



SEO Report

www.boatsgalore.com.au

DEC-01 2022 - DEC-31 2022



EXECUTIVE SUMMARY

These are our rankings for this period, ranked according to Google Search Engine:

- 59% of the total keywords are in the top 100.
- 17 keywords are in the top 30.
- 7 keywords are in the top 10.
- 3 keywords are in the top 3.



Our average ranking position increased from 59 to 57.

We've received a 25.00% increase in goals and an increase of 1.4% in engagement with an average session duration of 2min and 6 secs. The website performed well in terms of goals and engagement.

The highest source of traffic is Organic Search at 75%, followed by Direct at 23%. The most widely used device during this period is the mobile, followed by the desktop.

We've received a 70.8% increase in success inquiries on the Book A Service page.

Among its competitors, Boats Galore currently ranks in the top 1 in average ranking position.

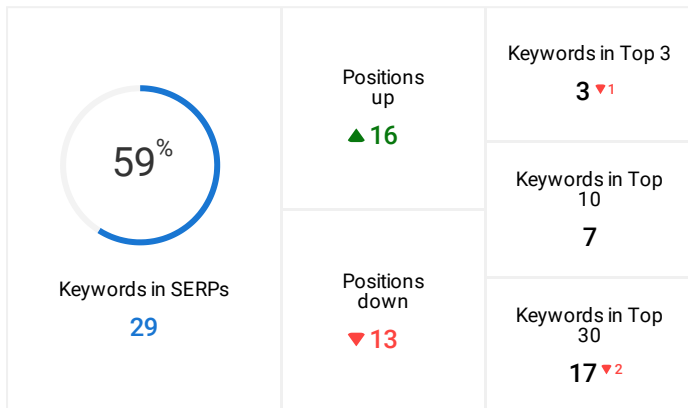
We're able to build 4 business directories links, and 2 blog articles for this month.

For this month of January, we will continue to optimise the website by building quality links and writing articles and press releases. We will be focusing on high search volume keywords ranking outside of the top 10.

Rankings Overview Dec-01 2022 - Dec-31 2022



Rankings data



Top 5 keywords that moved up

Keyword	Search engine	Position
explorer boat		53 ▲47
suzuki boat engines		18 ▲34
suzuki boat engine parts		69 ▲31
boat motor engine		74 ▲26
boat engines		55 ▲22

Top 5 keywords by rankings

Keyword	Ranking	Location
renegade boat bundanberge	1	Queensland, Australia
suzuki boat engine bundanberg	3	

**Keyword****Google Queensland, Australia**

suzuki outboard bundaberge	3 ▲1
quintrex boat for sale bundaberg	4 ▼1
quintrex boat bundaberge	4 ▼3

Rankings for the First and Last Period Dates www.boatsgalore.com.au

Google Australia (Queensland, Australia)

December-01 2022 - December-31 2022

Keyword**December-01****December-31**

Keyword	December-01	December-31
renegade boat bundanberge	1	1
suzuki boat engine bundanberg	3	3
suzuki outboard bundaberge	4	3 ▲1
quintrex boat for sale bundaberg	3	4 ▼1
quintrex boat bundaberge	1	4 ▼3
bundaberg boats	5	5
quintrex boat	11	9 ▲2
new boat for sale bundaberg	8	11 ▼3
used boat for sale bundaberg	13	11 ▲2
bundanberg boating	15	11 ▲4
boat for sale bundaberg	12	13 ▼1
suzuki boat engine	21	16 ▲5
outboard motor bundaberg	13	16 ▼3
suzuki boat engines	52	18 ▲34
suzuki motor boat	22	18 ▲4
quintrex boat price	24	20 ▲4
suzuki outboard	37	29 ▲8
boating bundaberg	15	31 ▼16
tinny boat for sale	26	31 ▼5



