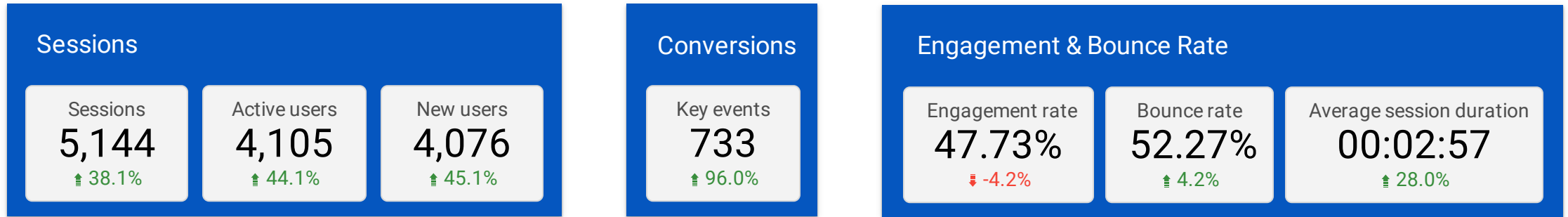
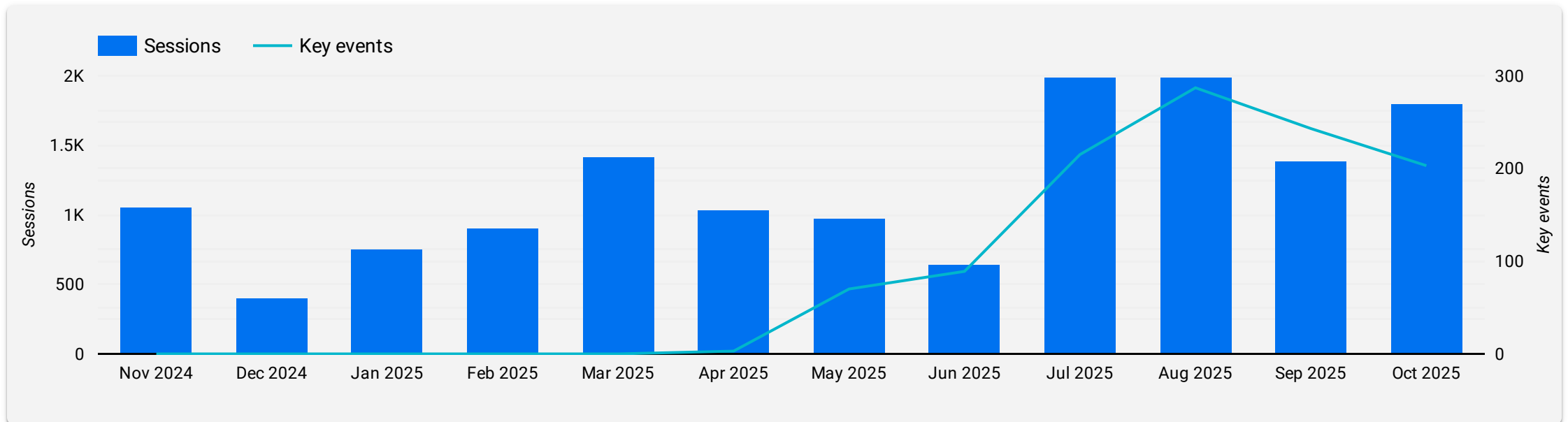


