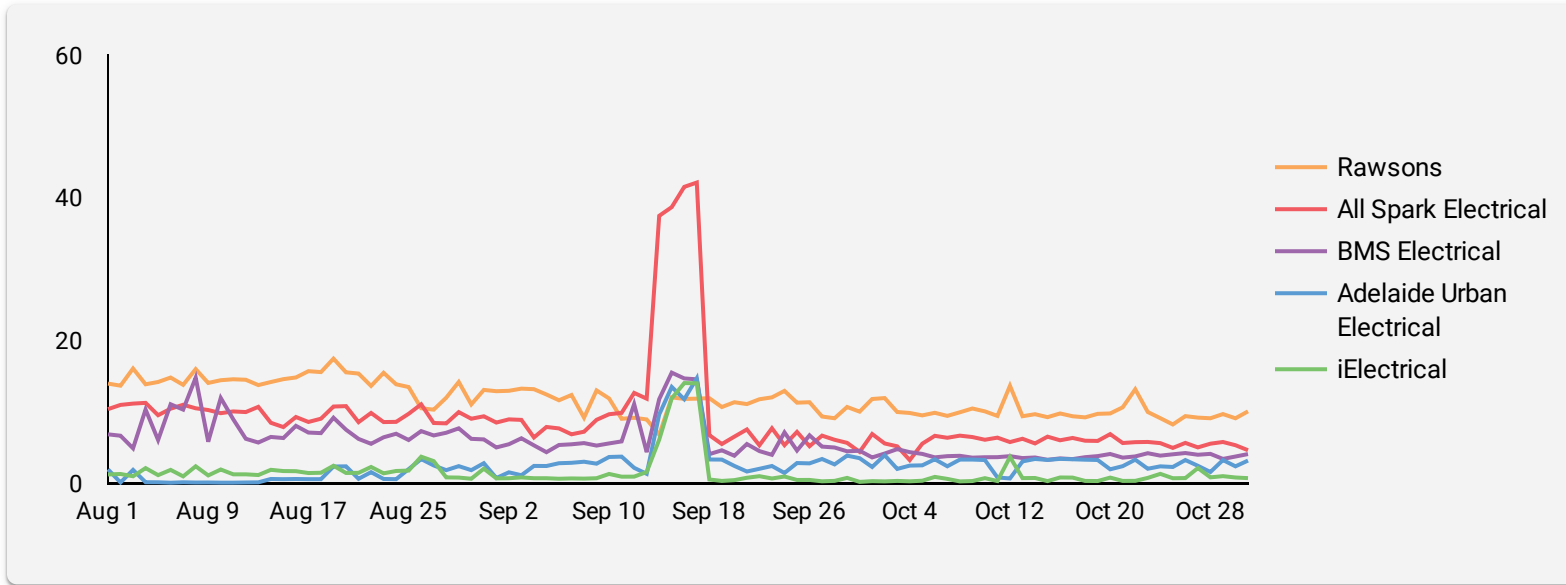
Competitor	Organic ranking ▾
iElectrical	74.08
Adelaide Urban Electrical	70.93
Rawsons	70.60
BMS Electrical	63.51
All Spark Electrical	19.98

Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
home thermal imaging near me	1	10	2
underground electrical service	1	20	0
electrical renovations	1	50	5
consumer mains installations	1	10	0
consumer mains repairs	1	10	0
underground electrical services adel...	1	10	0
electrical renovations and rewires	1	10	0
led lighting upgrades adelaide	2	10	0
consumer mains updgrades	3	10	1
led upgrades adelaide	3	10	0
lighting upgrades adelaide	3	10	-1
thermal imaging services	3	30	-1
thermal imaging services near me	4	10	0
thermal imaging inspection near me	4	10	-2
electrical faults and repairs	4	10	0
switchboard upgrades near me	4	320	0
consumer mains and sub-mains	4	30	0
led lighting installation companies ...	4	10	1
consumer mains and sub mains	5	20	-1
safety electrical services	5	10	0
electrical renovations adelaide	6	10	14
electrical inspector near me	6	30	0
electrical fitouts	6	70	0
local domestic electricians adelaide	7	10	1
electrical inspection services	7	20	3
local electricians in my area	8	140	3
adelaide solar repairs reviews	9	20	-3
shed switchboard	9	50	2
solar repairs near me	11	390	-4
consumer mains	12	390	-9
local domestic electricians	13	30	-4
industrial electrician adelaide	14	50	0
domestic electrician adelaide	14	10	-4
electrician inspection	14	20	-3
solar repairs adelaide	14	210	-3
led installations adelaide	15	10	3
thermal imaging adelaide	16	30	-6
thermography adelaide	16	20	0
solar system electrician near me	16	10	-3
electrical work adelaide	17	480	33
solar panel repairs adelaide	18	20	-4
electrical servicing near me	18	480	82
local electrician adelaide	18	10	-1
domestic electricians adelaide	18	10	1
adelaide solar repairs	18	2,900	-3

