

Overview

Sessions

Sessions
38,509
↑ 4.4%

Active users
23,181
↑ 2.7%

New users
22,525
↑ 3.4%

Conversions

Key events
1,582
↑ 30.7%

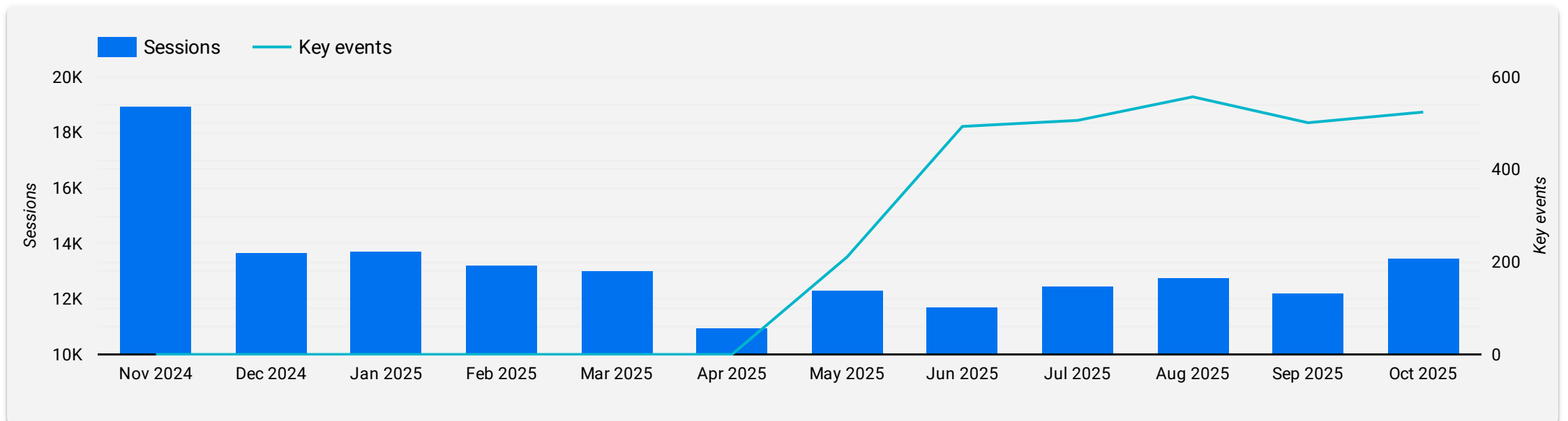
Engagement & Bounce Rate

Engagement rate
48.61%
↓ -4.4%

Bounce rate
51.39%
↑ 4.6%

Average session duration
00:02:48
↑ 0.7%

Month to Month

