



SEO report

www.boatsgalore.com.au

APR-01 2024 - APR-30 2024





Table of Contents

Key Ranking Metrics	3
Keywords Ranking	3
Distribution of Keywords	9
Average Position Trend	9
Traffic Overview	11
Traffic Source	12
Competitors Average Position Trend	13
Audit overview	14
Backlinks	15



KEYRANKING METRICS

SEARCH VISIBILITY

Share of impressions a website gets in a given search engine for a given search query.

TRAFFIC FORECAST

The potential volume of traffic that keywords can attract to a website.

AVERAGE POSITION

The arithmetic mean of ranking positions of all keywords of a website.

KEYWORD IN SERP

The number of keywords for which a website is ranking at the top (100 or 200) of the search results.






Average position 32	Search visibility 26.51% ▲ 7.8%	Traffic forecast 3820 ▲ 874	Keywords in SERP 158
-------------------------------	---	---------------------------------------	--------------------------------

Keywords Ranking

 www.boatsgalore.com.au

- Entered Top 10
- Left Top 10
- In Top 10
- Entered Top 100

 Google Australia (Queensland, Australia)

Keyword	Results	Current rankings ▲	Month ago
 General			
quintrex boat for sale bundaberg	98	1	1
bundaberg boats	432K	1	1
renegade boat bundanberge	0	1	1
quintrex boat bundaberge	44	1	1
boats galore	22M	1	1
boat for sale bundaberg	455K	2	2
new boat for sale bundaberg	611K	2 ▼ 1	1
boating bundaberg	1.3M	2	2
used boat for sale bundaberg	494K	3 ▲ 1	4
bundanberg boating	487K	3 ▼ 1	2
suzuki boat engine bundanberg	33	3	3
suzuki outboard bundaberge	64	3	3
new boat trailer for sale	88M	4 ▲ 3	7
boat trailers for sale	42M	5 ▲ 5	10
suzuki boat engines for sale	6.4M	6 ▼ 1	5
suzuki outboard for sale	13M	6 ▲ 1	7
tinnie boat	337K	6 ▲ 1	7




Keyword	Results	Current rankings ▲	Month ago
outboard motor bundaberg	68K	7	7
fishing boat bundaberg	356K	8 ▼ 2	6
used boat trailer for sale	54M	9 ▲ 8	17
used quintrex boat trailers for sale	102K	9 ▲ 3	12
quintrex tinnie	36K	10 ▲ 90	-
quintrex boat dealer	235K	10 ▲ 2	12
tinny boat for sale	881K	12 ▲ 1	13
suzuki boat engine	18M	14 ▼ 2	12
quintrex boat for sale	665K	15 ▲ 5	20
suzuki outboard	46M	16 ▲ 5	21
suzuki outboard motors	0	17 ▲ 1	18
suzuki motor boat	18M	20 ▼ 6	14
used quintrex boat for sale	0	24 ▲ 8	32
buy quintrex boat for sale	623K	25 ▼ 1	24
used boats for sale	144M	26 ▲ 3	29
new quintrex boat for sale	614K	26 ▼ 5	21
new boats for sale	232M	29 ▲ 2	31
boat engines	704M	29 ▼ 1	28
quintrex boat	1.5M	43 ▼ 8	35
side console boat for sale	20M	49 ▲ 51	-
suzuki boat engine parts	14M	50 ▼ 1	49
aluminium boat trailer	12M	53 ▼ 12	41
renegade boat for sale	3.5M	59 ▼ 11	48
outboard motor	671M	-	-
renegade boat	6.7M	-	-
garmin boat	24M	-	-



Keyword	Results	Current rankings ▲	Month ago
explorer boat	76M	-	-
dinghy boat for sale	20M	-	-
boat centre console	7.6M	-	-
fishing boat for sale	144M	-	-
marine shop	1.2B	-	-
cheap boats	138M	-	-

 Google Mobile Australia (4670, Queensland, Australia)