Keyword	December-01	December-31
suzuki motor boat engine price	44	34 ▲10
suzuki boat engines for sale	20	37 ▼17
suzuki outboard motors	60	39 ▲21
garmin boat	50	46 ▲4
suzuki outboard for sale	50	50
explorer boat	-	53 ▲47
boat engines	77	55 ▲22
suzuki boat engine parts	-	69 ▲31
boat motor engine	-	74 ▲26
fishing boat bundaberg	47	82 ▼35
outboard motor	-	-
dinghy for sale	-	-
side console boat	-	-
renegade boat	47	-
quintrex boat for sale	-	-
buy quintrex boat for sale	57	-
dinghy boat for sale	-	-
reef boat for sale	-	-
boat side console	-	-
boat centre console	-	-
boating accessories	-	-
new boats for sale	-	-
used boats for sale	-	-
fishing boat for sale	-	-
marine shop	-	-
boating equipment for sale	-	-



Keyword	December-01	December-31
new quintrex boat for sale	41	-
used quintrex boat for sale	25	-
marine supplies store	-	-
marine electronics store	-	-

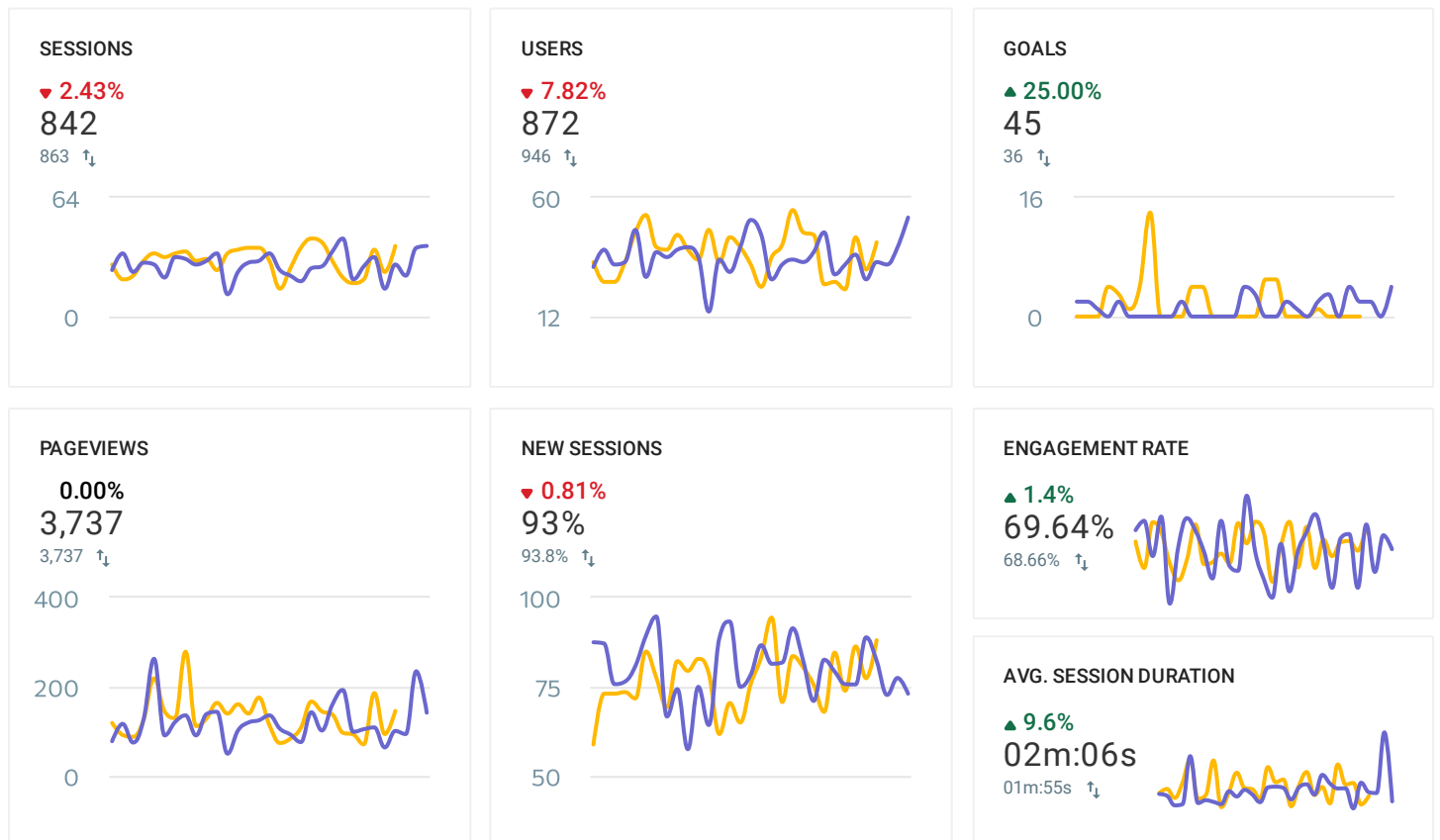
TRAFFIC OVERVIEW

 www.boatsgalore.com.au

Traffic overview of the current period vs previous month.