## Overview



## Month to Month

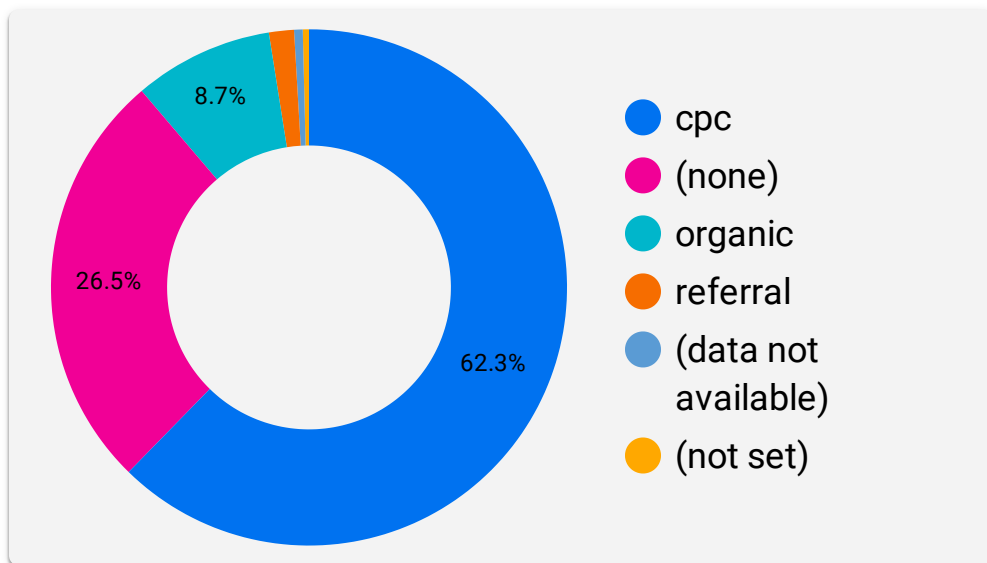


## Source

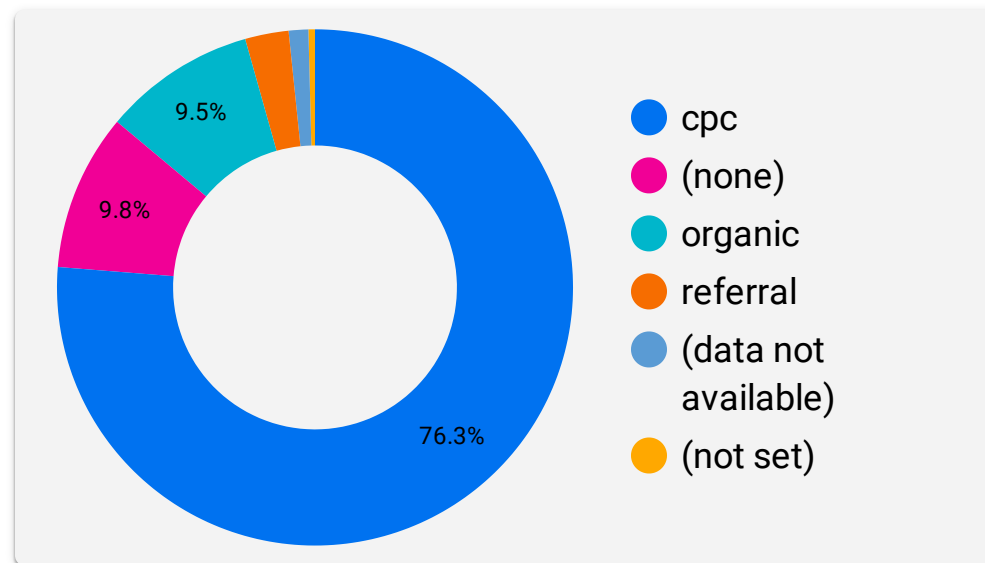
### Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
cpc	3,223	1,790	55.54%	44.46%	00:03:20	559
(none)	1,368	295	21.56%	78.44%	00:00:54	72
organic	452	298	65.93%	34.07%	00:05:48	70
referral	81	47	58.02%	41.98%	00:06:01	20

