

## Overview

### Sessions

Sessions  
**2,557**  
↑ 39.0%

Active users  
**1,893**  
↑ 50.7%

New users  
**1,860**  
↑ 53.2%

### Conversions

Key events  
**57**  
↑ 67.6%

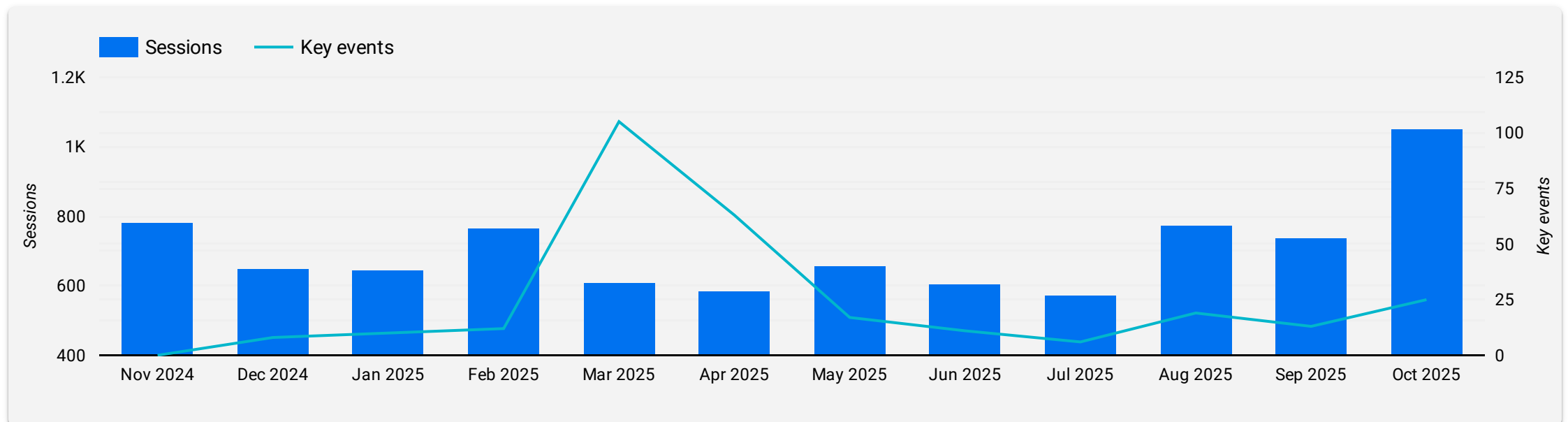
### Engagement & Bounce Rate

Engagement rate  
**48.18%**  
↓ -14.2%

Bounce rate  
**51.82%**  
↑ 18.2%

Average session duration  
