

Overview

Sessions

Sessions
23,767
↑ 14.7%

Active users
15,044
↑ 17.2%

New users
14,420
↑ 18.7%

Conversions

Key events
982
↓ -15.6%

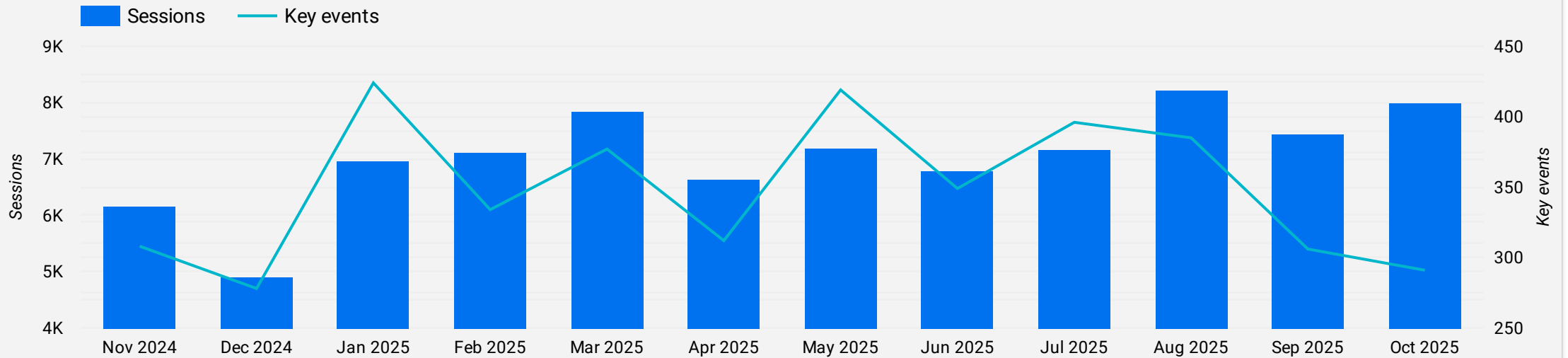
Engagement & Bounce Rate

Engagement rate
61.92%
↓ -1.7%

Bounce rate
38.08%
↑ 2.9%

Average session duration
00:03:12
↓ -8.4%

Month to Month

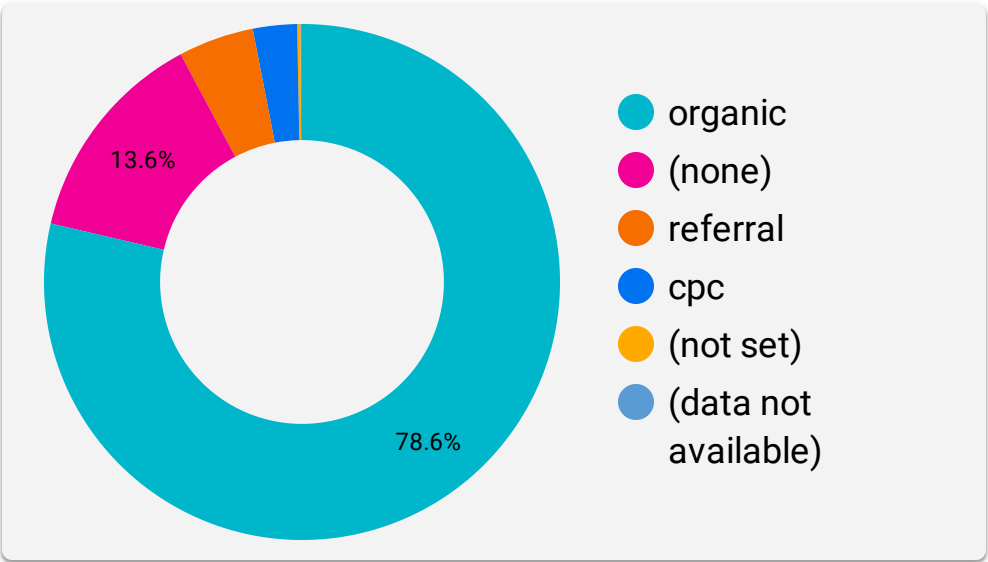


Source

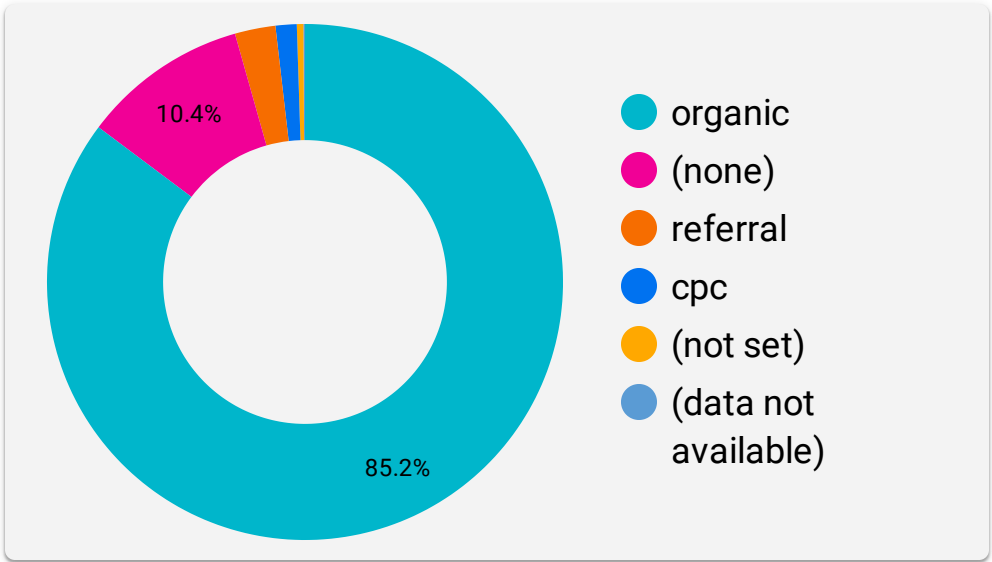
Source Details

| Session medium | Sessions | Engaged sessions | Engagement rate | Bounce rate | Average session duration | Key events |
|----------------|----------|------------------|-----------------|-------------|--------------------------|------------|
| organic | 18,445 | 12,265 | 66.49% | 33.51% | 00:03:32 | 837 |
| (none) | 3,181 | 1,446 | 45.46% | 54.54% | 00:02:10 | 102 |
| referral | 1,109 | 710 | 64.02% | 35.98% | 00:02:13 | 25 |
| cpc | 648 | 388 | 59.88% | 40.12% | 00:02:08 | 13 |

