

Overview

Sessions

Sessions
5,183
↑ 37.3%

Active users
4,454
↑ 48.9%

New users
4,407
↑ 50.7%

Conversions

Key events
132
↑ 15.8%

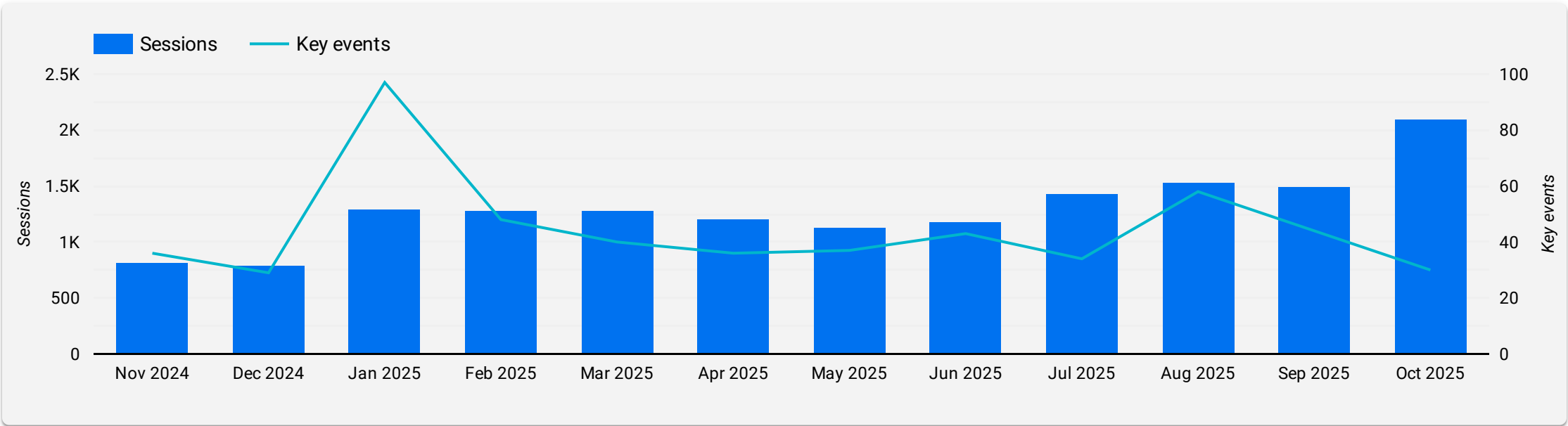
Engagement & Bounce Rate

Engagement rate
27.59%
↓ -27.0%

Bounce rate
72.41%
↑ 16.4%

Average session duration
00:01:12
↓ -15.9%

Month to Month

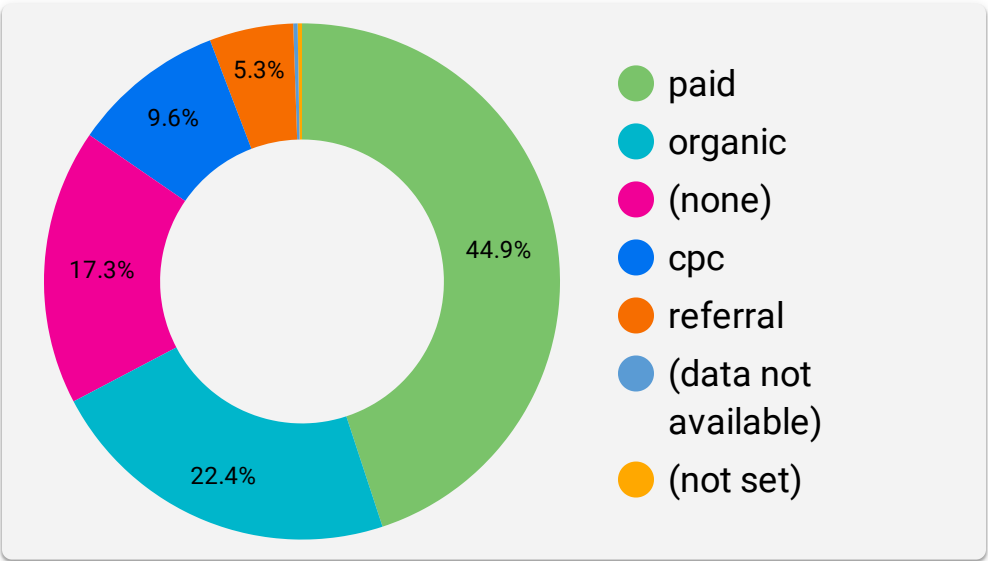


