

## Overview

### Sessions

Sessions  
**7,040**  
↑ 15.9%

Active users  
**5,223**  
↑ 17.1%

New users  
**5,072**  
↑ 17.4%

### Conversions

Key events  
**348**  
↑ 13.4%

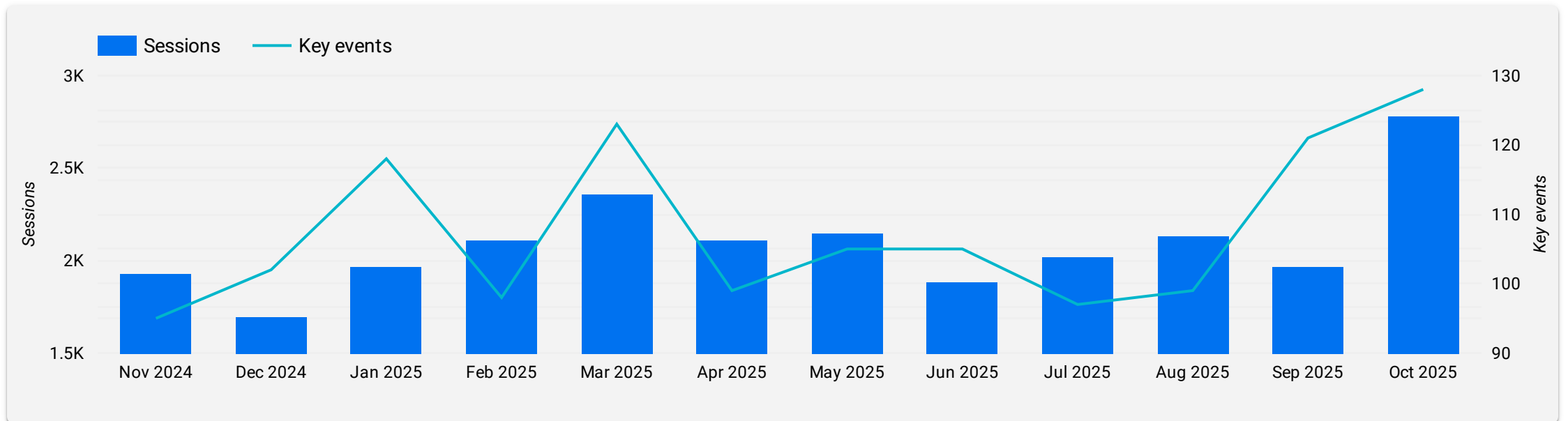
### Engagement & Bounce Rate

Engagement rate  
**46.14%**  
↓ -8.1%

Bounce rate  
**53.86%**  
↑ 8.2%

Average session duration  
