



Report

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

FEB-01 2022 - FEB-28 2022

Generated on Mar-04 2022

## OVERVIEW

### Rankings

Boats Galore has a total of 47 keywords, 47% are already ranking in the top 100 of search engines. 5 keywords rank in the top 1, 10 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 66.

### Traffic

Current period has less traffic, goals, new users but a better engagement rate compared to the last period.

Most traffic came from organic search, followed by direct.

Most traffic came from mobile devices followed by desktop device.

### Competitors

With an average position of 66, Boats Galore has improved its ranking position against competitors and is now in its 1st position.

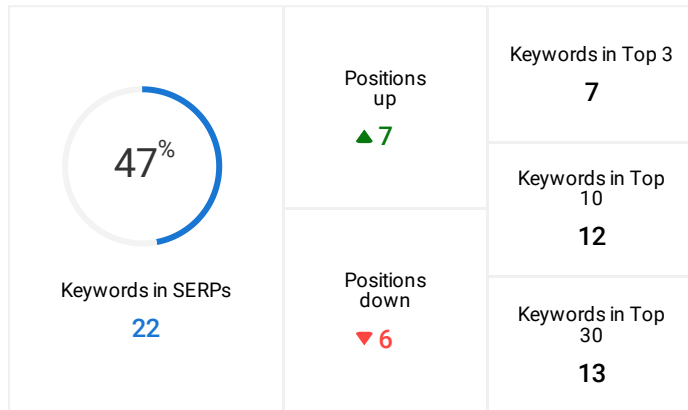
### Website Audit

Website health score is currently 89%.

Optimised Missing and Duplicate Description

Optimised Image Alt Text

## Rankings data



## Top 5 keywords that moved up

Keyword	Search engine	Position
tinny boat for sale		72 ▲28
suzuki boat engine		25 ▲20
quintrex boat		33 ▲6
outboard motor		94 ▲6
quintrex boat for sale		53 ▲4

## Top 5 keywords by rankings

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

## Rankings for the First and Last Period Dates

Google Australia (Queensland, Australia)

Feb-01 2022 - Feb-28 2022

Keyword	Feb-01	Feb-28
quintrex boat for sale bundaberg	1	1
bundaberg boats	1	1
suzuki boat engine bundanberg	1	1
quintrex boat bundaberge	1	1
suzuki outboard bundaberge	1	1
renegade boat bundanberge	2	2
new boat for sale bundaberg	2	3 ▼1
boat for sale bundaberg	4	4
used boat for sale bundaberg	9	5 ▲4

Keyword	Feb-01	Feb-28
outboard motor bundaberg	4	5 ▼1
boating bundaberg	6	7 ▼1
bundanberg boating	9	9
suzuki boat engine	45	25 ▲20
fishing boat bundaberg	14	32 ▼18
quintrex boat	39	33 ▲6
quintrex boat for sale	57	53 ▲4
suzuki boat engine parts	57	54 ▲3
suzuki outboard	52	54 ▼2
buy quintrex boat for sale	60	60
tinny boat for sale	-	72 ▲28
explorer boat	71	93 ▼22
outboard motor	-	94 ▲6
fishing boat	-	-
dinghy for sale	-	-
reef boat	-	-
console boat	-	-
side console boat	-	-
centre console boat	-	-
renegade boat	-	-
GPS for boat	-	-
lowrance boat	-	-
garmin boat	-	-
fishing boats	-	-
dinghy boat for sale	-	-
reef boat for sale	-	-
buy boat console	-	-

