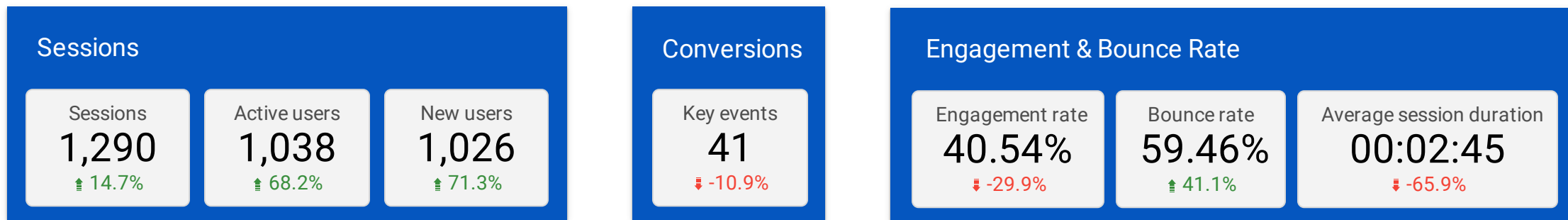
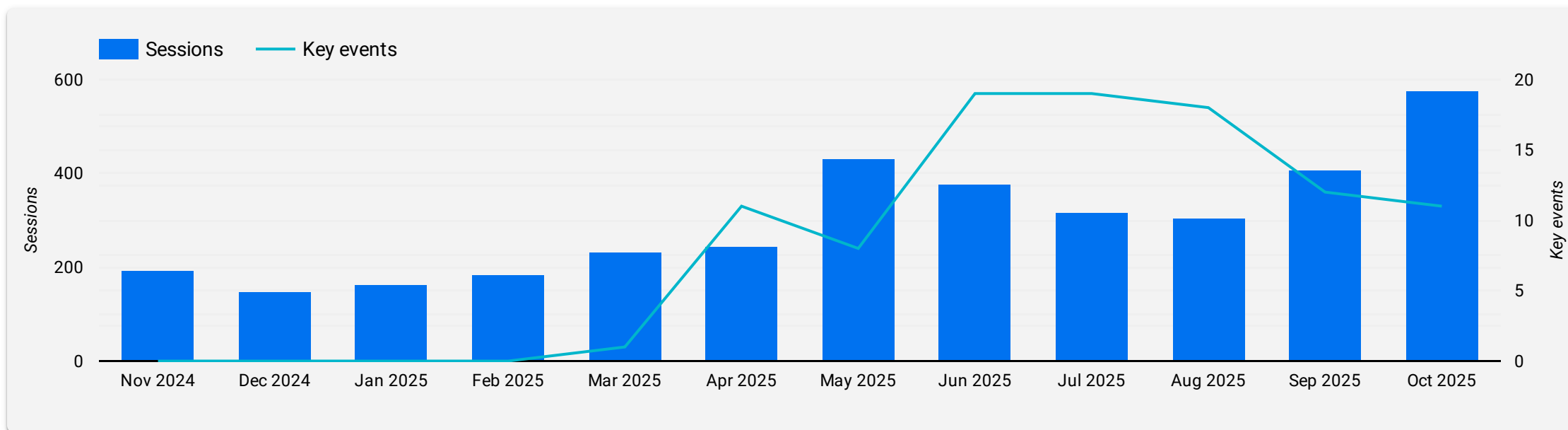


