

## Overview

### Sessions

Sessions  
**1,683**  
↑ 98.2%

Active users  
**1,445**  
↑ 128.6%

New users  
**1,433**  
↑ 131.5%

### Conversions

Key events  
**51**  
↑ 54.5%

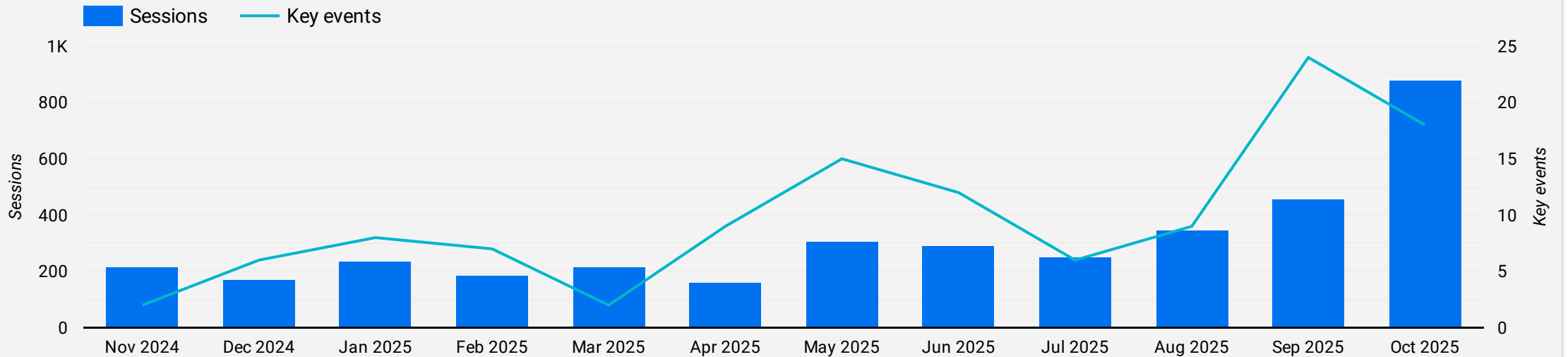
### Engagement & Bounce Rate

Engagement rate  
**32.03%**  
↓ -35.7%

Bounce rate  
**67.97%**  
↑ 35.5%

Average session duration  
**00:01:21**  
↓ -41.7%

## Month to Month

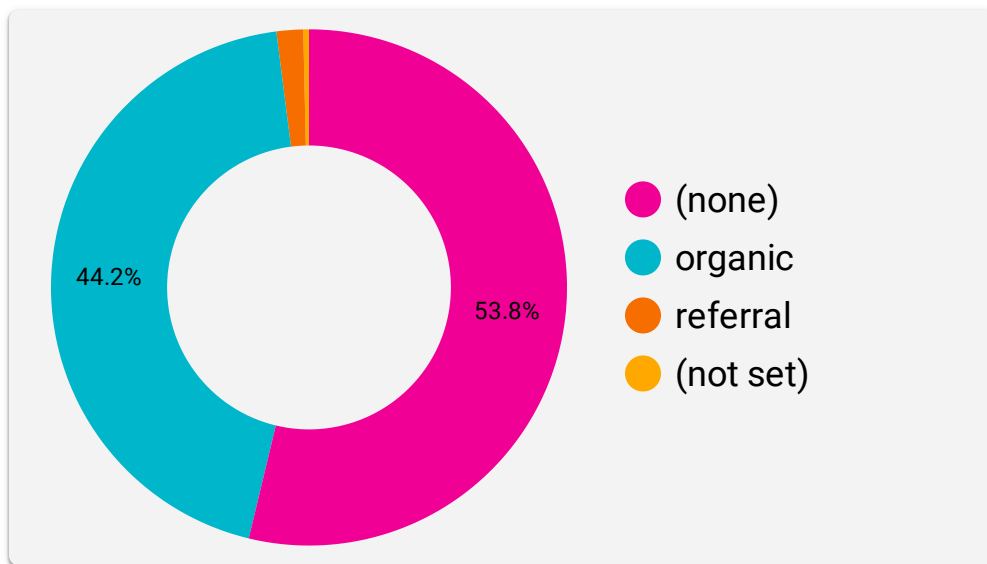


## Source

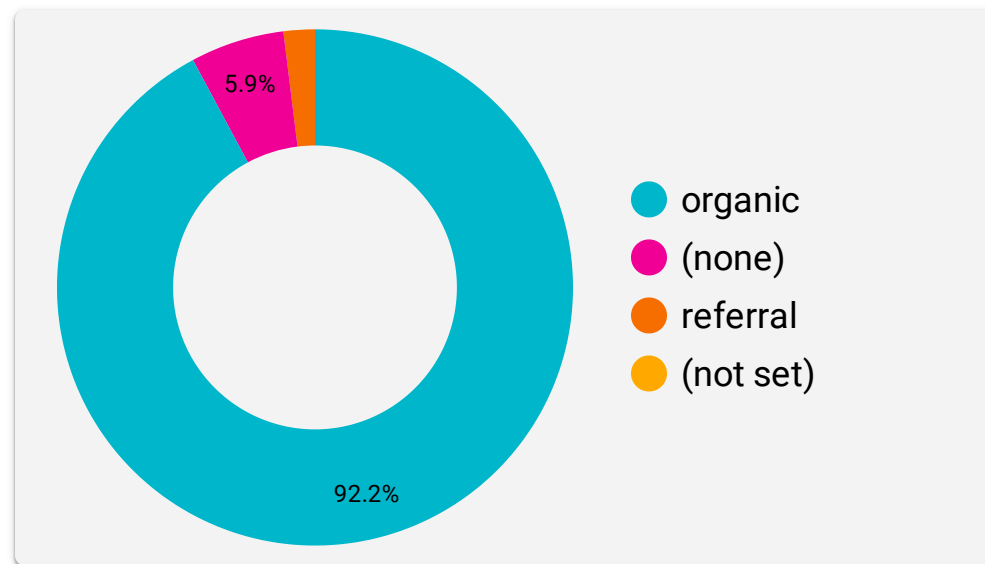
### Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
(none)	903	94	10.41%	89.59%	00:00:25	3
organic	743	432	58.14%	41.86%	00:02:28	47
referral	28	12	42.86%	57.14%	00:01:59	1
(not set)	6	1	16.67%	83.33%	00:02:00	0

