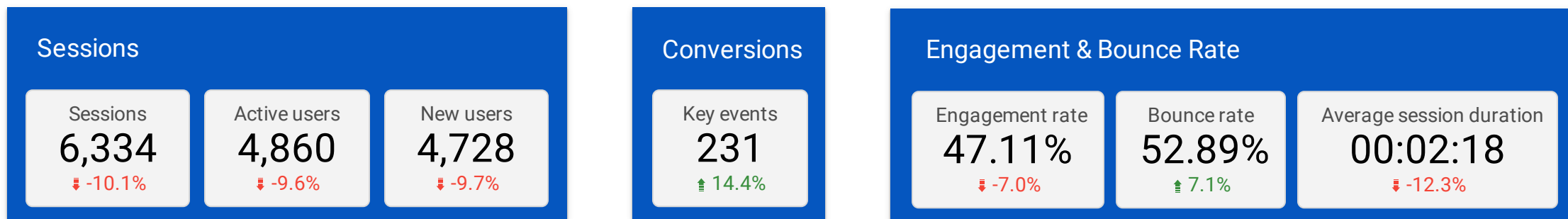
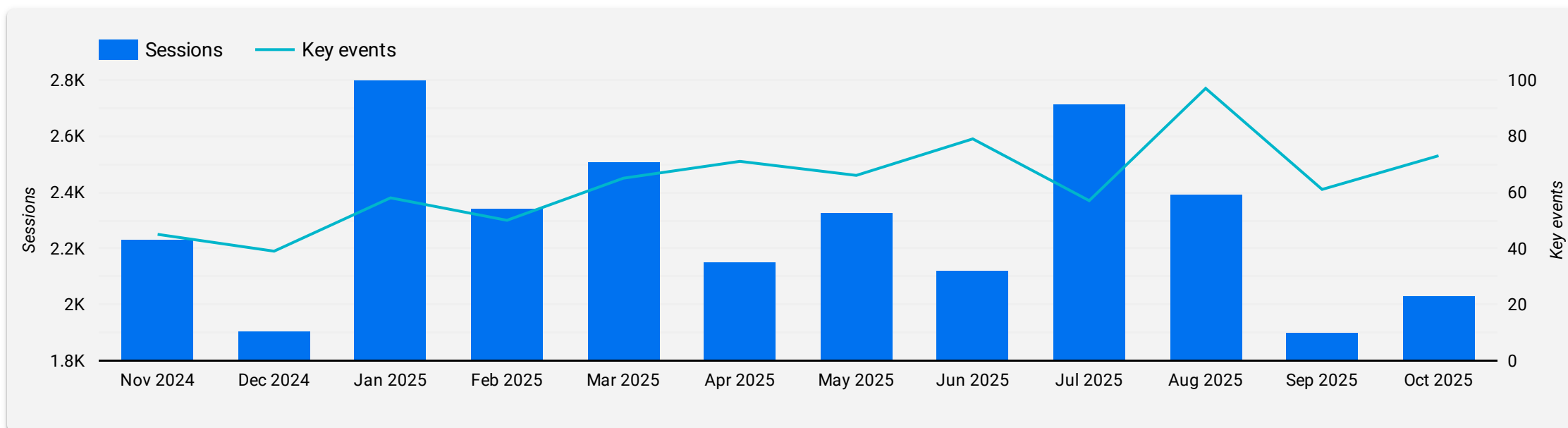


