

Overview

Sessions

Sessions
7,575
↑ 12.4%

Active users
5,502
↑ 12.2%

New users
5,347
↑ 12.5%

Conversions

Key events
271
↑ 25.5%

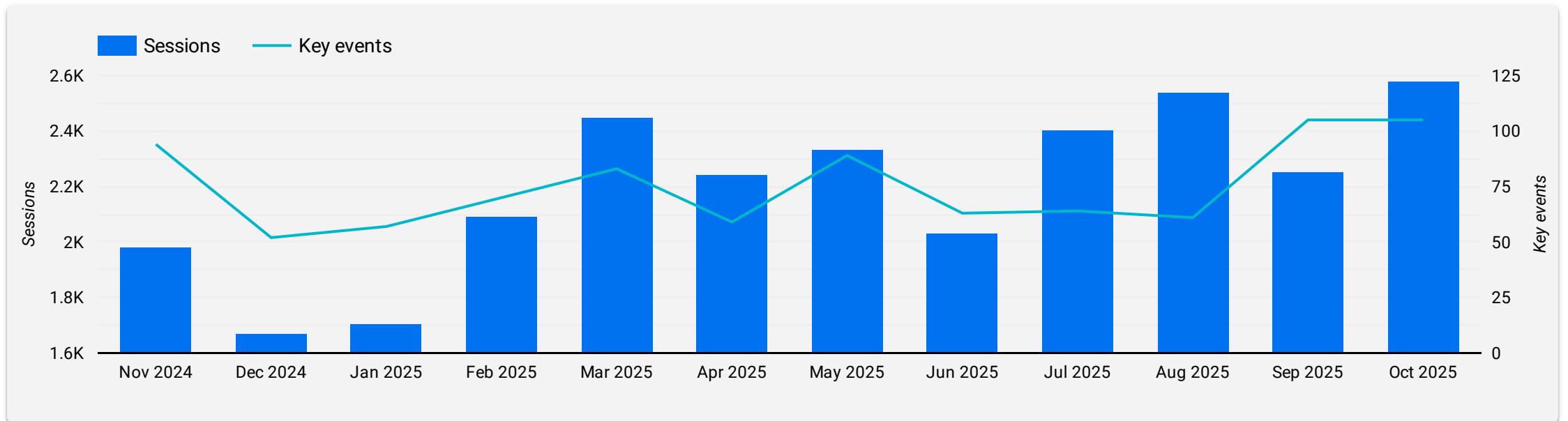
Engagement & Bounce Rate

Engagement rate
52.46%
↓ -7.6%

Bounce rate
47.54%
↑ 10.0%

Average session duration
00:02:32
↓ -10.5%

Month to Month

