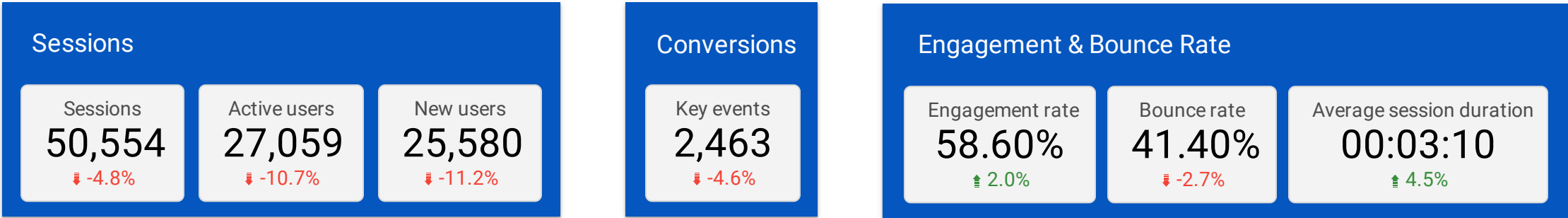
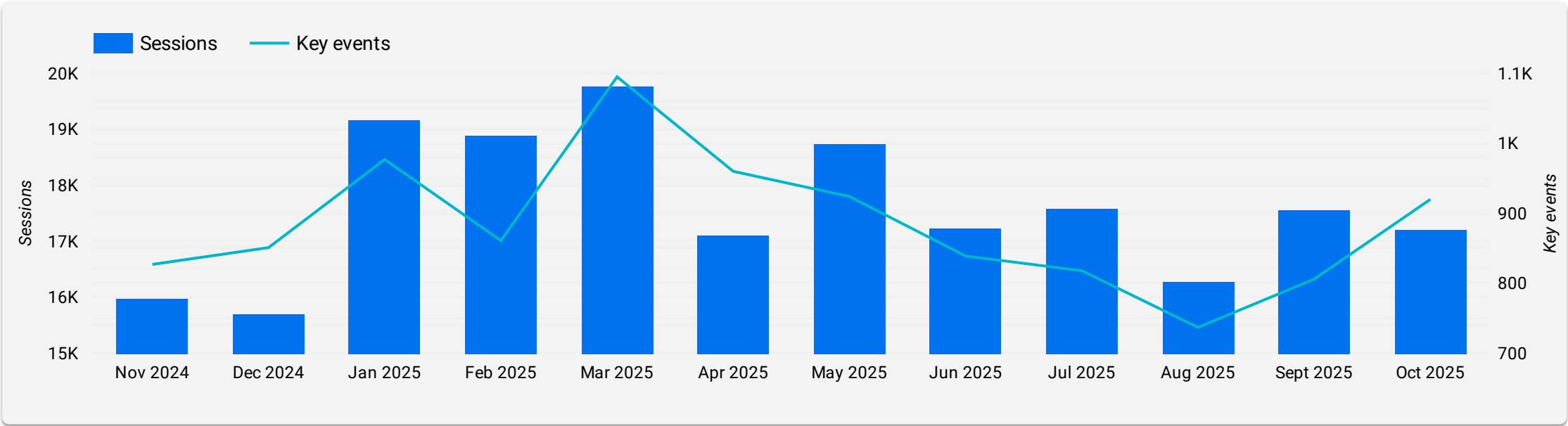


