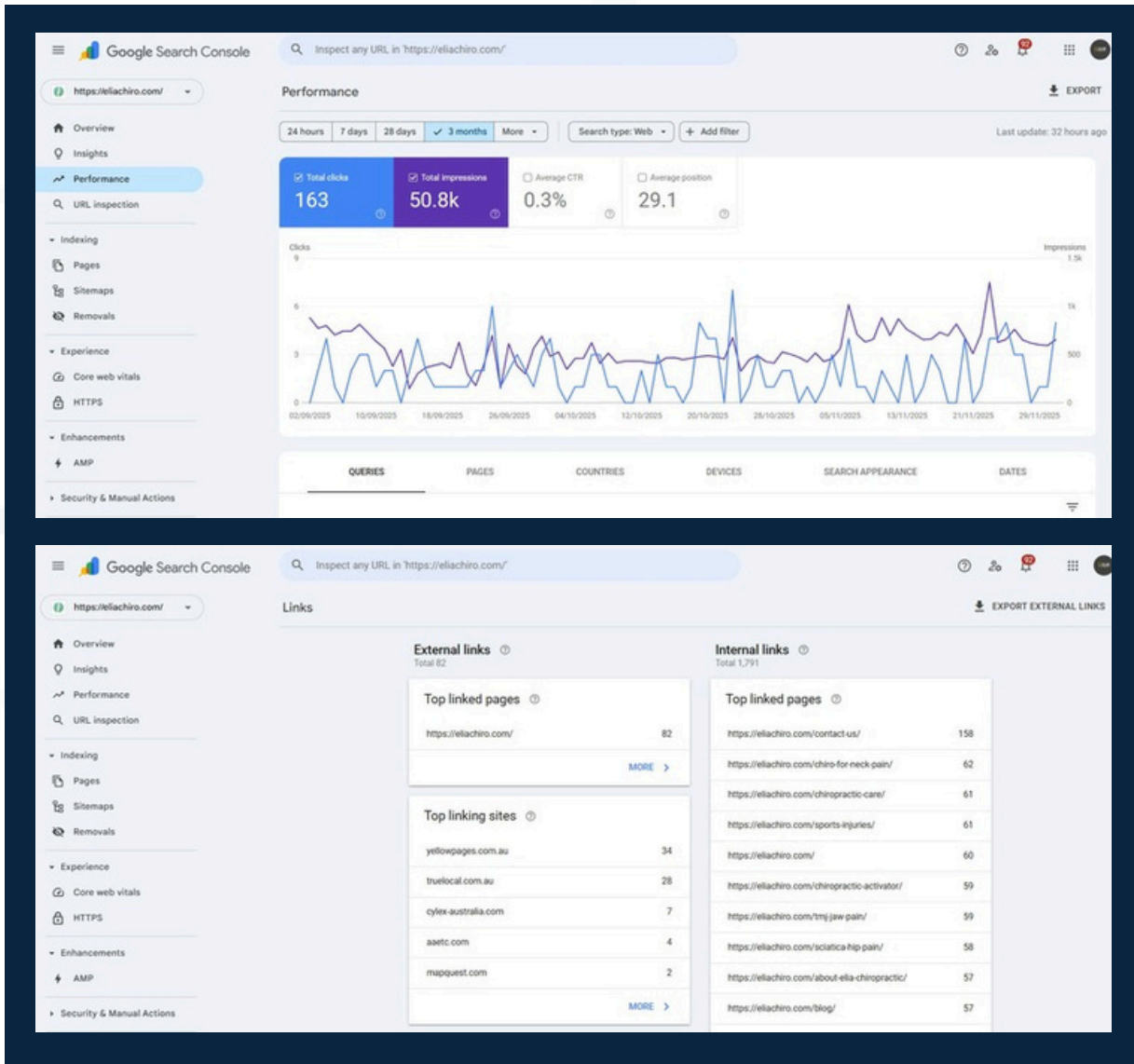


SEO Performance Report Dec 2025



✓ Google Search Console (GSC) Insights



SEO Performance Summary

- **Steady Traffic Growth** → 163 total clicks in the past 3 months — showcasing consistent user engagement and increasing interest in your content.

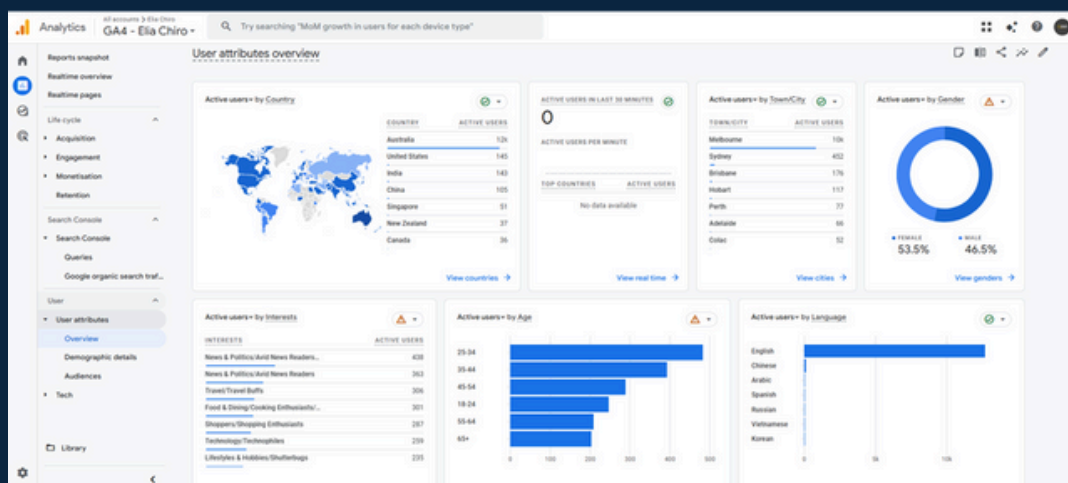
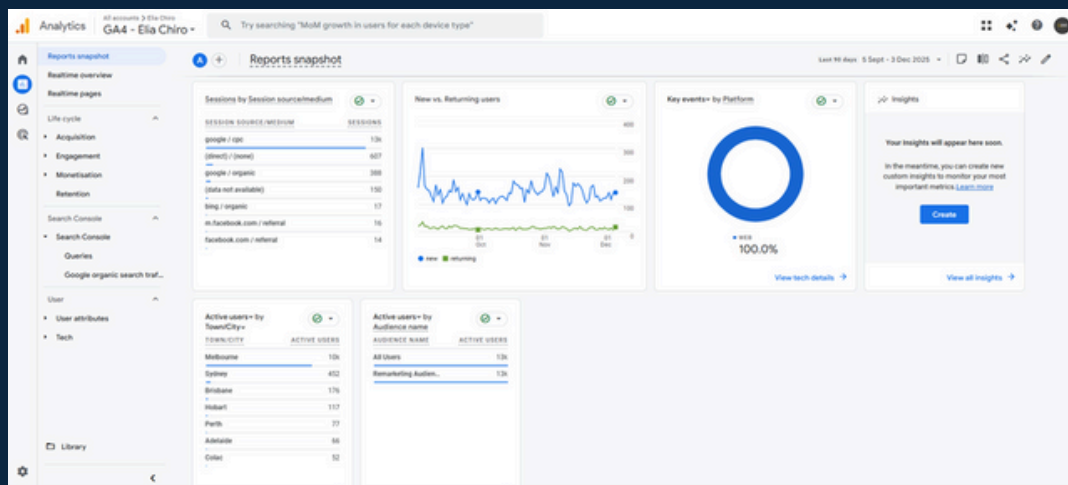
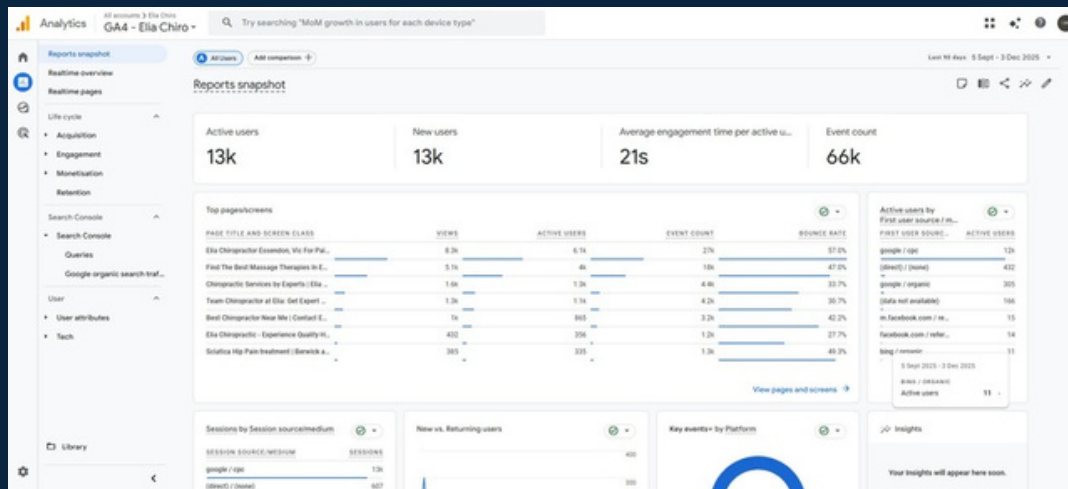
- **Strong Visibility** → 50.8k total impressions, highlighting that your website is gaining recognition from Google and appearing more often in relevant searches, especially in the chiropractic and health-related sectors.
- **Solid CTR (0.3%)** → A healthy click-through rate that indicates your meta titles and descriptions are aligned with user intent, effectively drawing visitors to your site.
- **Improved Keyword Rankings** → Average position of 29.1—demonstrating steady progress as several of your service-related keywords are moving up the rankings, bringing your content closer to the first page.