## Overview



## Month to Month

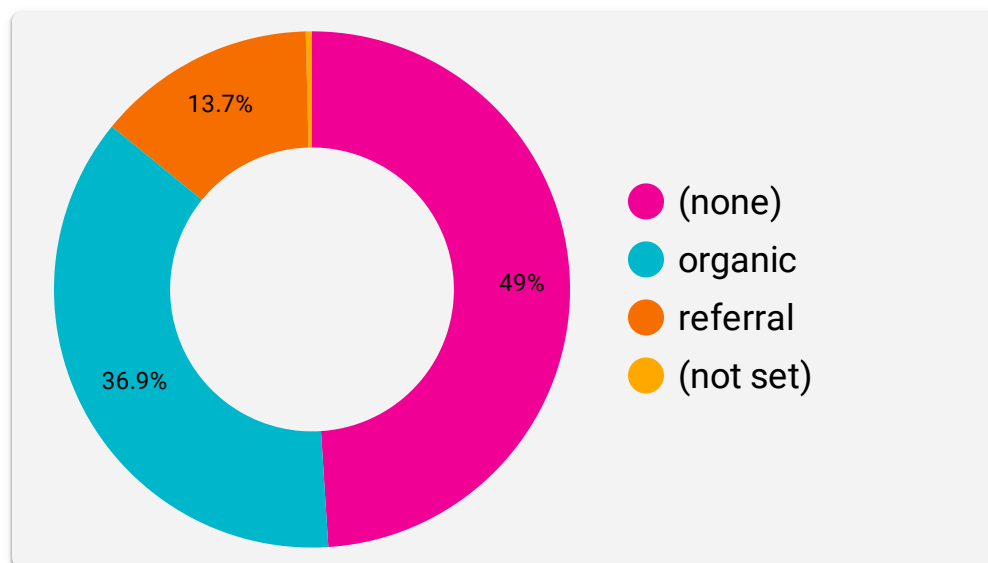


## Source

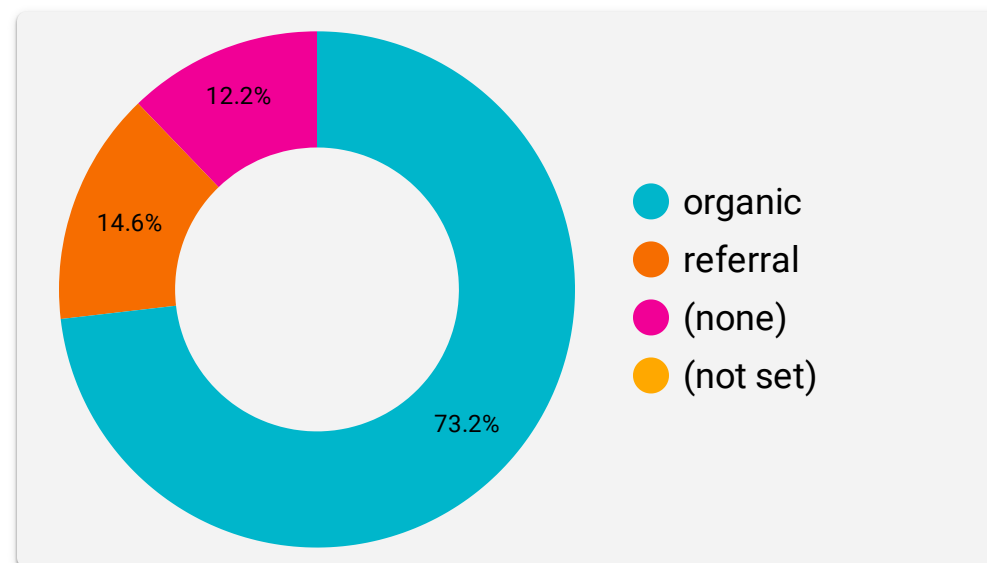
### Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
(none)	631	88	13.95%	86.05%	00:01:15	5
organic	475	310	65.26%	34.74%	00:03:30	30
referral	177	124	70.06%	29.94%	00:06:09	6
(not set)	5	0	0%	100%	00:00:00	0