**00:03:24**  
↓ -15.5%

## Month to Month

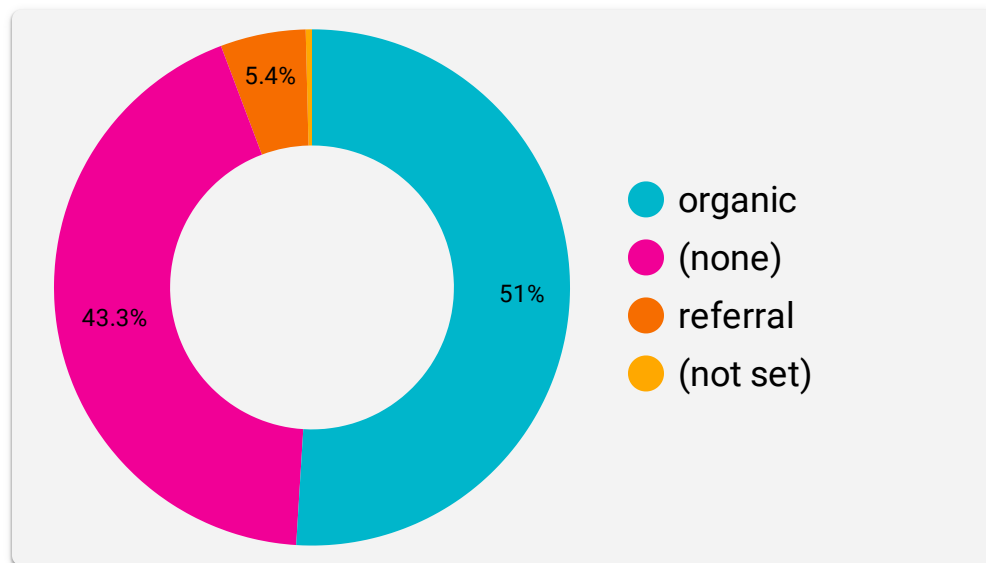


## Source

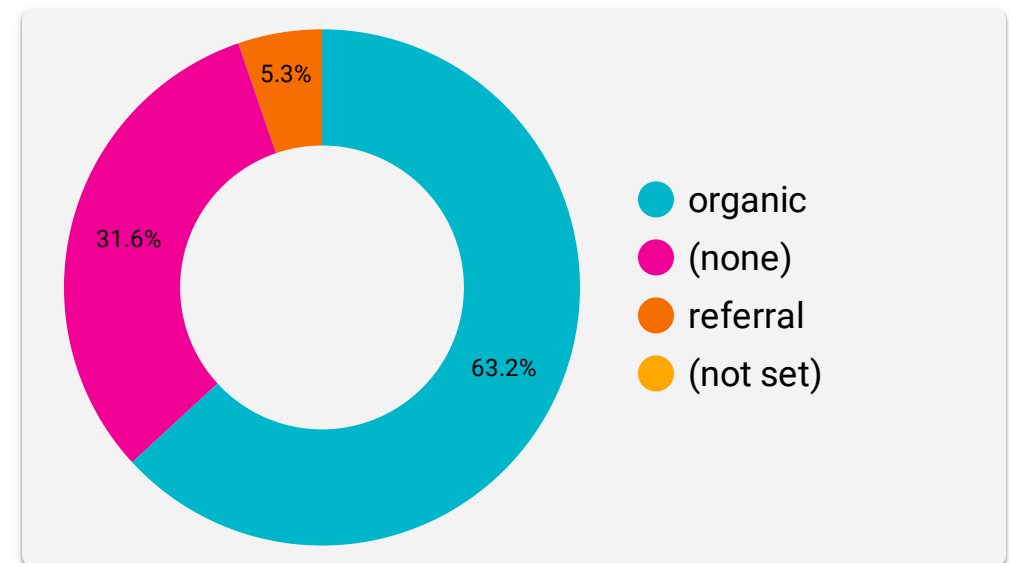
### Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
organic	1,305	749	57.39%	42.61%	00:03:35	36
(none)	1,108	389	35.11%	64.89%	00:02:55	18
referral	137	92	67.15%	32.85%	00:05:10	3
(not set)	10	2	20%	80%	00:08:38	0

