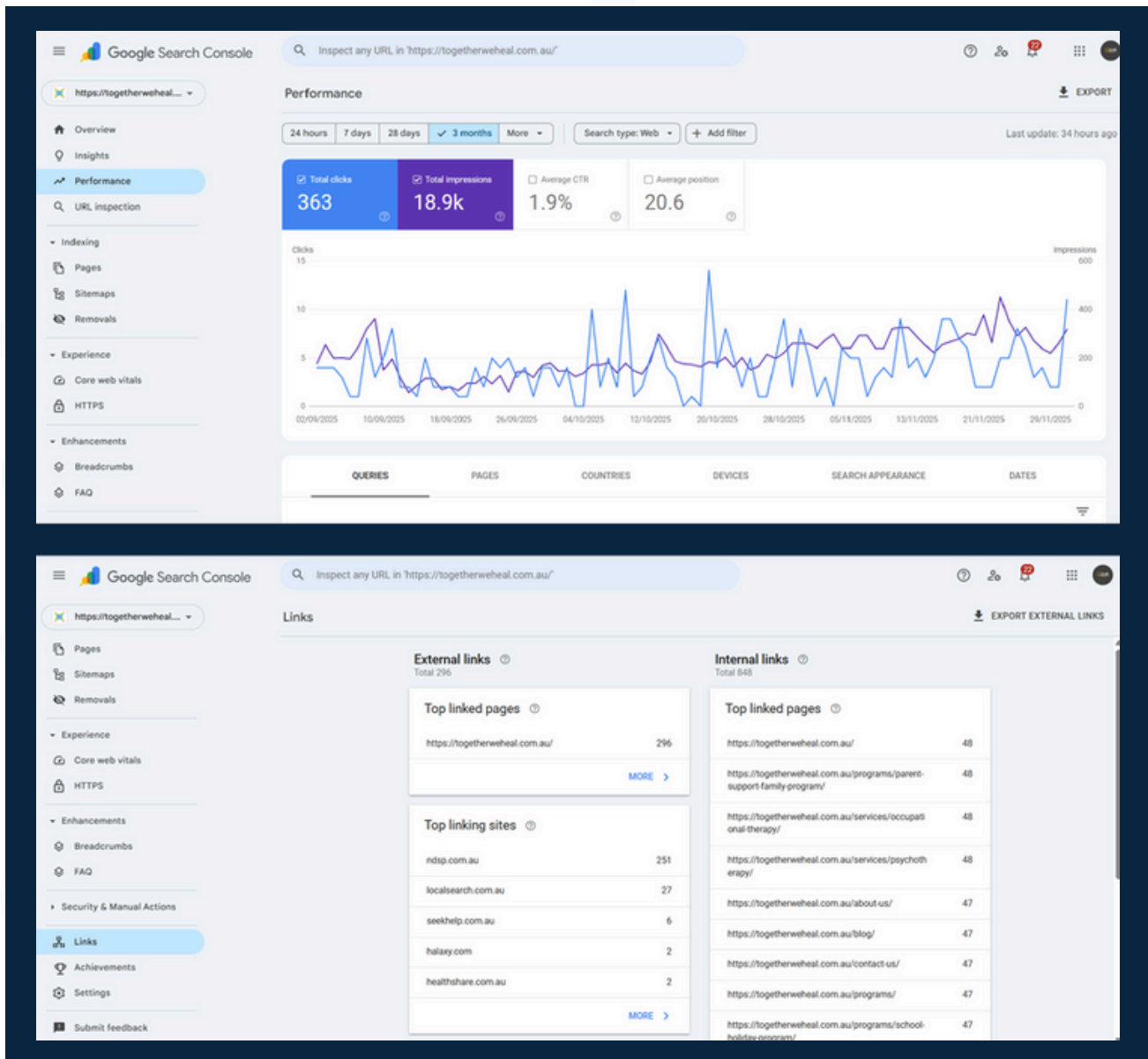


SEO Performance Report Dec 2025



✓ Google Search Console (GSC) Insights



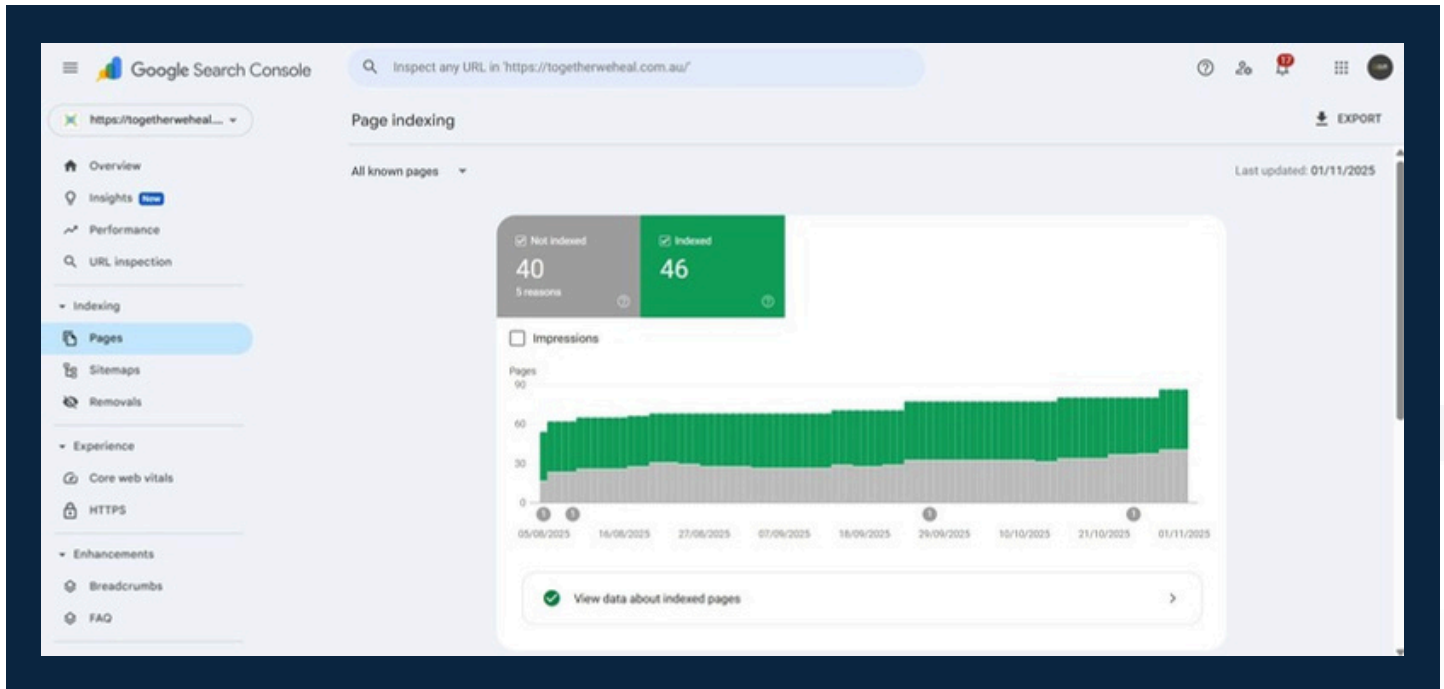
SEO Performance Summary

- **Steady Traffic Growth** → **363 total clicks** in the past 3 months — showing consistent engagement and continued improvement in organic reach.

- **Strong Visibility** → **18.9K total impressions**, demonstrating that Google is recognising and displaying more pages across NDIS, therapy, and psychosocial-related searches.
- **Healthy CTR (1.9%)** → Above-average click-through rate, reflecting effective page titles and descriptions that resonate with user intent.
- **Improved Keyword Rankings** → **Average position of 20.6**, trending upwards, with several service-related keywords now approaching the first page.

