



Report

**[www.boatsgalore.com.au](http://www.boatsgalore.com.au)**

NOV-01 2021 - NOV-30 2021

Generated on Dec-03 2021

## OVERVIEW

### Rankings

Boats Galore has a total of 44 keywords, 52% are already ranking in the top 100 of search engines. 4 keywords rank in the top 1, 9 keywords are ranking in the top 5, 12 keywords are ranking in the top 10 and 13 keywords are ranking in top 30.

The current average position is 61.

### Traffic

Current period has less traffic, less goal completion but a higher engagement rate, and more new users compared to the last period.

Most traffic came from organic search, followed by direct and social.

Most traffic came from mobile devices followed by desktop device.

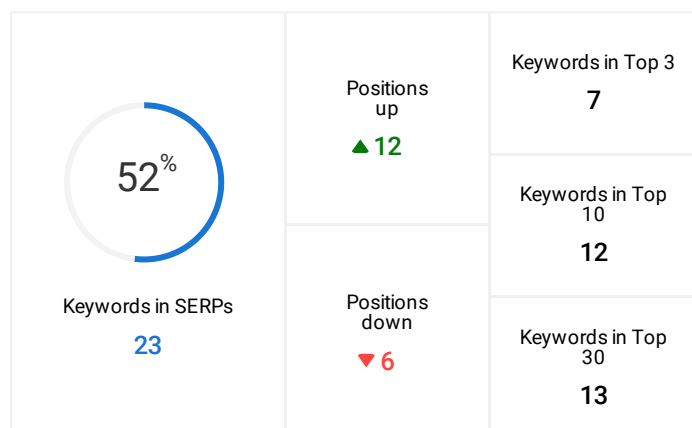
### Competitors

With an average position of 61, Boats Galore has improved its ranking position against competitors and is now in its 1st position.






### Website Audit

Website health score is currently 80%.


## Rankings data




## Top 5 keywords that moved up

Keyword	Search engine	Position
outboard motor		85 ▲15
suzuki boat engine		38 ▲7
garmin boat		55 ▲4
outboard motor bundaberg		3 ▲3
quintrex boat		31 ▲2

## Top 5 keywords by rankings

Keyword	 Queensland, Australia
suzuki boat engine bundanberg	1
bundaberg boats	1
quintrex boat bundaberge	1
suzuki outboard bundaberge	1
quintrex boat for sale bundaberg	2 ▼1

## Rankings for the First and Last Period Dates

 Google Australia (Queensland, Australia)

Nov-01 2021 - Nov-30 2021

Keyword	Nov-11	Nov-30
bundaberg boats	1	1
suzuki boat engine bundanberg	1	1
quintrex boat bundaberge	1	1
suzuki outboard bundaberge	1	1
quintrex boat for sale bundaberg	1	2 ▼1
renegade boat bundanberge	1	3 ▼2
outboard motor bundaberg	6	3 ▲3
new boat for sale bundaberg	2	4 ▼2
boating bundaberg	5	4 ▲1
boat for sale bundaberg	5	7 ▼2

Keyword	Nov-11	Nov-30
used boat for sale bundaberg	9	8 ▲1
bundanberg boating	9	8 ▲1
renegade boat	29	29
quintrex boat	33	31 ▲2
lowrance boat	36	35 ▲1
fishing boat bundaberg	38	37 ▲1
suzuki boat engine	45	38 ▲7
suzuki outboard	47	47
quintrex boat for sale	53	52 ▲1
buy quintrex boat for sale	56	54 ▲2
garmin boat	59	55 ▲4
suzuki boat engine parts	52	62 ▼10
outboard motor	-	85 ▲15
fishing boat	-	-
dinghy for sale	-	-
reef boat	-	-
console boat	-	-
side console boat	-	-
centre console boat	-	-
GPS for boat	-	-
tinny boat for sale	-	-
explorer boat	49	-
fishing boats	-	-
dinghy boat for sale	-	-
reef boat for sale	-	-
buy boat console	-	-
boat side console	-	-
boat centre console	-	-
fishfinder boat bundanberge	-	-