Overview



Month to Month

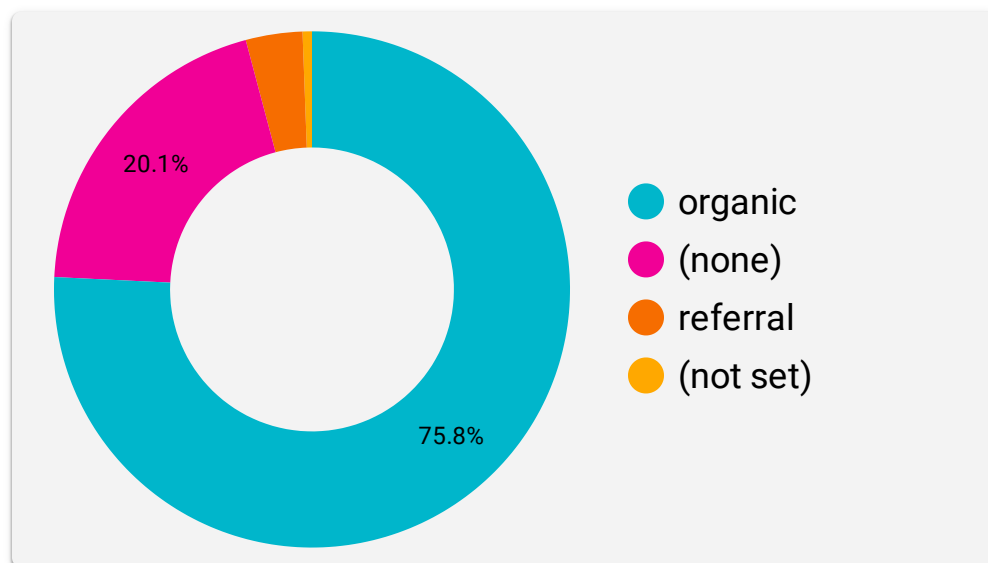


Source

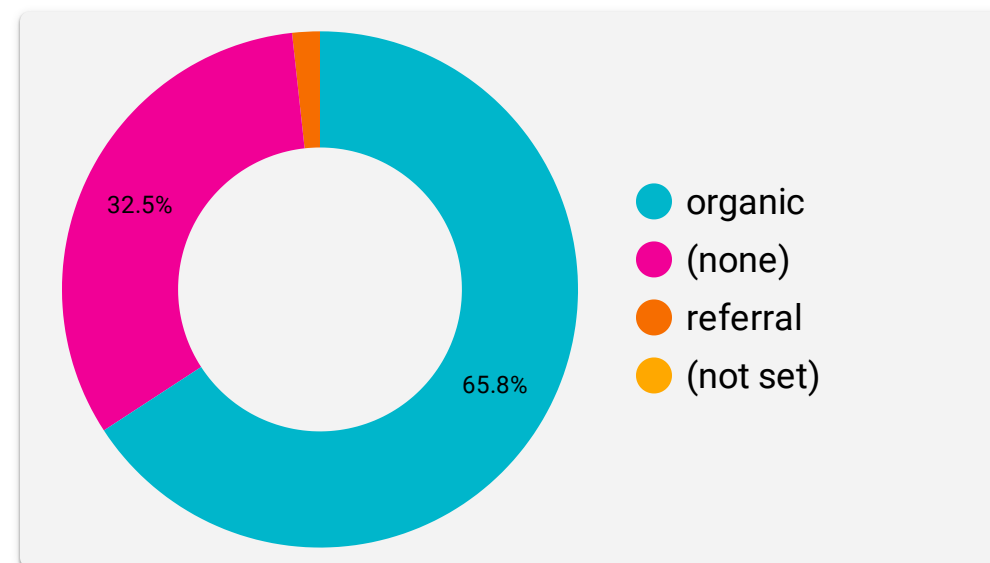
Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
organic	4,780	2,502	52.34%	47.66%	00:02:27	152
(none)	1,268	297	23.42%	76.58%	00:01:46	75
referral	224	132	58.93%	41.07%	00:02:36	4
(not set)	37	4	10.81%	89.19%	00:00:34	0

