

## Overview

### Sessions

Sessions  
**22,837**  
↑ 11.8%

Active users  
**14,350**  
↑ 14.8%

New users  
**13,703**  
↑ 15.3%

### Conversions

Key events  
**1,087**  
↑ 0.6%

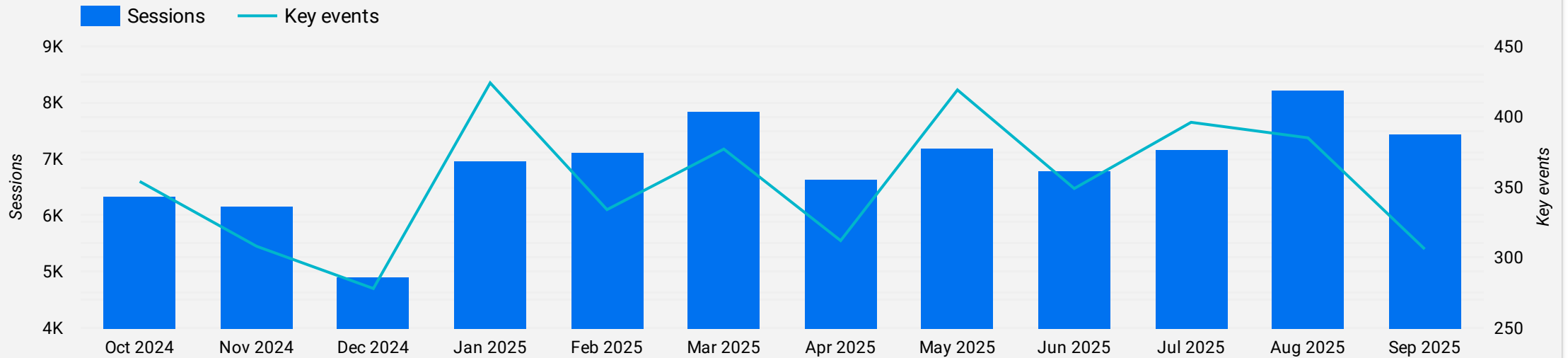
### Engagement & Bounce Rate

Engagement rate  
**63.31%**  
↓ -0.1%

Bounce rate  
**36.69%**  
↑ 0.2%

Average session duration  
**00:03:29**  
↑ 9.4%

