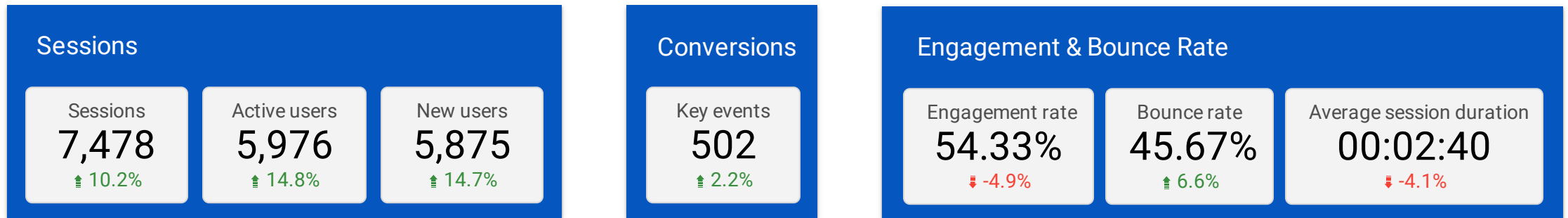
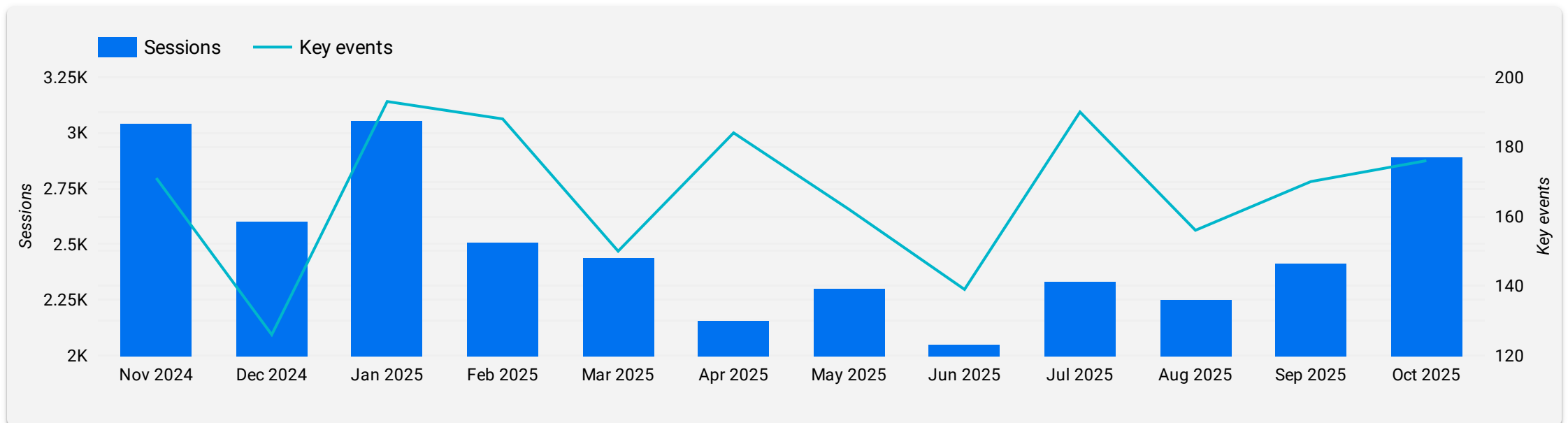


