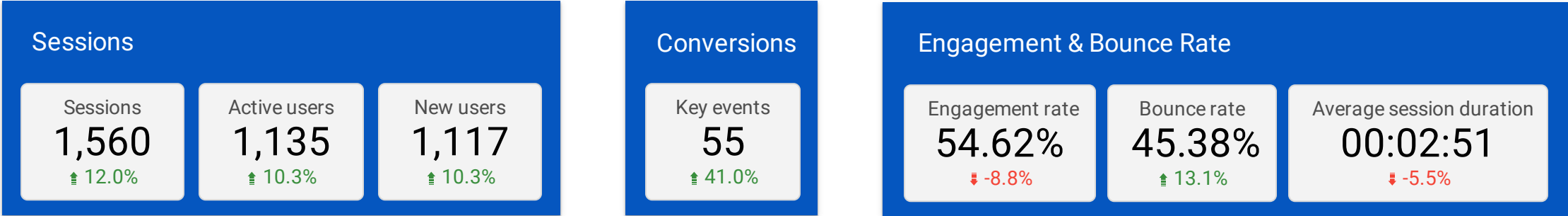
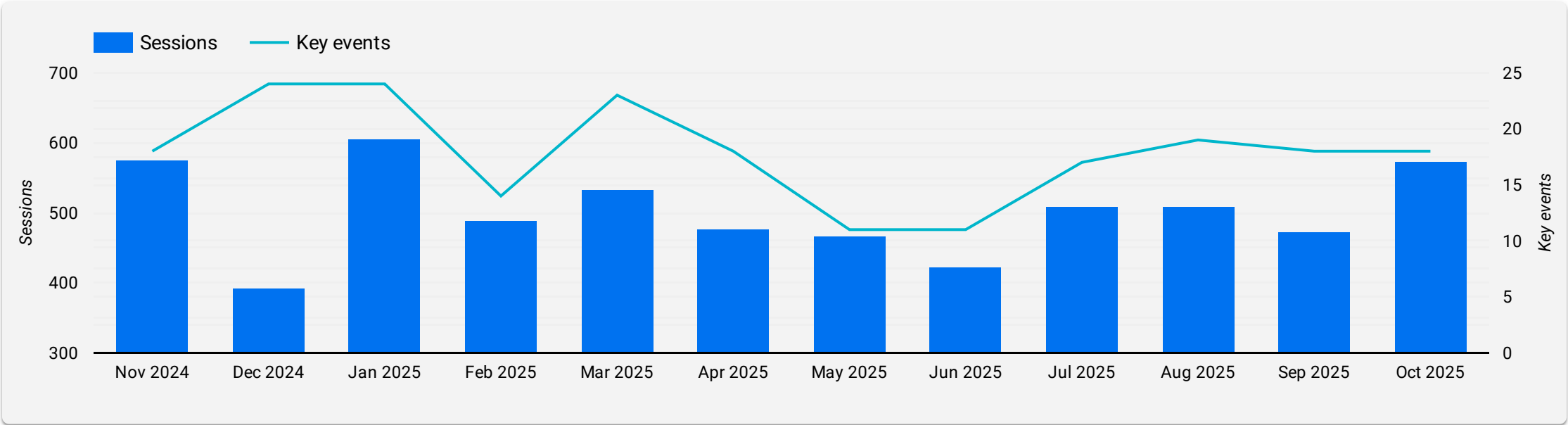