## Month to Month

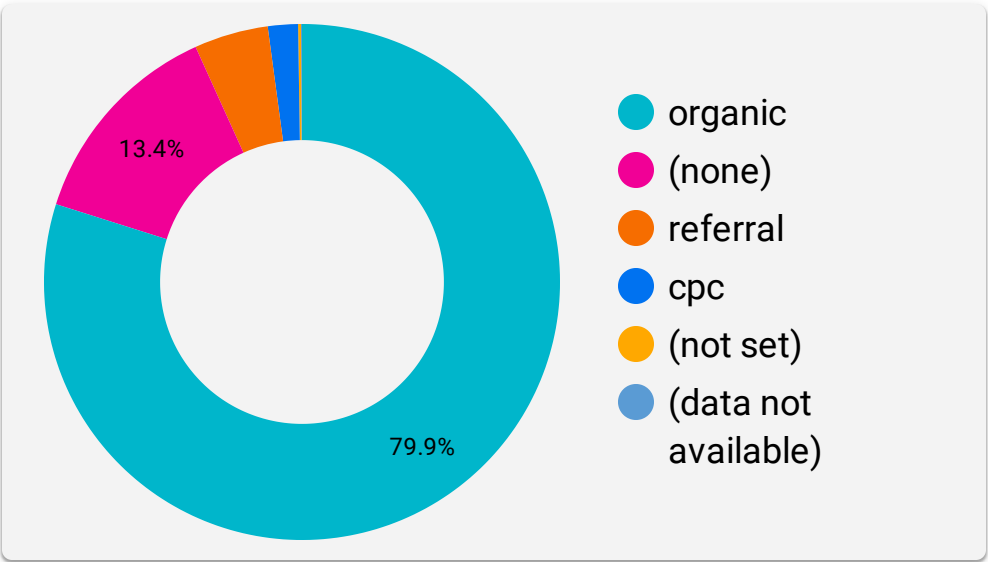


Source

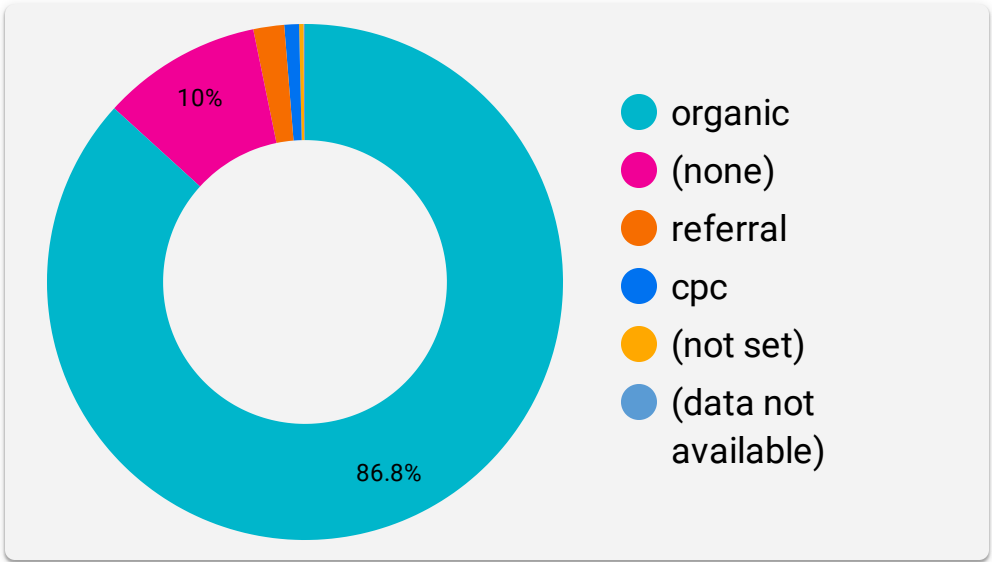
Source Details

Session medium	Sessions	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
organic	18,063	12,072	66.83%	33.17%	00:03:49	943
(none)	3,021	1,455	48.16%	51.84%	00:02:18	109
referral	1,049	692	65.97%	34.03%	00:02:31	21
cpc	426	252	59.15%	40.85%	00:01:47	10