Metric	Value	Trend
Total Clicks	363	↑ Growth
Total Impressions	18.9K	↑ Growth
CTR	1.90%	Stable
Avg. Position	20	↑ Improving

Page indexing



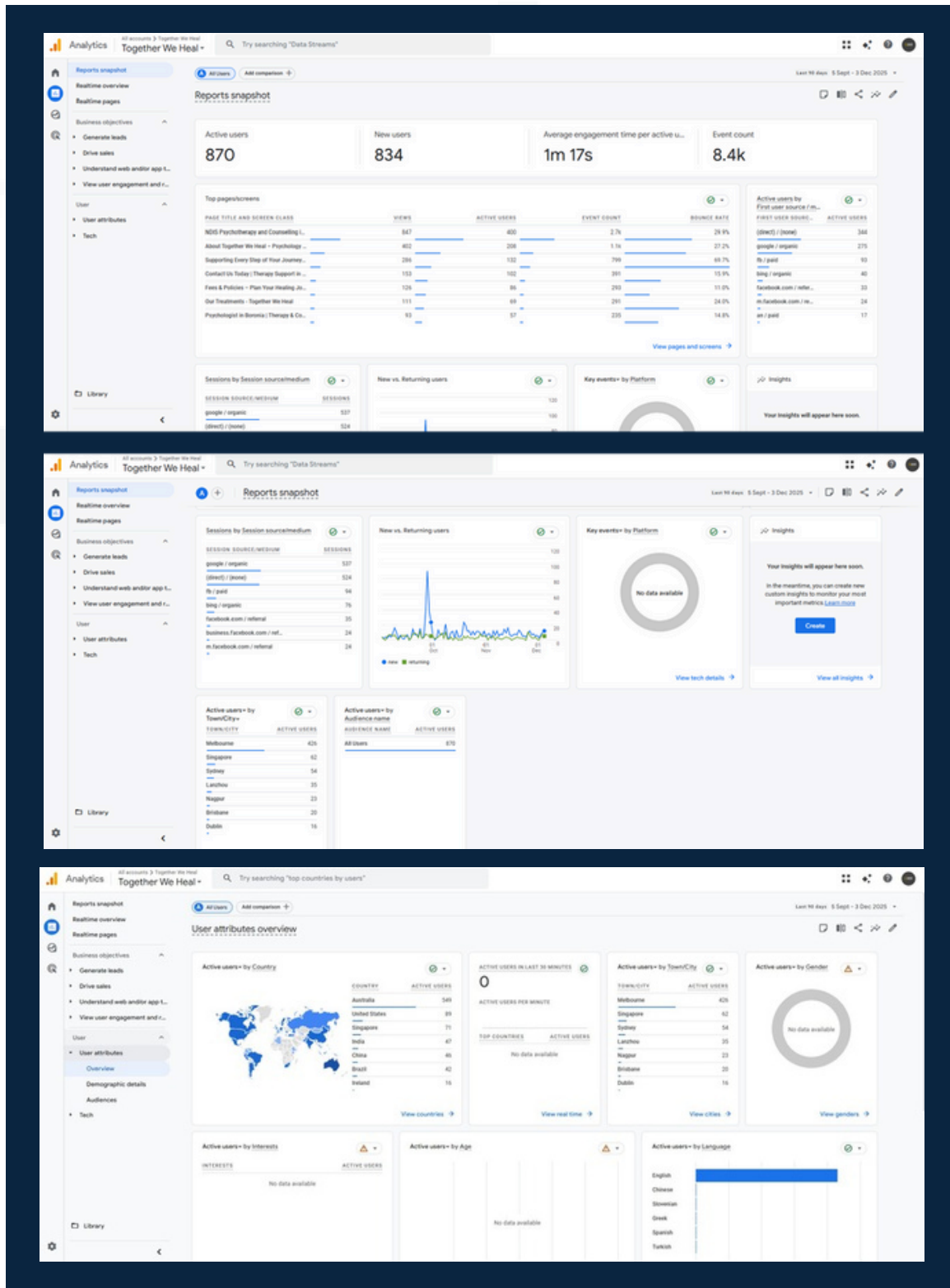
- **Strong Indexing Coverage →**

Currently, 46 pages are successfully indexed on Google, ensuring strong online visibility across your key NDIS and therapy-related content.

- **Consistent Growth Trend →** The steady increase shown in the indexing graph highlights Google's ongoing recognition of new content and improved site structure.

Key Highlight: With the majority of your pages now indexed, the website is well-positioned to capture higher organic traffic and strengthen visibility for targeted keywords across NDIS, counselling, and mental health search terms.

✓ Google Analytics 4 (GA4) Insights



3 Monthly - Website Performance Report

- **Total Users** → 870 active users, with 834 new users over the last 3 months, indicating strong reach and a growing audience base.
- **Returning Visitors** → A steady stream of return visits, reflecting increasing trust and consistent engagement with the site's NDIS and therapy-related content.

Engagement & Interactions

- **Event Count** → 8.4K total events tracked, showcasing that users are actively exploring the site and interacting with various service pages.
- **Average Engagement Time** → 1 minute 17 seconds, demonstrating that visitors are engaging meaningfully with the content, reading service details and blog posts.

Traffic Sources

- **Primary Traffic Source** → A substantial portion of traffic is driven by Google Search, confirming that your SEO efforts are effectively increasing visibility and keyword rankings.
- **Referral and Direct Traffic** → A healthy share of traffic comes from direct and referral sources, suggesting strong brand recognition and positive external mentions.

