



Report

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

JAN-01 2022 - JAN-31 2022

Generated on Feb-01 2022

## OVERVIEW

### Rankings

Boats Galore has a total of 44 keywords, 48% are already ranking in the top 100 of search engines. 6 keywords rank in the top 1, 10 keywords are ranking in the top 5, 12 keywords are ranking in the top 10 and 14 keywords are ranking in top 30.

The current average position is 64.

### Traffic

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

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

Most traffic came from mobile devices followed by desktop device.

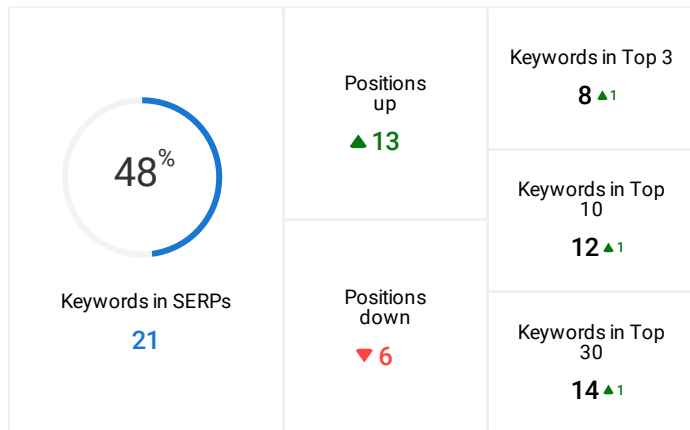
### Competitors

With an average position of 64, Boats Galore has improved its ranking position against competitors and is now in its 1st position.

### Website Audit

Website health score is currently 84%.

## Rankings data



## Top 5 keywords that moved up

Keyword	Search engine	Position
fishing boat bundaberg		16 ▲45
suzuki outboard		51 ▲31
suzuki boat engine parts		61 ▲14
quintrex boat		27 ▲8
quintrex boat for sale		51 ▲7

## Top 5 keywords by rankings

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

## Rankings for the First and Last Period Dates

Google Australia (Queensland, Australia)

Jan-01 2022 - Jan-31 2022

Keyword	Jan-01	Jan-31
quintrex boat for sale bundaberg	1	1
bundaberg boats	1	1
suzuki boat engine bundanberg	1	1
outboard motor bundaberg	2	1 ▲1
quintrex boat bundaberge	1	1
suzuki outboard bundaberge	1	1 📍1
new boat for sale bundaberg	4	2 ▲2
renegade boat bundanberge	1	2 ▼1
boat for sale bundaberg	5	5
used boat for sale bundaberg	7	5 ▲2

Keyword	Jan-01	Jan-31
boating bundaberg	7	6 ▲1
bundanberg boating	14	9 ▲5
fishing boat bundaberg	61	16 ▲45
quintrex boat	35	27 ▲8
suzuki boat engine	39	38 ▲1
suzuki outboard	82	51 ▲31
quintrex boat for sale	58	51 ▲7
buy quintrex boat for sale	52	54 ▼2
suzuki boat engine parts	75	61 ▲14
dinghy for sale	-	94 ▲6
boat side console	-	95 ▲5
fishing boat	-	-
outboard motor	-	-
reef boat	-	-
console boat	-	-
side console boat	-	-
centre console boat	-	-
renegade boat	14	-
GPS for boat	-	-
lowrance boat	35	-
garmin boat	42	-
tinny boat for sale	-	-
explorer boat	61	-
fishing boats	-	-
dinghy boat for sale	-	-
reef boat for sale	-	-
buy boat console	-	-
boat centre console	-	-
fishfinder boat bundanberge	-	-