Overview

Australia Traffic Only



Month to Month

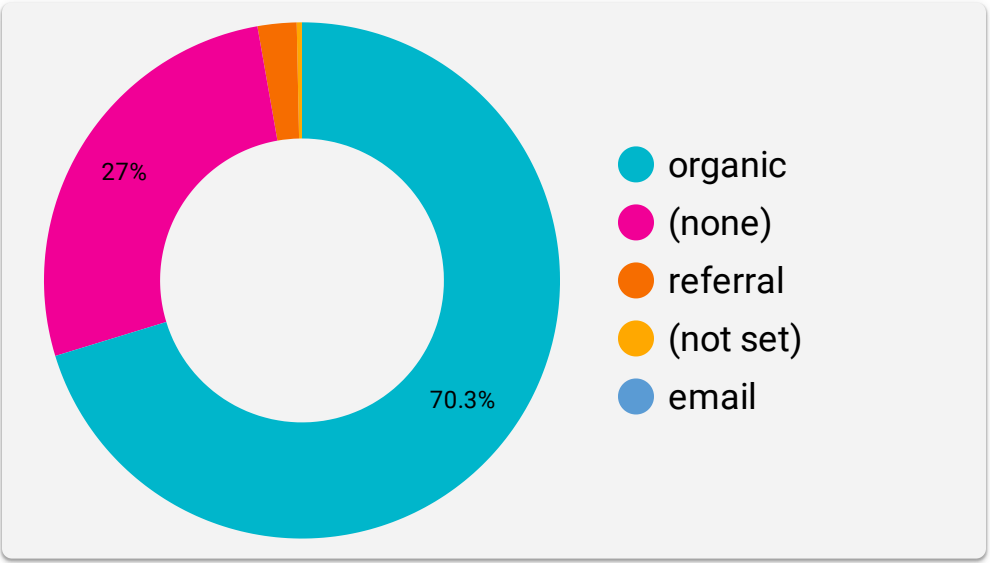


Source

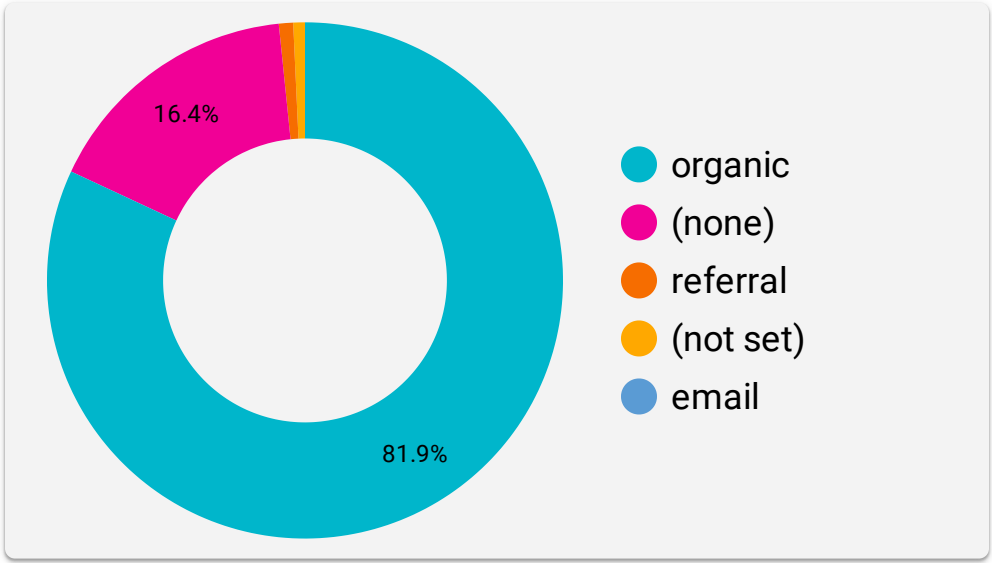
Source Details

Session medium	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
organic	35,608	22,545	63.31%	36.69%	00:03:12	2,018
(none)	13,660	6,305	46.16%	53.84%	00:03:01	405
referral	1,237	538	43.49%	56.51%	00:03:38	22
(not set)	164	37	22.56%	77.44%	00:02:40	18
email	2	1	50.00%	50.00%	00:00:05	0