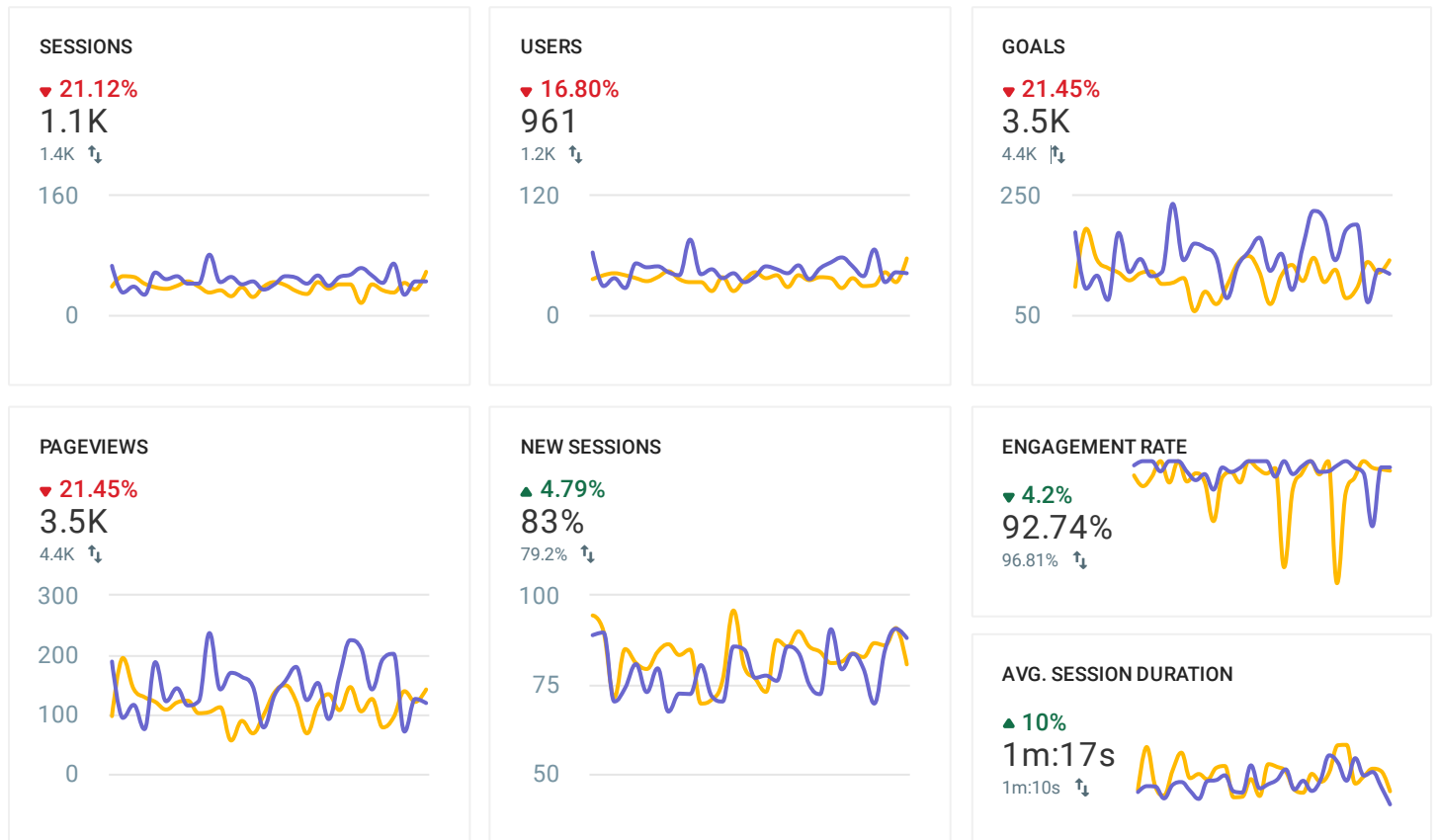
Keyword	Nov-11	Nov-30
buy boat GPS	-	-
fishing electronics	-	-
marine electronics	-	-
fishing boat qld	-	-
fishing boat queensland	-	-