Audience GOOGLE ANALYTICS

Dec-01 2022 - Dec-31 2022



● Dec-01 2022 - Dec-31 2022 ● Oct-31 2022 - Nov-30 2022

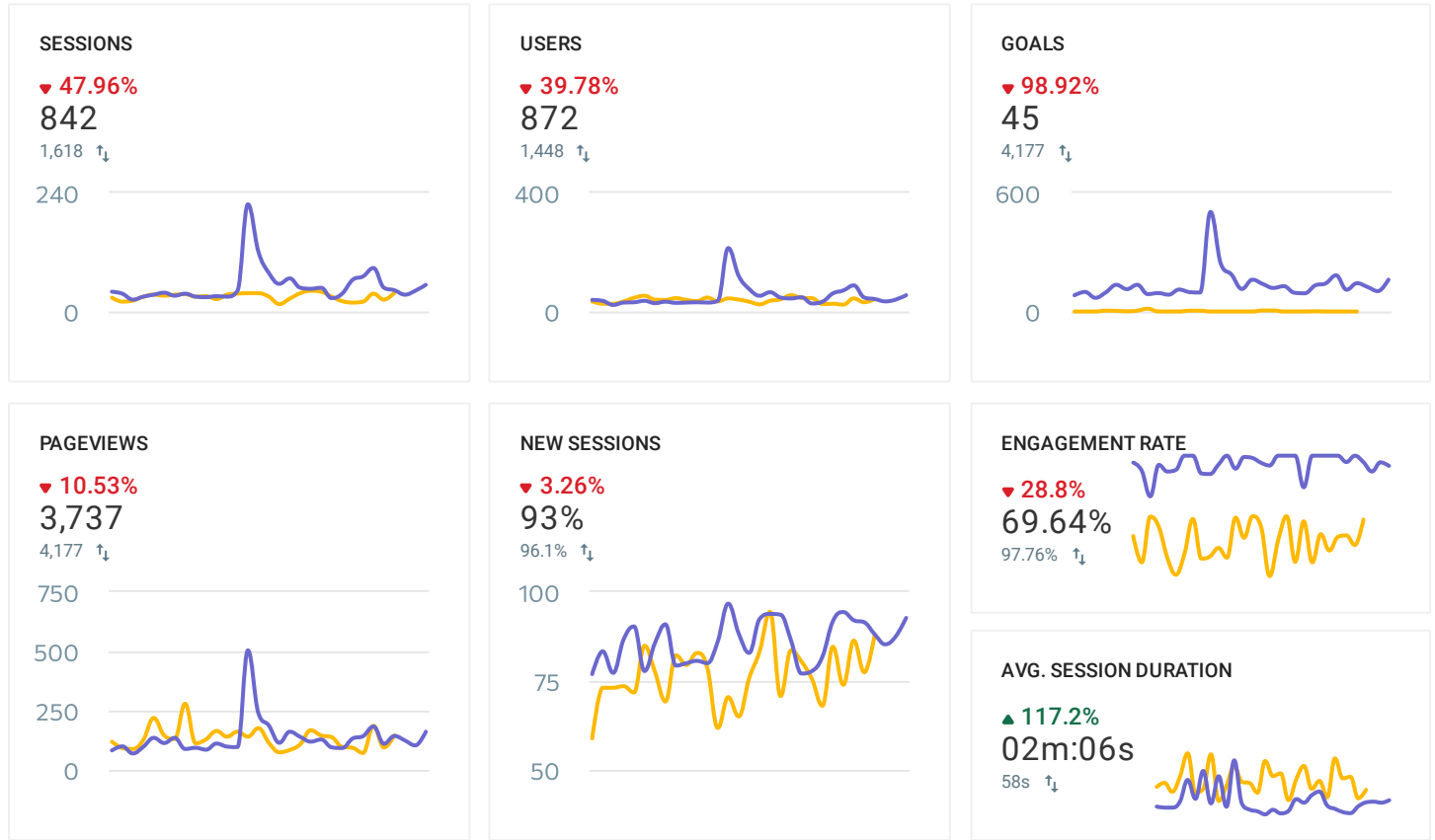


TRAFFIC OVERVIEW

