

Overview

Sessions

Sessions
4,397
↓ -0.6%

Active users
3,471
↓ -2.0%

New users
3,408
↓ -2.1%

Conversions

Key events
368
↑ 112.7%

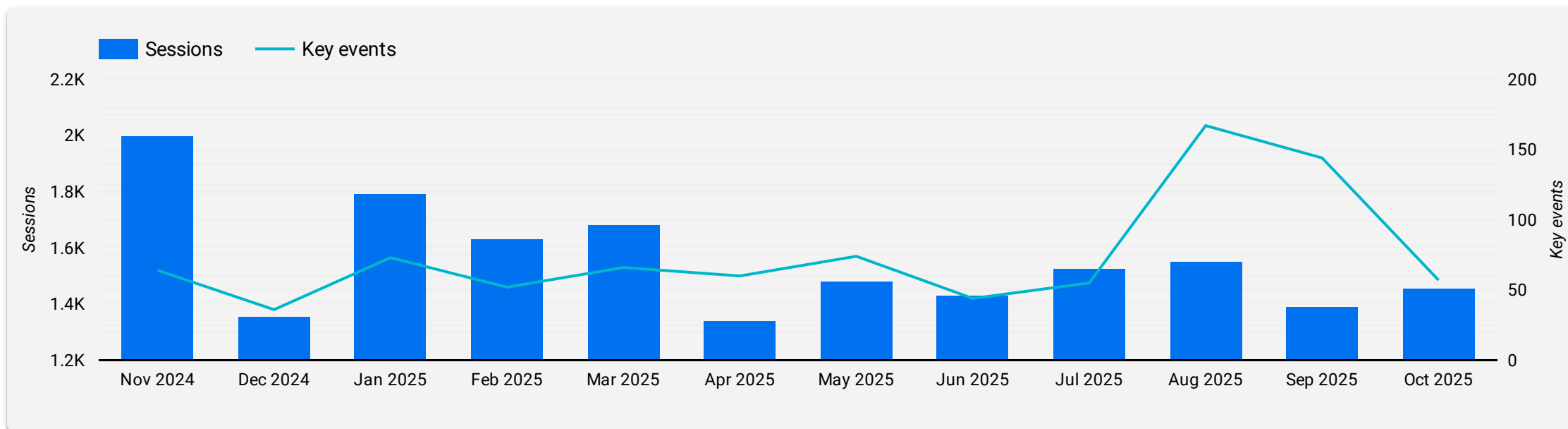
Engagement & Bounce Rate

Engagement rate
59.13%
↓ -4.6%

Bounce rate
40.87%
↑ 7.4%

Average session duration
00:02:27
↓ -4.7%

Month to Month