Overview



Month to Month

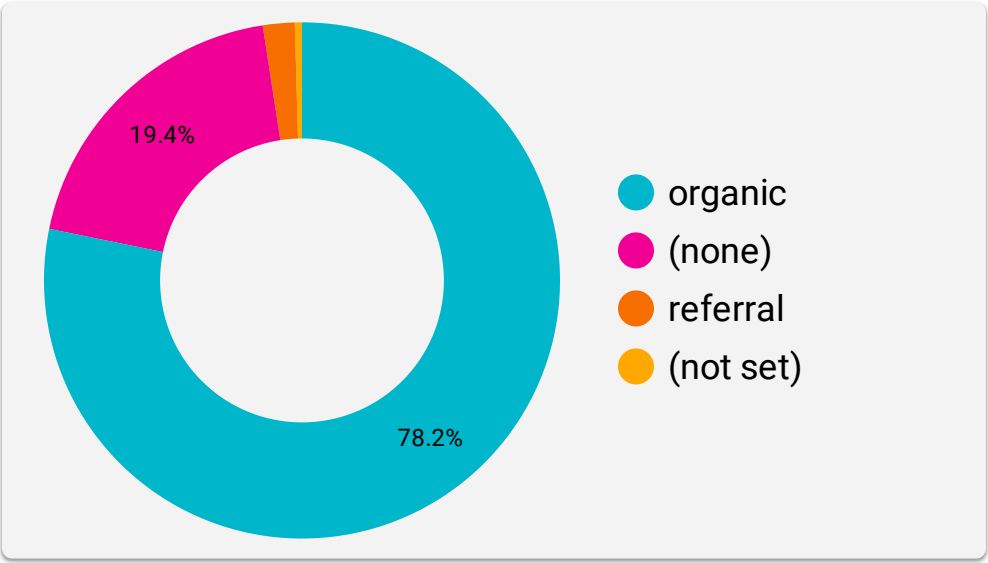


Source

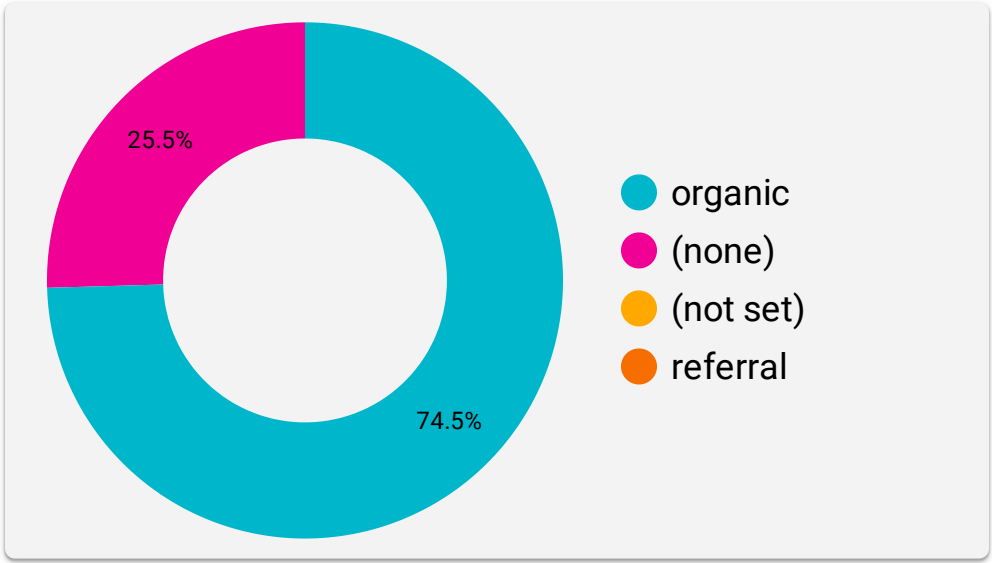
Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
organic	1,220	763	62.54%	37.46%	00:03:15	41
(none)	302	71	23.51%	76.49%	00:01:27	14
referral	31	15	48.39%	51.61%	00:01:22	0
(not set)	7	2	28.57%	71.43%	00:00:15	0