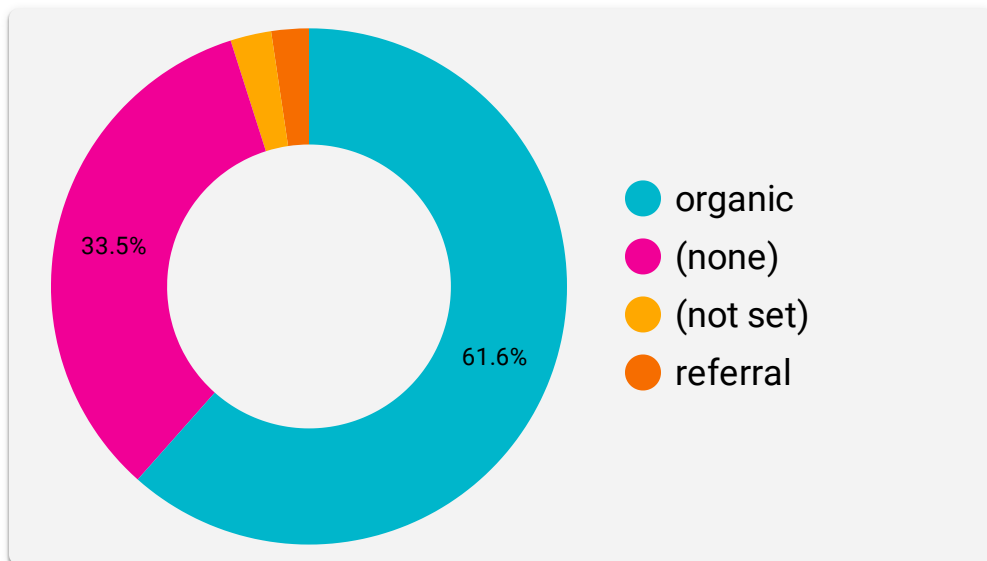


Source

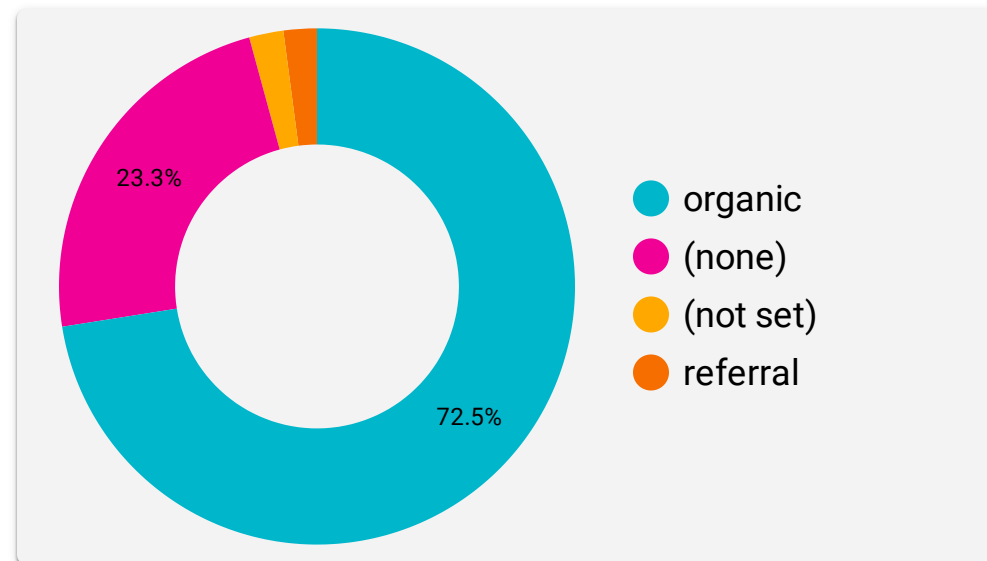
Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
organic	23,321	13,414	57.52%	42.48%	00:03:07	1,147
(none)	12,705	4,277	33.66%	66.34%	00:02:11	368
(not set)	971	464	47.79%	52.21%	00:02:30	34
referral	891	506	56.79%	43.21%	00:05:25	33