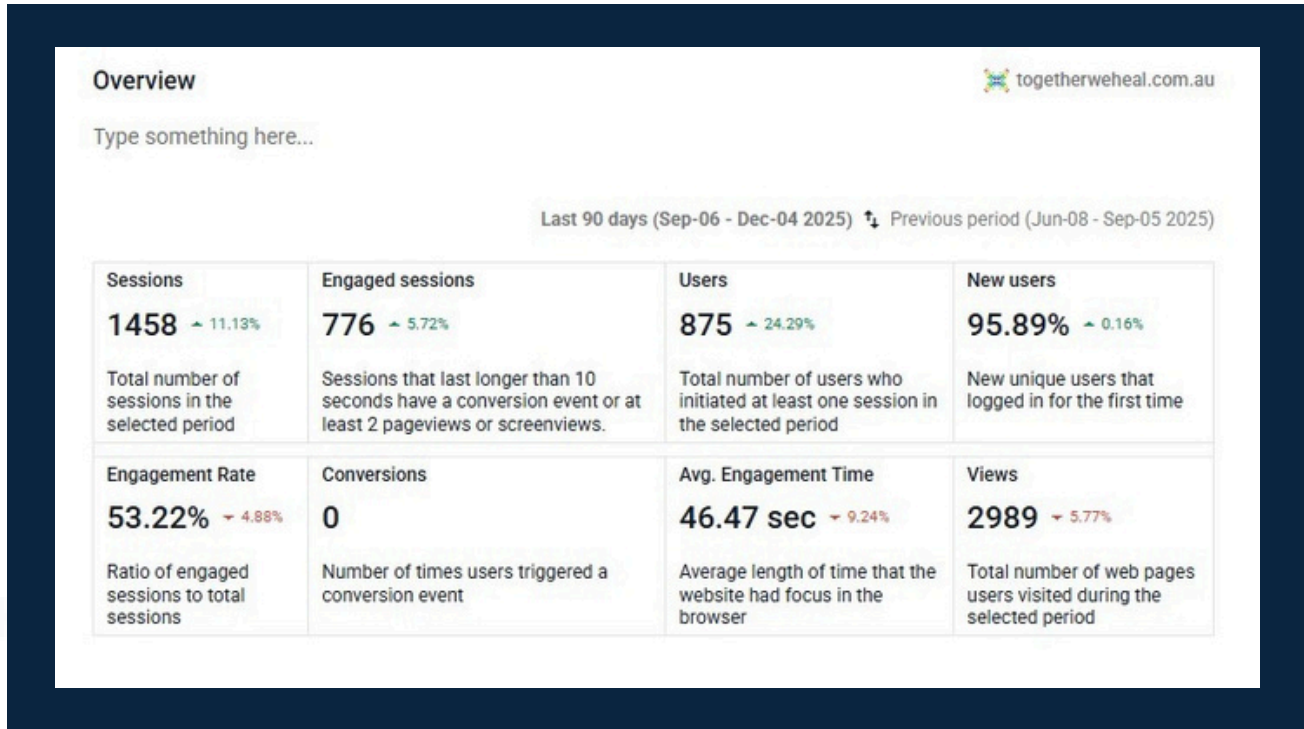
Overall Insight



Your website is performing exceptionally well with a significant increase in active users, a strong influx of new visitors, and substantial engagement across various pages. The data highlights that your SEO strategy is delivering excellent results, driving organic traffic and improving user interaction with NDIS and therapy-related content.

Moving forward, the focus will be on refining conversion strategies, enhancing top-performing landing pages, and further expanding organic visibility for key service-related keywords. This will help leverage the momentum and continue fostering trust and engagement with your growing audience.

Aug - Nov 2025 Website Report



Aug – Nov 2025 Website Performance Summary

- **Total Sessions** → 1,458 sessions, reflecting an 11.1% increase in website activity, indicating consistent overall engagement.
- **Total Users** → 875 users, with 24.29% growth in unique visitors, showing strong expansion and increased reach.
- **New Users** → A notable 95.89% of users are new visitors, underlining the ongoing brand discovery and strong traffic growth.

Engagement & Interactions

- **Engaged Sessions** → 776 engaged sessions, up 5.72%, demonstrating that visitors are spending more time interacting with the site.
- **Average Engagement Time** → 46.47 seconds, a slight increase, indicating solid attention and user interest.
- **Page Views** → 2,989 views, showing visitors are exploring multiple pages, reflecting meaningful engagement across content.

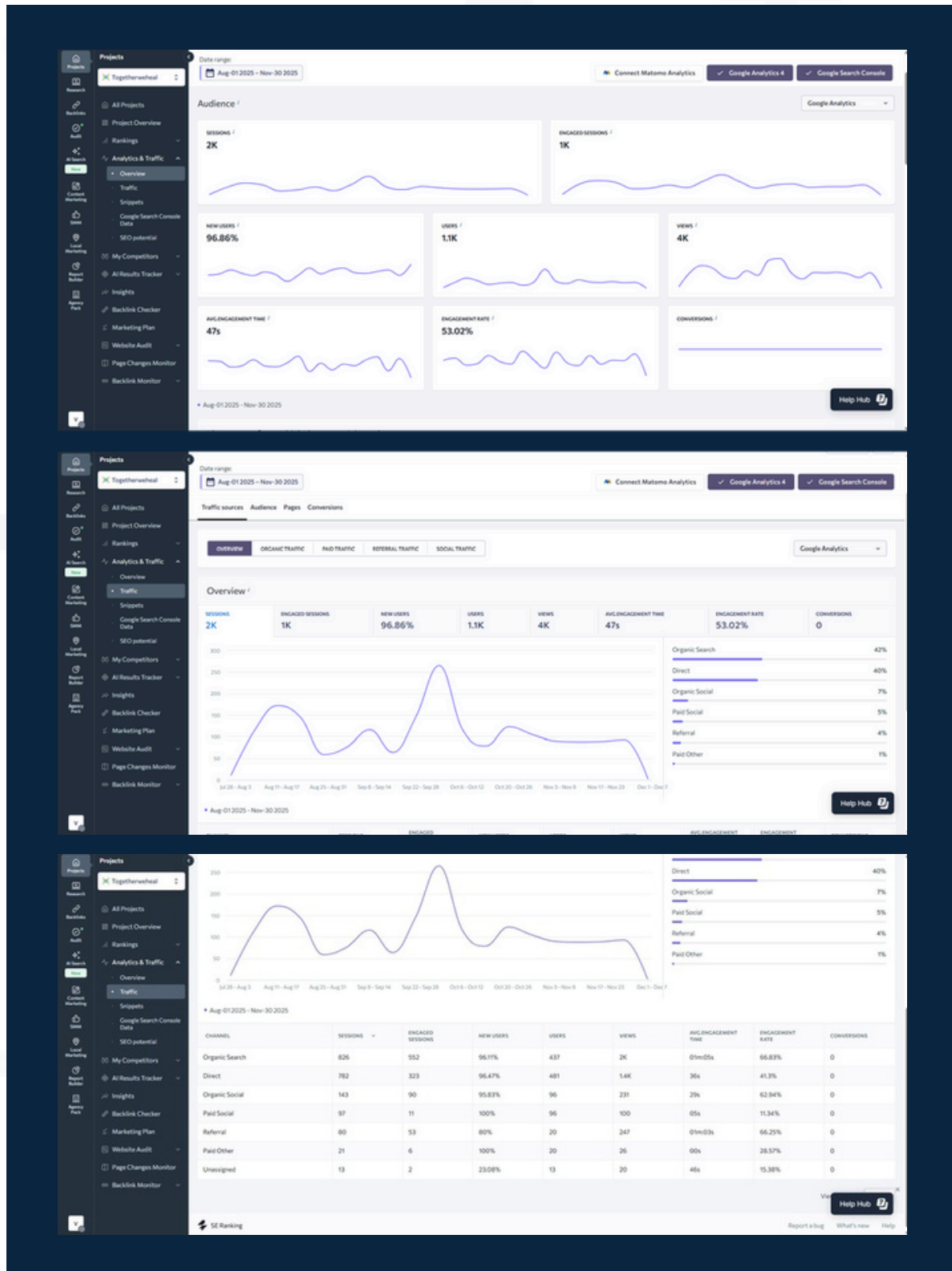


Overall Insight

The website is maintaining solid growth in traffic and engagement, with a large portion of the audience being new users, indicating ongoing brand exposure and reach. The engagement rate and average session time suggest active interaction with the content, but conversion optimisation remains a key focus area for future improvements. The next quarter should focus on refining conversion strategies to leverage this traffic effectively.



Organic Traffic Performance



Aug – Nov 2025 Website Performance Summary

- **Sessions: 2K**
- **Pageviews: 3.2K**
- **Users: 933 (96.4% new users)**
- **Avg. Engagement Time: 45s**
- **Engagement Rate: 52.49%**

The site continues to attract significant traffic, with over 96% of visitors being new users — indicating strong brand awareness and discovery.

Traffic Sources Breakdown

Source	Sessions	Engaged Sessions	New Users	Users	Views
Organic Search	826	552	96.11%	437	2K
Direct	782	323	96.47%	481	1.4K
Organic Social	143	90	95.83%	96	231
Paid Social	97	11	100%	96	100
Referral	80	53	80%	20	247
Paid / Other	21	6	100%	20	26
Unassigned	13	2	23.08%	13	20

Key Takeaways

- **Direct traffic (39%)** and **Organic Search (48%)** remain the largest sources of traffic.
- Organic Social contributes a steady stream of **visitors with 62.07% engagement**.
- **Engagement is strongest** from Organic Search, with visitors spending **65 seconds on average** — showing quality user interest.



Overall Insight

The site is performing well with a solid mix of organic and direct traffic. The engagement rate is strong, and organic traffic, particularly from Google Search, continues to show promising signs of sustained interest. Moving forward, focusing on conversions will be crucial to maximise the return on this steady traffic growth.