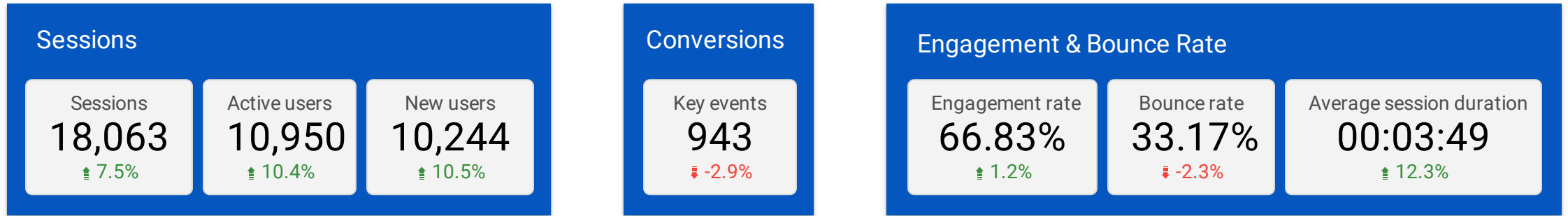
Sessions per Source



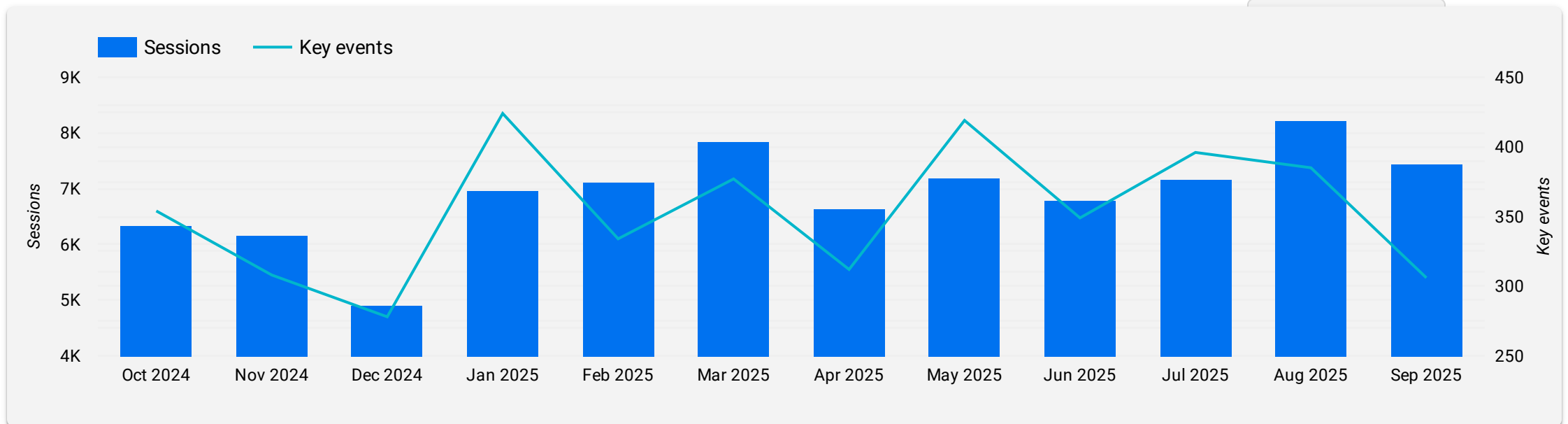
Conversions per Source



## Organic Search



## Month to Month



## Key Events

### Conversions

Key events

