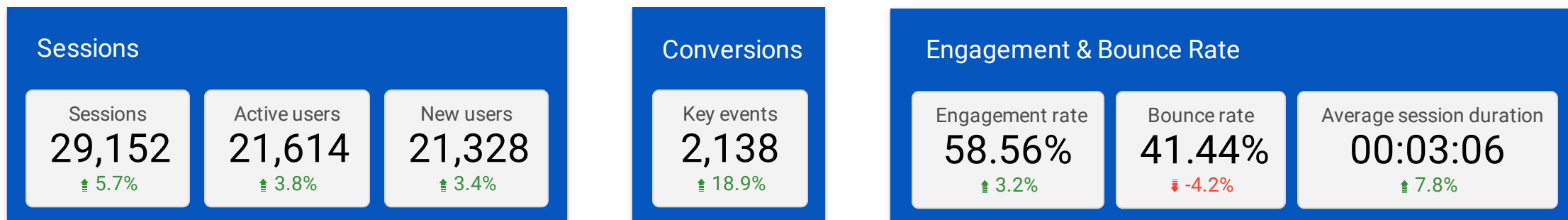
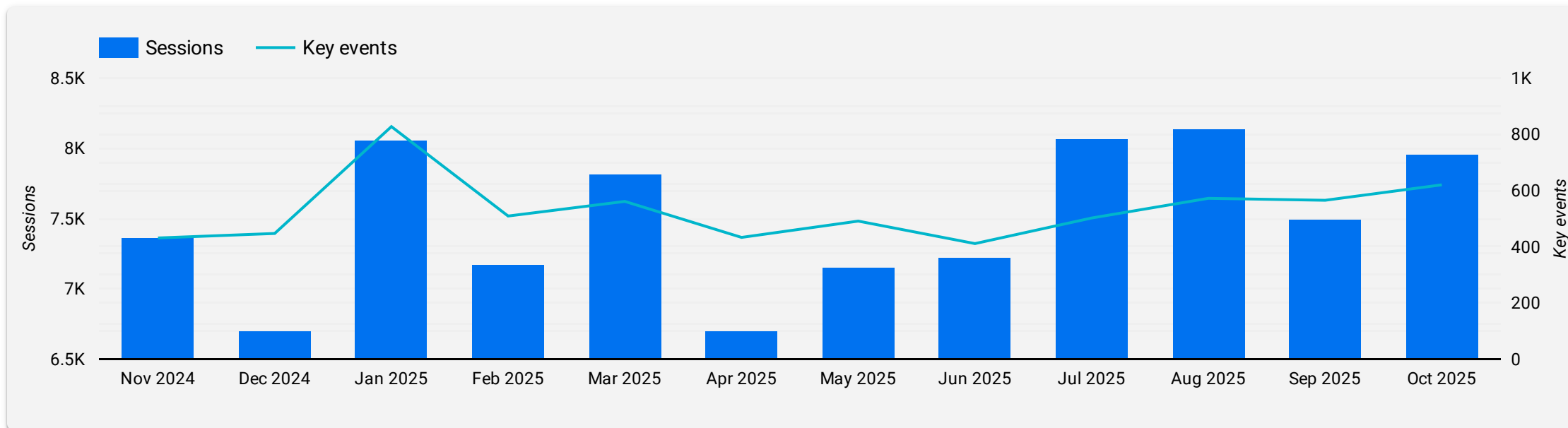