### Sessions per Source



### Conversions per Source



## Organic Search

### Sessions

Sessions  
**452**  
↑ 10.8%

Active users  
**269**  
↑ 15.0%

New users  
**241**  
↑ 27.5%

### Conversions

Key events  
**70**  
↑ 159.3%

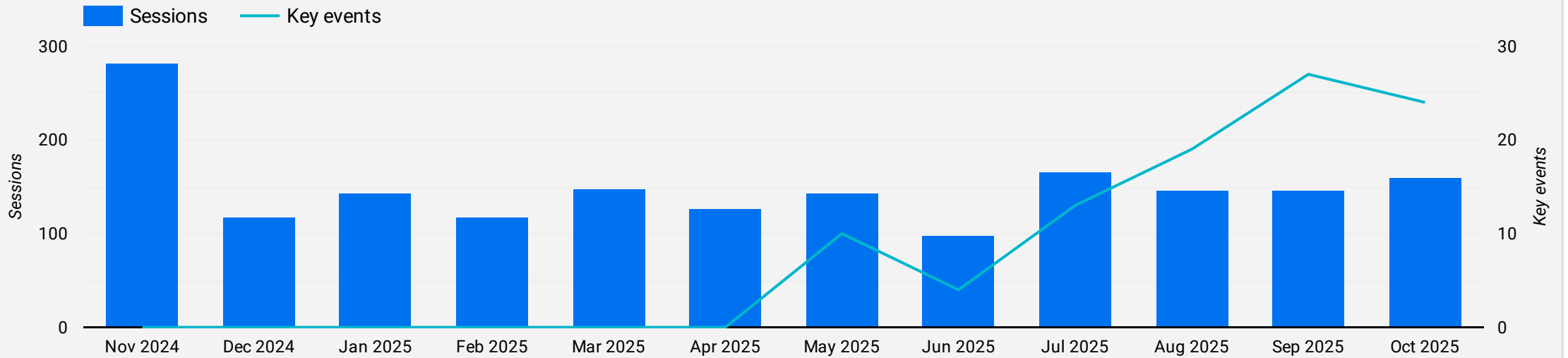
### Engagement & Bounce Rate

Engagement rate  
**65.93%**  
↑ 20.1%

Bounce rate  
**34.07%**  
↓ -24.5%

Average session duration  
**00:05:48**  
↑ 73.0%

## Month to Month



## Key Events

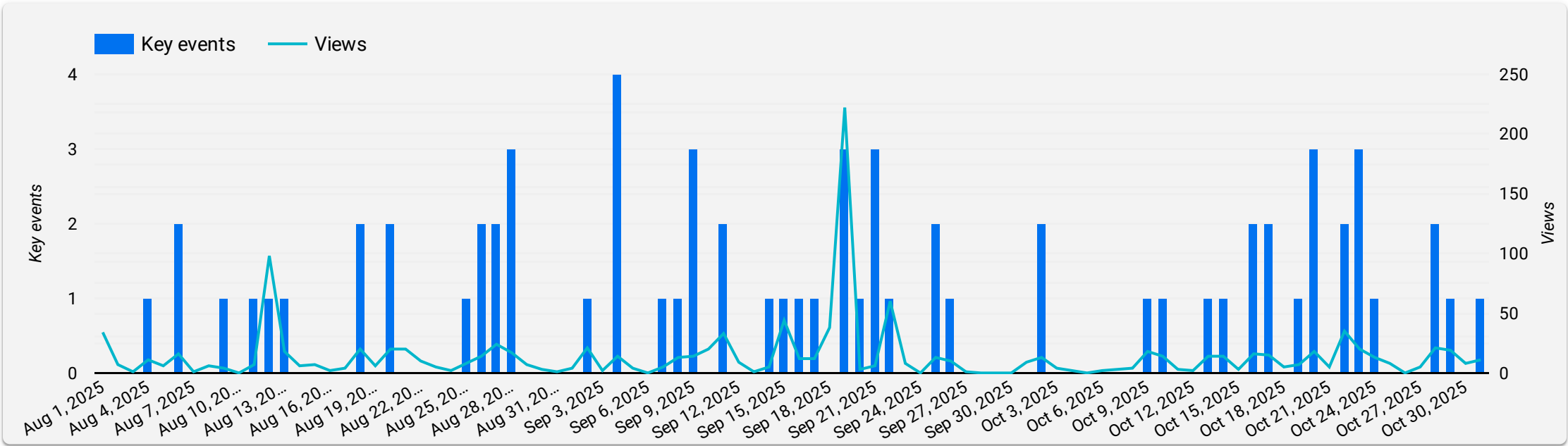
### Conversions

Key events  
**70**  
↑ 159.3%

### Website Conversion Type

Event name	Key events ▾
Mutli Form Submission	56
Phone Number Click	14

### Conversions vs Views

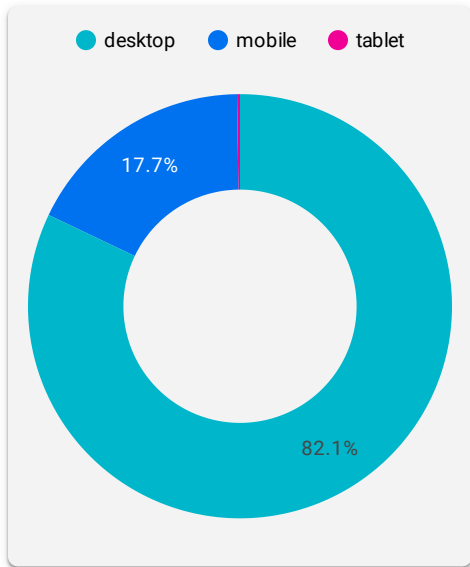


**Top Pages****Top 10 Pages**

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	2,188	944	43.14%	56.86%	00:01:12	21
/sydney-bus-hire/	1,704	1,154	67.72%	32.28%	00:02:59	43
/about-sydney-coach-charter/our-fleet/	831	633	76.17%	23.83%	00:01:52	16
/get-a-quote/	710	636	89.58%	10.42%	00:03:16	13