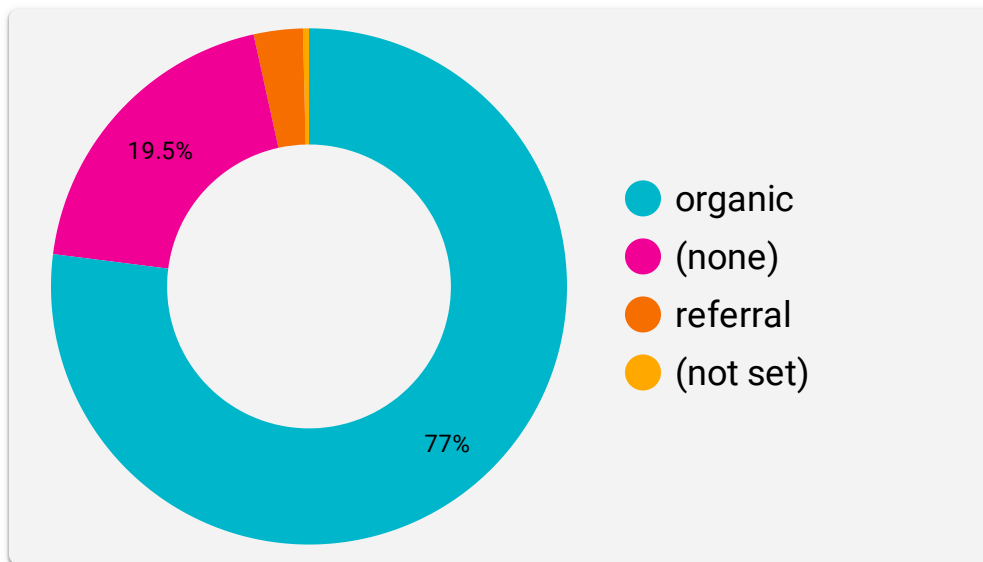


Source

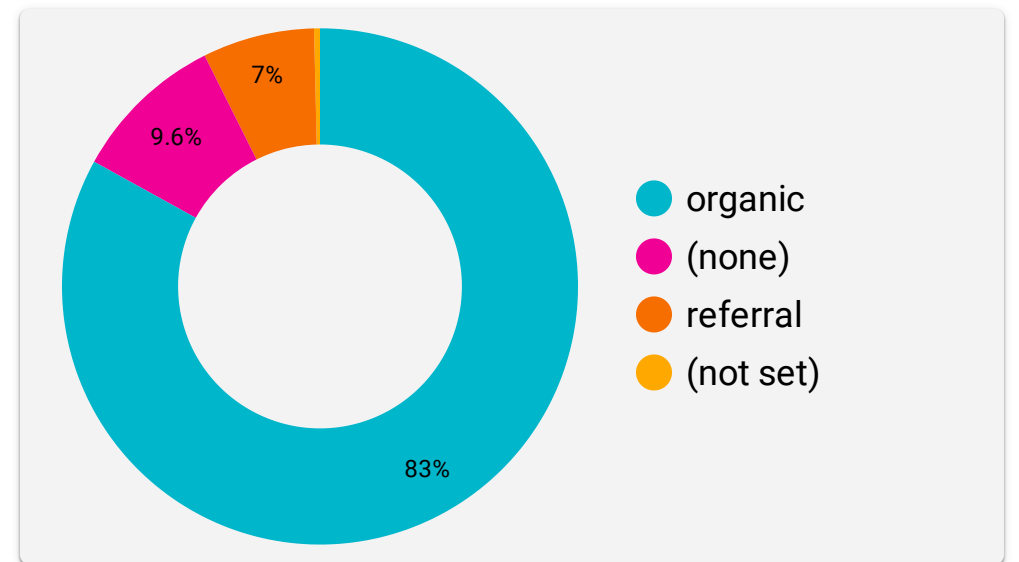
Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
organic	5,735	3,409	59.44%	40.56%	00:02:52	225
(none)	1,456	380	26.10%	73.90%	00:01:16	26
referral	229	145	63.32%	36.68%	00:03:55	19
(not set)	28	9	32.14%	67.86%	00:02:43	1

