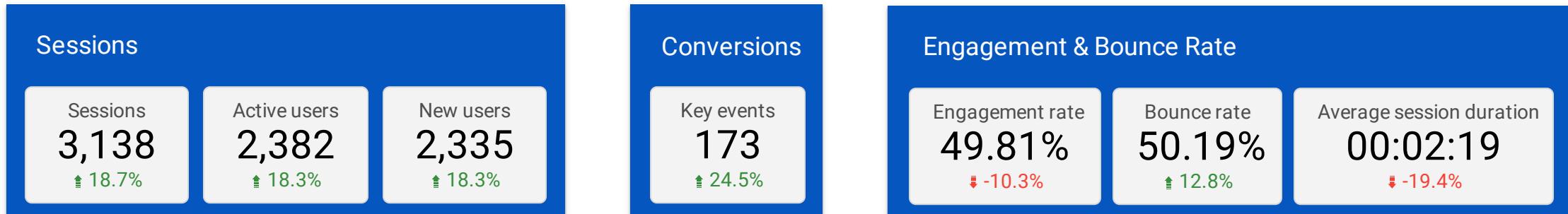
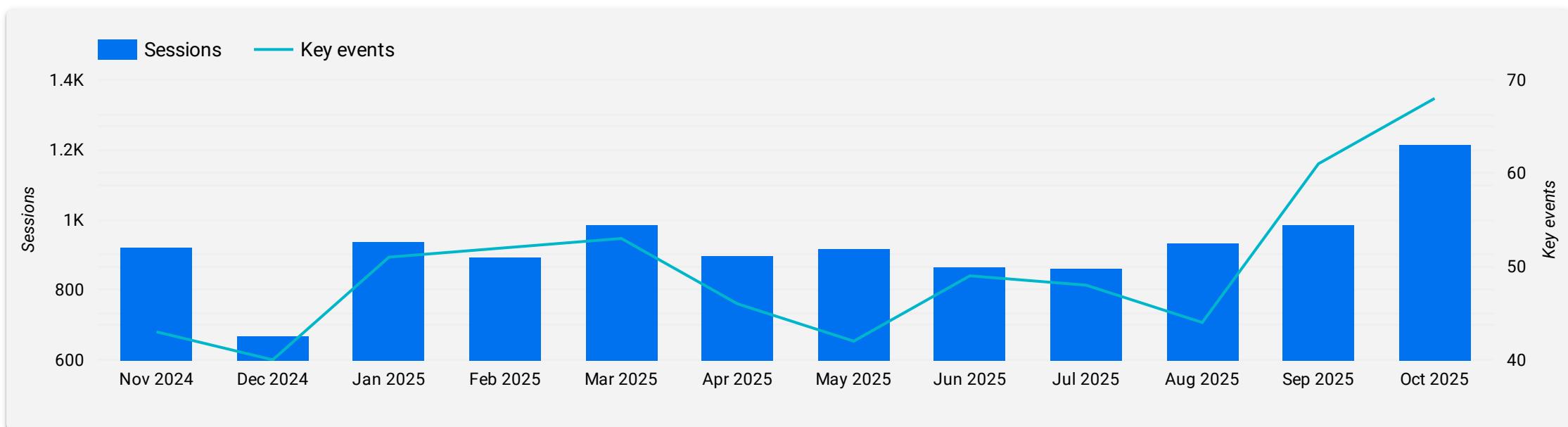