Keyword	Results	Current rankings ▲	Month ago
 General			
quintrex boat for sale bundaberg	98	1	1
bundaberg boats	432K	1	1
renegade boat bundanberge	0	1	1
quintrex boat bundaberge	44	1	1
boats galore	22M	1	1
boat for sale bundaberg	455K	2	2
new boat for sale bundaberg	611K	2 ▼ 1	1
boating bundaberg	1.3M	2	2
bundanberg boating	487K	2	2
used boat for sale bundaberg	494K	3 ▲ 1	4
suzuki boat engine bundanberg	33	3	3
suzuki outboard bundaberge	64	3	3
boat trailers for sale	42M	3 ▲ 4	7
new boat trailer for sale	88M	3 ▼ 1	2
quintrex boat	1.5M	4 ▲ 1	5
used quintrex boat trailers for sale	102K	4 ▲ 2	6
quintrex boat dealer	235K	4 ▼ 1	3




Keyword	Results	Current rankings ▲	Month ago
suzuki boat engines for sale	6.4M	6 ▼ 1	5
suzuki outboard for sale	13M	6	6
used boat trailer for sale	54M	6	6
tinnie boat	337K	6	6
marine shop	1.2B	7 ▲ 16	23
fishing boat bundaberg	356K	8	8
outboard motor bundaberg	68K	8	8
used boats for sale	144M	8	8
new boats for sale	232M	9 ▲ 4	13
fishing boat for sale	144M	9	9
tinny boat for sale	881K	10 ▲ 3	13
suzuki outboard	46M	10 ▲ 3	13
quintrex boat for sale	665K	11 ▲ 3	14
new quintrex boat for sale	614K	12	12
suzuki outboard motors	0	13 ▲ 1	14
suzuki boat engine	18M	14 ▼ 1	13
suzuki motor boat	18M	17 ▼ 2	15
buy quintrex boat for sale	623K	23 ▲ 2	25
cheap boats	138M	25 ▼ 1	24
used quintrex boat for sale	0	26 ▲ 7	33
boat engines	704M	29 ▼ 2	27
side console boat for sale	20M	48 ▲ 52	-
suzuki boat engine parts	14M	51 ▼ 10	41
aluminium boat trailer	12M	52 ▼ 6	46
renegade boat for sale	3.5M	58 ▼ 2	56
outboard motor	671M	-	-
renegade boat	6.7M	-	-



Keyword	Results	Current rankings ▲	Month ago
garmin boat	24M	-	-
explorer boat	76M	-	-
dinghy boat for sale	20M	-	-
boat centre console	7.6M	-	-
quintrex tinnie	36K	-	-

 Google Australia (Bundaberg, Queensland, Australia)

Keyword	Results	Current rankings ▲	Month ago
 General			
quintrex boat for sale bundaberg	98	1	1
renegade boat bundanberge	0	1	1
quintrex boat bundaberge	44	1	1
boats galore	22M	1	1
boat for sale bundaberg	455K	2	2
new boat for sale bundaberg	611K	2 ▼ 1	1
suzuki boat engine bundanberg	33	3	3
suzuki outboard bundaberge	64	3	3
quintrex boat	1.5M	4 ▲ 1	5
bundaberg boats	432K	4	4
boating bundaberg	1.3M	5 ▼ 3	2
used boat for sale bundaberg	494K	6 ▼ 1	5
bundanberg boating	487K	6 ▼ 3	3
suzuki boat engines for sale	6.4M	6 ▼ 1	5
suzuki outboard for sale	13M	6	6
boat trailers for sale	42M	6 ▼ 3	3
used boat trailer for sale	54M	6 ▲ 4	10
new boat trailer for sale	88M	6	6