Source

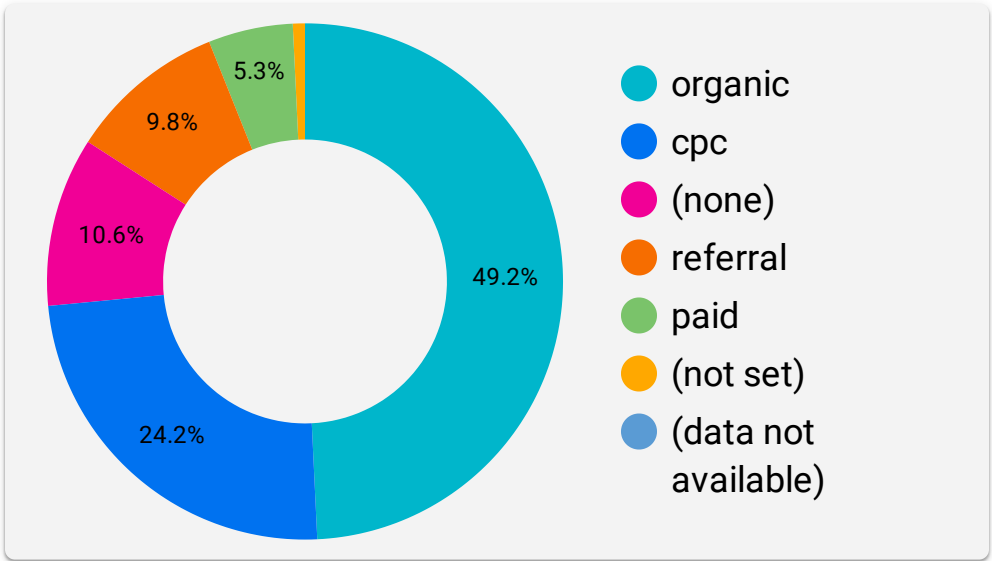
Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
paid	2,308	115	4.98%	95.02%	00:00:08	7
organic	1,148	626	54.53%	45.47%	00:03:19	65
(none)	888	181	20.38%	79.62%	00:00:39	14
cpc	493	309	62.68%	37.32%	00:01:47	32
referral	270	188	69.63%	30.37%	00:02:08	13
(not set)	14	5	35.71%	64.29%	00:02:51	1