Overview

Australia Traffic Only



Month to Month

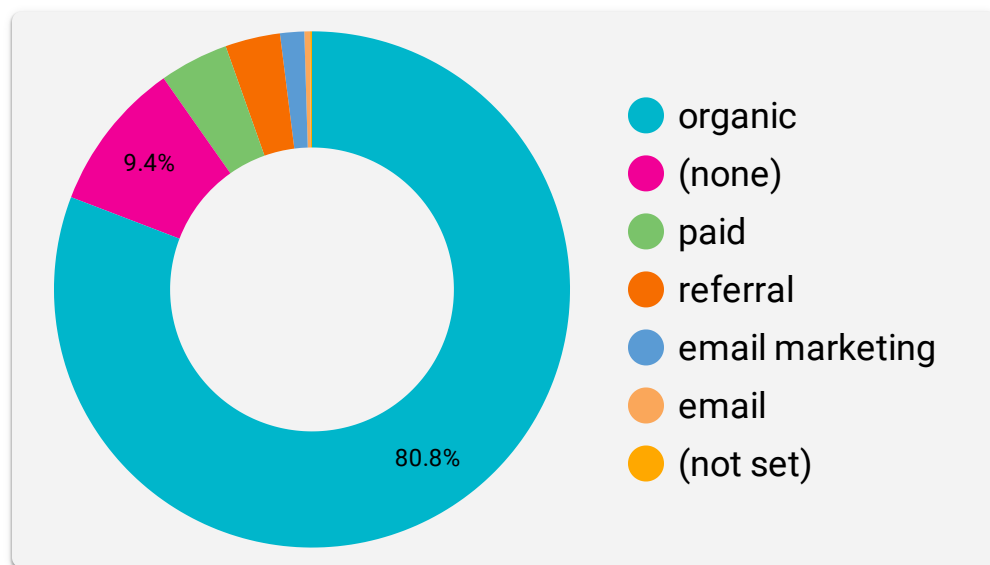


Source

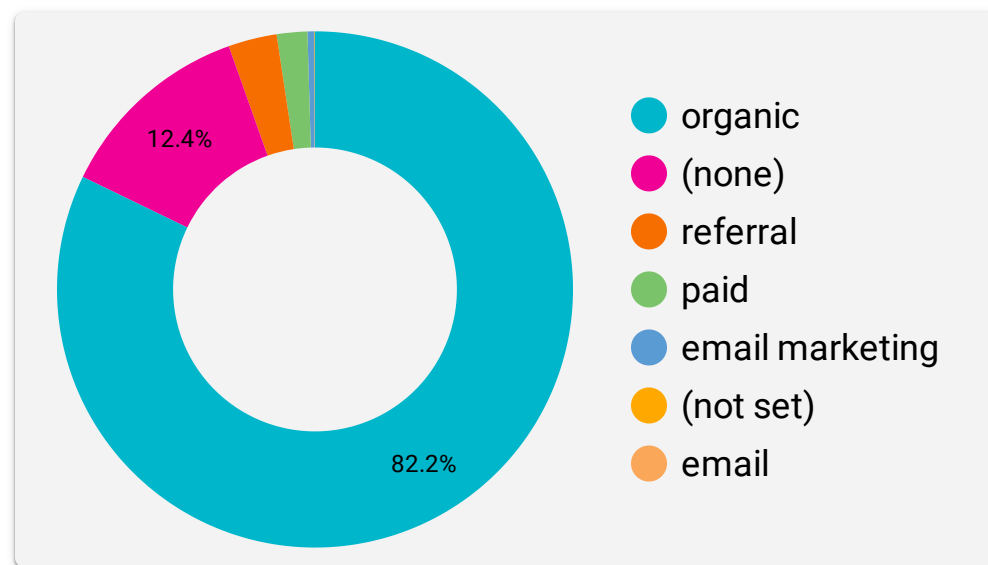
Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
organic	23,856	14,764	61.89%	38.11%	00:03:12	1,757
(none)	2,783	1,222	43.91%	56.09%	00:03:09	265
paid	1,275	366	28.71%	71.29%	00:00:31	41
referral	1,017	642	63.13%	36.87%	00:03:13	65
email marketing	446	225	50.45%	49.55%	00:02:00	9