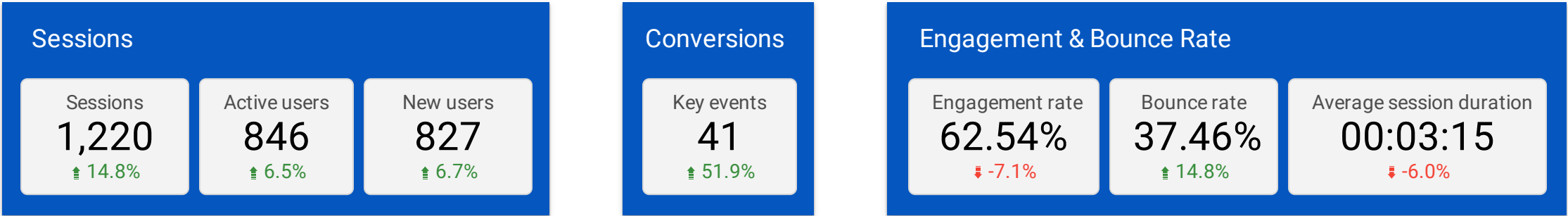
Sessions per Source



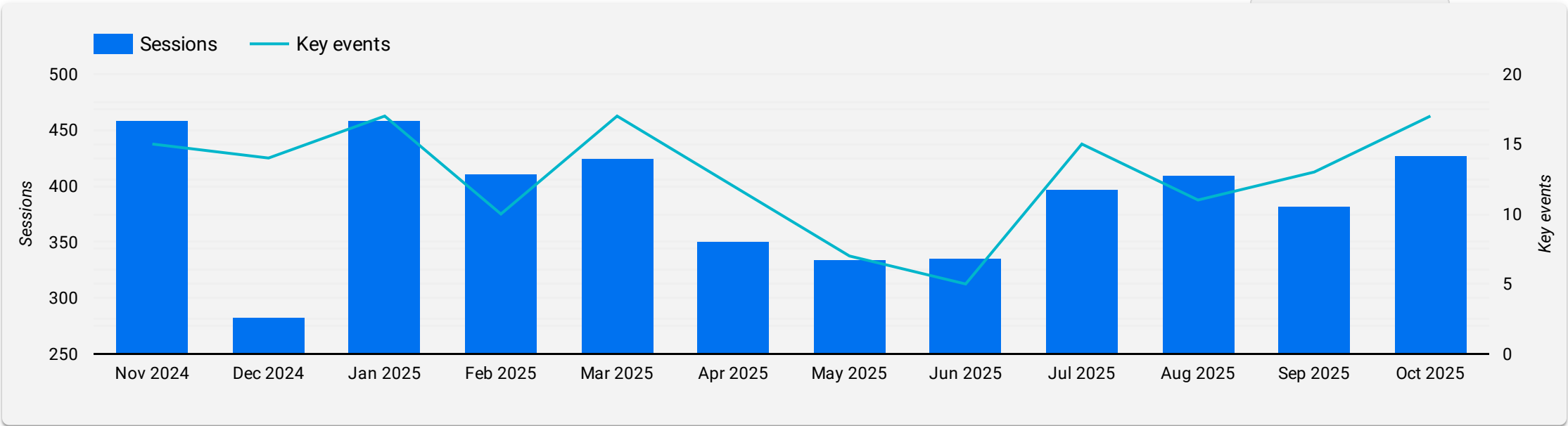
Conversions per Source



Organic Search



Month to Month



Key Events

Conversions

Key events

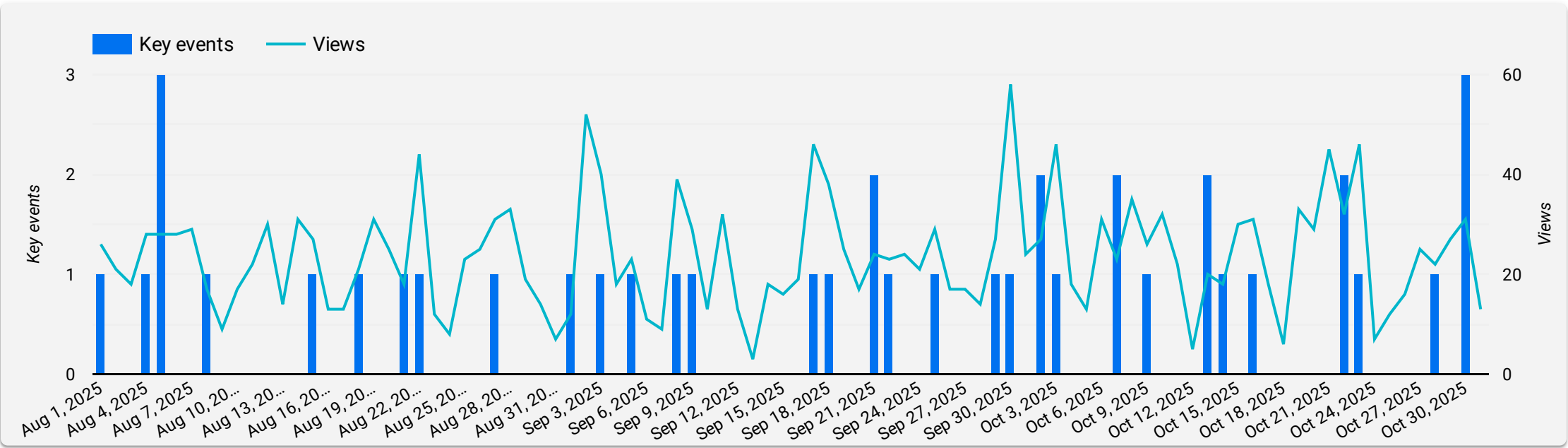
41

↑ 51.9%

Website Conversion Type

Event name	Key events ▾
GA4 Event - Phone Number T...	41

Conversions vs Views



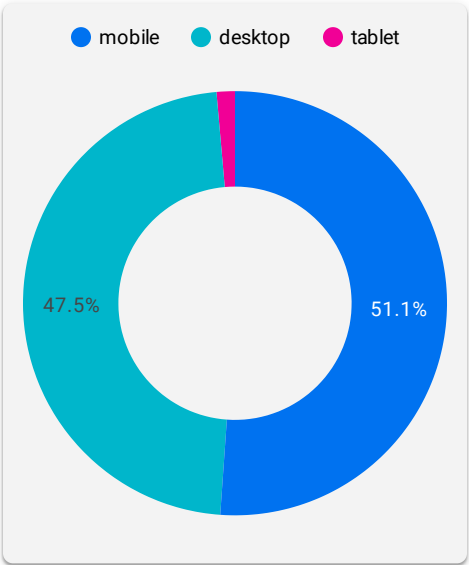
Top Pages

Top 10 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	765	509	66.54%	33.46%	00:01:41	11
/contact-dr-jeffrey-brennan/	231	173	74.89%	25.11%	00:02:42	11
/our-practice/dr-jeffrey-brennan/	136	111	81.62%	18.38%	00:02:13	16