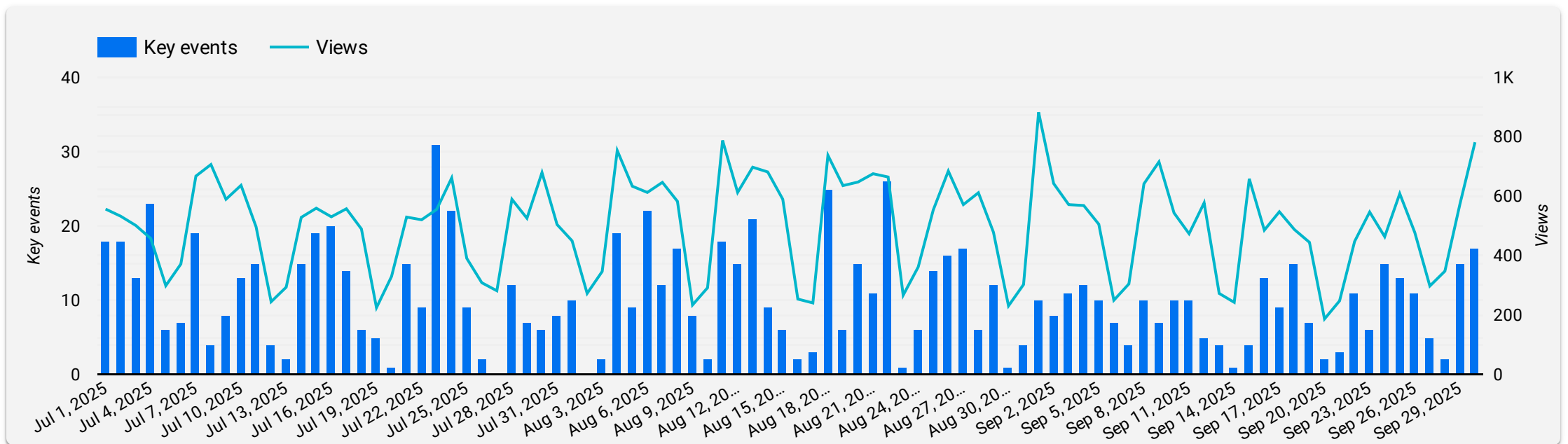
943

↓ -2.9%

### Website Conversion Type

Event name	Key events ▾
GA4 Event - Phone Number T...	778
contact_form_submission	147