Sessions per Source



Conversions per Source



Organic Search

Sessions

Sessions
5,735
↑ 6.3%

Active users
4,082
↑ 5.1%

New users
3,926
↑ 4.8%

Conversions

Key events
225
↑ 31.6%

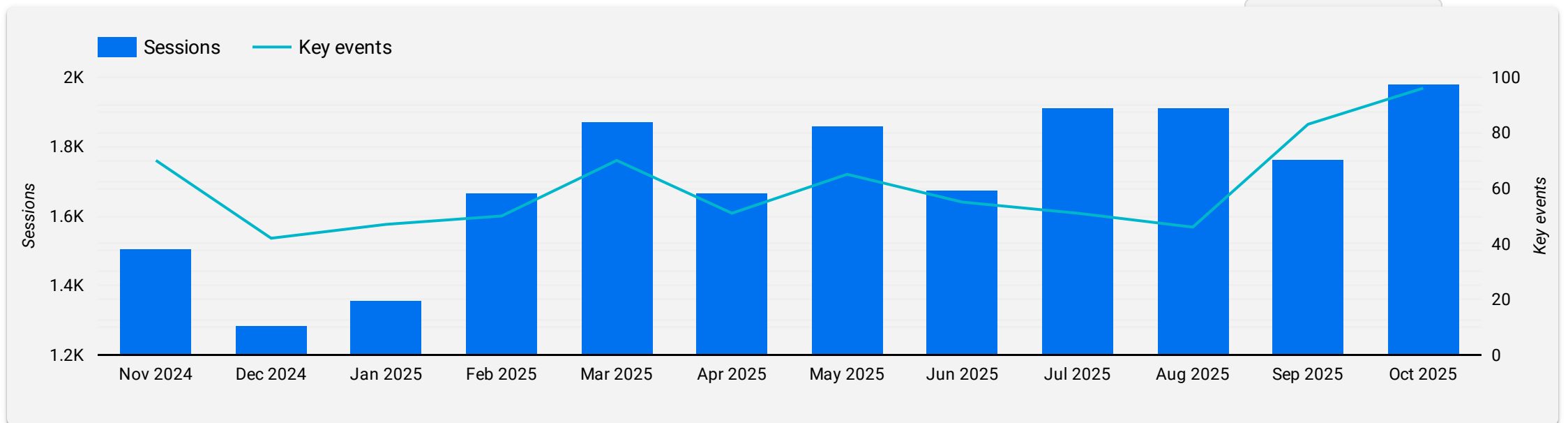
Engagement & Bounce Rate

Engagement rate
59.44%
↓ -2.0%

Bounce rate
40.56%
↑ 3.1%

Average session duration
00:02:52
↓ -4.1%

Month to Month



Key Events

Conversions

Key events

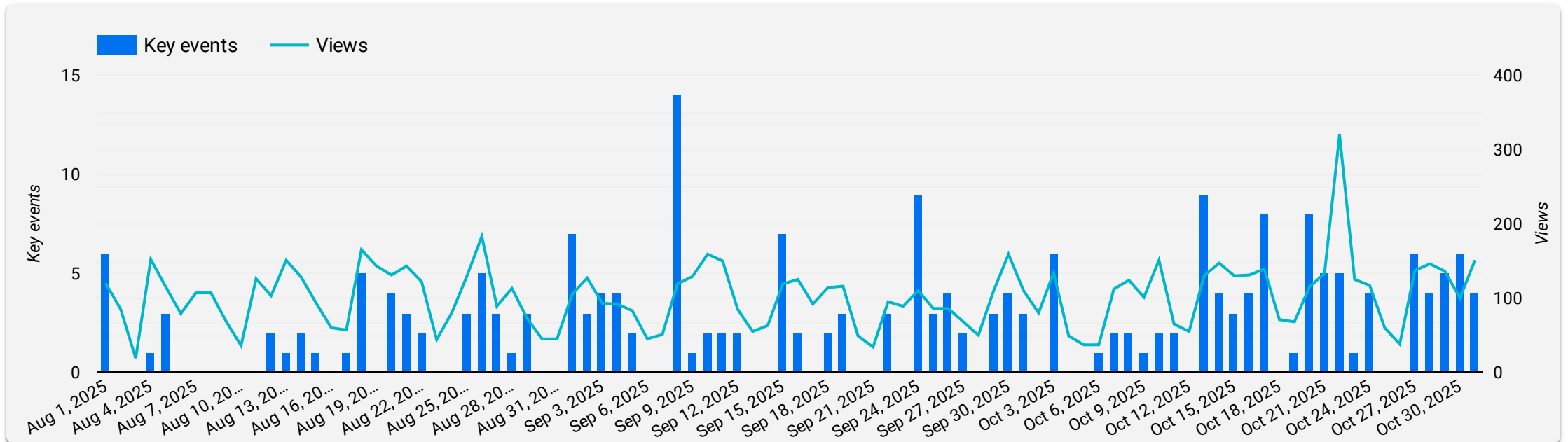
225

↑ 31.6%

Website Conversion Type

Event name	Key events ▾
GA4 Event - Phone Number Tap	217
sydneyretina___referral_form_submission	8