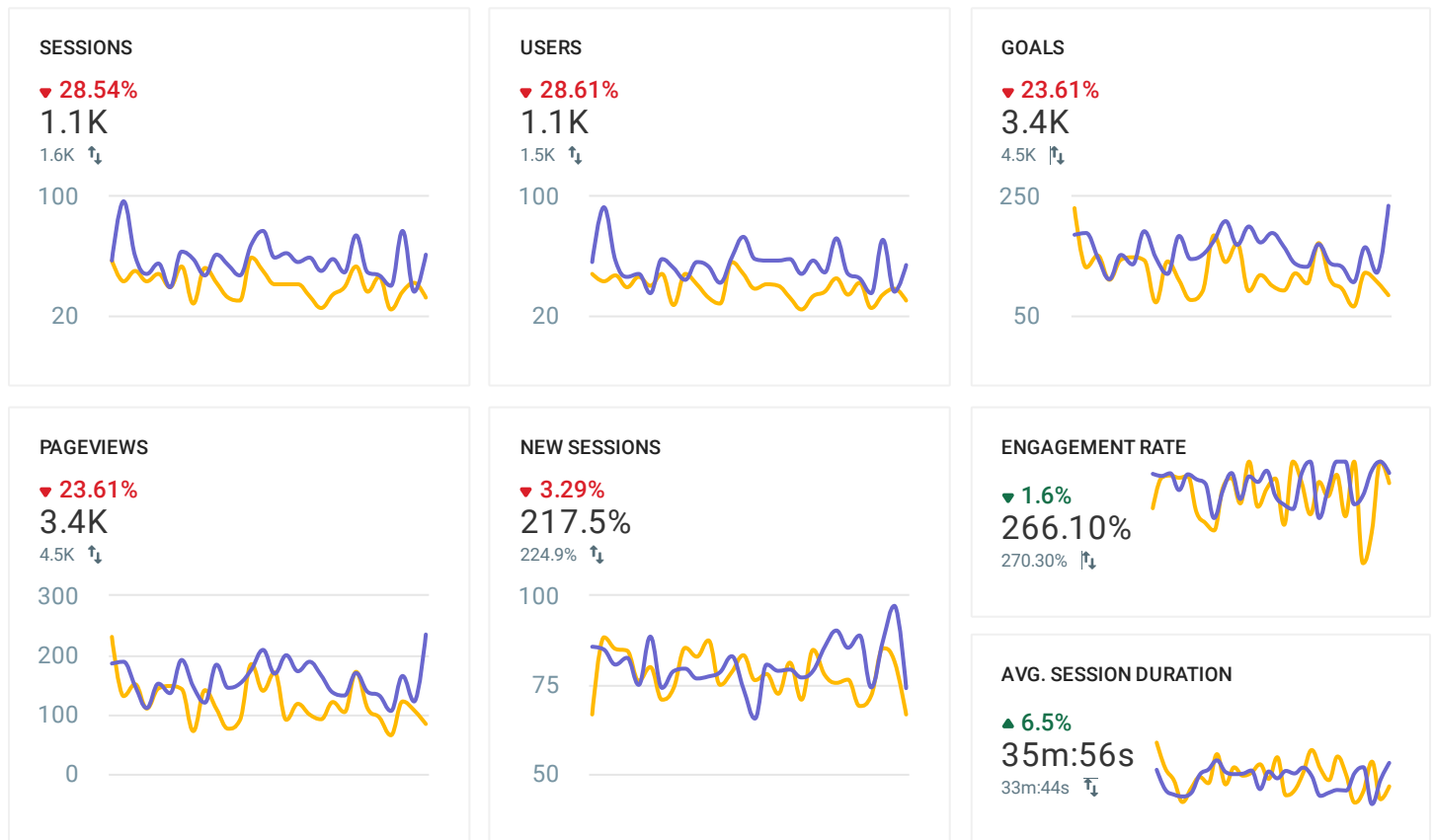
Keyword	Feb-01	Feb-28
boat side console	-	-
boat centre console	-	-
fishfinder boat bundanberge	-	-
buy boat GPS	-	-
fishing electronics	-	-
marine electronics	-	-
fishing boat qld	-	-
fishing boat queensland	-	-
buy boat console for sale	N/A	-
boating accessories	N/A	-
boat GPS	N/A	-