## Conversions vs Views



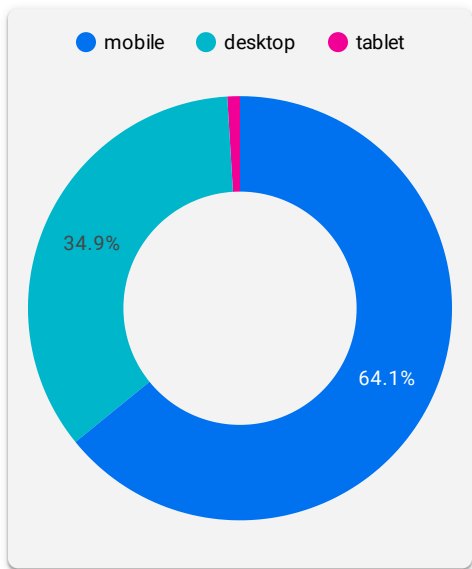
## Top Pages

### Top 10 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	8,836	6,976	78.95%	21.05%	00:01:20	237
/patient-admission/	2,776	2,210	79.61%	20.39%	00:02:50	27
/contact-the-george-centre/	2,030	1,653	81.43%	18.57%	00:01:50	252
/our-maternity-team/	1,766	1,454	82.33%	17.67%	00:01:47	25
/your-maternity-experience/	1,504	1,224	81.38%	18.62%	00:02:27	17
/specialists-directory/	1,233	1,179	95.62%	4.38%	00:00:52	3
/join-our-team/	1,211	1,011	83.48%	16.52%	00:02:21	4
/about-the-george-centre/	1,192	1,046	87.75%	12.25%	00:01:06	8
/hcf-no-gaps-program/	1,147	747	65.13%	34.87%	00:02:26	41
/hospital-info/	1,100	1,038	94.36%	5.64%	00:00:51	8
/luxé-packages/	903	817	90.48%	9.52%	00:05:55	8
/our-team/	890	839	94.27%	5.73%	00:00:54	3
/visitor-information/	835	573	68.62%	31.38%	00:02:02	11
/birthing-suites/	822	738	89.78%	10.22%	00:01:38	7
/specialist/dr-brian-hollis/	812	505	62.19%	37.81%	00:01:35	29
/specialist/dr-jan-ardui/	795	485	61.01%	38.99%	00:02:22	17
/maternity/	794	709	89.29%	10.71%	00:01:40	6
/surgical/	653	580	88.82%	11.18%	00:01:25	1
/patient-information/	528	479	90.72%	9.28%	00:01:28	3
/your-stay/	501	463	92.42%	7.58%	00:01:40	0

## Device & Location

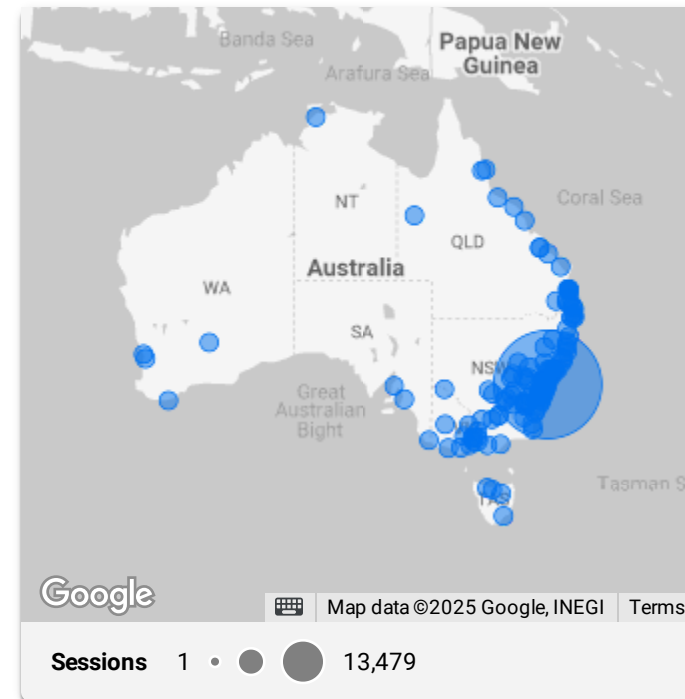
### Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	11,695	7,525	64.34%	35.66%	00:03:07	849
desktop	6,364	4,504	70.77%	29.23%	00:05:00	87
tablet	175	136	77.71%	22.29%	00:03:33	7

