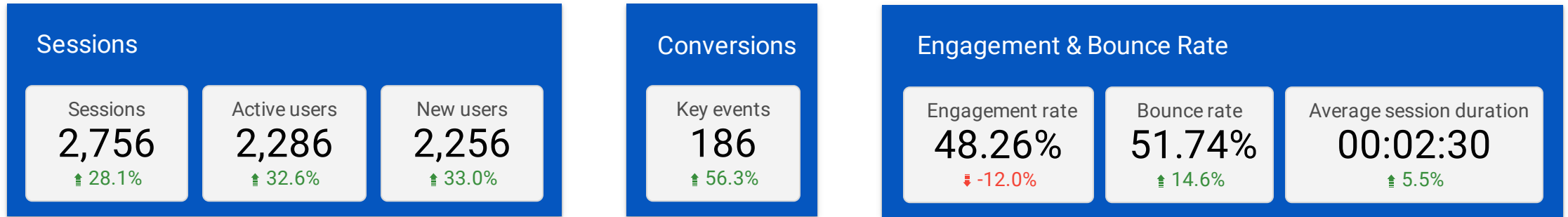
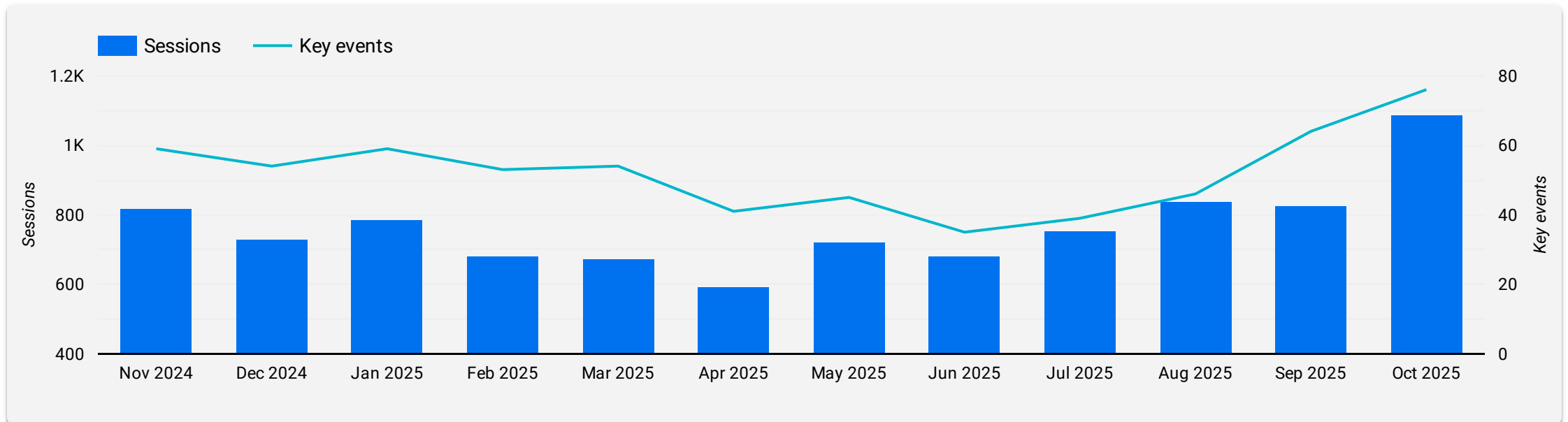