Metric	Value	Trend
Total Clicks	163	Growth
Total Impressions	50.8k	Growth
Click-Through Rate (CTR)	0.30%	Stable
Average Position	29.1	Improving

Key Highlight:

Your website is performing exceptionally well, with strong visibility in Google's search results. Continued efforts in SEO optimisation are yielding positive results, and your keyword rankings are steadily improving, positioning your site for even higher organic traffic and conversion potential.

✓ Google Analytics 4 (GA4) Insights



Sep to Dec 2025 - Website Performance Report

Traffic & Users

- **1.7K total users this month**, with 1.7K new users, showing a healthy influx of fresh traffic and consistent audience growth.
- **11K total sessions**, indicating significant user interest and strong retention with regular visits from both new and returning users.

Engagement & Interactions

- **55s average engagement time**, reflecting that users are spending valuable time on the site, actively exploring content and engaging with your services and blog.
- **Active user sessions** are increasing, with visitors regularly interacting with multiple pages — an indicator of strong user interest and engagement.

Traffic Sources

- **The majority of traffic** is coming from Google Organic Search, confirming that your site's SEO visibility is growing and it's appearing in search results for relevant queries.
- A healthy share of **direct and referral traffic** indicates strong brand recognition and external validation.

Geographical Insights

- Visitors are coming from multiple regions, with a strong focus on Australia, reflecting your growing local presence.
- The site is showing a global reach, with traffic from several international locations, demonstrating the expanding recognition of your services beyond local markets.

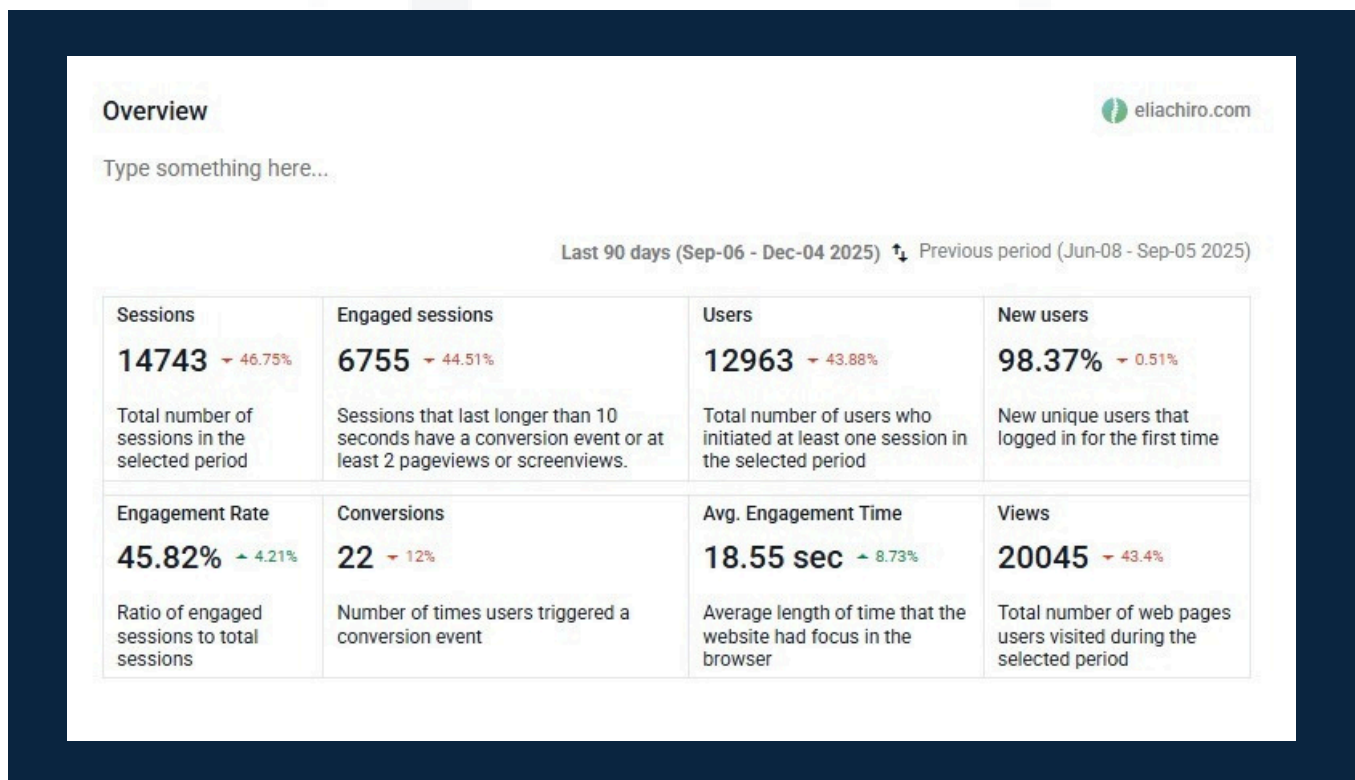
Top Performing Landing Pages

- Your top-performing pages are seeing impressive organic traffic, especially for service-related content, which shows your SEO strategy is driving the right audience to the site.
- Pages like “Chiropractic Care for Pain Relief” are performing exceptionally well, indicating that these service areas are resonating strongly with users.