## Overview



## Month to Month

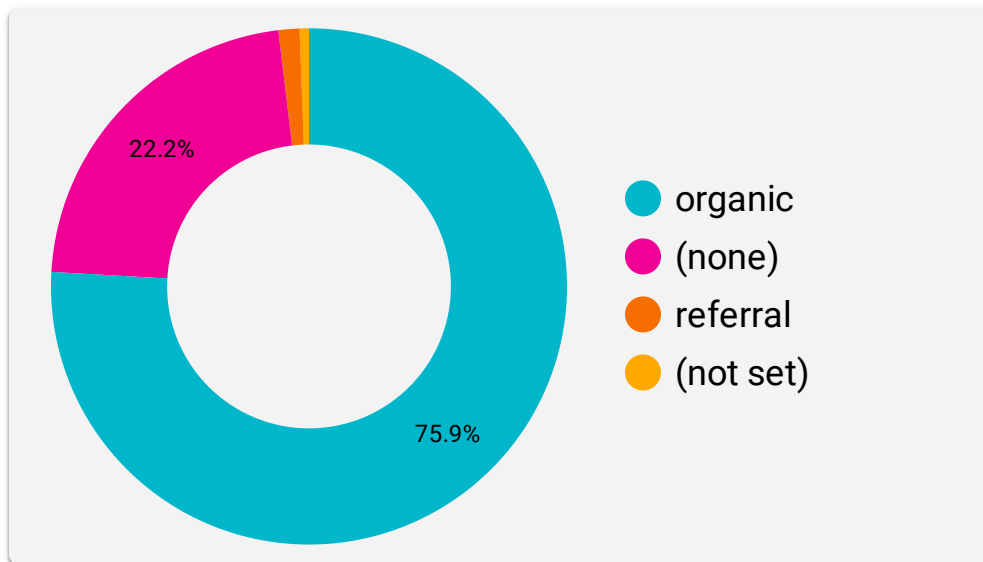


## Source

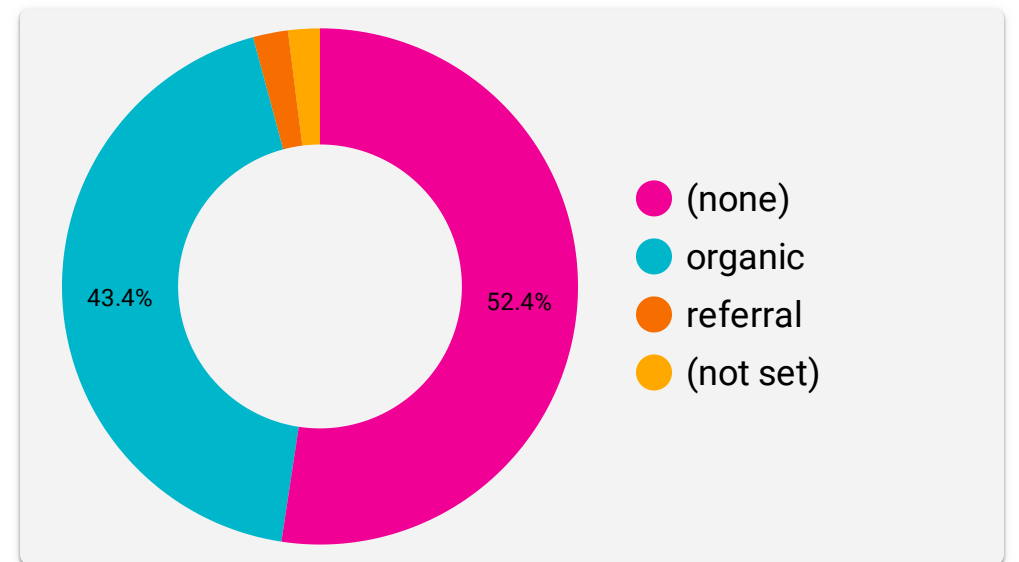
### Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
organic	5,702	3,383	59.33%	40.67%	00:02:36	218
(none)	1,668	597	35.79%	64.21%	00:02:46	263
referral	99	66	66.67%	33.33%	00:03:46	11
(not set)	44	13	29.55%	70.45%	00:01:38	10