Overview



Month to Month

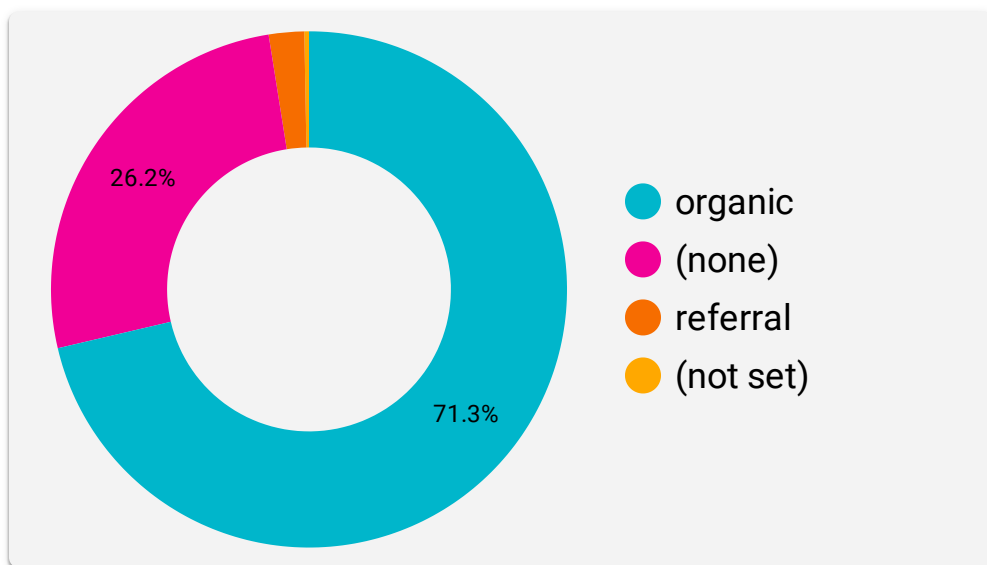


Source

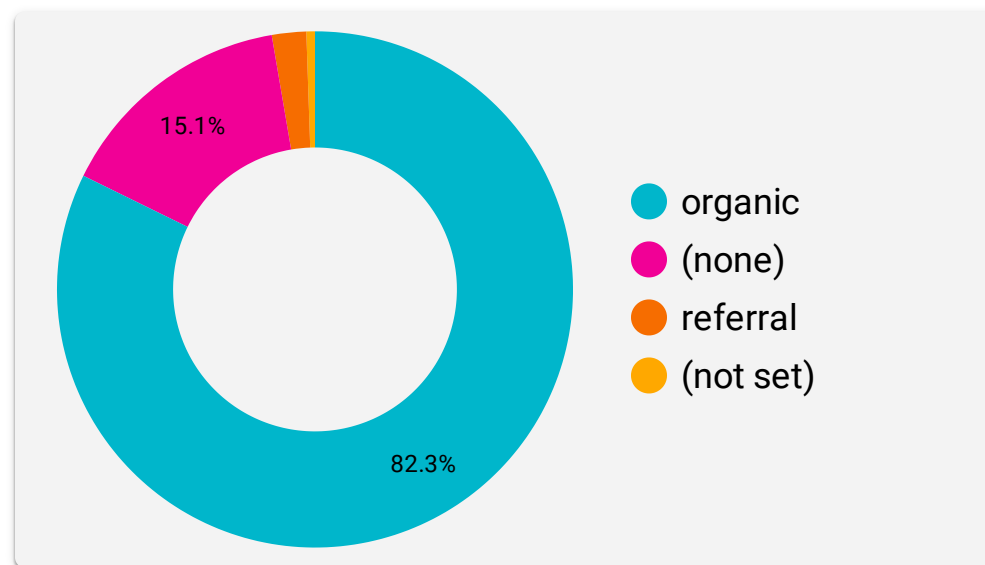
Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
organic	1,964	1,152	58.66%	41.34%	00:03:01	153
(none)	720	139	19.31%	80.69%	00:01:01	28
referral	61	37	60.66%	39.34%	00:02:56	4
(not set)	8	1	12.50%	87.50%	00:04:43	1