Traffic overview of the current year vs last year.

Audience GOOGLE ANALYTICS

Dec-01 2022 - Dec-31 2022



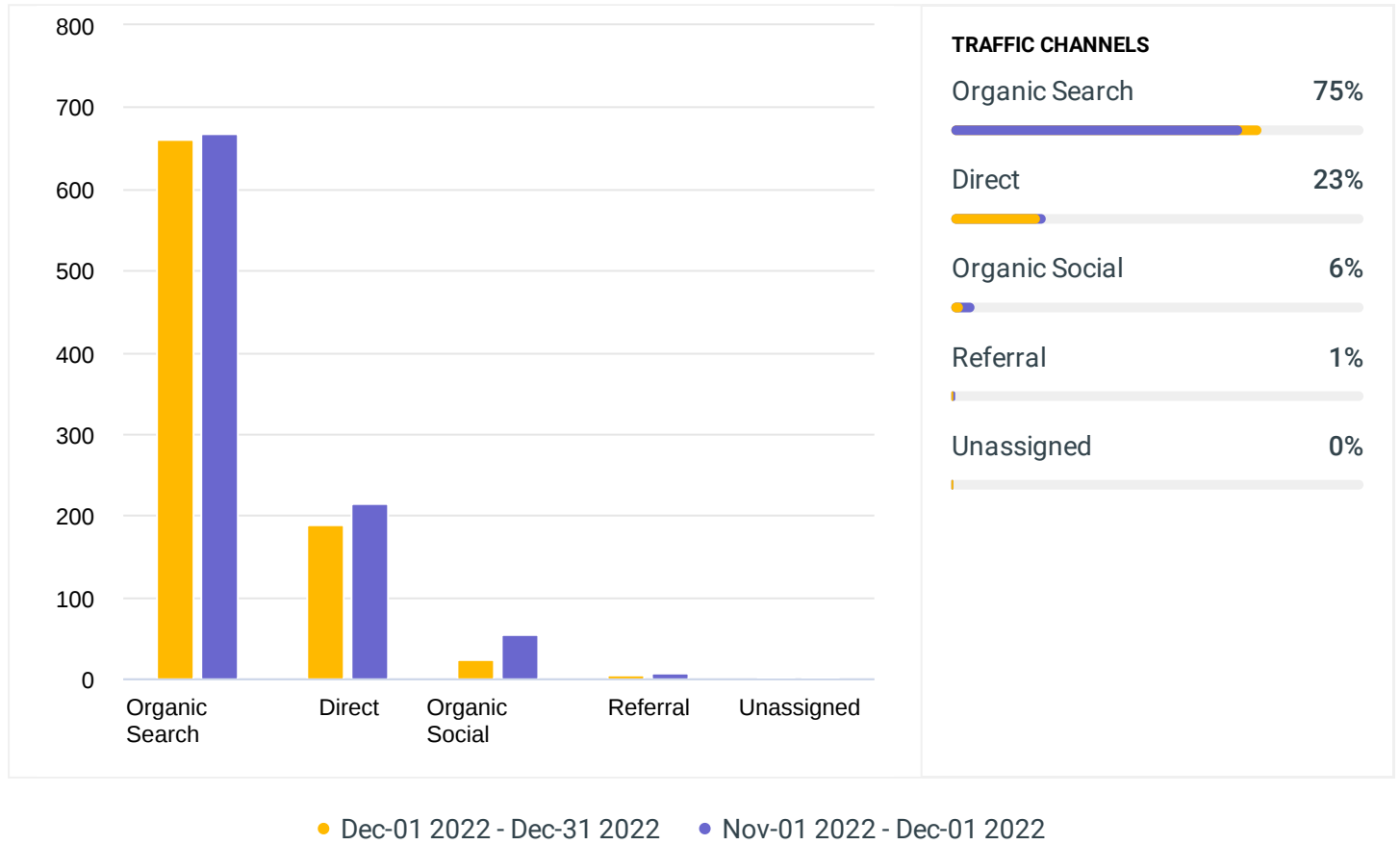
● Dec-01 2022 - Dec-31 2022 ● Dec-01 2021 - Dec-31 2021