**00:02:01**  
↓ -5.0%

## Month to Month

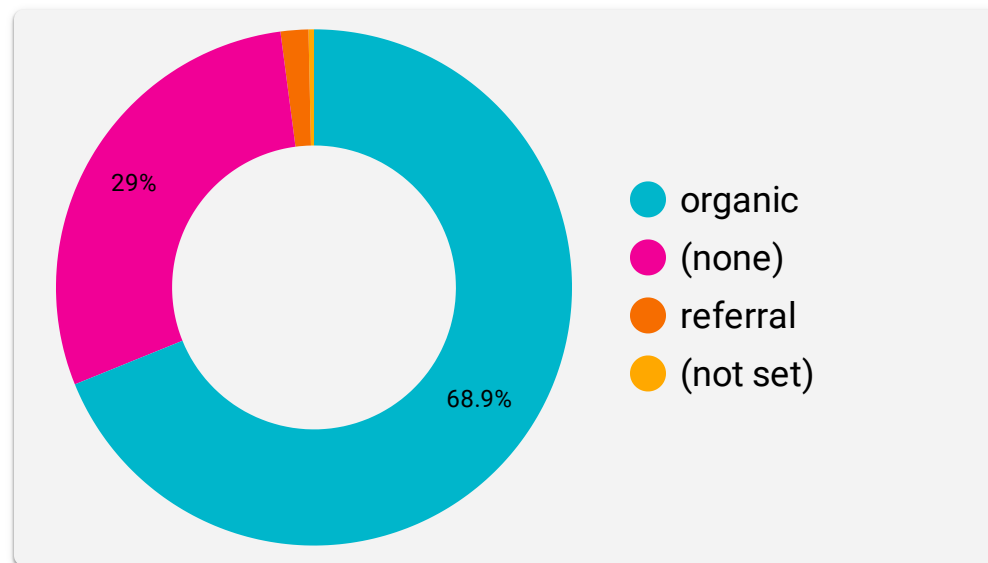


## Source

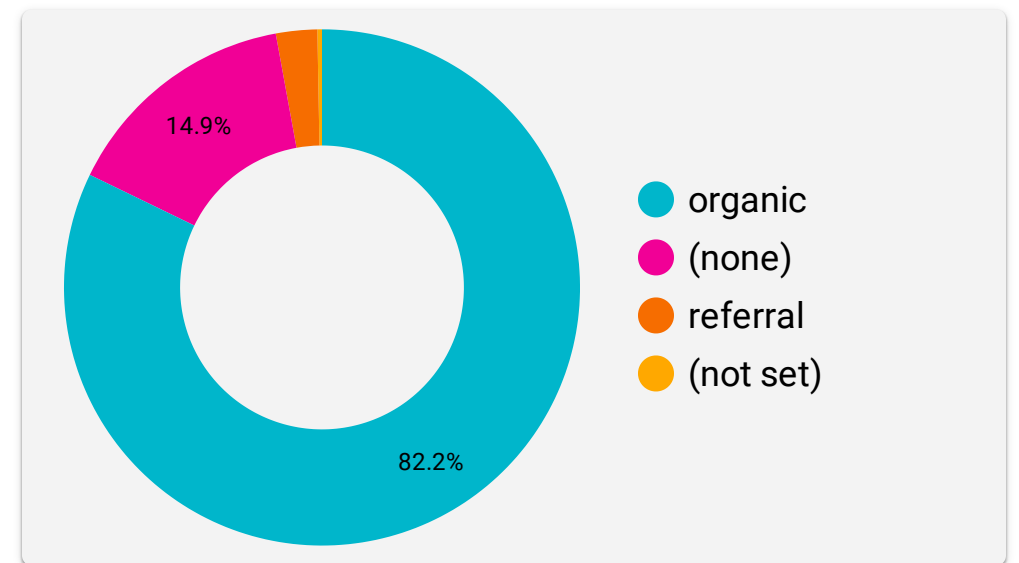
### Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
organic	4,830	2,793	57.83%	42.17%	00:02:36	286
(none)	2,037	369	18.11%	81.89%	00:00:38	52
referral	122	65	53.28%	46.72%	00:02:21	9
(not set)	24	2	8.33%	91.67%	00:01:01	1