Sessions per Source



Conversions per Source



Organic Search

Sessions

Sessions
1,964
↑ 16.1%

Active users
1,591
↑ 19.4%

New users
1,565
↑ 19.6%

Conversions

Key events
153
↑ 59.4%

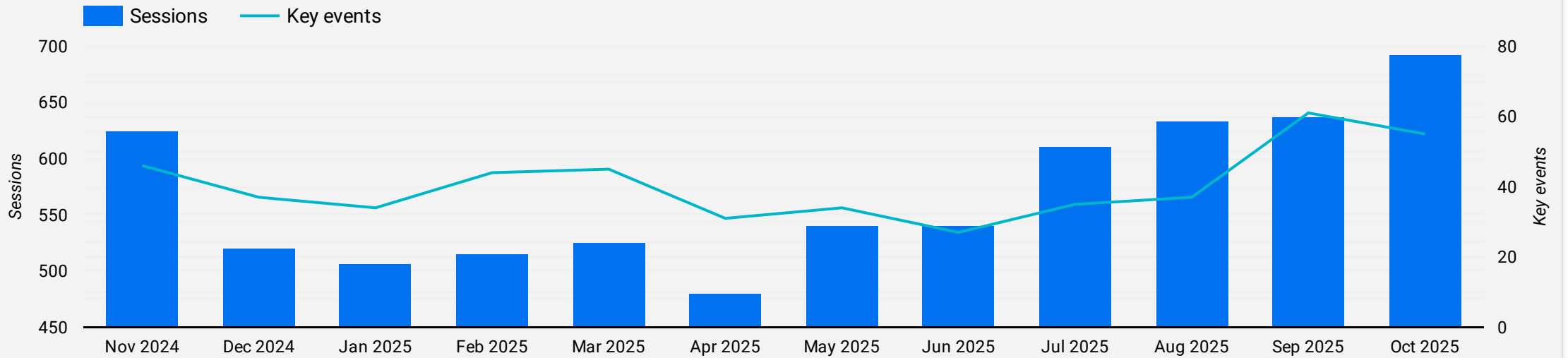
Engagement & Bounce Rate

Engagement rate
58.66%
↓ -5.4%

Bounce rate
41.34%
↑ 8.8%

Average session duration
00:03:01
↑ 15.4%

Month to Month



Key Events

Conversions

Key events

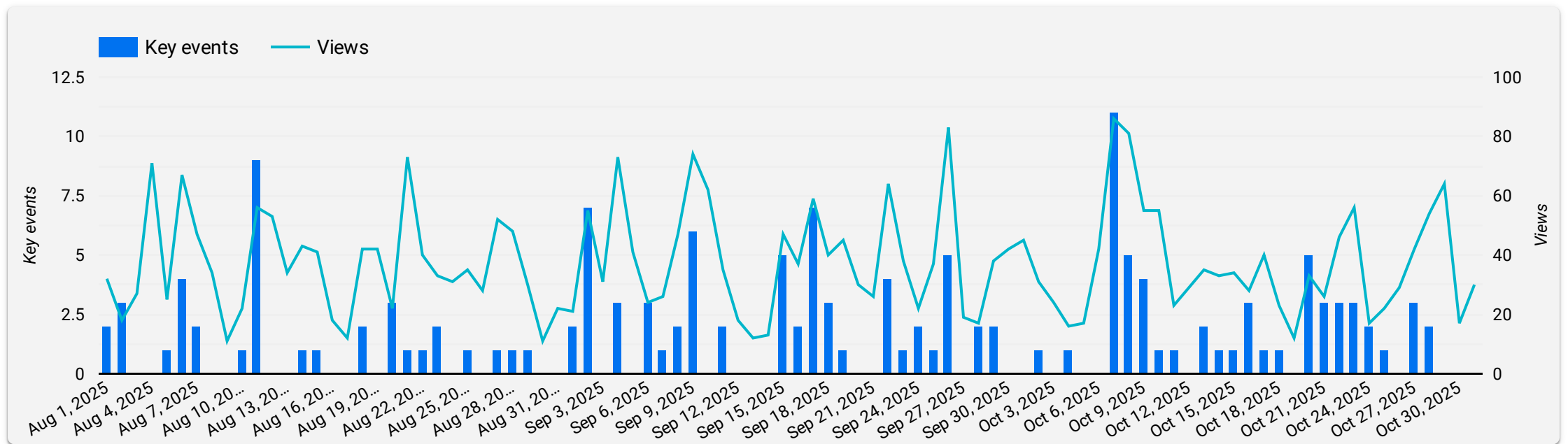
153

↑ 59.4%

Website Conversion Type

Event name	Key events ▾
GA4 Event - Phone Number Tap	68
book_now	67
contact_us_form_submission	18