/thank-you-general/	431	376	87.24%	12.76%	00:01:45	392
/contact-sydney-coach-charter/	258	219	84.88%	15.12%	00:02:10	17
/thank-you-bus-hire/	215	198	92.09%	7.91%	00:01:37	205
/group-bus-and-coach-charters/	126	82	65.08%	34.92%	00:01:24	2
/about-sydney-coach-charter/	114	88	77.19%	22.81%	00:01:43	0
/school-transport-bus-coach-charters/	71	48	67.61%	32.39%	00:01:38	0

## Device & Location

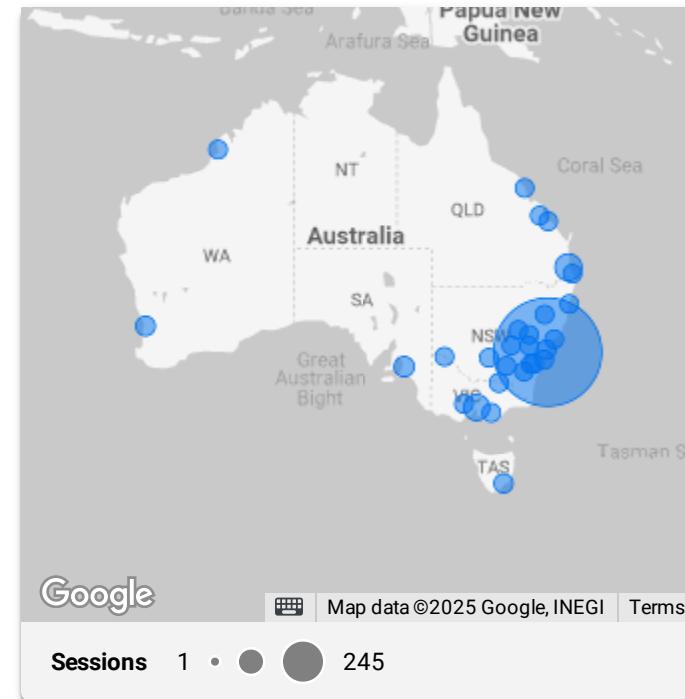
### Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
desktop	371	246	66.31%	33.69%	00:06:24	54
mobile	80	51	63.75%	36.25%	00:03:07	16
tablet	1	1	100.00%	0.00%	00:00:17	0

### Location

City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	245	164	66.94%	33.06%	00:04:50	42
Iloilo City	32	20	62.50%	37.50%	00:19:42	3
Brisbane	24	18	75.00%	25.00%	00:04:45	7
Melbourne	22	15	68.18%	31.82%	00:04:04	4
(not set)	21	11	52.38%	47.62%	00:02:00	2
Cebu City	9	6	66.67%	33.33%	00:23:27	0
Adelaide	6	3	50.00%	50.00%	00:03:52	2
Auckland	6	2	33.33%	66.67%	00:03:15	1
Vadodara	5	2	40.00%	60.00%	00:03:16	0
Thane	4	2	50.00%	50.00%	00:05:18	0