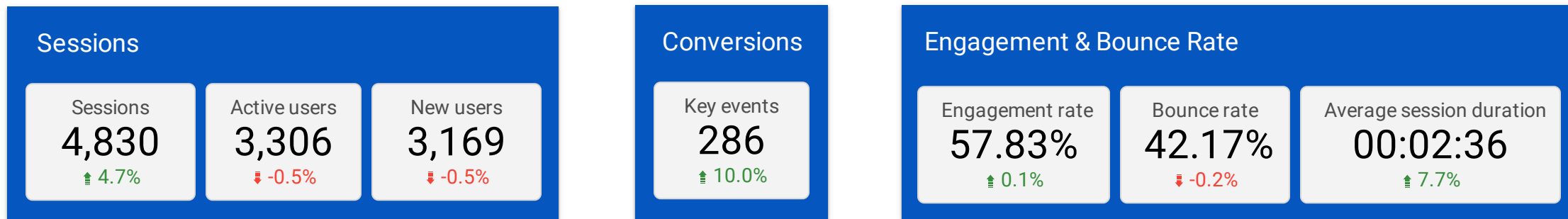
### Sessions per Source



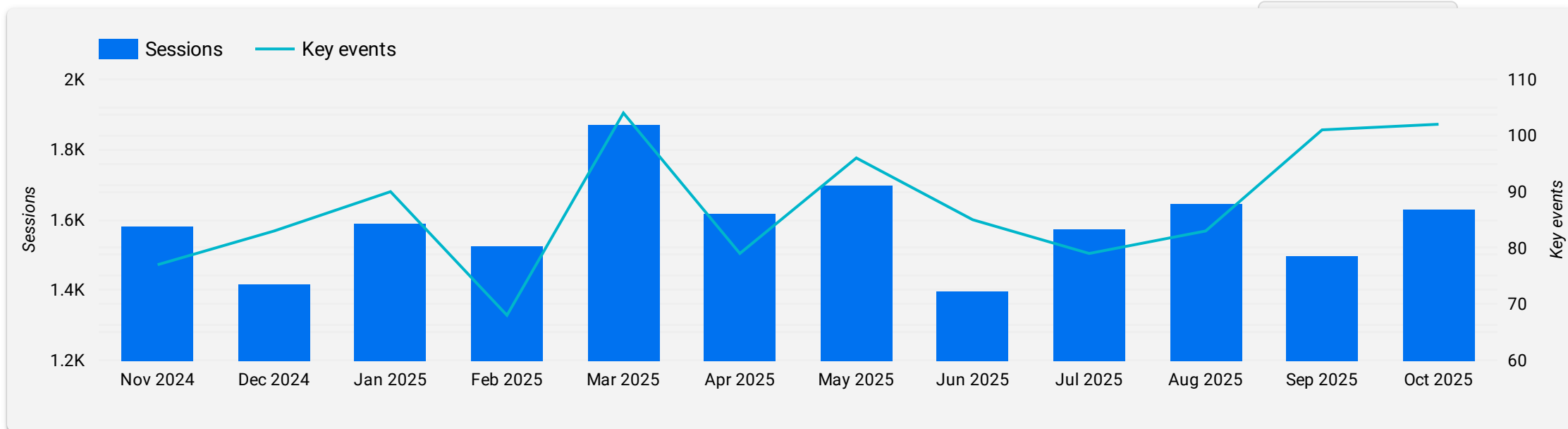
### Conversions per Source



## Organic Search



## Month to Month



Key Events

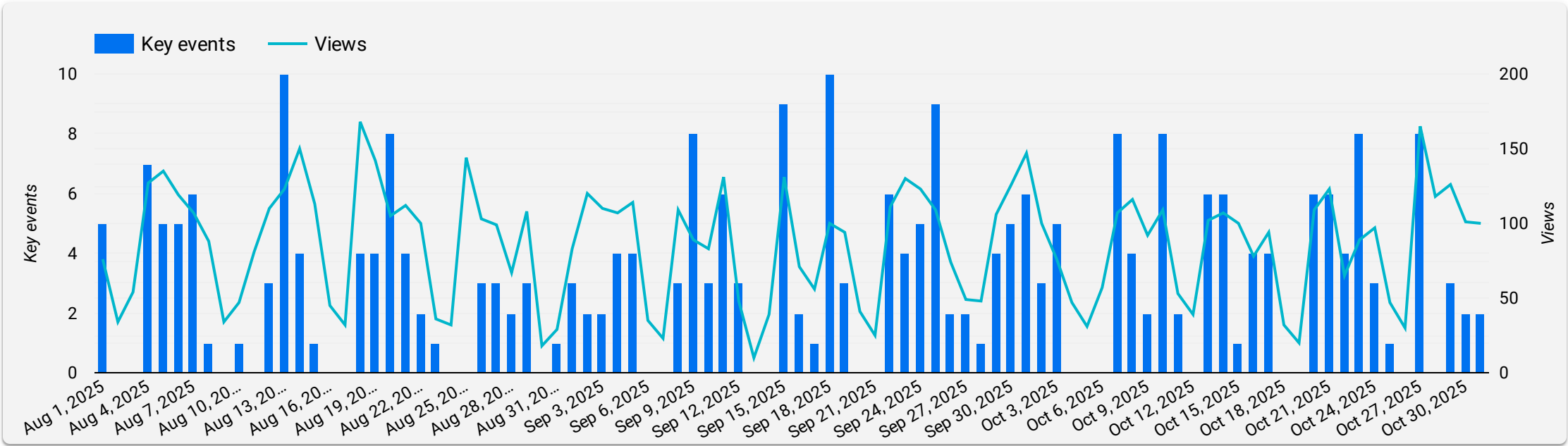
Conversions

Key events  
**286**  
⬆️ 10.0%

Website Conversion Type

Event name	Key events ▾
GA4 Event - Phone Number T...	257
submit__contact_us_form	29