Conversions vs Views



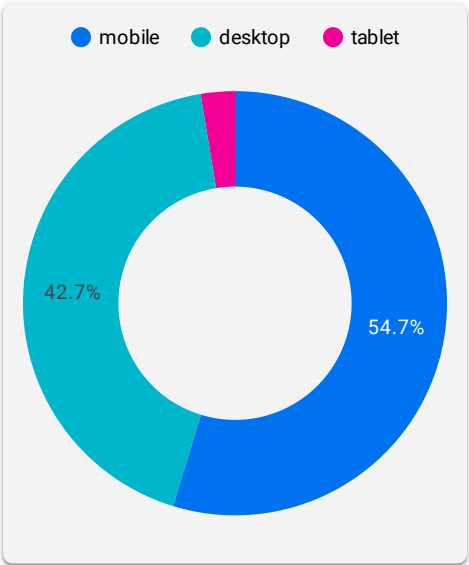
Top Pages

Top 10 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	1,011	559	55.29%	44.71%	00:01:30	11
/contact-endeurology/	342	238	69.59%	30.41%	00:02:10	42
/prostate-mri-new-biopsy-techniques/	227	107	47.14%	52.86%	00:01:09	0
/urological-conditions/kidney-stones/	139	98	70.50%	29.50%	00:03:13	1
/urological-conditions/prostate-enlargement-bph/investigations/	138	86	62.32%	37.68%	00:07:44	0
/urological-conditions/prostate-enlargement-bph/medical-treatment/	129	48	37.21%	62.79%	00:00:48	0
/about-endeurology/dr-david-ende/	128	93	72.66%	27.34%	00:01:20	1
/patient-information/blacktown/	125	84	67.20%	32.80%	00:02:00	2
/urological-conditions/prostate-cancer/psa-explained/	119	69	57.98%	42.02%	00:00:57	0
/patient-information/norwest/	88	62	70.45%	29.55%	00:01:47	3

Device & Location

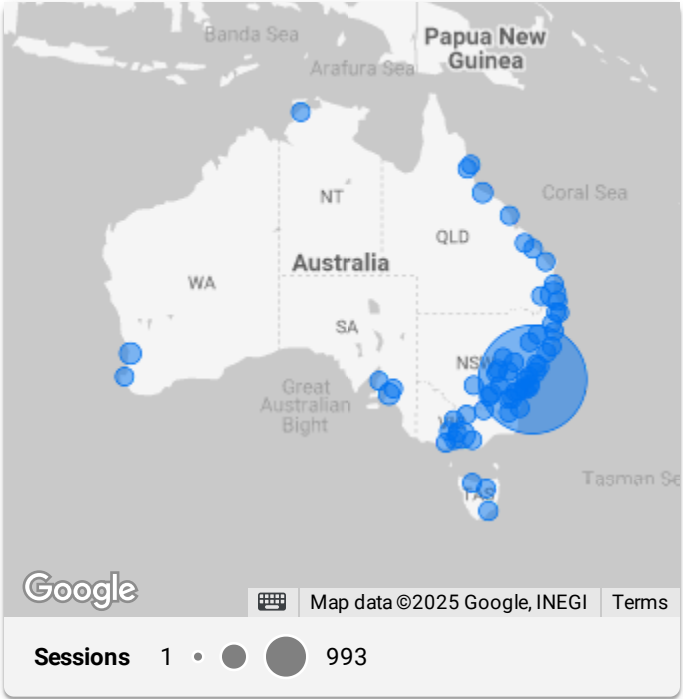
Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	1,074	591	55.03%	44.97%	00:01:53	135
desktop	838	542	64.68%	35.32%	00:04:38	18
tablet	51	19	37.25%	62.75%	00:00:40	0

Location

Town/City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	993	651	65.56%	34.44%	00:02:45	136
Melbourne	96	57	59.38%	40.63%	00:02:38	1
Brisbane	80	44	55.00%	45.00%	00:01:12	1
(not set)	58	31	53.45%	46.55%	00:03:34	0
Perth	36	23	63.89%	36.11%	00:03:34	0
Adelaide	33	16	48.48%	51.52%	00:00:44	0
Townsville	21	7	33.33%	66.67%	00:00:36	0
Central Coast	12	5	41.67%	58.33%	00:02:24	0
Wollongong	10	9	90.00%	10.00%	00:08:04	0
Newcastle	9	8	88.89%	11.11%	00:04:37	1