### Sessions per Source



### Conversions per Source



## Organic Search

### Sessions

Sessions  
**5,702**  
↑ 3.9%

Active users  
**4,403**  
↑ 4.8%

New users  
**4,284**  
↑ 3.9%

### Conversions

Key events  
**218**  
↓ -9.2%

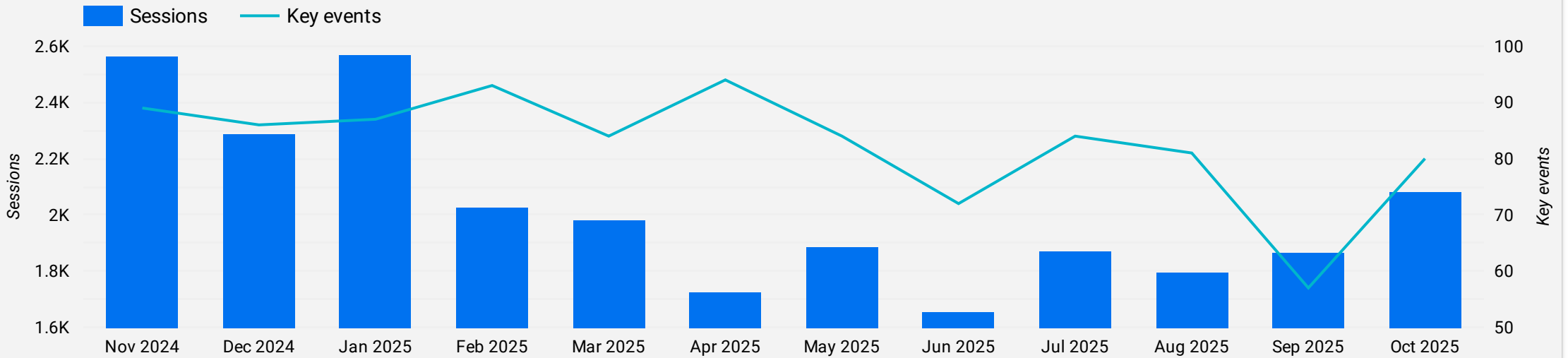
### Engagement & Bounce Rate

Engagement rate  
**59.33%**  
↓ -1.5%

Bounce rate  
**40.67%**  
↑ 2.2%

Average session duration  
**00:02:36**  
↓ -0.4%

## Month to Month



## Key Events

### Conversions

Key events

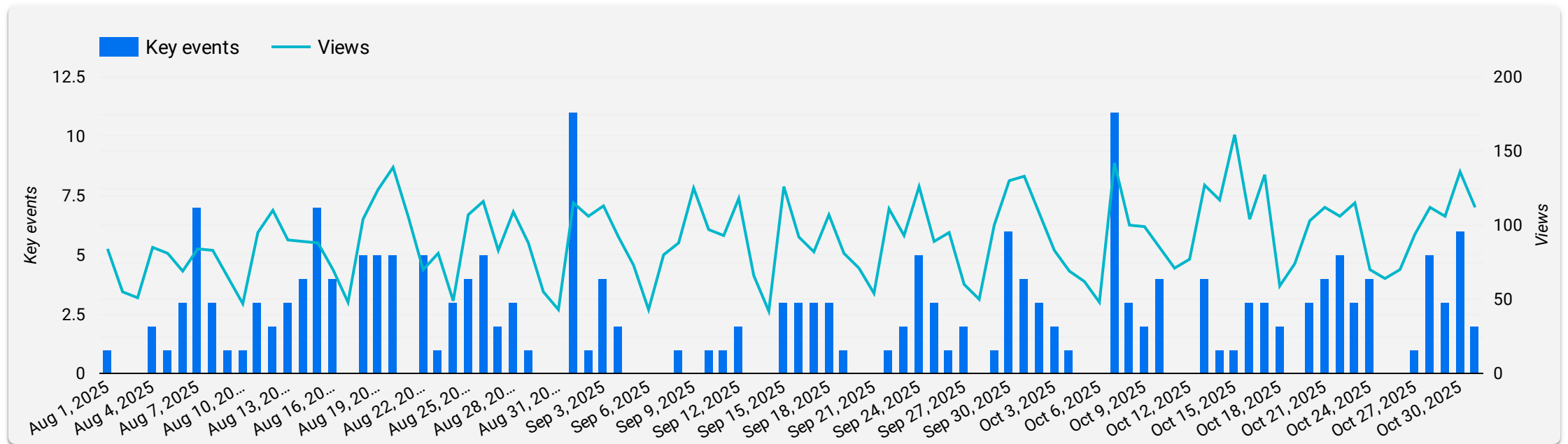
218

↓ -9.2%

### Website Conversion Type

Event name	Key events
GA4 Event - Phone Number T...	159
contact_us_form_submission	59