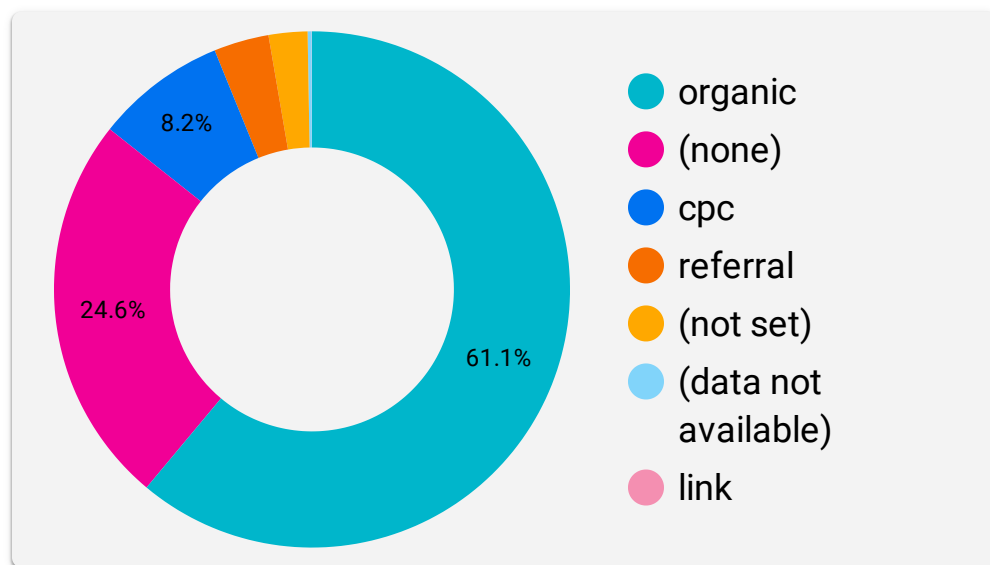


Source

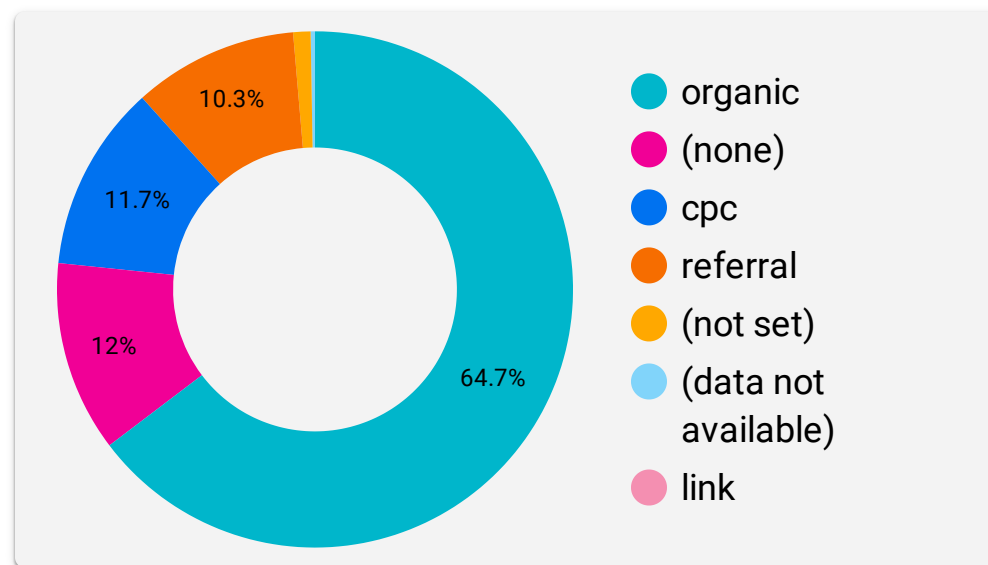
Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
organic	2,688	1,698	63.17%	36.83%	00:02:40	238
(none)	1,082	503	46.49%	53.51%	00:02:06	44
cpc	360	238	66.11%	33.89%	00:01:40	43
referral	152	96	63.16%	36.84%	00:03:13	38
(not set)	107	54	50.47%	49.53%	00:01:58	4