Overview



Month to Month

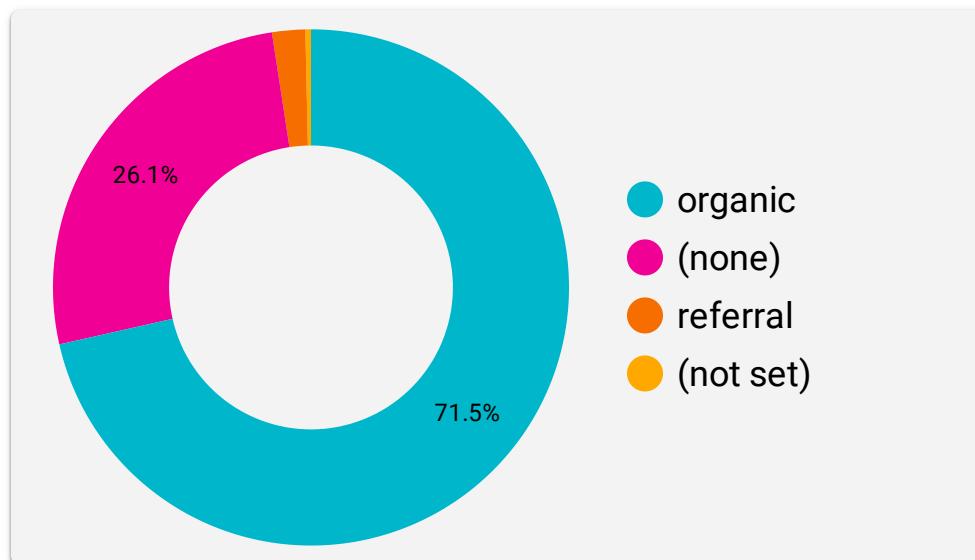


Source

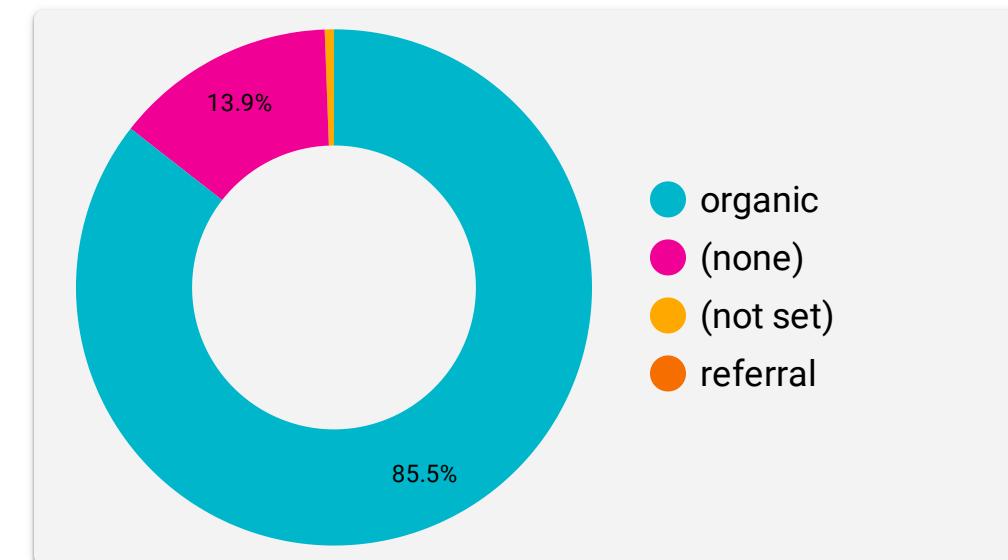
Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
organic	2,238	1,345	60.10%	39.90%	00:02:45	148
(none)	818	179	21.88%	78.12%	00:01:09	24
referral	65	35	53.85%	46.15%	00:02:43	0
(not set)	11	3	27.27%	72.73%	00:00:19	1

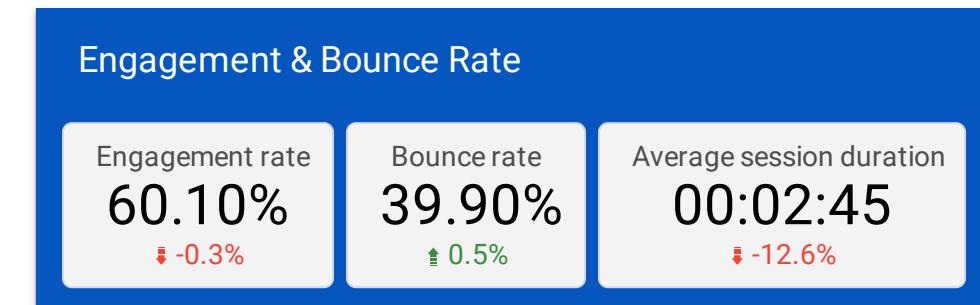
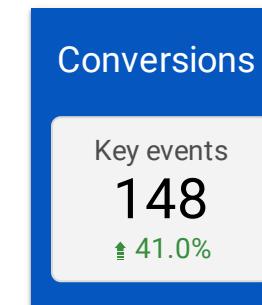
Sessions per Source