# OVERVIEW

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

Audience GOOGLE ANALYTICS

01 Feb, 2022 - 28 Feb, 2022



● 01 Feb, 2022 - 28 Feb, 2022    ● 04 Jan, 2022 - 31 Jan, 2022

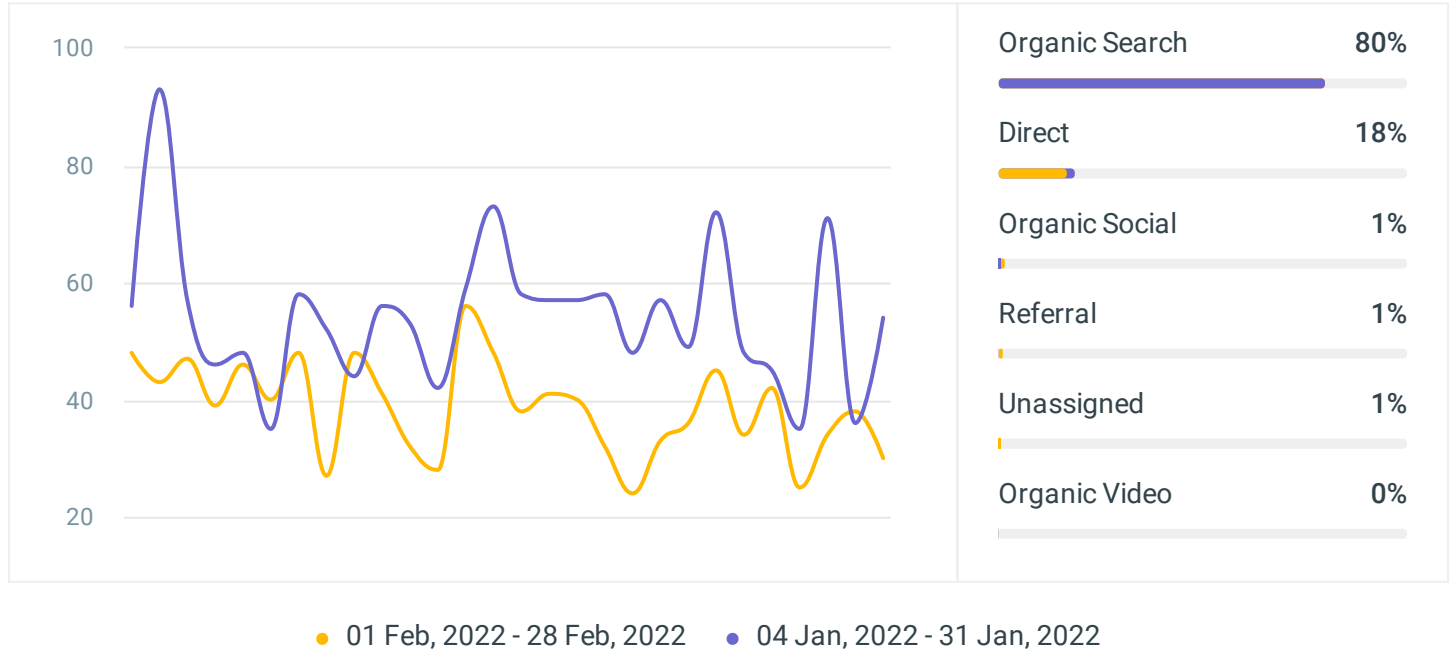
# TRAFFIC SOURCE

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

Overview **GOOGLE ANALYTICS**

01 Feb, 2022 - 28 Feb, 2022

### Users



Channel	Sessions	Percent of new sessions	Users	Pageviews
Organic Search	911 ▼29.3% 1.3K ⬇️	92.2% ▼0.8% 92.97% ⬇️	744 ▼29.3% 1.1K ⬇️	2.8K ▼25.2% 3.8K ⬇️
Direct	211 ▼24.4% 279 ⬇️	90.45% ▼6.1% 96.31% ⬇️	157 ▼35.7% 244 ⬇️	497 ▼19.7% 619 ⬇️
Organic Social	15 ▼58.3% 36 ⬇️	92.31% ▲31.9% 70% ⬇️	13 ▲30% 10 ⬇️	34 ▼61.8% 89 ⬇️
Referral	13 ▲550% 2 ⬇️	70% ▼30% 100% ⬇️	10 ▲400% 2 ⬇️	66 ▲633.3% 9 ⬇️
Unassigned	0 0 ⬇️	0% ▼100% 11.11% ⬇️	5 ▼44.4% 9 ⬇️	16 ▲166.7% 6 ⬇️
Organic Video	1 1 ⬇️	100% 100% ⬇️	1 1 ⬇️	1 ▼66.7% 3 ⬇️

Channel	Average session	Engagement rate	Goals
Organic Search	01m:20s ▲2.5% 01m:18s ⬇️	95.59% ▼1.8% 97.36% ⬇️	2.8K ▼25.2% 3.8K ⬇️
Direct	01m:05s ▲38.1% 47s ⬇️	97.24% ▼0.7% 97.89% ⬇️	497 ▼19.7% 619 ⬇️
Organic Social	41s ▼3.6% 43s ⬇️	100% 100% ⬇️	34 ▼61.8% 89 ⬇️
Referral	01m:31s ▼17.1% 01m:50s ⬇️	100% 100% ⬇️	66 ▲633.3% 9 ⬇️
Unassigned	00s 00s ⬇️	0% 0% ⬇️	16 ▲166.7% 6 ⬇️
Organic Video	06m:56s ▲199.3% 02m:19s ⬇️	100% 100% ⬇️	1 ▼66.7% 3 ⬇️