# OVERVIEW

## Traffic overview of the current period vs previous month.

Audience GOOGLE ANALYTICS

01 Nov, 2021 - 30 Nov, 2021



● 01 Nov, 2021 - 30 Nov, 2021    ● 02 Oct, 2021 - 31 Oct, 2021

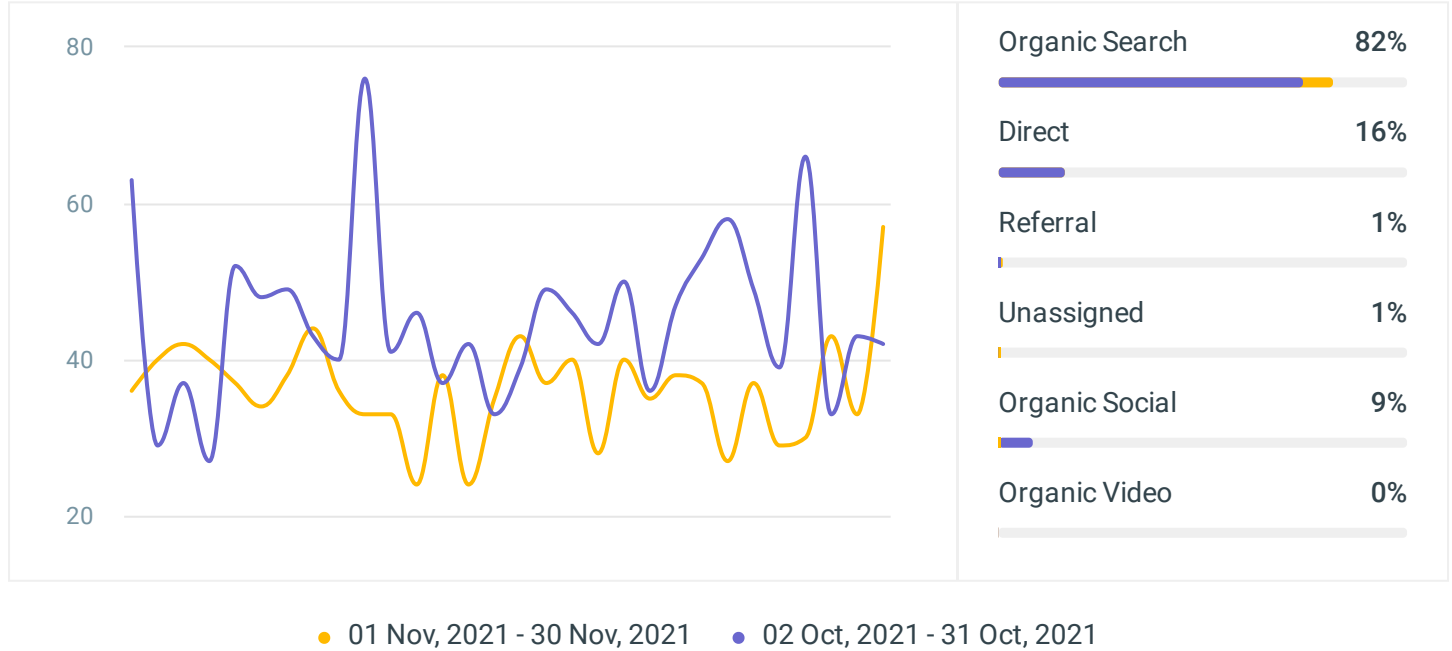
## TRAFFIC SOURCE

### Traffic source of the current period vs previous period.

Overview **GOOGLE ANALYTICS**

01 Nov, 2021 - 30 Nov, 2021

#### Users



● 01 Nov, 2021 - 30 Nov, 2021 ● 02 Oct, 2021 - 31 Oct, 2021

Channel	Sessions	Percent of new sessions	Users	Pageviews
Organic Search	921 ▼13.5% 1.1K ⬇️	94.16% ▲1.8% 92.49% ⬇️	788 ▼8.9% 865 ⬇️	2.9K ▼15.9% 3.4K ⬇️
Direct	181 ▼24.6% 240 ⬇️	94.3% ▲4.2% 90.53% ⬇️	158 ▼16.8% 190 ⬇️	453 ▼29.4% 642 ⬇️
Referral	16 ▼5.9% 17 ⬇️	66.67% ▲100% 33.33% ⬇️	9 ▲50% 6 ⬇️	123 ▲20.6% 102 ⬇️
Unassigned	0 0 ⬇️	40% 0% ⬇️	5 ▲66.7% 3 ⬇️	4 ▲33.3% 3 ⬇️
Organic Social	5 ▼95.1% 102 ⬇️	33.33% ▼65.6% 96.97% ⬇️	3 ▼97% 99 ⬇️	12 ▼95.1% 246 ⬇️
Organic Video	1 1 ⬇️	100% 100% ⬇️	2 ▲100% 1 ⬇️	5 5 ⬇️

Channel	Average session	Engagement rate	Goals
Organic Search	01m:18s ▲2.4% 01m:16s ⬇️	93.5% ▼3.5% 96.91% ⬇️	2.9K ▼15.9% 3.4K ⬇️

Channel	Average session	Engagement rate	Goals
Direct	01m:00s ▲ 15.5% 52s ↓	90.5% ▼ 6.9% 97.17% ↓	453 ▼ 29.4% 642 ↓
Referral	04m:12s ▲ 260% 01m:10s ↑	94.12% ▲ 21.8% 77.27% ↑	123 ▲ 20.6% 102 ↑
Unassigned	00s 00s ↓	0% 0% ↓	4 ▲ 33.3% 3 ↑
Organic Social	49s ▲ 10.5% 44s ↑	83.33% ▼ 15.9% 99.03% ↑	12 ▼ 95.1% 246 ↑
Organic Video	01m:25s ▼ 17.5% 01m:43s ↑	33.33% ▼ 66.7% 100% ↓	5 5 ↓