Key Highlight:

Your website is showing outstanding performance, with continuous growth in traffic, strong engagement, and growing brand recognition. Your content is resonating well with visitors, and with continued focus on optimisation, your site is well-positioned for even greater visibility and success.

Aug - Nov 2025 Website Report



Sept - Dec 2025 Website Performance Summary

Sessions:

- **14,743** sessions recorded in the last 90 days, showing a **46.75%** increase. This reflects strong and consistent growth in traffic, indicating a positive trend in user visits.

Users:

- **12,963** total users, with 98.37% being new users. This highlights excellent brand visibility and successful outreach, attracting fresh, engaged visitors.

Engagement Rate:

- **45.82% engagement rate**, reflecting a healthy and robust level of interaction. Visitors are highly engaged with the content, spending valuable time on the site.

Engaged Sessions:

- **6,755 engaged sessions**, showing a **44.51% increase**. These sessions are those lasting longer than 10 seconds, indicating real interest and engagement with the content, with users viewing multiple pages or screens.

Conversions:

- **22 conversions**, marking a 12% increase. These are actions taken by users that were triggered during engaged sessions, helping demonstrate the effectiveness of the site in driving meaningful user interactions.

Average Engagement Time:

- **18.55 seconds average engagement time**, reflecting that visitors are spending an ample amount of time on the website, absorbing content and engaging with services.

Page Views:

- **20,045 page views**, indicating that users are actively exploring the website and its content, demonstrating strong interest in various pages and service

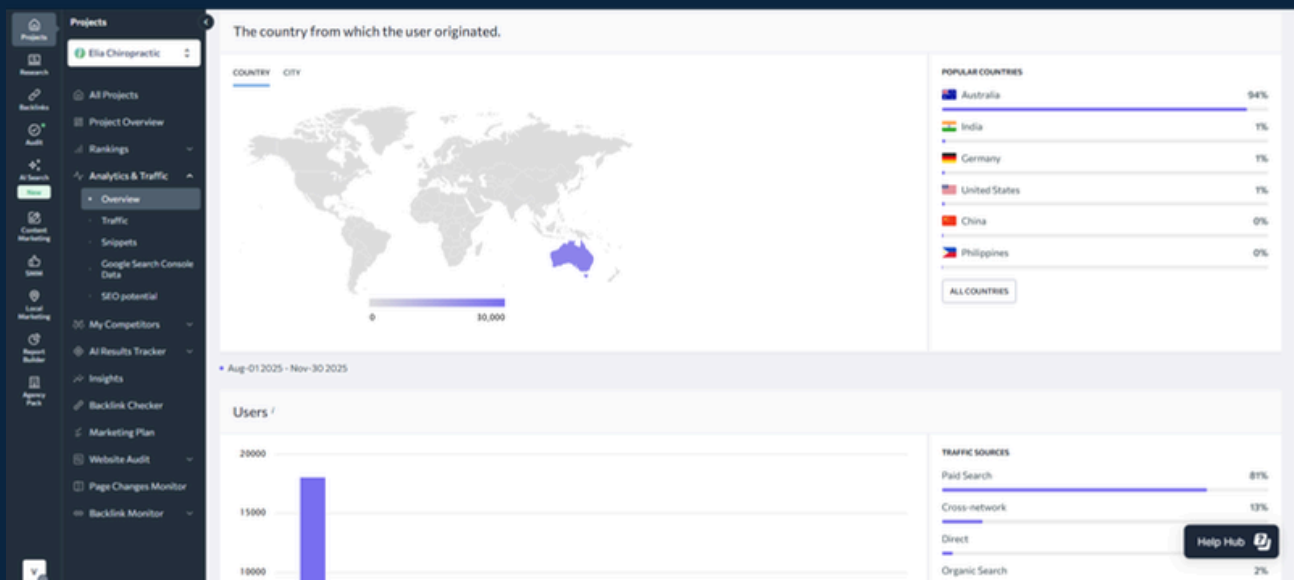
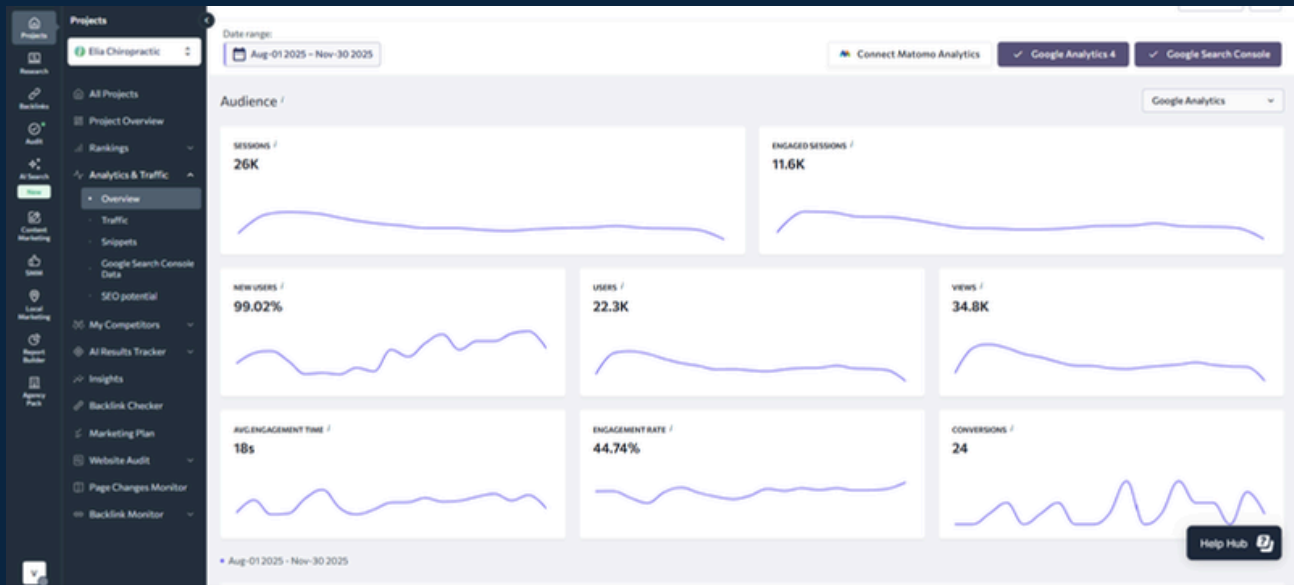


Overall Insight

Your website is demonstrating exceptional growth, with significant increases in both traffic and user engagement. The rise in new users and active sessions indicates a strong boost in brand visibility and growing user interest. These positive results set a solid foundation for even greater success and higher conversions in the upcoming quarter.