### Sessions per Source



### Conversions per Source



Organic Search

Sessions

Sessions  
**1,305**  
↑ 5.0%

Active users  
**909**  
↑ 6.9%

New users  
**865**  
↑ 5.1%

Conversions

Key events  
**36**  
↑ 71.4%

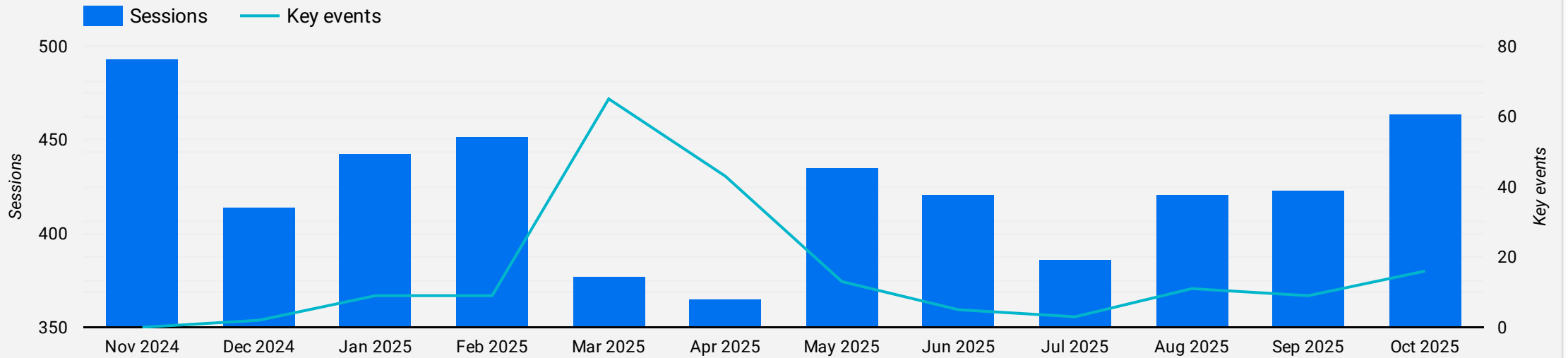
Engagement & Bounce Rate

Engagement rate  
**57.39%**  
↓ -1.2%

Bounce rate  
**42.61%**  
↑ 1.6%

Average session duration  
**00:03:35**  
↓ -13.9%

Month to Month



Key Events

Conversions

Key events

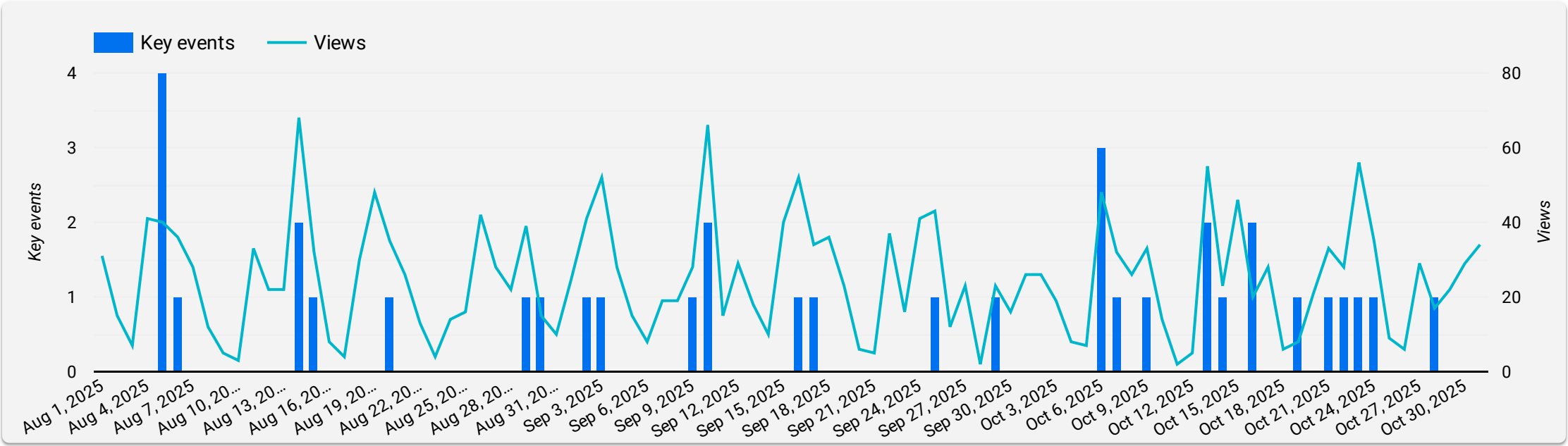
36

71.4%

Website Conversion Type

Event name	Key events ▾
Phone Number Click	23
Contact Form Submission	13

Conversions vs Views



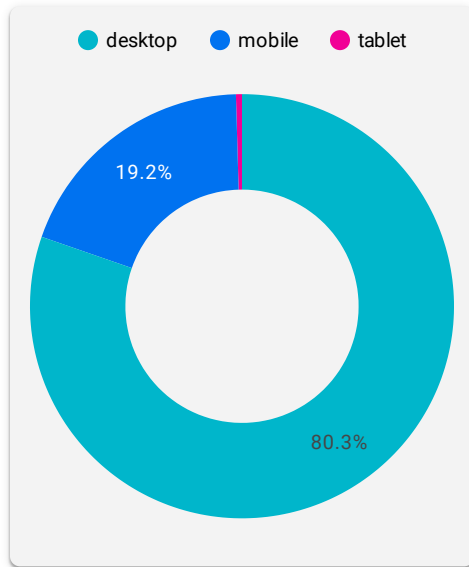
## Top Pages

### Top 10 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	770	479	62.21%	37.79%	00:02:14	1
/contact-greenpower-solutions/	195	164	84.1%	15.9%	00:01:58	19
/generators-for-sale-or-hire/	191	139	72.77%	27.23%	00:02:23	1
/battery-energy-storage-system/	159	115	72.33%	27.67%	00:02:35	0