TRAFFIC SOURCE

Traffic sources GOOGLE ANALYTICS

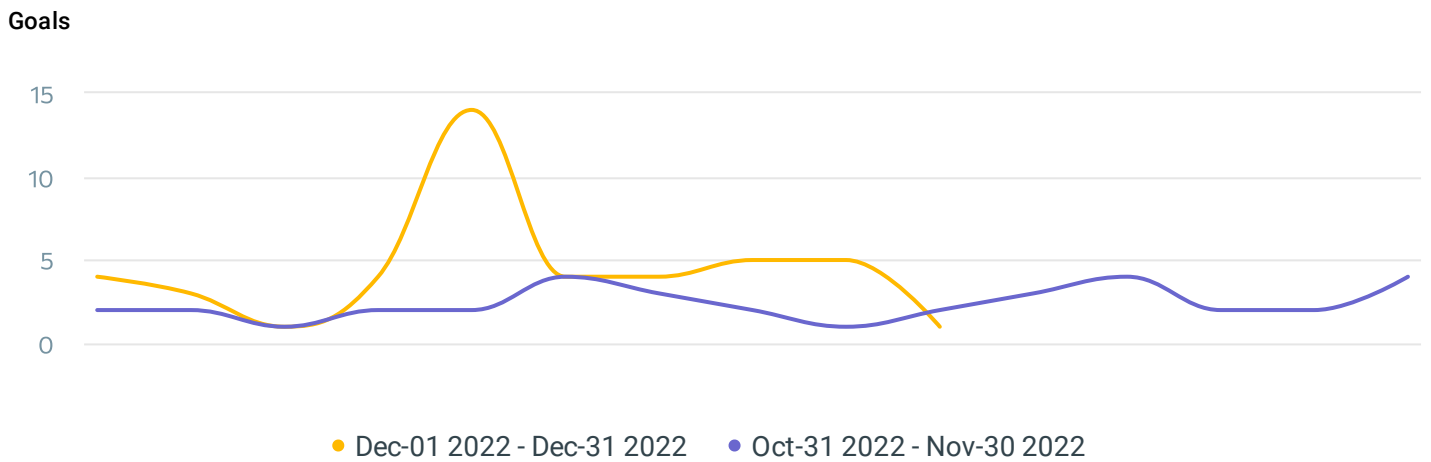
Dec-01 2022 - Dec-31 2022



GOALS AND CONVERSIONS

Goals GOOGLE ANALYTICS

Dec-01 2022 - Dec-31 2022





Goal	Goals	Goal value
all_success_enquiries	41 ▲ 70.8% 24 ↑↓	0 0 ↑↓
Book_A_Service	4 ▼ 66.7% 12 ↑↓	0 0 ↑↓