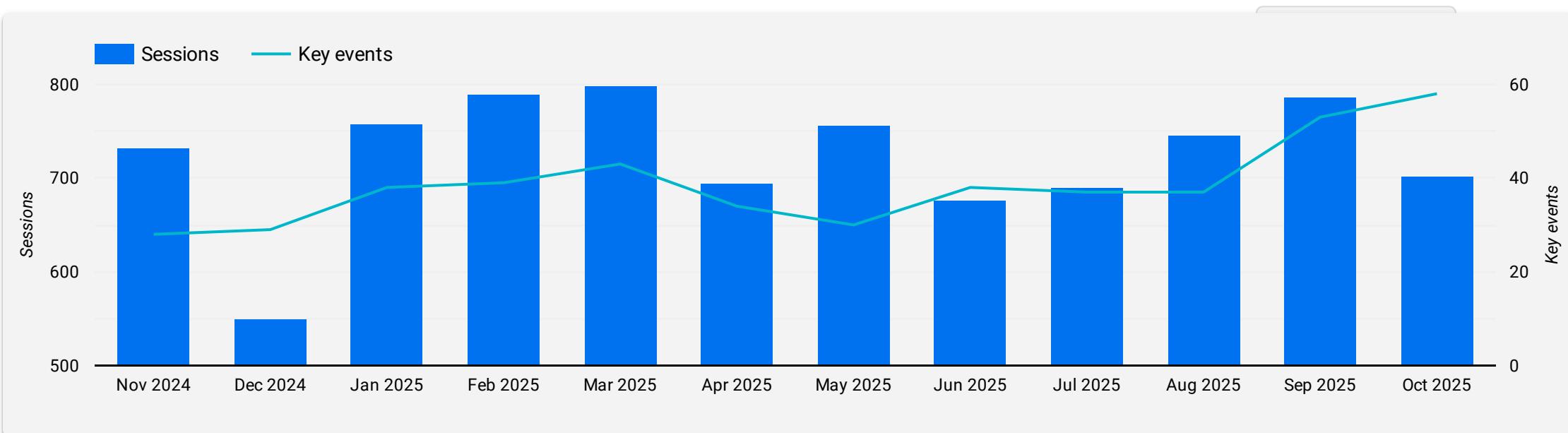
Conversions per Source



Organic Search



Month to Month



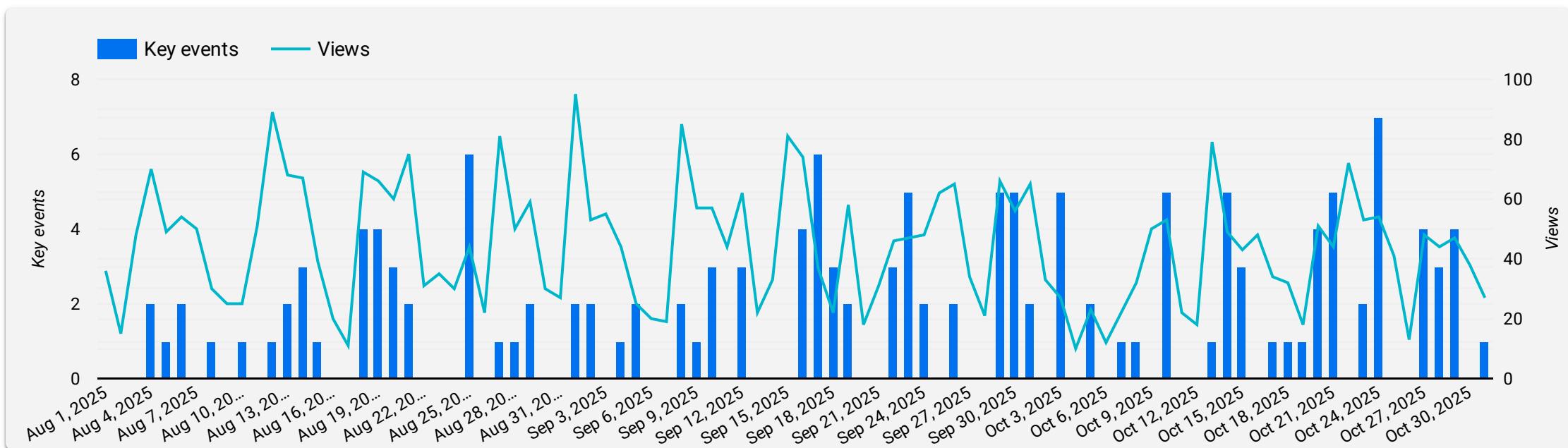
Key Events



Website Conversion Type

Event name	Key events
GA4 Event - Phone Number T...	128
contact_form_submission	20