Conversions vs Views



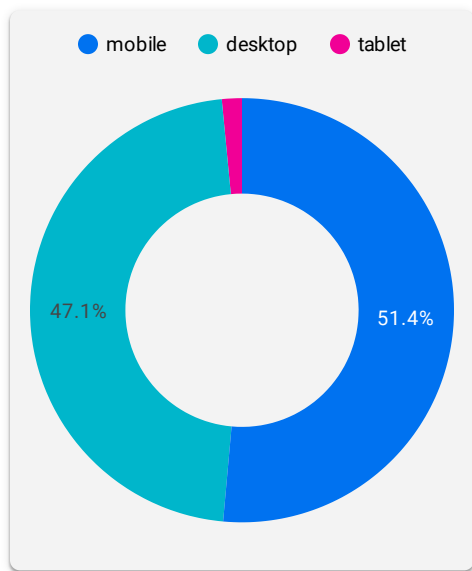
## Top Pages

### Top 20 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/dr-haren-nandapalan/	1,042	653	62.67%	37.33%	00:01:53	55
/dr-jason-chow/	1,017	717	70.50%	29.50%	00:01:55	43
/dr-yasser-khatib/	868	596	68.66%	31.34%	00:01:58	29
/	846	587	69.39%	30.61%	00:01:36	23
/contact-care-first/	694	580	83.57%	16.43%	00:02:04	53
/nepean/	456	341	74.78%	25.22%	00:02:05	23
/the-pathway-to-become-an-orthopaedic-surgeon/	268	166	61.94%	38.06%	00:01:35	0
/how-do-i-get-around-if-i-am-not-allowed-to-walk-on-my-leg/	254	122	48.03%	51.97%	00:00:42	0
/hawkesbury/	178	123	69.10%	30.90%	00:01:06	4
/macarthur/	176	134	76.14%	23.86%	00:02:12	13
/plantar-fasciitis-and-mortons-neuroma-conditions/	133	92	69.17%	30.83%	00:01:50	0
/norwest/	86	65	75.58%	24.42%	00:00:38	1
/appointment-information/	82	75	91.46%	8.54%	00:01:17	4
/our-staff/	76	73	96.05%	3.95%	00:01:50	0
/central-west-nsw/	71	63	88.73%	11.27%	00:01:14	1
/rehab-protocols/	67	56	83.58%	16.42%	00:02:00	0
/frequently-asked-questions/	46	40	86.96%	13.04%	00:01:21	0
/plantar-fasciitis-and-mortons-neuroma-treatments/	42	22	52.38%	47.62%	00:00:40	0
/patient-care/	40	40	100.00%	0.00%	00:00:39	0
/foot-arthritis-conditions/	39	20	51.28%	48.72%	00:01:11	0

## Device & Location

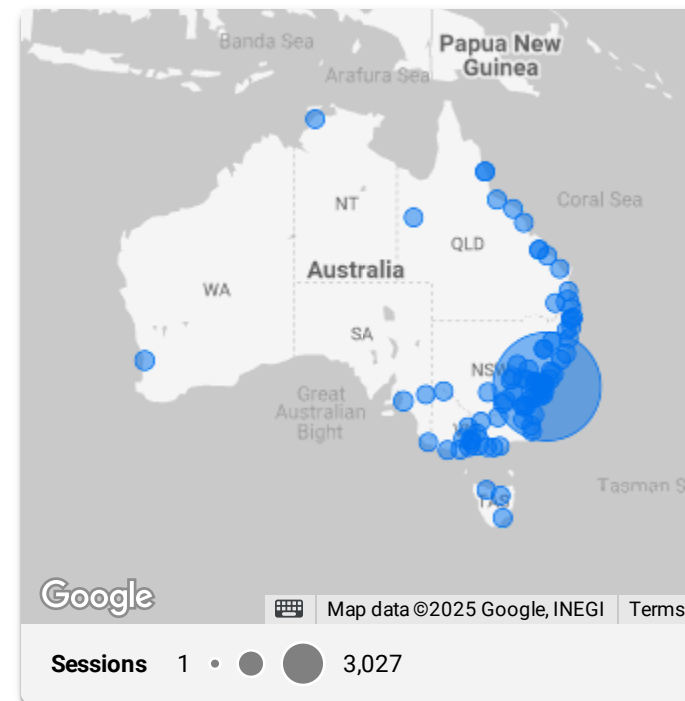
### Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	2,461	1,337	54.33%	45.67%	00:02:08	258
desktop	2,252	1,410	62.61%	37.39%	00:03:11	28
tablet	73	48	65.75%	34.25%	00:01:28	0

### Location

Town/City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	3,027	1,865	61.61%	38.39%	00:02:44	221
Melbourne	264	148	56.06%	43.94%	00:02:21	2
(not set)	186	80	43.01%	56.99%	00:02:36	2
Brisbane	132	81	61.36%	38.64%	00:02:16	2
Newcastle	45	26	57.78%	42.22%	00:03:52	1
Adelaide	41	29	70.73%	29.27%	00:02:18	1
Central Coast	38	26	68.42%	31.58%	00:04:18	5
Perth	38	24	63.16%	36.84%	00:03:02	0
Wollongong	30	21	70.00%	30.00%	00:02:01	2
Canberra	26	18	69.23%	30.77%	00:05:23	1