Sessions per Source



Conversions per Source



Organic Search

Sessions

Sessions
2,688
↓ -10.2%

Active users
1,953
↓ -15.5%

New users
1,894
↓ -16.1%

Conversions

Key events
238
↑ 120.4%

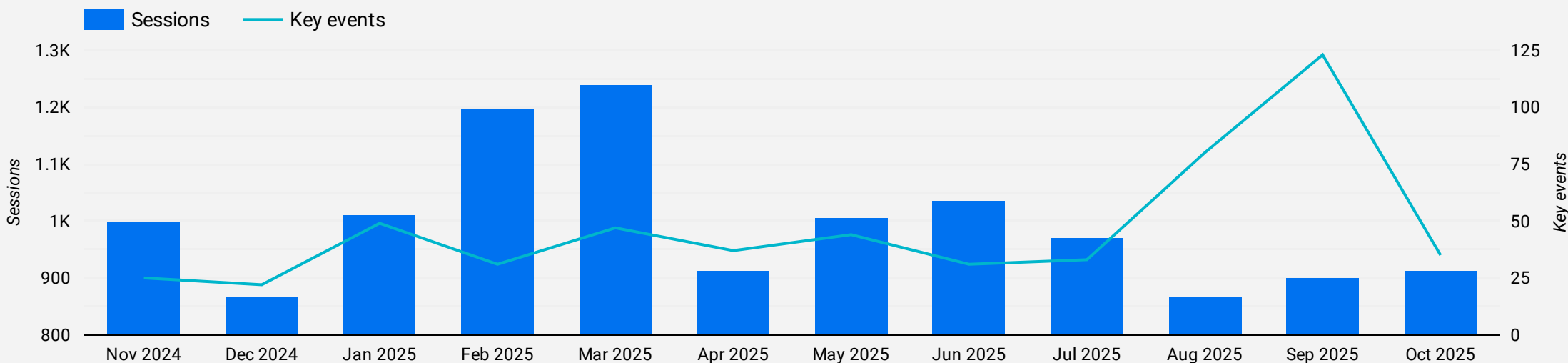
Engagement & Bounce Rate

Engagement rate
63.17%
↓ -4.6%

Bounce rate
36.83%
↑ 9.0%

Average session duration
00:02:40
↓ -8.8%

Month to Month



Key Events

Conversions

Key events

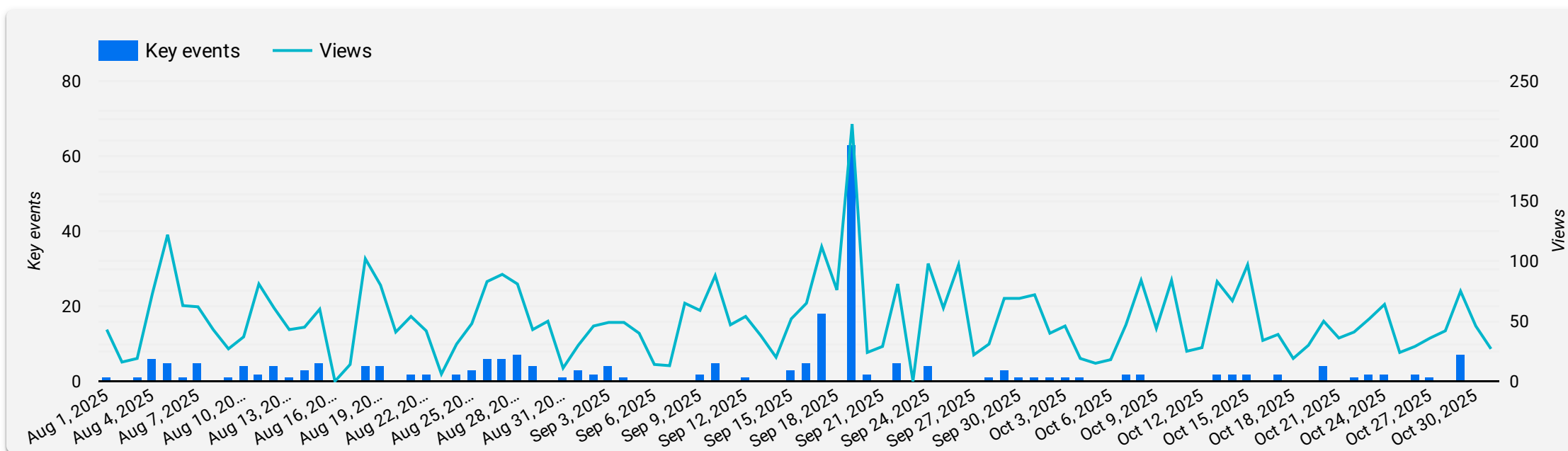
238

📈 120.4%

Website Conversion Type

Event name	Key events ▾
start_journey	115
schedule_chat	100
get_started	23
ev_Chat	0