AUDIENCE BY DEVICE

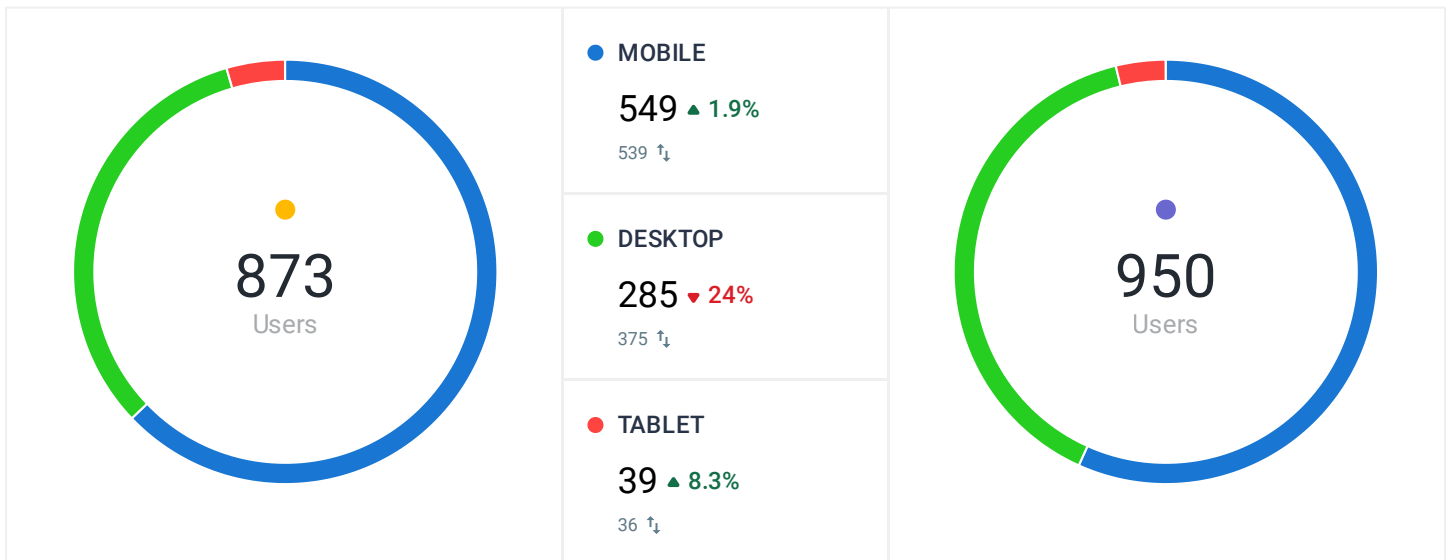
www.boatsgalore.com.au

Visitors of the current period based on device.

Devices GOOGLE ANALYTICS

Dec-01 2022 - Dec-31 2022

Users



● Dec-01 2022 - Dec-31 2022 ● Oct-31 2022 - Nov-30 2022

Device	Sessions	Percent of new sessions	Users	Pageviews
Mobile	527 ▲ 6.5% 495 ↑↓	93.26% ▼ 1.2% 94.43% ↑↓	549 ▲ 1.9% 539 ↑↓	2.3K ▲ 10.9% 2K ↑↓
Desktop	274 ▼ 16.2% 327 ↑↓	91.93% ▼ 0.1% 92% ↑↓	285 ▼ 24% 375 ↑↓	1.3K ▼ 17.2% 1.6K ↑↓
Tablet	39 39 ↑↓	94.87% ▲ 3.5% 91.67% ↑↓	39 ▲ 8.3% 36 ↑↓	156 ▲ 45.8% 107 ↑↓



Device	Average session	Engagement rate	Goals
Mobile	01m:55s ▲ 9.6% 01m:45s ↑↓	70.55% ▲ 0.8% 70.01% ↑↓	18 ▼ 28% 25 ↑↓
Desktop	02m:26s ▲ 5% 02m:19s ↑↓	66.5% ▲ 2.3% 65.01% ↑↓	27 ▲ 145.5% 11 ↑↓
Tablet	02m:12s ▲ 140.3% 55s ↑↓	82.98% ▲ 4.3% 79.59% ↑↓	0 0 ↑↓