### Sessions per Source



### Conversions per Source



## Organic Search

### Sessions

Sessions  
**743**  
↑ 26.6%

Active users  
**550**  
↑ 28.2%

New users  
**539**  
↑ 29.6%

### Conversions

Key events  
**47**  
↑ 135.0%

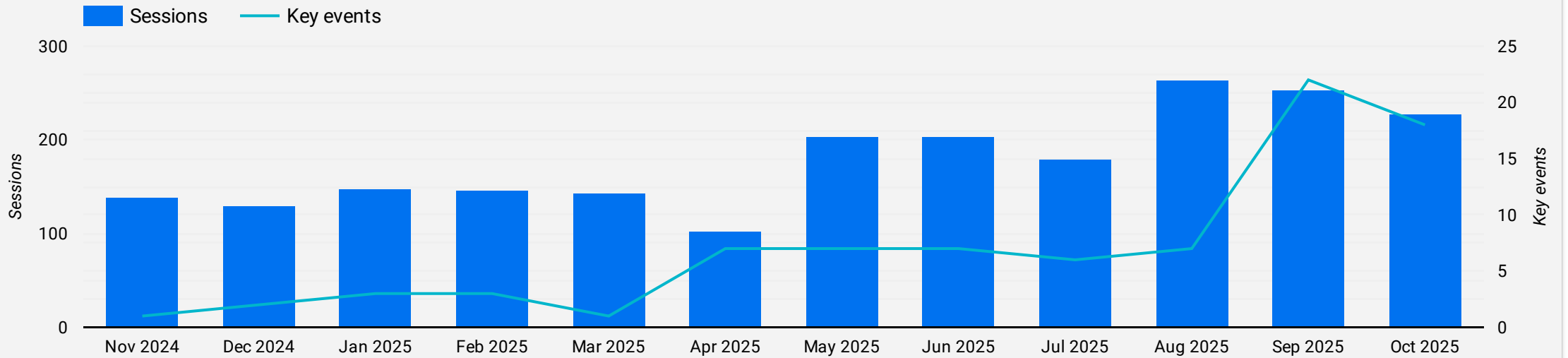
### Engagement & Bounce Rate

Engagement rate  
**58.14%**  
↑ 4.4%

Bounce rate  
**41.86%**  
↓ -5.5%

Average session duration  
**00:02:28**  
↑ 1.0%

## Month to Month



## Key Events

### Conversions

Key events

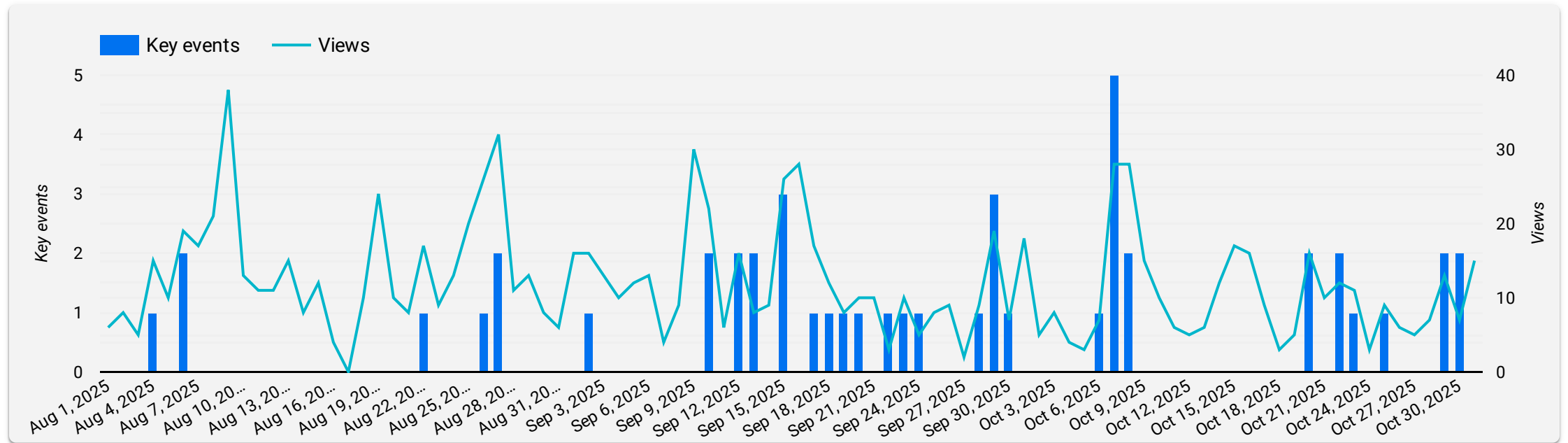
47

↑ 135.0%

### Website Conversion Type

Event name	Key events ▾
GA4 Event - Phone Number Tap	34
contact_us	13

## Conversions vs Views



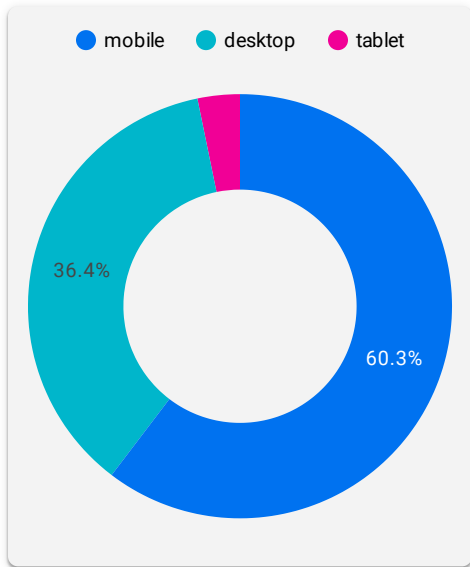
## Top Pages

## Top 10 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	571	285	49.91%	50.09%	00:01:23	25
/contact-dr-graeme-brown/	115	82	71.30%	28.70%	00:01:51	6
/shoulder-instability-arthroscopy-v-latarjet/	67	27	40.30%	59.70%	00:01:26	0
/dr-graeme-brown/	58	40	68.97%	31.03%	00:01:36	1
/knee-pain/	54	25	46.30%	53.70%	00:01:01	0
/patient-information/appointments/	52	40	76.92%	23.08%	00:02:57	3
/cycling-shoulder-injuries-2/	51	18	35.29%	64.71%	00:01:13	0
/knee/	39	31	79.49%	20.51%	00:01:12	0
/shouder-injuries-conditions-geelong/shoulder-injuries/	34	25	73.53%	26.47%	00:02:12	0
/advances-in-knee-replacements/	34	18	52.94%	47.06%	00:01:02	0