Sessions per Source

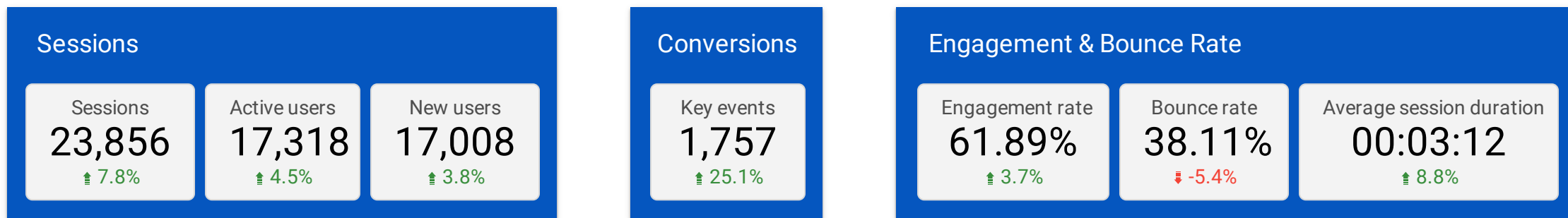


Conversions per Source

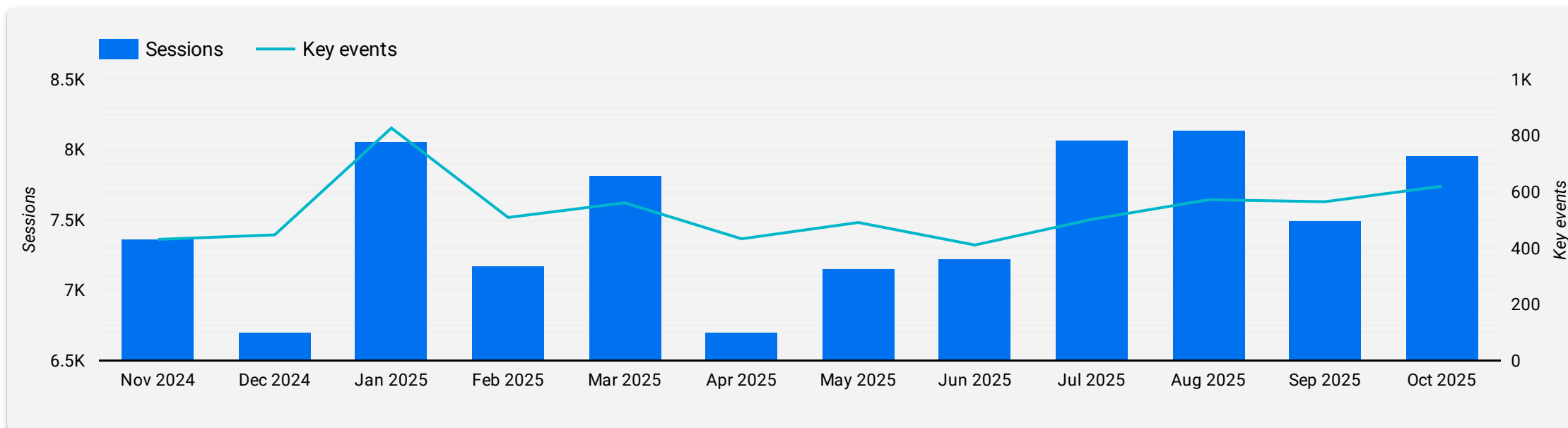


Organic Search

Australia Traffic Only



Month to Month



Key Events

Conversions

Key events

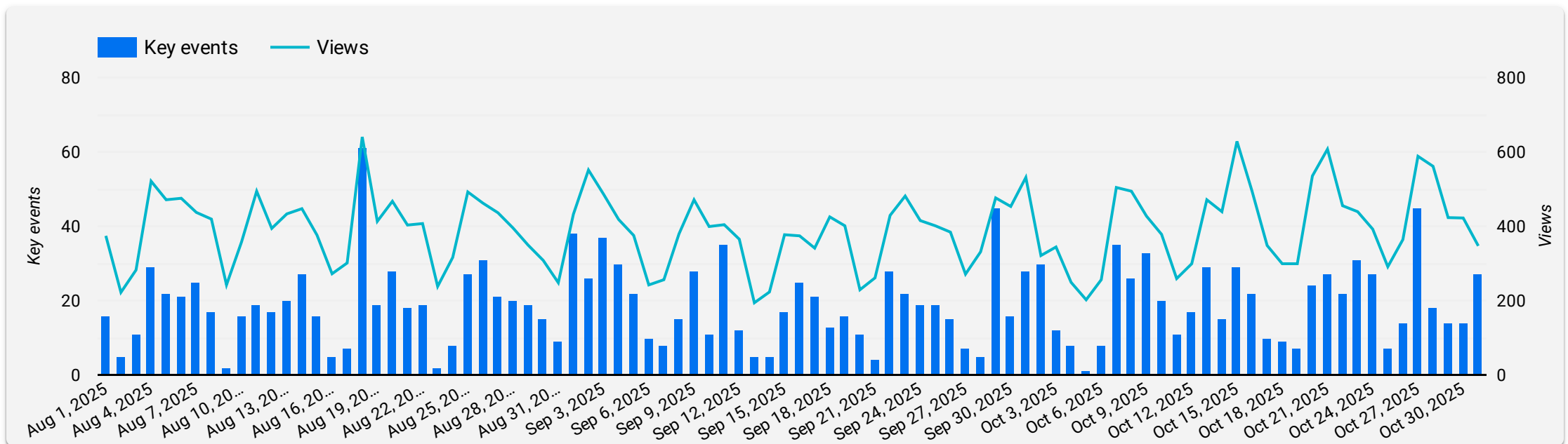
1,757

↑ 25.1%

Website Conversion Type

Event name	Key events ▾
Central Popup Form Submiss...	951
Phone Number Click	547
Main An Appointment Form ...	51

Conversions vs Views



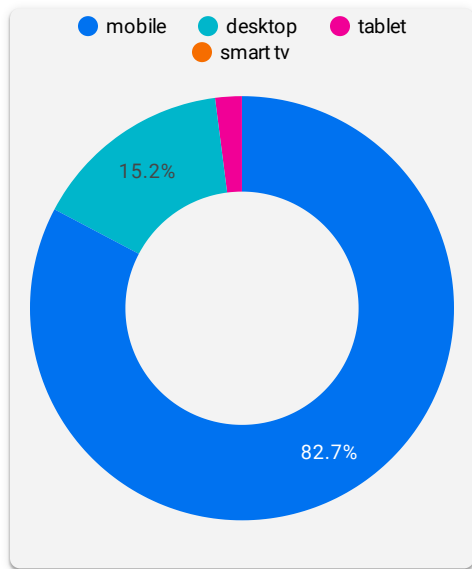
Top Pages

Top 10 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	4,191	3,289	78.48%	21.52%	00:01:37	583
/resources/understanding-your-stool/	3,289	2,131	64.79%	35.21%	00:03:57	4
/resources/stomach-making-noises/	2,757	1,626	58.98%	41.02%	00:03:15	0
/resources/vomit-colours-causes-and-treatments/	1,764	954	54.08%	45.92%	00:01:47	0
/contact-the-centre-for-gastrointestinal-health/	1,636	1,341	81.97%	18.03%	00:03:20	248
/specialists/	1,557	1,406	90.30%	9.70%	00:01:55	77
/resources/reasons-for-bad-breath-from-gut/	1,470	912	62.04%	37.96%	00:02:51	0
/resources/vomiting-at-night/	1,331	617	46.36%	53.64%	00:01:47	0
/specialists/dr-pran-yoganathan/	1,089	834	76.58%	23.42%	00:01:59	42
/resources/abdominal-pain-after-eating/	1,029	634	61.61%	38.39%	00:04:13	0