### Location

Town/City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	13,479	9,288	68.91%	31.09%	00:03:49	658
Melbourne	558	380	68.10%	31.90%	00:03:26	18
Brisbane	483	339	70.19%	29.81%	00:02:57	29
Wollongong	238	161	67.65%	32.35%	00:02:36	13
(not set)	237	130	54.85%	45.15%	00:03:26	5
Newcastle	220	157	71.36%	28.64%	00:05:48	13
Central Coast	151	120	79.47%	20.53%	00:02:57	14
Gledswood Hills	149	105	70.47%	29.53%	00:03:58	1
Bowral - Mittagong	101	74	73.27%	26.73%	00:06:59	9
Canberra	87	60	71.13%	28.87%	00:03:51	0



## Keyword Rankings Overview

### Keyword Ranking

Percent in Top 10

62.53

↑ 11.0%

Average Postion

9.92

↑ 17.6%

Rankings Increased

46

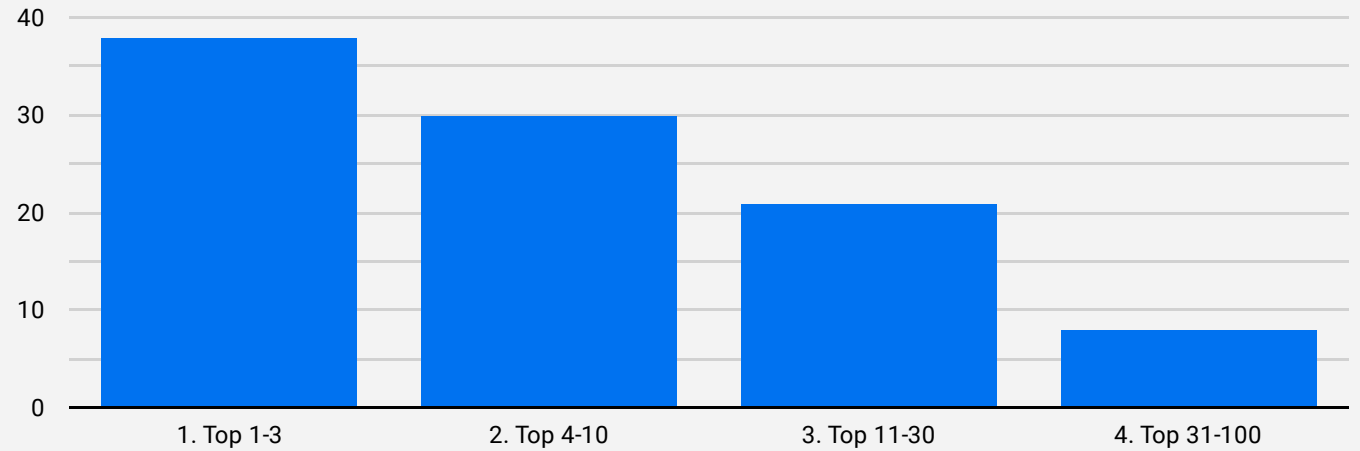
↑ 155.6%

Rankings Decreased

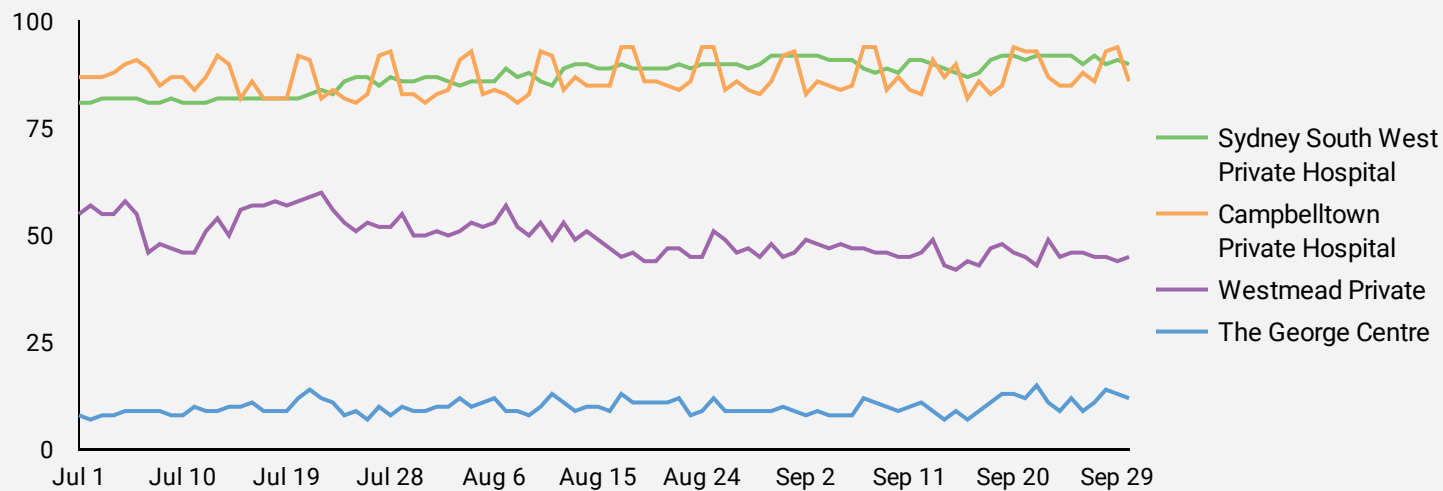
22

↑ 57.1%

### Keywords Distribution



### Competitor Average Position



Competitor	Organic ranking
Sydney South West Private Hospital	87.33
Campbelltown Private Hospital	86.91
Westmead Private	49.41
The George Centre	9.92