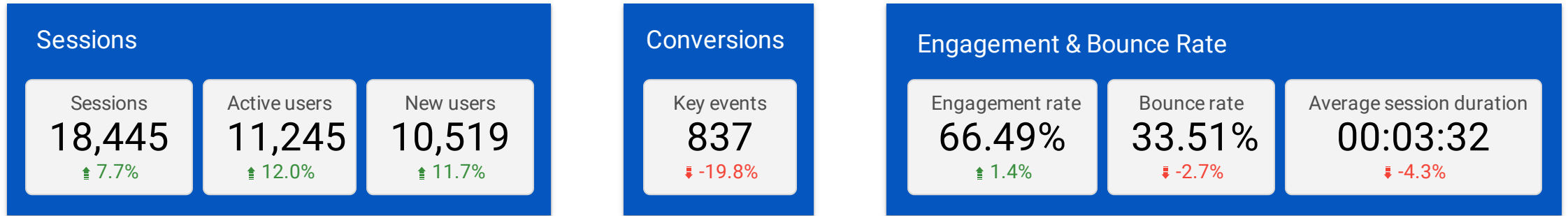
Sessions per Source



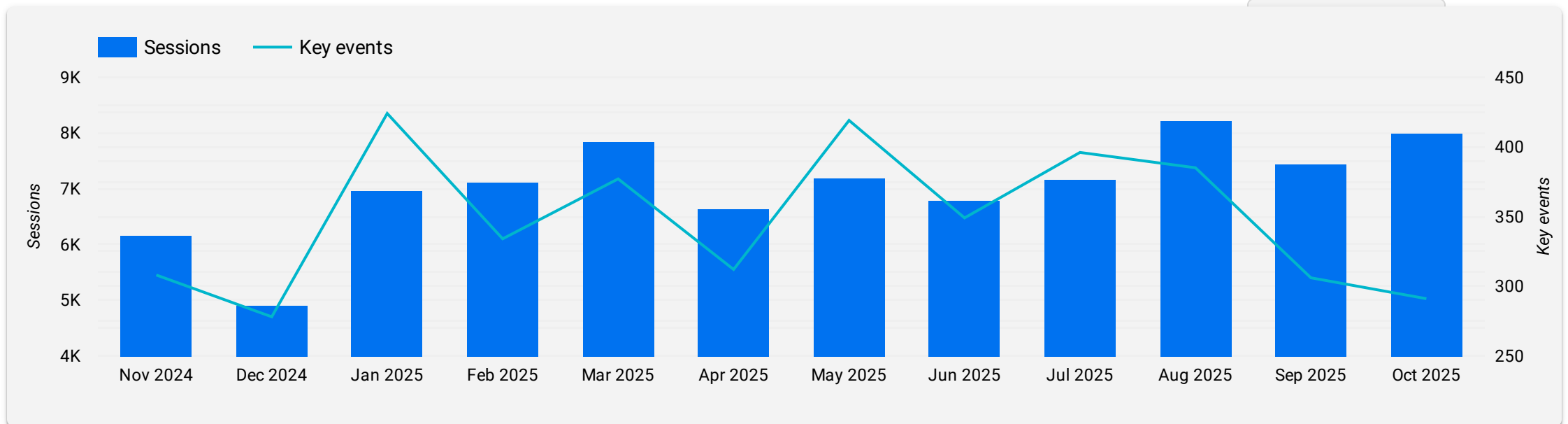
Conversions per Source



Organic Search



Month to Month



Key Events

Conversions

Key events

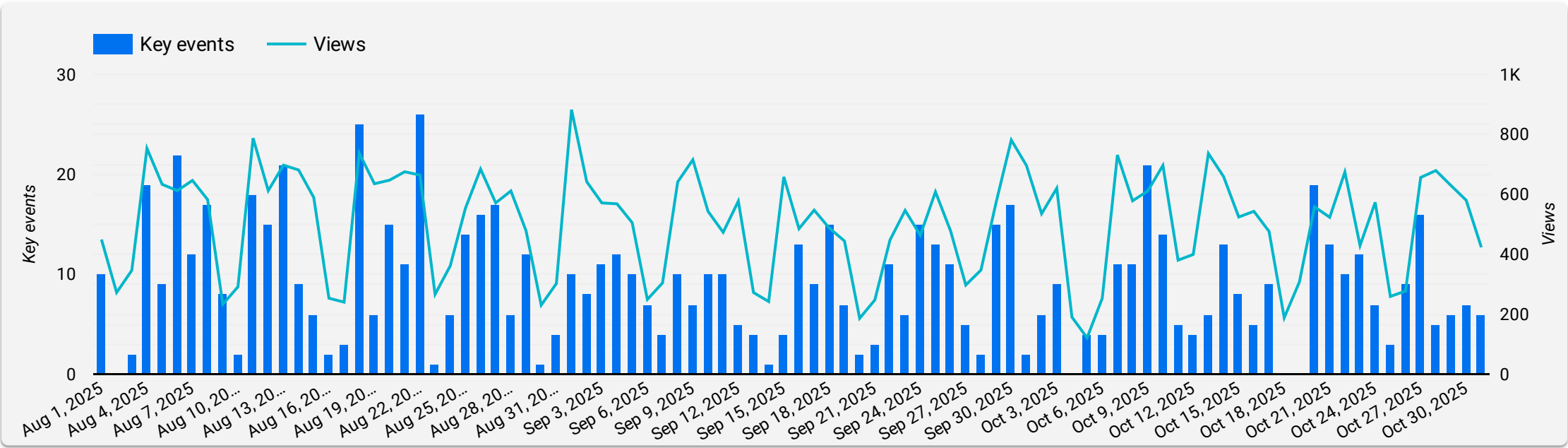
837

↓ -19.8%

Website Conversion Type

| Event name | Key events ▾ |
|-------------------------------|--------------|
| GA4 Event - Phone Number T... | 677 |
| contact_form_submission | 134 |