### Sessions per Source



### Conversions per Source



## Organic Search

### Sessions

Sessions  
**475**  
↓ -2.7%

Active users  
**354**  
↑ 26.9%

New users  
**345**  
↑ 31.2%

### Conversions

Key events  
**30**  
↑ 76.5%

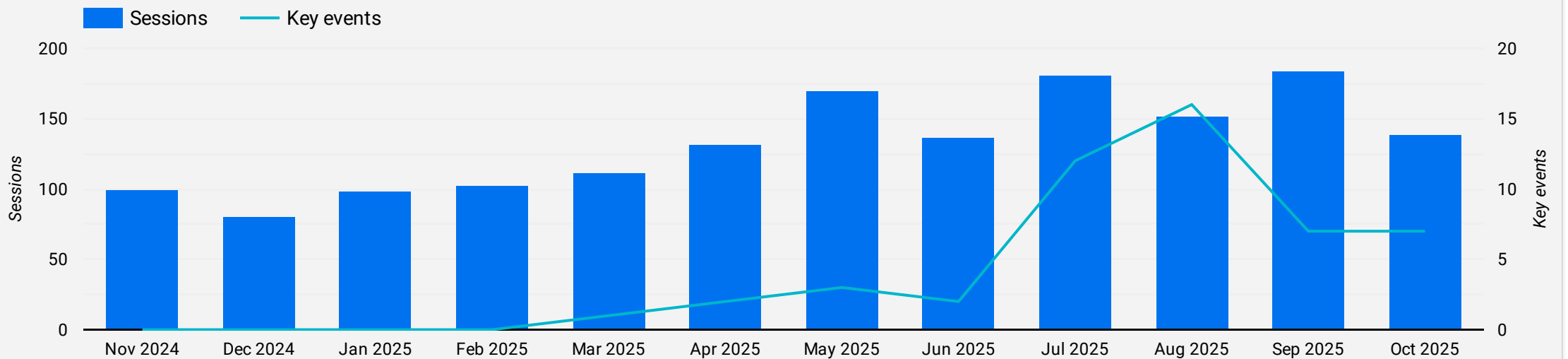
### Engagement & Bounce Rate

Engagement rate  
**65.26%**  
↓ -0.2%

Bounce rate  
**34.74%**  
↑ 0.3%

Average session duration  
**00:03:30**  
↓ -32.7%

## Month to Month



## Key Events

### Conversions

Key events

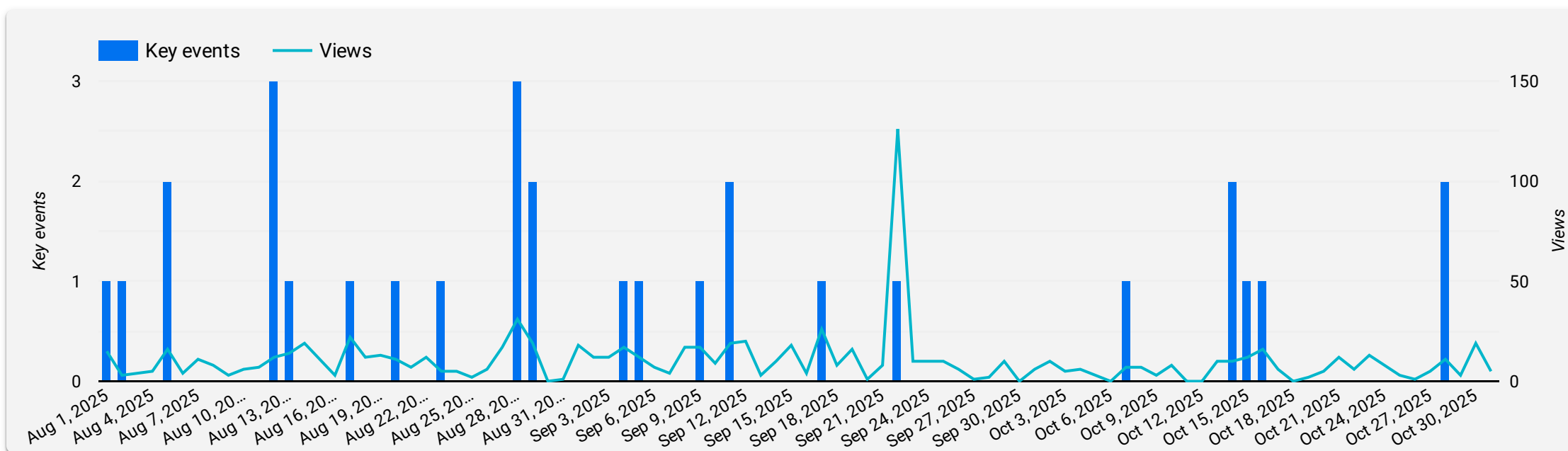
30

↑ 76.5%

### Website Conversion Type

Event name	Key events ▾
Email Link Clicks	14
Contact Form Submission	8
Phone Number Clicks	8
click	0