Conversions vs Views



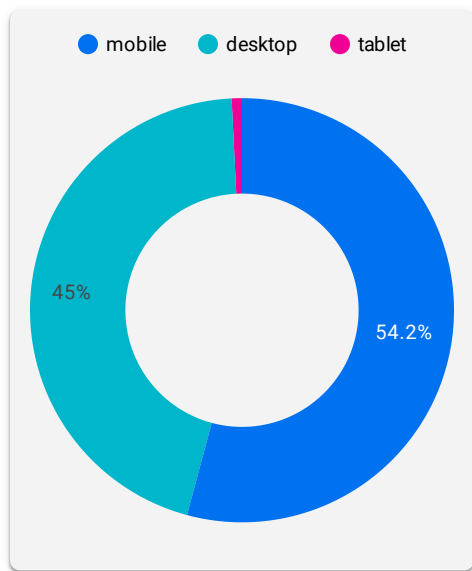
Top Pages

Top 10 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	646	503	77.86%	22.14%	00:02:00	62
/about/our-team/	444	388	87.39%	12.61%	00:02:12	5
/is-it-illegal-to-eat-or-drink-when-driving/	180	92	51.11%	48.89%	00:00:45	1
/escaping-family-violence-payment-evp-program-are-you-eligible/	163	106	65.03%	34.97%	00:01:09	6
/about/	152	137	90.13%	9.87%	00:00:33	9
/renouncing-as-executor-of-a-will-what-you-need-to-know/	129	69	53.49%	46.51%	00:02:07	0
/contact/	123	92	74.8%	25.2%	00:02:35	5
/dog-attack-offences-in-nsw/	118	79	66.95%	33.05%	00:01:11	0
/deeds-of-family-arrangement-what-are-they-and-when-would-you-nee...	117	76	64.96%	35.04%	00:02:22	1
/my-ex-is-asking-for-financial-disclosure-do-i-have-to-provide-this-to-th...	91	60	65.93%	34.07%	00:02:16	1

Device & Location

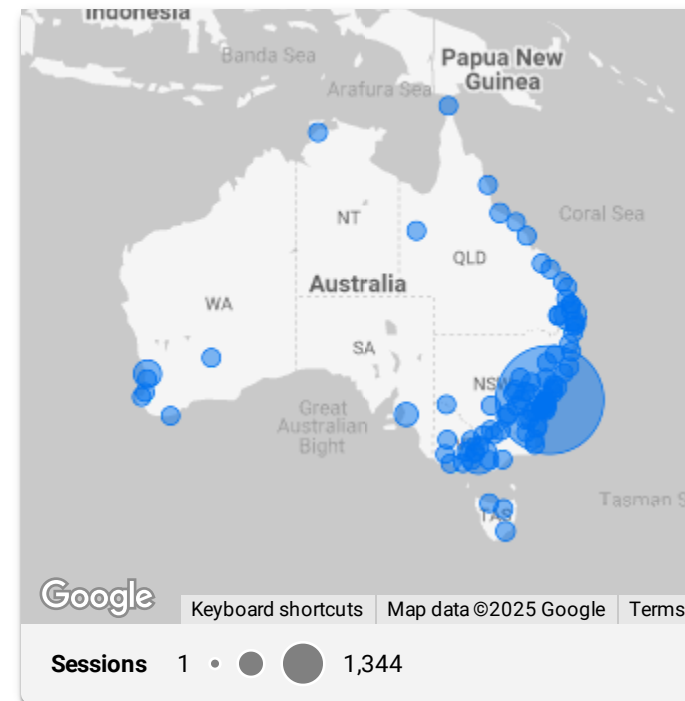
Device Used



Device category	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	1,459	851	58.33%	41.67%	00:02:21	87
desktop	1,213	838	69.08%	30.92%	00:03:04	151
tablet	21	14	66.67%	33.33%	00:00:40	0

Location

City	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	1,344	868	64.58%	35.42%	00:03:07	191
Melbourne	282	172	60.99%	39.01%	00:01:52	2
Brisbane	207	130	62.8%	37.2%	00:01:28	4
Perth	141	91	64.54%	35.46%	00:02:15	0
Adelaide	80	55	68.75%	31.25%	00:03:05	1
(not set)	42	26	61.9%	38.1%	00:02:32	1
Newcastle	40	28	70%	30%	00:02:22	0
Wollongong	24	15	62.5%	37.5%	00:01:33	2