Conversions vs Views



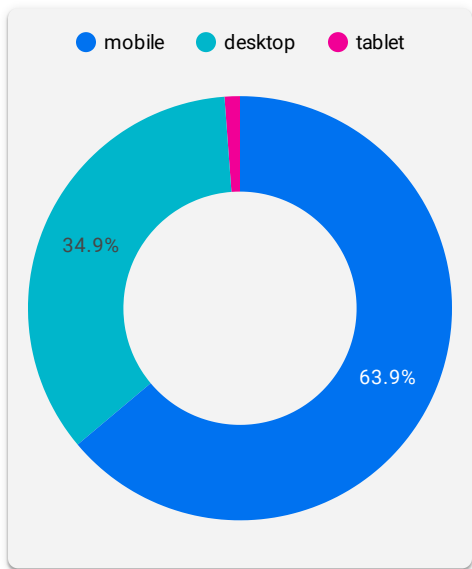
Top Pages

Top 10 Pages

| Page path | Sessions ▾ | Engaged sessions | Engagement rate | Bounce rate | Average session duration | Key events |
|------------------------------|------------|------------------|-----------------|-------------|--------------------------|------------|
| / | 9,027 | 7,120 | 78.87% | 21.13% | 00:01:18 | 226 |
| /patient-admission/ | 2,940 | 2,288 | 77.82% | 22.18% | 00:02:43 | 28 |
| /contact-the-george-centre/ | 1,972 | 1,614 | 81.85% | 18.15% | 00:01:51 | 263 |
| /our-maternity-team/ | 1,776 | 1,456 | 81.98% | 18.02% | 00:01:48 | 23 |
| /your-maternity-experience/ | 1,528 | 1,226 | 80.24% | 19.76% | 00:02:29 | 22 |
| /hcf-no-gaps-program/ | 1,410 | 881 | 62.48% | 37.52% | 00:01:55 | 54 |
| /join-our-team/ | 1,383 | 1,134 | 82.00% | 18.00% | 00:02:21 | 4 |
| /specialists-directory/ | 1,219 | 1,165 | 95.57% | 4.43% | 00:00:55 | 2 |
| /about-the-george-centre/ | 1,213 | 1,083 | 89.28% | 10.72% | 00:01:14 | 10 |
| /hospital-info/ | 1,132 | 1,066 | 94.17% | 5.83% | 00:00:53 | 11 |
| /our-team/ | 977 | 921 | 94.27% | 5.73% | 00:00:46 | 3 |
| /luxé-packages/ | 906 | 820 | 90.51% | 9.49% | 00:01:25 | 9 |
| /specialist/dr-brian-hollis/ | 851 | 510 | 59.93% | 40.07% | 00:01:41 | 5 |
| /specialist/dr-jan-ardui/ | 842 | 522 | 62.00% | 38.00% | 00:02:08 | 6 |
| /maternity/ | 807 | 726 | 89.96% | 10.04% | 00:01:38 | 3 |
| /visitor-information/ | 804 | 587 | 73.01% | 26.99% | 00:02:10 | 10 |
| /birthing-suites/ | 786 | 708 | 90.08% | 9.92% | 00:01:30 | 8 |
| /surgical/ | 624 | 561 | 89.90% | 10.10% | 00:01:27 | 2 |
| /your-stay/ | 492 | 451 | 91.67% | 8.33% | 00:01:40 | 0 |
| /facilities/ | 490 | 404 | 82.45% | 17.55% | 00:02:07 | 6 |

Device & Location

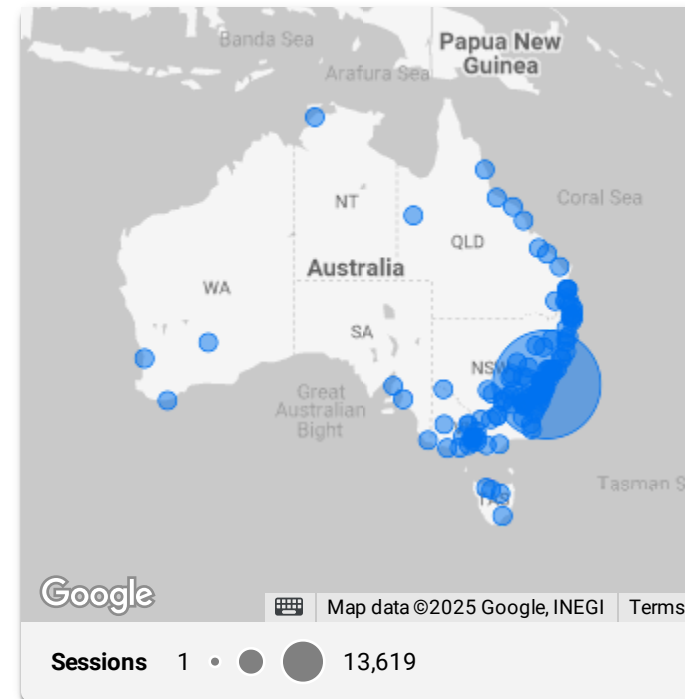
Device Used



| Device category | Sessions ▾ | Engaged sessions | Engagement rate | Bounce rate | Average session duration | Key events |
|-----------------|------------|------------------|-----------------|-------------|--------------------------|------------|
| mobile | 11,852 | 7,549 | 63.69% | 36.31% | 00:03:10 | 738 |
| desktop | 6,483 | 4,513 | 69.61% | 30.39% | 00:04:08 | 89 |
| tablet | 217 | 166 | 76.50% | 23.50% | 00:03:38 | 10 |