## Conversions vs Views



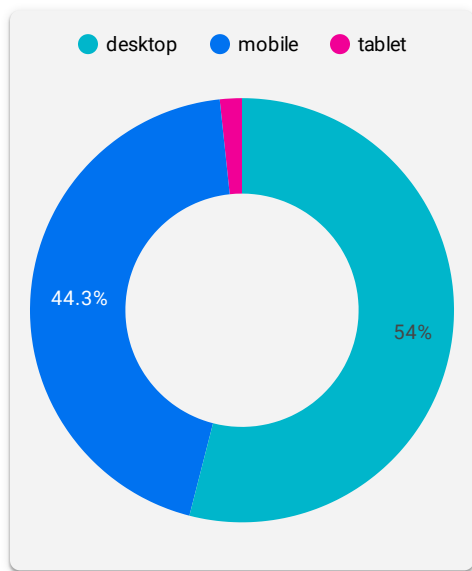
## Top Pages

### Top 10 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	248	192	77.42%	22.58%	00:02:21	2
/contact-precision-upper-gi-surgery/	128	109	85.16%	14.84%	00:03:14	20
/our-team/	48	41	85.42%	14.58%	00:00:58	0
/about-precision-upper-gi-surgery/	33	28	84.85%	15.15%	00:01:24	0
/areas-of-expertise/	30	28	93.33%	6.67%	00:00:41	0
/post-upper-gi-surgery-dietary-changes/	26	12	46.15%	53.85%	00:00:57	0
/hiatus-hernia/	25	21	84%	16%	00:01:11	0
/expert-achalasia-cardia-treatment/	18	16	88.89%	11.11%	00:02:43	0
/gastro-oesophageal-reflux-disease/	18	14	77.78%	22.22%	00:01:22	0
/prepare-gastroscopy-procedure/	17	11	64.71%	35.29%	00:01:42	0

## Device &amp; Location

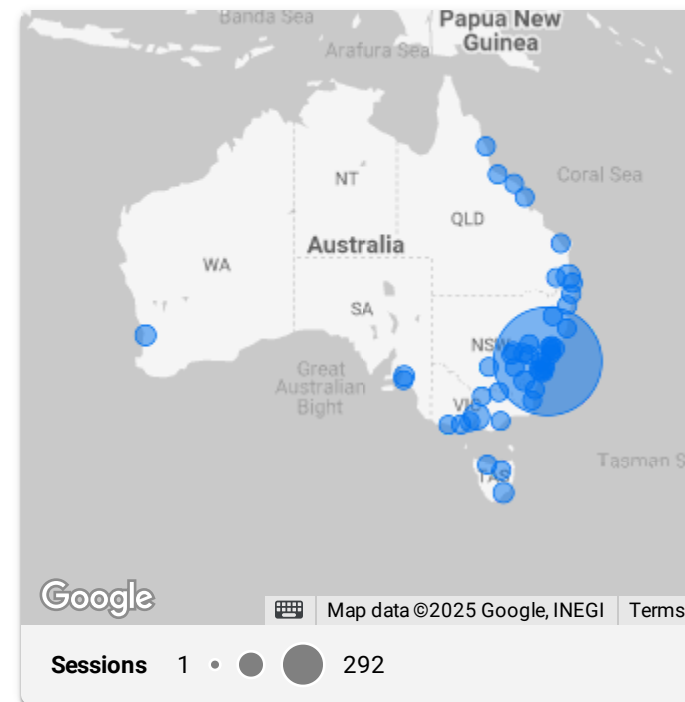
## Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
desktop	257	194	75.49%	24.51%	00:04:36	18
mobile	211	112	53.08%	46.92%	00:02:16	11
tablet	8	5	62.5%	37.5%	00:00:28	1

