



Report

www.boatsgalore.com.au

MAY-01 2022 - MAY-31 2022

Generated on Jun-01 2022

OVERVIEW

Rankings

Boats Galore has a total of 49 keywords, 61% are already ranking in the top 100 search engines. 4 keywords are ranked in the top 3, 6 keywords are ranking in the top 5, 7 keywords are ranking in the top 10 and 17 keywords are ranking in the top 30.

The number of target keywords ranking this month is 61%
The current average position has increased from 59 to 58.

Traffic

The current period has a better engagement rate but less traffic and fewer new users compared to the last period.

Most traffic came from organic search, followed by direct.

Most traffic came from mobile devices followed by desktop devices.

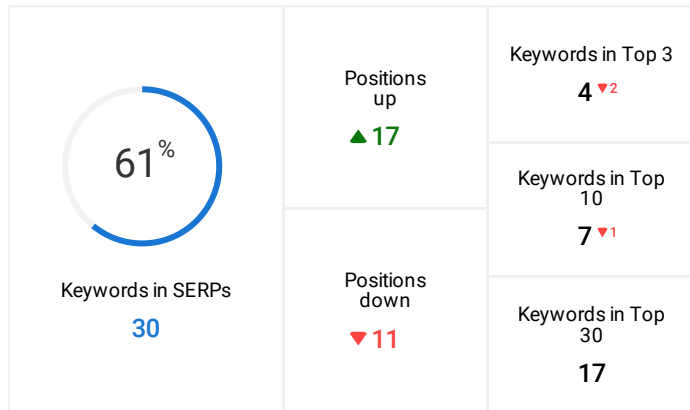
Competitors

With an average position of 58, Boats Galore is holding the top position against its competitors.

Website Audit

The website health score is consistently 91%.

Rankings data



Top 5 keywords that moved up

Keyword	Search engine	Position
outboard motor		57 ▲43
tinny boat for sale		58 ▲42
suzuki boat engines for sale		34 ▲37
explorer boat		86 ▲14
dinghy for sale		89 ▲11

Top 5 keywords by rankings

Keyword	Ranking	Change
suzuki outboard bundaberge	2	
renegade boat bundanberge	2 ▲1	
quintrex boat bundaberge	2	
suzuki boat engine bundanberg	3 ▼1	
quintrex boat for sale bundaberg	4 ▼1	

Queensland, Australia

Rankings for the First and Last Period Dates

Google Australia (Queensland, Australia)

May-01 2022 - May-31 2022

Keyword	May-01	May-31
renegade boat bundanberge	3	2 ▲1
quintrex boat bundaberge	2	2
suzuki outboard bundaberge	2	2
suzuki boat engine bundanberg	2	3 ▼1
quintrex boat for sale bundaberg	3	4 ▼1
bundaberg boats	2	4 ▼2
new boat for sale bundaberg	8	10 ▼2
used boat for sale bundaberg	10	12 ▼2
boating bundaberg	12	13 ▼1

Keyword	May-01	May-31
outboard motor bundaberg	15	15
boat for sale bundaberg	17	16 ▲1
bundanberg boating	28	19 ▲9
suzuki boat engines	27	24 ▲3
suzuki motor boat	28	24 ▲4
quintrex boat for sale	26	27 ▼1
used quintrex boat for sale	31	28 ▲3
quintrex boat price	27	28 ▼1
suzuki boat engines for sale	71	34 ▲37
renegade boat	37	36 ▲1
suzuki boat engine	21	38 ▼17
suzuki motor boat engine price	44	39 ▲5
suzuki outboard motors	45	41 ▲4
suzuki boat engine parts	55	44 ▲11
suzuki outboard	46	44 ▲2
boat engines	53	53
outboard motor	-	57 ▲43
tinny boat for sale	-	58 ▲42
suzuki outboard for sale	76	68 ▲8
explorer boat	-	86 ▲14
dinghy for sale	-	89 ▲11
quintrex boat	-	-
side console boat	-	-
garmin boat	-	-
buy quintrex boat for sale	-	-
dinghy boat for sale	-	-
reef boat for sale	-	-