Keyword Performance Report

Projects: Togetherweal

3155, Victoria, EN Search View mode: List

KEYWORDS (1 - 100 OUT OF 180)

	URL	SEARCH VOL.	SERP FEATURES	CONTENT SCORE	TRAFFIC FORECAST	CLICKS	DEC-03	DEC-04
NDIS Psychotherapy and Counselling in Boronia		0		62 +1	0	0	1	1
Autism support services in Boronia		0		-	0	0	1	1
ndis occupational therapy in boronia		0		76 +3	0	0	1	1
boronia ndis occupational therapy		0		74	0	0	1	1
ndis counselling in boronia		0		61	0	0	1	1
Autism Occupational Therapy in Boronia		2		74	0	0	1	1
therapist in Boronia		0		-	0	0	2	2
Counsellor in Boronia		0		73 +5	0	0	2	2
Counselling services in Boronia		0		72 +7	0	0	3	3
Psychotherapy Boronia		0		55 +5	0	0	3	3
Psychotherapy in Boronia		0		57 +3	0	0	4	3 +1
Anxiety Psychology in Boronia		2		64 +2	0	0	4	4
couples therapy boronia		0		73 +6	0	0	5	4 +1
counsellor boronia		2		63 +4	0	0	6	6
emotional balance therapy melbourne		0		61 +7	0	0	6	6

Projects: Togetherweal

3155, Victoria, EN Search View mode: List

KEYWORDS (1 - 100 OUT OF 180)

	URL	SEARCH VOL.	SERP FEATURES	CONTENT SCORE	TRAFFIC FORECAST	CLICKS	DEC-03	DEC-04
Counselling in boronia		0		58 +1	0	0	6	5 +1
NDIS autism support Boronia		0		60 +2	0	0	7	6 +1
autism counselling boronia		10		-	0.3	0	7	6 +1
Psychologist In Boronia		0		50 +3	0	0	9	8 +1
psychologist boronia		50		61	1.6	0	10	8 +2
mental health services in boronia		0		63	0	0	10	10
boronia psychology		20		50 +6	0.5	0	11	10 +1
Psychology in Boronia		0		74 +6	0	0	12	12
occupational therapy boronia		0		54	0	0	14	14
Trauma Therapy in Victoria		0		72 +1	0	0	14	16 +4
Parent Support Family Program		0		-	0	0	17	13 +4
ndis boronia		40		-	0.4	0	17	17
Speech therapy in Boronia		0		66	0	0	18	18
NDIS services in Boronia		2		68 +2	0	0	19	44 +25
therapeutic assistance		10		-	0.1	0	21	21
autism occupational therapy		590		80 +1	0	0	40	40

Keyword Performance Summary

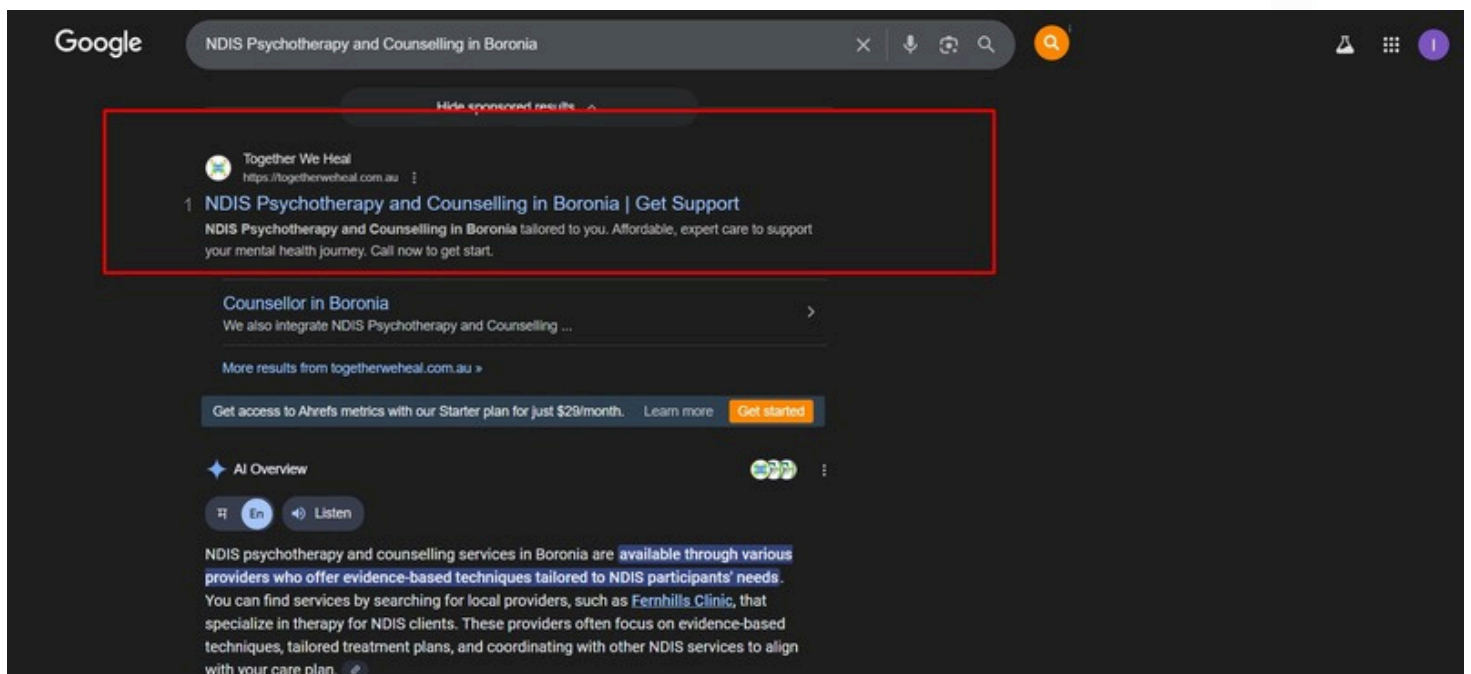
Several high-value NDIS-related keywords have shown excellent progress, with top-ranking terms such as NDIS Psychotherapy and Counselling Services and NDIS Support Services Victoria now appearing on Page 1 of Google.

Significant upward growth continues across various keywords, with many now approaching the Top 3 positions in search results.

Overall Insight



The website has gained substantial traction across competitive NDIS and mental health keywords. With multiple key terms now ranking on Page 1 and moving towards the Top 3, the website is well-positioned for continued growth in visibility, traffic, and conversions. Efforts to optimise and expand these rankings will help further strengthen its market position in the coming months.



Google **Psychologist in Boronia**

- 2 **Psychology in Boronia, VIC 3155**
View details for Steps to Soar Psychology & Assessment 0.7km away Closed • Opens 9am Address: UNIT 1, 89 BORONIA ROAD, BORONIA, VIC 3155 Mixed billing
- Fernhills Clinic**
<https://fernhillsclic.com> • psychology services
- 3 **Psychology Services - Fernhills Clinic**
In Melbourne's outer east suburb of Boronia, Fernhills Clinic offers psychological therapy for adults, children & adolescents, with face to face and ...
- 4 **Together We Heal**
<https://togetherweheal.com.au> • psychologist
- 5 **Stay Tuned Sports Medicine**
<https://www.staytuned.com.au> • psychology boronia
- 6 **Antenatal & Postnatal Psychology Network**
<https://www.antenatalandpostnatalpsychology.com.au> • ...