Conversions vs Views



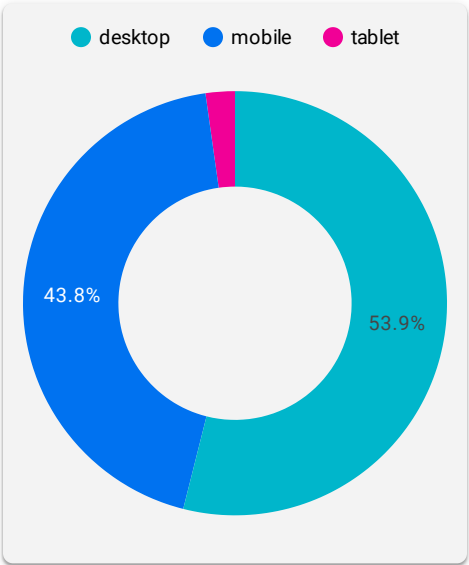
Top Pages

Top 20 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/professor-andrew-chang/	1,434	985	68.69%	31.31%	00:02:11	39
/	1,429	1,069	74.81%	25.19%	00:01:31	38
/contact-sydney-retina-clinic/	1,015	784	77.24%	22.76%	00:02:13	67
/the-sydney-retina-clinic-team/	790	680	86.08%	13.92%	00:01:34	13
/patient-information/eye-conditions/epiretinal-membrane-specialist-surgeon/	594	349	58.75%	41.25%	00:03:00	0
/patient-information/treatments/yag-capsulotomy-specialist-sydney/	504	237	47.02%	52.98%	00:01:53	0
/dr-james-wong/	257	165	64.20%	35.80%	00:01:34	10
/dr-anne-lee/	222	160	72.07%	27.93%	00:01:57	18
/samantha-fraser-bell/	195	142	72.82%	27.18%	00:01:49	2
/dr-thomas-pham/	173	122	70.52%	29.48%	00:01:20	4
/dr-yasser-tariq/	128	91	71.09%	28.91%	00:01:20	6
/patient-information/treatments/vitrectomy-surgery-specialist-sydney/	121	90	74.38%	25.62%	00:01:58	0
/patient-consultation/	121	105	86.78%	13.22%	00:01:07	2
/contact-sydney-retina-clinic/parking/	116	90	77.59%	22.41%	00:02:39	6
/patient-information/eye-conditions/macular-hole-eye-specialist-surgeon-sy...	114	78	68.42%	31.58%	00:02:55	1
/patient-information/treatments/intravitreal-gas/	113	70	61.95%	38.05%	00:02:41	0
/dr-hemal-mehta/	98	67	68.37%	31.63%	00:01:28	0
/patient-information/eye-conditions/retinal-tear-and-detachment-specialist/	94	67	71.28%	28.72%	00:02:09	2
/practitioner-referrals/	93	86	92.47%	7.53%	00:01:01	0
/for-surgical-patients/	83	72	86.75%	13.25%	00:02:37	3

Device & Location

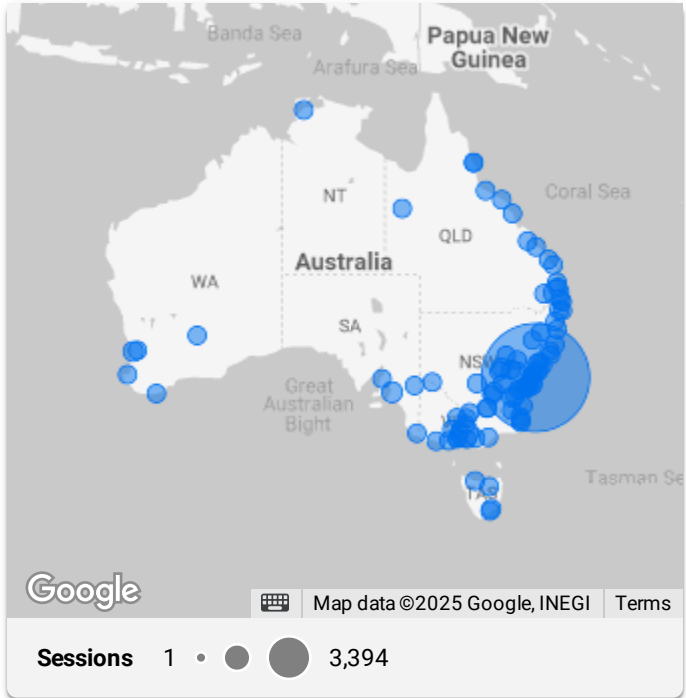
Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
desktop	3,069	1,850	60.28%	39.72%	00:03:09	36
mobile	2,495	1,426	57.15%	42.85%	00:02:34	187
tablet	127	74	58.27%	41.73%	00:02:35	2

Location

Town/City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	3,394	2,082	61.34%	38.66%	00:02:52	164
Melbourne	348	208	59.77%	40.23%	00:03:10	7
Brisbane	264	160	60.61%	39.39%	00:02:45	7
(not set)	124	54	43.55%	56.45%	00:01:59	1
Adelaide	94	56	59.57%	40.43%	00:01:53	0
Perth	71	43	60.56%	39.44%	00:03:38	1
Canberra	62	42	67.74%	32.26%	00:03:30	3
Newcastle	39	25	64.10%	35.90%	00:04:11	5
Wollongong	39	24	61.54%	38.46%	00:02:08	3
Hong Kong	36	17	47.22%	52.78%	00:02:57	1