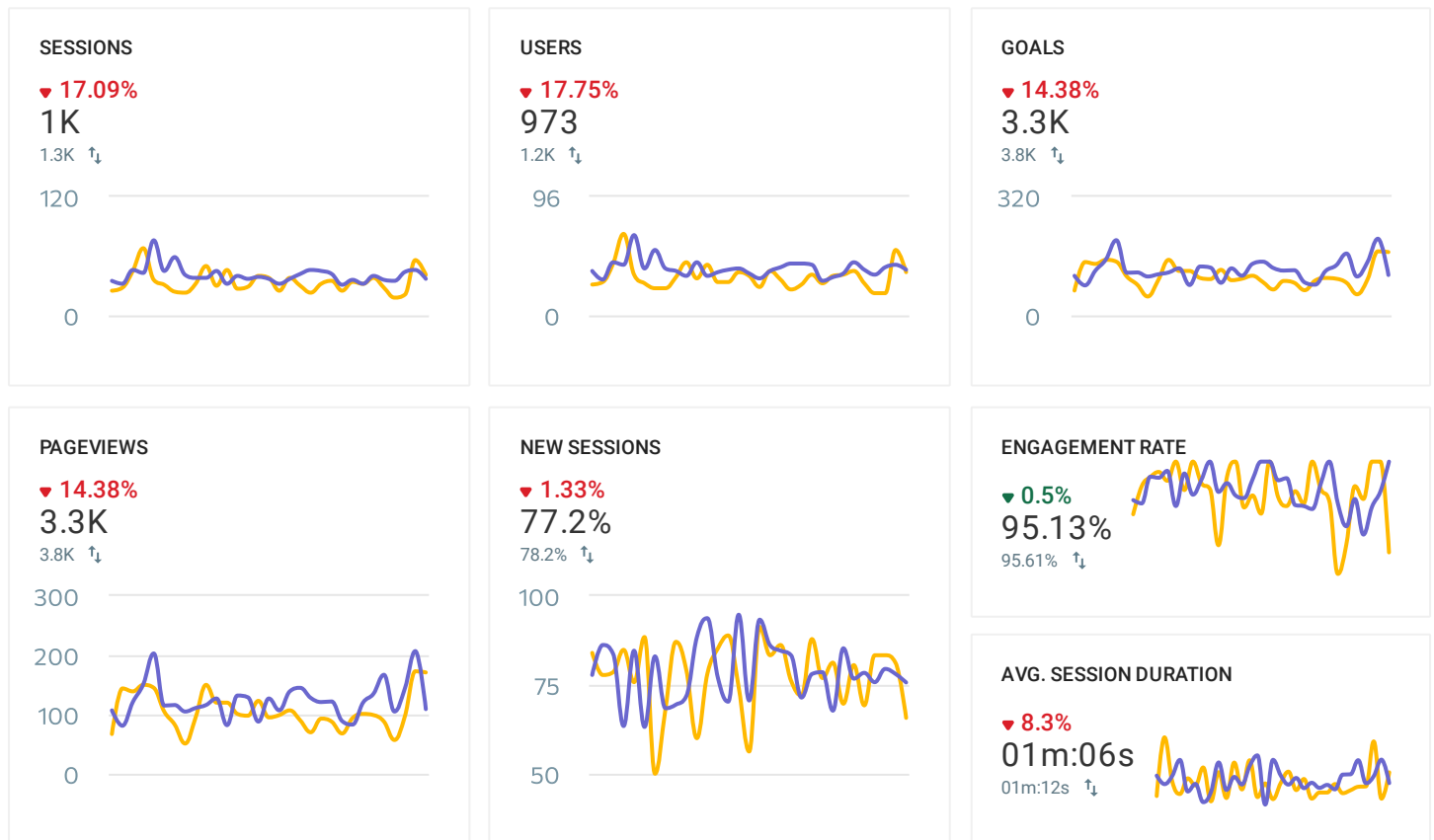
Keyword	May-01	May-31
boat side console	-	-
boat centre console	-	-
fishing boat bundaberg	88	-
boating accessories	-	-
new boats for sale	-	-
used boats for sale	-	-
fishing boat for sale	-	-
marine shop	-	-
boating equipment for sale	-	-
boat motor engine	-	-
new quintrex boat for sale	36	-
marine supplies store	-	-
marine electronics store	-	-

OVERVIEW

Traffic overview of the current period vs previous month.