## Device & Location

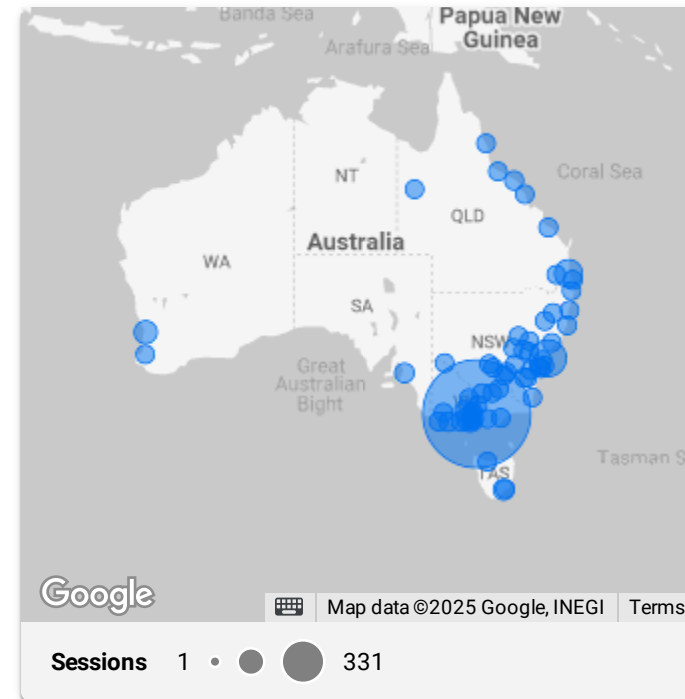
### Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	449	243	54.12%	45.88%	00:02:20	35
desktop	271	179	66.05%	33.95%	00:02:50	12
tablet	24	10	41.67%	58.33%	00:00:57	0

### Location

Town/City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Melbourne	331	187	56.50%	43.50%	00:02:40	28
Sydney	69	45	65.22%	34.78%	00:01:35	1
Brisbane	36	24	66.67%	33.33%	00:02:12	1
Geelong	31	21	67.74%	32.26%	00:02:43	2
(not set)	26	12	46.15%	53.85%	00:01:07	0
Perth	18	11	61.11%	38.89%	00:03:58	0