Keyword Rankings Overview

Keyword Ranking

Percent in Top 10

51.63

↑ 15.7%

Average Postion

17.77

↓ -4.0%

Rankings Increased

40

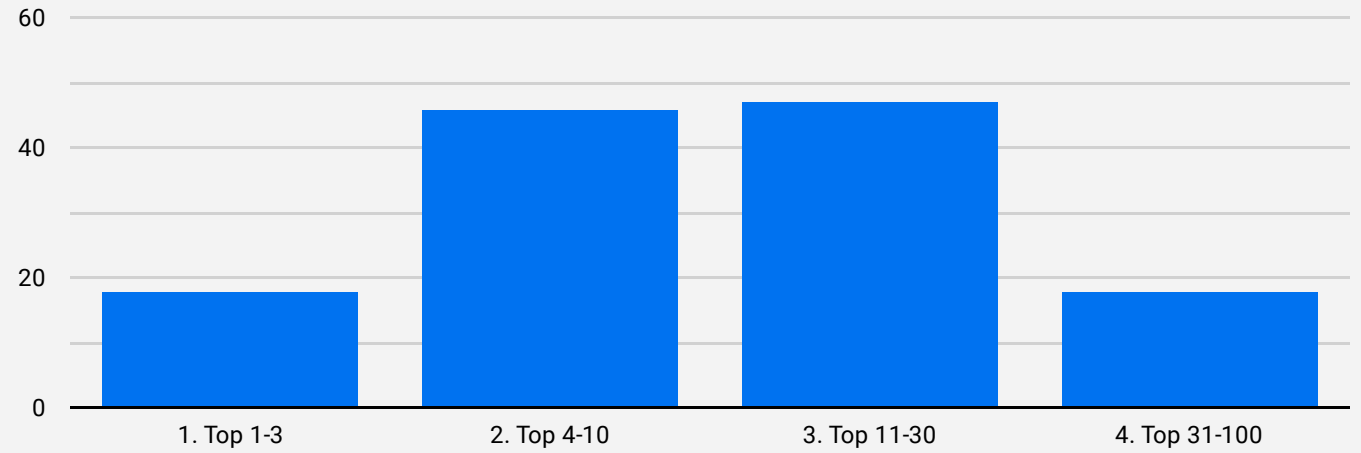
↑ 29.0%

Rankings Decreased