## Keyword Rankings Overview

### Keyword Ranking

Percent in Top 10

16.35

↑ 2.3%

Average Postion

56.12

↑ 3.7%

Rankings Increased

11

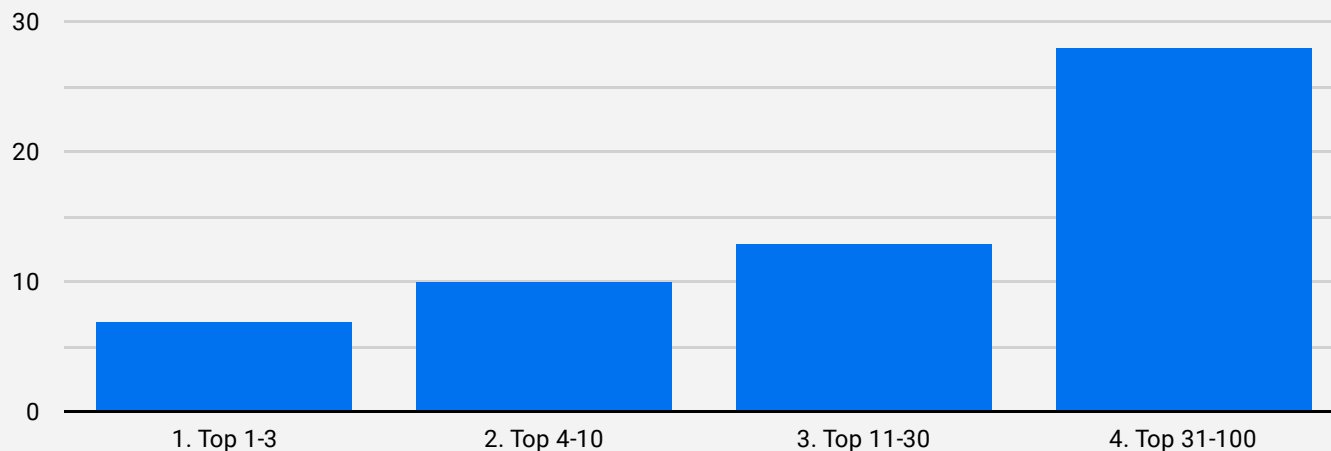
↑ 266.7%

Rankings Decreased

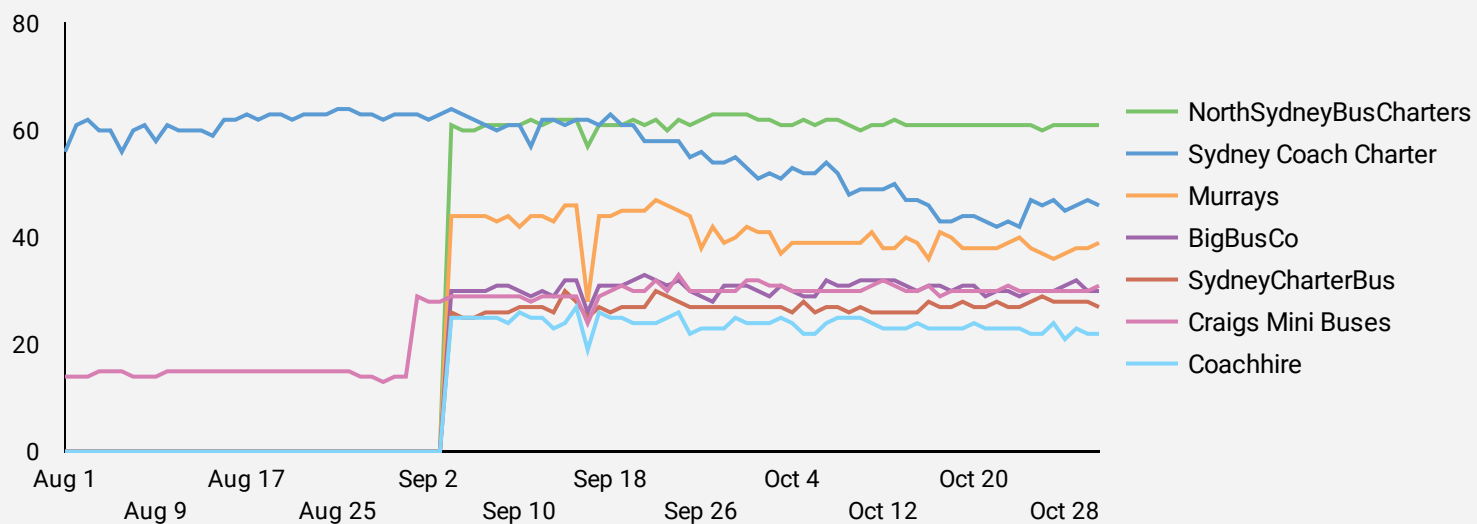
8

↑ 33.3%

### Keywords Distribution



### Competitor Average Position



Competitor	Organic ranking ▾
NorthSydneyBusCharters	61.22
Sydney Coach Charter	56.12
Murrays	40.71
BigBusCo	30.5
SydneyCharterBus	27.02
Craigs Mini Buses	24.74
Coachhire	23.76

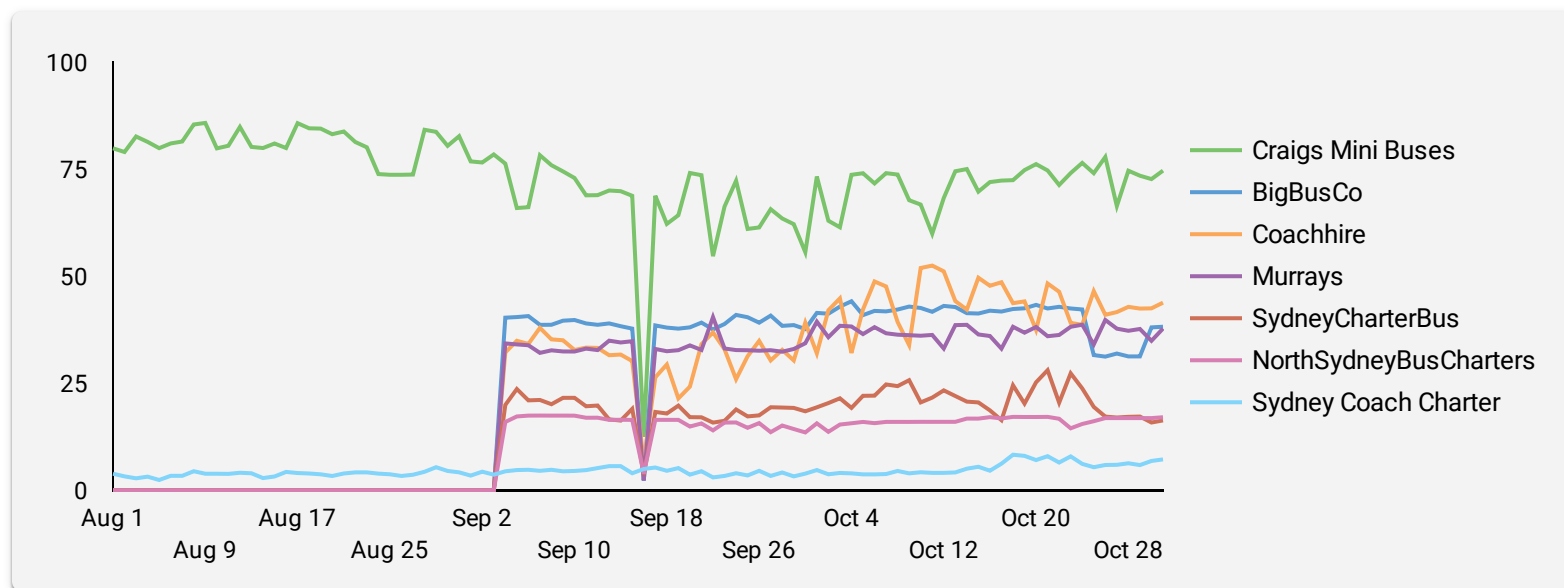
## Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
School camp transfer in Sydney	1	0	0
School bus with seatbelt camp tran...	1	0	0
coach charter sydney	1	20	0
bus hire for school in Sydney	2	0	0
coach charter bus	2	170	-1
Sydney charter bus	3	480	0
sydney bus charters	3	320	9
sydney bus charter	4	320	9
Wedding bus hire Sydney	6	50	0
charter bus hire	6	260	-4
chartered bus	7	480	-3
Coach hire Sydney with driver	8	0	0
charter bus sydney	9	320	2
Bus hire for school sports transfer	9	0	0
bus charter sydney	9	320	3
charter bus hire sydney	9	10	3
Coach hire Sydney	10	320	0
Sydney coach hire	11	10	0
Private bus hire Sydney	12	30	0
Minibus charter Sydney	12	70	0
bus hire sydney	12	1,000	13
Bus hire Sydney with driver	12	110	0
bus charters sydney	13	320	3
chartered buses	15	480	-5
bus hire in sydney	16	390	-1
Hire a bus Sydney	17	10	0
Conference transfer in Sydney cost	19	0	0
bus hire with driver	28	390	8
Charter bus Sydney cost	28	0	0
bus minibus	30	2,400	70
private hire bus	31	10	69
mini coach hire with driver	36	210	8
mini bus hire sydney with driver	37	110	63
sydney minibus hire	37	480	63