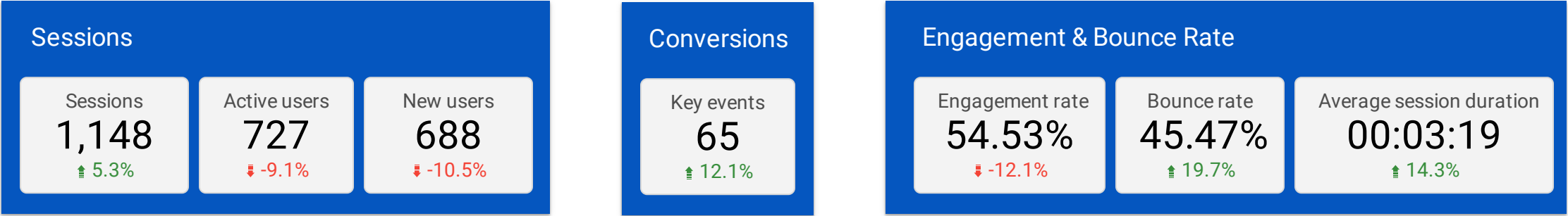
Sessions per Source



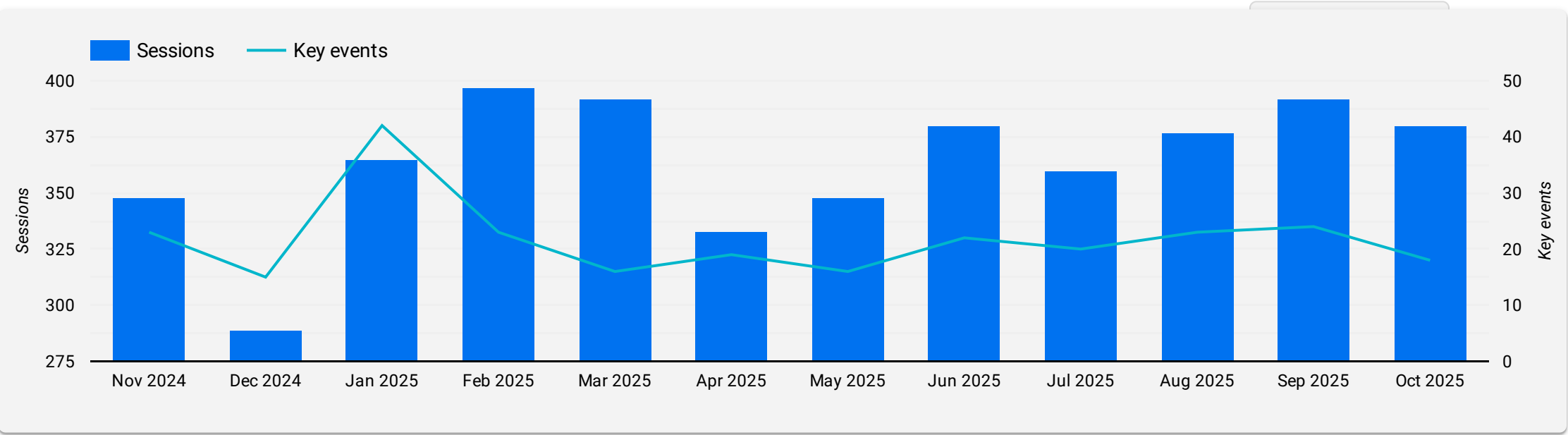
Conversions per Source



Organic Search



Month to Month



Key Events

Conversions

Key events

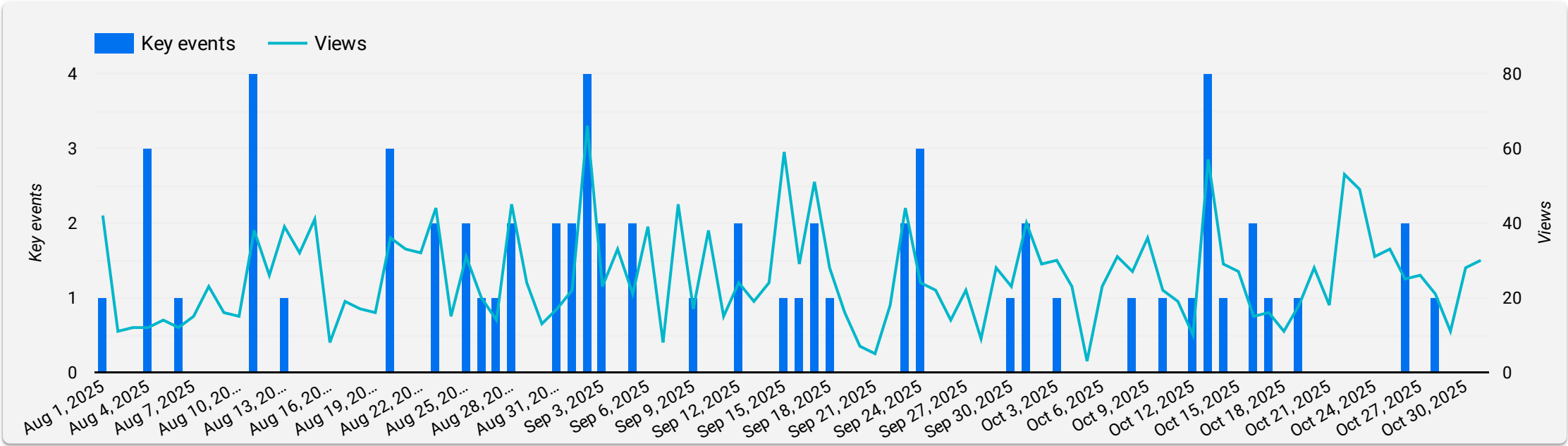
65

12.1%

Website Conversion Type

Event name	Key events
GA4 Event - Phone Number Tap	50
contact_us	15

Conversions vs Views



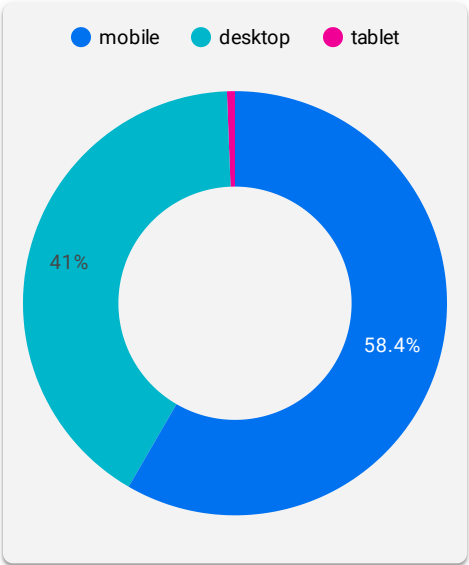
Top Pages

Top 10 Pages

Page path	Sessions ▾	Engaged sessions	Engagement ra...	Bounce rate	Average session duration	Key events
/	1,877	733	39.05%	60.95%	00:01:08	42
/metal-braces/	866	112	12.93%	87.07%	00:00:09	1
/children/	704	116	16.48%	83.52%	00:00:36	8
/clear-braces/	623	153	24.56%	75.44%	00:00:20	1
/orthodontic-excellence/	412	265	64.32%	35.68%	00:01:16	12
/meet-our-orthodontists/	326	236	72.39%	27.61%	00:01:26	8
/contact-capital-smiles/	247	167	67.61%	32.39%	00:02:09	18