Keyword	Results	Current rankings ▲	Month ago
tinnie boat	337K	6	6
used quintrex boat trailers for sale	102K	7 ▲ 2	9
quintrex boat dealer	235K	7 ▼ 2	5
fishing boat bundaberg	356K	8	8
fishing boat for sale	144M	9	9
suzuki outboard	46M	10 ▲ 3	13
outboard motor bundaberg	68K	10	10
quintrex tinnie	36K	10 ▲ 90	-
used boats for sale	144M	12 ▼ 1	11
tinny boat for sale	881K	13 ▲ 2	15
new boats for sale	232M	13 ▼ 1	12
marine shop	1.2B	13 ▲ 15	28
suzuki outboard motors	0	13 ▲ 1	14
suzuki boat engine	18M	14 ▼ 1	13
new quintrex boat for sale	614K	14 ▼ 2	12
quintrex boat for sale	665K	15 ▼ 1	14
suzuki motor boat	18M	19 ▼ 4	15
cheap boats	138M	21 ▲ 4	25
buy quintrex boat for sale	623K	26 ▲ 2	28
used quintrex boat for sale	0	26 ▼ 10	16
side console boat for sale	20M	49 ▲ 51	-
suzuki boat engine parts	14M	51 ▼ 15	36
aluminium boat trailer	12M	52 ▼ 5	47
renegade boat for sale	3.5M	58 ▼ 10	48
outboard motor	671M	-	-
renegade boat	6.7M	-	-



Keyword	Results	Current rankings ▲	Month ago
garmin boat	24M	-	-
explorer boat	76M	-	-
dinghy boat for sale	20M	-	-
boat centre console	7.6M	-	-
boat engines	704M	-	28

Distribution of Keywords

 www.boatsgalore.com.au

Search Engines	Total Keywords	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Australia	50	12	8	14	4	12	35
 General	50	12	8	14	4	12	35
 Google Australia (Queensland, Australia)	50	13	9	11	5	12	35
 General	50	13	9	11	5	12	35
 Google Mobile Australia (4670, Queensland, Australia)	50	14	14	10	3	9	27