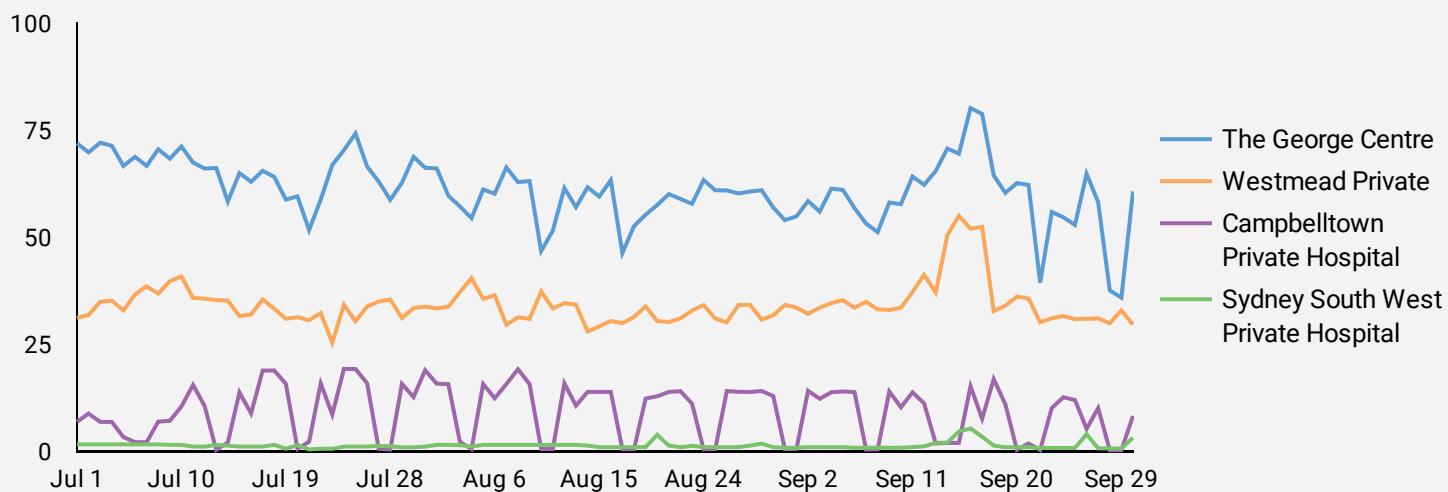
Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
hospitals to give birth near me	1	10	5
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
private maternity hospital	1	320	0
surgical hospital gregory hills	1	0	0
private hospital maternity	1	320	5
private hospital pregnancy	1	170	0
surgery centre gregory hills	1	0	6
private maternity hospital near me	1	110	0
maternity clinic near me	1	70	1
birthing hospitals near me	1	30	1
private maternity hospitals	1	0	0
private maternity hospitals near me	1	0	0
birthing centre near me	2	210	1
birthing centers near me	2	110	3
hospitals with birthing centers near ...	2	10	1
maternity private hospital	2	320	-1
maternity hospitals near me	2	0	0
private hospital camden	2	10	0
maternity hospital near me	2	720	-1
camden private hospital	2	170	0
birthing facility near me	2	10	1
private maternity clinics	2	320	-1
maternity hospital	2	880	-1
birth center near me	2	140	0
maternity hospital sydney	2	170	15
birthing centre sydney	3	110	0
private hospital near me	3	160	0
ent bowral	3	70	0
birth centre near me	3	210	0
birthing centres near me	3	210	2
private maternity care	3	20	-2
birthing suites near me	3	20	0
private maternity clinic	3	320	-2
birthing suite	3	390	-1
endoscopy unit procedures	4	10	1
private women's hospital	4	20	2
birth centre sydney	5	110	0
postnatal care centre	5	10	0
birthing centres sydney	5	110	-3
childbirth center	5	320	-1
postnatal center	6	10	-4
postpartum care centre	6	10	1
birthing center near me	6	110	-1
private birth centre	6	40	-4
direct endoscopy	7	1,000	0
birthing centers	7	320	0
birth center	7	320	0