/cost-of-braces/	224	172	76.79%	23.21%	00:00:56	4
/meet-the-team/	192	165	85.94%	14.06%	00:00:49	1
/adults/	191	153	80.1%	19.9%	00:01:10	3

Device & Location

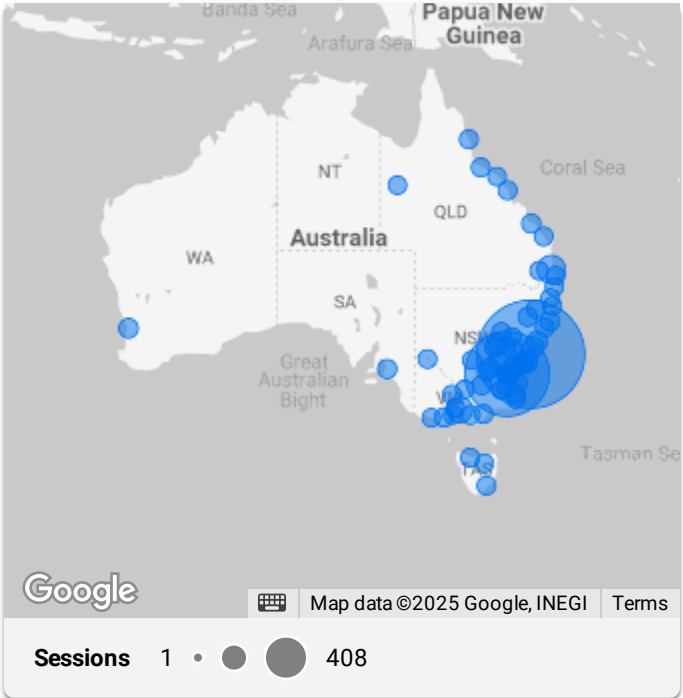
Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	670	366.00%	54.63%	45.37%	00:03:33	54
desktop	471	254.00%	53.93%	46.07%	00:02:57	11
tablet	7	6.00%	85.71%	14.29%	00:05:55	0

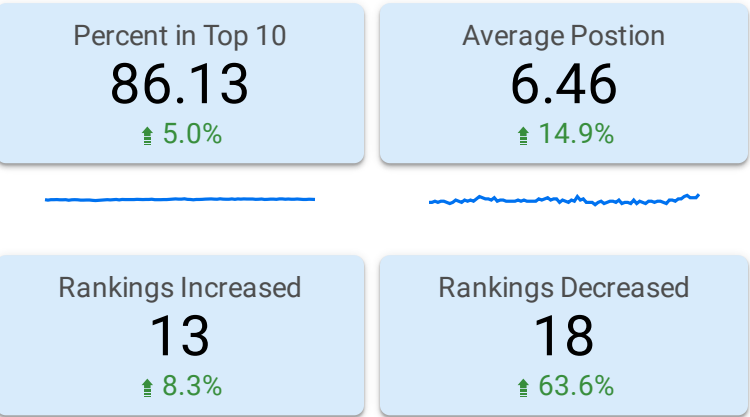
Location

Town/City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	408	243.00%	59.56%	40.44%	00:03:41	33
Canberra	303	212.00%	69.97%	30.03%	00:04:28	12
(not set)	91	9.00%	9.89%	90.11%	00:00:23	1
Brisbane	46	25.00%	54.35%	45.65%	00:02:26	3
Melbourne	35	15.00%	42.86%	57.14%	00:01:24	2
Central Co...	14	9.00%	64.29%	35.71%	00:02:30	1
Wollongong	12	5.00%	41.67%	58.33%	00:03:07	0
Queanbeyan	11	6.00%	54.55%	45.45%	00:03:42	0