Google **Psychotherapy Boronia**

- 1 **Psychology Today**
<https://www.psychologytoday.com> • counselling • boronia
- 2 **Find Psychologists and Therapists in Boronia, VIC**
Find the Right Psychologist in Boronia, VIC - Caroline Winzenried, MA, PACFA, Steps to Soar Psychology & Assessment, Roshanak (Rosh) Raouf, MSc, ACAAL3, ...
- 3 **Together We Heal**
<https://togetherweheal.com.au>
- 4 **NDIS Psychotherapy and Counselling in Boronia | Get Support**
NDIS Psychotherapy and Counselling in Boronia tailored to you. Affordable, expert care to support your mental health journey. Call now to get started.
- 5 **Fernhills Clinic**
<https://fernhillsclic.com> • psychology services
- 6 **Psychology Services - Fernhills Clinic**
In Melbourne's outer east suburb of Boronia, Fernhills Clinic offers psychological therapy for adults, children & adolescents, with face to face and ...
- 7 **Boronia | Specialist Suites**
<https://www.boroniaprecialsuites.com> • doctor • robe
- 8 **Dr Robert Dawborn**
Robert has over 30 years experience in Psychological Medicine specialising in adult psychotherapy for ...

Google **Psychology in Boronia**

to learn more about our psychology service today.

- 6 **Fernhills clinic psychologists - Melbourne's outer east**
Fernhills Clinic offers onsite and telehealth assessment & therapy for adults, children & adolescents, addressing issues like anxiety, depression, and eating ...
- 7 **Together We Heal**
<https://togetherweheal.com.au> • psychologist
- 8 **RT Psychological Services**
<https://www.rtpsychoservices.com.au>
- 9 **RT Psychological Services | Psychologist in Boronia | 164 ...**
RT Psychological Services - Psychologist in Boronia providing individual treatment for Kids, Adolescents, and adults, in addition to Autism, ADHD, ...
- 10 **Antenatal & Postnatal Psychology Network**
<https://www.antenatalandpostnatalpsychology.com.au> • ...
- 11 **Dr Delwyn Carpenter Perinatal Clinical Psychologist, Boronia**
Delwyn works with women and their families during pregnancy, newborn and the postnatal

Google **Counselling services in Boronia**

More places

- 1 **Together We Heal**
<https://togetherweheal.com.au> • mental health and couns...
- 2 **Mental Health and Counselling Support in Boronia**
Get caring, professional mental health and counselling in Boronia. Safe, inclusive therapy for all ages—book your first session now.
- 3 **East Side Recovery**
<https://eastsiderecovery.com.au> • Services
- 4 **Counselling for Mental Health in Boronia**
East Side Recovery offers counselling for anxiety, depression, addiction, PTSD, and other mental health issues, including substance abuse and depressive ...

People also ask

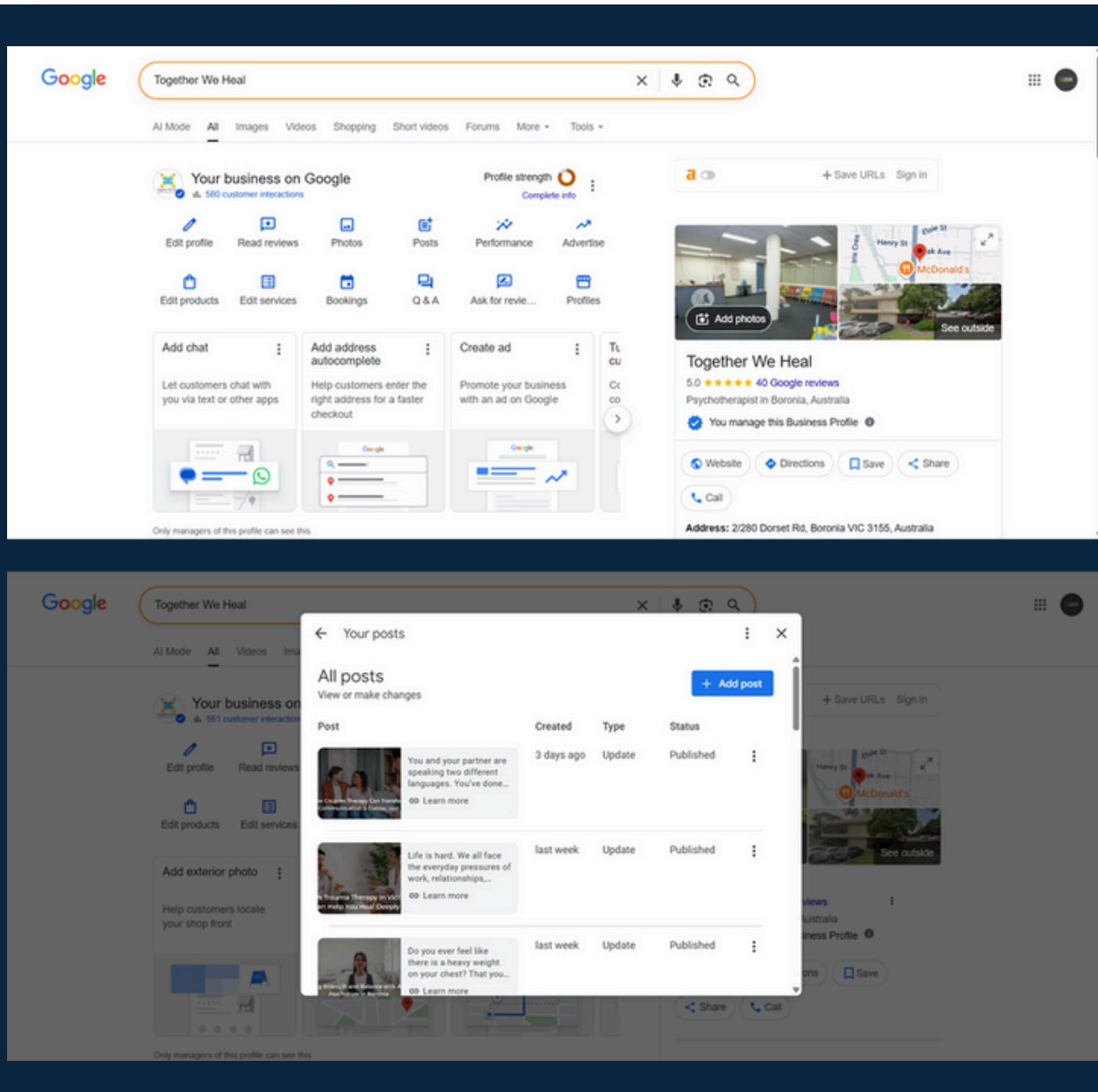
- What is the average cost of counselling?
- Is a counselling psychologist the same as a therapist?
- Who is the Indian No. 1 psychologist?