/about-green-power-solutions/	146	132	90.41%	9.59%	00:02:15	1
/used-equipment-generators-for-sale/	144	119	82.64%	17.36%	00:01:27	0
/biodiesel-solutions/	130	108	83.08%	16.92%	00:01:54	0
/hybrid-lighting-solutions/	126	102	80.95%	19.05%	00:03:21	0
/renewable-diesel-generators-powering-a-sustainable-future-for-austr...	56	31	55.36%	44.64%	00:00:39	0
/resource-centre/	53	51	96.23%	3.77%	00:02:41	1

## Device & Location

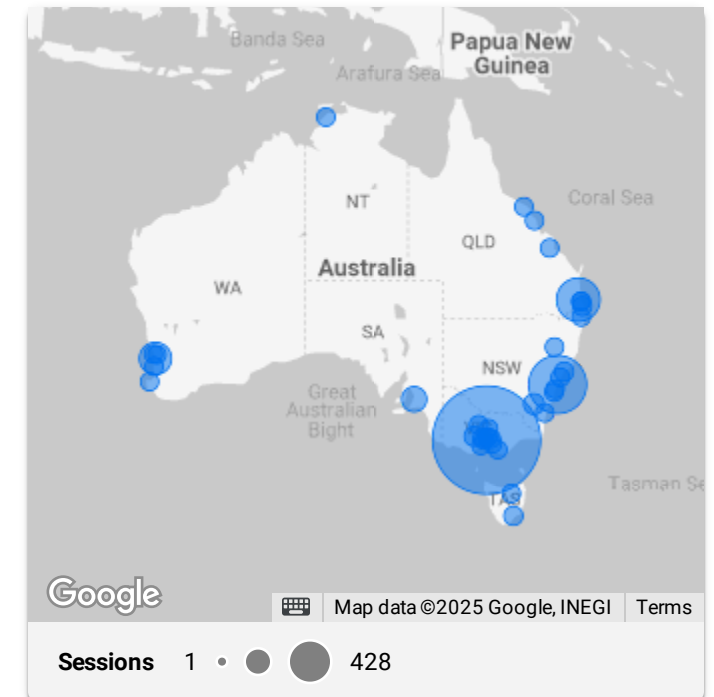
### Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
desktop	1,048	594	56.68%	43.32%	00:03:43	16
mobile	251	152	60.56%	39.44%	00:03:07	20
tablet	6	3	50%	50%	00:01:24	0

### Location

City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Melbourne	428	302	70.56%	29.44%	00:04:11	19
(not set)	194	22	11.34%	88.66%	00:00:24	2
Sydney	190	114	60%	40%	00:04:30	7
Brisbane	121	83	68.6%	31.4%	00:04:49	3
Perth	68	44	64.71%	35.29%	00:03:35	1
Adelaide	34	25	73.53%	26.47%	00:01:59	0
Canberra	13	10	76.92%	23.08%	00:02:00	0
Hong Kong	13	9	69.23%	30.77%	00:01:39	0