Sessions per Source



Conversions per Source



Organic Search

Sessions

Sessions	Active users	New users
23,321	14,026	13,030
↑ 3.4%	↑ 4.6%	↑ 3.2%

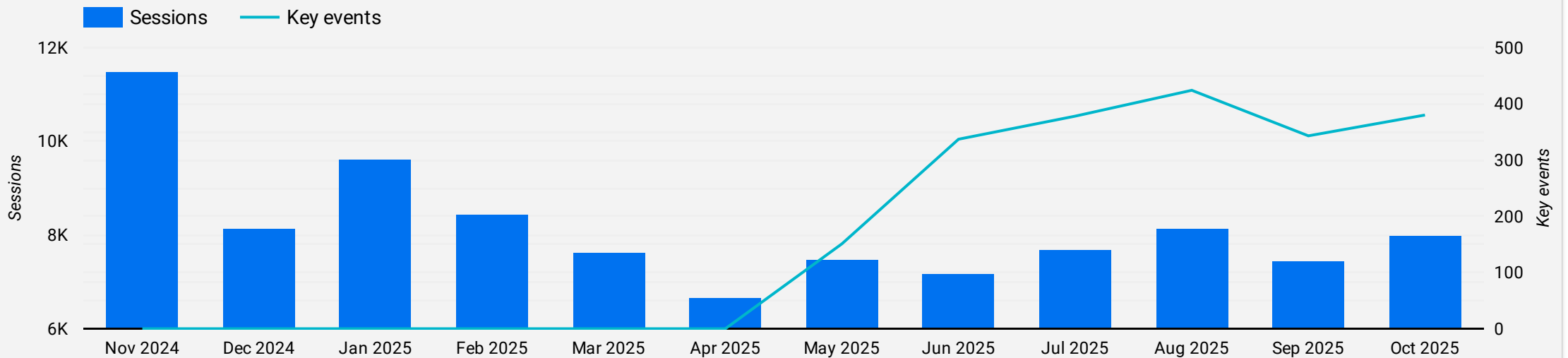
Conversions

Key events
1,147
↑ 32.4%

Engagement & Bounce Rate

Engagement rate	Bounce rate	Average session duration
57.52%	42.48%	00:03:07
↓ -2.1%	↑ 3.0%	↑ 0.6%

Month to Month



Key Events

Conversions

Key events

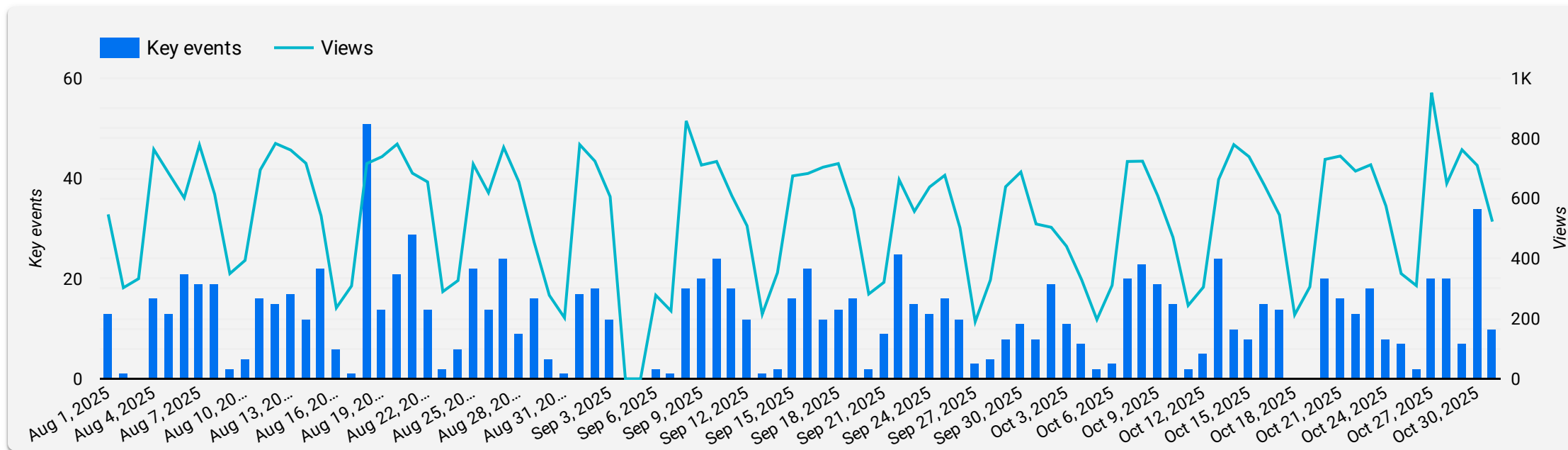
1,147

↑ 32.4%

Website Conversion Type

Event name	Key events ▾
Phone Number Click	1,086
Contact Us Form Submission	52
Email Link Click	9