## Location

City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	292	193	66.1%	33.9%	00:03:34	21
Melbourne	25	16	64%	36%	00:03:20	2
Brisbane	18	14	77.78%	22.22%	00:04:18	0
(not set)	10	5	50%	50%	00:02:10	0
Perth	8	5	62.5%	37.5%	00:05:48	1
Hobart	7	4	57.14%	42.86%	00:01:22	3
Canberra	6	5	83.33%	16.67%	00:03:32	0
Adelaide	6	3	50%	50%	00:01:09	0



## Keyword Rankings Overview

### Keyword Ranking

Percent in Top 10

**21.3**

⬆ 60.7%

Average Postion

**55.74**

⬆ 9.5%

Rankings Increased

**8**

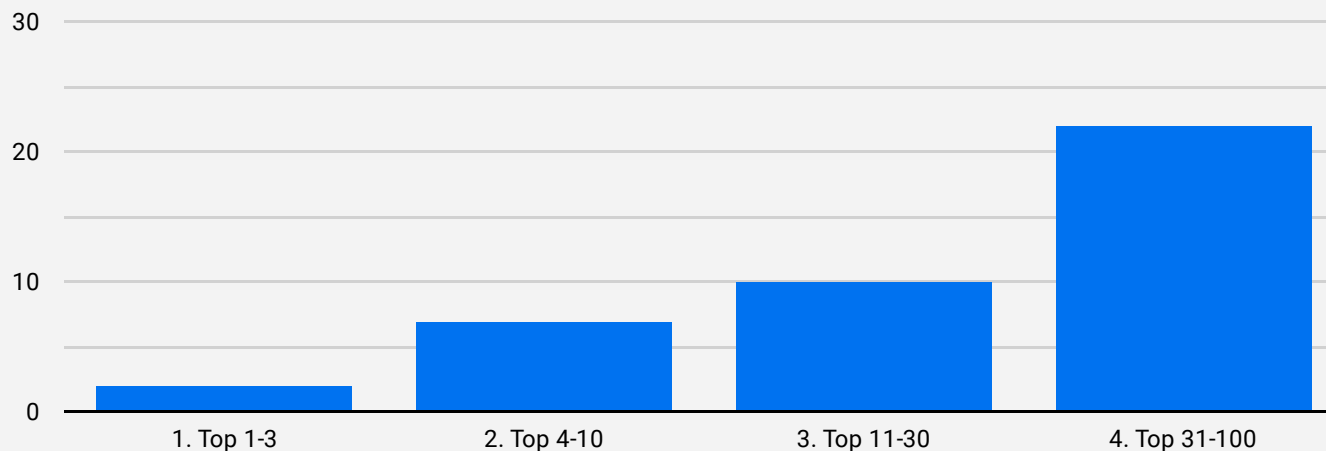
⬇ -11.1%

Rankings Decreased

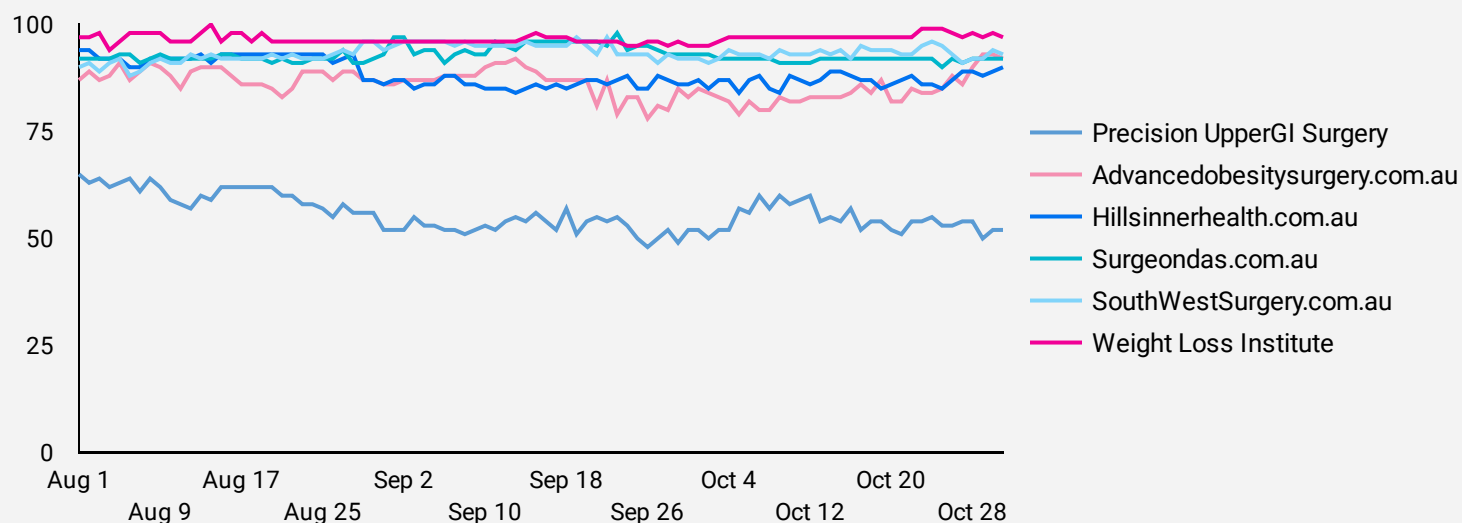
**9**

⬆ 80.0%

### Keywords Distribution



### Competitor Average Position



Competitor	Organic ranking ▴
Precision UpperGI Surgery	55.74
Advancedobesitysurgery.com.au	86.14
Hillsinnerhealth.com.au	88.34
Surgeondas.com.au	92.86
SouthWestSurgery.com.au	93.28
Weight Loss Institute	96.64

Note: The lower the average ranking the better

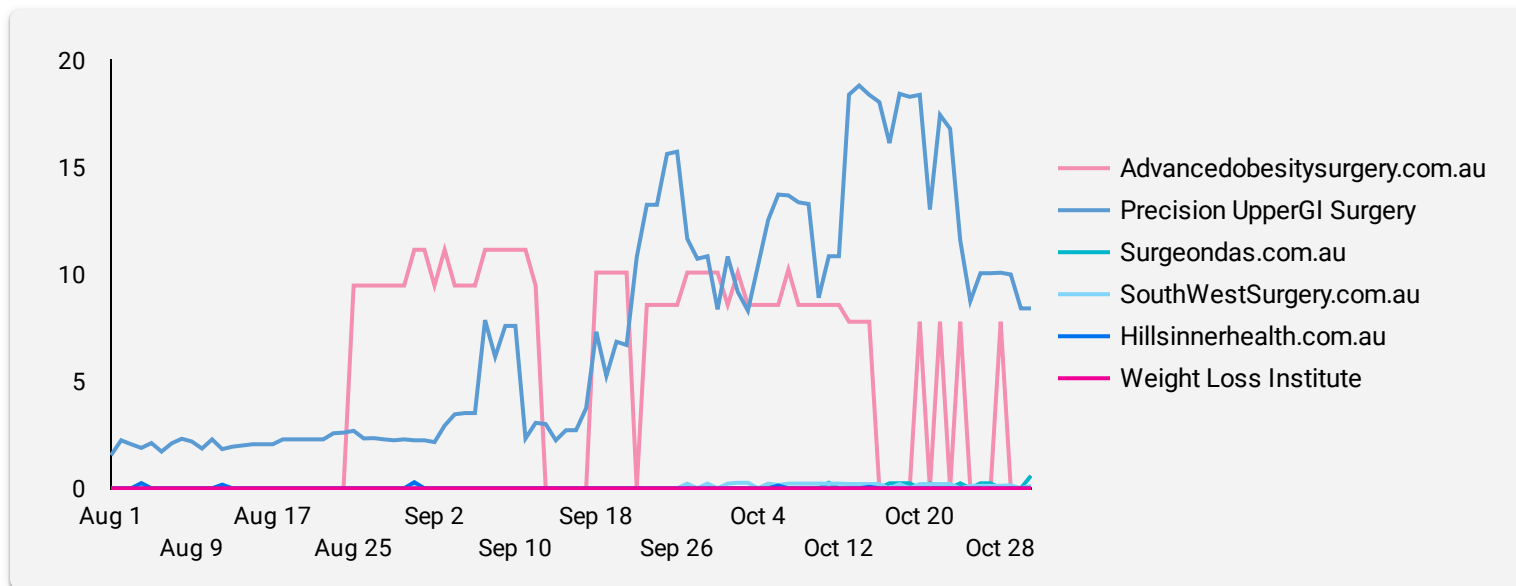
Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
Achalasia surgeon	2	10	0
upper gastrointestinal disorders edu...	2	10	0
gi surgery	5	110	0
barrett's esophagus specialist near ...	5	10	82
acid reflux specialist	6	50	0
consultant upper gi surgeon	7	10	0
upper gi surgery	7	260	0
upper gi specialist	7	20	-5
health insurance for weight loss sur...	8	320	0
hernia specialist sydney	11	50	48
gastrointestinal surgical specialists	12	10	-2
barrett oesophagus treatment	12	70	29
gastroscopy sydney	13	20	20
achalasia treatment surgery	13	10	13
gi clinic	13	480	6
upper gi surgeon sydney	15	40	-6
upper gi surgery procedures	20	10	0
groin hernia treatment	21	10	79
oesophageal cancer surgery	30	320	31
weight management doctor	40	20	38
hiatus hernia surgery	43	50	32
hiatal hernia surgery	78	100	22
weight loss programs sydney	80	50	20
esophageal cancer specialists	97	20	3
weight loss clinic sydney	100	170	0
weight loss clinic near me	100	320	0
gastroscopy specialist	100	10	0
gi surgeon near me	100	30	0
esophagus specialist near me	100	10	0
weight loss specialist doctor near me	100	10	-80
weight loss expert near me	100	10	0