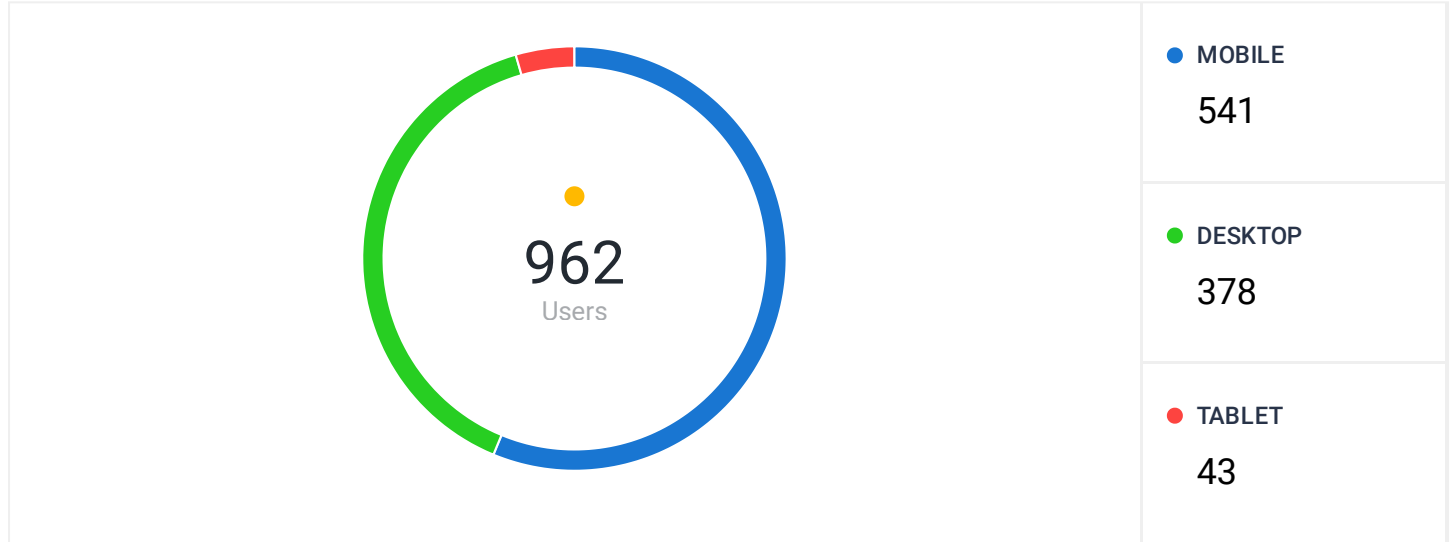
# AUDIENCE BY DEVICES

## Visitors of the current period based on device

Devices GOOGLE ANALYTICS

01 Nov, 2021 - 30 Nov, 2021

### Users



● 01 Nov, 2021 - 30 Nov, 2021

