



### **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.

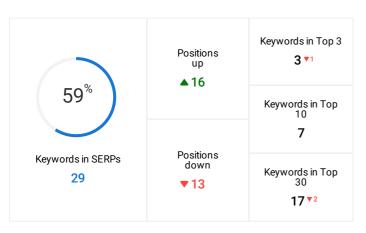
We're able to build 4 business directories links, and 2 blog articles for this month.

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

www.boatsgalore.com.au

#### Rankings data



Top 5 keywords that moved up

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

Top 5 keywords by rankings

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



Keyword	G 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

**G** Google Australia (Queensland, Australia)

December-01 2022 - December-31 2022

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	<b>11 ▲</b> 2
bundanberg boating	15	11 ▲4
boat for sale bundaberg	12	13 ▼1
suzuki boat engine	21	<b>16 ▲</b> 5
outboard motor bundaberg	13	16 <b>▼</b> 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



outboard motor college and ingry for sale console boat centegade boat 47 college and ingry for sale 47 college and ingry for sale 47 college and ingry for sale 47 college and ingry boat for sale 57 college and ingry boat for sale 50 college and ingry boat sale 50 college and in sale 50 college	Keyword	December-01	December-31
suzuki outboard motors         60         39 *21           gemin boat         50         46 *4           suzuki outboard for sale         50         50           explorer boat         77         55 *22           suzuki boat engine parts         77         69 *31           boat motor engine         -         69 *31           fishing boat bundaberg         47         82 *35           outboard motor         -         -           dinghy for sale         -         -           side console boat         47         -           renegade boat         47         -           quintrex boat for sale         -         -           buy quintrex boat for sale         57         -           dinghy boat for sale         -         -           boat side console         -         -           boat centre console	suzuki motor boat engine price	44	34 ▲10
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 *36           outboard motor         -         -           dinghy for sale         -         -           side console boat         7         -           renegade boat         47         -           quintrex boat for sale         -         -           buy quintrex boat for sale         -         -           boat side console         -         -           boat side console         -         -           boat correctionsale         -         -           boat correctionsale <t< td=""><td>suzuki boat engines for sale</td><td>20</td><td>37 ▼17</td></t<>	suzuki boat engines for sale	20	37 ▼17
suzuki outboard for sale         50         50           explorer boat         -         53 *47           boat engines         77         55 *2           suzuki boat engine parts         -         69 *81           boat motor engine         -         74 *06           fishing boat bundaberg         47         82 *86           outboard motor         -         -           dinghy for sale         -         -           side console boat         47         -           renegade boat         47         -           quintrex boat for sale         -         -           buy quintrex boat for sale         -         -           dinghy boat for sale         -         -           boat side console         -         -           boat side console         -         -           boat centre console         -         -           boat centre console         -         -           boating accessories         -         -           new boats for sale         -         -           used boats for sale         -         -           sill be sale         -         -           boat sole console         - <td>suzuki outboard motors</td> <td>60</td> <td>39 ▲21</td>	suzuki outboard motors	60	39 ▲21
explorer boat boat engines 77 55 *22 52 52 52 52 52 52 52 52 52 52 52 52 5	garmin boat	50	46 ▲4
boat engines suzuki boat engine parts suzuki boat engine parts bat motor engine bat motor engine fishing boat bundaberg fishing boat bundaberg outboard motor dinghy for sale side console boat renegade boat quintrex boat for sale buy quintrex boat for sale buy quintrex boat for sale buot side console boat side console boat for sale boat side console boat sole sole boat sol	suzuki outboard for sale	50	50
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         47         -           renegade boat         47         -           quintrex boat for sale         57         -           buy quintrex boat for sale         -         -           dinghy boat for sale         -         -           boat side console         -         -           boat centre console         -         -           boat centre console         -         -           boat for sale         -         -           used boats for sale         -         -           fishing boat for sale         -         -           mew boats for sale         -         -           fishing boat for sale         -         -	explorer boat	-	53 ▲47
boat motor engine	boat engines	77	55 ▲22
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         -         -           tishing boat for sale         -         -	suzuki boat engine parts	-	<b>69 ▲</b> 31
outboard motor college and the programment of the p	boat motor engine	-	<b>74 ▲</b> 26
dinghy for sale side console boat renegade boat quintrex boat for sale buy quintrex boat for sale freef boat for sale ceef boat for sale boat side console boat side console boat centre console boat centre console boat of sale centre console boat for sale centre console boat for sale centre console boat for sale boat mew boats for sale centre console boat for sale centre console boat for sale boat for sale boat for sale centre console centre cons	fishing boat bundaberg	47	82 ▼35
side console boat renegade boat 47	outboard motor	-	-
renegade boat quintrex boat for sale buy quintrex boat for sale buy quintrex boat for sale for sale feef boat for sale boat side console boat centre console boat soft sale cessories new boats for sale guestion sale fishing boat for sale and the sale boat soft sale boat sale boat soft sale boat s	dinghy for sale	-	-
quintrex boat for sale buy quintrex boat for sale for sale dinghy boat for sale reef boat for sale boat side console boat centre console boat sole sole console boat sole sole boat sole sole boat sole sole console boat sole sole console cons	side console boat	-	-
buy quintrex boat for sale  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  57  -  20  -  30	renegade boat	47	-
dinghy boat for sale	quintrex boat for sale	-	-
reef boat for sale boat side console boat centre console boat ig accessories cusponses	buy quintrex boat for sale	57	-
boat side console  boat centre console  boating accessories  new boats for sale  used boats for sale  fishing boat for sale  marine shop	dinghy boat for sale	-	-
boat centre console  boating accessories  new boats for sale  used boats for sale  fishing boat for sale  marine shop	reef boat for sale	-	-
boating accessories	boat side console	-	-
new boats for sale used boats for sale fishing boat for sale marine shop	boat centre console	-	-
used boats for sale	boating accessories	-	-
fishing boat for sale	new boats for sale	-	-
marine shop	used boats for sale	-	-
	fishing boat for sale	-	-
boating equipment 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	-	-