## Competitors

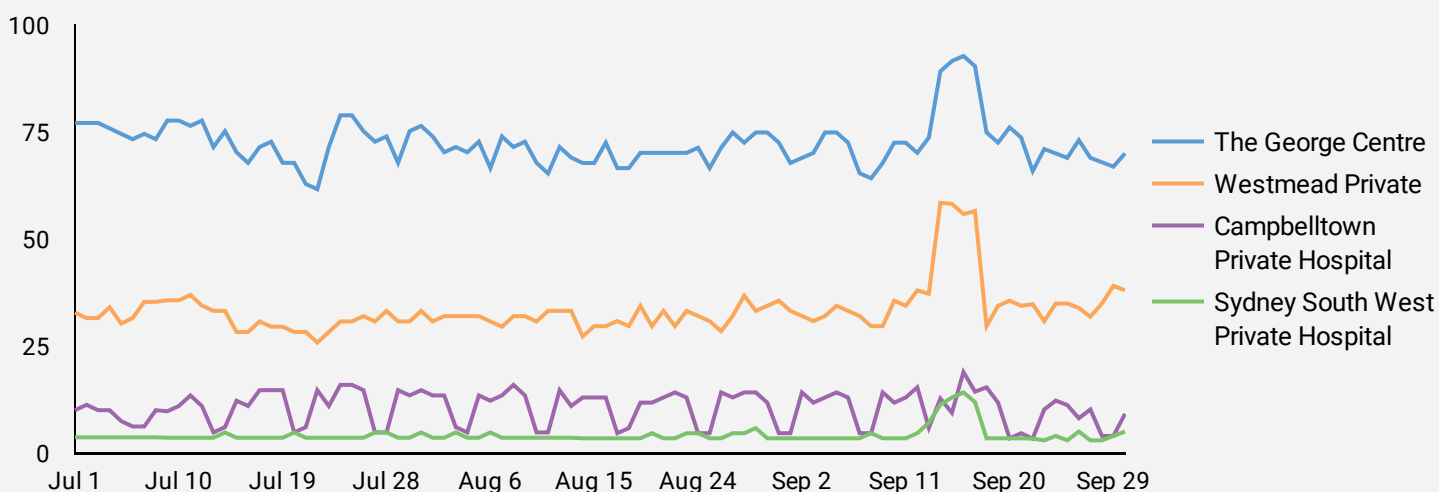
### Competitor - Search Visibility



Competitor	Search visibility
The George Centre	61.17
Westmead Private	34.19
Campbelltown Private Hospital	9.24
Sydney South West Private Hospi...	1.35

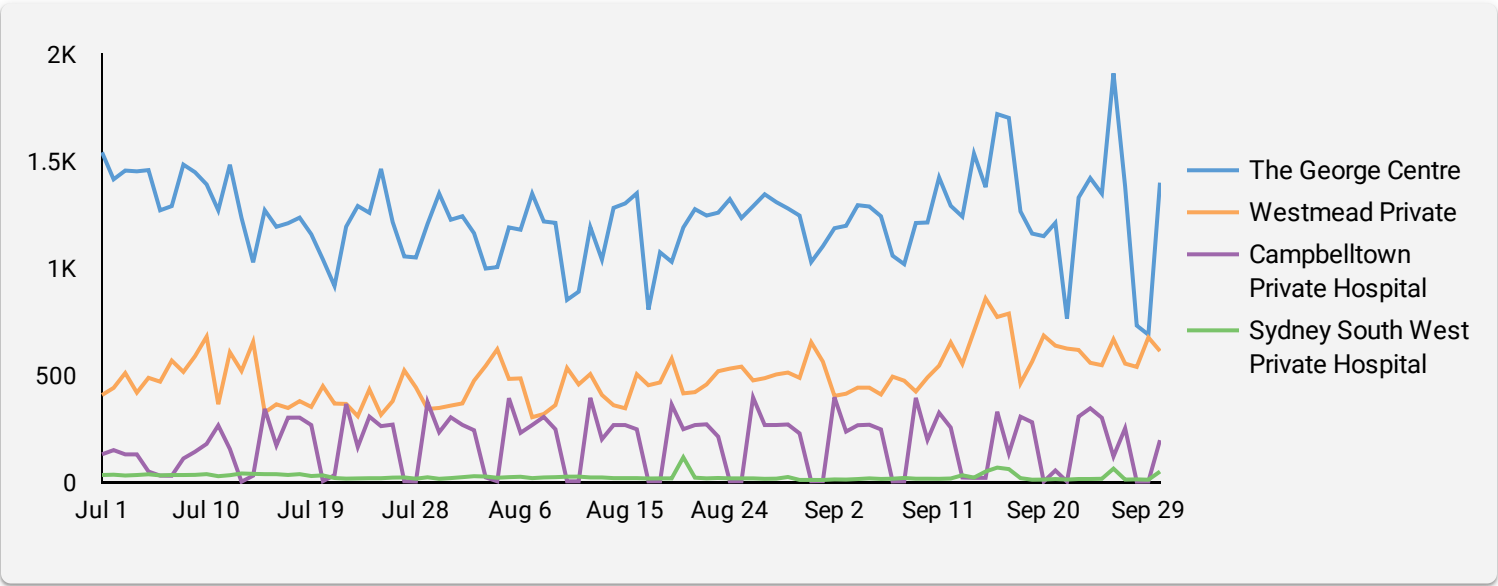
### Competitor - Percent in Top 10

Competitor	TOP 10 percent
The George Centre	72.49
Westmead Private	33.52
Campbelltown Private Hospital	10.66
Sydney South West Private Hospi...	4.31



Competitors

Competitor - Estimated Traffic



Competitor	Traffic forecast
The George Centre	1,237.92
Westmead Private	494.05
Campbelltown Private Hospital	182.71
Sydney South West Private Hospit...	26.17