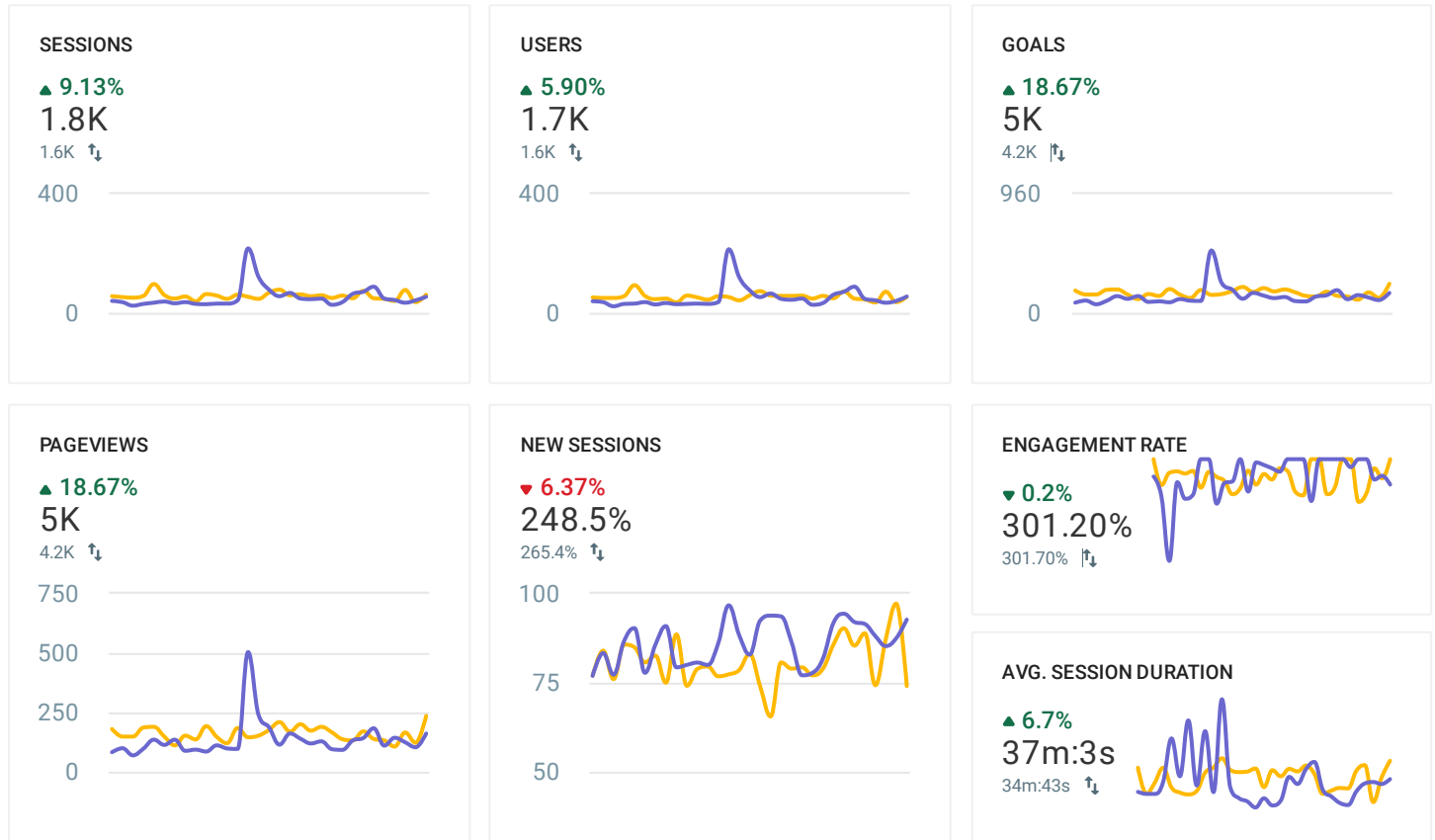
<b>Keyword</b>	<b>Jan-01</b>	<b>Jan-31</b>
buy boat GPS	-	-
fishing electronics	-	-
marine electronics	-	-
fishing boat qld	-	-
fishing boat queensland	-	-