Audience GOOGLE ANALYTICS

01 May, 2022 - 31 May, 2022



● 01 May, 2022 - 31 May, 2022 ● 31 Mar, 2022 - 30 Apr, 2022

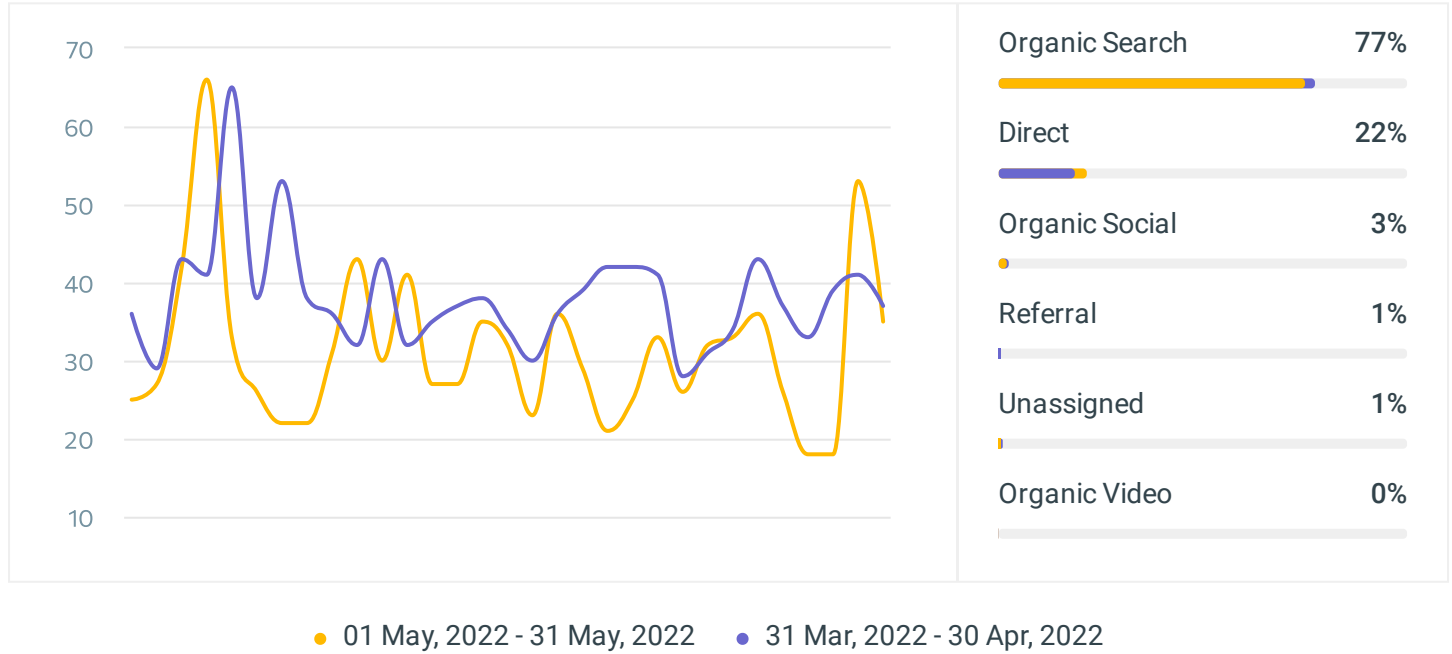
TRAFFIC SOURCE

Traffic source of the current period vs previous period.

Overview **GOOGLE ANALYTICS**

01 May, 2022 - 31 May, 2022

Users



Channel	Sessions	Percent of new sessions	Users	Pageviews
Organic Search	772 ▼ 20.7% 974 ↑	89.37% ▼ 3% 92.12% ↑	630 ▼ 19.9% 787 ↑	2.5K ▼ 14.6% 3K ↑
Direct	244 244 ↑	94.51% ▼ 0.3% 94.76% ↑	182 ▼ 4.7% 191 ↑	597 ▲ 9.5% 545 ↑
Organic Social	20 ▼ 28.6% 28 ↑	100% ▲ 8.3% 92.31% ↑	18 ▼ 30.8% 26 ↑	55 ▼ 40.2% 92 ↑
Referral	13 ▼ 27.8% 18 ↑	40% ▲ 60% 25% ↑	5 ▲ 25% 4 ↑	81 ▼ 62.7% 217 ↑
Unassigned	0 0 ↑	40% 0% ↑	5 ▼ 44.4% 9 ↑	8 ▲ 100% 4 ↑
Organic Video	1 1 ↑	100% 100% ↑	1 1 ↑	2 2 ↑