## Conversions vs Views



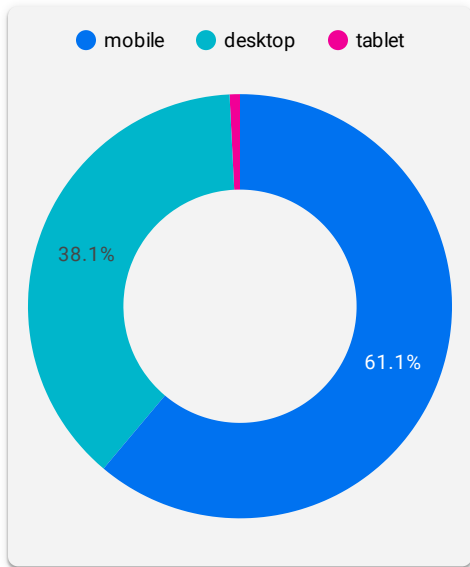
## Top Pages

### Top 20 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	3,069	1,877	61.16%	38.84%	00:01:53	70
/recurrent-tonsillitis/	1,016	541	53.25%	46.75%	00:01:34	2
/kogarah/	485	319	65.77%	34.23%	00:01:53	52
/patient-registration/	463	309	66.74%	33.26%	00:05:33	7
/about-dr-julia-crawford/	427	337	78.92%	21.08%	00:01:33	8
/paediatric-ent-conditions/	378	268	70.90%	29.10%	00:01:49	8
/sinus-disease/	378	206	54.50%	45.50%	00:01:46	2
/contact-dr-julia-crawford/	346	263	76.01%	23.99%	00:02:00	22
/our-team/	313	255	81.47%	18.53%	00:01:49	1
/darlinghurst/	288	206	71.53%	28.47%	00:01:26	10
/thank-you/	284	252	88.73%	11.27%	00:01:20	299
/snoring/	240	168	70.00%	30.00%	00:02:11	2
/snoring-sleep-apnea-surgery/	199	146	73.37%	26.63%	00:01:46	4
/hospitals/	191	138	72.25%	27.75%	00:01:59	0
/patient-information/	188	155	82.45%	17.55%	00:01:45	1
/obstructive-sleep-apnoea/	184	133	72.28%	27.72%	00:02:28	0
/upload-zone/	180	124	68.89%	31.11%	00:02:44	1
/adult-neck-lumps-what-to-be-aware-of-and-when-to-get-them-checked/	170	105	61.76%	38.24%	00:01:51	0
/thyroid-disorder-specialist-doctor-sydney/	170	113	66.47%	33.53%	00:01:15	3
/general-ent-surgery/	156	121	77.56%	22.44%	00:03:00	3

## Device & Location

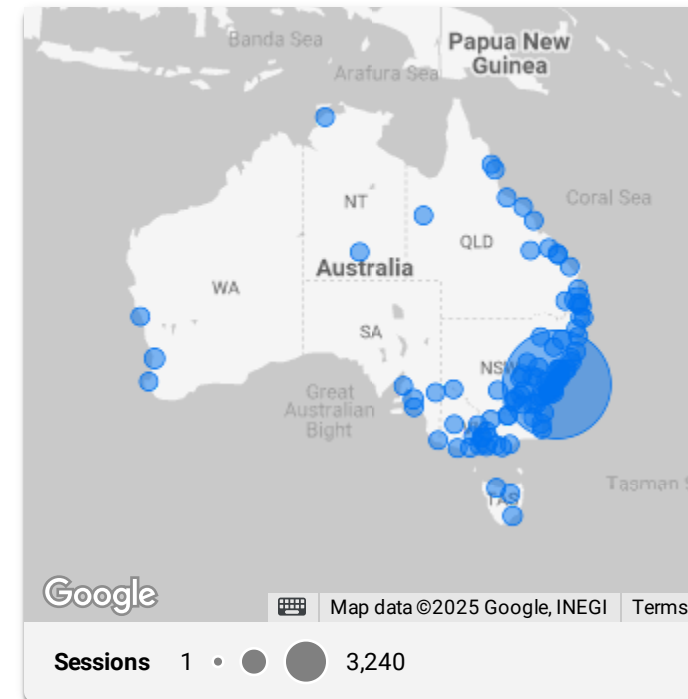
### Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	3,486	2,000	57.37%	42.63%	00:02:20	153
desktop	2,172	1,425	65.61%	34.39%	00:03:02	64
tablet	45	32	71.11%	28.89%	00:02:37	1

### Location

Town/City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	3,240	2,122	65.49%	34.51%	00:02:58	155
Melbourne	239	136	56.90%	43.10%	00:02:40	4
Brisbane	234	133	56.84%	43.16%	00:02:05	5
(not set)	186	72	38.71%	61.29%	00:01:32	5
Perth	72	44	61.11%	38.89%	00:02:07	0
Wollongong	62	42	67.74%	32.26%	00:01:49	4
Adelaide	58	41	70.69%	29.31%	00:01:19	0
Central Coast	49	39	79.59%	20.41%	00:03:01	4
Canberra	41	32	78.05%	21.95%	00:03:01	1