Google **Therapist in Boronia**

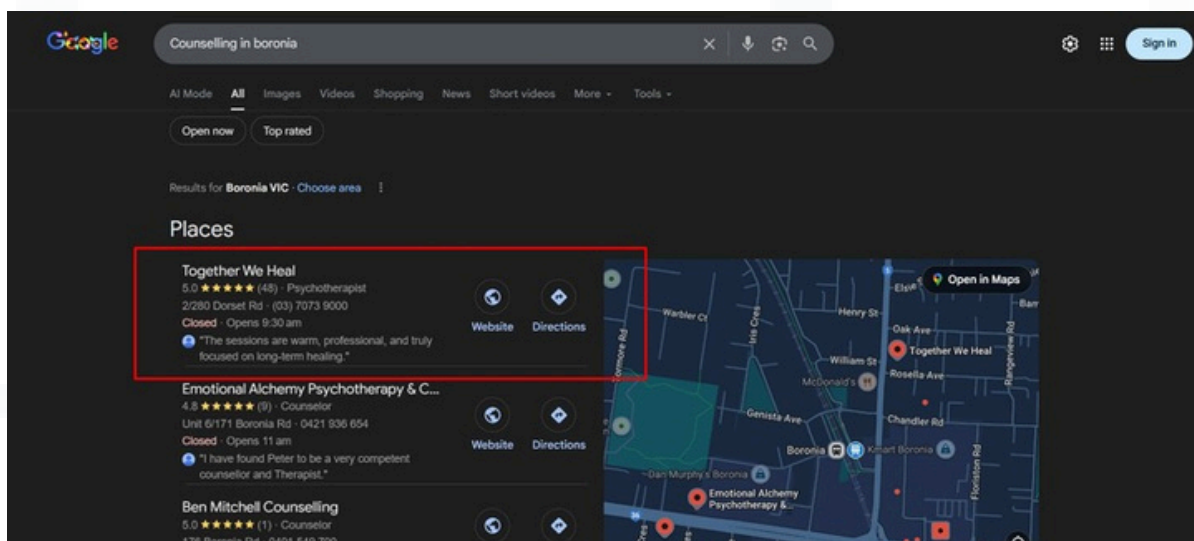
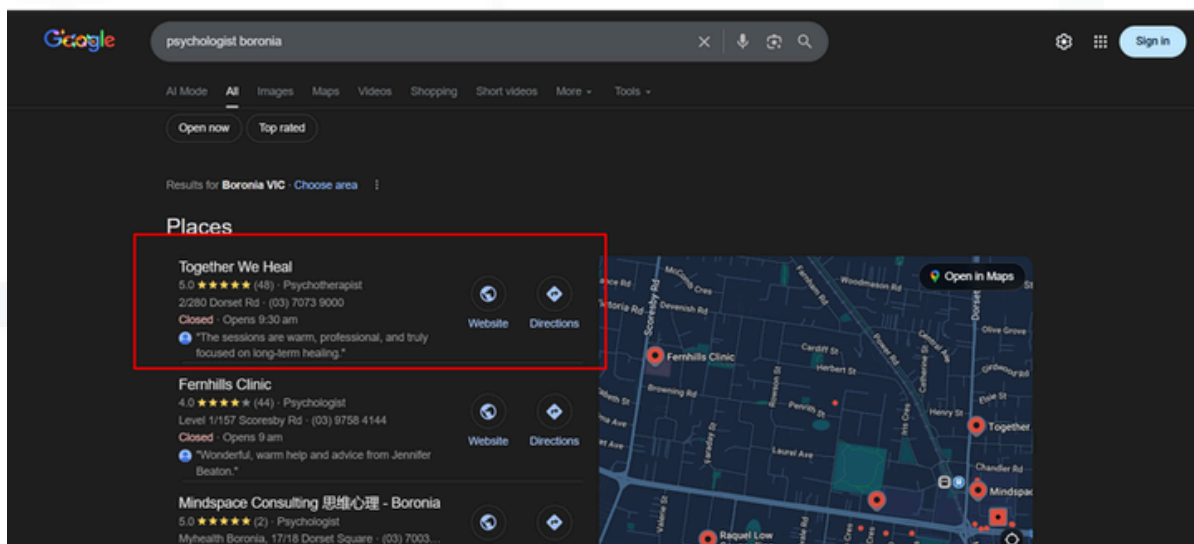
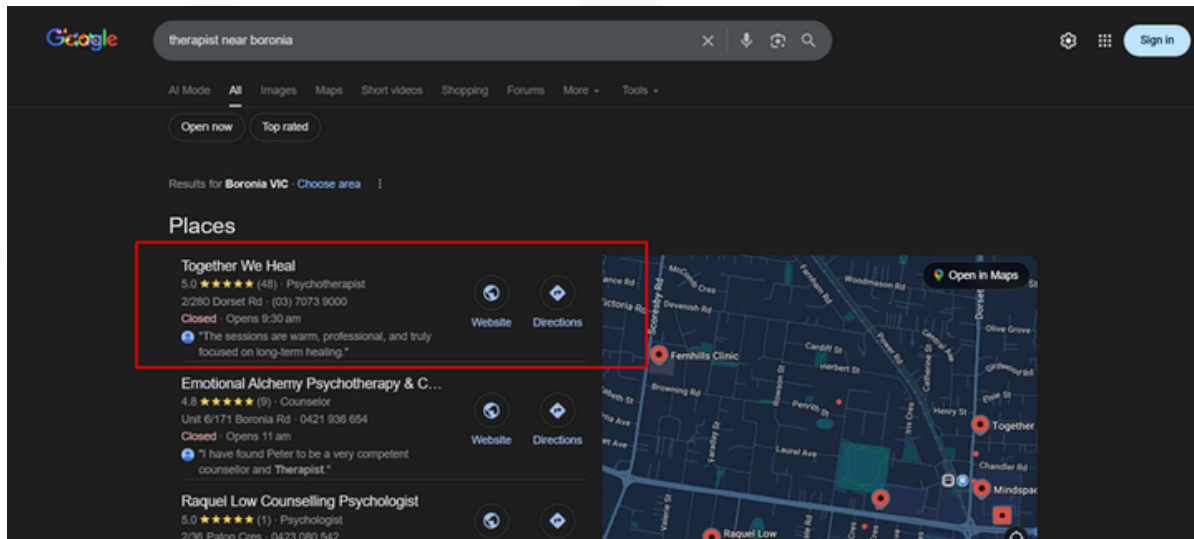
Sign up or check our free SEO tools

- 1 **TherapyTribe**
<https://www.therapytribe.com> • Australia • Victoria
- 2 **Top Rated Therapists in Boronia, Victoria, Australia**
Find the Best Psychologist, Marriage Counsellor or Therapist in Boronia, Victoria, Australia. We make it easy to search for and contact a therapist near ...
- 3 **Together We Heal**
<https://togetherweheal.com.au> • psychologist
- 4 **Best Psychologist in Boronia | Reclaim Your Mental ...**
Struggling with anxiety, stress, or trauma? Our psychologists in Boronia offer tailored support. Book your first appointment with Together We Heal.
- 5 **Allsports Physiotherapy & Sports Medicine**
<https://www.allsportsphysio.com.au> • our people • ama
- 6 **Amanda Zennaro – Occupational Therapist, Boronia ...**
Book an appointment with Amanda. Use the booking form below, or call 03 9458 5166 to book at appointment with Amanda. 3 • 1 • 4. © 2025 Allsports Physio ...
- 7 **Melbourne Hand Rehab**
<https://melbournehand.com.au> • Locations
- 8 **Hand Physiotherapist Boronia**
Our qualified & experienced Physiotherapists & Occupational therapists at our Boronia clinic are wrist and hand rehabilitation specialists.