# OVERVIEW

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

Audience GOOGLE ANALYTICS

01 Jan, 2022 - 31 Jan, 2022



● 01 Jan, 2022 - 31 Jan, 2022    ● 01 Dec, 2021 - 31 Dec, 2021

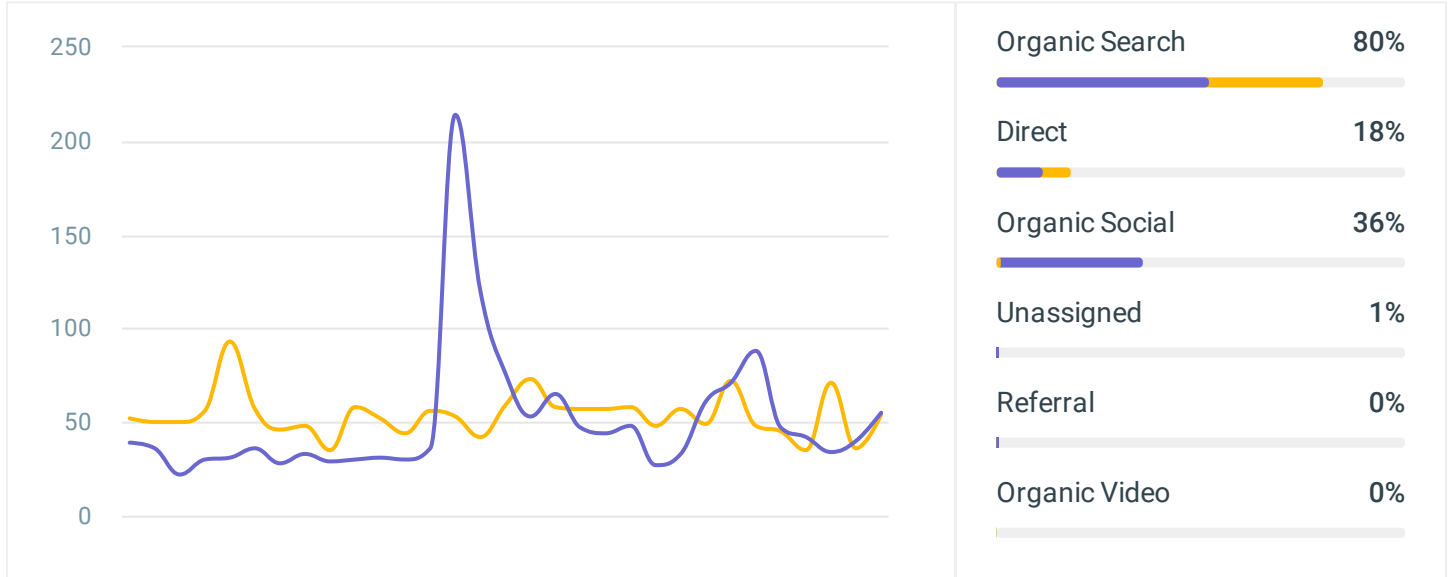
## TRAFFIC SOURCE

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

Overview **GOOGLE ANALYTICS**

01 Jan, 2022 - 31 Jan, 2022

#### Users



● 01 Jan, 2022 - 31 Jan, 2022   ● 01 Dec, 2021 - 31 Dec, 2021

Channel	Sessions	Percent of new sessions	Users	Pageviews
Organic Search	1.4K ▲ 63.3% 873 ⬇️	93.59% ▼ 1.2% 94.72% ⬇️	1.2K ▲ 52.4% 757 ⬇️	4.2K ▲ 57.1% 2.6K ⬇️
Direct	296 ▲ 59.1% 186 ⬇️	96.15% ▼ 0.2% 96.32% ⬇️	260 ▲ 59.5% 163 ⬇️	664 ▲ 58.9% 418 ⬇️
Organic Social	42 ▼ 92.4% 553 ⬇️	75% ▼ 23.7% 98.26% ⬇️	12 ▼ 97.7% 518 ⬇️	107 ▼ 90% 1.1K ⬇️
Unassigned	0 0 ⬇️	9.09% 0% ⬇️	11 ▲ 57.1% 7 ⬇️	9 ▼ 35.7% 14 ⬇️
Referral	4 ▼ 33.3% 6 ⬇️	100% 100% ⬇️	4 ▼ 33.3% 6 ⬇️	15 ▲ 50% 10 ⬇️
Organic Video	1 ▼ 66.7% 3 ⬇️	100% 100% ⬇️	1 ▼ 66.7% 3 ⬇️	3 ▼ 81.2% 16 ⬇️

Channel	Average session	Engagement rate	Goals
Organic Search	01m:17s ▼ 3.6% 01m:20s ⬇️	97.47% ▲ 0.3% 97.22% ⬇️	4.2K ▲ 57.1% 2.6K ⬇️
Direct	47s ▲ 8.3% 44s ⬇️	97.69% ▼ 0.7% 98.41% ⬇️	664 ▲ 58.9% 418 ⬇️
Organic Social	42s ▲ 60.8% 26s ⬇️	100% ▲ 0.2% 99.82% ⬇️	107 ▼ 90% 1.1K ⬇️
Unassigned	00s 00s ⬇️	0% 0% ⬇️	9 ▼ 35.7% 14 ⬇️
Referral	01m:21s ▲ 285.7% 21s ⬇️	100% 100% ⬇️	15 ▲ 50% 10 ⬇️
Organic Video	02m:19s ▼ 23.9% 03m:03s ⬇️	100% ▲ 33.3% 75% ⬇️	3 ▼ 81.2% 16 ⬇️