Sessions per Source

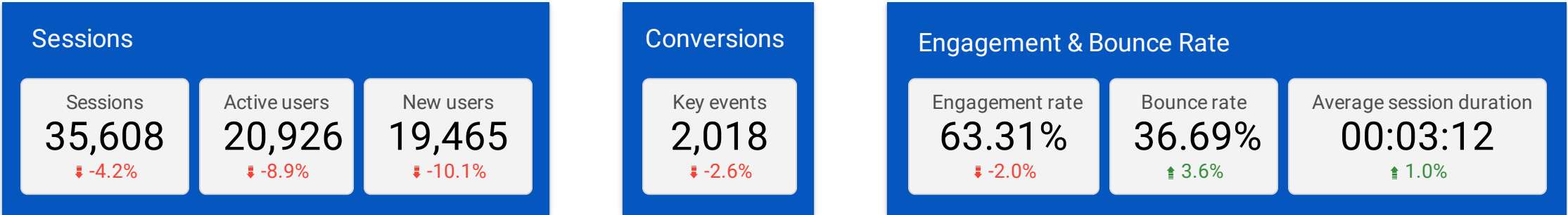


Conversions per Source

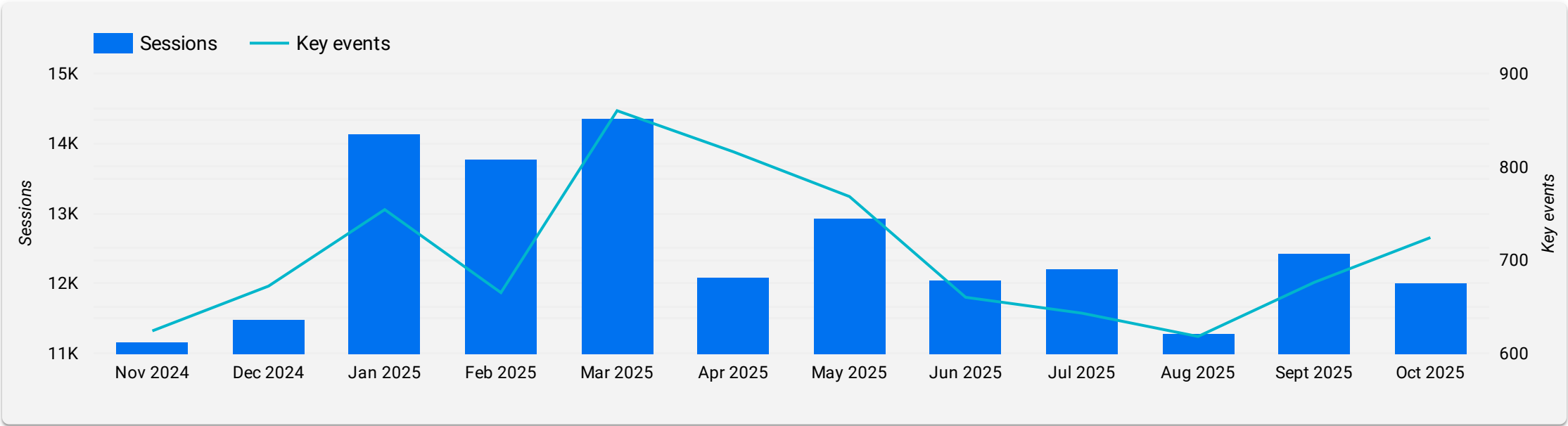


Organic Search

Australia Traffic Only



Month to Month



Key Events

Conversions

Key events

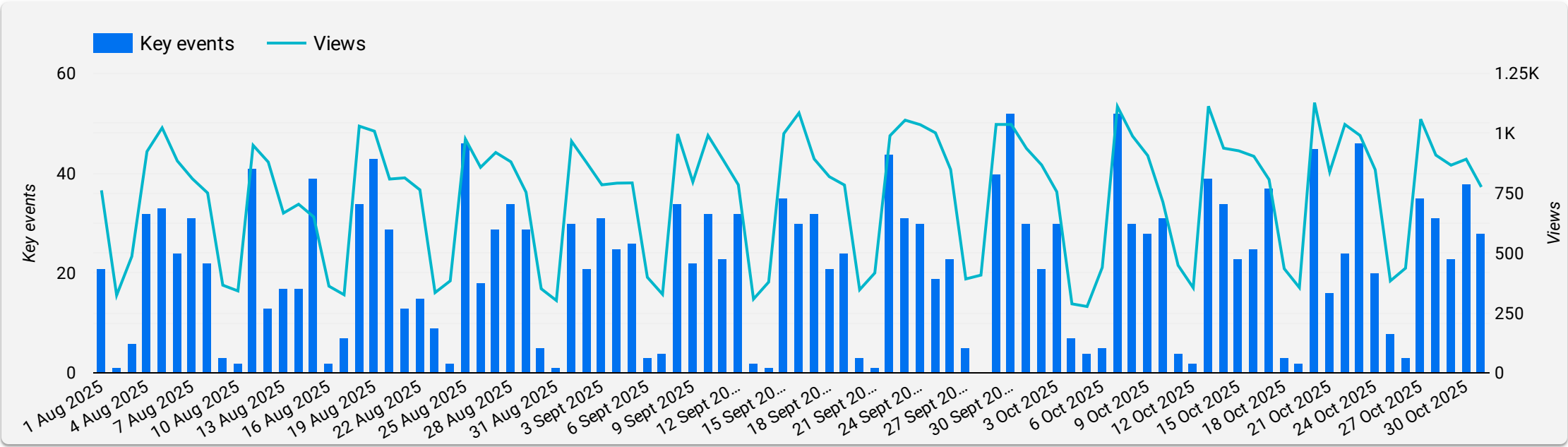
2,018

-2.6%

Website Conversion Type

Event name	Key events
Phone Click - Bondi Junction ...	299
Phone Click - Greenwich GA4	273
Phone Click - Newtown GA4	240
Phone Click - Macquarie Stree...	239
Phone Click - Alexandria GA4	235
general_inquiries	220
Phone Click - Randwick GA4	191
YouTube GA4 Event	117
Phone Click - Mona Vale GA4	103
Phone Click - Wahroonga GA4	101

Conversions vs Views



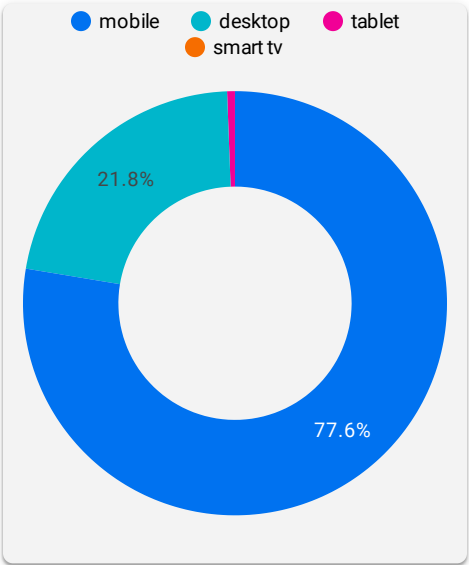
Top Pages

Top 20 Pages

Page path	Sessions ▾	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
/	16,673	10,927	65.54%	34.46%	00:01:38	145
/baby-due-date-calculator/	7,956	5,242	65.89%	34.11%	00:02:58	0
/appointment-request/	4,582	3,742	81.67%	18.33%	00:02:24	0
/thankyou/	4,553	3,273	71.89%	28.11%	00:01:48	0
/contact-ultrasound-care/	4,117	3,362	81.66%	18.34%	00:02:12	665
/upload-zone/	3,191	2,575	80.70%	19.30%	00:02:45	5
/menstrual-cycle-tracker/	3,156	1,937	61.38%	38.62%	00:01:48	0
/6-weeks-7-weeks-gestation-time-for-your-first-ultrasound-and-pregnanc...	1,773	1,003	56.57%	43.43%	00:01:47	0
/bondi-junction/	1,629	1,139	69.92%	30.08%	00:02:11	234
/greenwich/	1,529	1,076	70.37%	29.63%	00:02:08	221
/macquarie-street/	1,382	1,020	73.81%	26.19%	00:02:07	191
/newtown/	1,269	930	73.29%	26.71%	00:02:04	192
/pre-natal-testing/non-invasive-pre-natal-testing-nipt-nips/	1,218	1,007	82.68%	17.32%	00:01:55	0
/randwick/	1,206	868	71.97%	28.03%	00:01:40	171
/pregnancy-ultrasounds/	1,202	964	80.20%	19.80%	00:00:33	0
/pricelist/	1,201	883	73.52%	26.48%	00:02:24	0
/alexandria/	1,179	897	76.08%	23.92%	00:02:00	149
/wahroonga/	1,122	759	67.65%	32.35%	00:02:10	114
/pregnancy-ultrasounds/dating-scan/	855	733	85.73%	14.27%	00:02:10	0
/mona-vale/	795	555	69.81%	30.19%	00:01:58	87