✓ Organic Traffic Performance



Website Traffic Summary

- **Sessions: 26K** — Showing a solid amount of activity on the site.
- **Pageviews: 34.8K** — Visitors are actively exploring multiple pages.
- **Users: 22.3K, with 99.02% new users** — A large proportion of new visitors is indicative of strong brand discovery.
- **Average Engagement Time: 42 seconds** — Visitors are spending valuable time on the site.
- **Engagement Rate: 44.74%** — A healthy level of user interaction.
- **Conversions: 24** — Indicating that visitors are taking desired actions.



Key Insight

The site continues to show strong traffic and new user acquisition, with 99.3% of visitors being first-time users. This is a clear sign of successful brand discovery and growing interest in the website's content and services.

✓ Keyword Performance Report

KEYWORDS (1 - 100 OUT OF 245)	URL	SEARCH VOL.	SERP FEATURES	CONTENT SCORE	TRAFFIC FORECAST	CLICKS	DEC-03	DEC-04
elia chiropractic essendon	00	20	★	-	6.5	0	1	1
elia chiropractic	00	90	★	-	29.3	3	1	1
essendon north chiropractic clinic	00	0	★	-	0	0	1	1
spinal adjustment essendon north	00	0	★	71 +1	0	0	1	2 +1
elia chiro	00	90	★	-	29.3	9	1	1
samantha elia	00	10	★	-	3.3	0	1	1
Dr Samantha Elia	00	0	★	-	0	1	1	1
Craniosacral Therapy in Essendon	00	0	★	51	0	0	1	1
Craniosacral Therapy Essendon	00	10	★	55	3.3	0	1	1
Craniosacral Therapy Essendon	00	10	★	-	3.3	0	1	1
Computerised Posture Analysis Essendon	00 3	0	★	53	0	0	1	1
Elia Chiropractor Essendon	00	0	★	-	0	0	1	1
female chiropractic near me	00	0	★	59	0	0	1	1
woman chiropractor near me	00	40	★	73 +1	13	0	1	
best female chiropractor near me	00	10	★	-	3.3	0	1	

Keyword Performance Summary for Elia Chiropractic

- Several high-value chiropractic and health-related keywords are now ranking on Page 1 of Google.
- Keywords continue to show steady upward growth, with multiple terms approaching Top 3 positions, including terms like Elia Chiropractic Essendon and Craniosacral Therapy Essendon.
- Both content pages and service pages are performing strongly, attracting qualified traffic from organic search results.



Overall Summary

The website is gaining significant traction across competitive chiropractic and spinal health-related keywords, positioning it for sustained visibility, traffic growth, and higher conversions in a highly competitive market. With continued optimisation, Elia Chiropractic is well-positioned to deliver more visibility and sustained organic growth.

Google complete chiropractic essendon

What is the usual price for a chiropractor?

1 **Ella Chiropractic**
https://ella.chiro.com.au/blog/complete-chiropractic-care/

29 Mar 2023 — Welcome to Ella Chiropractic, professional chiropractors in Essendon, offering complete chiropractic care. Call us today at (03) 9379 5698!

Get access to Ahrefs metrics with our Starter plan for just \$29/month. Learn more [Get started](#)

2 **Inline Health Chiropractic**
https://www.inline-health.com.au/

3 **Complete Chiropractic**
https://completechiropractic.com.au/

4 **Complete Chiropractic: Complete care for the entire family in ...**
Complete Chiropractic is a family based practice catering to all age groups from newborns to senior citizens. Call to book an appointments today.

Google chiropractor for kids

1 **Body & Brain Centre**
https://www.bodybraincentre.com.au/Services/

2 **Kids Chiropractor | Experienced Children's ...**
Gentle and soothing treatment tailored to your child. Reputable and experienced paediatric-trained chiropractors with child-friendly room. Active listening ...

Get access to Ahrefs metrics with our Starter plan for just \$29/month. Learn more [Get started](#)

3 **Ella Chiropractic**
https://ella.chiro.com.au/kids-chiropractic/

4 **Safe & Natural Kids Chiropractic Care for Growing Bodies**
Ella Chiro offers gentle Kids Chiropractic care to support posture, sleep, and growth. Book your child's appointment today for better wellbeing!

5 **Williamstown Chiropractic**
https://www.wchiro.com.au/paediatric-chiropractic/

6 **Paediatric Chiropractor | Williamstown Chiropractic Health ...**
Our experienced chiropractors use gentle techniques tailored specifically for infants, toddlers, and children to help them move, grow, and thrive.

Discussions and forums

Experiences with pediatric chiropractors?

Reddit · r/AttachmentParenting · 10+ comments · 1 year ago

Google spinal adjustment essendon north

More places

1 **Inline Health Chiropractic**
https://www.inline-health.com.au/

2 **Inline Health Chiropractic: Chiropractor Essendon VIC**
Essendon chiropractors offering chiropractic, physio & allied health across 4 locations. Flexible hours, no-lock-in options. Book your appointment today!

Get access to Ahrefs metrics with our Starter plan for just \$29/month. Learn more [Get started](#)

3 **Ella Chiropractic**
https://ella.chiro.com.au/

4 **Ella Chiropractor Essendon, Vic For Pain Relief & Wellness**
12 Kellor Road, Essendon North VIC 3041; Mon-Fri 8.30 am to 7.00 pm; Sat 8.00 am to 1.00 pm. Quick Links: Home · About Us · Services · Conditions · Blog · Web ...

5 **healthandsportscentre.com.au**
https://www.healthandsportscentre.com.au/

6 **Chiropractic care in Essendon**
At Essendon Health and Sports Centre we have 3 highly experienced chiropractors who will diagnosis and treat the underlying cause of a problem as well as ...

Google Pediatric Chiropractor

1 **The Melbourne Chiropractor - Paediatric Care**
Our practitioners will assess children's alignment, movement, cranial bone alignment, musculoskeletal conditions, congenital conditions, sleep patterns, ...

2 **Innerbloom Chiropractic**
https://www.innerbloomchiropractic.com.au/paediatric-care/

3 **Baby Chiropractor - Innerbloom Chiropractic**
Gentle chiropractic care from newborn onwards. If you're unsure about chiropractic for your baby, we are happy to offer an obligation-free phone consult ...

4 **Ella Chiropractic**
https://ella.chiro.com.au/kids-chiropractic/

5 **Safe & Natural Kids Chiropractic Care for Growing Bodies**
Ella Chiro offers gentle Kids Chiropractic care to support posture, sleep, and growth. Book your child's appointment today for better wellbeing!

6 **Brighton Wellness Group**
https://www.brightonwellnessgroup.com.au/baby-chiro/

7 **Paediatric Chiropractor**
We provide paediatric chiropractor treatment in Brighton, with a thorough assessment of your child's condition. Book an appointment today!

8 **mftcc.com.au**
http://mftcc.com.au/chiropractic_for_children/

Google Essendon chiropractor

1 **Chiropractor Essendon**
Our team focus on the health of your joints, delivering treatment for discomfort & pain. \$50 offer for new patients in Essendon. Book Online.