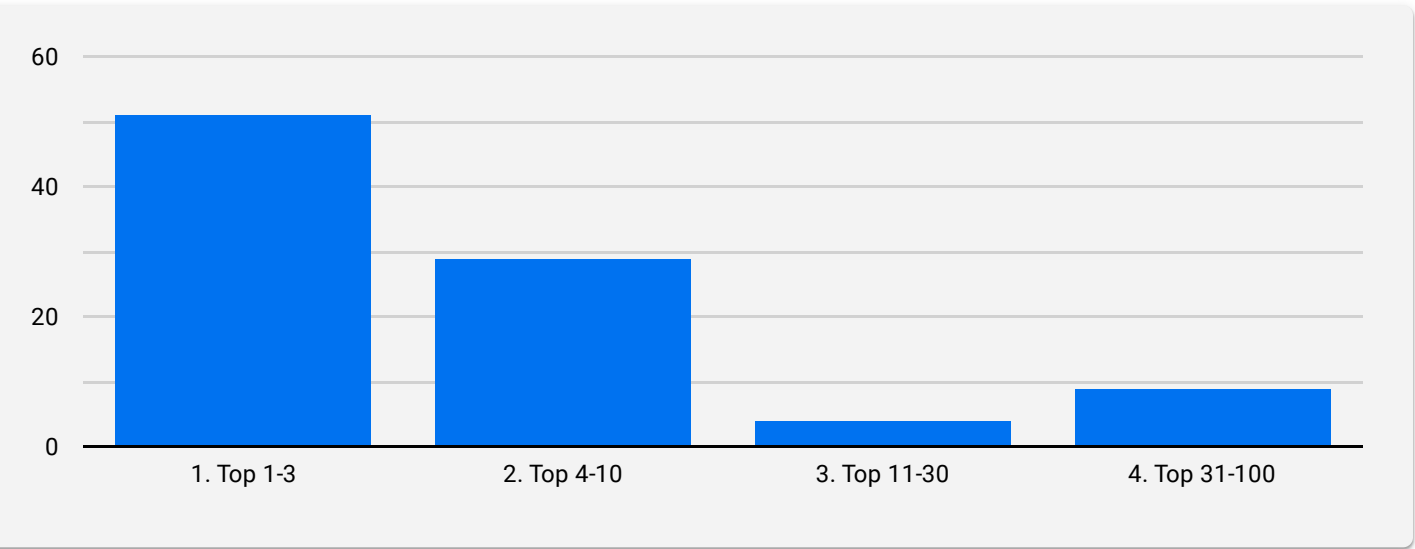


Keyword Rankings Overview

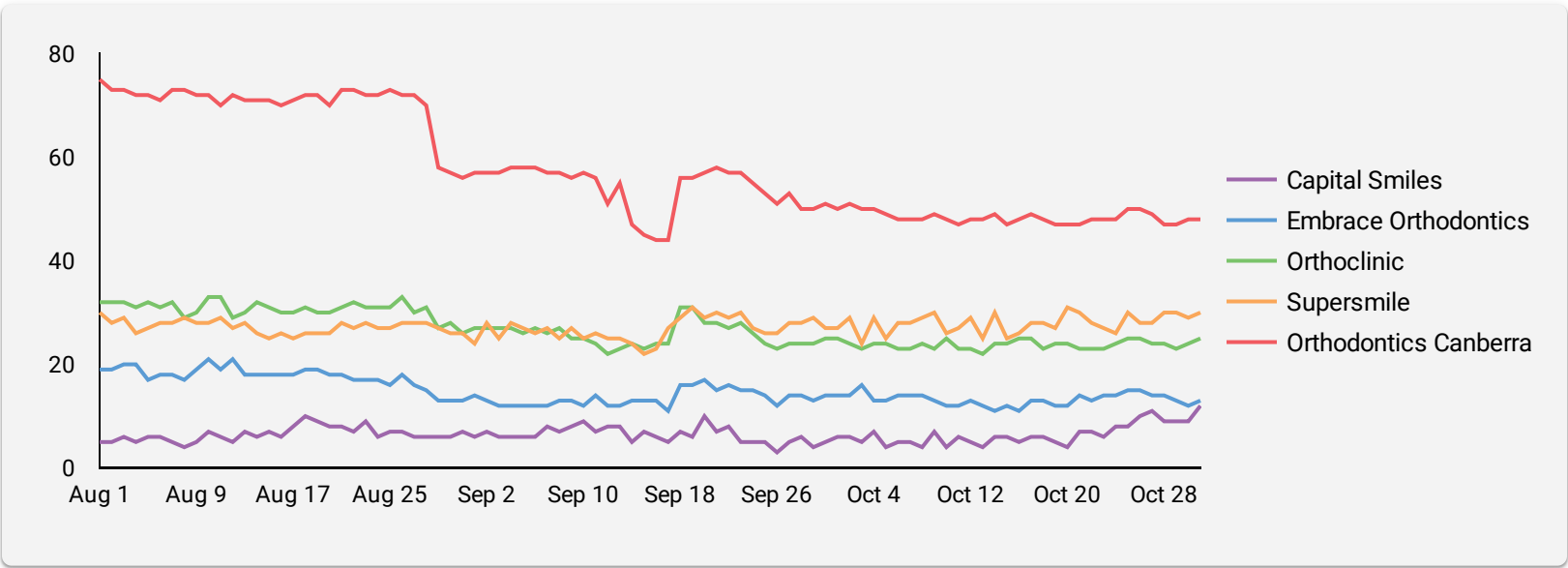
Keyword Ranking



Keywords Distribution



Competitor Average Position