Channel	Average session	Engagement rate	Goals
Organic Search	01m:12s ▼ 5.6% 01m:17s †↓	96.02% ▼ 1.1% 97.11% †↓	2.5K ▼ 14.6% 3K †↓
Direct	37s ▲ 0.6% 37s †↓	96.06% ▼ 1.6% 97.6% †↓	597 ▲ 9.5% 545 †↓
Organic Social	53s ▼ 0.2% 53s †↓	100% 100% †↓	55 ▼ 40.2% 92 †↓
Referral	03m:50s ▼ 30.8% 05m:33s †↓	76.47% ▼ 2.3% 78.26% †↓	81 ▼ 62.7% 217 †↓
Unassigned	00s 00s †↓	0% 0% †↓	8 ▲ 100% 4 †↓
Organic Video	26s ▼ 31.6% 38s †↓	100% 100% †↓	2 2 †↓

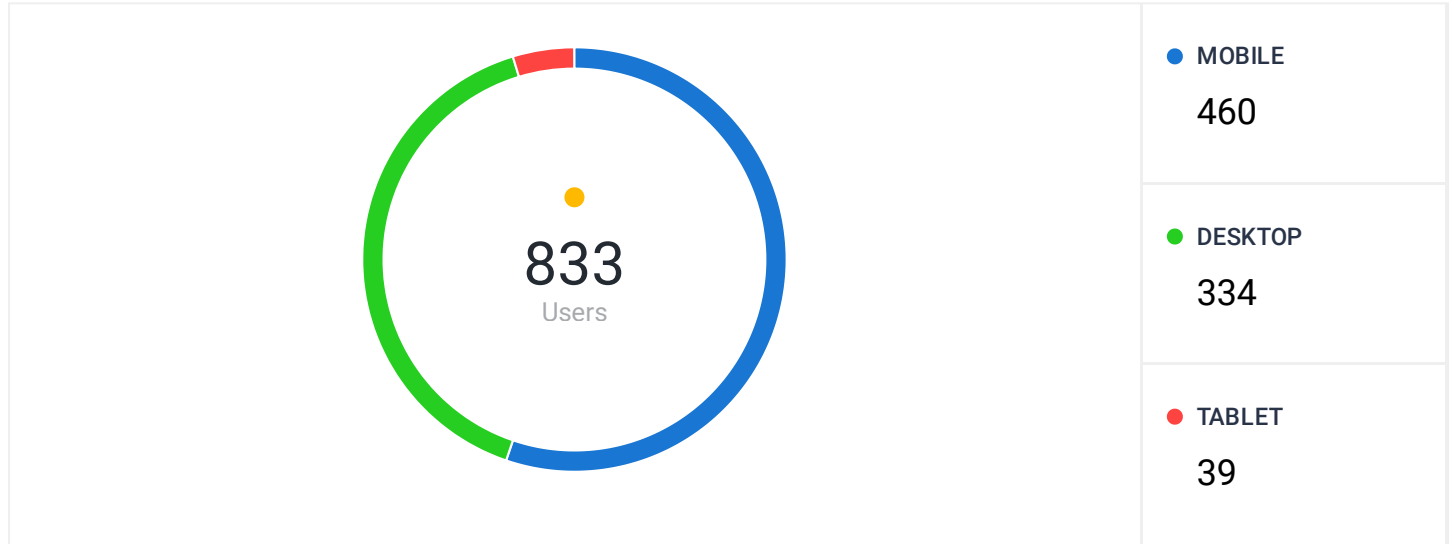
AUDIENCE BY DEVICES

Visitors of the current period based on device

Devices GOOGLE ANALYTICS

01 May, 2022 - 31 May, 2022

Users



01 May, 2022 - 31 May, 2022

Device	Sessions	Percent of new sessions	Users	Pageviews
Mobile	599	90.43%	460	1.8K
Desktop	402	91.62%	334	1.3K
Tablet	48	92.31%	39	160