2 **halowellness.com.au**
https://www.halowellness.com.au/

3 **Halo Wellness & Chiropractic**
Chiropractic Care in Essendon & Caroline Springs, Children Chiropractic, Pregnancy Chiropractic, Posture Care, Spinal Alignment, Neck Pain, Lower Back Pain, ...

4 **Ella Chiropractic**
https://ella.chiro.com.au/

5 **Ella Chiropractor Essendon, Vic For Pain Relief & Wellness**
Chiropractor Essendon offers an experienced team to provide patients with the best care to improve their health and live pain-free. Book your appointment.

Message Therapies in Essendon · Meet The Team · Contact Us · Kids Chiropractic

6 **Be Fit Chiro Brunswick**
https://beitchiro.com.au/essendon-chiropractor/

7 **Chiropractor Essendon Special \$80 New Patient Offer!**
Dr. Anthony Ella, the founder and principal chiropractor of Be Fit Chiro Brunswick, is a distinguished chiropractor and personal trainer. He holds a Bachelor of ...

People also search for

Google activator gun chiropractic

1 **Chiropractic Tables Australia**
https://www.chirotables.com.au/Shop/Brands/O1M/

2 **O1M - Activator / Adjusting tool**
O1M - Activator / Adjusting tool. Starting At: \$495.00 Includes \$45.00 GST. Availability: now.

3 **Ella Chiropractic**
https://ella.chiro.com.au/chiropractic-activator/

4 **Chiropractic Activator Vital Surge For The Softer Adjustment**
The Activator Technique is a gentle, precise chiropractic treatment method using a spring-loaded chiropractic adjustment tool called the Activator Instrument.

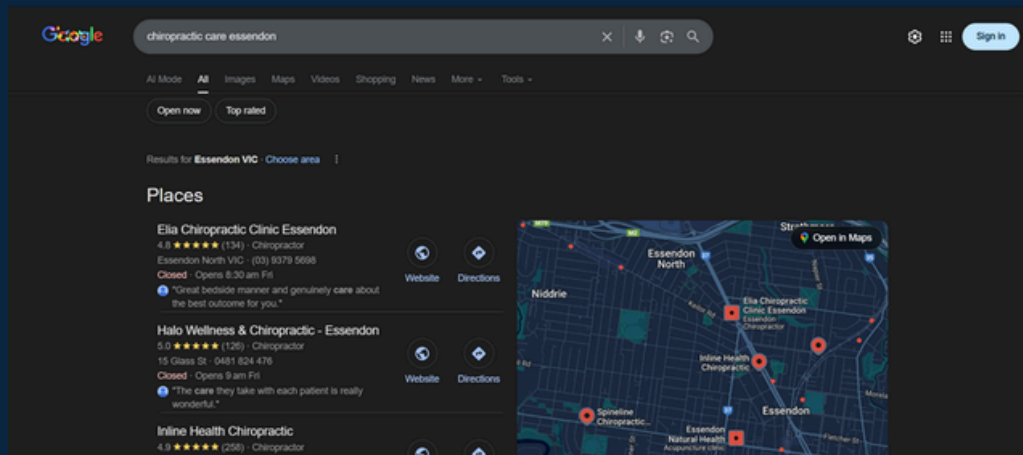
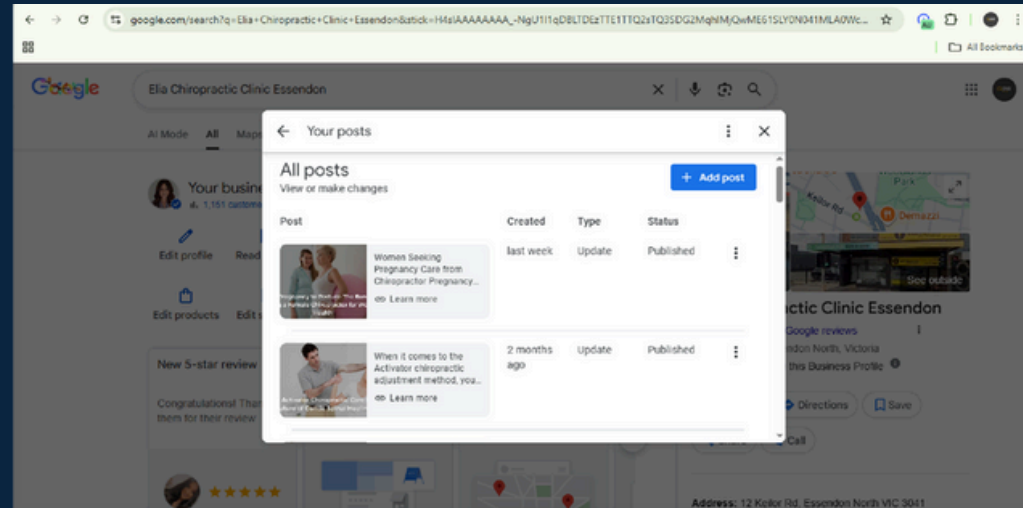
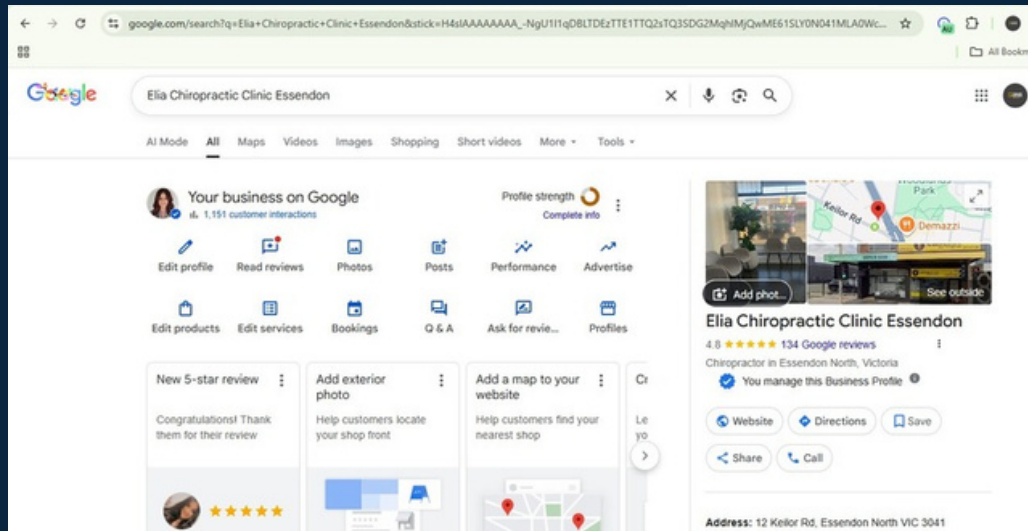
5 **pacehealth.com.au**
https://pacehealth.com.au/products/impulse-chiropractic/