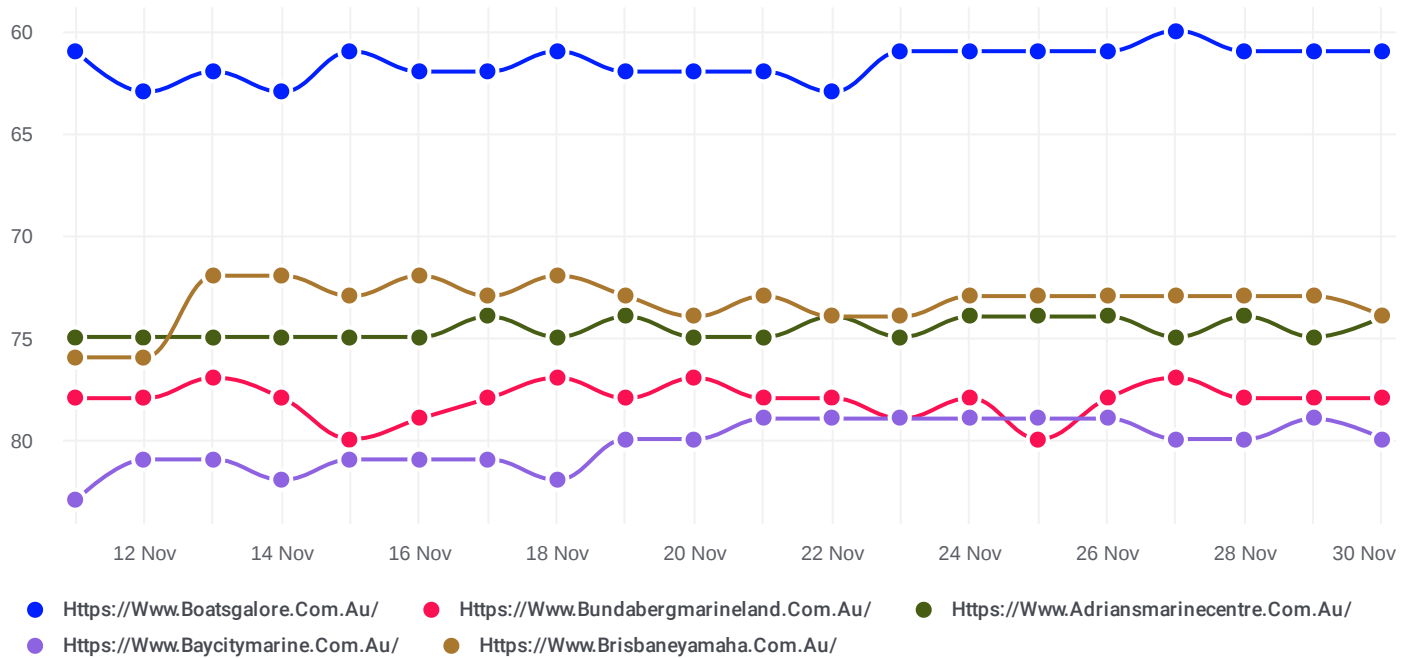
Device	Sessions	Percent of new sessions	Users	Pageviews
Mobile	646	96.3%	541	1.9K
Desktop	427	90.74%	378	1.4K
Tablet	51	88.37%	43	175