## Keyword Rankings Overview

### Keyword Ranking

Percent in Top 10

6.78

↓ -10.3%

Average Postion

85.79

↑ 1.0%

Rankings Increased

16

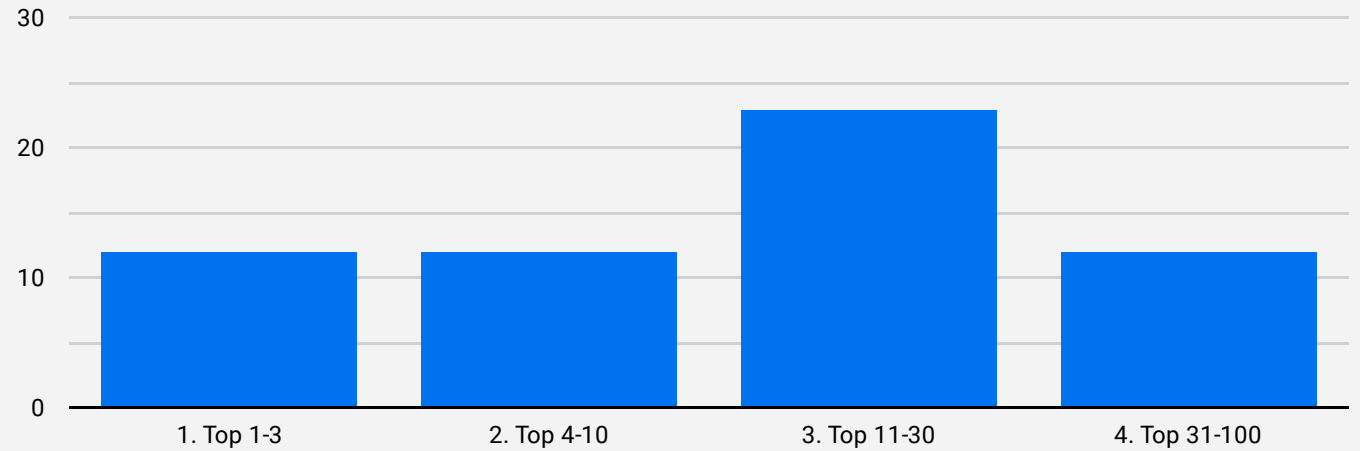
↓ -5.9%

Rankings Decreased

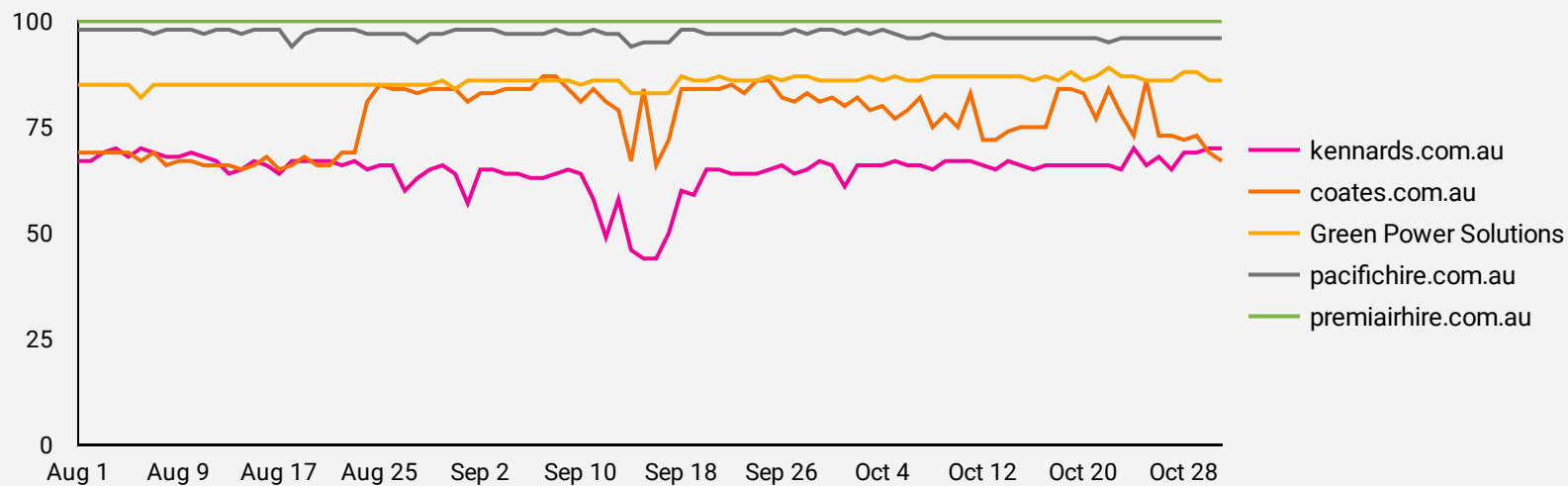
18

↑ 5.9%

### Keywords Distribution



### Competitor Average Position



Competitor	Organic ranking
kennards.com.au	64.57
coates.com.au	76.75
Green Power Solutions	85.79
pacifichire.com.au	96.90
premiairhire.com.au	100.00