## Keyword Rankings Overview

### Keyword Ranking

Percent in Top 10

21.24

↓ -11.4%

Average Postion

32.93

↑ 40.5%

Rankings Increased

30

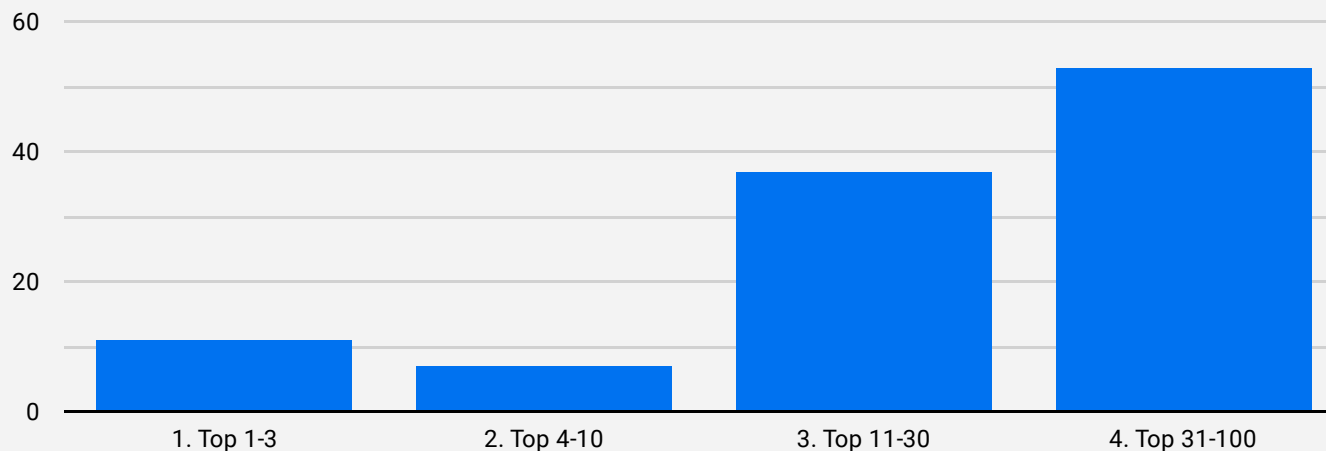
↑ 36.4%

Rankings Decreased

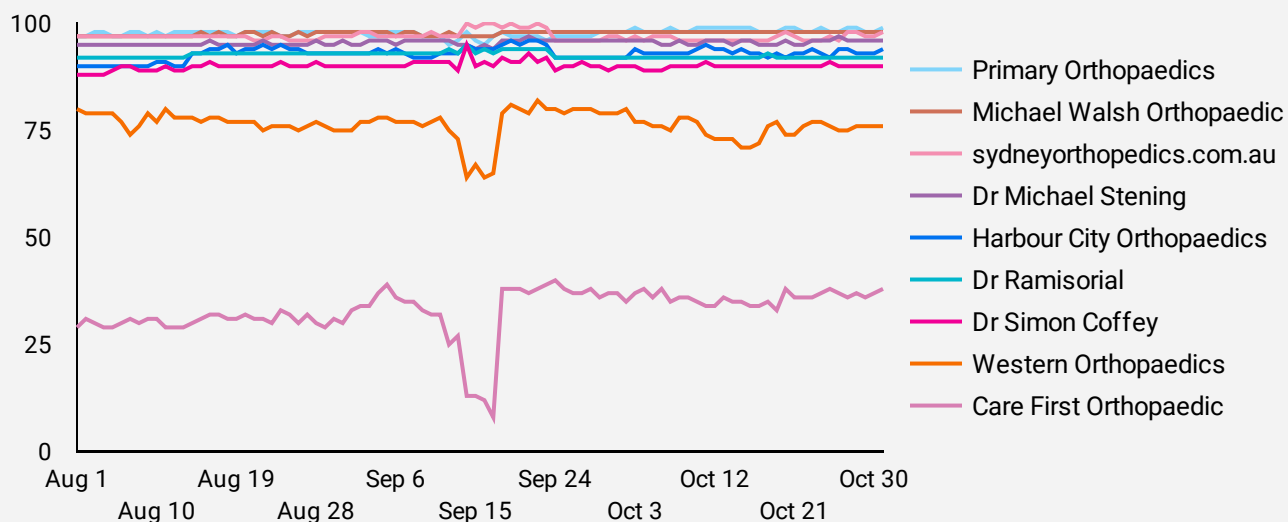
50

↑ 38.9%

### Keywords Distribution



### Competitor Average Position



Competitor	Organic ranking ▾
Primary Orthopaedics	97.77
Michael Walsh Orthopaedic	97.67
sydneyorthopedics.com.au	97.03
Dr Michael Stening	95.51
Harbour City Orthopaedics	92.93
Dr Ramisorial	92.57
Dr Simon Coffey	90.08
Western Orthopaedics	76.36
Care First Orthopaedic	32.93