✓ Keyword Performance Report

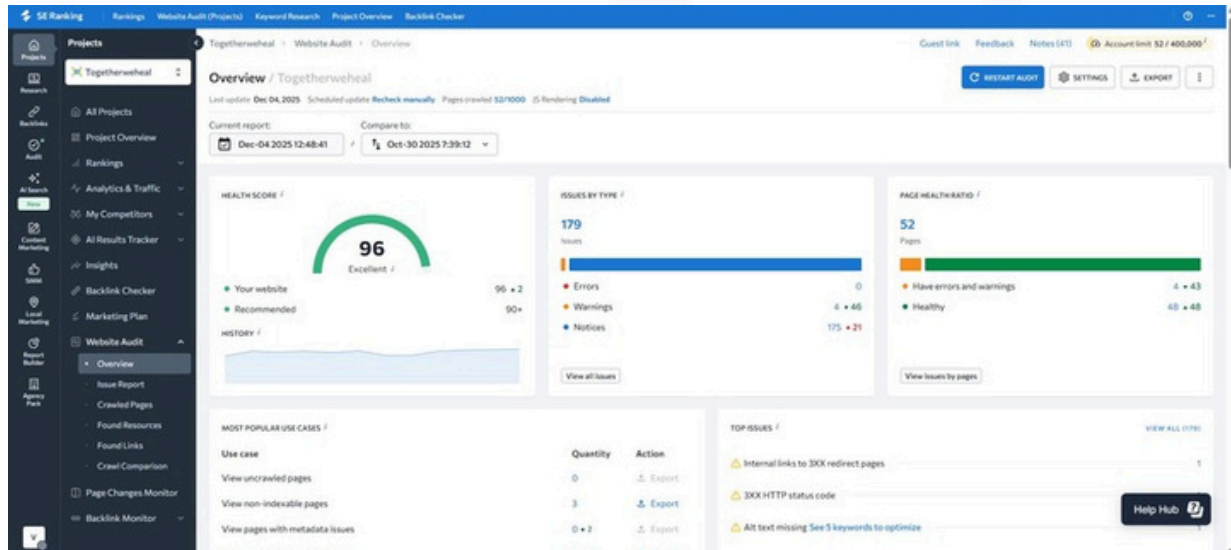


Your **Google My Business profile** is live and optimised, making it easier for local clients to find and connect with you. With the business details, location, and contact information clearly displayed, it boosts local visibility, trust, and customer engagement



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 achieved an **excellent overall health score of 94%**, reflecting strong technical optimisation and consistent site maintenance.

Performance Highlights

- **204 pages successfully crawled** with minimal technical issues – a clear sign of healthy site performance.
- **52 pages marked as fully healthy**, confirming strong structure, clean code, and stable functionality.
- **No major errors affecting** SEO visibility or crawlability, ensuring smooth indexing by Google.

Technical Strengths

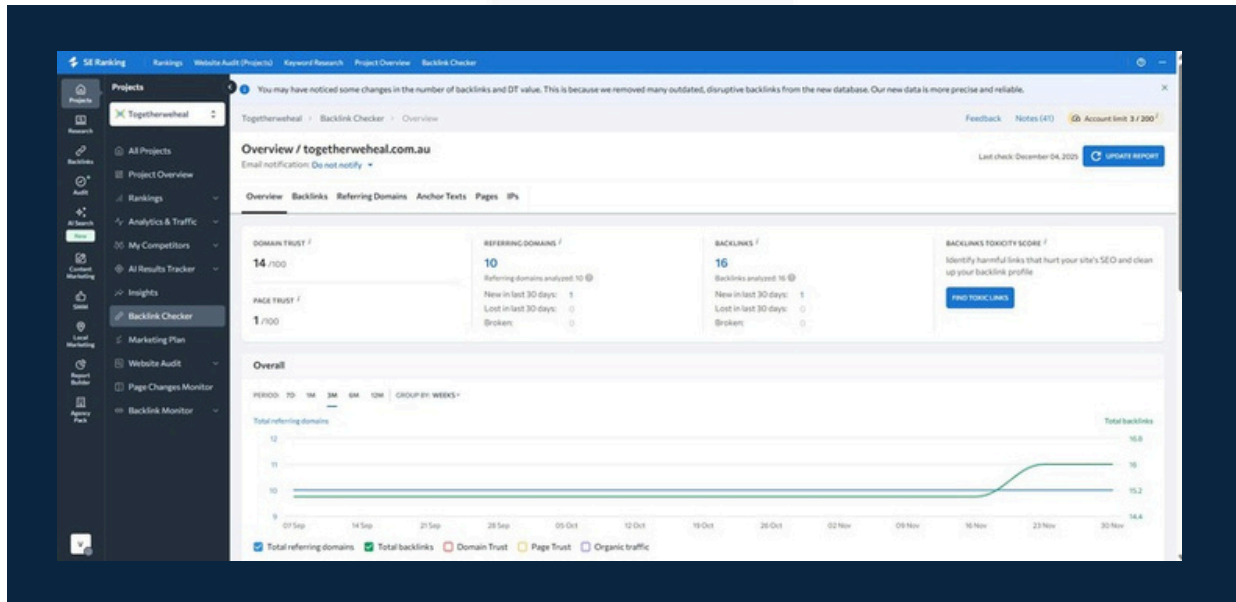
- **Fast loading times** and secure HTTPS implementation provide a solid user experience and SEO boost.
- **Meta titles, descriptions, and headings** are well-optimised, supporting stronger keyword rankings.
- **Low issue count** in redirects, broken links, and mobile responsiveness — a major technical win.

Key Highlight

Your site is performing exceptionally well from a technical SEO standpoint, setting a powerful foundation for continued keyword growth and higher organic rankings. With ongoing optimisation, it's well-positioned to deliver consistent visibility, traffic, and conversions in competitive Psychology, therapy service searches



Backlinks profile



Backlinks Profile

Your website's backlink profile shows steady growth and improving domain authority, reflecting increased trust and recognition from other websites.

Current Performance

- **Domain Rating:** 14 (showing early-stage authority with upward growth potential).
- **Referring Domains:** 10 — a solid start, with quality domains contributing to credibility and authority.
- **Total Backlinks:** 16 — consistent increase over time, indicating positive link-building momentum.
- **Backlink Trend:** Gradual rise visible in the graph, confirming improved online visibility and brand mentions.

Quality Indicators

- Backlinks come from diverse and relevant sources, supporting higher trust flow and better keyword performance.
- The backlink profile remains natural and clean, with no signs of spammy or low-quality links.
- New backlinks from Psychology-related and local directories are helping strengthen regional SEO presence.

Key Highlight

Your backlink profile is expanding steadily with high-quality, relevant links, which enhances domain authority and boosts search rankings. With continued link-building efforts, your website is on track to gain stronger visibility and competitive positioning in Psychology related search results.

Schema Markup

Home — Front Page, Elementor wordpress@squaremeters.gr Published 2025/02/11 at 2:27 am **B4 / 100**

Keyword: NDIS Psychotherapy and Counselling in Boronia
Schema: LocalBusiness, Organization, WebPage, WebSite
Links: 1 | 3 | 35

https://togetherweheal.com.au/ Run new test 0 ERRORS 0 WARNINGS 11 ITEMS

Detected

WebPage	0 ERRORS	0 WARNINGS	1 ITEM
Organization	0 ERRORS	0 WARNINGS	1 ITEM
LocalBusiness	0 ERRORS	0 WARNINGS	1 ITEM
Rating	0 ERRORS	0 WARNINGS	6 ITEMS
WebSite	0 ERRORS	0 WARNINGS	1 ITEM
WebPage / FAQPage	0 ERRORS	0 WARNINGS	1 ITEM

Schema Builder Edit Code Validation

JSON-LD Code

```
{
  "@context": "https://schema.org",
  "@graph": [
    {
      "@type": [
        "Person",
        "Organization"
      ],
      "id": "https://togetherweheal.com.au/#person",
      "name": "Together We Heal",
      "logo": {
        "@type": "ImageObject",
        "id": "https://togetherweheal.com.au/#logo",
        "url": "https://togetherweheal.com.au/wp-content/uploads/2025/02/Together-We-Heal-Logo.svg",
        "contentUrl": "https://togetherweheal.com.au/wp-content/uploads/2025/02/Together-We-Heal-Logo.svg",
        "caption": "Together We Heal",
        "inLanguage": "en-US"
      },
      "image": {
        "@type": "ImageObject",
        "id": "https://togetherweheal.com.au/#logo",
        "url": "https://togetherweheal.com.au/wp-content/uploads/2025/02/Together-We-Heal-Logo.svg",
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        "caption": "Together We Heal",
        "inLanguage": "en-US"
      }
    }
  ]
}
```

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** : Enhances SERP visibility and increases CTR by enabling rich results.