Note: The lower the average ranking the better

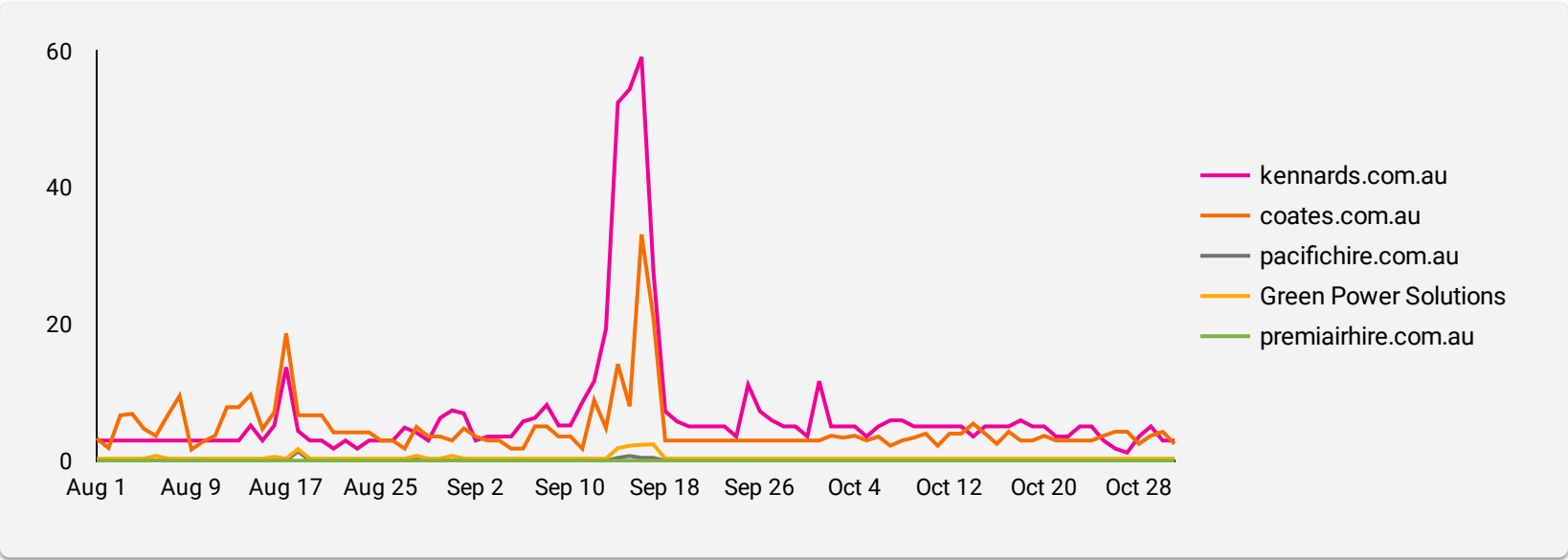
Keyword Rankings

Keyword	Organic ranking <sup>▲</sup>	Search vol.	Ranking Dynamics
green power energy solutions	1	10	0
green generator	1	20	0
hybrid generator battery systems	1	10	0
green power solutions	1	210	0
green energy generator	2	50	1
biodiesel generator	2	70	0
biofuel generator	2	70	0
greenpower generators	2	40	0
green energy generators	2	50	2
green power generator	2	30	0
biodiesel generators	3	70	-1
green power generators australia	3	10	0
green power gas generator	4	10	0
bio power generator	4	10	-2
biodiesel unit	6	10	5
clean energy generator	6	50	0
hydraulic light tower	9	10	91
green power company	9	140	29
Hybrid Lighting	9	50	6
hybrid generators	10	140	11
alternative energy generator	10	20	7