Conversions vs Views

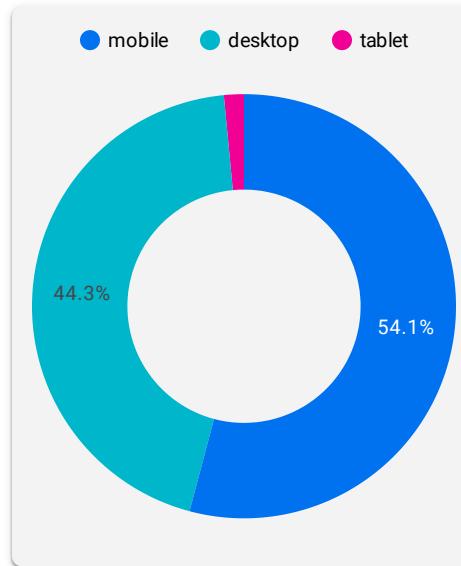


Top Pages
Top 10 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	1,263	824	65.24%	34.76%	00:02:00	40
/contact-dr-louis-shidiak/	374	277	74.06%	25.94%	00:02:22	61
/about/dr-shidiak/	176	154	87.50%	12.50%	00:02:38	4
/orthopaedic-conditions/knee/	172	162	94.19%	5.81%	00:00:39	2
/about/	141	130	92.20%	7.80%	00:01:06	2
/orthopaedic-conditions/hips/	120	109	90.83%	9.17%	00:00:30	0
/orthopaedic-conditions/hips/adults/dysplasia/	87	49	56.32%	43.68%	00:01:20	0
/appointment-information/	79	67	84.81%	15.19%	00:01:36	5
/orthopaedic-conditions/sports-injuries/	74	70	94.59%	5.41%	00:01:51	3
/ins-outs-hamstring-injuries/	71	34	47.89%	52.11%	00:01:11	1

Device & Location

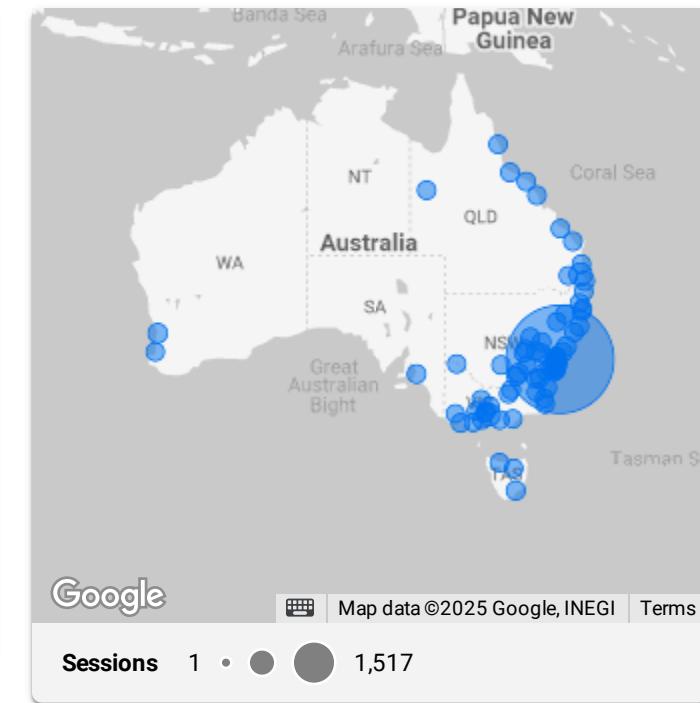
Device Used



Device category	Sessions	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	1,211	671	55.41%	44.59%	00:02:29	130
desktop	992	651	65.63%	34.38%	00:03:04	17
tablet	34	24	70.59%	29.41%	00:03:48	1