Device & Location - Worldwide

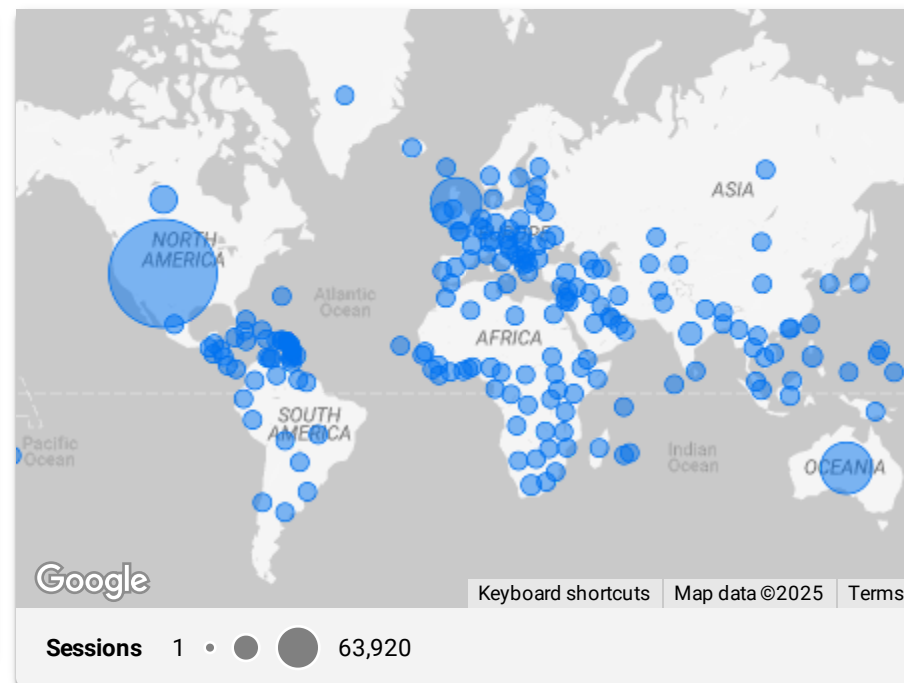
Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	117,825	62,358	52.92%	47.08%	00:02:07	1,212
desktop	21,717	15,585	71.76%	28.24%	00:03:38	622
tablet	2,889	1,907	66.01%	33.99%	00:04:22	16

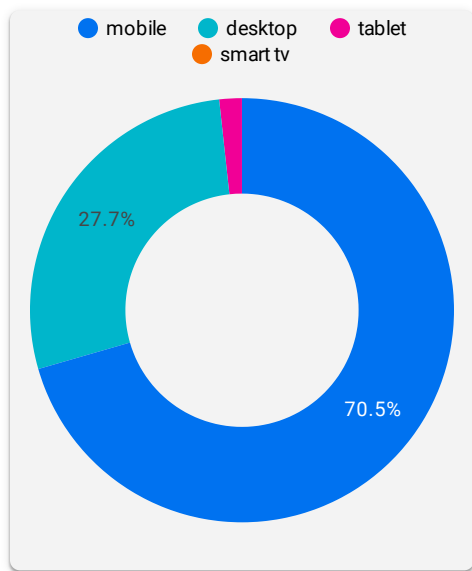
Location

Country	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
United States	63,920	33,429	52.30%	47.70%	00:02:16	31
Australia	23,856	14,764	61.89%	38.11%	00:03:12	1,757
United Kingdom	23,769	13,271	55.83%	44.17%	00:02:15	18
Canada	6,574	3,651	55.54%	44.46%	00:02:19	5
India	3,364	2,095	62.28%	37.72%	00:01:50	8
New Zealand	1,519	924	60.83%	39.17%	00:02:22	6
South Africa	1,482	914	61.67%	38.33%	00:02:35	3
Ireland	1,477	862	58.36%	41.64%	00:01:54	1
Philippines	1,425	776	54.46%	45.54%	00:01:53	4
Singapore	842	450	53.44%	46.56%	00:01:47	1