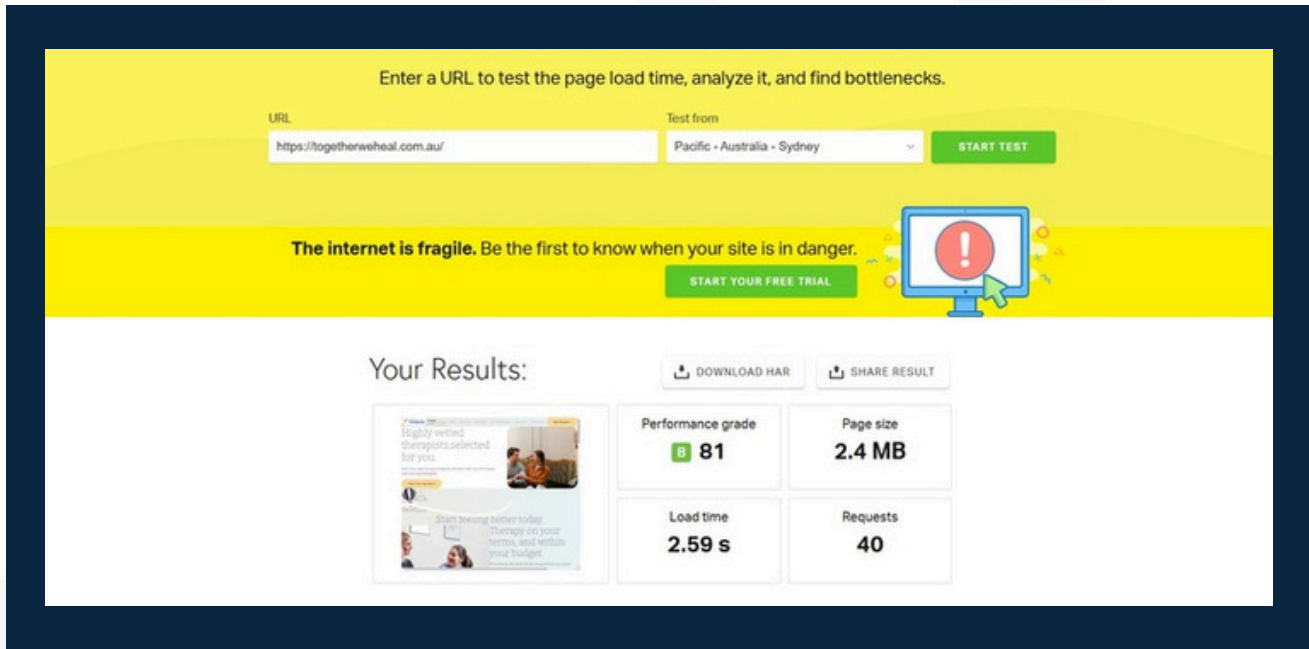
Validation Results

- **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

✓ Website Speed & Performance



Website Speed & Performance

Your website demonstrates strong performance and quick loading speed, providing an excellent user experience and supporting SEO rankings.

Performance Results

- **Performance Grade:** 81 (Grade B) – solid overall score with room for small optimisations.
- **Load Time:** 2.59 seconds – fast and well within Google's recommended speed range for optimal user experience.
- **Page Size:** 2.4 MB, indicating a balanced design-to-speed ratio.
- **Requests:** 40 total, showing efficient loading and well-structured site assets.

Positive Insights

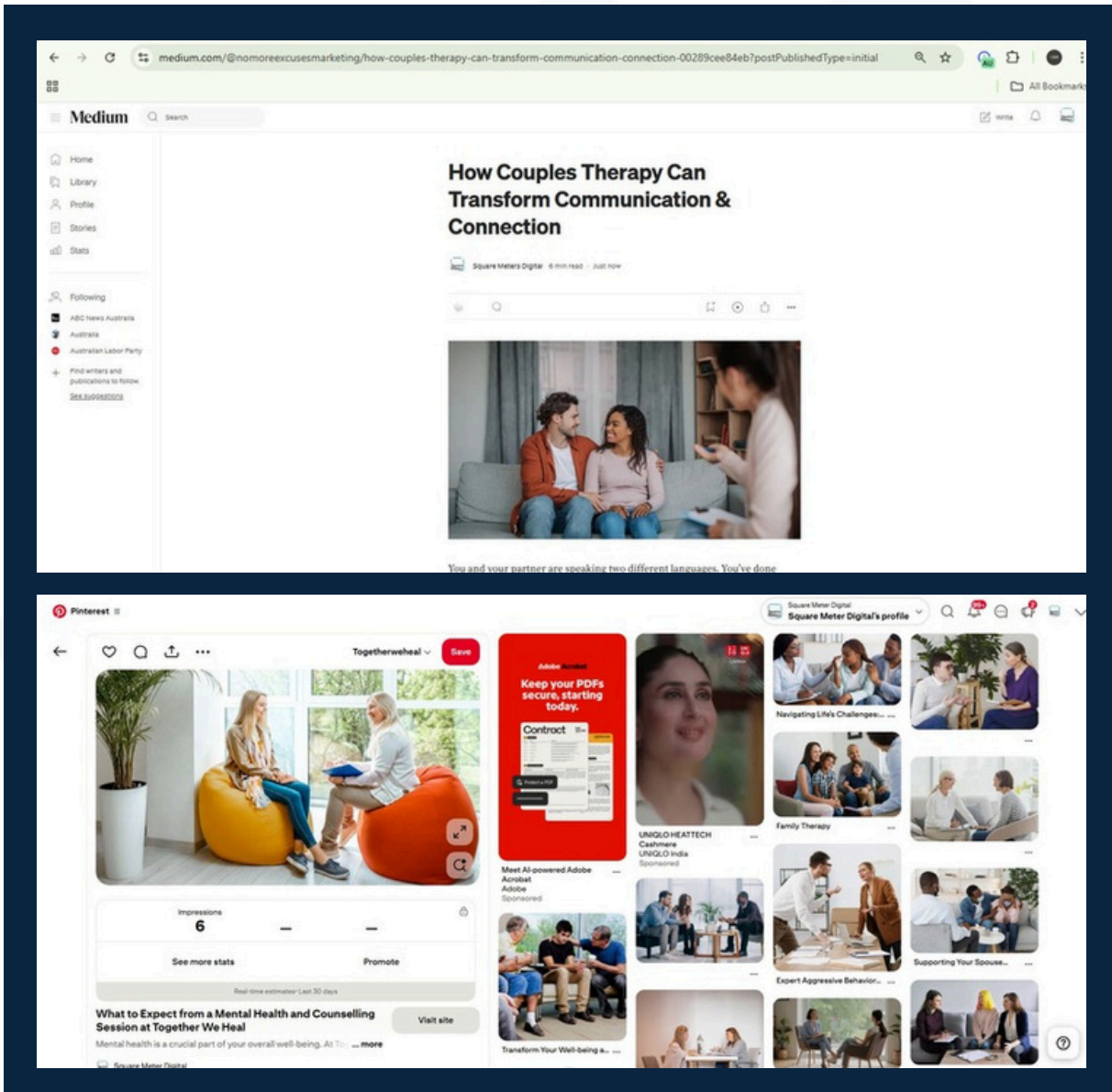
- Website loads quickly from Sydney servers, ensuring fast access for Australian users.
- The site's optimised images and caching help maintain smooth performance across all pages.
- Strong speed performance supports lower bounce rates and higher engagement for visitors exploring NDIS and mental health services.

Key Highlight

With a load time under 3 seconds and an above-average performance grade, your website is technically sound, user-friendly, and SEO-optimised — setting a strong foundation for higher rankings and improved user satisfaction.



✓ 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 NDIS provider.

✓ Mockups of Website and Social media posts