## Keyword Rankings Overview

### Keyword Ranking

Percent in Top 10

**84.16**

↑ 20.4%

Average Postion

**3.13**

↑ 39.8%

Rankings Increased

**19**

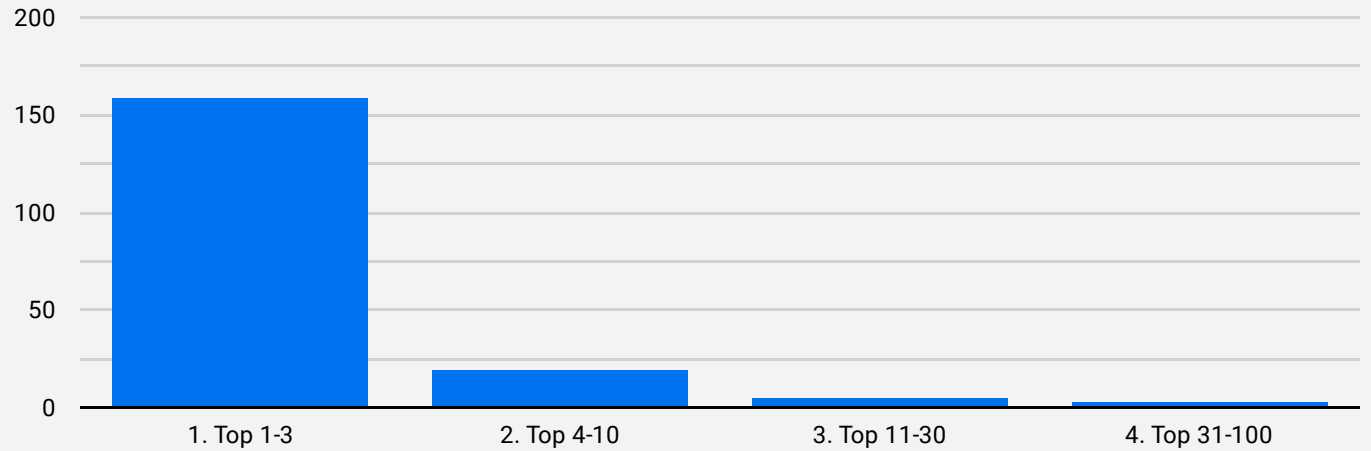
↑ 46.2%

Rankings Decreased

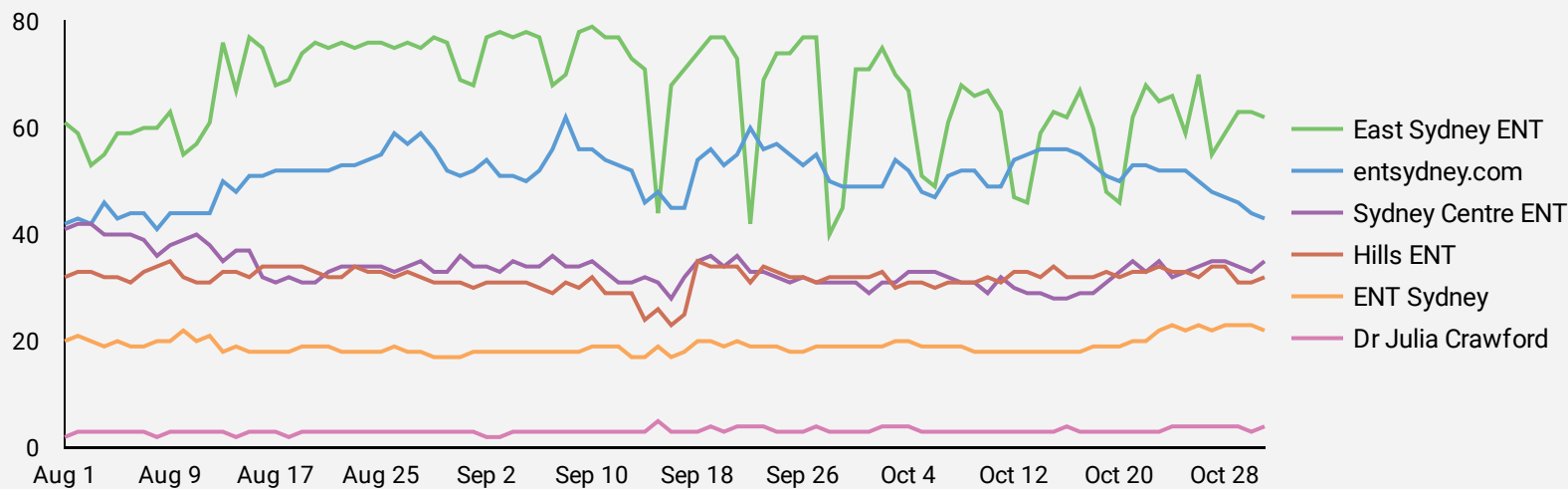
**36**

↑ 260.0%

### Keywords Distribution



### Competitor Average Position



Competitor	Organic ranking ▾
East Sydney ENT	66.4
entsydney.com	51.01
Sydney Centre ENT	33.54
Hills ENT	31.77
ENT Sydney	19.09
Dr Julia Crawford	3.13