/spine/conditions/cervical-spine/	107	92	85.98%	14.02%	00:03:12	0
/spine/	99	89	89.90%	10.10%	00:00:38	0
/patient-information/appointment-information/	70	63	90.00%	10.00%	00:01:02	0
/patient-information/hospital-information/	67	49	73.13%	26.87%	00:01:22	0
/brain/	57	57	100.00%	0.00%	00:01:46	0
/spine/conditions/lumbar-spine/	56	50	89.29%	10.71%	00:02:55	0
/referrers/patient-care/	53	49	92.45%	7.55%	00:01:51	0

Device & Location

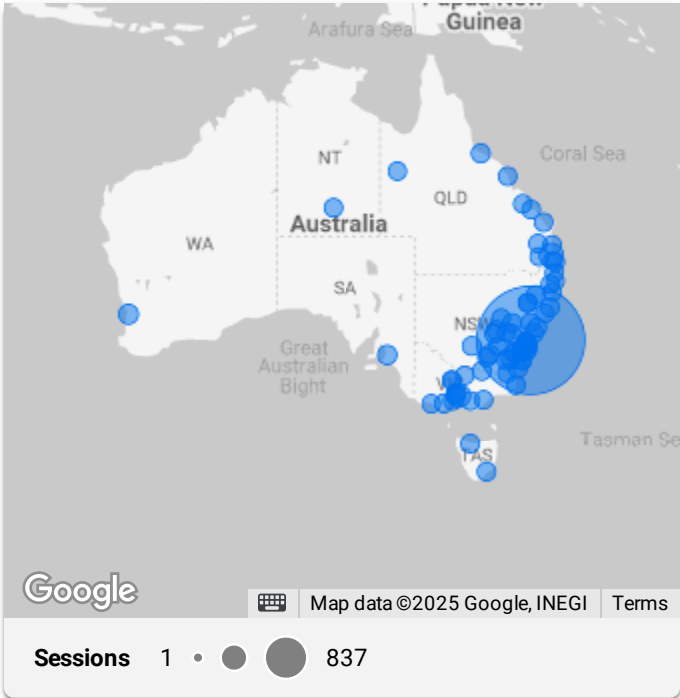
Device Used



Device category	Sessions	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	622	361	58.04%	41.96%	00:02:51	39
desktop	578	391	67.65%	32.35%	00:03:41	2
tablet	17	10	58.82%	41.18%	00:03:38	0