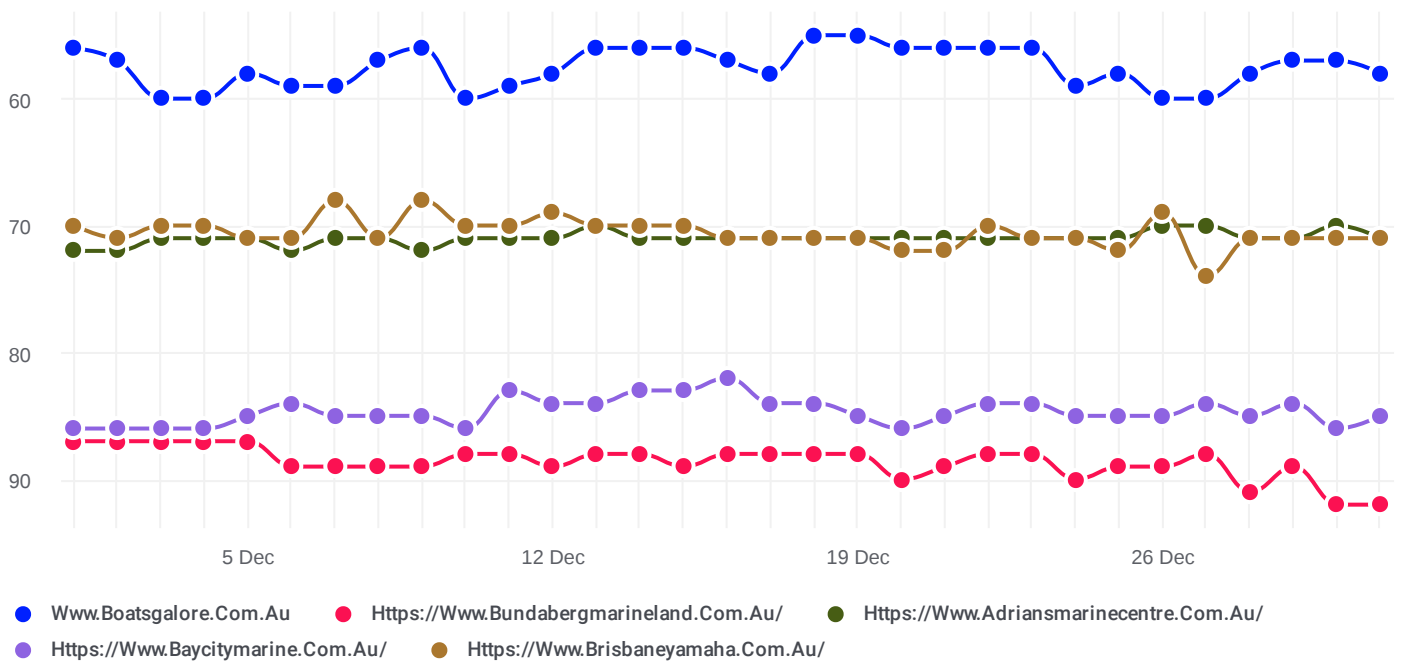
COMPETITORS

www.boatsgalore.com.au

Average keywords position vs competitors

Average position

December-01 2022 - December-31 2022



Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed
https://www.bundabergmarineland.com.au/	1/6/4	189	90 ▼ 1	4/ 5	3
Google Australia	0/3/2	189	91 ▼ 2	1/ 3	
Google Australia	1/3/2	189	89	3/ 2	
https://www.adriansmarinecentre.com.au/	12/10/3	972	70	13/ 8	39
Google Australia	6/5/2	972	70	8/ 3	
Google Australia	6/5/1	972	70	5/ 5	
https://www.baycitymarine.com.au/	0/0/8	1957	86	9/ 10	0