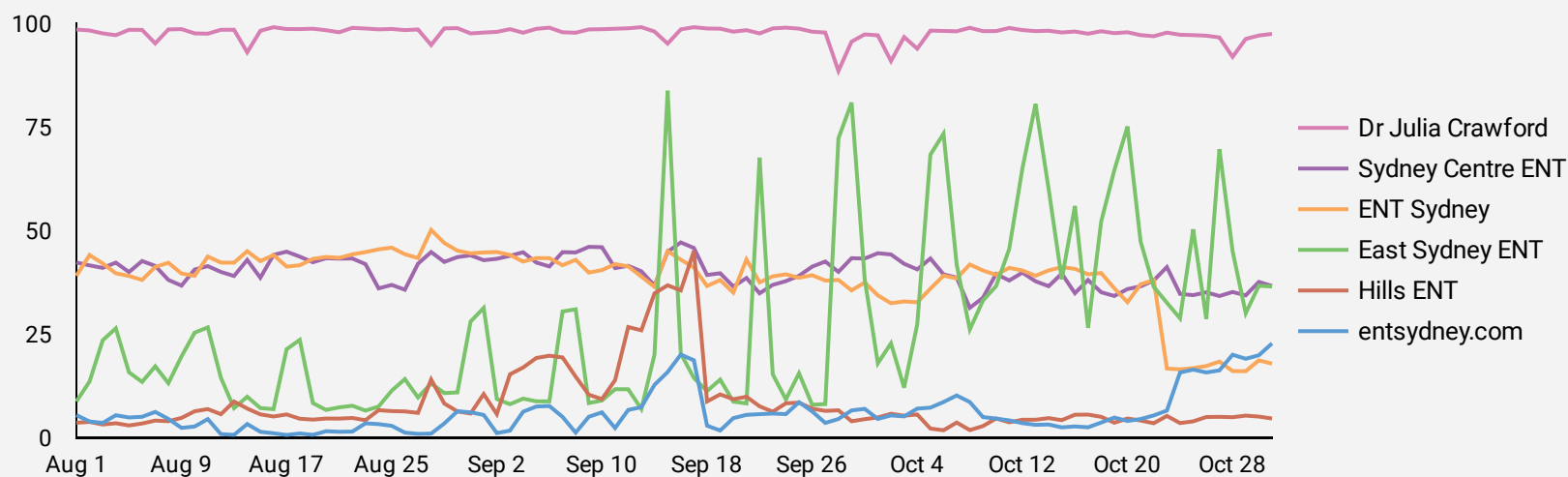
Keyword Rankings

Keyword	Organic ranking <sup>▲</sup>	Search vol.	Ranking Dynamics
ent specialist dr	1	320	0
pediatric ear nose and throat specia...	1	390	0
otolaryngologist sydney	1	90	0
throat doctor near me	1	170	0
paediatric ent specialist sydney	1	110	2
best paediatric ent sydney	1	70	0
pediatric ent near me	1	110	0
paediatric ent sydney	1	110	0
ear nose throat specialist sydney	1	880	0
ent doctor sydney	1	2,400	0
ent specialist sydney	1	2,400	0
ent surgeon sydney	1	140	0
ent surgeons sydney	1	140	0
ent sydney	1	880	0
nose specialist sydney	1	50	0
pediatric ent	1	390	0
pediatric ent specialist near me	1	90	0
pediatric ent sydney	1	110	1
sinus specialist sydney	1	40	0
ear nose and throat doctors near me	1	1,000	0
ear nose and throat specialist near ...	1	2,900	2
ear specialist sydney	1	210	0
ent paediatric	1	390	1
ent specialist for kids near me	1	0	0
ent surgeons near me	1	0	0
kids ent specialist	1	0	0
pediatric ent specialist	1	390	1
sinusitis doctor near me	1	40	0
tonsil specialist	1	170	0
ent for kids	1	0	0
ent paediatric specialist	1	90	1
paediatric ent doctor	1	10	0
pediatric otolaryngology near me	1	110	0
tonsillitis specialists	1	170	0
nasal specialist	1	260	0
paediatric otolaryngologist	1	20	0
head and neck specialist near me	1	10	0
paediatric ent near me	1	110	0
snoring doctor specialist near me	1	70	0
ent specialist near me	1	2,900	0
nose and throat specialist	1	140	0
ent ear specialist	1	140	0
nose throat ear doctor near me	1	170	0