hybrid light tower	10	30	26
used portable diesel generators for ...	10	10	1
big generators	11	140	14
second hand generators	11	90	27
fuel storage systems	13	10	6
second hand genset for sale	14	170	0
green power system	15	10	0
large generators	16	140	1
generator hybrid	16	140	0
generators for sale second hand	16	210	18
high power generators for sale	16	10	7
hybrid generator	17	140	-5
hybrid diesel generator	17	10	2
large generator	19	140	2
gasoline storage tanks	20	50	5
power generator for sale	20	40	80
50kva generator for sale	20	30	10



## Competitors

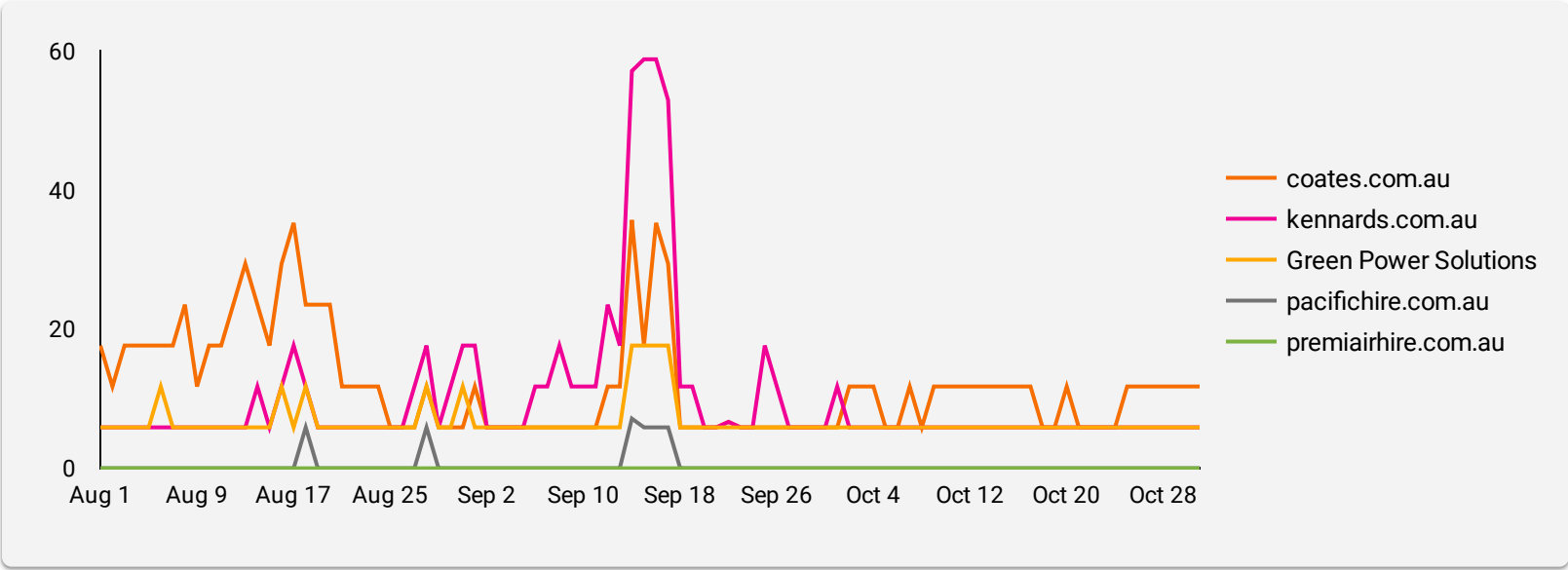
### Competitor - Search Visibility



Competitor	Search visibility ▾
kennards.com.au	6.74
coates.com.au	4.74
pacifichire.com.au	0.63
Green Power Solutio...	0.41
premiairhire.com.au	0.00