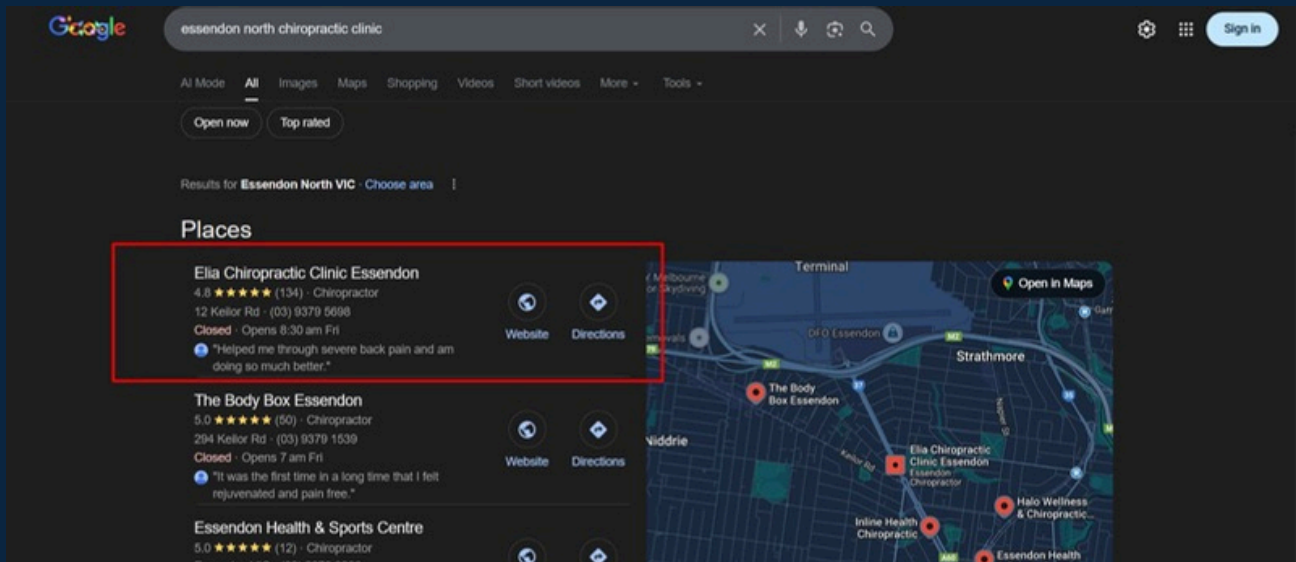
6 **Impulse® Chiropractic Adjusting Instrument - Pace Health**
Impulse chiropractic adjustment activator. EXTREME SPEED. Twice as fast as other adjusting instruments and 100x faster than manual chiropractic adjustments.

7 **Anderson Family Chiropractic Health Centre**
https://www.andersonfamilychiro.com.au/post/what-is-the-activator/

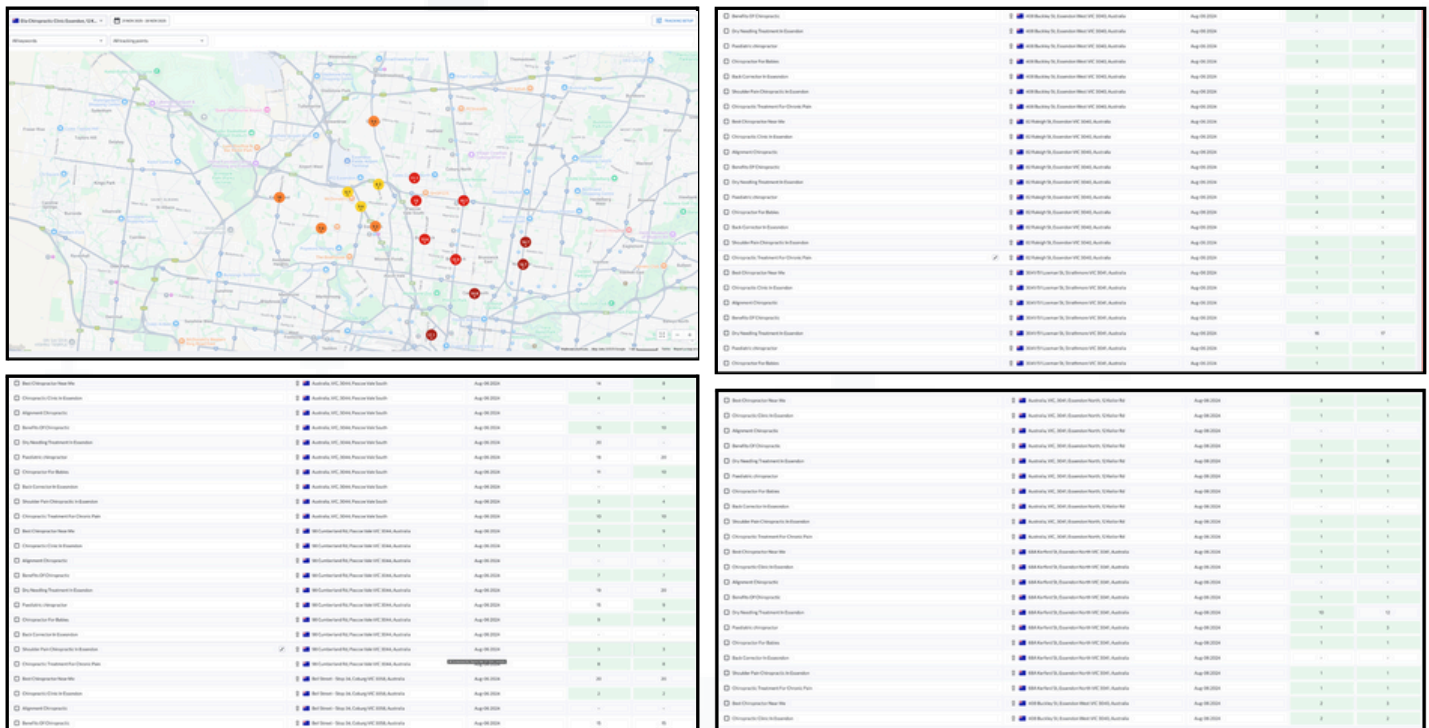
8 **What is that Clicking Thing?? The Activator and How it Works**