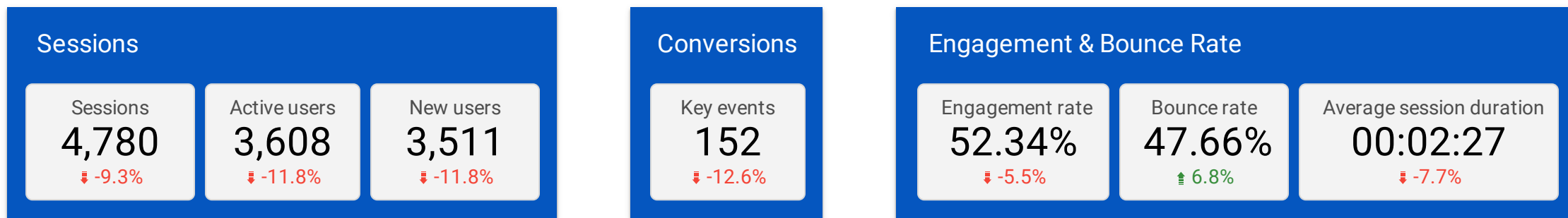
Sessions per Source



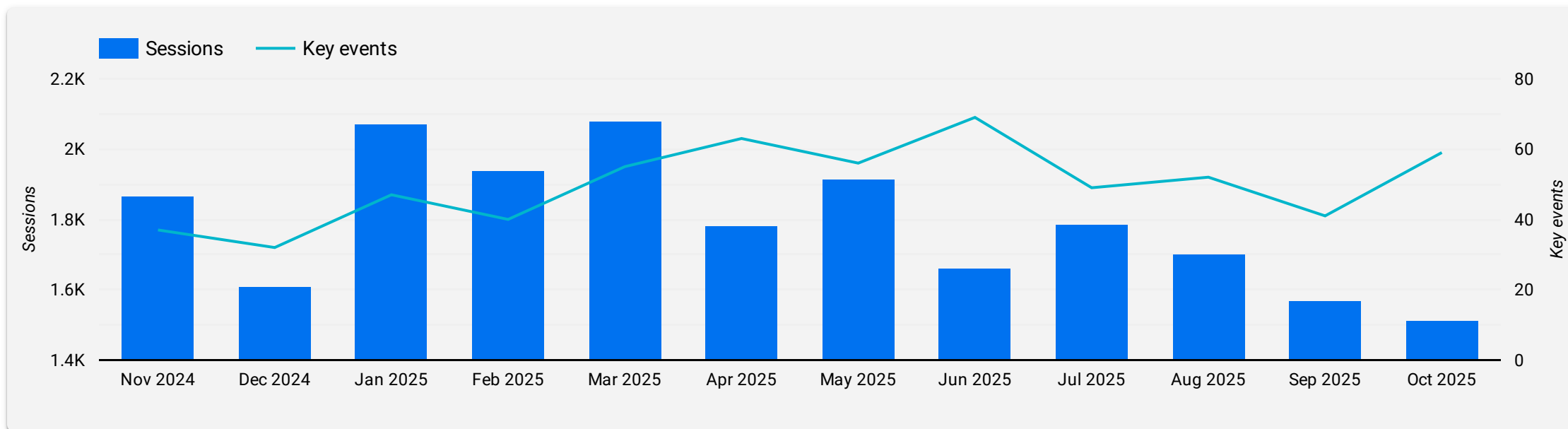
Conversions per Source



Organic Search



Month to Month



Key Events

Conversions

Key events

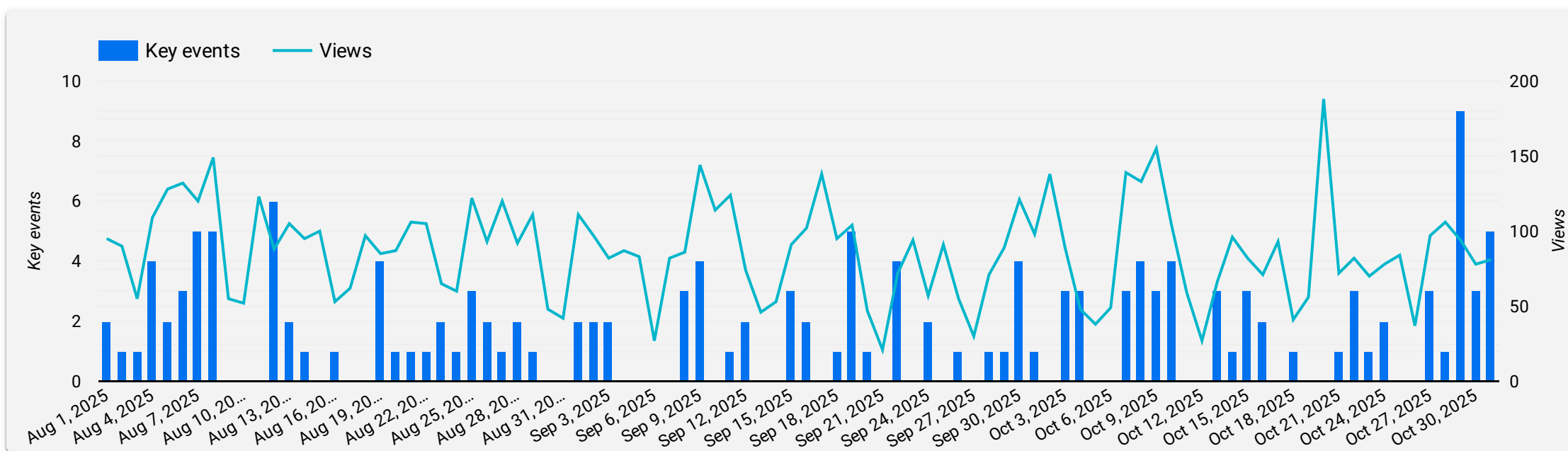
152

↓ -12.6%

Website Conversion Type

Event name	Key events ▾
Phone Number Click	121
Contact Form Submission	31

Conversions vs Views



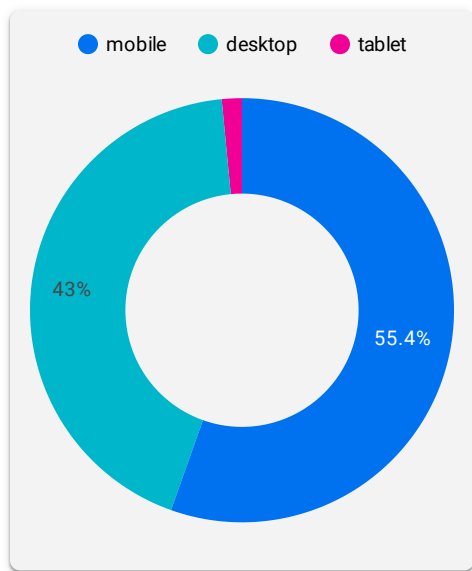
Top Pages

Top 10 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	1,115	774	69.42%	30.58%	00:01:30	43
/about-dr-varayini-yoganathan/	586	436	74.40%	25.60%	00:01:51	29
/procedures/root-canal/	492	269	54.67%	45.33%	00:02:15	1