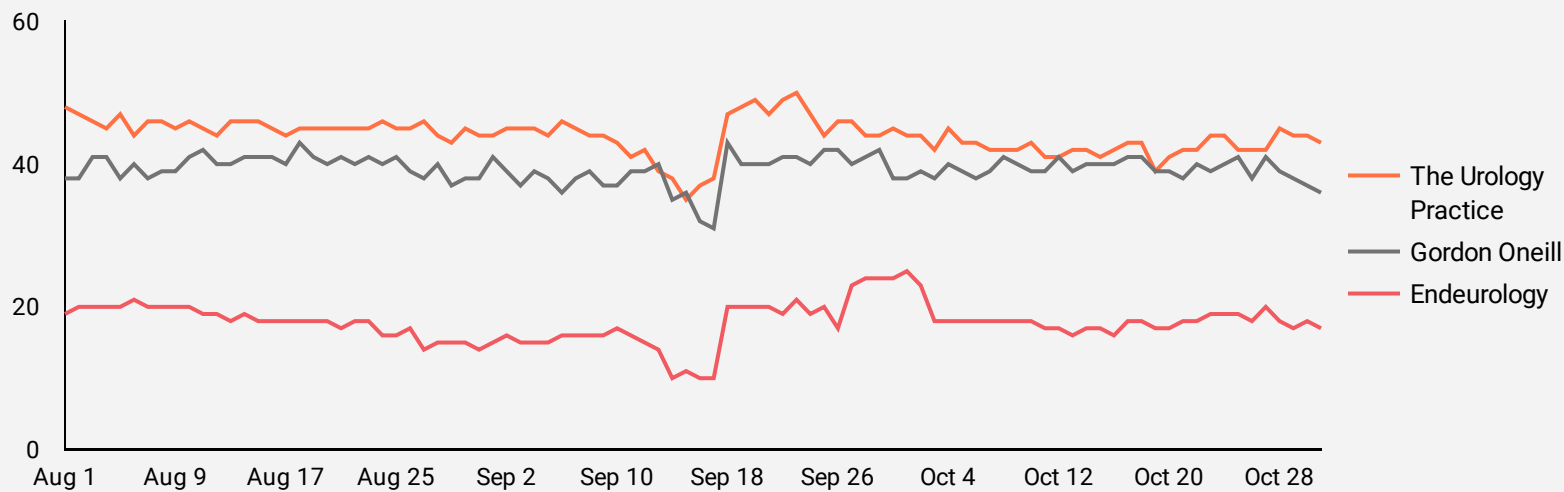
26

↓ -16.1%

Keywords Distribution



Competitor Average Position



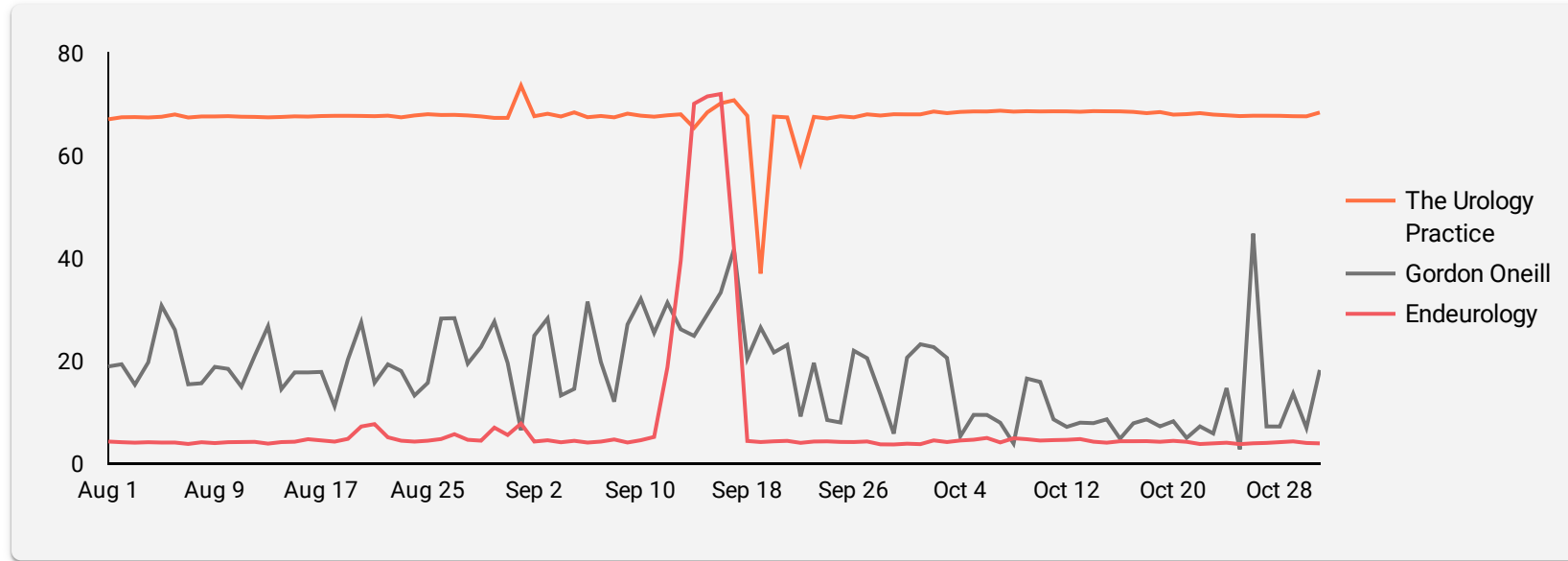
Competitor	Organic ranking ▾
The Urology Practice	43.96
Gordon Oneill	39.29
Endeurology	17.77

Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
specialist for enlarged prostate	1	10	1
kidney stones urologist sydney	1	10	0
kidney stones urology specialist	1	10	0
male incontinence doctor sydney	1	10	0
david ende	1	90	0
male incontinence sydney	2	0	0
kidney stone expert	2	10	-1
urologist blacktown	2	70	1
penile prosthesis doctor	2	10	-1
kidney stones specialist sydney	2	10	0
vasectomy reversal specialist	3	10	0
kidney cancer urology specialist	3	10	-1
penile prosthesis doctor sydney	3	0	0
penile surgeons near me	3	0	0
vasectomy blacktown	3	20	0
penile specialist near me	3	10	1
penile prosthesis sydney	3	10	0
penile implant surgery sydney	3	0	0
vasectomy reversal doctor	4	10	-1
male incontinence doctor	4	10	-2
endourologist near me	4	10	42
urologist kidney stones	4	30	0
vasectomy reversal clinic	4	10	2
vasectomy reversal sydney	4	50	1
penile implant surgery near me	4	10	-1
rebore prostate	4	320	2
kidney stones urologist	4	30	0
prostate rebore surgery	5	20	1
kidney stone specialist	5	110	-1
enlarged prostate specialist sydney	5	0	0
kidney stone specialist doctor	5	10	1
urinary stone treatment sydney	5	20	0
enlarged prostate treatment sydney	5	20	9
prostate rebore procedure	5	20	0
penile doctors near me	5	10	4
kidney stones specialist	5	110	-1
prostate rebore operation	5	20	0
kidney stone specialists	5	110	-1
enlarged prostate ultrasound	6	70	-3
urologist kidney stone removal	6	10	1
prostate rebore	6	320	0
specialist in kidney stones	6	110	-2
kidney stone doctor	6	20	0
kidney stone specialist sydney	6	10	1
kidney stone and urinary stone treat...	7	20	-3
vasectomy reversal doctor sydney	7	10	1
vasectomy reversal doctors	7	10	-4
kidney stone specialist near me	7	20	-1
dr for kidney stones	8	30	-4
urology appointment for kidney sto...	8	10	-1
kidney stone treatment sydney	8	30	-2
urologist norwest	8	50	-1
kidney stones treatment sydney	8	10	-4
vasectomy reversal	8	0	35
male enhancement surgery near me	8	480	-2
specialist for bladder problems	9	10	-5
stone treatment by laser	9	10	17
operation for enlarged prostate	9	480	14
book an appointment with urologist	9	10	2
vasectomy reversal near me	10	30	0
kidney stone center	10	10	4
kidney stones treatment near me	10	10	0
kidney stone treatment near me	10	10	0
bladder cancer treatment sydney	10	30	0
kidney stone doctor near me	11	10	-4
specialist urologist	12	260	2
urologist doctor near me	12	40	25
specialist urologist sydney	12	1,300	8
kidney stone clinic	13	20	-1
surgery for enlarged prostate	13	480	4
kidney stone laser treatment	13	210	-4
urology doctor near me	13	40	87
bladder cancer treatments sydney	14	20	-9
urologist vasectomy	14	50	0
enlarged prostate surgery	14	20	0
turp surgery sydney	14	20	-4
kidney stone clinic near me	14	10	-6
urologist specialist near me	15	3,600	-2
nearby urologist doctor	16	10	0
urology specialist sydney	16	10	9
urologist specialist	16	260	3
urology doctor	16	90	-4
enlarged prostate procedures	16	480	24
bladder specialist	17	90	-7
vasectomy specialist	17	10	-2
urologist	17	14,800	83
urologist surgeon near me	17	20	16
bladder cancer specialist sydney	18	10	2
urologist for vasectomy	18	50	0
urologist specialist sydney	18	10	8
dr urologist	19	110	0
urologist doctor	19	90	-6
prostate cancer doctor	20	20	24
male vasectomy sydney	21	10	4
urologist doctor sydney	21	10	-5
bladder cancer surgeon sydney	21	10	-5
sydney vasectomy services	22	10	4
enlarged prostate urologist sydney	22	10	-21
specialist urology	22	260	13
urologists sydney nsw	23	1,300	4