Location

Town/City	Sessions	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	1,517	956	63.02%	36.98%	00:02:58	94
Brisbane	83	44	53.01%	46.99%	00:01:59	3
Melbourne	78	46	58.97%	41.03%	00:02:18	1
(not set)	36	24	66.67%	33.33%	00:02:27	3
Newcastle	24	11	45.83%	54.17%	00:01:11	0
Wollongong	23	13	56.52%	43.48%	00:01:44	3
Perth	22	15	68.18%	31.82%	00:01:57	0
Central Coast	20	16	80.00%	20.00%	00:03:03	4
Gold Coast	19	8	42.11%	57.89%	00:00:59	2
Junee	15	9	60.00%	40.00%	00:01:51	3



Keyword Rankings Overview

Keyword Ranking

Percent in Top 10

64.25

↑ 25.4%

Average Postion

15.27

↑ 55.9%

Rankings Increased

35

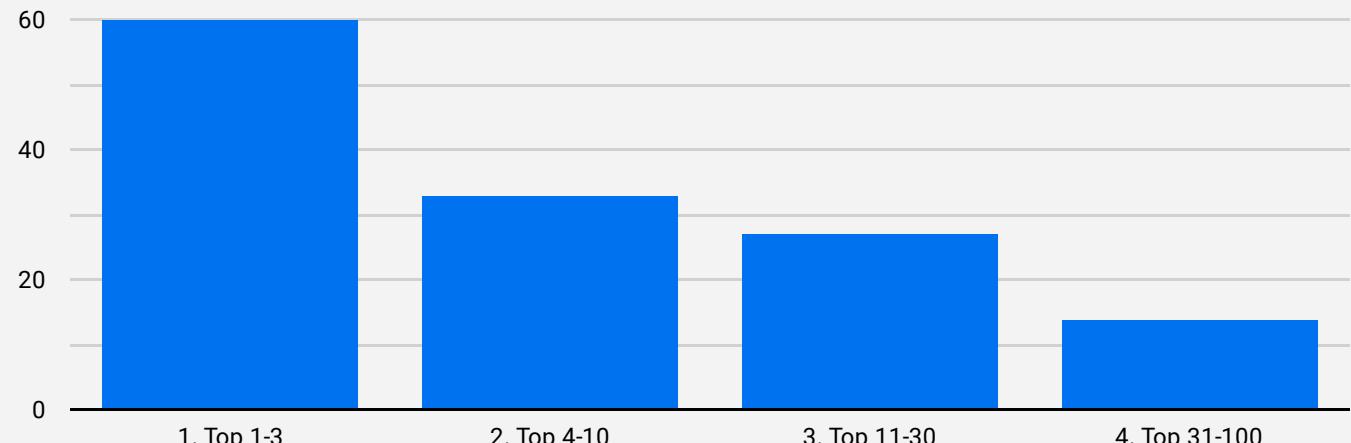
↑ 66.7%

Rankings Decreased

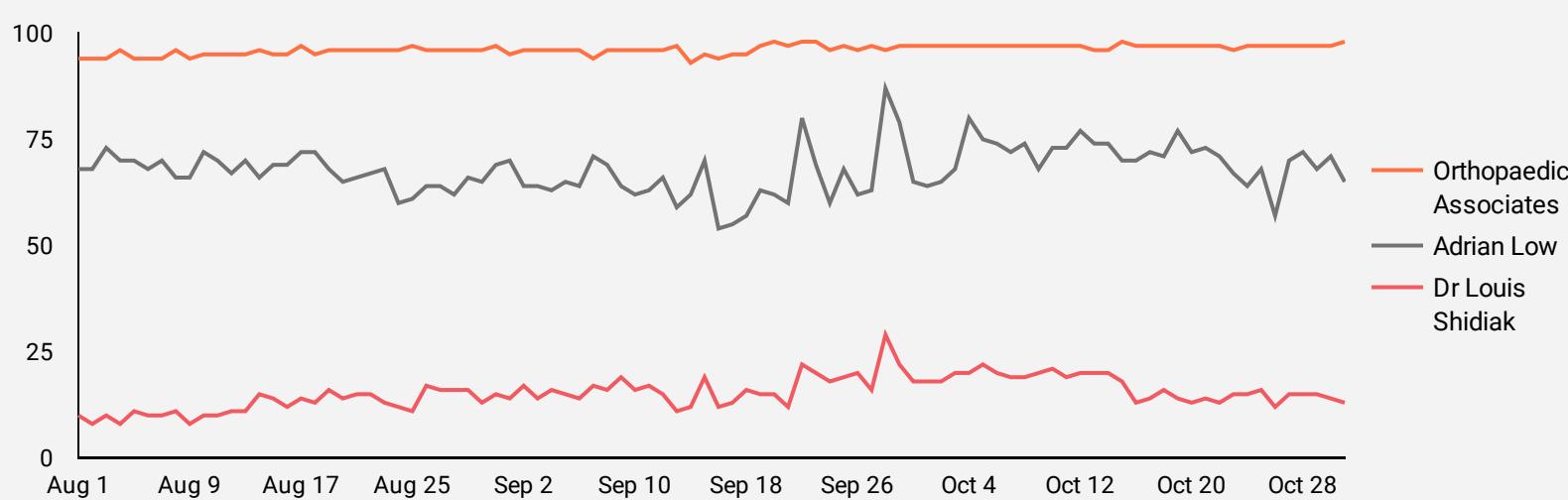
31

↑ 47.6%

Keywords Distribution



Competitor Average Position



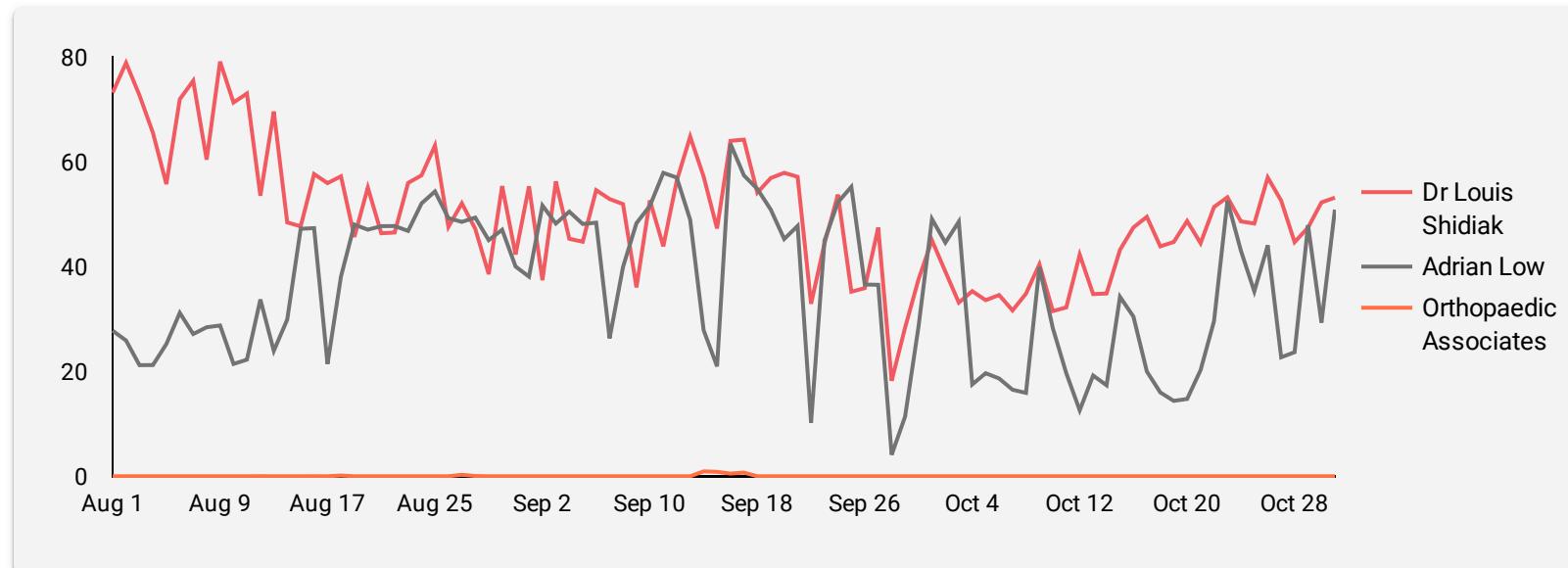
Competitor	Organic ranking
Orthopaedic Associates	96.15
Adrian Low	67.83
Dr Louis Shidiak	15.27

Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
sydney orthopaedic surgeon	1	320	5
muscle tear specialist	1	10	0
hip doctor	1	50	0
knee specialist parramatta	1	20	0
knee surgeons near me	1	70	0
hips specialist	1	140	0
knee dr near me	1	480	0
muscle injury specialist	1	10	0
pulled muscle doctor	1	10	0
hip replacement specialist	1	10	0
hip orthopedic surgeon	1	50	0
ortho surgeon near me	1	30	1
ortho specialist near me	1	260	1
knee bone doctor	1	10	0
hip joint specialist	1	10	0
hip and knee doctor	1	10	0
orthopedic hip specialist near me	1	10	1
orthopedic knee specialist	1	30	1
hip specialist near me	1	90	0
hip doctor near me	1	20	1
meniscus specialist	1	10	1
meniscus doctor near me	1	10	0
orthopaedic knee surgeon	1	0	1
hip injury doctor	2	10	-1
anterior hip replacement surgeons n...	2	0	-1
acl injury doctor	2	10	0
acl specialist	2	20	0
knee doctor	2	260	-1
hip and knee specialist	2	40	-1
knee surgeon near me	2	70	0
knee doctor near me	2	480	0
knee specialist	2	480	0
knee orthopaedic surgeon	2	110	0
orthopedic surgery near me	2	110	0
best orthopedic surgeon	2	70	0
hip dysplasia doctor	2	10	-1
knee specialist doctor near me	2	480	0
orthopaedic hip surgeon near me	2	0	-1
knee surgery near me	2	90	0
knee specialist near me	2	480	0
hip surgeon	2	170	0
knee specialist sydney	2	590	-1
orthopedic surgeon near me	2	1,600	1
knee specialists near me	2	480	-1
hip specialists	2	140	0
acl tear surgeon	2	40	0
orthopedic physicians near me	3	110	0
sports knee surgeon	3	10	0
orthopedic knee specialist near me	3	30	-1
hip arthroscopy sydney	3	20	0
hip dysplasia specialist	3	10	2
hip arthritis specialist	3	10	2
perthes disease specialists	3	10	-1
muscle doctor	3	110	0
muscle specialist	3	110	6
orthopedic doctor sydney	3	110	0
orthopedic surgeon parramatta	3	50	-2
muscle injury doctor near me	3	10	-1
orthopedic doctors near me	3	110	0
ligament injury specialist	3	0	0
hip dysplasia woman treatment	4	30	-2
sydney orthopaedic surgeons	4	320	0