Device & Location - Worldwide

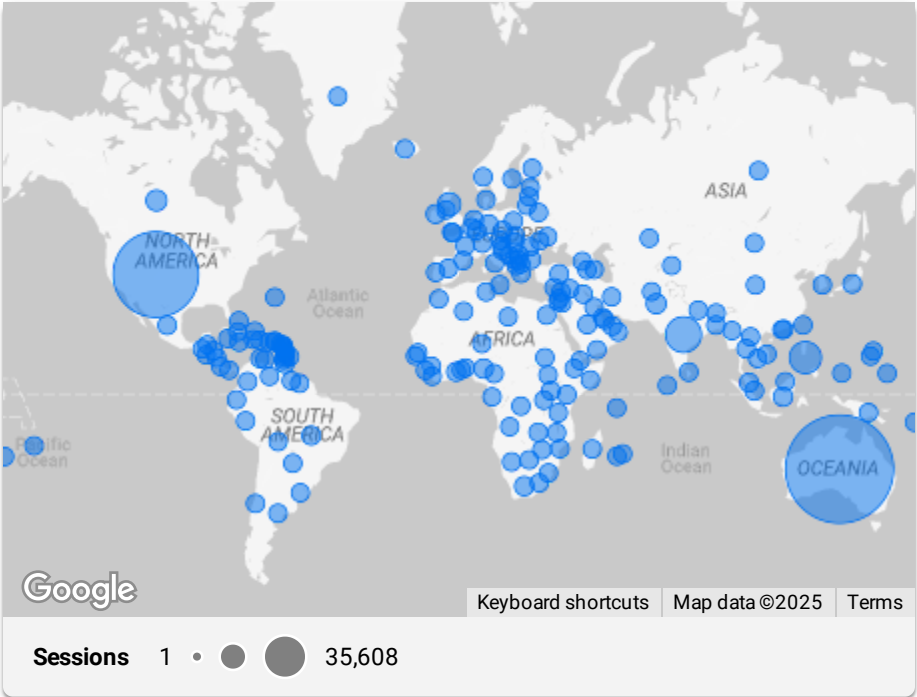
Device Used



Device category	Sessions	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	67,870	46,818	68.98%	31.02%	00:02:10	1,844
desktop	19,057	13,849	72.67%	27.33%	00:03:20	223
tablet	520	381	73.27%	26.73%	00:01:33	5

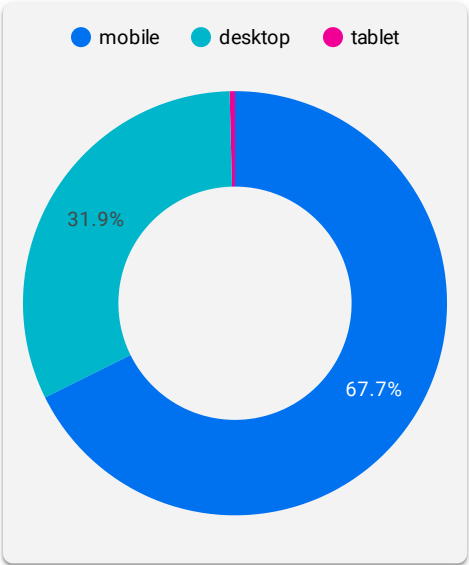
Location

Country	Sessions	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Australia	35,608	22,545	63.31%	36.69%	00:03:12	2,018
United States	26,701	21,190	79.36%	20.64%	00:01:59	3
India	7,018	4,740	67.54%	32.46%	00:01:22	1
Philippines	5,495	3,971	72.27%	27.73%	00:01:58	12
United Kingdom	2,064	1,708	82.75%	17.25%	00:01:46	4
Canada	1,130	867	76.73%	23.27%	00:01:36	5
Pakistan	748	457	61.10%	38.90%	00:01:40	0
Nigeria	505	348	68.91%	31.09%	00:02:24	0
South Africa	449	293	65.26%	34.74%	00:01:43	0
Indonesia	423	295	69.74%	30.26%	00:01:51	0