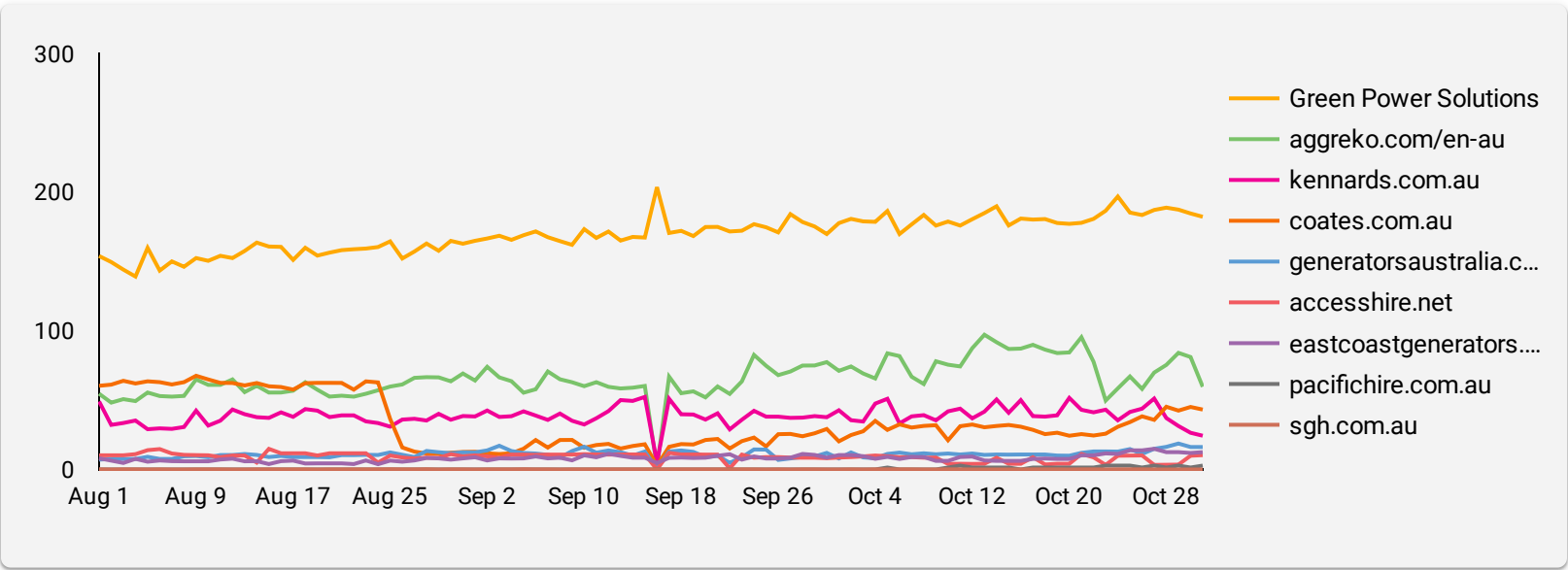
### Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
coates.com.au	12.03
kennards.com.au	10.09
Green Power Solutions	6.71
pacifichire.com.au	0.40
premiairhire.com.au	0.00



Competitors

Competitor - Estimated Traffic



Competitor	Traffic forecast ▾
Green Power Solutions	169.66
aggreko.com/en-au	65.72
kennards.com.au	38.56
coates.com.au	33.90
generatorsaustralia.c...	10.98
accesshire.net	9.07