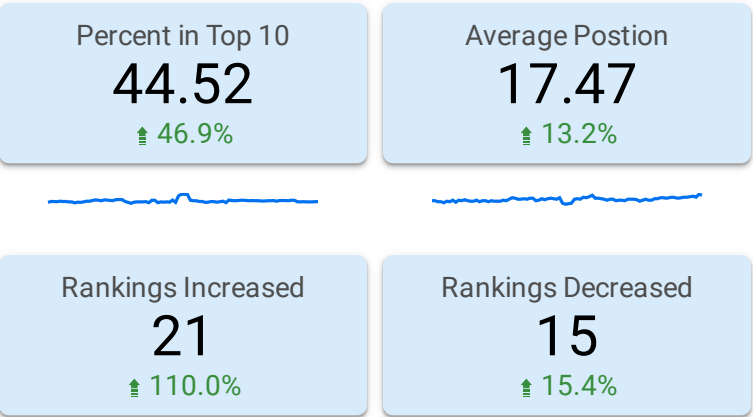
Location

City	Sessions	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	837	537	64.16%	35.84%	00:03:14	30
Brisbane	57	35	61.40%	38.60%	00:03:35	1
Melbourne	36	25	69.44%	30.56%	00:03:23	2
(not set)	26	16	61.54%	38.46%	00:03:14	0
Wollongong	17	13	76.47%	23.53%	00:04:17	1
Canberra	17	11	64.71%	35.29%	00:02:25	1
Perth	15	5	33.33%	66.67%	00:02:46	0
Central Coast	13	6	46.15%	53.85%	00:01:29	1
Adelaide	10	7	70.00%	30.00%	00:01:12	0
Forbes	8	8	100.00%	0.00%	00:04:17	0