Device & Location - Australia Only

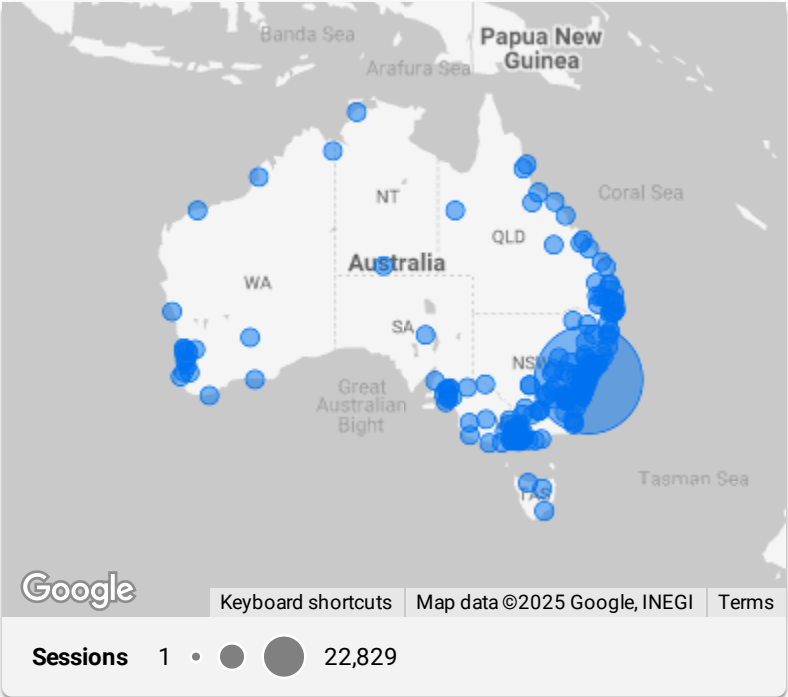
Device Used



Device category	Sessions	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
mobile	24,145	15,240	63.12%	36.88%	00:02:52	1,808
desktop	11,390	7,554	66.32%	33.68%	00:03:53	205
tablet	146	85	58.22%	41.78%	00:01:51	5

Location

Town/City	Sessions	Engaged sessions	Engagement rate	Bounce rate	Average session duration	Key events
Sydney	22,829	14,769	64.69%	35.31%	00:03:25	1,467
Melbourne	3,299	2,194	66.51%	33.49%	00:02:17	40
Brisbane	2,521	1,678	66.56%	33.44%	00:02:15	50
Perth	1,189	761	64.00%	36.00%	00:02:08	7
Adelaide	713	499	69.99%	30.01%	00:01:44	3
Central Coast	411	282	68.61%	31.39%	00:02:23	19
Wollongong	368	244	66.30%	33.70%	00:02:30	22
Newcastle	350	243	69.43%	30.57%	00:04:23	25
(not set)	308	213	69.16%	30.84%	00:02:27	13
Gold Coast	257	176	68.48%	31.52%	00:02:20	7