Conversions vs Views



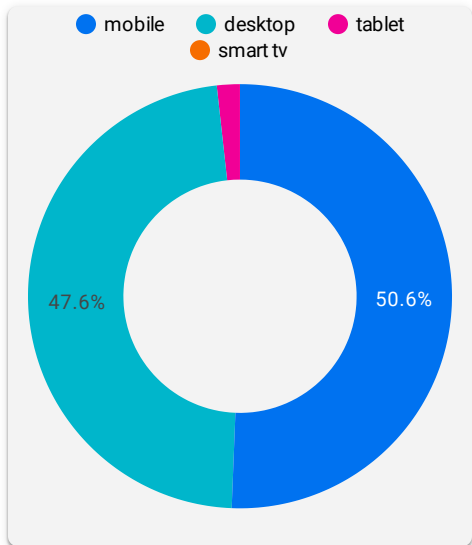
Top Pages

Top 10 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	7,884	6,184	78.44%	21.56%	00:01:33	158
/patient-online-admission/	4,145	2,721	65.65%	34.35%	00:02:50	33
/specialists/	1,925	1,819	94.49%	5.51%	00:00:52	9
/parking-public-transport/	1,199	786	65.55%	34.45%	00:01:39	3
/visitors/	1,074	779	72.53%	27.47%	00:01:29	8
/patient-information/	934	902	96.57%	3.43%	00:02:03	6
/contact-lakeview-private-hospital/	828	630	76.09%	23.91%	00:02:13	25
/hospital-overview/	770	665	86.36%	13.64%	00:01:43	6
/pre-admission-clinic/	747	669	89.56%	10.44%	00:01:22	31
/specialist/dr-sanjay-adusumilli/	635	364	57.32%	42.68%	00:02:13	47

Device & Location

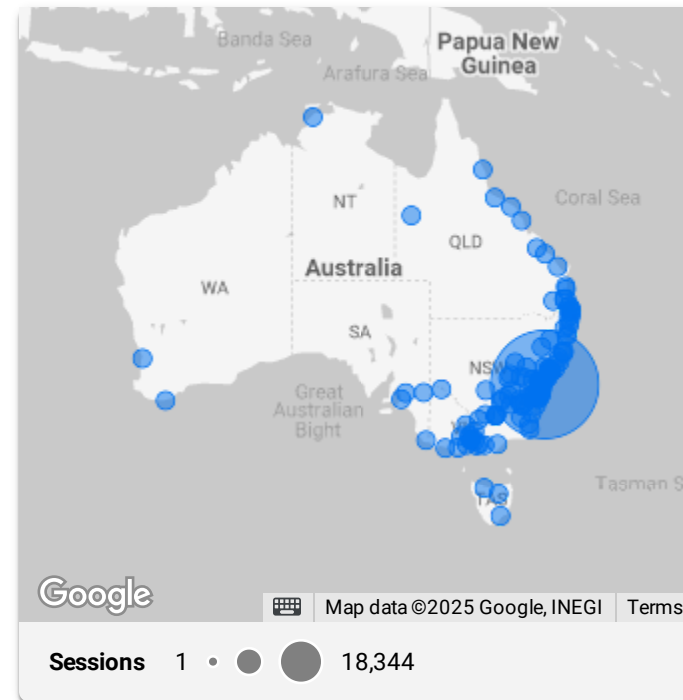
Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	11,861	6,169	52.01%	47.99%	00:02:21	986
desktop	11,158	6,951	62.3%	37.7%	00:03:55	153
tablet	410	260	63.41%	36.59%	00:02:52	8

Location

Town/City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	18,344	11,011	60.03%	39.97%	00:03:14	878
Melbourne	536	317	59.14%	40.86%	00:02:52	15
Brisbane	508	300	59.06%	40.94%	00:02:16	30
(not set)	259	114	44.02%	55.98%	00:01:35	7
Central Co...	224	139	62.05%	37.95%	00:01:59	8
Wollongong	219	125	57.08%	42.92%	00:02:05	21