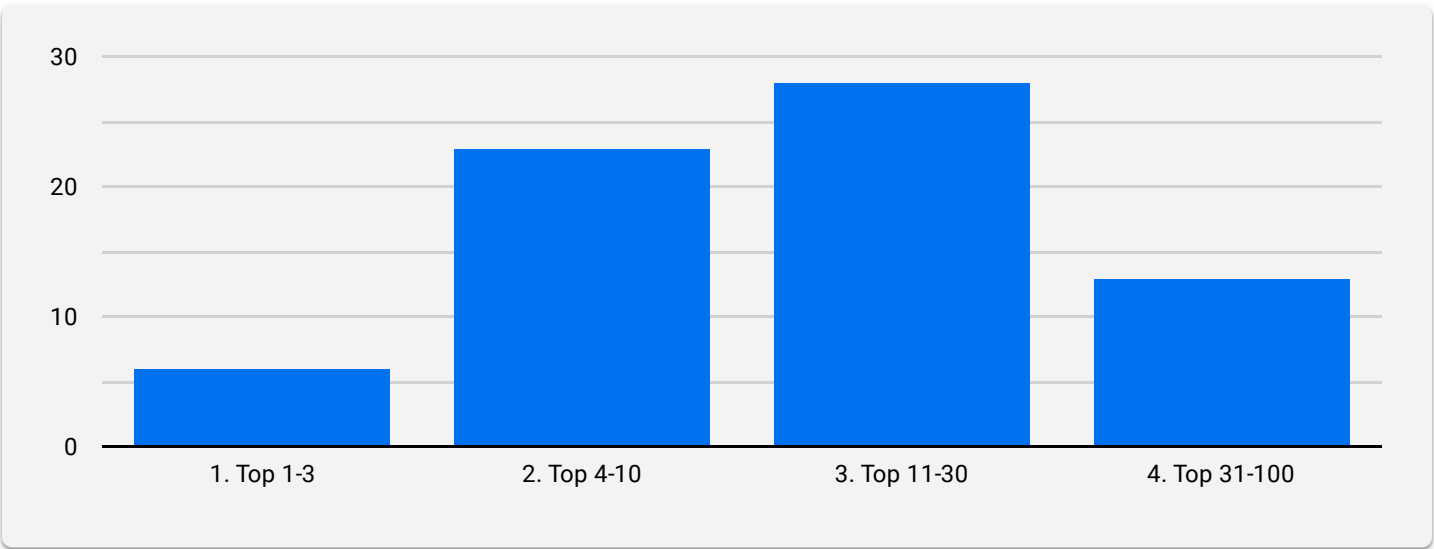


Keyword Rankings Overview

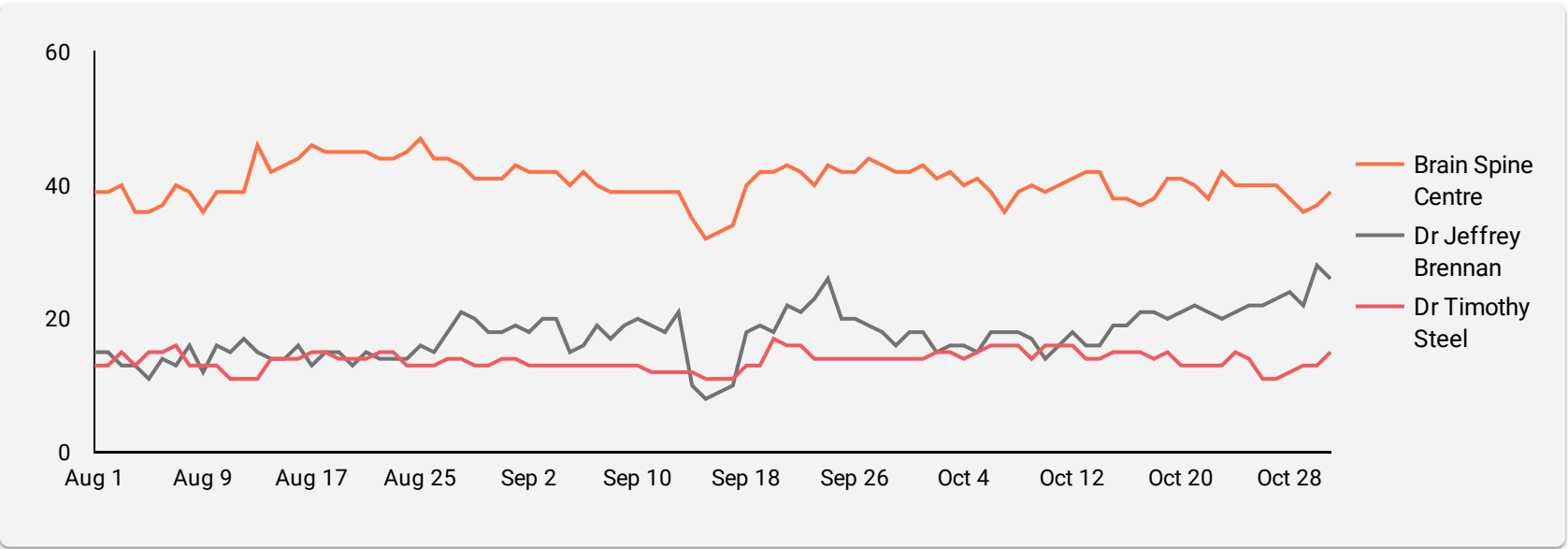
Keyword Ranking



Keywords Distribution



Competitor Average Position



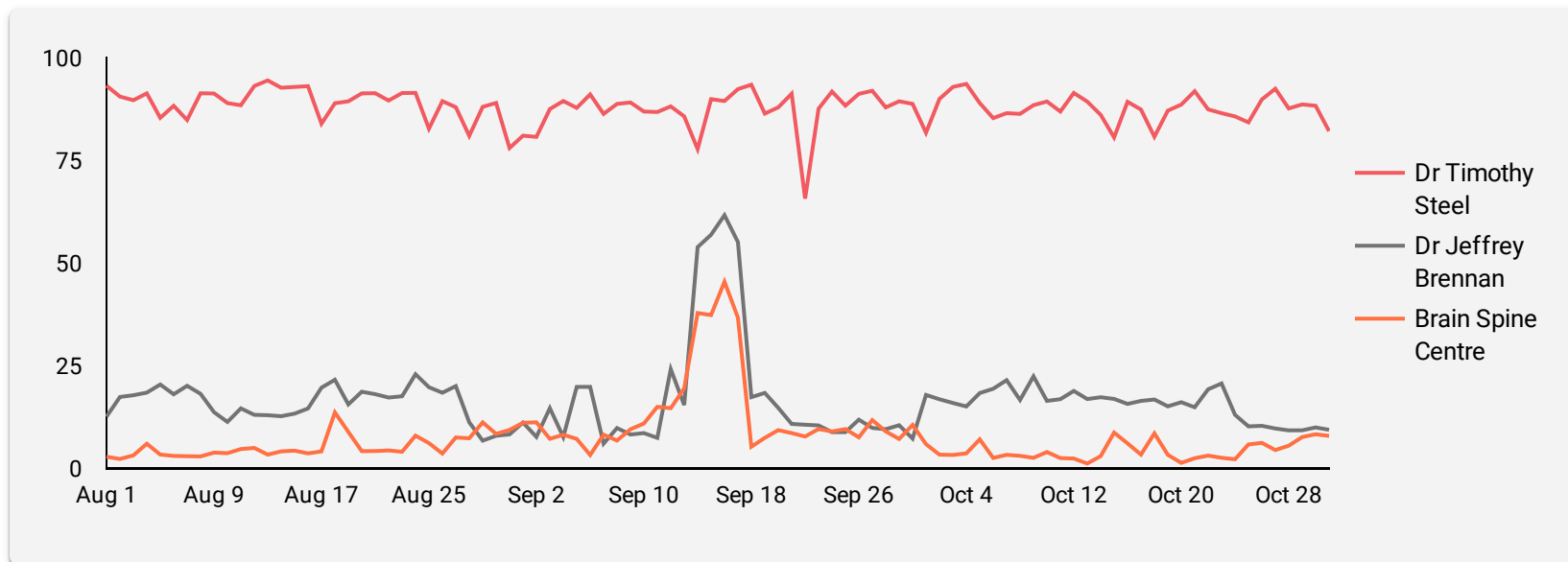
Competitor	Organic ranking ▾
Brain Spine Centre	40.52
Dr Jeffrey Brennan	17.47
Dr Timothy Steel	13.73

Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
cervical doctor	1	10	0
doctor brennan	1	10	0
cervical specialist	1	10	0
doctor for cervical pain	1	50	0
neurosurgeon newtown	2	10	0
upper cervical specialist	2	10	0
spine tumour surgery	4	30	1
rpa neurosurgeon	4	110	0
upper cervical spine specialist	4	10	0
brain tumour specialist	5	70	0
dr neurosurgeon	5	20	0
neurosurgeon dr	5	10	0
neurosurgeon rpa	5	140	-1
cervical specialist doctor near me	5	10	1
cervical specialist near me	6	10	0
top neurosurgeons sydney	6	50	1
microdiscectomy sydney	6	10	4
neck specialist sydney	7	50	0
neural surgeon	7	170	0
cervical spine doctor	7	10	-1
neurosurgeons sydney australia	8	880	0
nuero surgeon	8	170	-2
nuerosurgeon	8	170	-1
neuro surgeon	8	170	-1
cervical pain doctor near me	8	10	4
cervical spine specialist	8	20	-2
spine cancer surgery	10	0	90
sydney neurosurgeon	10	880	-1
best brain neurosurgeon in sydney	10	390	2
neck doctor	12	50	0
best neurosurgeon in sydney	13	390	-4
best neurosurgeon sydney	13	390	-4
specialist doctor in spinal cord	13	10	0
neck specialist near me	14	70	0
neck spine specialist	14	30	0
neuro surgeon sydney	14	0	-3
neurosurgeon in sydney	15	880	-3
tumour specialist	15	10	2
neurosurgery sydney	16	880	-1