Keyword Rankings Overview

Keyword Ranking

Percent in Top 10

82.8

↑ 7.1%

Average Postion

6.04

↑ 18.8%

Rankings Increased

37

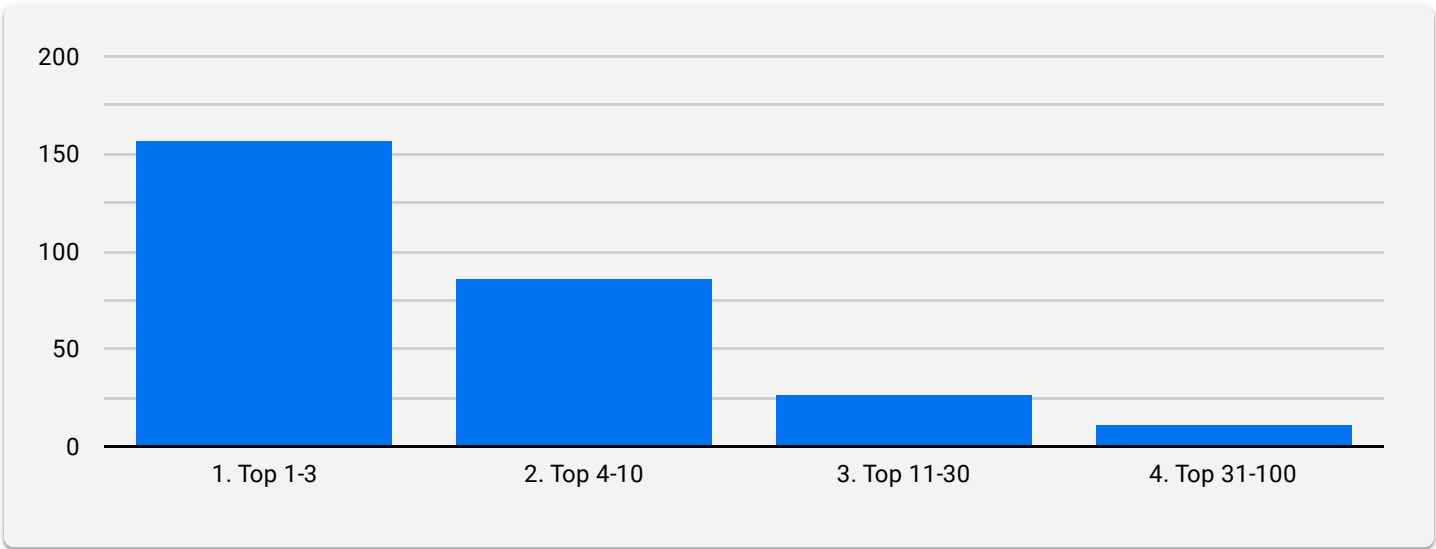
↓ -2.6%

Rankings Decreased

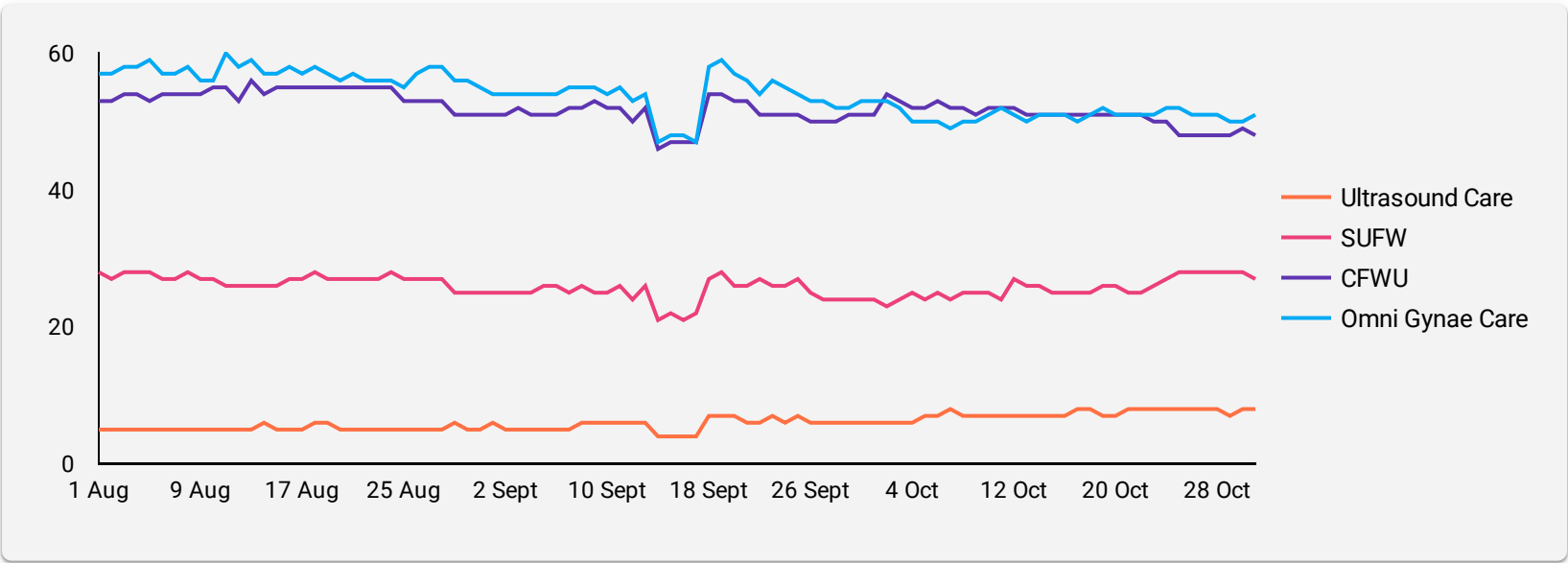
41

↑ 2.5%

Keywords Distribution



Competitor Average Position



Competitor	Organic ranking ^
Ultrasound Care	6.04
SUFW	25.86
CFWU	51.86
Omni Gynae Care	53.87

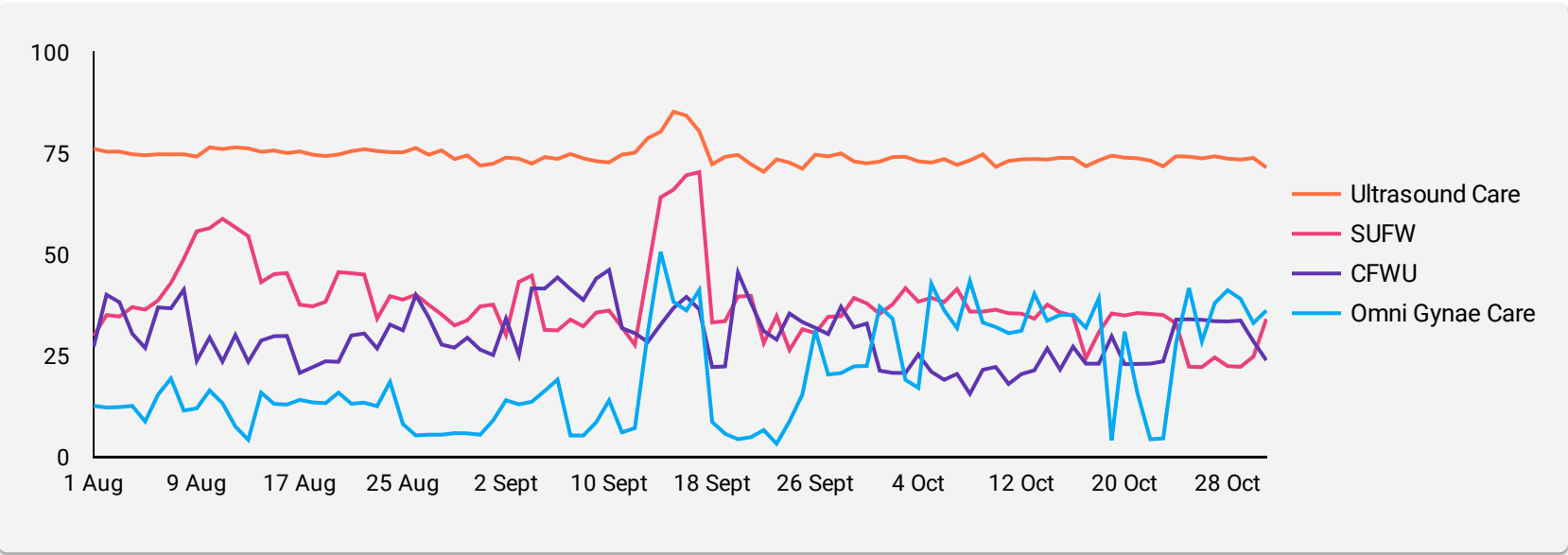
Note: The lower the average ranking the better