Keyword Rankings Overview

Keyword Ranking

Percent in Top 10

66.66

↑ 19.2%

Average Postion

10.85

↑ 26.3%

Rankings Increased

27

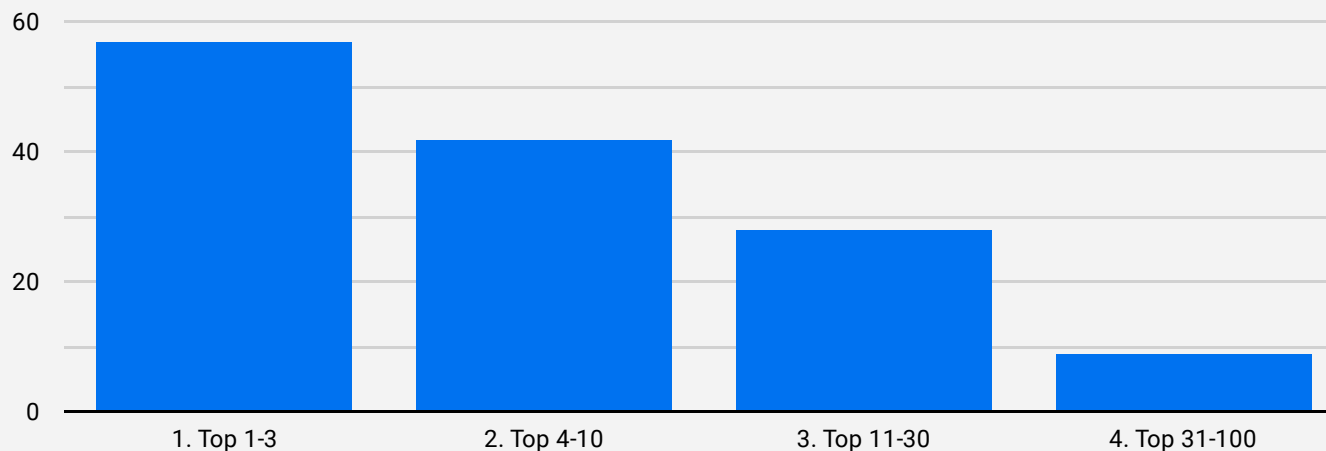
↑ 17.4%

Rankings Decreased

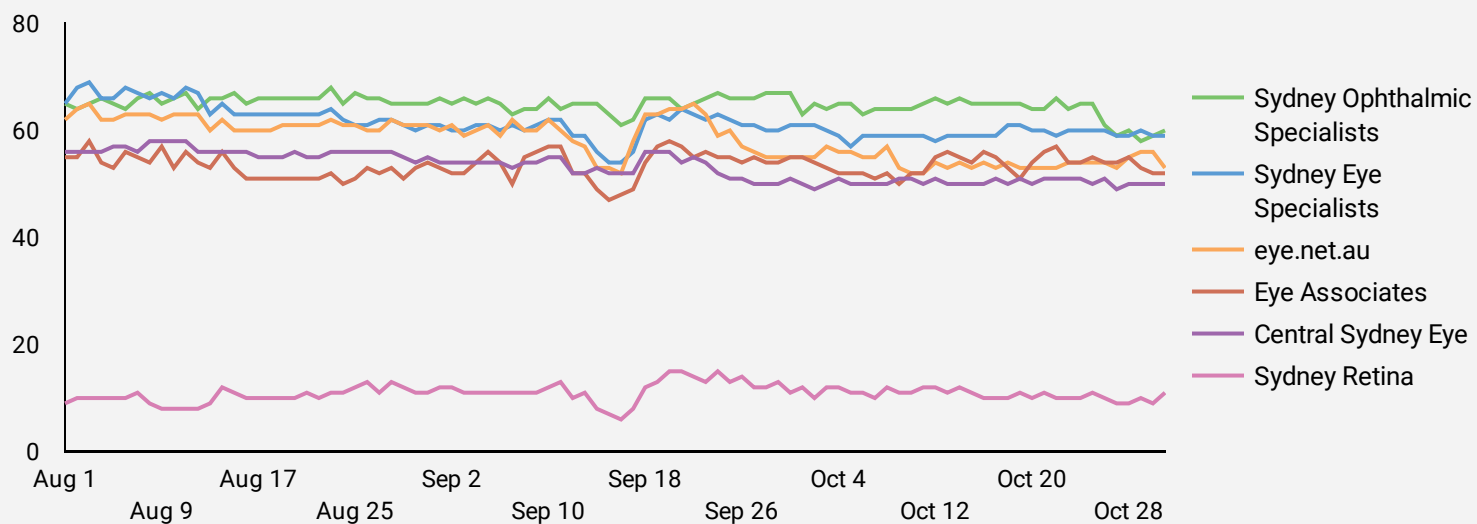
18

↓ -41.9%