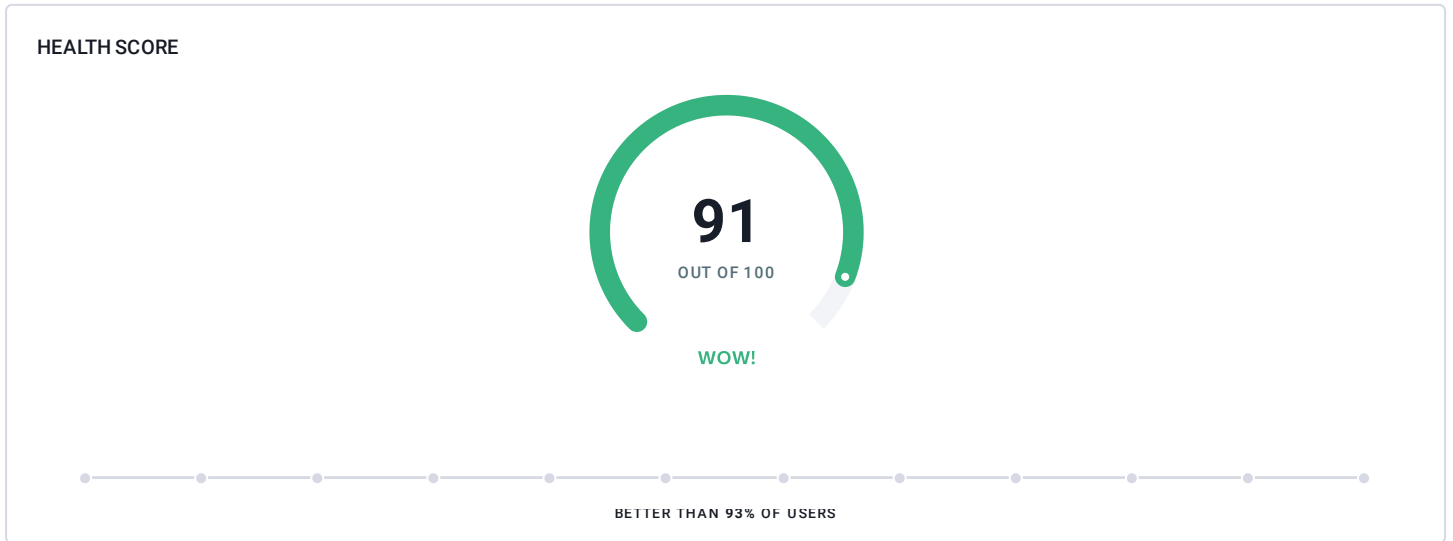


Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed
Google Australia	0/0/4	1957	86		4/ 5
Google Australia	0/0/4	1957	86		5/ 5
https://www.brisbaneyamaha.com.au/	5/8/12	5890	72		12/ 16 2.4K
Google Australia	3/3/7	5890	70		5/ 8
Google Australia	2/5/5	5890	74		7/ 8
www.boatsgalore.com.au	6/4/15	1441	69		21/ 19 306
Google Australia	3/2/8	1441	67		12/ 11
Google Australia	3/2/7	1441	70		9/ 8

WEBSITE AUDIT

www.boatsgalore.com.au

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



DOMAIN METRICS

Domain expiration	November-13 2021	Pages in Yahoo!	0
Backlinks	324	Pages in Google	267
Referring domains	34	Pages in Bing	1,270
Domain Trust	8		



BACKLINKS

<https://www.misterwhat-au.com/boats-galore-2a04yYm0mUY>

https://nearfinderau.com/en/business/boats-galore_2543406+7.html

<https://poi-australia.com.au/things-to-do/australia/queensland/norville/boats-galore/>

<https://truefinders.com.au/business/boatsgalore.com.au>

ARTICLES

<https://medium.com/@boatsgaloreau1/the-different-types-of-boat-seats-243f55c4b710>

<https://boatsgalore.tumblr.com/post/702963054447575040/dress-to-impress-outfit-ideas-for-a-boating-trip>