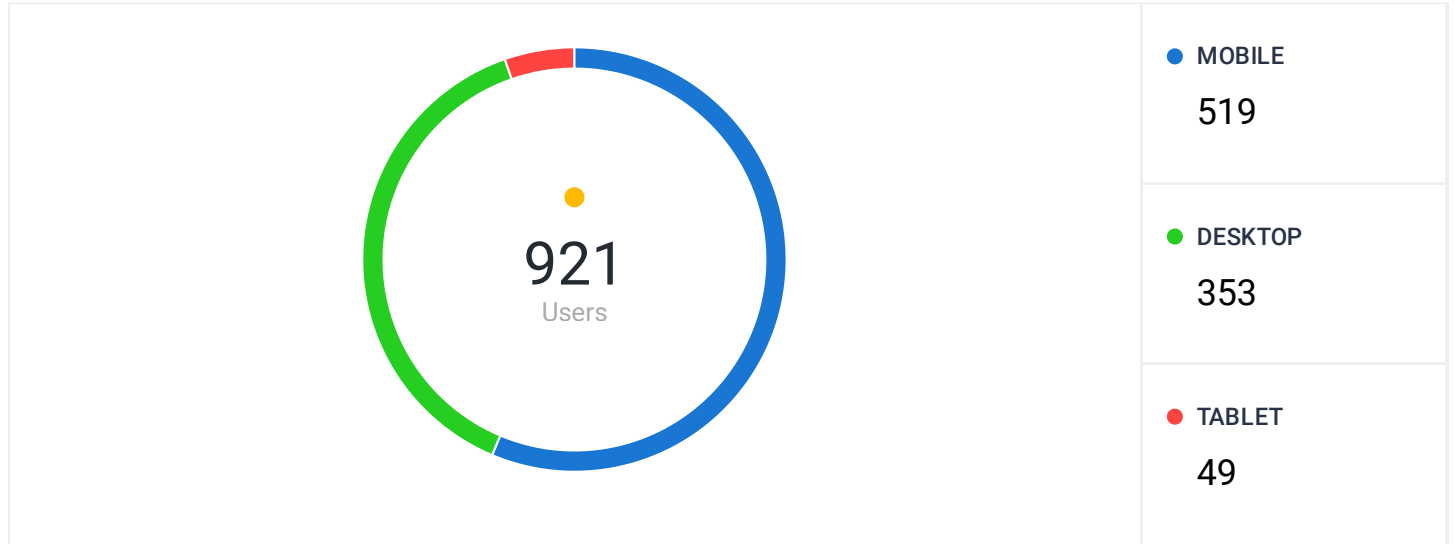


Visitors of the current period based on device

Devices GOOGLE ANALYTICS

01 Feb, 2022 - 28 Feb, 2022

Users



01 Feb, 2022 - 28 Feb, 2022

Device	Sessions	Percent of new sessions	Users	Pageviews
Mobile	661	91.71%	519	1.9K
Desktop	434	92.07%	353	1.4K
Tablet	57	95.92%	49	183

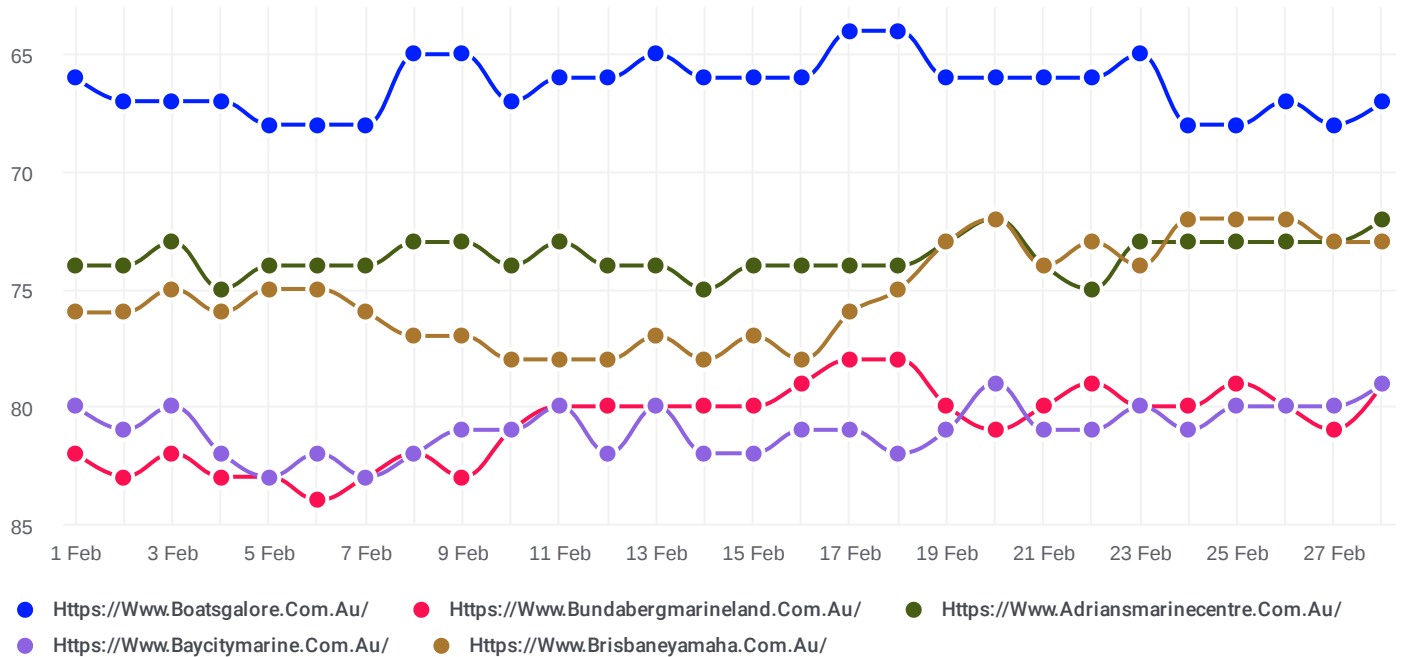
Device	Average session	Engagement rate	Goals
Mobile	01m:07s	96.5%	1.9K
Desktop	01m:33s	93.53%	1.4K
Tablet	01m:16s	100%	183