Keywords Distribution



Competitor Average Position



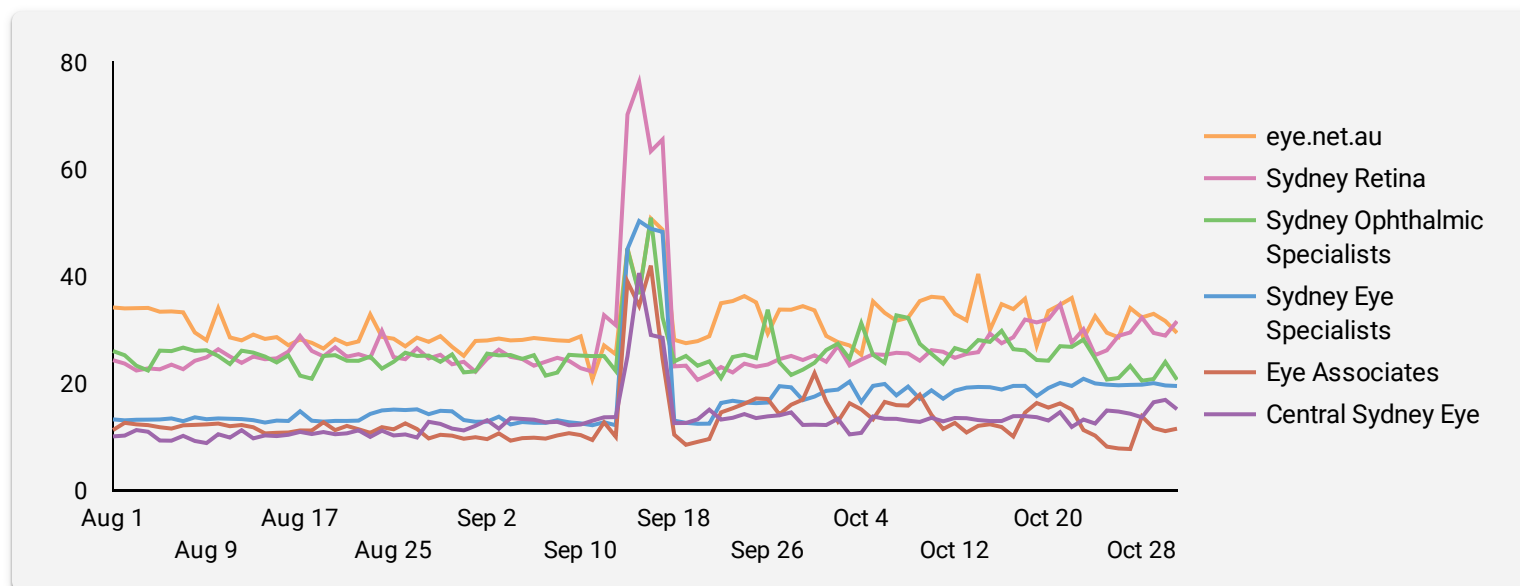
Competitor	Organic ranking ▾
Sydney Ophthalmic Specialists	64.82
Sydney Eye Specialists	61.33
eye.net.au	58.29
Eye Associates	53.48
Central Sydney Eye	53.15
Sydney Retina	10.85

Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
yag laser therapy	1	10	0
dr james wong	1	170	0
sydney retina	1	170	0
retinal surgeons near me	1	10	0
sydney retina clinic & day surgery	1	260	0
thomas pham	1	480	0
dr andrew chang	1	590	0
vitrectomy epiretinal membrane	1	10	0
laser treatment for epiretinal membr...	1	20	0
specialist retina	1	170	0
macular membrane surgery	1	10	0
retinal surgeon	1	30	0
epi membrane surgery	1	210	0
epiretinal membrane operation	1	210	0
epiretinal surgery	1	210	0
eye membrane removal	1	10	0
retina eye care	1	10	0
retinal eye specialist	1	30	1
eye membrane removal surgery	1	10	0
retina specialists victoria	1	590	0
retina specialist near me	1	50	0
retina eye specialist	1	30	0
vitreoretinal clinic	1	10	1
retinologist specialist near me	1	10	0
epiretinal membrane surgery	1	210	0
retinal membrane surgery	1	10	1
yag laser treatment	1	50	0
retina eye clinic	1	20	0
retina clinic	1	30	0
best retina specialist in sydney	1	90	1
sydney retina clinic	1	210	0
retinal specialist	1	170	1
retina specialist	1	170	0
retina doctor	1	10	0
retina specialist doctor	1	10	0
retinal specialist sydney	1	50	0
retinitis pigmentosa specialists	1	20	0
removal of epiretinal membrane	1	10	0
eye retinal specialist	1	10	0
detached retina specialist	1	20	0
retina surgeons	1	140	0
retina specialist sydney	1	50	0
dr james wong ophthalmologist	2	20	-1
macular specialist	2	10	0
macular degeneration specialist ne...	2	20	3
vitreoretinal specialist	2	10	1
retinopathy specialist	2	170	0
yag laser	2	590	0
retinal specialists	2	210	0
macular degeneration specialist	2	50	4
yag laser eye surgery	3	30	-2
yag capsulotomy laser	3	260	6
erm surgery	3	210	-1
retina specialists	3	170	0
anti vitreal injection	3	390	1
yag laser capsulotomy	3	260	0
capsulotomy yag	3	260	2
laser capsulotomy	4	140	2
membrane on the eye	4	140	3
cystoid macula oedema	4	390	0
retina macula specialists	4	110	0
retina and macula specialists	4	50	0
eye membrane	4	140	14
eye epiretinal membrane	4	140	3
retinopexy laser procedure	5	10	2
ye hospital sydney parking	5	0	2
glaucoma specialist sydney	5	70	4
cystoid macular edema	5	390	0
eye capsule laser treatment	5	10	6
cmo eye	5	90	0
vitreoretinal surgery	6	90	0
ophthalmic surgeon	6	210	0
cystoid macular oedema	6	390	-1
sydney eye hospital parking	6	880	5
ophthalmologist macquarie street s...	6	30	-1
surgery ophthalmologist	6	70	0
vitrectomy surgery	6	880	1
eye clinic specialist	6	20	-1
yag surgery for eyes	6	30	1
specialist in eye care	7	90	5
eye specialist	7	3,600	0
epi membrane	7	1,300	13
eye surgery specialist	7	10	1
norwest eye clinic	7	390	0
vitrectomy procedure	7	880	18
specialist eye doctor near me	7	1,900	-2
sydney ophthalmic specialists	7	720	5
sydney eye hospital doctors	7	110	1
wrinkled retina surgery	8	10	-2
eye clinic sydney	8	590	8
specialist eye centre	8	70	2
capsulotomy	9	260	1