Device & Location - Australia Only

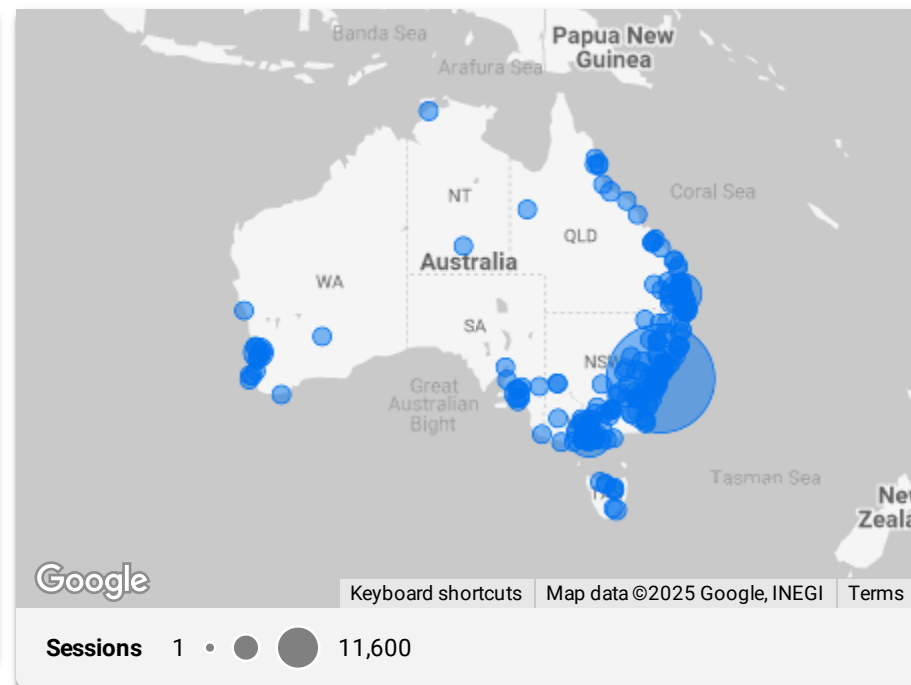
Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	16,654	9,425	56.59%	43.41%	00:02:32	1,149
desktop	6,552	4,614	70.42%	29.58%	00:05:02	596
tablet	406	274	67.49%	32.51%	00:03:27	12

Location

City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	11,600	7,488	64.55%	35.45%	00:03:14	1,391
Melbourne	3,570	2,084	58.38%	41.62%	00:04:01	72
Brisbane	2,922	1,728	59.14%	40.86%	00:02:45	66
Perth	1,431	858	59.96%	40.04%	00:03:32	5
Adelaide	926	555	59.94%	40.06%	00:02:47	2
Hobart	229	95	41.48%	58.52%	00:01:37	3
(not set)	225	140	62.22%	37.78%	00:02:17	17
Canberra	185	118	63.78%	36.22%	00:02:16	4
Newcastle	174	109	62.64%	37.36%	00:02:30	12
Central Coast	160	103	64.38%	35.63%	00:02:31	15