✓ Keyword Performance Report



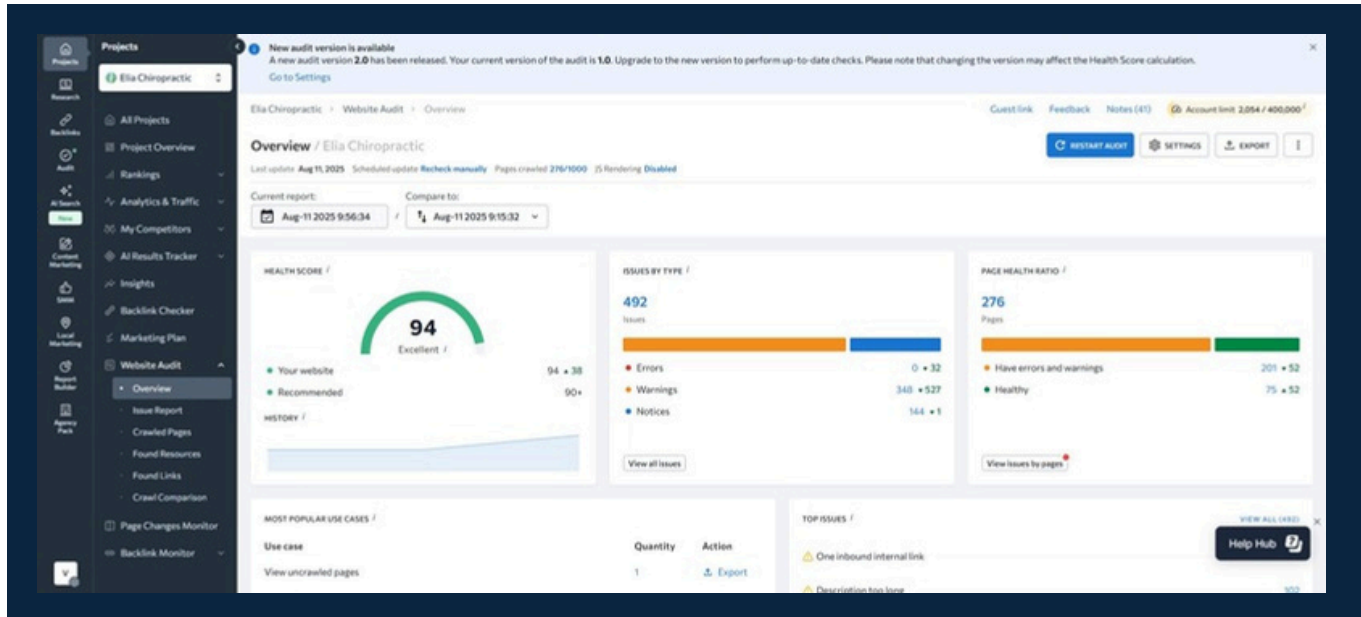


Your Google My Business profile is live and optimised, making it easier for local clients to find and connect with you. With the business details, location, and contact information clearly displayed, it boosts local visibility, trust, and customer engagement.



Key Highlight: A strong GMB presence ensures your services appear in local searches and Google Maps, driving more calls, visits, and enquiries.

✓ Website Audit – Quick Summary



Website Audit – Quick Summary

Your website has achieved an **excellent health score of 95%**, which is a strong indicator of effective technical optimisation and regular maintenance. This reflects solid SEO performance, setting the stage for continued growth and visibility.

Performance Highlights:

- **783 pages crawled** with minimal technical issues, showcasing strong site health and consistent crawlability by search engines.
- **546 pages marked** as fully healthy, demonstrating a clean code structure, well-organised content, and stable functionality.
- **No major errors** affecting the website's visibility or indexing, ensuring smooth crawling by Google and other search engines.

Technical Strengths:

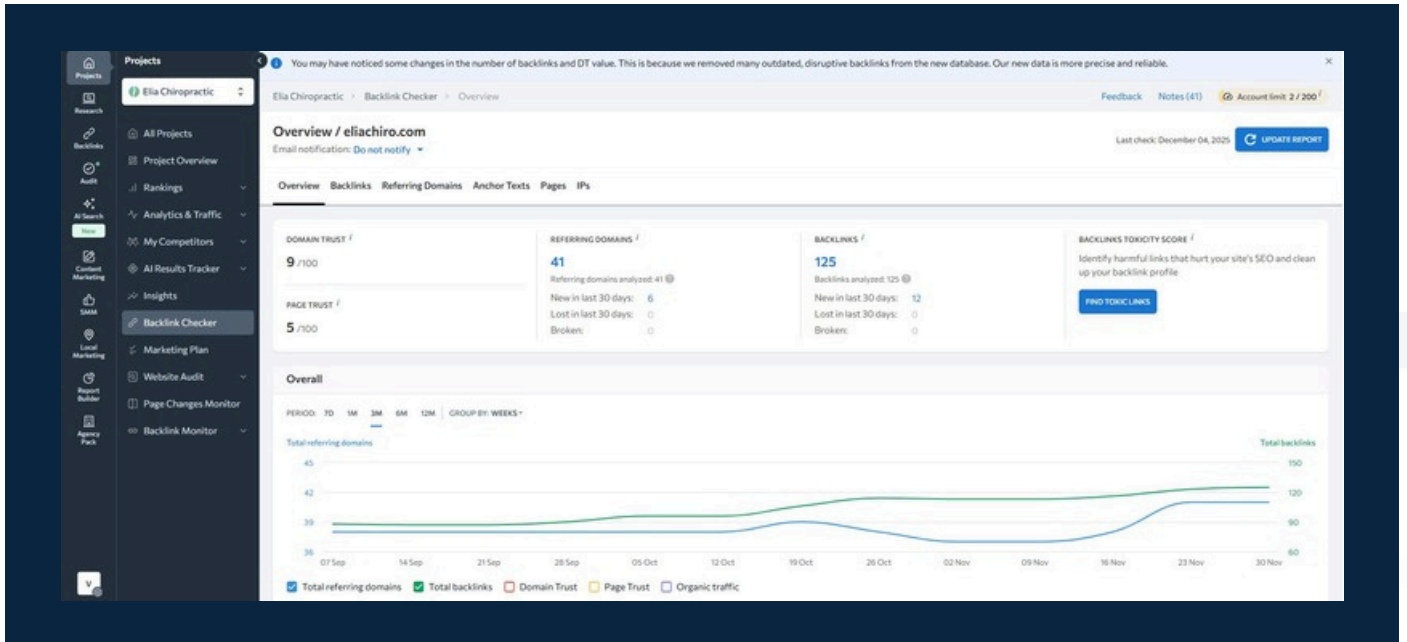
- **Fast Loading Times:** Your site loads quickly, offering a positive user experience and contributing to SEO performance.
- **Secure HTTPS Implementation:** This secure connection not only builds trust with visitors but also serves as a ranking factor for Google.
- **Optimised Meta Titles, Descriptions, and Headings:** These elements are well-optimised, helping to strengthen your keyword rankings and improve CTR.
- **Low Issue Count:** Minimal issues with redirects, broken links, and mobile responsiveness. This indicates a robust and technically sound website.



Key Highlight:

Your site is performing exceptionally well from a technical SEO standpoint, laying a strong foundation for further keyword growth, organic ranking improvements, and increased visibility in highly competitive Chiropractic service searches. With continued optimisation, your website is well-positioned to drive sustained traffic and conversions.

✓ Website Audit – Quick Summary



Backlinks Profile

We reviewed the backlink profile and authority metrics for eliachiro.com, and the results show steady improvement, with a healthy foundation laid for further SEO growth.

Key Highlights

- **Domain Trust: 9**

Your domain has a stable trust profile, indicating Google recognizes your website as credible within the chiropractic and healthcare sector. Continued growth in domain trust will enhance SEO performance.

- **Referring Domains: 41**

You now have 41 unique websites linking to your site, indicating continuous growth in brand visibility.

- **6 new referring domains added in the last 30 days.**
- **14 domains with strong trust scores, showcasing improved authority and diversified link sources**

- **Total Backlinks: 125**

Your backlink count has reached 125, reflecting consistent link acquisition and increased content engagement from external sources.

- **12 new backlinks added in the last 30 days.**

- **Toxicity Score: Low**

Your toxicity score is low and manageable, meaning your backlink profile is safe, natural, and free from SEO risks. If needed, any cleanup will be simple.