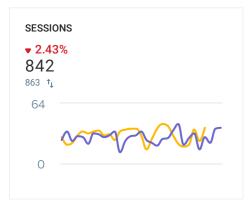
## TRAFFIC OVERVIEW

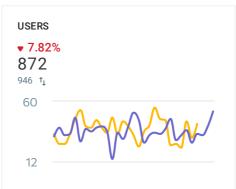
www.boatsgalore.com.au

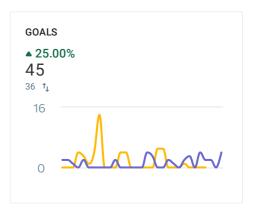
## Traffic overview of the current period vs previous month.

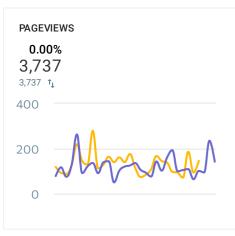
Audience GOOGLE ANALYTICS

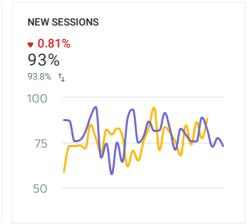
Dec-01 2022 - Dec-31 2022

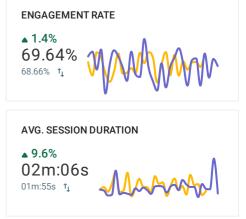












• Dec-01 2022 - Dec-31 2022

• Oct-31 2022 - Nov-30 2022



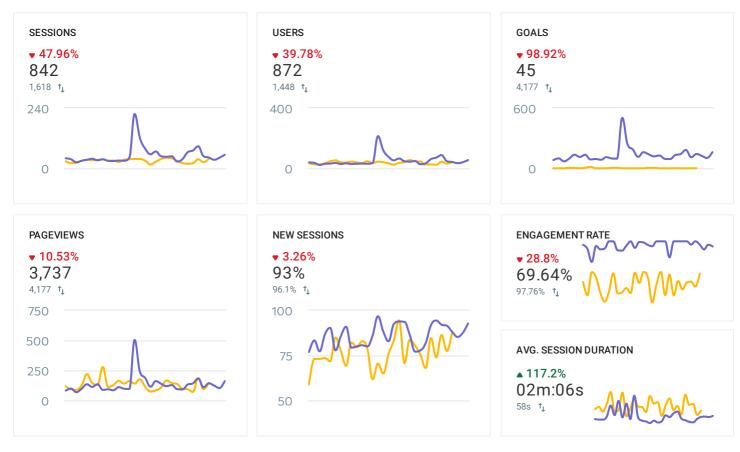
## TRAFFIC OVERVIEW

www.boatsgalore.com.au

## Traffic overview of the current year vs last year.

Audience GOOGLE ANALYTICS

Dec-01 2022 - Dec-31 2022



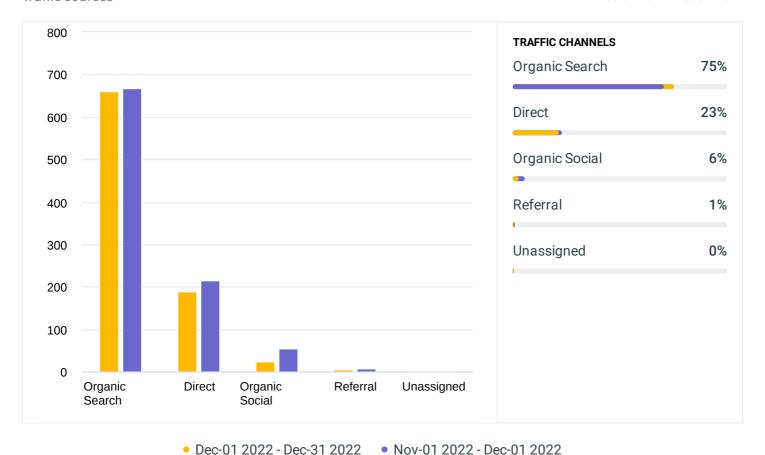


#### TRAFFIC SOURCE

www.boatsgalore.com.au

Traffic sources GOOGLE ANALYTICS

Dec-01 2022 - Dec-31 2022



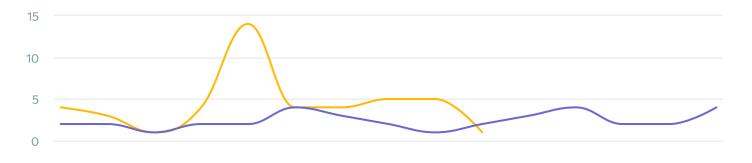