## Competitors

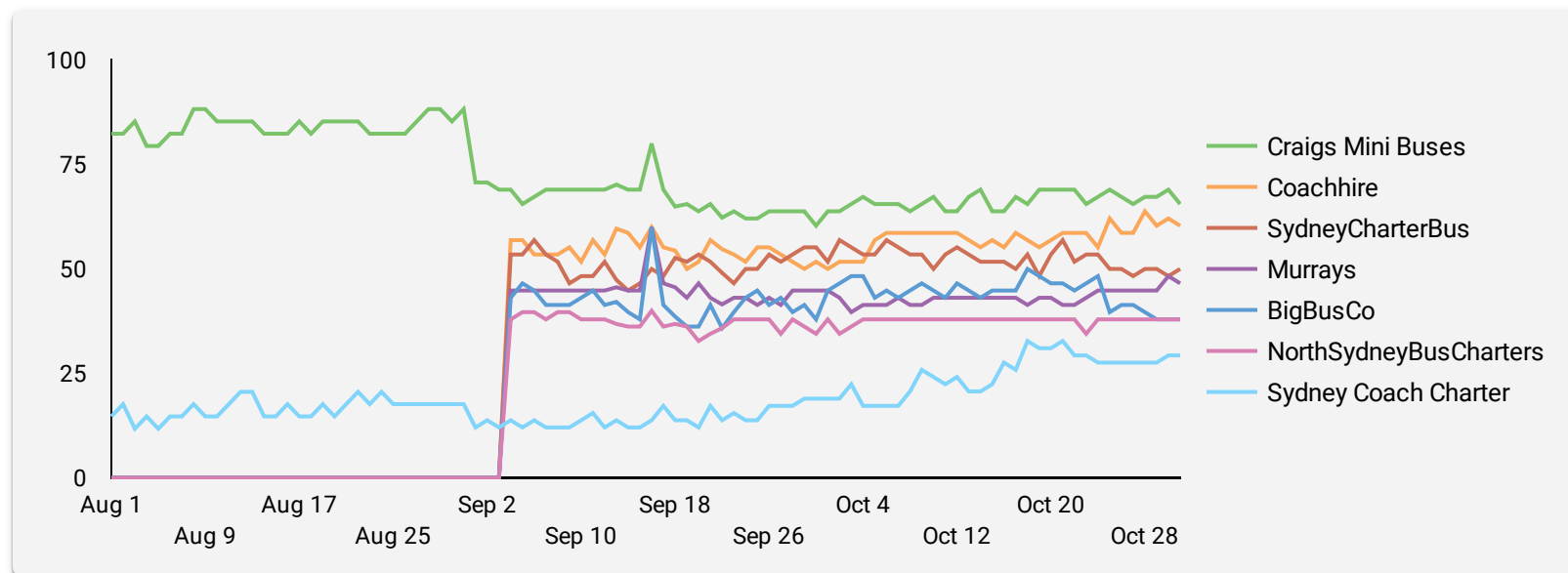
### Competitor - Search Visibility



Competitor	Search visibility ▾
Craigs Mini Buses	73.3
BigBusCo	39.05
Coachhire	37.73
Murrays	34.81
SydneyCharterBus	19.82
NorthSydneyBusCharters	15.93
Sydney Coach Charter	4.53