Keyword Rankings Overview

Keyword Ranking

Percent in Top 10

49.81

↑ 20.2%

Average Postion

31.51

↑ 54.9%

Rankings Increased

17

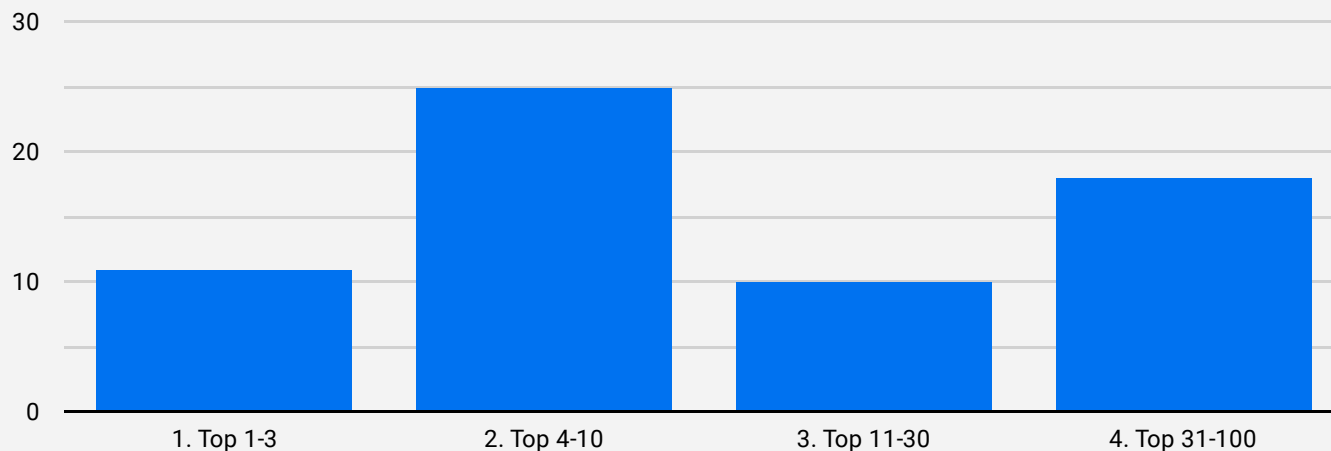
↑ 54.5%

Rankings Decreased

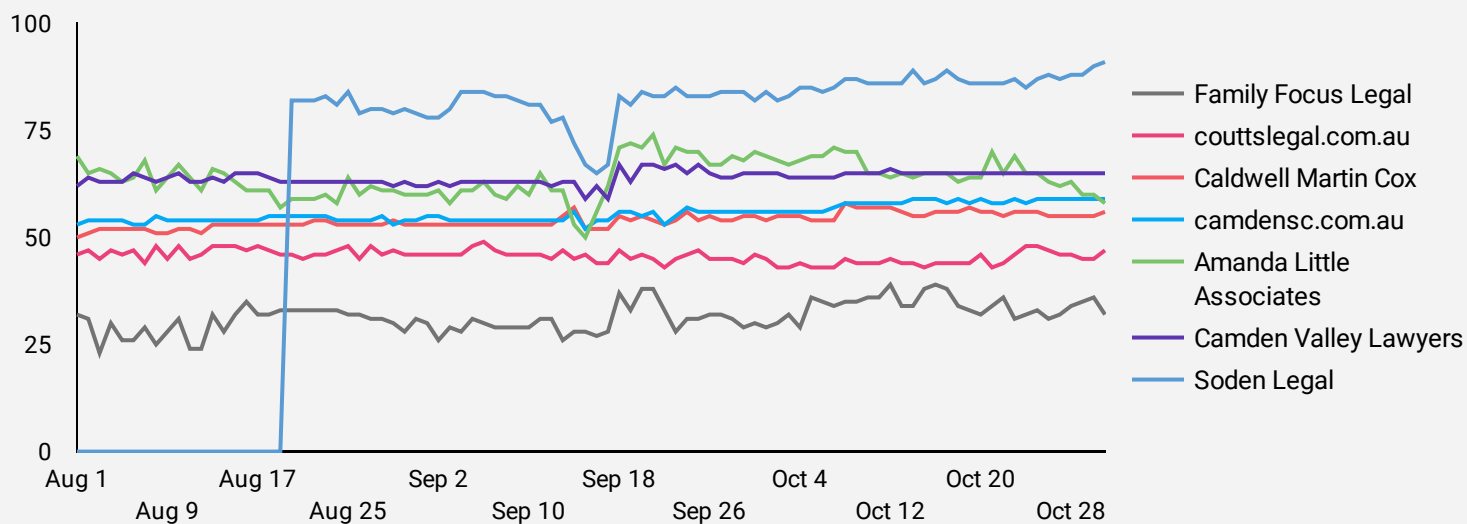
12

↓ -36.8%

Keywords Distribution



Competitor Average Position