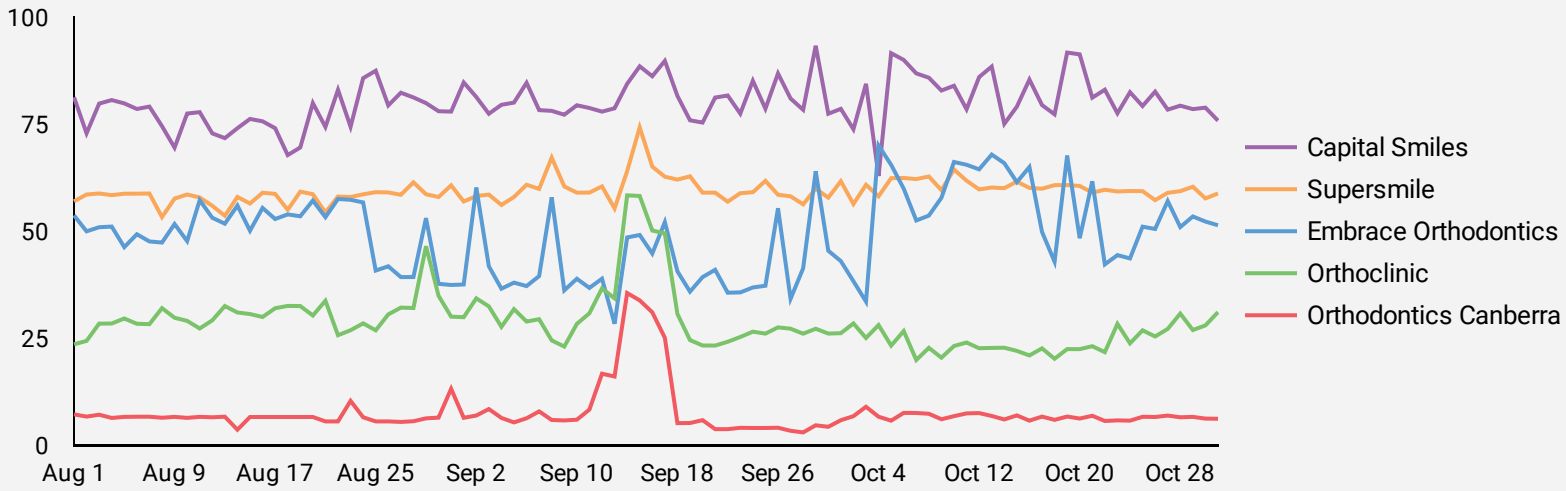
Competitor	Organic ranking
Capital Smiles	6.46
Embrace Orthodontics	14.78
Orthoclinic	26.74
Supersmile	27.34
Orthodontics Canberra	57.62

Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
hidden braces for adults	1	10	2
specialist orthodontist near me	1	30	0
lingual orthodontic braces	1	1,900	1
lingual braces canberra	1	10	0
orthodontist specialist near me	1	20	0
children's orthodontist	1	480	1
childrens braces	1	10	2
lingual braces orthodontist	1	30	2
invisible lingual braces	1	20	0
orthodontist deakin	1	0	0
hidden braces near me	1	10	0
lingual orthodontic treatment	1	10	0
adult braces near me	1	10	4
hidden lingual braces	1	10	0
children's orthodontist near me	1	70	0
dr singh orthodontist	1	10	0
paediatric orthodontist near me	1	30	0
orthodontist for adults near me	1	30	0
specialist orthodontist	1	0	1
orthodontics doctor near me	1	0	2
lingual dental braces	1	10	1
inner braces for teeth	1	110	2
deakin orthodontist	1	210	0
deakin orthodontics	1	0	1
hidden teeth braces	1	70	1
win braces	2	10	0
orthodontist near me	2	410	0
near me orthodontist	2	410	13
metal dental braces	2	10	0
inside braces for adults	2	10	0
orthodontic specialist	2	0	0
orthodontic braces near me	2	720	1
orthodondist near me	2	20	0
orthodontist specialist	2	70	0
incognito braces canberra	2	10	0
lingual braces near me	2	50	0
braces specialist near me	2	10	-1
best orthodontist canberra	2	90	-1
orthodontist braces	2	260	1
orthodontic near me	3	200	3
lingual braces	3	360	-2
orthodontist in canberra	3	50	1
dental braces near me	3	140	3
internal braces teeth	3	40	0
orthodontist close to me	3	10	-1
hidden braces	3	50	-2
specialist orthodontic practice	3	10	-1
specialist orthodontic centre	3	10	-1
incognito braces	3	170	0
canberra orthodontics	3	10	-1
orthodontists near me	3	410	4
childrens orthodontist canberra	4	10	-1
inside braces	4	110	-2
orthodontic smile practice	4	320	6
canberra orthodontist	5	1,000	-3
traditional braces near me	5	10	-1
orthodontic treatment near me	5	10	-3
metal braces near me	5	30	-1
orthodontist canberra	5	10	-1
clear braces canberra	5	10	-4
South Canberra Orthodontist	5	0	0
get braces near me	5	10	0
braces canberra	5	90	0
clear ceramic braces	5	140	-2