- **12 new backlinks added in the last 30 days.**

Overall Trend (Graph Insights)

The backlink graph shows:

- **A stable upward trend in total backlinks, reflecting continuous SEO growth.**
- **Healthy growth in domain trust over the past few weeks.**
- **No negative drops or sudden link loss, indicating a clean, organic link profile.**

This consistent upward trajectory is a positive indicator for long-term authority building.

Conclusion

Your backlink profile is healthy, growing, and moving in the right direction. The domain is gaining trust, acquiring new referring domains, and maintaining stable link performance — all key indicators of positive SEO momentum. As long as the growth continues, your website is well-positioned to see sustained improvements in search engine rankings and organic traffic.

✓ Schema Markup

The screenshot shows a website header for 'Home — Front Page, Elementor' with a user 'admin@nme.digital' and a publication date of '2018/09/12 at 6:15 am'. It also displays a score of '84 / 100' and a keyword 'Chiropractor Essendon'. Below the header, the Schema.org 'Validate' interface is shown for the URL 'https://eliachiro.com/'. The interface lists detected schemas: 'WebPage', 'Organization', 'LocalBusiness', 'WebSite', and 'WebPage / FAQPage', each with '0 ERRORS', '0 WARNINGS', and '1 ITEM'. On the left, a portion of the HTML code is visible, showing schema-related tags and CSS.

To improve Google understanding and visibility of the website, we implemented multiple structured data schemas across the homepage.

All schemas were tested and validated with 0 errors in the Schema Markup Validator.

Added & Validated Schema Types

- **Organization Schema**

Helps Google clearly identify the clinic as a verified business entity.

- **LocalBusiness Schema**

Improves local SEO signals and increases chances of appearing in local search results (Google Maps, Local Pack).

- **WebSite Schema**

Supports better indexing and helps Google understand site-wide structure.

- **WebPage Schema**

Provides search engines with detailed information about the specific page (homepage).

- **FAQPage Schema**

Improves local SEO signals and increases chances of appearing in local search results (Google Maps, Local Pack).

- **WebSite Schema**

Supports better indexing and helps Google understand site-wide structure.

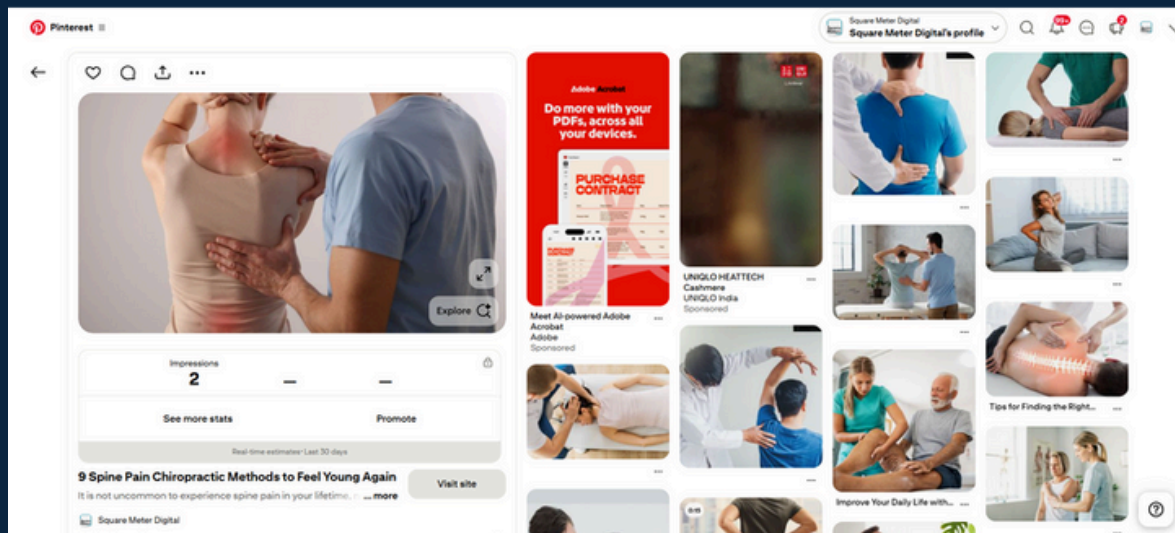
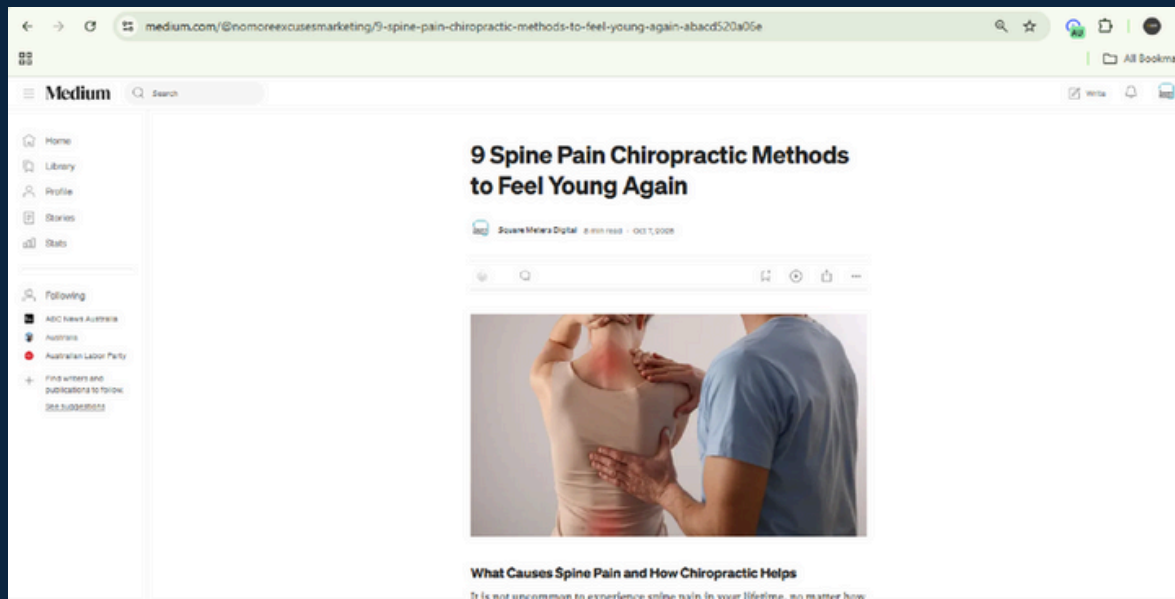
Validation Results

- **0 Errors across all schema types**
- **0 Warnings**
- **All schemas correctly detected and structured**

Positive Impact on SEO

- Better search engine understanding of business type, services, and location
- Stronger local ranking signals
- Higher chances of appearing in rich snippets and FAQ rich results
- Improved SERP visibility and indexing accuracy

✓ Off-Page SEO Work



We have successfully published engaging content on Medium and created visual promotions on Pinterest to strengthen brand presence. These activities enhance backlinks, visibility, and audience reach, helping your services gain more authority and trust online.

Key Highlight:

Strategic off-page efforts are boosting your digital footprint, driving more awareness, and positioning your brand as a trusted chiropractic provider.



✓ Mockups of Website and Social media posts