Competitor	Organic ranking ▾
Family Focus Legal	31.51
couttslegal.com.au	45.63
Caldwell Martin Cox	53.96
camdensc.com.au	55.65
Amanda Little Associates	63.96
Camden Valley Lawyers	63.99
Soden Legal	82.96

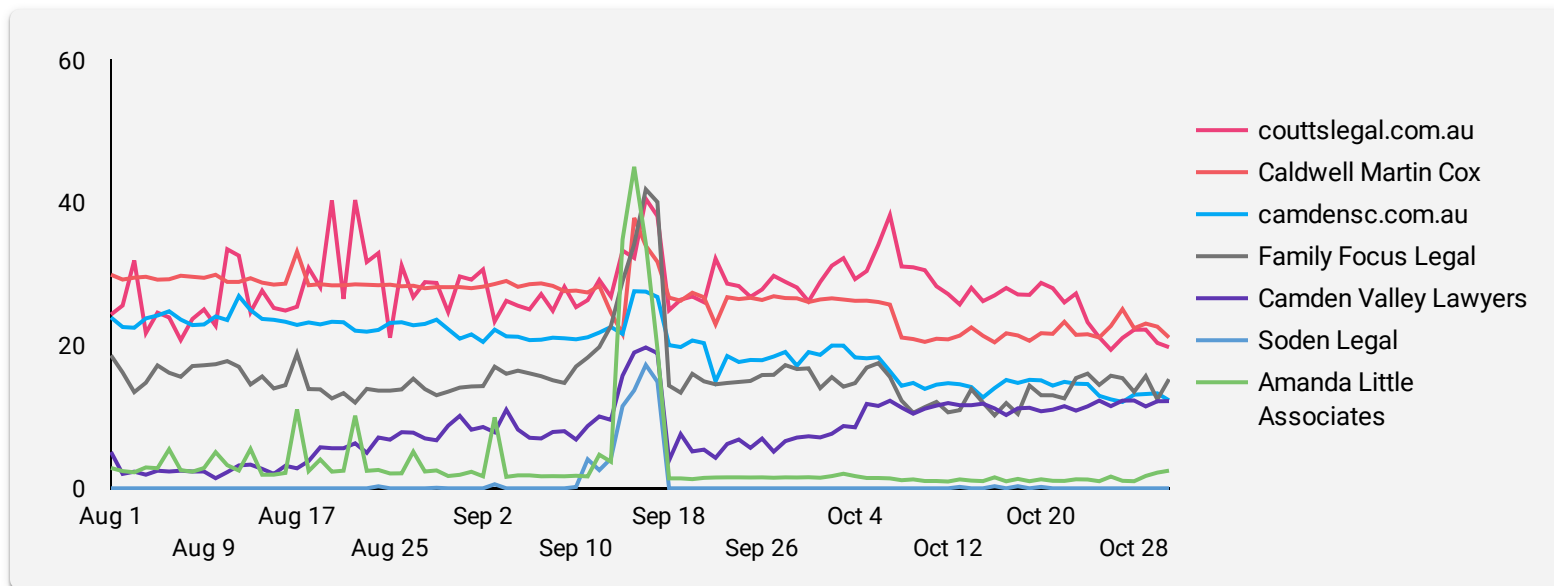
Note: The lower the average ranking the better

Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
family solicitors camden	1	10	0
camden family lawyer	1	0	0
family lawyer camden	1	70	0
family law camden	1	70	0
camden divorce lawyers	1	10	0
divorce lawyer camden	2	20	1
adult adoption lawyer	3	10	8
family legal aid solicitors	3	20	97
family conveyancing camden	3	20	0
camden legal group	3	10	3
camden legal	4	10	-2
family law specialist	4	210	4
camden legal services	5	20	0
family conveyancing services	5	40	-2
lawyers camden	6	170	0
law firms camden	6	30	2
family conveyancing	6	20	0
lawyers in camden	6	140	-1
law firms in camden	7	10	2
camden lawyers	7	140	-2
camden law firms	7	20	1
camden conveyancing	7	50	8
family legal aid lawyers	7	110	93
camden law firm	8	30	1
conveyancing camden	8	50	0
family legal aid lawyer	8	110	92
family solicitors legal aid	8	10	92
deed of family arrangement nsw	9	70	-6
solicitor camden	9	170	-1
living will lawyer	9	10	3
camden solicitors	9	170	-1

Competitors

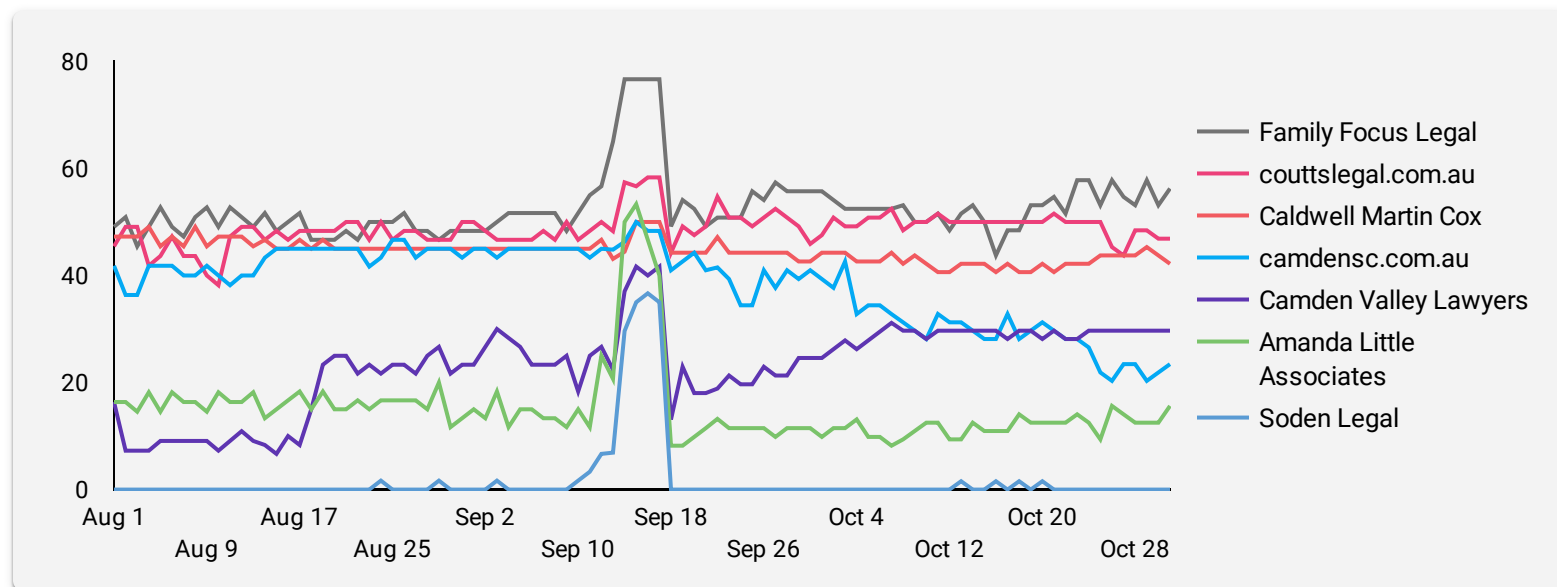
Competitor - Search Visibility



Competitor	Search visibility ▾
couttslegal.com.au	27.79
Caldwell Martin Cox	26.49
camdensc.com.au	19.69
Family Focus Legal	15.8
Camden Valley Lawyers	8.07
Soden Legal	4.69
Amanda Little Associates	3.64