Competitors

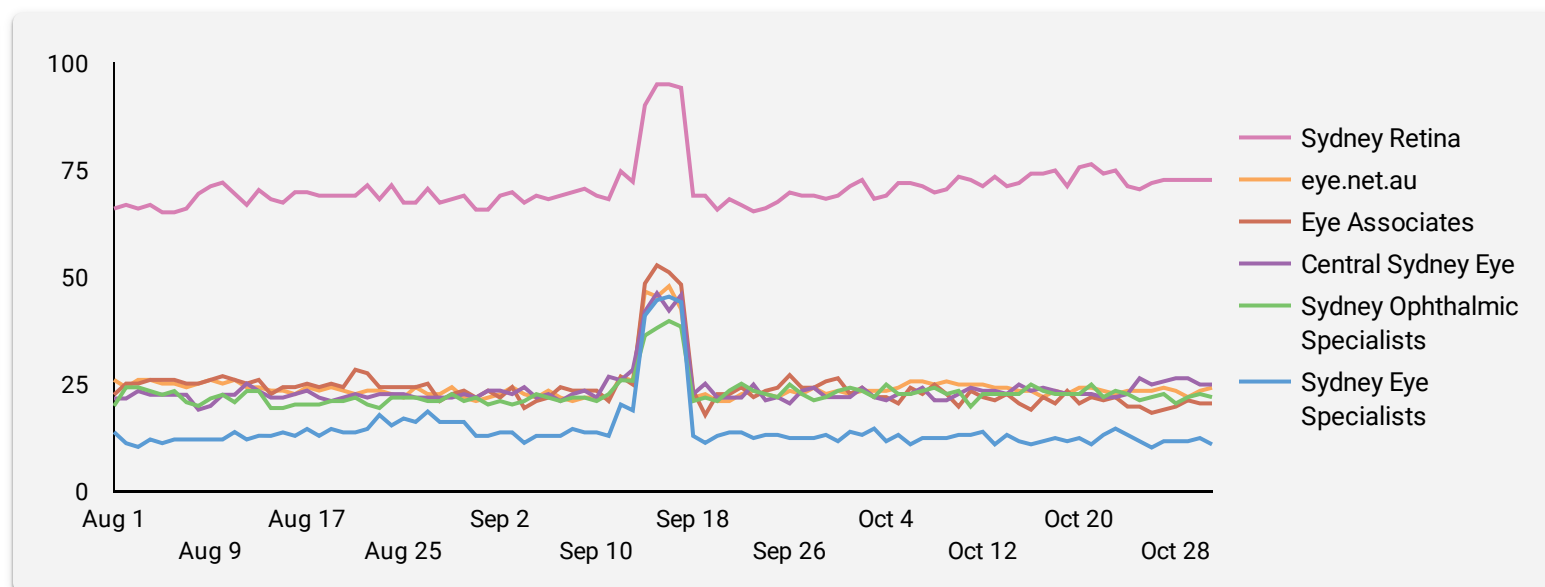
Competitor - Search Visibility



Competitor	Search visibility ▾
eye.net.au	31.21
Sydney Retina	27.55
Sydney Ophthalmic Specialists	25.62
Sydney Eye Specialists	17.15
Eye Associates	13.28
Central Sydney Eye	13.14

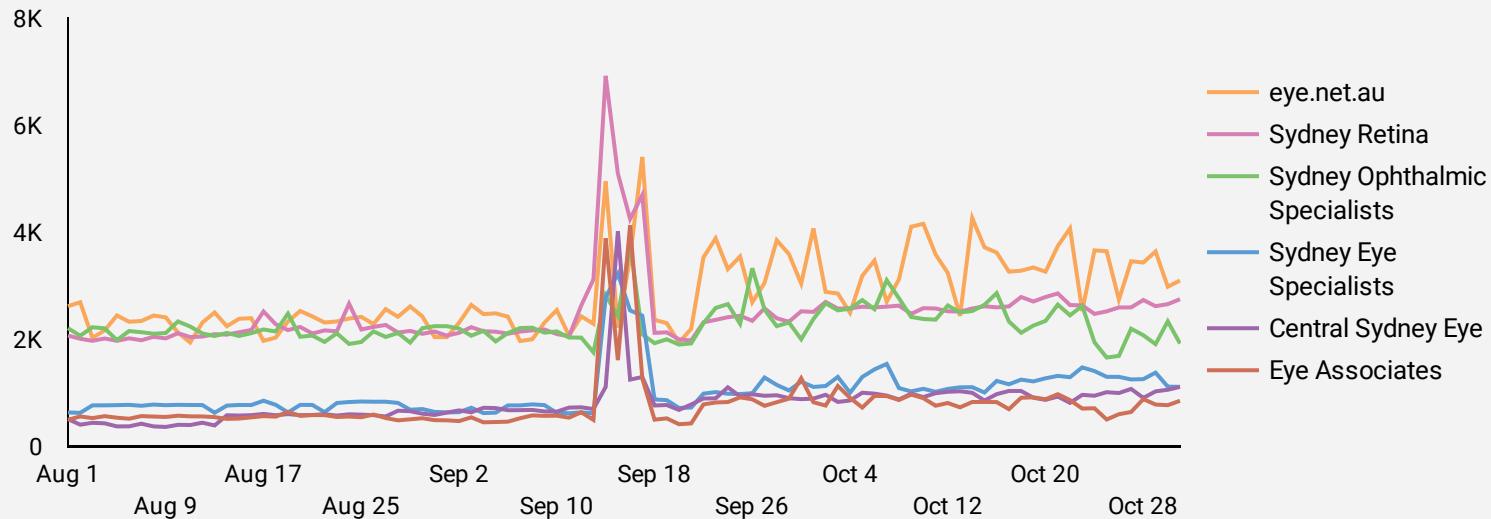
Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
Sydney Retina	71
eye.net.au	24.62
Eye Associates	24.45
Central Sydney Eye	23.95
Sydney Ophthalmic Specialists	23
Sydney Eye Specialists	14.6



Competitors

Competitor - Estimated Traffic



Competitor	Traffic forecast ▾
eye.net.au	2,846.12
Sydney Retina	2,473.4
Sydney Ophthalmic Specialis...	2,263.96
Sydney Eye Specialists	1,015.83
Central Sydney Eye	801.52
Eye Associates	758.38