Keyword Rankings Overview

Keyword Ranking

Percent in Top 10

51.72

↑ 110.5%

Average Postion

11.18

↑ 52.9%

Rankings Increased

14

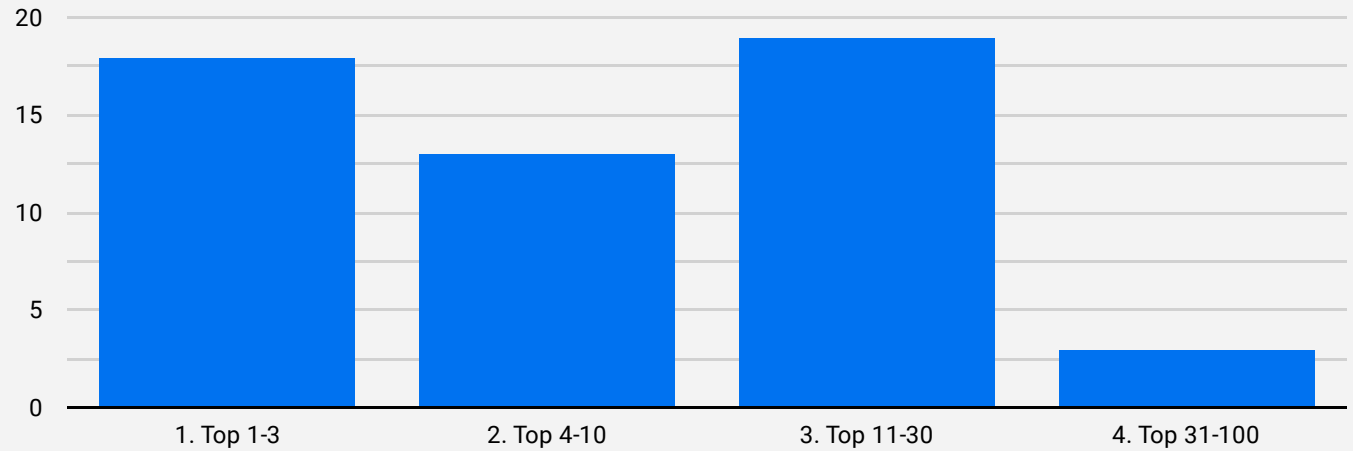
↑ 366.7%

Rankings Decreased

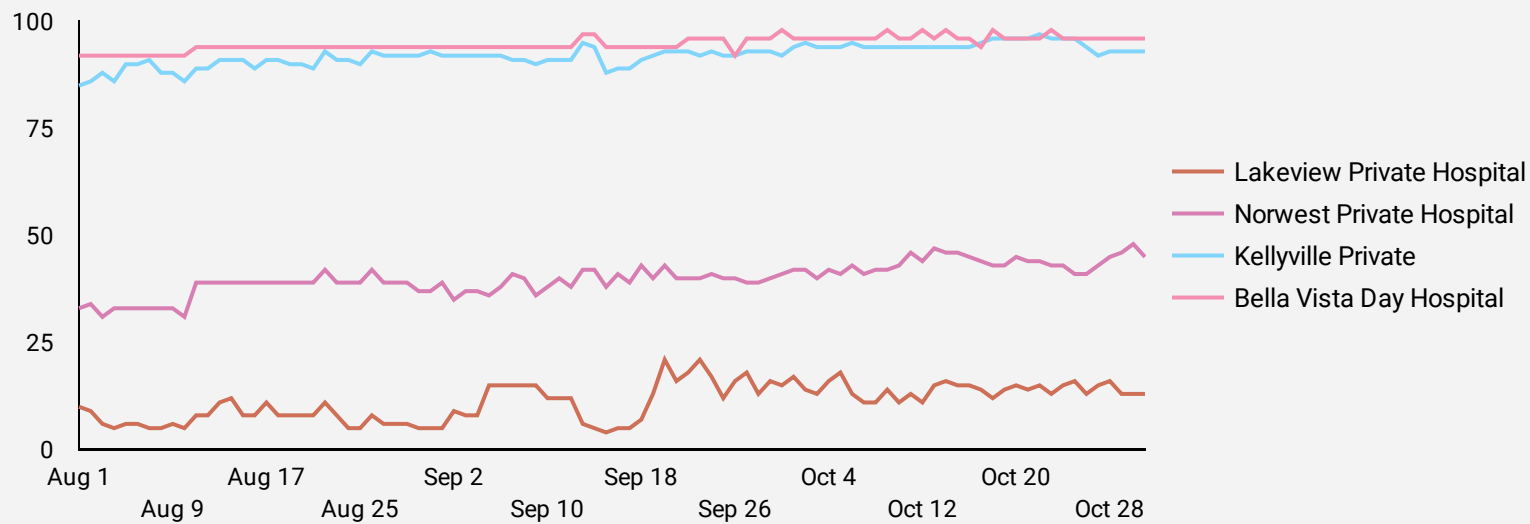
10