## **GOALS AND CONVERSIONS**

www.boatsgalore.com.au

Goals GOOGLE ANALYTICS

Dec-01 2022 - Dec-31 2022

#### Goals



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



Goal	Goals	Goal value
all_success_enquiries	41 ▲ 70.8% 24 ↑	0 o †,
Book_A_Service	4 ▼ 66.7% 12 ↑	0 0 1,

### **AUDIENCE BY DEVICE**

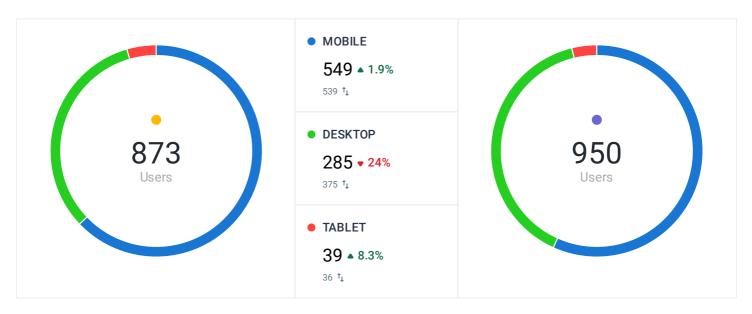
www.boatsgalore.com.au

## 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 <sup>↑</sup> ↓	93.26% <b>▼ 1.2%</b> 94.43% <sup>↑</sup> ₊	549 ▲ 1.9% 539 <sup>↑</sup> ↓	2.3K ▲ 10.9% 2K <sup>↑</sup> ↓
Desktop	274 <b>▼16.2</b> % 327 <sup>↑</sup> ↓	91.93% <b>▼ 0.1%</b> 92% <sup>†</sup> ↓	285 <b>▼24</b> % 375 <sup>↑</sup> ↓	1.3K <b>▼17.2%</b> 1.6K <sup>↑</sup> ↓
☐ Tablet	39 39 <sup>↑</sup> ↓	94.87% <b>▲</b> 3.5% 91.67% <sup>↑</sup>	39 ▲ 8.3% 36 <sup>↑</sup> ↓	156 ▲ 45.8% 107 <sup>↑</sup> ₊