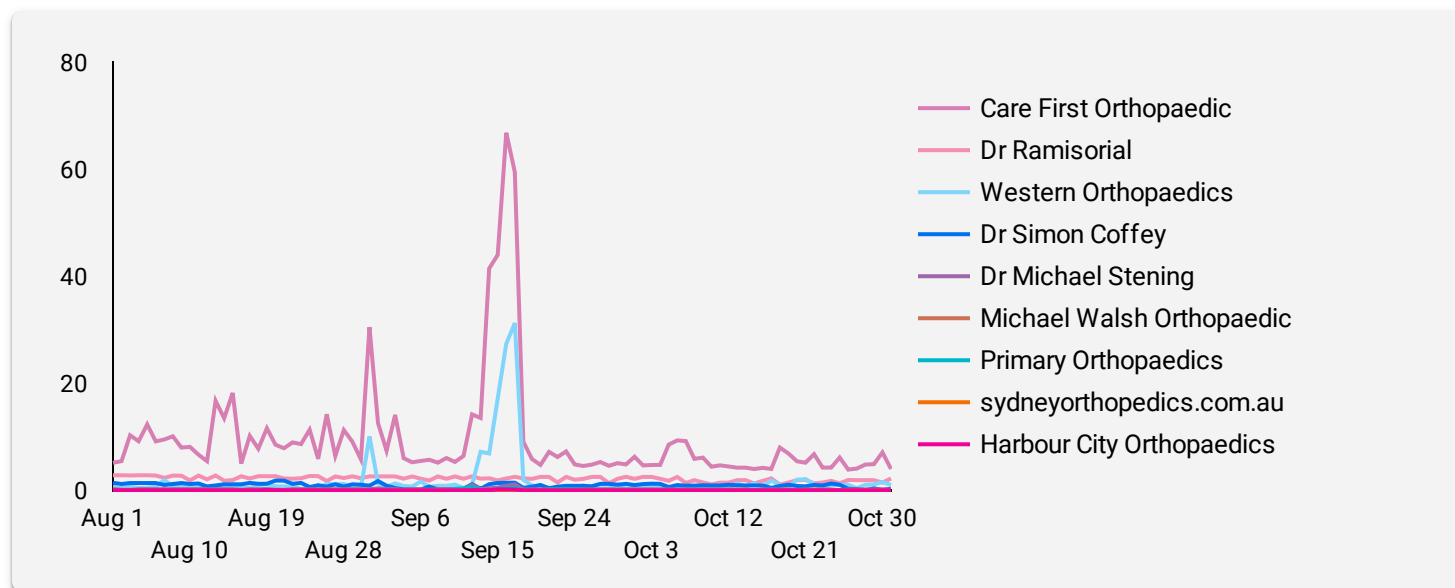
## Keyword Rankings

Keyword	Organic ranking <span>▲</span>	Search vol.	Ranking Dynamics
orthopaedic surgeon hawkesbury	1	10	0
orthopedic surgeon penrith	1	260	0
nepean orthopaedic clinic	2	50	1
orthopaedic surgeon central west	2	10	0
how to become an orthopedic surge...	2	30	0
jason chow	2	210	2
orthopaedic clinic nepean	2	10	0
orthopaedic surgeon nepean	2	10	1
orthopedic surgeon penrith nsw	2	260	3
orthopedic surgeon windsor	3	50	0
nepean hospital orthopaedic clinic	3	50	0
dr jason chow	4	480	-2
orthopaedic surgeon macarthur	4	10	3
wrist arthritis doctor sydney	4	0	7
knee surgeon penrith	5	50	0
orthopaedic surgeon penrith	5	260	1
knee specialist penrith	7	50	0
patellofemoral joint instability doctor	9	0	5
shoulder surgeon penrith	11	20	3
bones doctor near me	14	90	0
orthopedic surgery	15	2,900	13
arthritis in ankle treatment	16	260	0
leg specialist near me	17	30	0
hip arthritis specialist sydney	17	10	-2
bone dr near me	18	90	-1
orthopedic trauma surgeon	18	20	8
surgeons near me	18	320	13
ortho specialist near me	20	260	0
frozen shoulder specialist sydney	20	10	-3
norwest orthopaedic surgeons	21	50	0
orthopedic surgery australia	21	20	-6
ankle surgeon sydney	21	0	12
ankle arthroscopy surgeon sydney	21	0	1
foot and ankle surgeons sydney	22	20	19
new ankle replacement surgery	23	10	6
ankle orthopedic surgeon sydney	23	10	12
orthopedic care	24	30	4
ankle replacement	25	720	6
orthopedic doctor near me	25	30	0
carpal tunnel syndrome specialist	25	140	2
bone doctor near me	26	90	0
arthroscopic rotator cuff repair	26	90	9
total ankle replacement	27	110	10
orthopedic dr near me	27	290	0
orthopedic near me specialist	27	320	0
orthopaedician near me	29	1,300	2
orthopedist sydney	29	260	27
orthopaedists near me	29	1,300	2
orthopaedist near me	29	1,300	6
orthopedic near me	30	330	-9
foot surgeon sydney	30	0	7
orthopedic surgeon australia	30	20	0
orthopedics near me	30	1,300	-1
wrist injury doctor	30	0	-4
orthopedist near me	30	1,300	-7
hip arthritis doctor	32	0	-1
ankle replacement australia	33	90	-3
orthopaedic surgeon for flatfoot sy...	34	0	-12
orthopedic trauma specialist	34	10	-16
orthopedic doctors near me	35	110	0
carpal tunnel syndrome specialists	35	170	-20
orthopaedic doctor near me	38	0	6
orthopedic patient care	39	10	-30
orthopaedic near me	39	170	0
orthopedists near me	40	1,300	-22
orthopaedic specialist centre	41	10	41