## Keyword Rankings Overview

### Keyword Ranking

Percent in Top 10

**71.34**

↑ 16.8%

Average Postion

**10.99**

↑ 39.3%

Rankings Increased

**7**

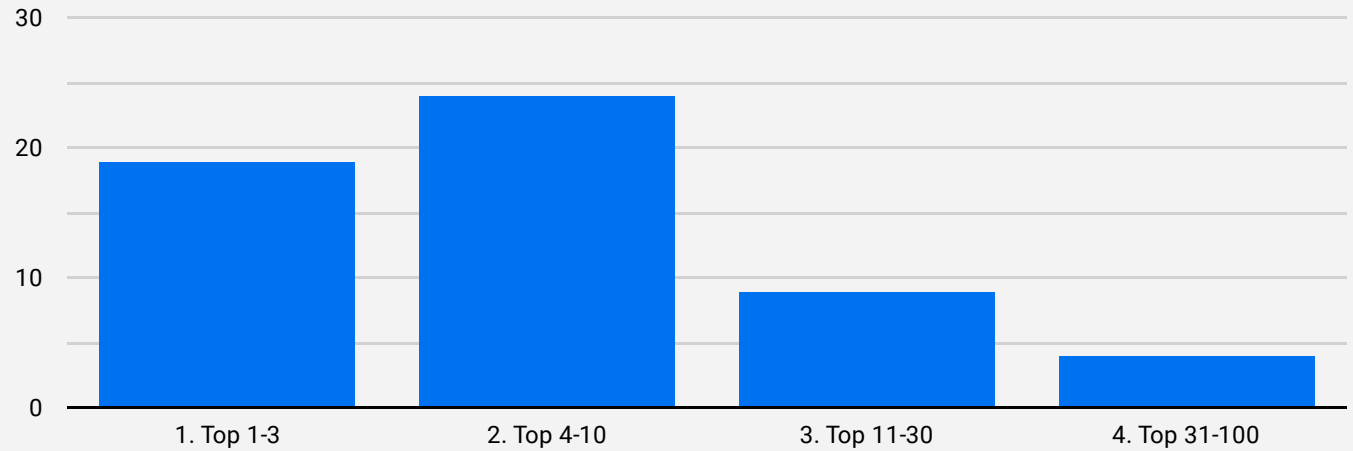
↓ -22.2%

Rankings Decreased

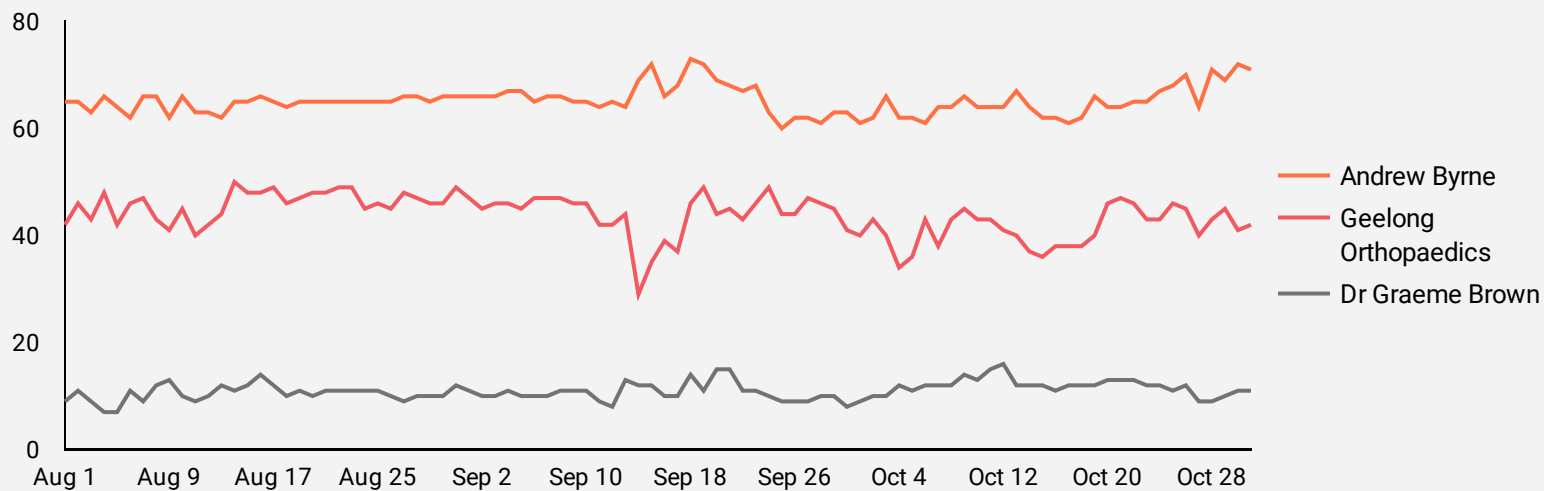
**10**

↑ 42.9%

### Keywords Distribution



### Competitor Average Position



Competitor	Organic ranking ▾
Andrew Byrne	65.21
Geelong Orthopaedics	43.75
Dr Graeme Brown	10.99