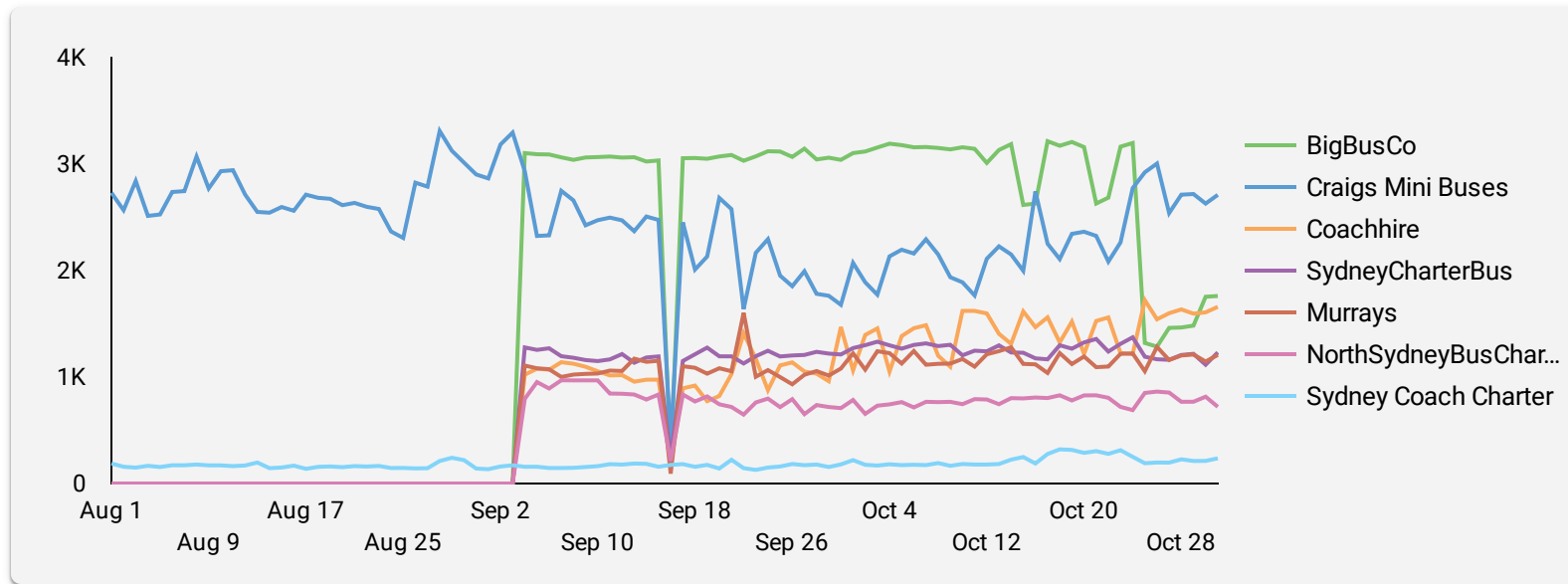
### Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
Craigs Mini Buses	72.58
Coachhire	56.05
SydneyCharterBus	51.71
Murrays	43.99
BigBusCo	43.15
NorthSydneyBusCharters	37.45
Sydney Coach Charter	18.66



## Competitors

### Competitor - Estimated Traffic



Competitor	Traffic forecast ▾
BigBusCo	2,830.72
Craigs Mini Buses	2,442.55
Coachhire	1,243.29
SydneyCharterBus	1,214.42
Murray's	1,110.18
NorthSydneyBusCharters	782.72
Sydney Coach Charter	183.88