Location

| Town/City | Sessions ▾ | Engaged sessions | Engagement rate | Bounce rate | Average session duration | Key events |
|--------------------|------------|------------------|-----------------|-------------|--------------------------|------------|
| Sydney | 13,619 | 9,343 | 68.60% | 31.40% | 00:03:31 | 596 |
| Melbourne | 558 | 385 | 69.00% | 31.00% | 00:03:09 | 15 |
| Brisbane | 457 | 313 | 68.49% | 31.51% | 00:02:54 | 24 |
| (not set) | 257 | 140 | 54.47% | 45.53% | 00:03:21 | 6 |
| Wollongong | 249 | 182 | 73.09% | 26.91% | 00:02:27 | 14 |
| Newcastle | 222 | 166 | 74.77% | 25.23% | 00:06:12 | 13 |
| Central Coast | 200 | 161 | 80.50% | 19.50% | 00:03:17 | 13 |
| Bowral - Mittagong | 114 | 84 | 73.68% | 26.32% | 00:05:43 | 9 |
| Parkes | 109 | 73 | 66.97% | 33.03% | 00:02:24 | 2 |
| Moruya | 107 | 80 | 74.77% | 25.23% | 00:03:42 | 6 |



Keyword Rankings Overview

Keyword Ranking

Percent in Top 10

59.03

↑ 12.4%

Average Postion

11.02

↑ 22.2%

Rankings Increased

21

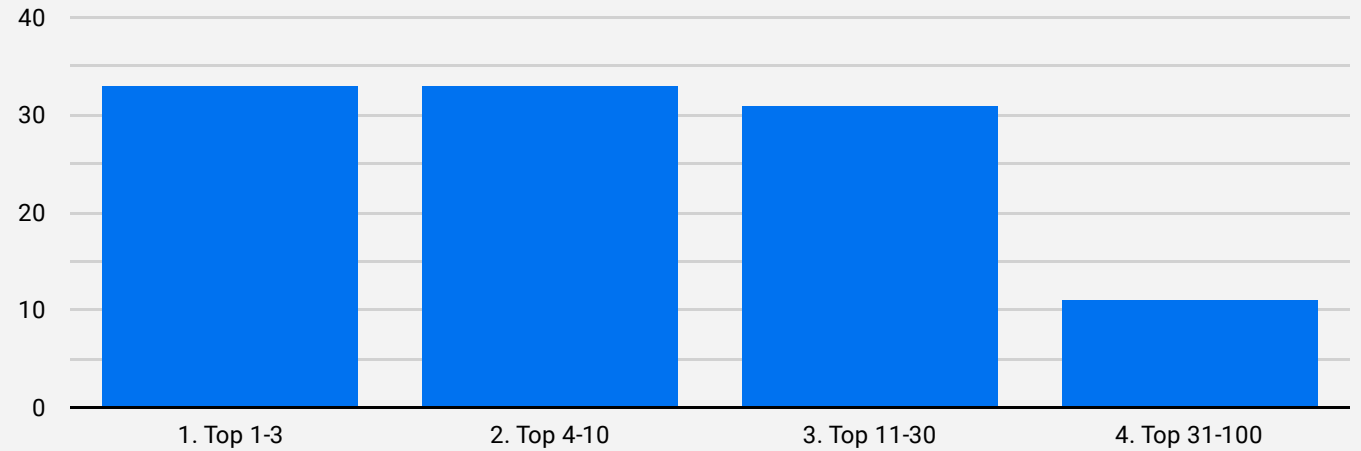
↑ 16.7%

Rankings Decreased

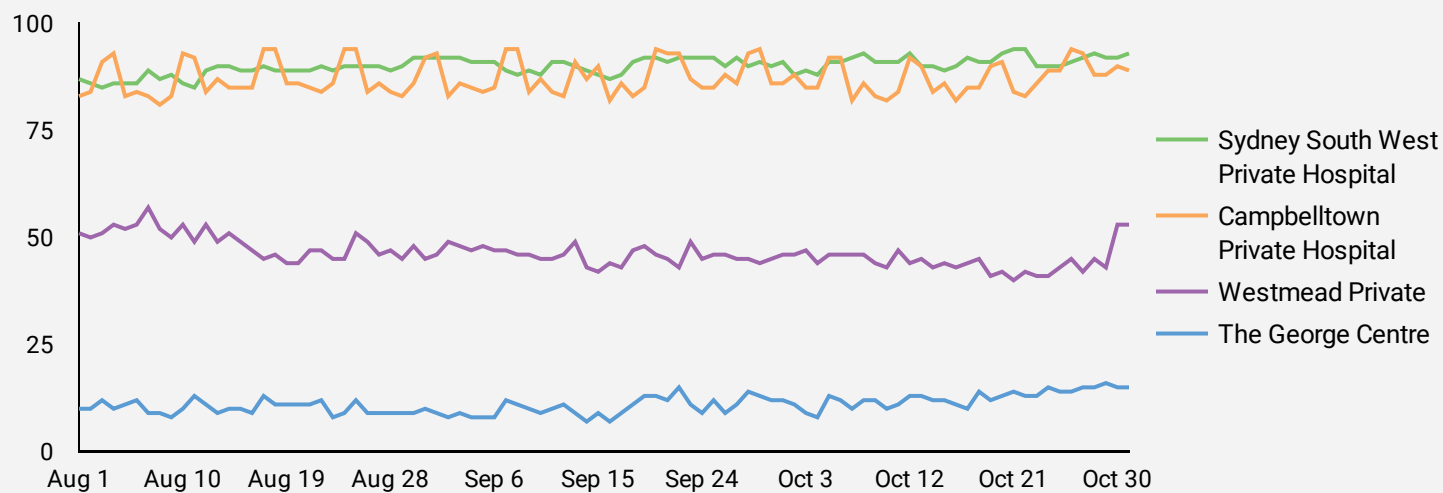
39

↑ 69.6%

Keywords Distribution



Competitor Average Position



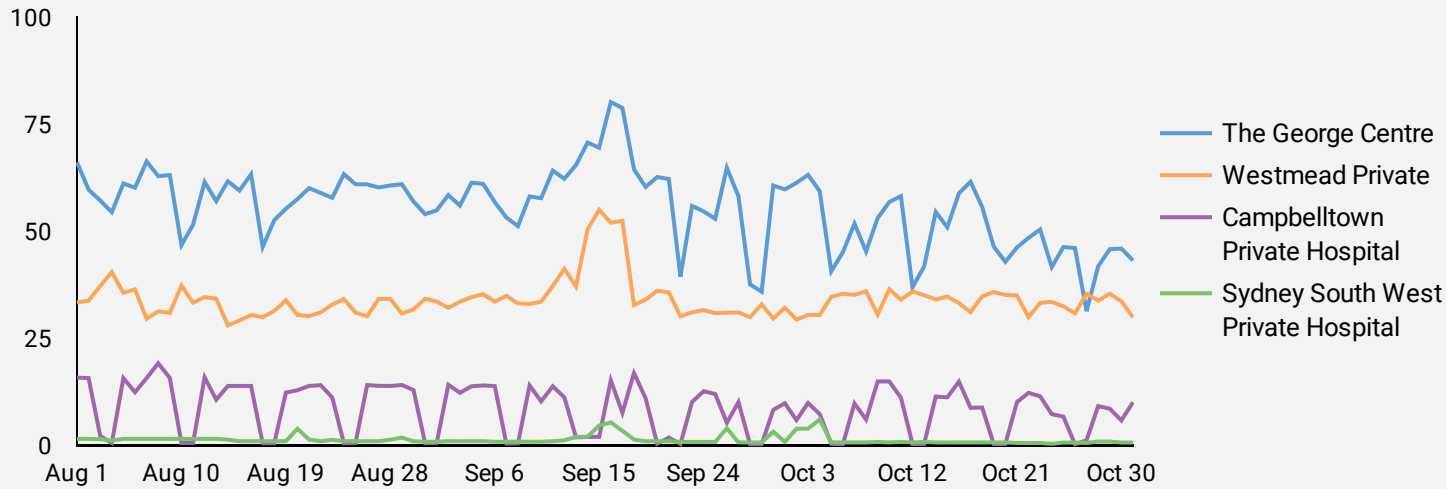
| Competitor | Organic ranking ▾ |
|------------------------------------|-------------------|
| Sydney South West Private Hospital | 90.07 |
| Campbelltown Private Hospital | 87.25 |
| Westmead Private | 46.4 |
| The George Centre | 11.02 |