/procedures/root-canal/cracked-teeth/	373	204	54.69%	45.31%	00:02:12	0
/prosthodontic-therapy/bruxism-teeth-clenching-grinding/	348	172	49.43%	50.57%	00:01:41	0
/about-dr-jeremy-vo/	334	271	81.14%	18.86%	00:01:07	9
/about-dr-rachel-lee/	288	213	73.96%	26.04%	00:00:45	10
/contact-australian-dental-specialists/	285	203	71.23%	28.77%	00:01:46	5
/about-dr-daniel-tan/	272	234	86.03%	13.97%	00:01:23	5
/endodontist-baulkham-hills/	256	207	80.86%	19.14%	00:01:42	4

Device & Location

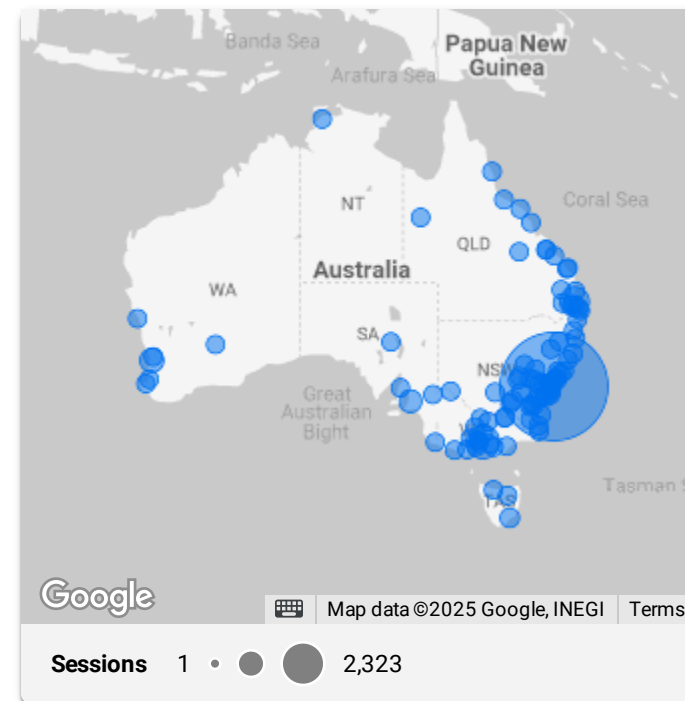
Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	2,642	1,260	47.69%	52.31%	00:01:57	142
desktop	2,051	1,214	59.19%	40.81%	00:03:08	10
tablet	73	28	38.36%	61.64%	00:02:05	0