throat specialist	1	210	0
nose doctor	1	210	0
tonsillectomy specialist	1	260	0
nose specialist	1	260	0
ear surgery sydney	1	260	0
best ent specialist sydney	1	590	0
otolaryngologist	1	90	0
ear throat specialist	1	90	0
ear and nose specialist	1	90	0
ent pediatric specialist near me	1	110	0
ear specialist	1	140	0
nose specialist near me	1	140	0
ent specialist doctor	1	320	0
ent specialist pediatric	1	390	0
sinus doctor	1	90	0
pediatric ear nose and throat doctor	1	10	0
pediatric otolaryngologist near me	1	140	0
ear nose and throat pediatric	1	90	0
ear nose throat pediatric	1	90	0
ear nose throat pediatrician	1	90	0
paediatric ear nose throat specialist	1	90	1
pediatric ear nose throat	1	390	0
pediatric ear nose and throat	1	390	1
ent pediatric specialist	1	480	0
paediatric ent specialist near me	1	50	0
sinusitis specialist near me	1	50	0
sinus specialist near me	1	50	0
sinus doctor near me	1	40	0
ent surgeon	1	880	0
ent specialist	1	6,600	0
ent doctor for snoring	1	10	0
ent surgeon near me	1	140	0
snoring doctor near me	1	70	1
snore doctor	1	110	0
paediatric ent surgeon	1	20	1
ear mouth throat doctor	1	10	0
ent doctors near me	1	170	0
ear hearing doctor	1	210	0
ent surgeons	1	440	2
ear nose throat physician	1	10	0
ent cancer specialist	1	10	0
ear specialists	1	1,000	0
pediatric ent surgeon	1	20	1
ent pediatrician	1	90	0
ear nose and throat doctor near me	1	1,000	0
sinusitis specialists	1	260	0
sinus specialist	1	260	2
ent near me	1	2,400	0
pediatric otolaryngologist	1	20	0