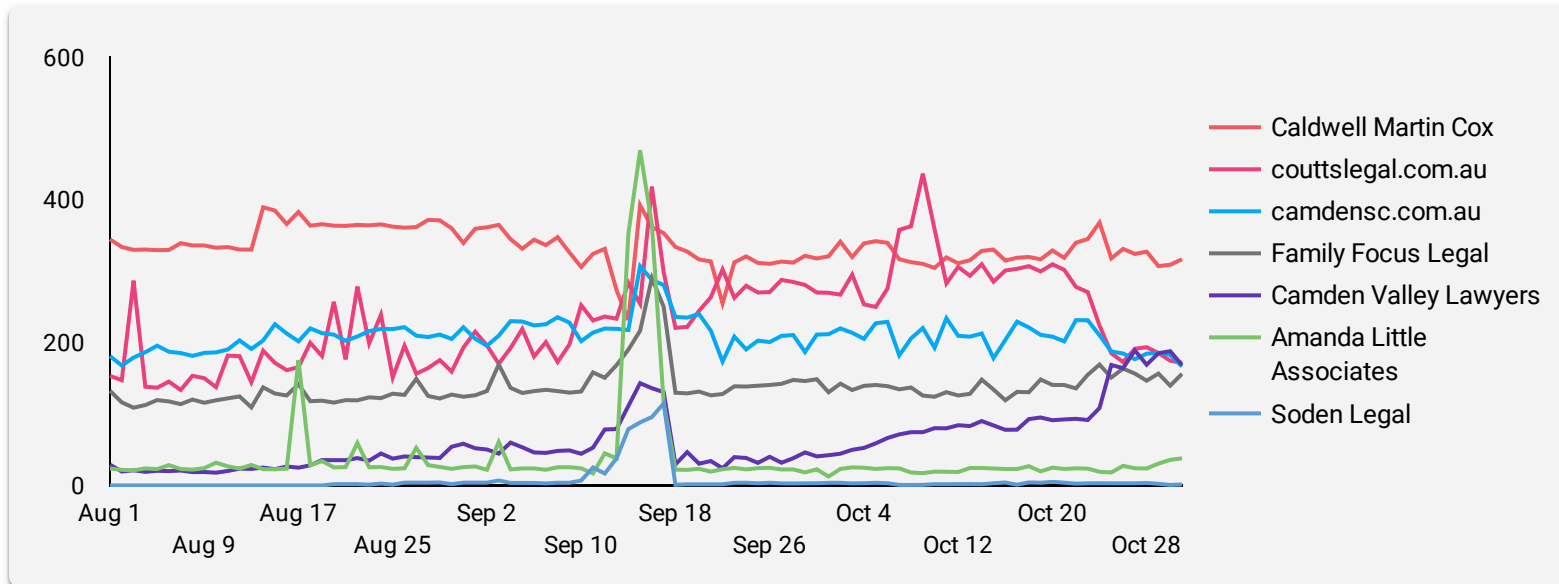
Competitor - Percent in Top 10

Competitor	TOP 10 percent ▾
Family Focus Legal	52.63
couttslegal.com.au	48.73
Caldwell Martin Cox	44.57
camdensc.com.au	38.37
Camden Valley Lawyers	23.05
Amanda Little Associates	15.17
Soden Legal	2.28



Competitors

Competitor - Estimated Traffic



Competitor	Traffic forecast ▾
Caldwell Martin Cox	334.48
couttslegal.com.au	232.67
camdensc.com.au	209.62
Family Focus Legal	138.43
Camden Valley Lawyers	62.22
Amanda Little Associates	40.14
Soden Legal	8.87