Competitors

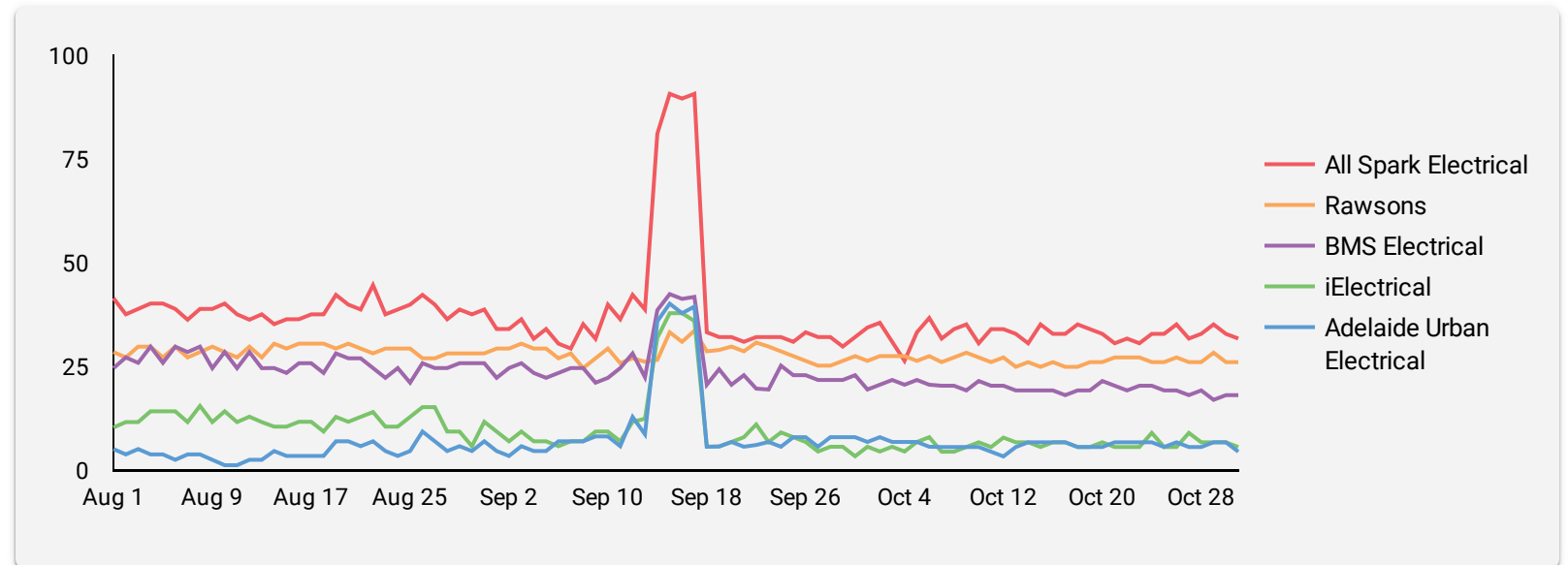
Competitor - Search Visibility



Competitor	Search visibility ▾
Rawsons	11.8
All Spark Electrical	9.11
BMS Electrical	5.97
Adelaide Urban Electrical	2.53
iElectrical	1.5

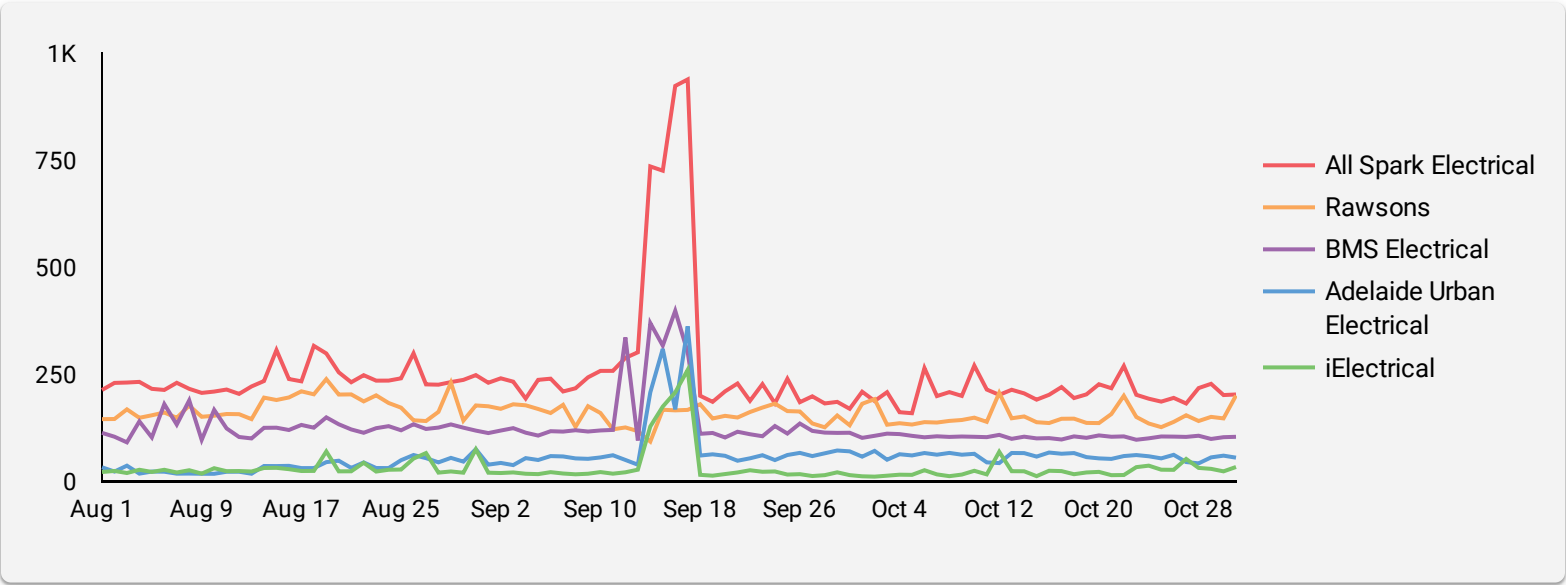
Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
All Spark Electrical	37.52
Rawsons	27.98
BMS Electrical	23.72
iElectrical	9.89
Adelaide Urban Electrical	7.21



Competitors

Competitor - Estimated Traffic



Competitor	Traffic forecast
All Spark Electrical	248.85
Rawsons	160.08
BMS Electrical	127.77
Adelaide Urban Electrical	58.76
iElectrical	32.23