## Competitors

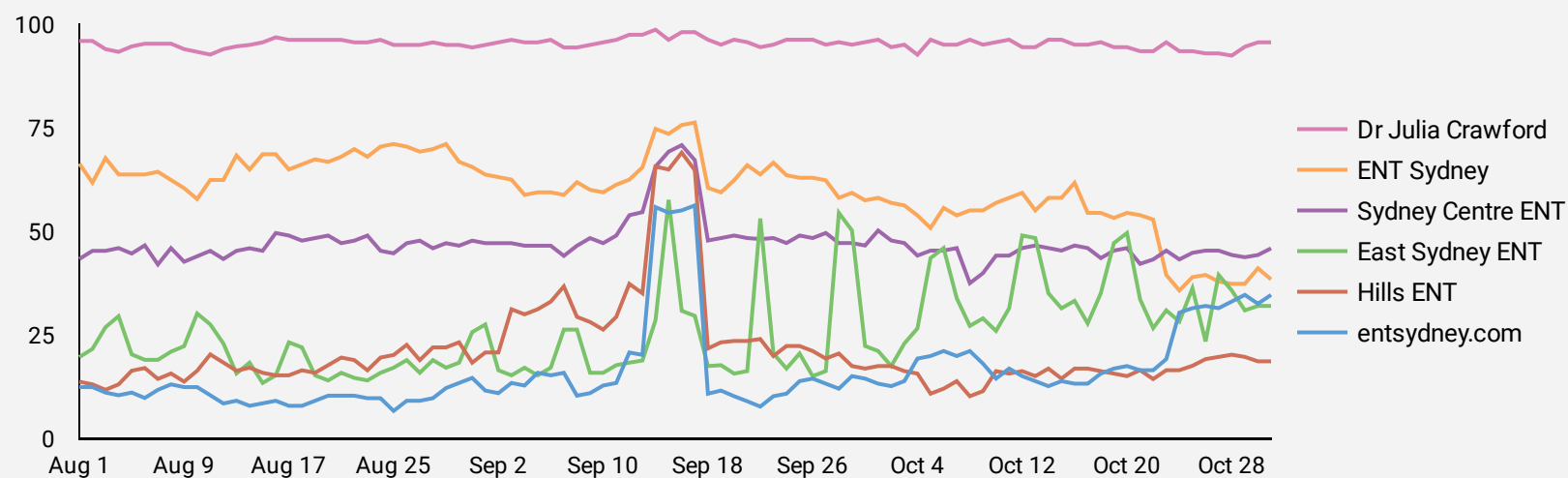
### Competitor - Search Visibility



Competitor	Search visibility ▾
Dr Julia Crawford	97.64
Sydney Centre E...	40.16
ENT Sydney	38.36
East Sydney ENT	26.96
Hills ENT	8.28
entsydney.com	6

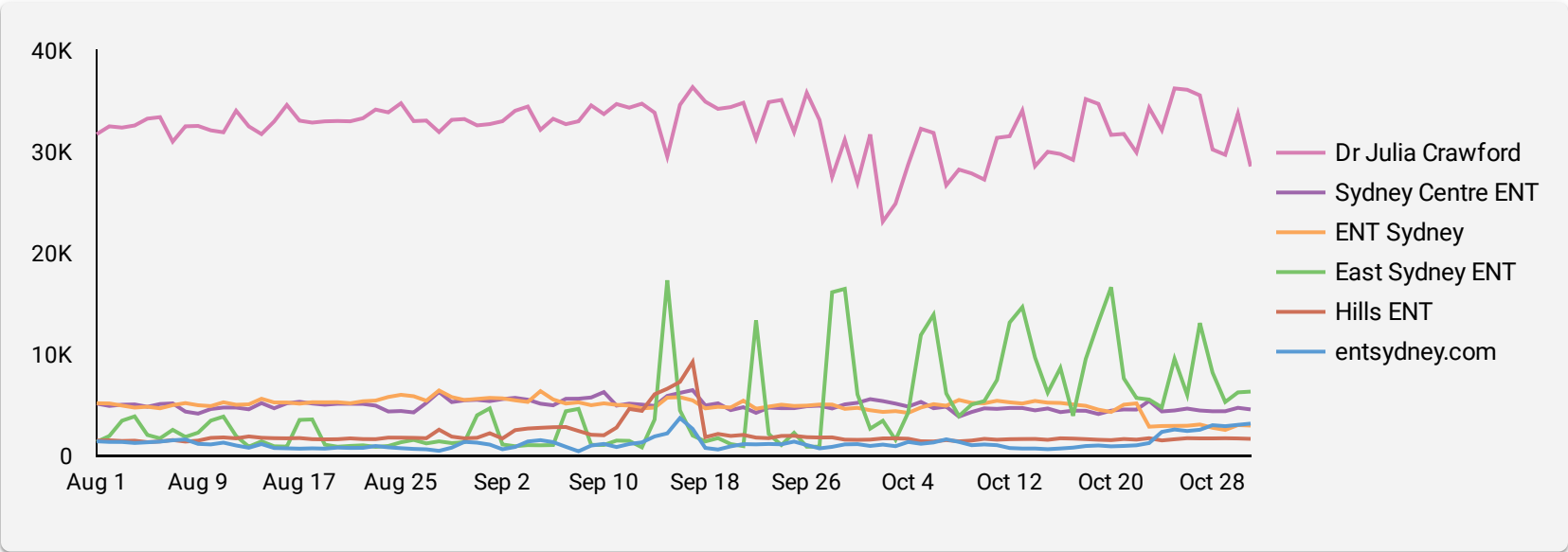
### Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
Dr Julia Crawford	95.38
ENT Sydney	60.16
Sydney Centre ENT	47.31
East Sydney ENT	25.86
Hills ENT	21.43
entsydney.com	16.55



Competitors

Competitor - Estimated Traffic



Competitor	Traffic foreca... ▾
Dr Julia Crawford	32,340.49
Sydney Centre ENT	4,957.2
ENT Sydney	4,945.51
East Sydney ENT	4,532.94
Hills ENT	2,093.03
entsydney.com	1,255.87