Competitors

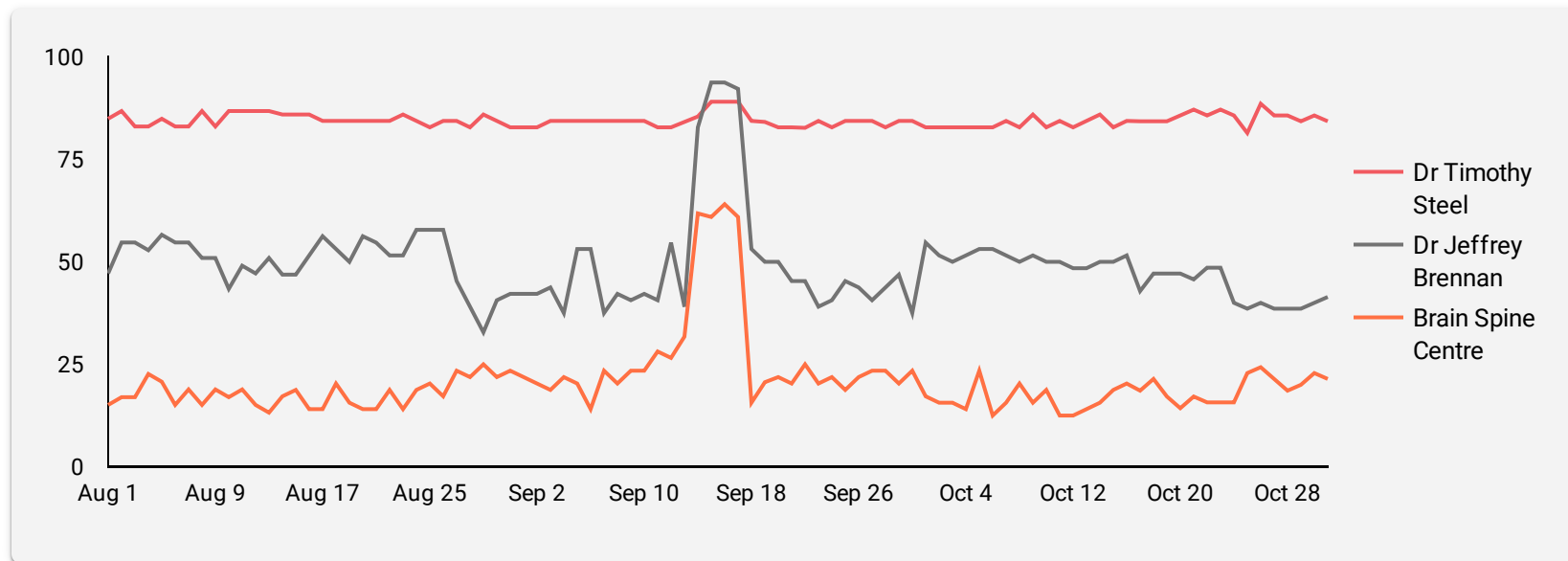
Competitor - Search Visibility



Competitor	Search visibility ▾
Dr Timothy Steel	88.01
Dr Jeffrey Brennan	16.43
Brain Spine Centre	7.62

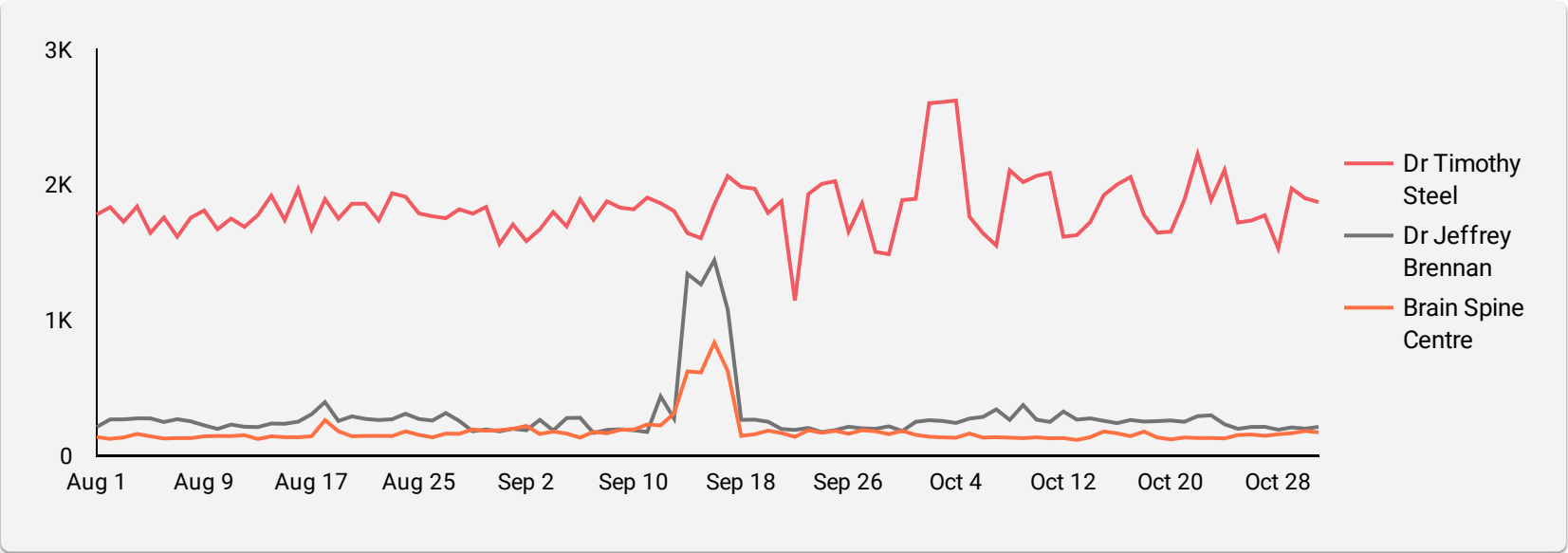
Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
Dr Timothy Steel	84.53
Dr Jeffrey Brennan	49.25
Brain Spine Centre	20.93



Competitors

Competitor - Estimated Traffic



Competitor	Traffic foreca... ▾
Dr Timothy Steel	1,830.58
Dr Jeffrey Brennan	291.04
Brain Spine Centre	181.33