## Competitors

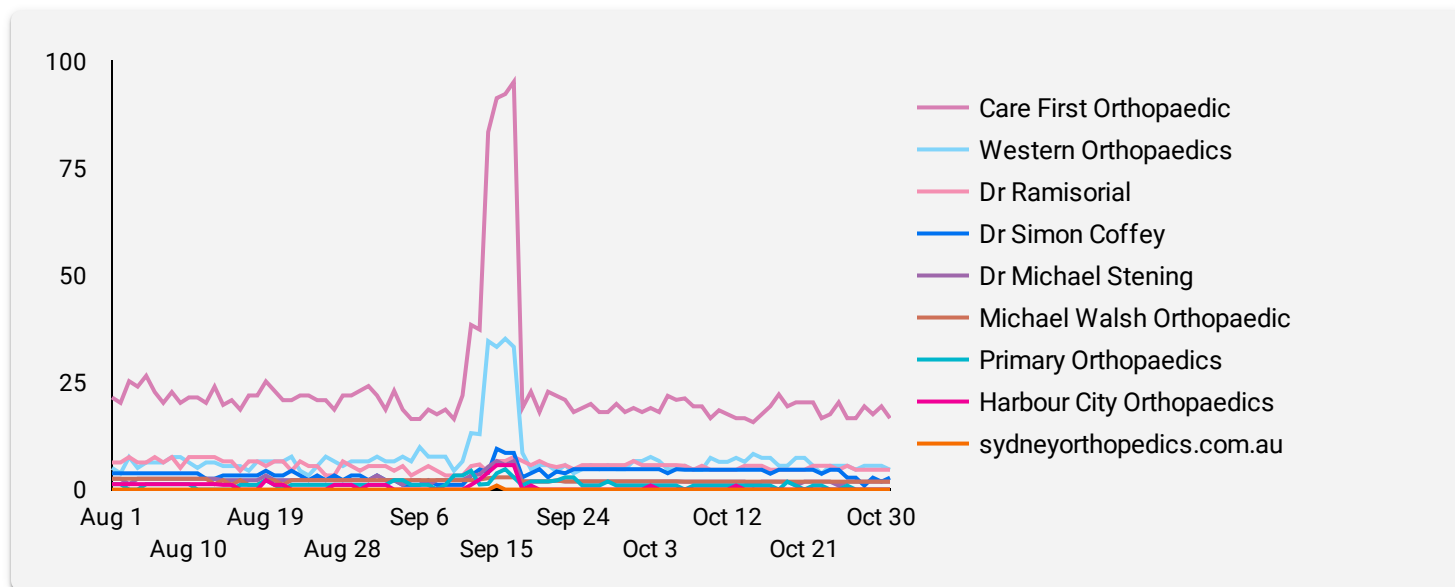
### Competitor - Search Visibility



Competitor	Search visibili... ▾
Care First Orthopaedic	9.49
Dr Ramisorial	2.17
Western Orthopaedics	1.81
Dr Simon Coffey	0.91
Dr Michael Stening	0.2
Michael Walsh Orthopaedic	0.08
Primary Orthopaedics	0.07
sydneyorthopedics.com.au	0.06
Harbour City Orthopaedics	0.03

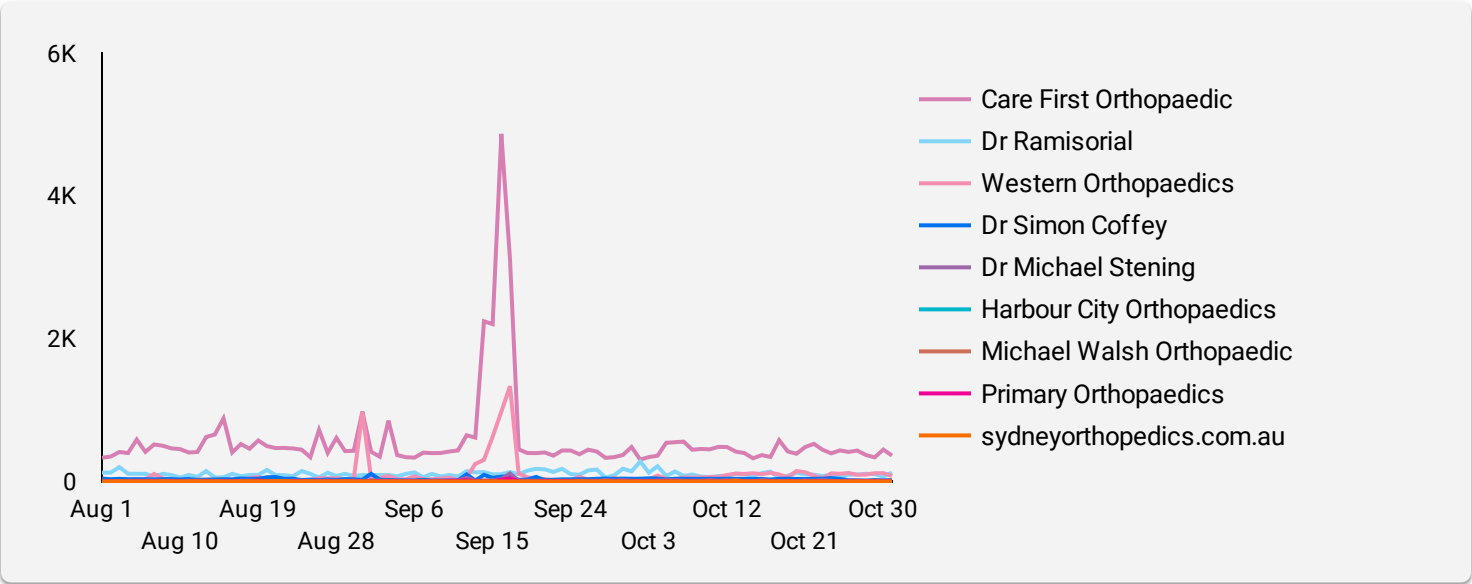
### Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
Care First Orthopaedic	23.53
Western Orthopaedics	7.45
Dr Ramisorial	5.53
Dr Simon Coffey	3.73
Dr Michael Stening	2.24
Michael Walsh Orthopaedic	2.06
Primary Orthopaedics	1.15
Harbour City Orthopaedics	0.62
sydneyorthopedics.com.au	0.01



Competitors

Competitor - Estimated Traffic



Competitor	Traffic forecast
Care First Orthopaedic	570.83
Dr Ramisorial	105.92
Western Orthopaedics	98.06
Dr Simon Coffey	33.71
Dr Michael Stening	11.8
Harbour City Orthopaedics	2.99
Michael Walsh Orthopaedic	2.98