## COMPETITORS



### Average keywords position of Boats Galore vs competitors

Average position

Feb-01 2022 - Feb-28 2022



Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed
<a href="https://www.bundabergmarineland.com.au/">https://www.bundabergmarineland.com.au/</a>	6/8/5	170	80	4/ 1	10
Google Australia	3/4/3	170	79	2/ 1	
Google Australia	3/4/2	170	81	2/ 0	
<a href="https://www.adriansmarinecentre.com.au/">https://www.adriansmarinecentre.com.au/</a>	14/7/3	1004	73	9/ 2	27
Google Australia	7/4/1	1004	72	4/ 1	
Google Australia	7/3/2	1004	73 ▲1	5/ 1	
<a href="https://www.baycitymarine.com.au/">https://www.baycitymarine.com.au/</a>	0/3/19	2612	80 ▼1	9/ 10	0
Google Australia	0/1/10	2612	80 ▼1	5/ 4	
Google Australia	0/2/9	2612	79 ▼1	4/ 6	
<a href="https://www.brisbaneyamaha.com.au/">https://www.brisbaneyamaha.com.au/</a>	4/8/10	5636	74 ▼1	12/ 18	1.3K
Google Australia	2/4/6	5636	72 ▼1	5/ 9	
Google Australia	2/4/4	5636	75 ▼1	7/ 9	
<a href="https://www.boatsgalore.com.au/">https://www.boatsgalore.com.au/</a>	18/6/1	1089	69	8/ 10	436

Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed
 Google Australia	10/2/0	1089	69 ▼1	4/ 6	
 Google Australia	8/4/1	1089	69	4/ 4	

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

## HEALTH SCORE



## 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.misterwhat-au.com/boats-galore-2a04yYm0mUY>
- [https://toppages.com.au/?post\\_type=listing&p=34112](https://toppages.com.au/?post_type=listing&p=34112)
- <https://www.addonbiz.com/listing/142-enterprise-st-bundaberg-qld-4670-boats-galore/>
- <https://www.africec.com/bundaberg/retail-shopping/boats-galore>
- [https://www.alldatabases.com/company\\_109209\\_boats\\_galore.htm](https://www.alldatabases.com/company_109209_boats_galore.htm)
- <https://www.angelitoslist.com/queensland/bundaberg/automotive/boats-galore>
- <https://www.b2bco.com/boatsgalore>

## ARTICLES

- <https://medium.com/@boatsgaloreau1/courtesy-donts-of-boating-8c85c4fd69a9>
- <https://boatsgalore.tumblr.com/post/676416848822157312/boating-with-courtesy-keeping-the-waters-safe>
- <https://boatsgalore.tumblr.com/post/676766837456928768/keep-yourself-and-your-boat-safe-in-the-water>
- <https://boatsgalore.tumblr.com/post/676767016717320192/health-benefits-of-fishing-on-your-tinnie-boat>
- <https://boatsgalore.tumblr.com/post/676767296541392896/bait-fish-you-can-use-for-your-offshore-angling>