Device	Average session	Engagement rate	Goals
Mobile	01m:10s	93.22%	1.9K
Desktop	01m:29s	91.63%	1.4K
Tablet	01m:07s	96.23%	175


Average keywords position of Boats Galore vs competitors

Average position

Nov-01 2021 - Nov-30 2021



Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed
https://www.bundabergmarineland.com.au/	4/11/5	44	79 ▼1	5/ 7	G 11
Google Australia	2/6/2		78	4/ 3	
Google Australia	2/5/3		79 ▼1	1/ 4	
https://www.adriansmarinecentre.com.au/	14/6/4	44	74	4/ 3	G 64
Google Australia	7/3/2		74	2/ 3	
Google Australia	7/3/2		74	2/ 0	
https://www.baycitymarine.com.au/	0/3/9	44	78 ▲2	16/ 12	G 0
Google Australia	0/2/5		77 ▲3	10/ 4	
Google Australia	0/1/4		79	6/ 8	
https://www.brisbaneyamaha.com.au/	3/5/6	44	75 ▼2	16/ 16	G 1.3K
Google Australia	2/2/3		74 ▼1	9/ 5	
Google Australia	1/3/3		76 ▼3	7/ 11	
https://www.boatsgalore.com.au/	14/7/3	44	63 ▼1	11/ 11	G 505
Google Australia	7/3/2		63 ▼2	5/ 4	

Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed
 Google Australia	7/4/1		63	6/7	

Full analysis of factors that impact a websites visibility for search engines and ease of use for users

## HEALTH SCORE



BETTER THAN 81% OF USERS

## DOMAIN METRICS

📅 Domain expiration	Nov-13 2021	📊 Alexa Rank	0
↔️ Backlinks	324	📄 Pages in Yahoo!	0 ▼201
👉 Referring domains	34	🌐 Pages in Google	267
🔍 Domain Trust	8	📄 Pages in Bing	1,270 ▲1,1K

## BACKLINKS

- <https://www.2findlocal.com/b/8671274/boats-galore-bundaberg-qld?message=changeSubmitted>
- <https://www.cylex-australia.com/company/boats-galore-24694154.html>
- <https://www.fyple.biz/company/boats-galore-9alwvp2/>
- <https://aussie-hours.com/bundaberg/boats-galore-978119>
- <https://firmania.biz/bundaberg/boats-galore-1235054>
- <https://www.linklocal.com.au/australia/norville/active-life/boats-galore>
- <https://www.addify.com.au/listing/australia-boats-galore/>
- <https://www.auseka.com.au/australia/norville/marine-services/boats-galore>
- <https://www.smea.org.au/australia/norville/boat-20-yacht-builders-20-repairers/boats-galore>
- <https://www.sold.com.au/bundaberg-qld/sample-category/boats-galore>

## ARTICLES

- <https://medium.com/@boatsgaloreau1/quality-check-a-few-things-to-keep-in-mind-before-buying-a-secondhand-boat-38d9c4fa37a5>
- <https://medium.com/@boatsgaloreau1/a-few-first-aid-items-you-should-have-on-your-fishing-boat-ff333990b630>
- <https://boatsgalore.tumblr.com/post/668513637188730880/basic-boat-safety-reminders-for-anglers>
- <https://boatsgalore.wordpress.com/2021/11/30/putting-your-boat-up-for-sale-heres-some-good-sales-tips/>