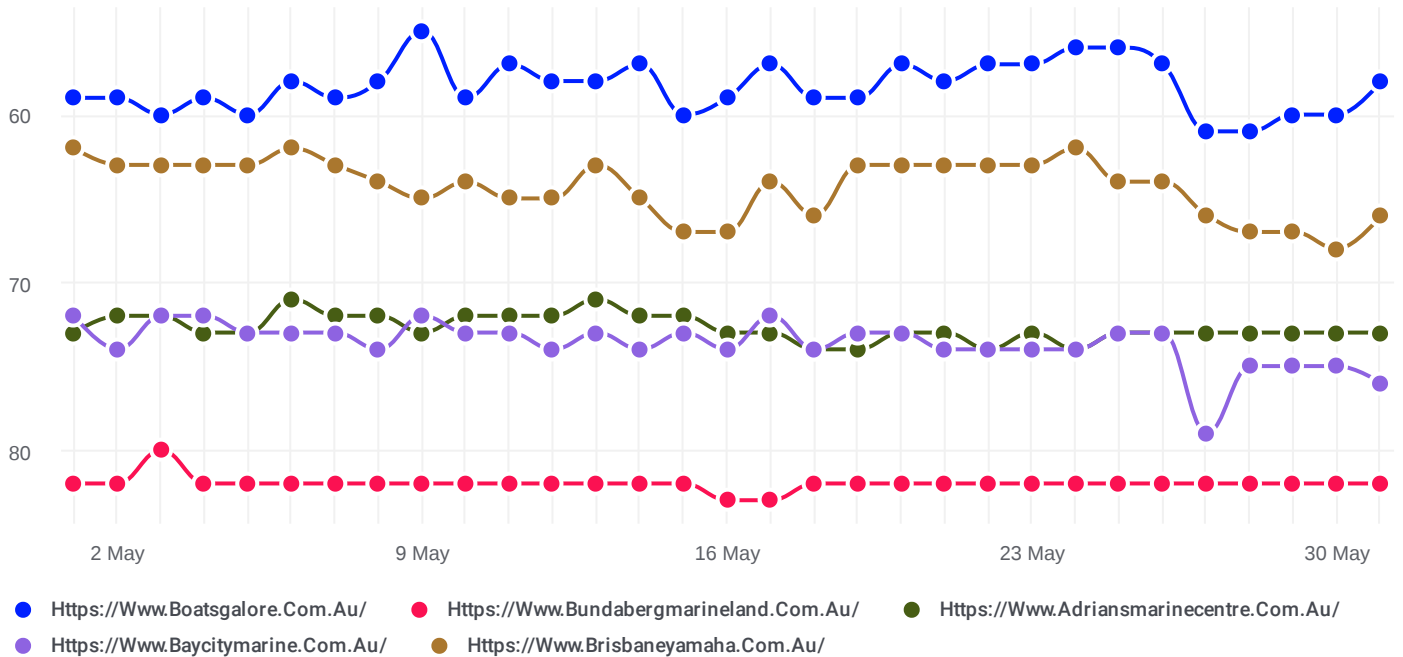
Device	Average session	Engagement rate	Goals
Mobile	56s	96.77%	1.8K
Desktop	01m:19s	93.27%	1.3K
Tablet	01m:14s	96%	160