## Competitors

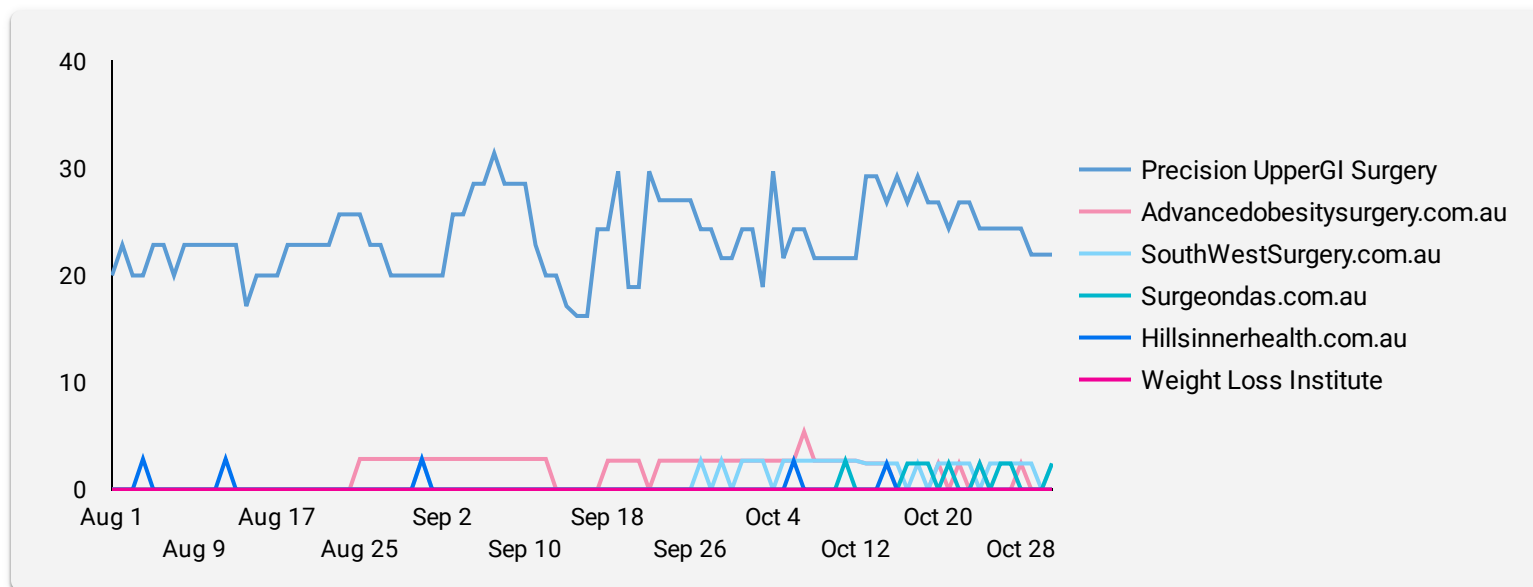
### Competitor - Search Visibility



Competitor	Search visibility ▾
Advancedobesitysurgery.com.au	9.37
Precision UpperGI Surgery	7.34
Surgeondas.com.au	0.28
SouthWestSurgery.com.au	0.19
Hillsinnerhealth.com.au	0.18
Weight Loss Institute	0

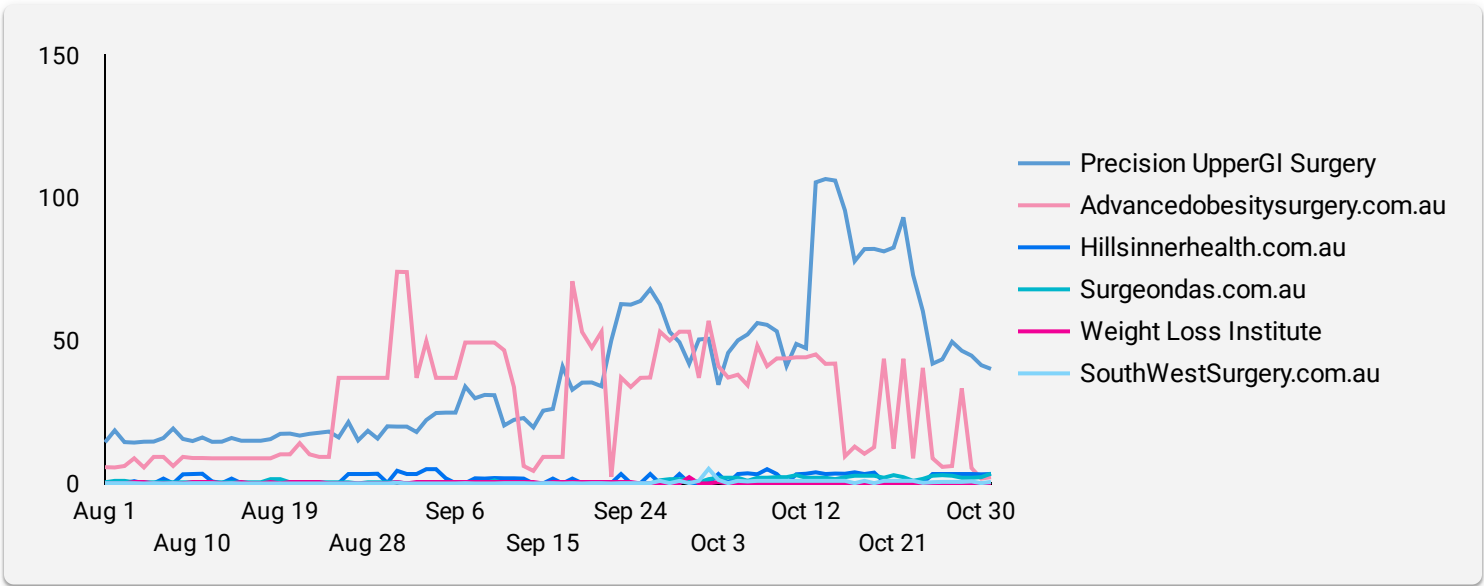
### Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
Precision UpperGI Surgery	23.59
Advancedobesitysurgery.com.au	1.51
SouthWestSurgery.com.au	0.81
Surgeondas.com.au	0.24
Hillsinnerhealth.com.au	0.15
Weight Loss Institute	0



Competitors

Competitor - Estimated Traffic



Competitor	Traffic foreca... ▾
Precision UpperGI Surgery	38.48
Advancedobesitysurgery.com.au	27.94
Hillsinnerhealth.com.au	2.02
Surgeondas.com.au	1.25
Weight Loss Institute	0.55
SouthWestSurgery.com.au	0.53