Keyword Rankings

| Keyword | Organic ranking ▲ | Search vol. | Ranking Dynamics |
|------------------------------------------|-------------------|-------------|------------------|
| private maternity hospital | 1 | 320 | 0 |
| gregory hills hospital | 1 | 140 | 0 |
| gregory hills maternity hospital | 1 | 20 | 0 |
| gregory hills private hospital | 1 | 170 | 0 |
| private hospital gregory hills | 1 | 170 | 0 |
| hospitals with birthing centers near ... | 1 | 10 | 0 |
| private maternity clinic | 1 | 320 | 0 |
| postpartum care centre | 1 | 10 | 6 |
| maternity clinic near me | 1 | 70 | 1 |
| surgery centre gregory hills | 1 | 0 | 0 |
| private maternity hospital near me | 1 | 110 | 0 |
| private maternity hospitals near me | 1 | 0 | 0 |
| private hospital camden | 2 | 10 | 0 |
| maternity hospital near me | 2 | 720 | 0 |
| camden private hospital | 2 | 170 | 0 |
| private maternity clinics | 2 | 320 | -1 |
| antenatal clinic near me | 2 | 90 | 0 |
| surgical hospital gregory hills | 2 | 0 | -1 |
| hospitals to give birth near me | 2 | 10 | 0 |
| birth center near me | 2 | 140 | 0 |
| birth centers near me | 2 | 140 | 0 |
| birthing hospitals near me | 2 | 30 | 0 |
| private birth hospital | 2 | 170 | 0 |
| maternity hospital | 2 | 880 | 0 |
| birthing centres near me | 2 | 210 | 7 |
| birth centre near me | 2 | 210 | 1 |
| birthing centre near me | 2 | 210 | 1 |
| private hospital near me | 3 | 160 | 14 |
| birth center | 3 | 320 | 0 |
| birthing center near me | 3 | 110 | 6 |
| maternity hospitals near me | 3 | 0 | -1 |
| private birth centre | 4 | 40 | 1 |
| birthing centre sydney | 4 | 110 | -3 |
| private maternity care | 4 | 20 | -2 |
| birthing centres sydney | 4 | 110 | -2 |
| birth centre sydney | 5 | 110 | -1 |
| private women's hospital | 5 | 20 | 1 |
| endoscopy unit procedures | 5 | 10 | 0 |
| childbirth center | 6 | 320 | -2 |
| birth centres near me | 6 | 260 | 1 |
| postnatal care centre | 6 | 10 | 1 |
| postnatal center | 6 | 10 | -1 |
| private maternity hospitals | 6 | 0 | -5 |
| ent bowral | 7 | 70 | 0 |
| endoscopy suite | 7 | 20 | 2 |
| maternity private hospital | 7 | 320 | -5 |
| private labour hospital | 8 | 210 | 0 |
| birthing centers near me | 8 | 110 | -2 |
| private hospital maternity | 8 | 320 | 3 |
| birthing suites near me | 8 | 20 | -1 |