Competitors

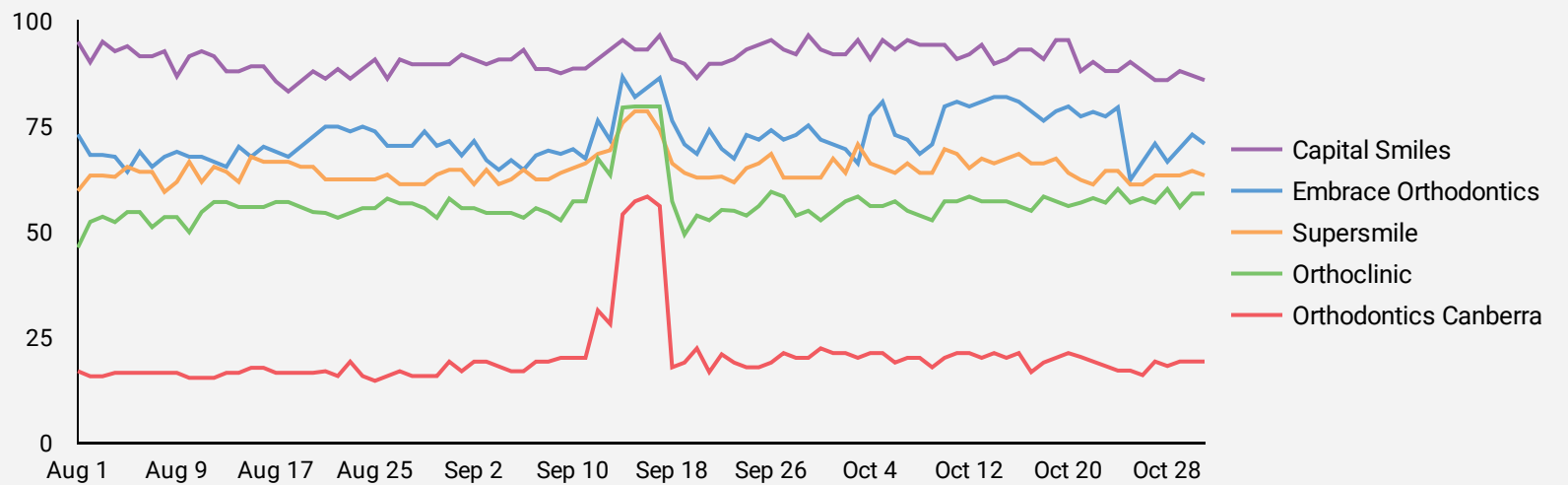
Competitor - Search Visibility



Competitor	Search visibili... ▾
Capital Smiles	80.07
Supersmile	59.43
Embrace Orthodontics	49.07
Orthoclinic	28.75
Orthodontics Canberra	7.61

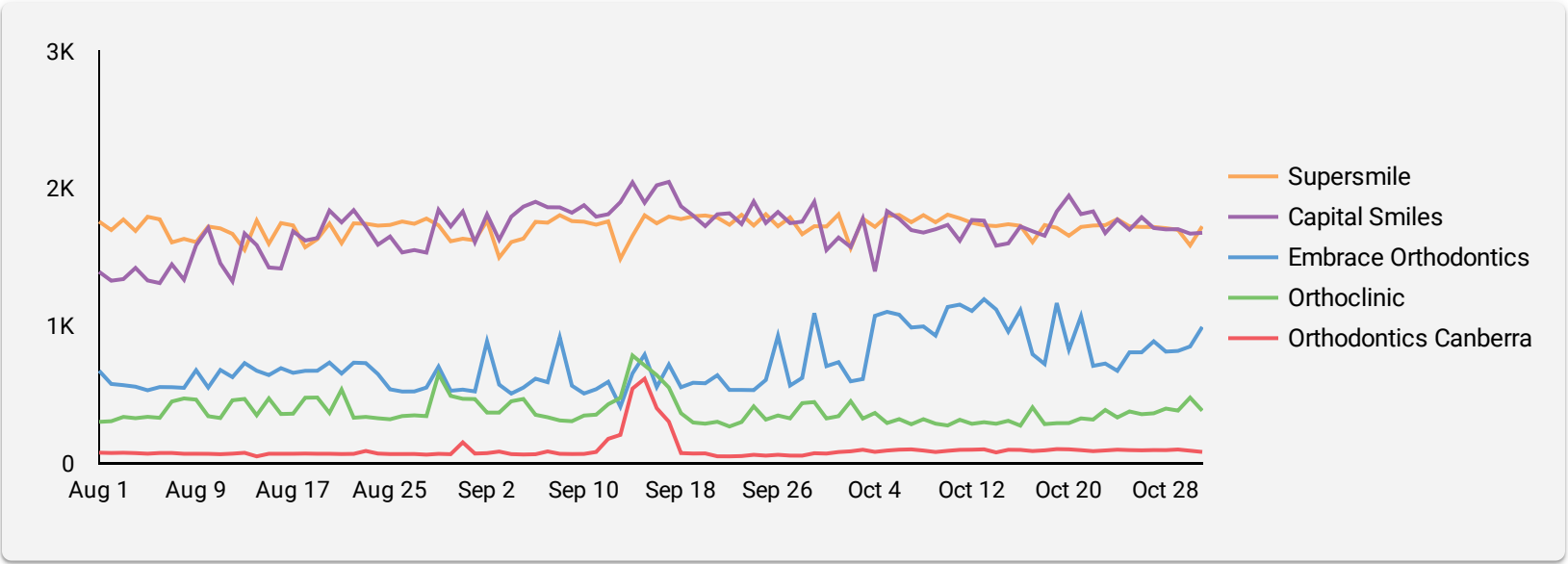
Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
Capital Smiles	90.90
Embrace Orthodontics	72.44
Supersmile	64.93
Orthoclinic	56.91
Orthodontics Canberra	20.37



Competitors

Competitor - Estimated Traffic



Competitor	Traffic foreca... ▾
Supersmile	1,719.09
Capital Smiles	1,699.94
Embrace Orthodontics	726.73
Orthoclinic	379.81
Orthodontics Canberra	98.61