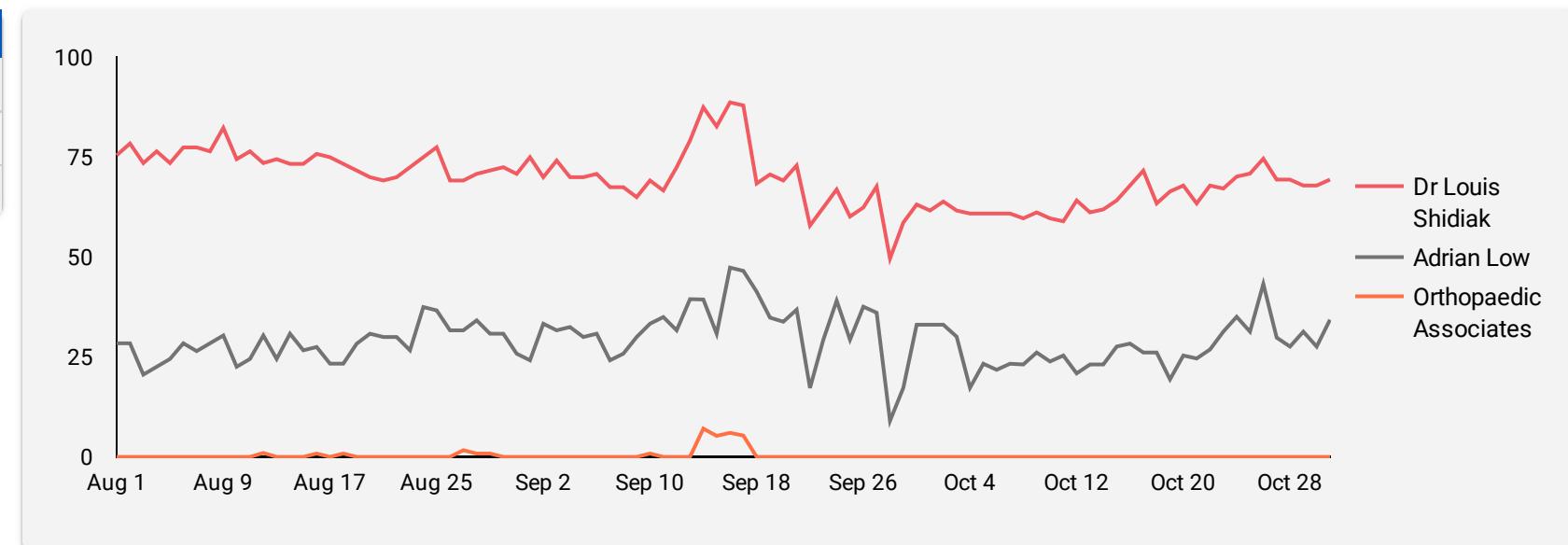
Competitors

Competitor - Search Visibility



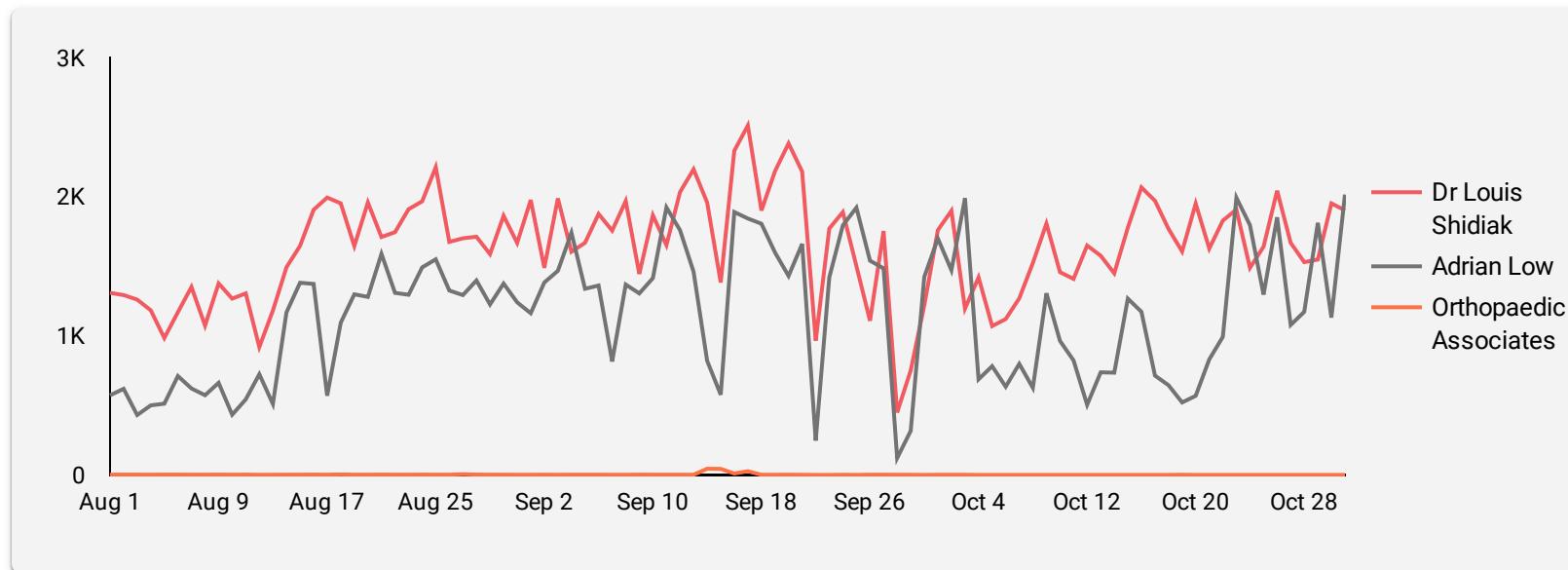
Competitor - Percent in Top 10

Competitor	TOP 10 percent
Orthopaedic Associates	0.33
Dr Louis Shidiak	69.6
Adrian Low	29.15



Competitors

Competitor - Estimated Traffic



Competitor	Traffic forecast
Dr Louis Shidiak	1,638.02
Adrian Low	1,148.95
Orthopaedic Associates	2.49