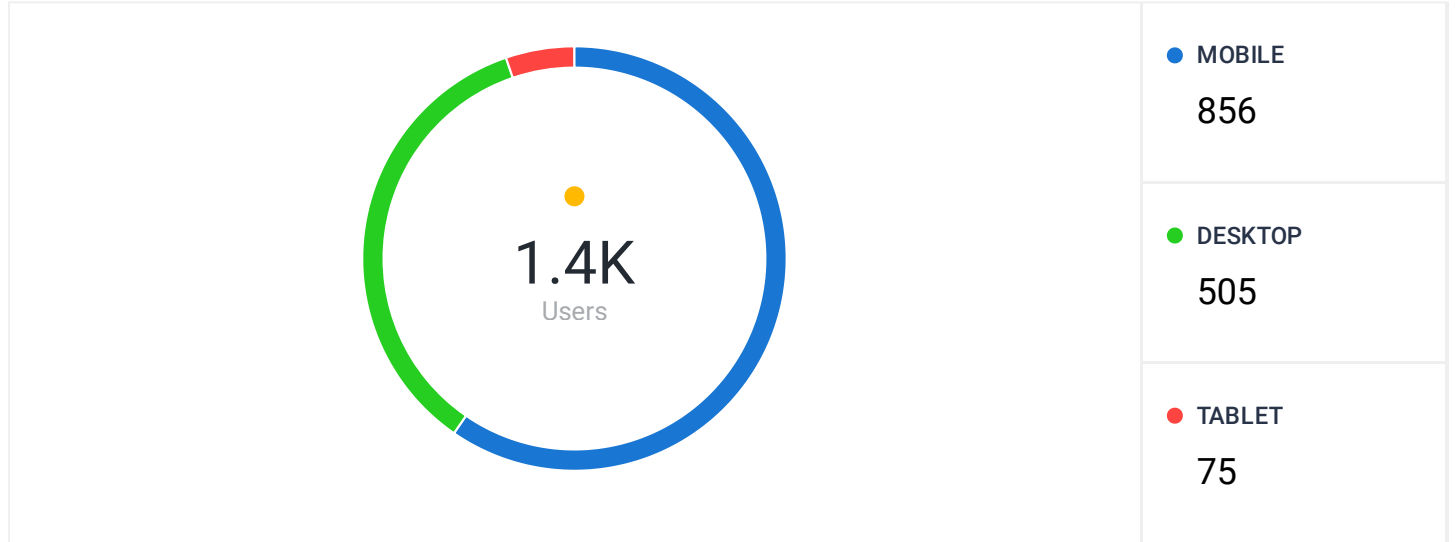


## Visitors of the current period based on device

Devices GOOGLE ANALYTICS

01 Jan, 2022 - 31 Jan, 2022

### Users



01 Jan, 2022 - 31 Jan, 2022

Device	Sessions	Percent of new sessions	Users	Pageviews
Mobile	1.1K	93.93%	856	2.9K
Desktop	608	93.27%	505	1.8K
Tablet	83	93.33%	75	220