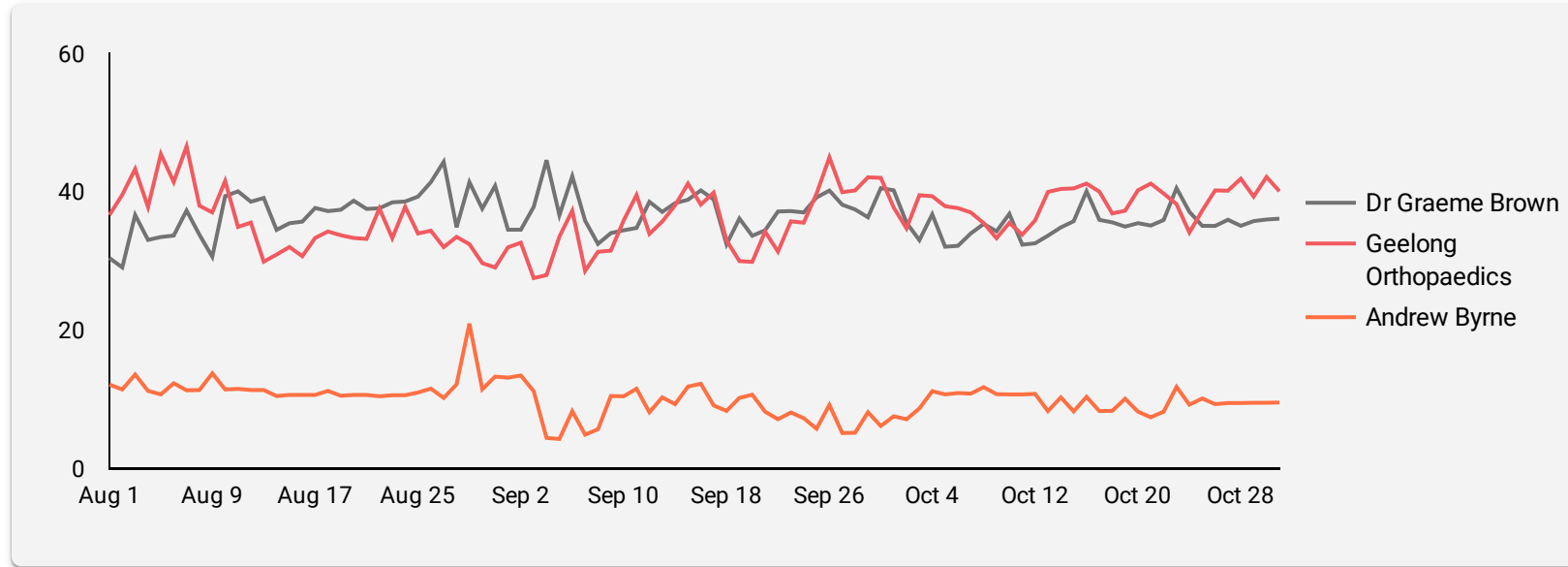
## Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
mcl specialist	1	10	0
ligament injury specialist	1	0	3
acl tear specialist	1	10	0
osteoarthritis specialists	1	110	0
rotator cuff tear specialists	1	30	0
osteoarthritis doctor specialist	1	10	3
specialist for osteoarthritis	1	110	12
patellofemoral specialist	1	10	0
doctor for ligament injury	2	10	2
meniscus tear specialists	2	70	0
ligament injury doctor	2	10	2
ligament doctor	2	10	-1
mcl injury doctor	2	10	-1
rotator cuff arthritis treatment	3	10	4
acl prevention program	3	30	0
acl geelong	3	50	2
doctor for knee ligament injury	3	10	-2
acl injury prevention program	3	30	0
ligament tear doctor	3	10	1
collar bone specialist	4	10	0
acl injury specialists	4	40	0
acl doctor	4	10	1
hip physio geelong	4	10	-1
arthritis knee doctor	4	0	0
acl surgery doctor	4	10	0
acl specialist	4	20	0
clavicle specialist	4	10	0
collarbone specialist	4	10	0
acl injury prevention	5	110	0