Keyword Rankings Overview

Keyword Ranking

Percent in Top 10

51.6

↓ -2.4%

Average Postion

16.93

↑ 43.6%

Rankings Increased

38

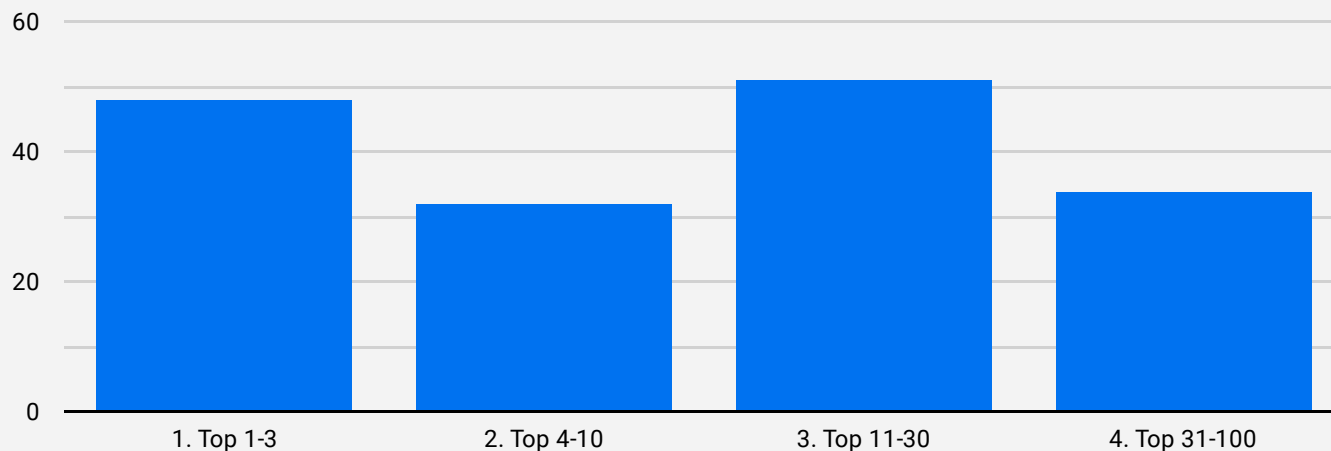
↑ 11.8%

Rankings Decreased

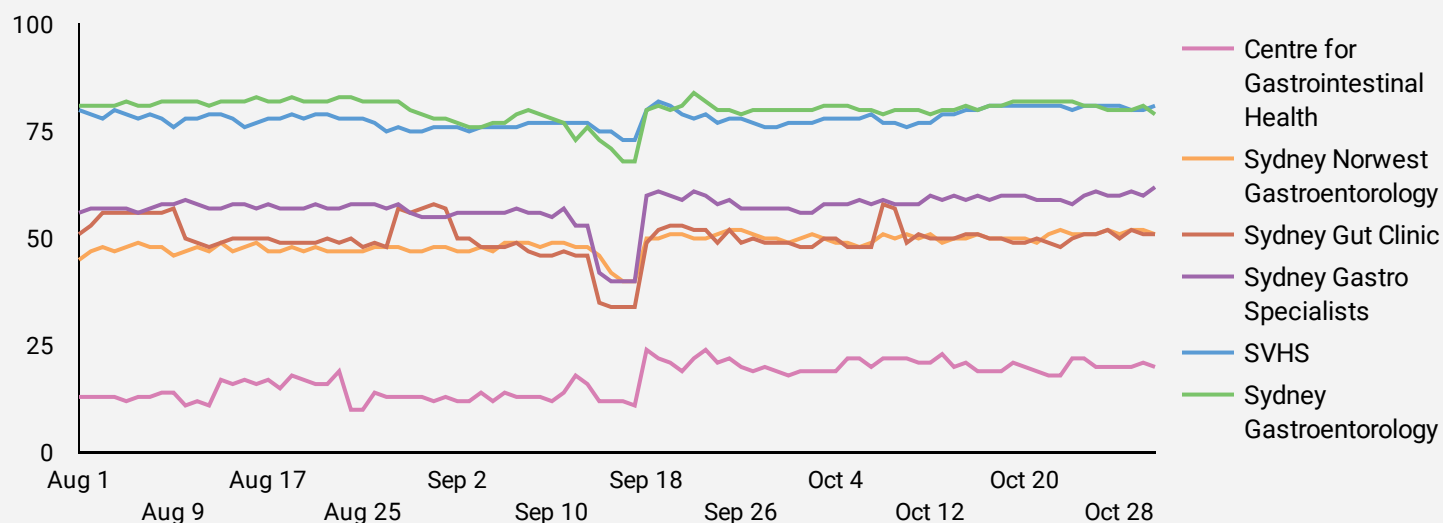
51

↑ 45.7%

Keywords Distribution



Competitor Average Position



Competitor	Organic ranking ▴
Centre for Gastrointestinal Health	16.93
Sydney Norwest Gastroenterology	48.75
Sydney Gut Clinic	49.93
Sydney Gastro Specialists	57.09
SVHS	78.01
Sydney Gastroenterology	79.98

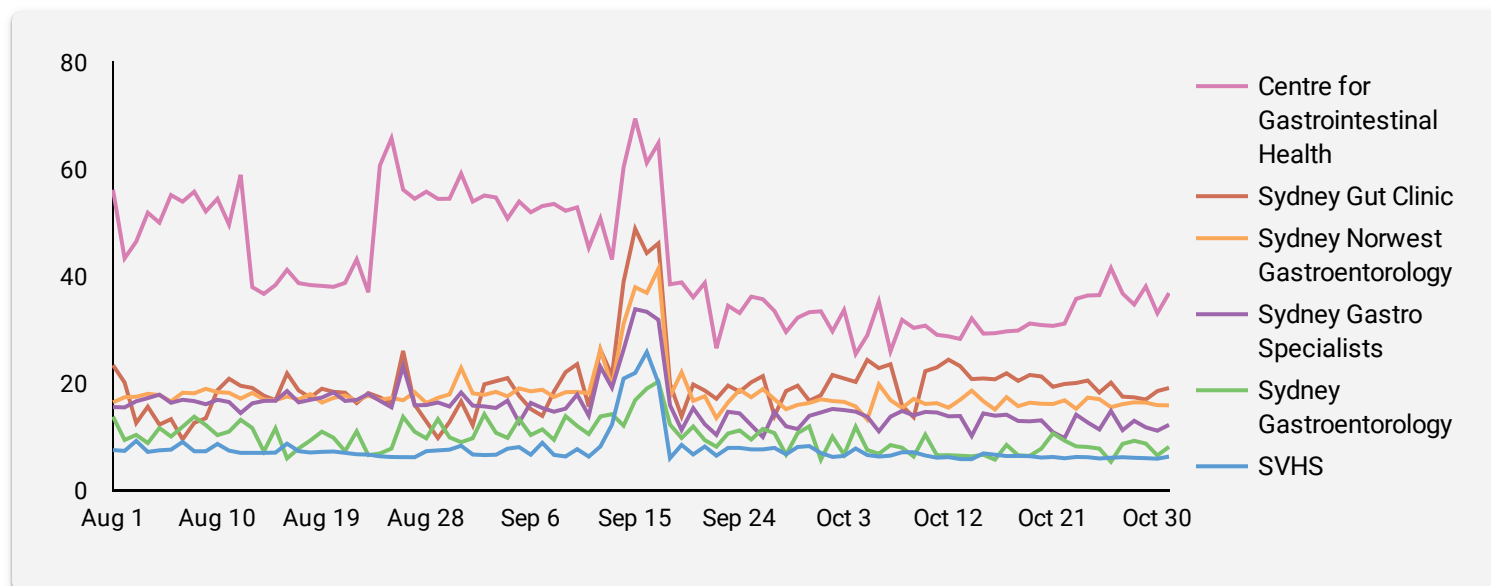
Note: The lower the average ranking the better

Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
gastroenterologist bowral	1	50	1
best gastroenterologist sydney	1	480	0
centre for gastrointestinal health	1	140	0
gastrointestinal clinic	1	590	2
dr bahin	1	140	0
dr farzan bahin	1	320	0
dr george ermerak	1	70	0
dr pran yoganathan	1	590	0
dr ramesh paramsothy	1	140	0
dr shyam nagubandi	1	90	0
dr yoganathan	1	70	0
dr yoganathan castle hill	1	20	0
farzan bahin	1	320	0
gastroenterologist bella vista	1	110	0
gastroenterologist castle hill	1	70	0
gastroenterologist blacktown	1	90	8
gastroenterologists in sydney	1	1,600	0
gastroscopy sydney	1	20	0
gastrologist sydney	1	70	0
gastroenterologists in sydney nsw	1	1,600	0
pran yoganathan	1	590	0
ramesh paramsothy	1	70	0
best gastroenterologist in sydney	1	480	0
gastroenterologist norwest	1	170	1
sudden vomiting in the middle of th...	1	170	0
the centre for gastrointestinal health	1	480	0
ibs specialist sydney	1	40	0
how to debloat overnight	1	320	0
heartburn at night	1	170	2
sydney gastrointestinal specialists	2	260	8
hills gastroenterology	2	50	0
dr serena singh	2	50	0
gastroenterologists sydney	2	1,600	-1
sharp pain in stomach after eating	2	320	2
stomach pain immediately after eat...	2	590	5
sydney gastro specialists	2	260	2
the hills gastroenterology	2	50	0
dr paramsothy	2	70	0
gastroenterologist in sydney	2	1,600	-1
colonoscopy sydney	2	320	-1
ibs doctor sydney	2	40	0
gastroenterologist sydney	2	50	0
dr bailey sanderson	3	90	0
hepatologist sydney	3	110	5
gastrointestinal doctor	3	210	-1
gastrointestinal doctors	3	210	21
vomit color chart	3	480	0
gut health doctor sydney	3	90	0
colonoscopy price	4	1,000	2
ibs sydney	4	90	-2
the hills gastro	4	50	-3
gi clinic	5	480	0
burning in the back of the throat	5	170	4
hyperactive bowel sounds	5	170	0
extreme stomach pain after eating	5	480	2
sydney colonoscopy	5	320	-2
polypectomy	5	1,600	0
ibs gastroenterologist	5	50	15
abdominal pain and gurgling	6	140	-3
colonoscopy cost sydney	6	90	-2
liver specialist sydney	6	110	0
cause of bad breath	7	1,000	4
digestive health specialists	7	10	5
different types of stool	7	590	0
dr singh gastroenterologist	8	70	3