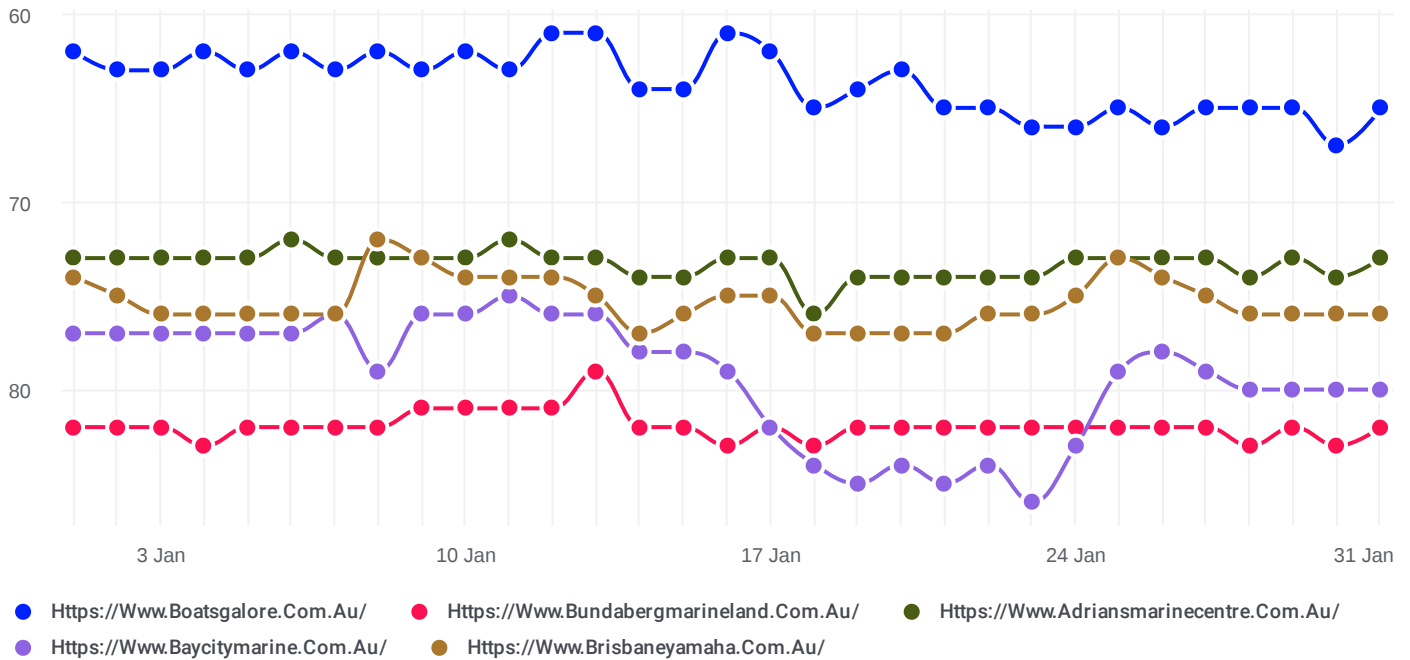
Device	Average session	Engagement rate	Goals
Mobile	01m:05s	97.73%	2.9K
Desktop	01m:26s	96.97%	1.8K
Tablet	47s	100%	220

## COMPETITORS



### Average keywords position of Boats Galore vs competitors

Average position

Jan-01 2022 - Jan-31 2022



Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed
<a href="https://www.bundabergmarineland.com.au/">https://www.bundabergmarineland.com.au/</a>	6/7/4	44	82	3/4	10
Google Australia	3/3/2		83	2/3	
Google Australia	3/4/2		81	1/1	
<a href="https://www.adriansmarinecentre.com.au/">https://www.adriansmarinecentre.com.au/</a>	16/6/2	44	74 ▼1	12/4	64
Google Australia	8/3/1		73 ▼1	7/3	
Google Australia	8/3/1		74	5/1	
<a href="https://www.baycitymarine.com.au/">https://www.baycitymarine.com.au/</a>	0/1/16	44	80	8/13	0
Google Australia	0/1/8		78 ▲1	4/7	
Google Australia	0/0/8		81 ▼1	4/6	
<a href="https://www.brisbaneyamaha.com.au/">https://www.brisbaneyamaha.com.au/</a>	3/8/9	44	76	9/13	1.3K
Google Australia	2/4/5		73	6/8	
Google Australia	1/4/4		78	3/5	
<a href="https://www.boatsgalore.com.au/">https://www.boatsgalore.com.au/</a>	17/6/2	44	66 ▼1	13/12	469
Google Australia	9/3/1		64	4/9	

Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed
 Google Australia	8/3/1		67  1	9/3	

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://australiaonlineadvertising.com.au/Transport/Boats-Galore-l203441.html>
- <http://sitebook.org/w-2166>
- <http://www.businessintelligencelist.com/bundaberg/infrastructure/boats-galore>
- <https://www.spotspan.com/australia/norville/transport/boats-galore/queensland/4670>
- [https://www.ausibiz.com/boats-galore\\_1u-07-4152-6744](https://www.ausibiz.com/boats-galore_1u-07-4152-6744)
- <http://bizbamboo.com/directory/australia/124361>

## ARTICLES

- <https://medium.com/@boatsgaloreau1/camping-by-the-lake-with-your-boat-3ecaba103eb6>
- <https://boatsgalore.wordpress.com/2022/01/12/live-baits-to-store-in-your-boats-live-bait-container/>
- <https://boatsgalore.tumblr.com/post/674965547658657792/starting-a-creative-hobby-on-your-fishing-boat>

## TOP 3 PAGES

- <https://www.boatsgalore.com.au/>
- <https://www.boatsgalore.com.au/BoatRanges/NewBoats>
- <https://www.boatsgalore.com.au/BoatRanges/UsedBoats>