## Competitors

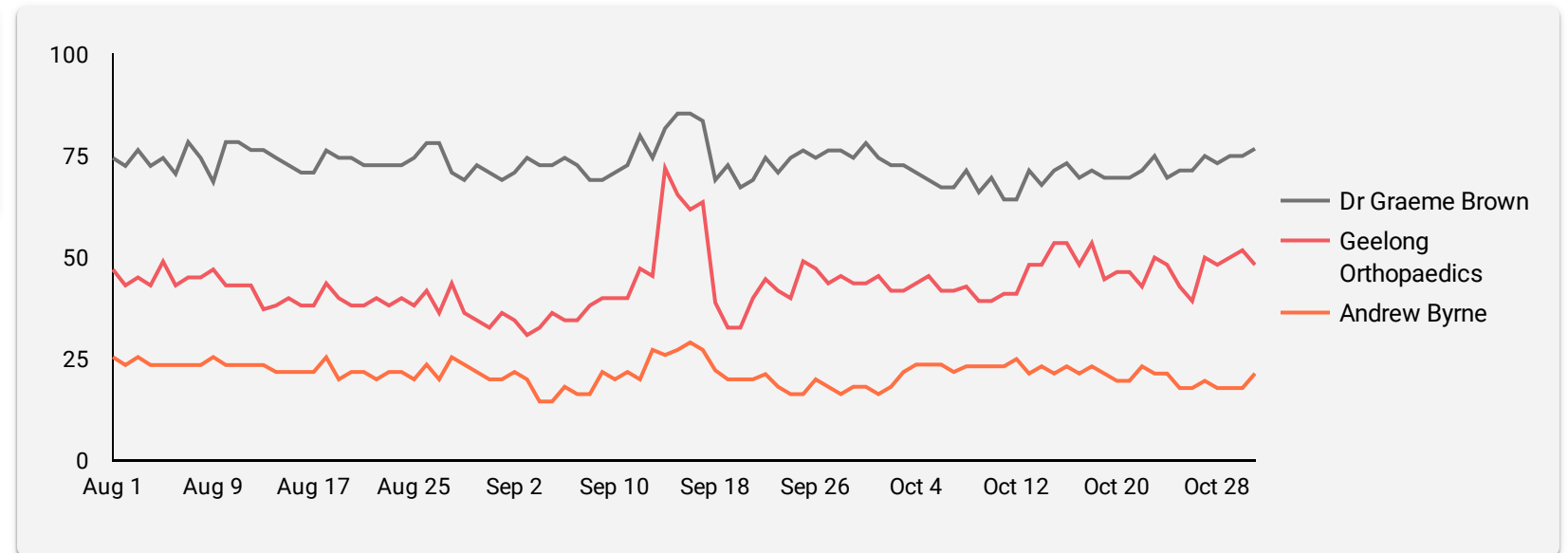
### Competitor - Search Visibility



Competitor	Search visibility ▾
Dr Graeme Brown	36.48
Geelong Orthopaedics	36.46
Andrew Byrne	9.95

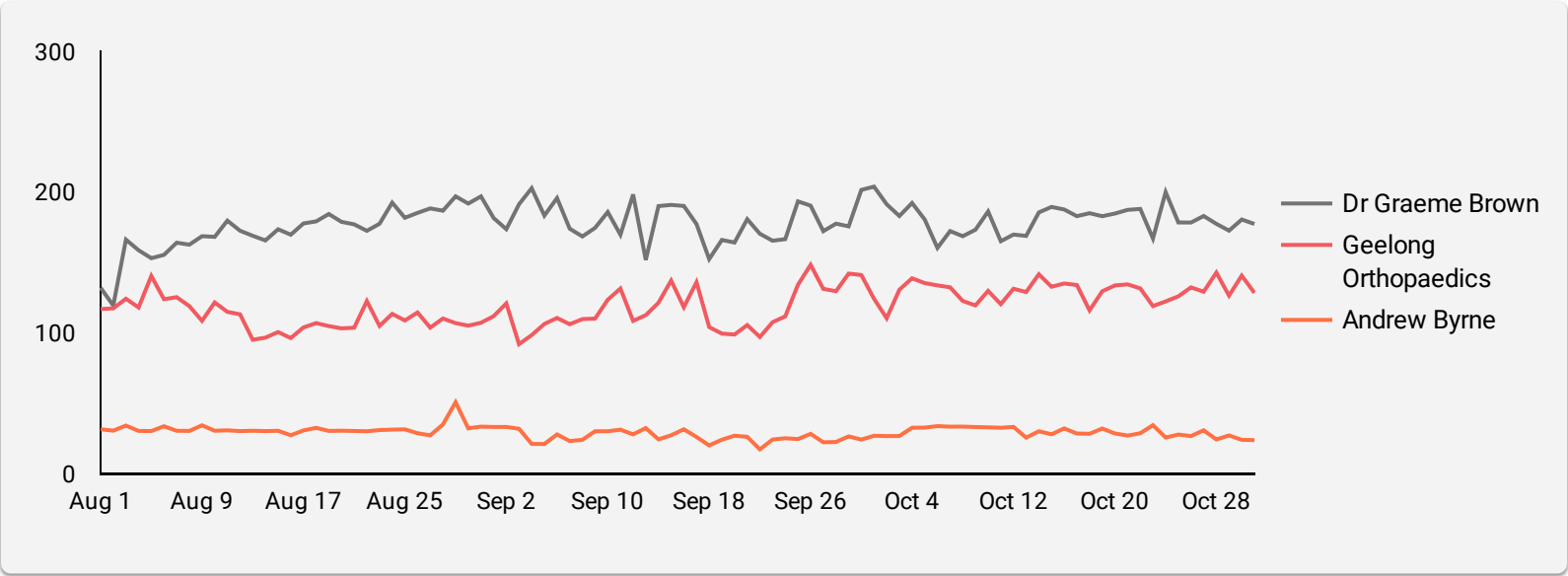
### Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
Dr Graeme Brown	73.1
Geelong Orthopaedics	43.35
Andrew Byrne	21.43



Competitors

Competitor - Estimated Traffic



Competitor	Traffic forecast
Dr Graeme Brown	177.6
Geelong Orthopaedics	119.4
Andrew Byrne	29.28