↑ 100.0%

Keywords Distribution



Competitor Average Position



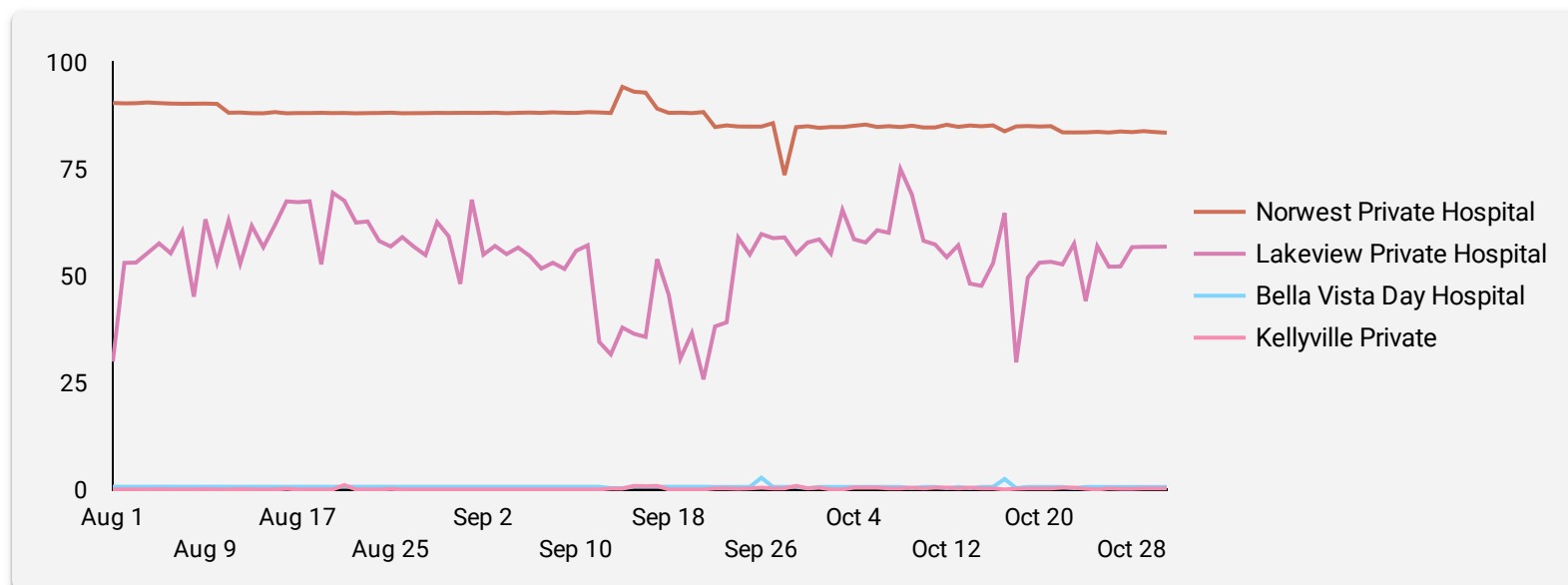
Competitor	Organic ranking ▴
Lakeview Private Hospital	11.18
Norwest Private Hospital	40.01
Kellyville Private	92.07
Bella Vista Day Hospital	94.78

Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
hospital for specialist surgery	1	90	0
private hospitals in nsw australia	1	210	1
orthopedic hospital	1	70	0
private hospital sydney	1	1,300	0
lakeview respiratory clinic	1	10	0
private hospitals nsw	1	210	1
lakeview medical centre	1	90	0
lakeside private hospital	1	170	0
sydney sports physio and rehab	2	480	0
private hospital near me	2	160	0
private hospital pharmacy	2	30	0
baulkham hills hospital	3	170	8
circle of care	3	320	0
private hospital with emergency ne...	3	210	0
private emergency hospital near me	3	590	0
norwest private hospital pharmacy	3	40	-1
norwest hospital sydney	3	70	7
private hospital	3	8,100	-1
specialist services norwest	4	110	0
sydney specialist suites	4	140	0
sydney bariatric clinic	5	480	-1
norwest private hospital	5	33,100	6
sydney sports physio	5	140	0
bariatric clinic	6	40	1
norwest private hospital imaging	6	30	0
north west private hospital	7	14,800	0
private oral surgeon	7	10	1
northwest private hospital	7	370	0
pharmacy norwest	7	320	0
private physiotherapy	9	110	0
orthopedic surgeon norwest	10	110	0
private health clinic	11	590	0
sydney private hospital	12	4,400	1
norwest specialists	12	90	0
rehab physio	12	320	0
sports physio sydney	13	390	0