Competitors

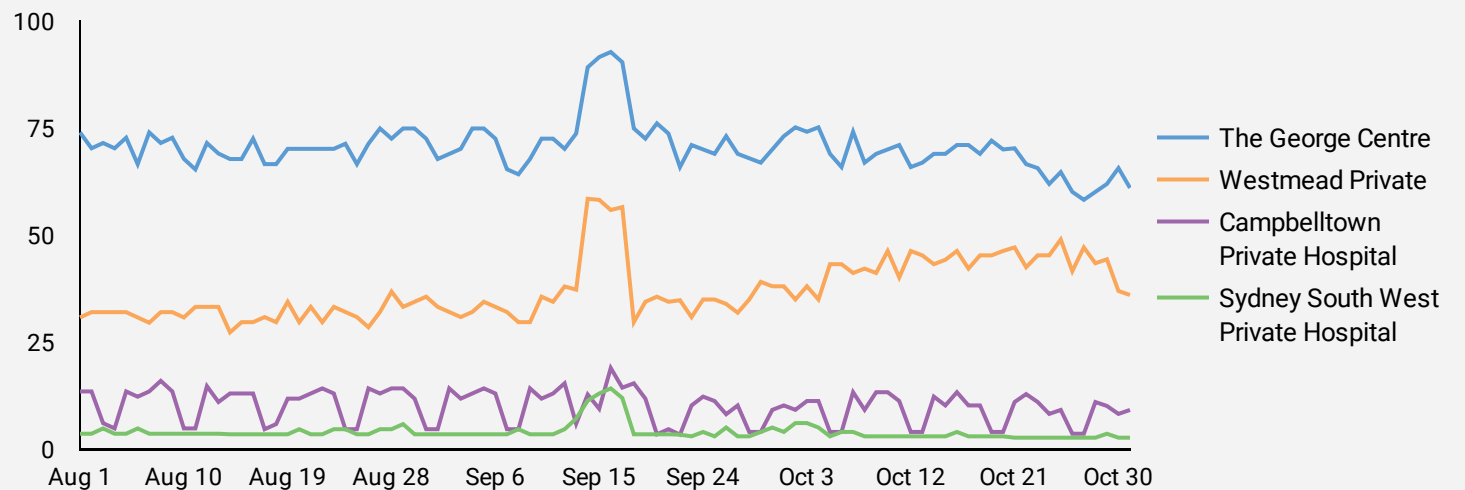
Competitor - Search Visibility



| Competitor | Search visibility ▾ |
|------------------------------------|---------------------|
| The George Centre | 55.64 |
| Westmead Private | 34.05 |
| Campbelltown Private Hospital | 8.51 |
| Sydney South West Private Hospi... | 1.29 |

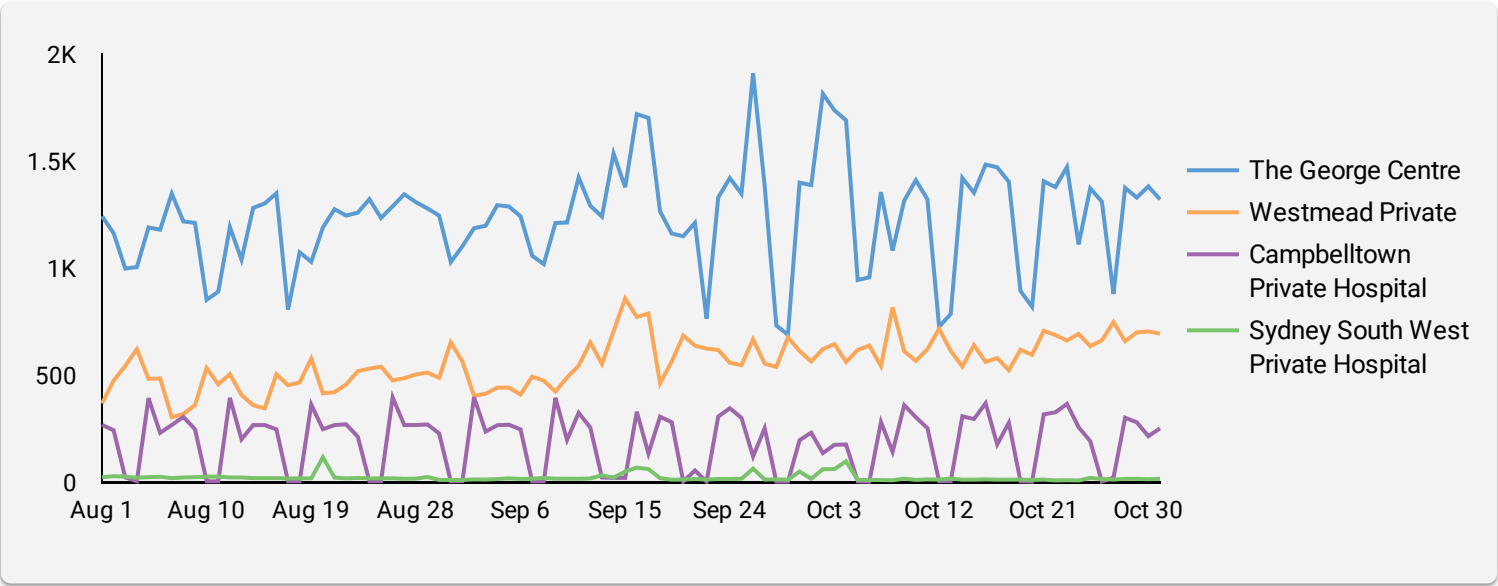
Competitor - Percent in Top 10

| Competitor | TOP 10 percent ▾ |
|------------------------------------|------------------|
| The George Centre | 70.65 |
| Westmead Private | 37.27 |
| Campbelltown Private Hospital | 10.11 |
| Sydney South West Private Hospi... | 4.14 |



Competitors

Competitor - Estimated Traffic



| Competitor | Traffic forecast |
|-------------------------------------|------------------|
| The George Centre | 1,239.63 |
| Westmead Private | 560.59 |
| Campbelltown Private Hospital | 191.33 |
| Sydney South West Private Hospit... | 22.64 |