Competitors

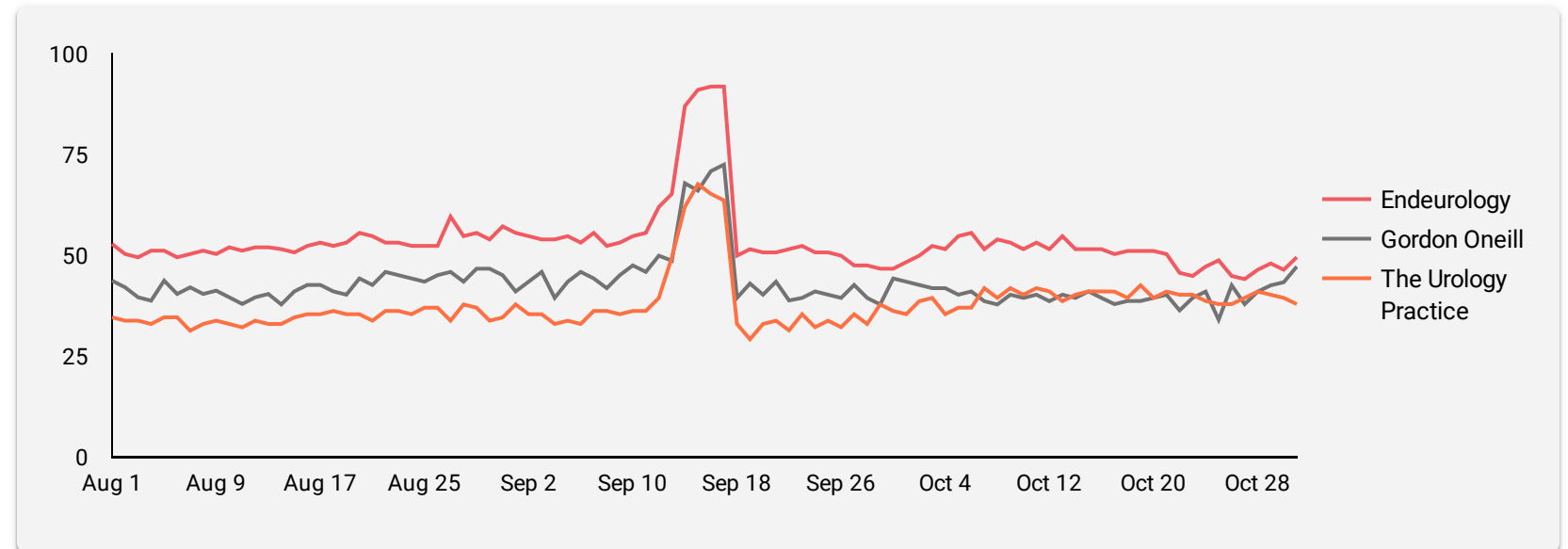
Competitor - Search Visibility



Competitor	Search visibility ▾
The Urology Practice	67.55
Gordon Oneill	17.41
Endeurology	7.58

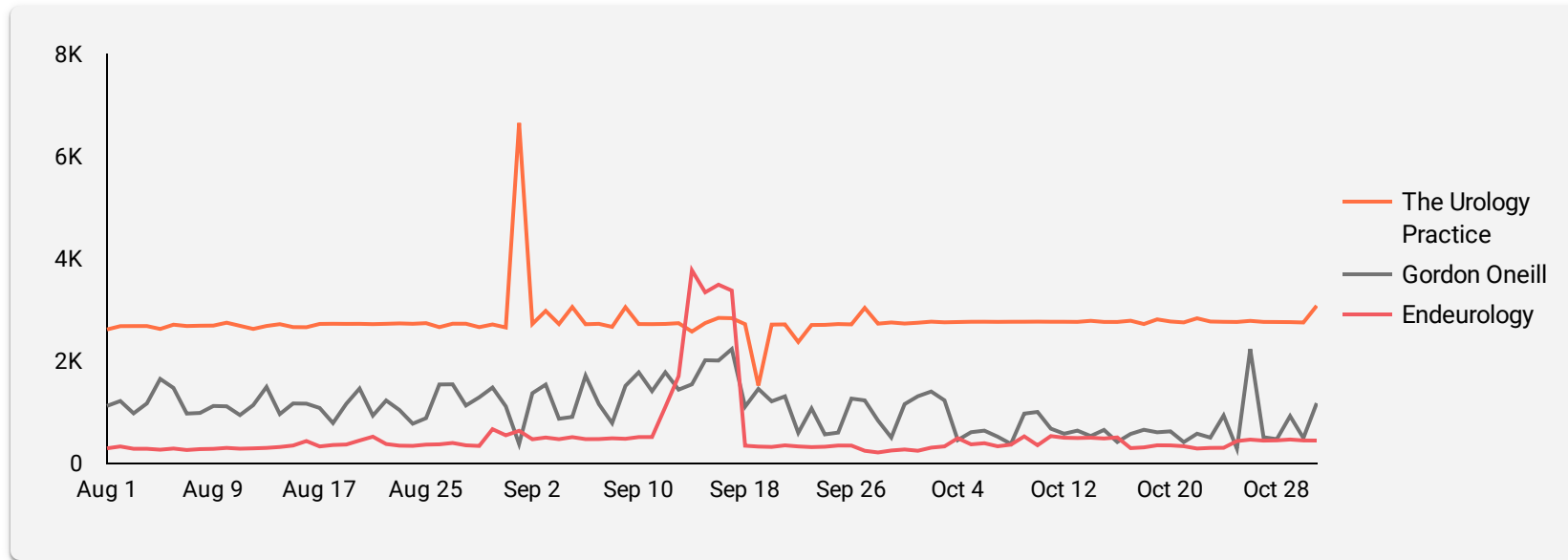
Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
Endeurology	53.57
Gordon Oneill	43.01
The Urology Practice	37.82



Competitors

Competitor - Estimated Traffic



Competitor	Traffic forecast ▾
The Urology Practice	2,777.04
Gordon Oneill	1,052.67
Endeurology	543.83