Device	Average session	Engagement rate	Goals
_ Mobile	01m:55s ▲ 9.6% 01m:45s †↓	70.55% <b>▲</b> 0.8% 70.01% †↓	18 <b>▼ 28%</b> 25 t₁
Desktop	02m:26s ▲ 5% 02m:19s t₄	66.5% <b>2.3%</b> 65.01% † <sub>4</sub>	27 ▲ 145.5% 11 t₁
Tablet	02m:12s ▲ 140.3% 55s ↑↓	82.98% <b>▲ 4.3</b> % 79.59% ↑₁	0 o †,

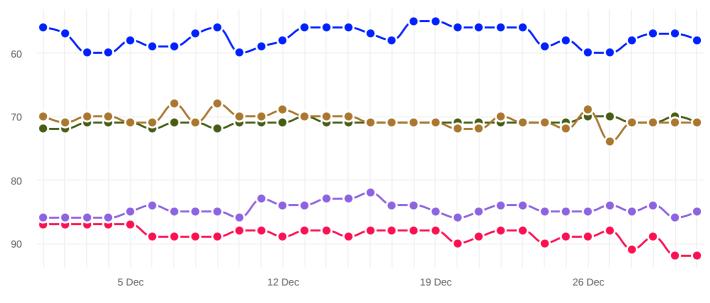
## **COMPETITORS**

www.boatsgalore.com.au

## Average keywords position vs competitors

Average position

December-01 2022 - December-31 2022



Www.Boatsgalore.Com.Au
 Https://Www.Bundabergmarineland.Com.Au/
 Https://Www.Adriansmarinecentre.Com.Au/
 Https://Www.Baycitymarine.Com.Au/
 Https://Www.Brisbaneyamaha.Com.Au/

Name	Top 5/10/30	Keywords	Avg. Position	1/↓	Indexed
https://www.bundabergmarinela nd.com.au/	1/6/4	189	90 ▼1	4/5	<b>G</b> 3
<b>G</b> Google Australia	0/3/2	189	91 <b>▼</b> 2	1/3	
<b>G</b> Google Australia	1/3/2	189	89	3/ <mark>2</mark>	
https://www.adriansmarinecentr e.com.au/	12/10/3	972	70	13/8	<b>G</b> 39
G Google Australia	6/5/2	972	70	8/3	
G Google Australia	6/5/1	972	70	5/ <mark>5</mark>	
https://www.baycitymarine.com.	0/0/8	1957	86	9/ 10	<b>G</b> 0



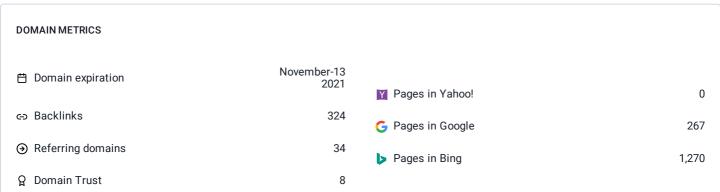
Name	Top 5/10/30	Keywords	Avg. Position	<b>↑/</b> ↓	Indexed
<b>G</b> Google Australia	0/0/4	1957	86	4/5	
G Google Australia	0/0/4	1957	86	5/ <mark>5</mark>	
https://www.brisbaneyamaha.co m.au/	5/8/12	5890	72	12/ <mark>16</mark>	<b>G</b> 2.4K
G Google Australia	3/3/7	5890	70 <b>▼</b> 1	5/8	
<b>G</b> Google Australia	2/5/5	5890	74	7/8	
www.boatsgalore.com.au	6/4/15	1441	69 ▲1	21/ 19	<b>G</b> 306
<b>G</b> Google Australia	3/2/8	1441	<b>67 ▲</b> 2	12/ <mark>11</mark>	
G 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







#### **BACKLINKS**

https://www.misterwhat-au.com/boats-galore-2aO4yYm0mUY 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**

 $https://medium.com/@boatsgaloreau1/the-different-types-of-boat-seats-243f55c4b710\\ https://boatsgalore.tumblr.com/post/702963054447575040/dress-to-impress-outfit-ideas-for-a-boating-trip$