Keyword Rankings

Keyword	Organic ranking ▲	Search vol.	Ranking Dynamics
4 week ultrasound	1	20	0
ultrasound appointment	1	320	0
4 week pregnancy ultrasound	1	1,000	0
ultrasound care specialist	1	10	0
6 weeks pregnant ultrasound	1	1,300	0
6 weeks transvag ultrasound	1	90	0
bondi junction ultrasound	1	210	0
cervical length at 20 weeks	1	170	0
dating scan at 6 weeks	1	140	0
early structural scan	1	70	0
greenwich ultrasound care	1	70	0
ultrasound nearby	1	90	0
transvaginal ultrasound near me	1	90	0
obstetric ultrasound near me	1	140	0
pregnant 4 weeks ultrasound	1	1,000	0
ultrasound 4 weeks pregnant	1	1,000	0
ultrasound alexandria	1	90	0
ultrasound bondi junction	1	210	0
ultrasound care alexandria	1	880	0
ultrasound care bondi junction	1	880	0
ultrasound care greenwich	1	720	0
ultrasound care macquarie street	1	880	0
ultrasound care newton	1	10	0
ultrasound care north shore	1	720	0
ultrasound greenwich	1	70	0
ultrasound macquarie street	1	30	0
ultrasound newtown	1	140	0
ultrasound randwick	1	170	1
24 week scan pregnancy	1	10	1
dating scan 6 weeks	1	140	0
private ultrasound near me	1	320	0
pelvic ultrasound near me	1	480	0
ultrasound centre near me	1	90	0
ultrasound places	1	320	0
ultrasound clinics near me	1	480	0
ultrasound near me	1	33,100	0
dating scan near me	1	170	0
ultra sound near me	1	33,100	0
ultrasound clinic near me	1	390	0
pregnancy ultrasound near me	1	10	0
3d ultrasound pregnancy	1	170	0
ultrasound services near me	1	110	0
early morphology scan	1	140	0
ultrasounds for pregnancy near me	1	880	0
hycosy test near me	1	40	0
pregnancy scan near me	1	260	1
lipiodol flush	1	260	0
ultrasound facility near me	1	480	0
ultrasound places near me	1	590	0
ultrasound scans near me	1	880	0
ultrasound scan near me	1	10	0
sonography clinic	1	30	0
ultrasound dating scan near me	1	30	0
ultrasound for pregnancy near me	1	880	0
17 week ultrasound	1	140	0
6 week dating scan	1	140	0
ultra sound scan near me	1	880	0
fetal growth and wellbeing scan	1	10	0
ultrasound clinics	1	590	0
dating ultrasound near me	1	40	0
growth scan ultrasound	1	20	1
ob ultrasound near me	1	140	0
hycosy near me	1	20	0
clinic ultrasound	1	480	0
ultrasound place near me	1	590	0
ultrasound scanning near me	1	10	0
ultrasounds near me	1	27,100	0
6 week pregnancy scan	1	590	1
sonographer near me	1	260	0
ultrasound mona vale	1	90	0
private ultrasound scan	1	10	0
book an ultrasound scan	1	10	0
pelvis ultrasound near me	1	480	0
sonography near me	1	260	0
ultrasound around me	1	40	0
tubal patency test near me	1	30	0
fetal well being scan	1	10	0
fetal wellbeing scan	1	10	0
morphology scan near me	1	260	0
4 weeks pregnant ultrasound	1	1,000	0
pregnancy scans near me	1	260	0
get ultrasound near me	1	30	0
book ultrasound near me	1	170	9
book ultrasound	1	480	5
ultrasound centre	1	170	0
6 week pregnancy ultrasound	1	590	0
sonohysterogram near me	1	20	0
period tracker	1	2,900	0
clinics with ultrasound	1	480	0
ultrasound medical services	1	10	0
ultrasound pregnancy near me	1	140	0
ultrasound clinic	1	480	0
ultrasound screening	1	20	1
pelvic scan near me	1	50	0
womens ultrasound clinic	2	70	0
nuchal translucency scan sydney	2	30	0
nips scan	2	10	2
specialist ultrasound	2	110	-1
early dating scan near me	2	10	-1
3d scan pregnancy	2	210	1