Competitors

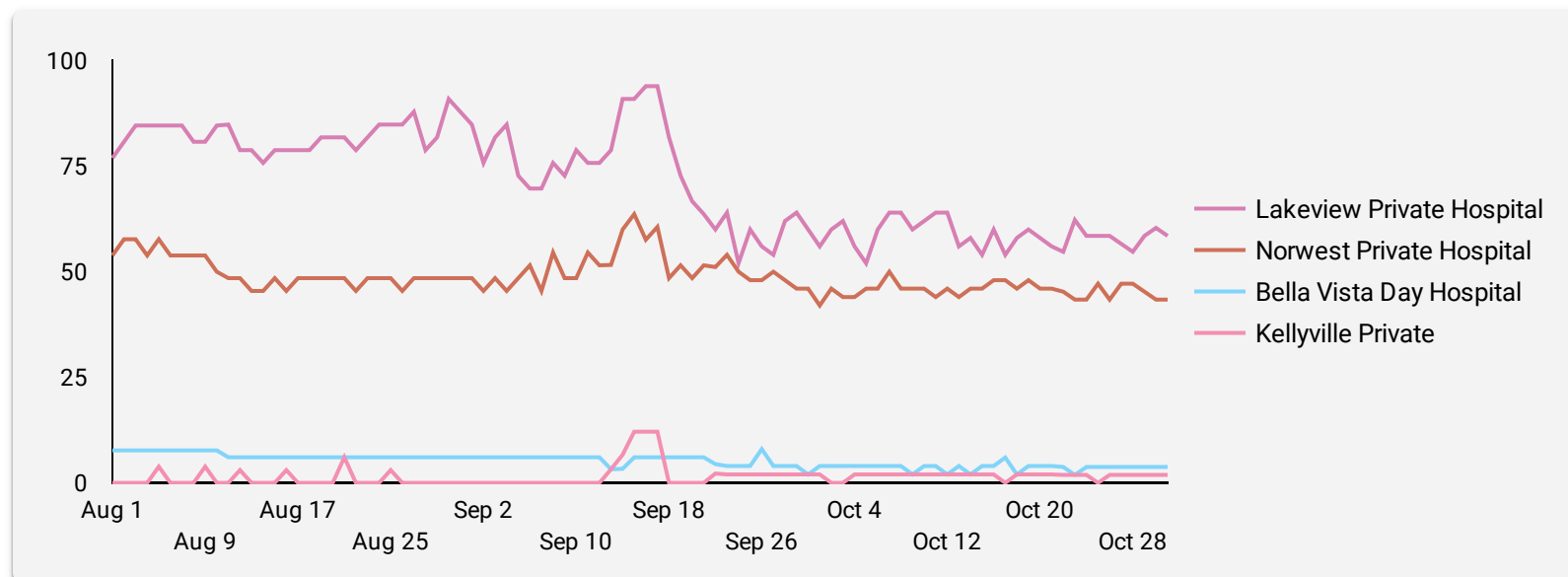
Competitor - Search Visibility



Competitor	Search visibility ▾
Norwest Private Hospital	86.88
Lakeview Private Hospit...	54.22
Bella Vista Day Hospital	0.63
Kellyville Private	0.33

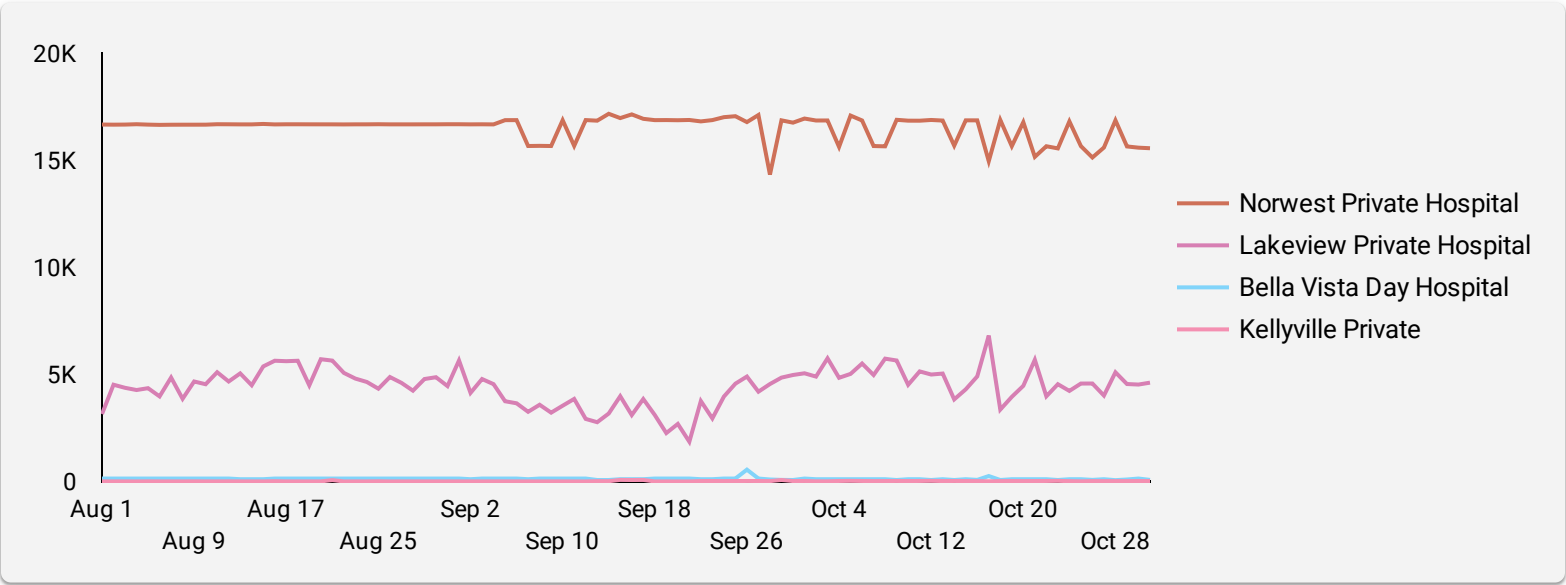
Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
Lakeview Private Hospit...	71.21
Norwest Private Hospital	48.78
Bella Vista Day Hospital	5.2
Kellyville Private	1.53



Competitors

Competitor - Estimated Traffic



Competitor	Traffic forecast
Norwest Private Hospital	16,510.38
Lakeview Private Hospital	4,436.77
Bella Vista Day Hospital	122.32
Kellyville Private	13.76