Competitors

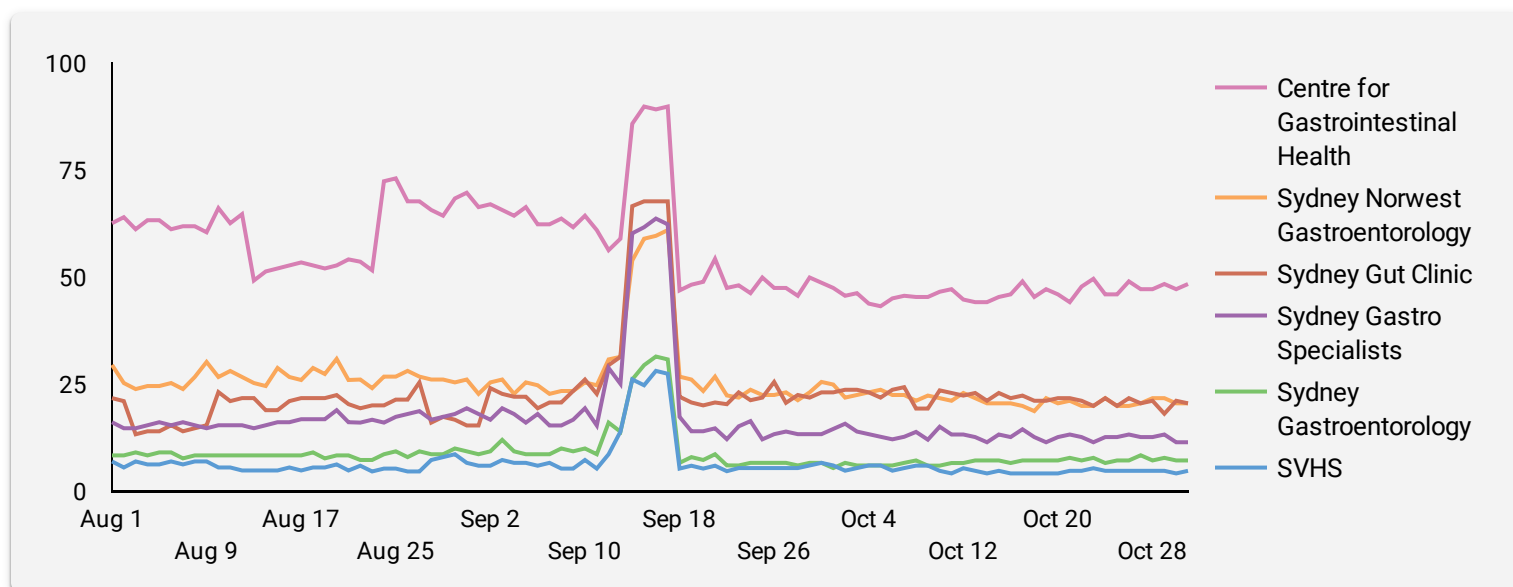
Competitor - Search Visibility



Competitor	Search visibility ▾
Centre for Gastrointestinal Health	42.23
Sydney Gut Clinic	19.71
Sydney Norwest Gastroenterology	18.17
Sydney Gastro Specialists	15.62
Sydney Gastroenterology	9.92
SVHS	7.72

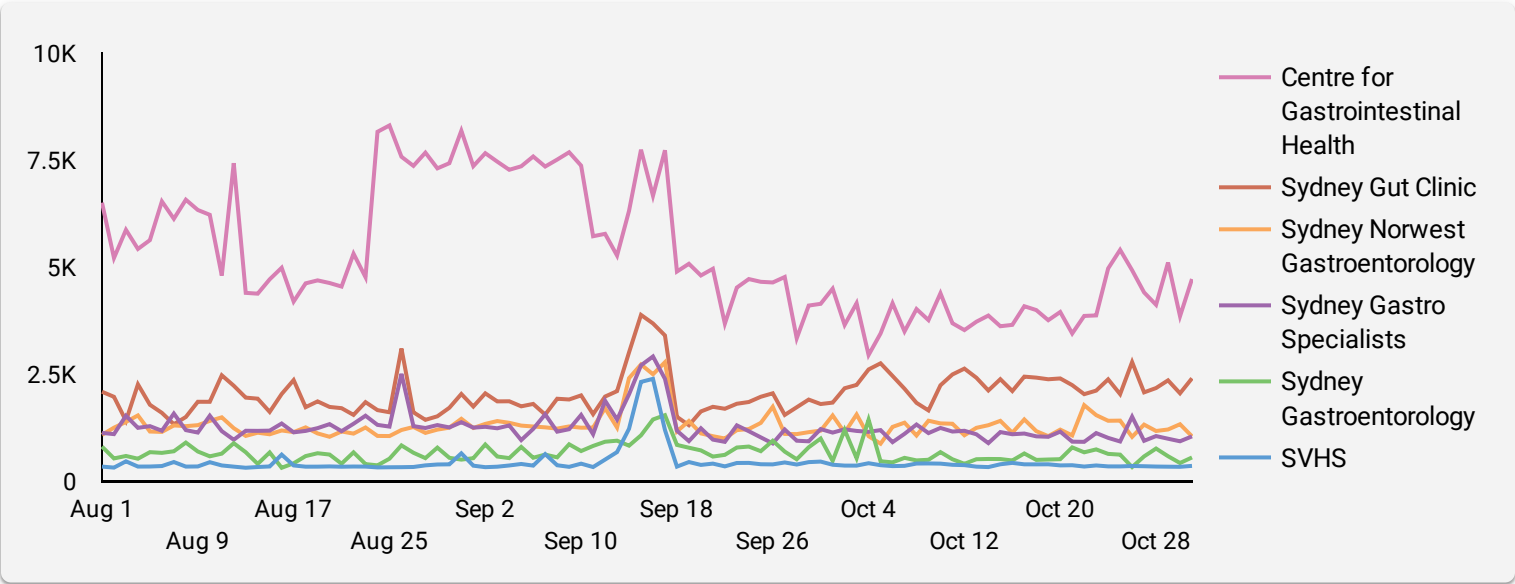
Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
Centre for Gastrointestinal Health	55.7
Sydney Norwest Gastroenterology	25.68
Sydney Gut Clinic	23.11
Sydney Gastro Specialists	17.27
Sydney Gastroenterology	8.95
SVHS	6.65



Competitors

Competitor - Estimated Traffic



Competitor	Traffic forecast ▾
Centre for Gastrointestinal Health	5,322.01
Sydney Gut Clinic	2,053.17
Sydney Norwest Gastroentorolo...	1,314.62
Sydney Gastro Specialists	1,259.91
Sydney Gastroenterology	672.27
SVHS	450.79