Competitors

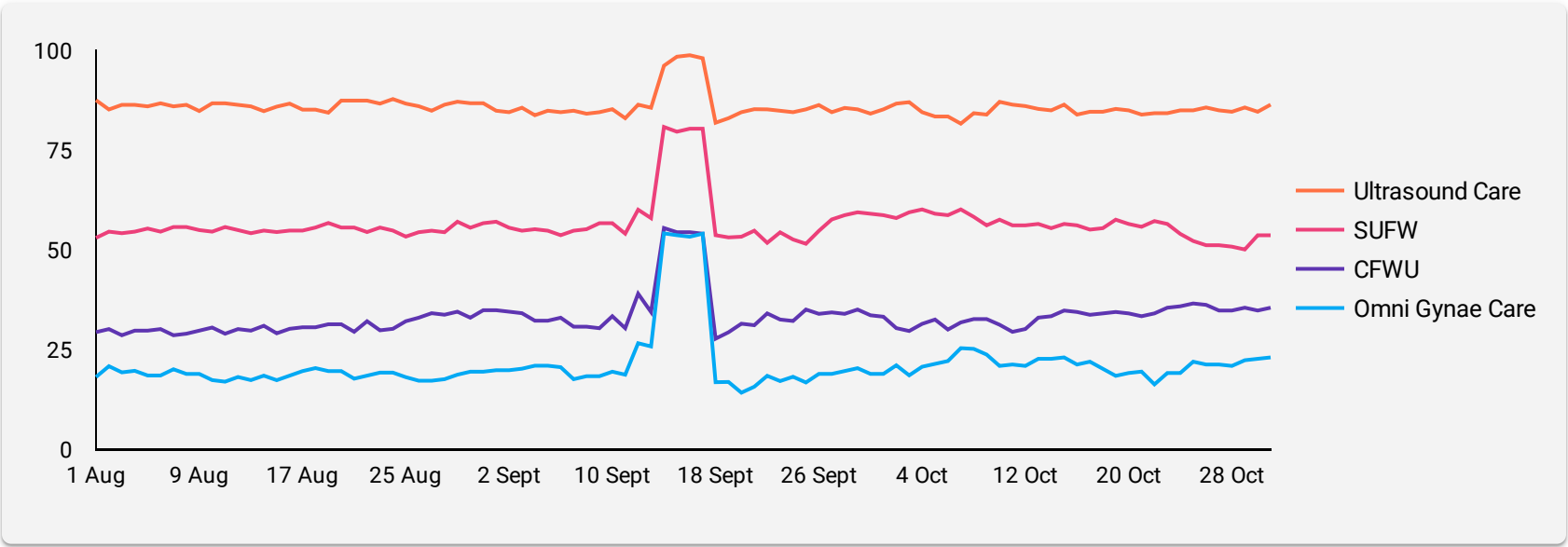
Competitor - Search Visibility



Competitor	Search visibility
Ultrasound Care	74.45
SUFW	38.1
CFWU	29.68
Omni Gynae Care	19.67

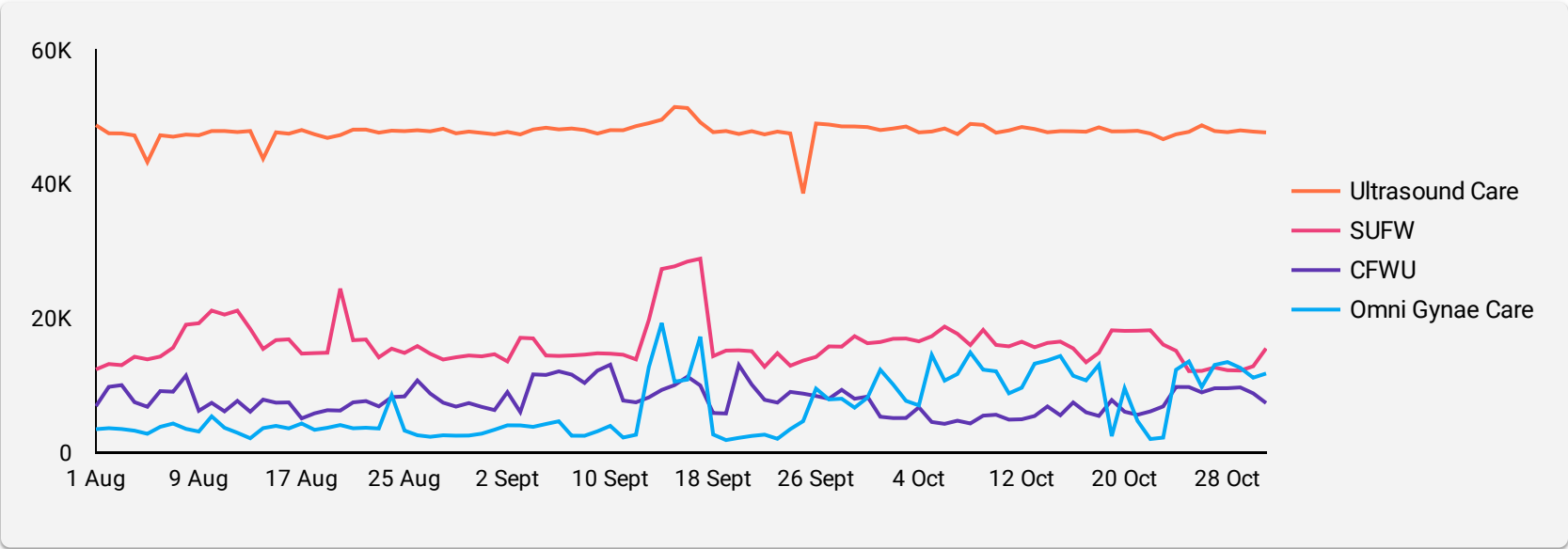
Competitor - Percent in Top 10

Competitor	TOP 10 percent
Ultrasound Care	85.97
SUFW	56.63
CFWU	33.38
Omni Gynae Care	21.27



Competitors

Competitor - Estimated Traffic



Competitor	Traffic forecast
Ultrasound Care	47,841.87
SUFW	16,236.93
CFWU	7,824.19
Omni Gynae Care	6,657.14