Location

City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	2,323	1,322	56.91%	43.09%	00:02:58	109
Melbourne	397	176	44.33%	55.67%	00:01:55	2
Brisbane	292	142	48.63%	51.37%	00:01:21	2
Perth	150	84	56.00%	44.00%	00:02:00	1
Adelaide	120	66	55.00%	45.00%	00:02:09	2
(not set)	97	48	49.48%	50.52%	00:01:16	1
Hobart	35	20	57.14%	42.86%	00:02:24	0
Central Co...	28	14	50.00%	50.00%	00:01:33	2



Keyword Rankings Overview

Keyword Ranking

Percent in Top 10

72.23

↑ 21.9%

Average Postion

9.57

↑ 83.3%

Rankings Increased

26

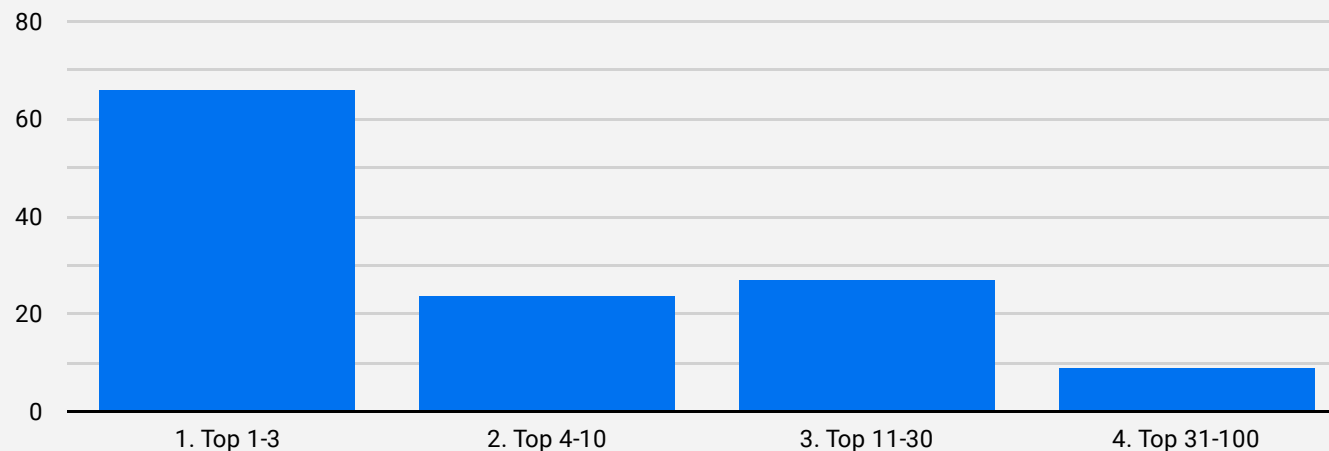
↑ 100.0%

Rankings Decreased

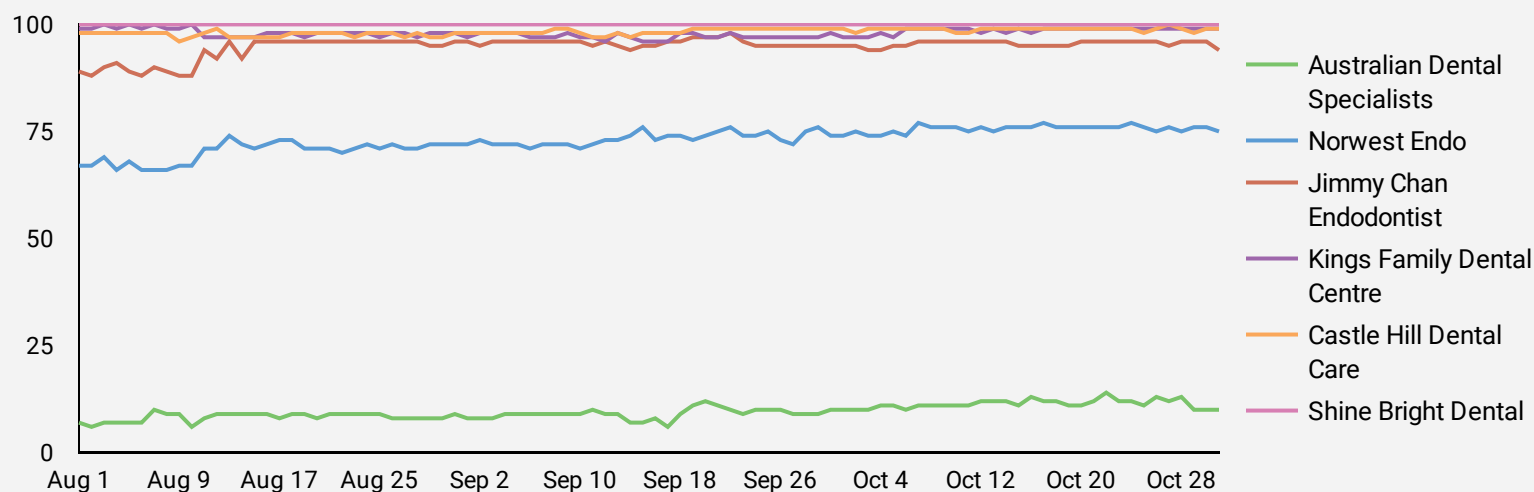
33

↑ 50.0%

Keywords Distribution



Competitor Average Position



Competitor	Organic ranking ▴
Australian Dental Speciali...	9.57
Norwest Endo	73
Jimmy Chan Endodontist	94.84
Kings Family Dental Centre	98.01
Castle Hill Dental Care	98.29
Shine Bright Dental	100

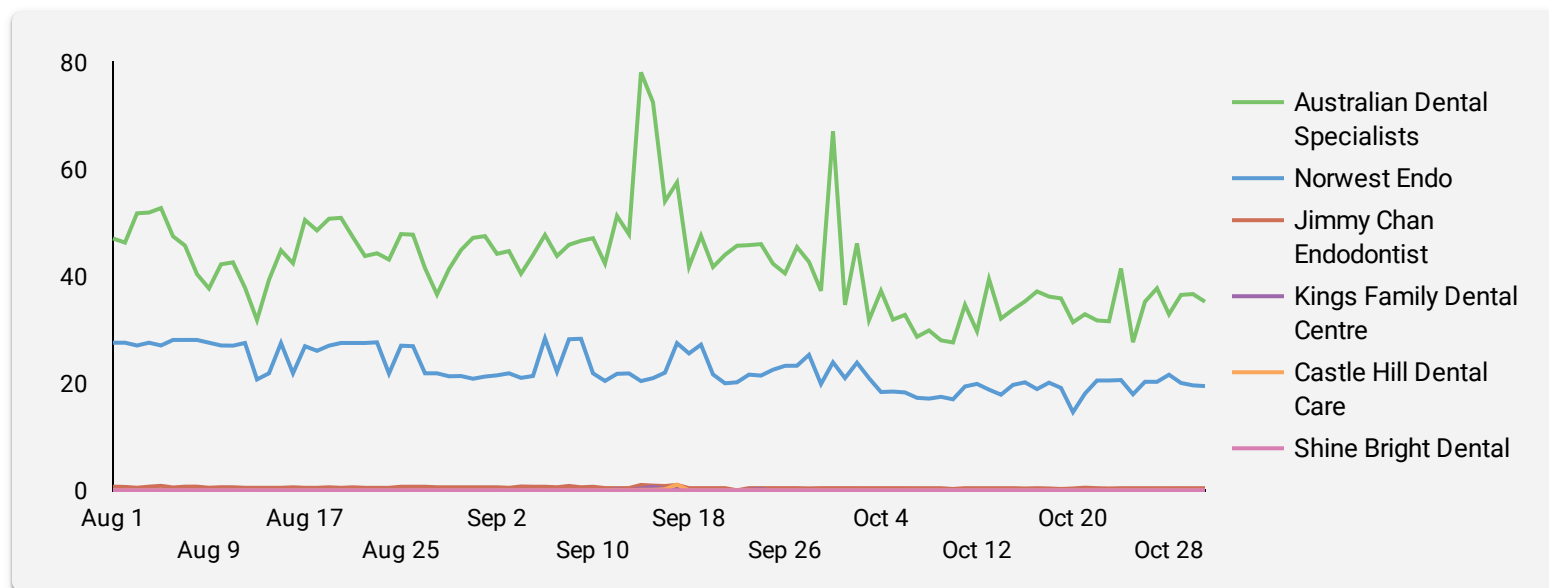
Note: The lower the average ranking the better

Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
periodontal therapy	1	140	0
crown and bridge	1	590	0
porcelain teeth	1	590	0
dental inlays	1	320	0
Dental Specialists	1	1,000	0
porcelain veneer	1	110	0
dentist specialist	1	50	0
dentist root canal specialist	1	30	0
dental specialist gum disease	1	10	0
dental reconstruction	1	30	0
bruxism specialist	1	20	0
apicoectomy endodontic surgery	1	10	0
oral surgeon root canal	1	10	1
dentist periodontal treatment	1	10	0
specialist in root canal therapy	1	10	0
specialist root canal treatment	1	10	0
teeth inlays and onlays	1	210	0
inlay onlay dental	1	170	0
dental inlays and onlays	1	170	0
tmd specialist	1	80	3
australian dental specialists	1	590	0
internal tooth whitening	1	140	0
root canal specialist	1	320	0
internal dental bleaching	1	140	0
dentistry for root canal	1	480	0
root canal treatment dental clinic	1	10	0
root canal dentist	1	390	1
full mouth reconstruction sydney	1	30	0
specialist dentistry	1	390	0
teeth porcelain	1	320	0
internal teeth whitening	1	140	0

Competitors

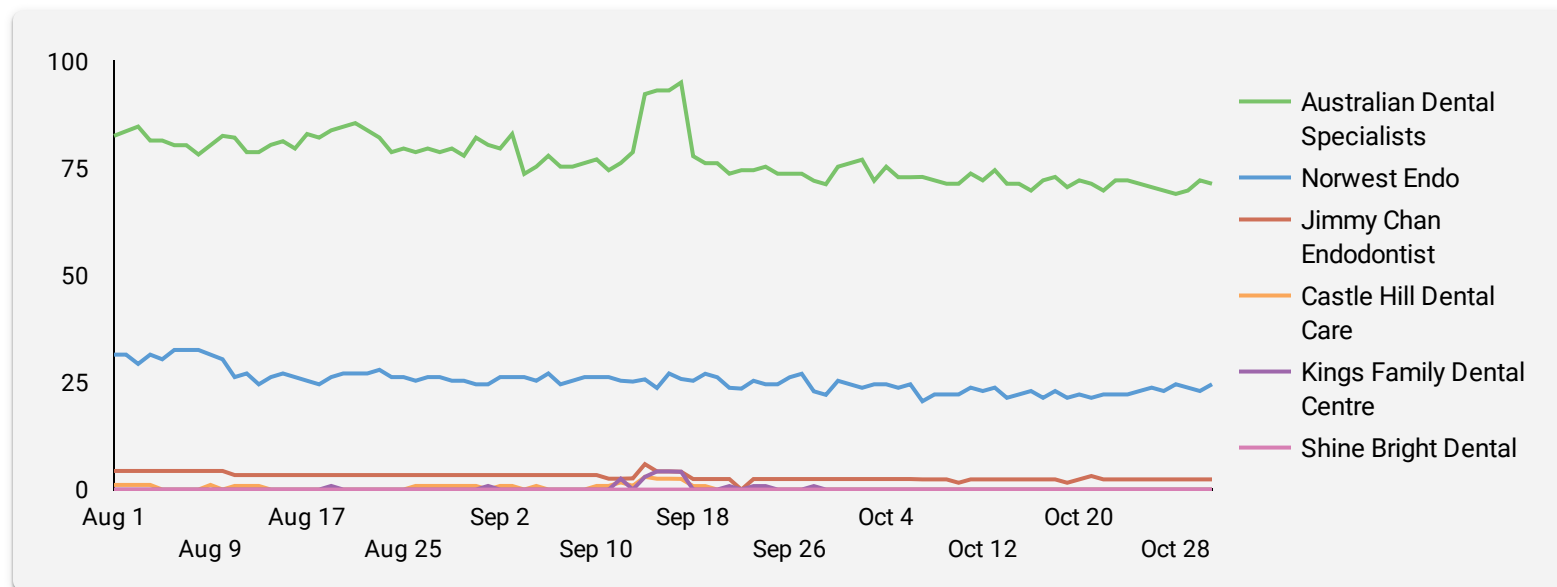
Competitor - Search Visibility



Competitor	Search visibility ▾
Australian Dental Specialists	42.24
Norwest Endo	22.6
Jimmy Chan Endodontist	0.5
Kings Family Dental Centre	0.2
Castle Hill Dental Care	0.07
Shine Bright Dental	0

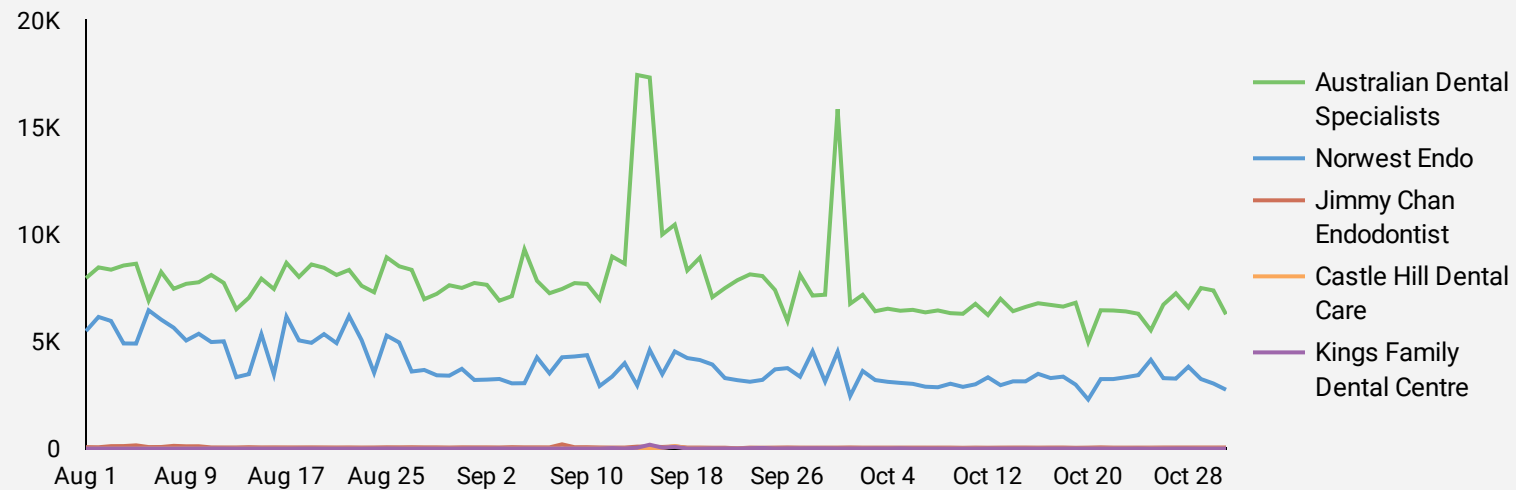
Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
Australian Dental Specialists	77.2
Norwest Endo	25.41
Jimmy Chan Endodontist	3.02
Castle Hill Dental Care	0.35
Kings Family Dental Centre	0.25
Shine Bright Dental	0



Competitors

Competitor - Estimated Traffic



Competitor	Traffic forecast ▾
Australian Dental Specialists	7,734.34
Norwest Endo	3,898.54
Jimmy Chan Endodontist	52.49
Castle Hill Dental Care	8.21
Kings Family Dental Centre	5.63