COMPETITORS



Average keywords position of Boats Galore vs competitors

Average position

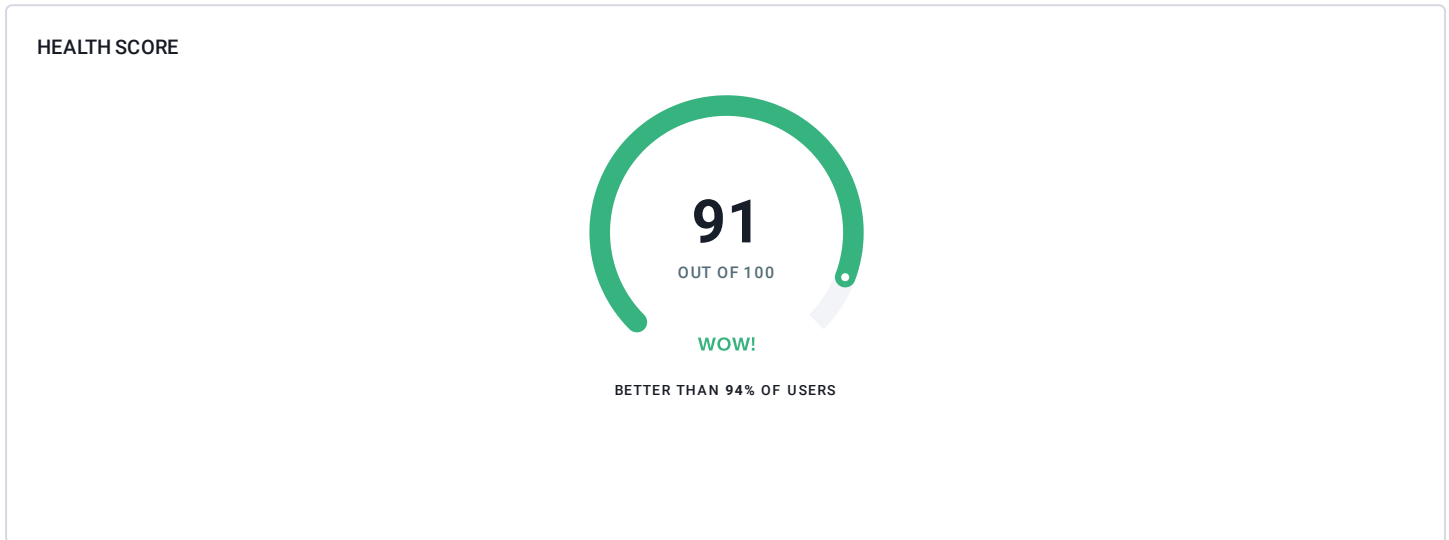
May-01 2022 - May-31 2022



Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed
https://www.bundabergmarineland.com.au/	2/12/4	181	82	0/0	10
Google Australia	1/6/2	181	82	0/0	
Google Australia	1/6/2	181	82	0/0	
https://www.adriansmarinecentre.com.au/	6/16/3	1064	72 ▲1	0/0	27
Google Australia	3/8/1	1064	71 ▲2	0/0	
Google Australia	3/8/2	1064	73	0/0	
https://www.baycitymarine.com.au/	0/3/25	3172	74 ▲2	0/0	0
Google Australia	0/2/12	3172	73 ▲4	0/0	
Google Australia	0/1/13	3172	74	0/0	
https://www.brisbaneyamaha.com.au/	9/3/14	5593	67 ▼1	0/0	743
Google Australia	5/1/8	5593	65 ▼3	0/0	
Google Australia	4/2/6	5593	69 ▲1	0/0	
https://www.boatsgalore.com.au/	12/1/19	1058	59 ▼1	23/22	398

Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed
 Google Australia	6/0/10	1058	59 ▼1	13/ 10	
 Google Australia	6/1/9	1058	58 ▼1	10/ 12	

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



DOMAIN METRICS

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

BACKLINKS

- <https://www.gbnconnect.com/queensland/norville/50-water-transport/sarah-galore>
- <https://www.homemavenmember.com/queensland/norville/local-businesses/boats-galore>
- <https://www.indocanadianbusinesspages.com/norville/auto/boats-galore>
- <https://www.insertbiz.com/listing/australia-boats-galore/>
- <https://www.loudspeakerindustrysourcebook.com/queensland/norville/liscategories/boats-galore>
- <https://www.mentorhub.info/queensland/norville/business-growth/boats-galore>
- <https://www.peeplocal.com/norville/automotive-boats-rvs/boats-galore>
- <https://www.saasresearch.com/queensland/norville/other-guides/boats-galore>
- <http://www.schererville.com/norville/automotive/boats-galore>

ARTICLES

- <https://medium.com/@boatsgaloreau1/the-crucial-details-of-a-float-plan-d73d7c561874>
- <https://www.tumblr.com/blog/view/boatsgalore/685816573539254272?source=share>
- <https://boatbucketlist.wordpress.com/2022/05/18/the-significance-of-a-boaters-float-plan/>