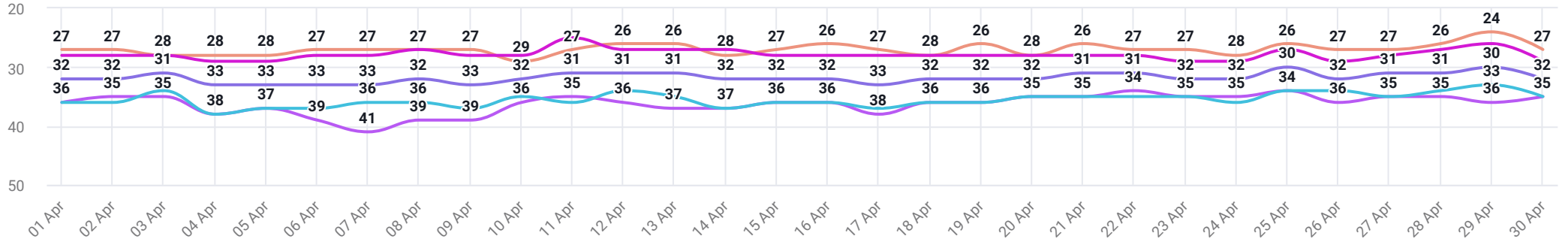
Average Position Trend

 www.boatsgalore.com.au



Average position

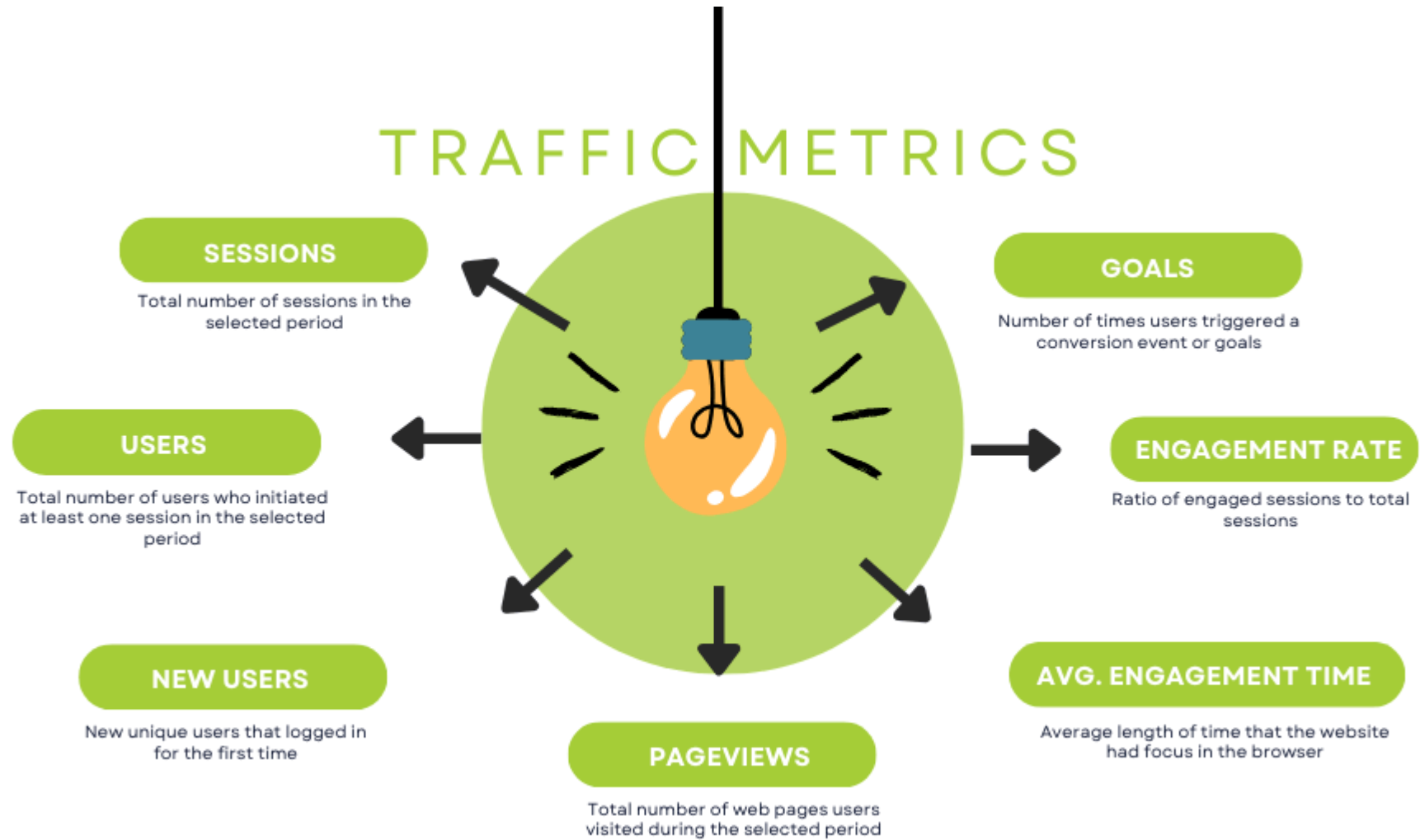
Apr-01 2024 - Apr-30 2024



- Google Australia
- Google Australia (Queensland, Australia)
- Google Mobile Australia (4670, Queensland, Australia)
- Google Australia (Bundaberg, Queensland, Australia)
- Average for all



TRAFFIC METRICS

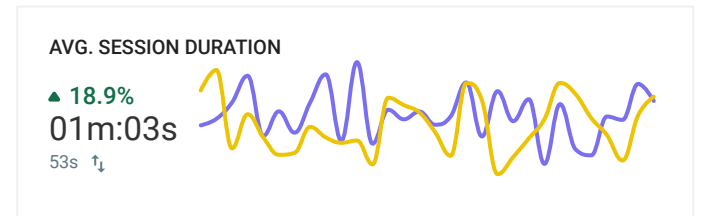
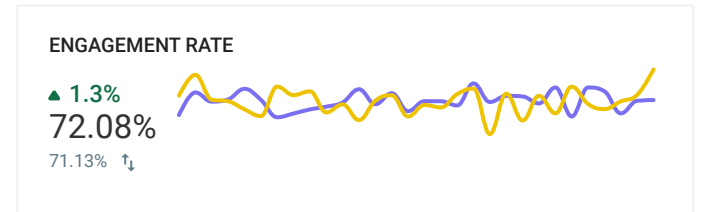
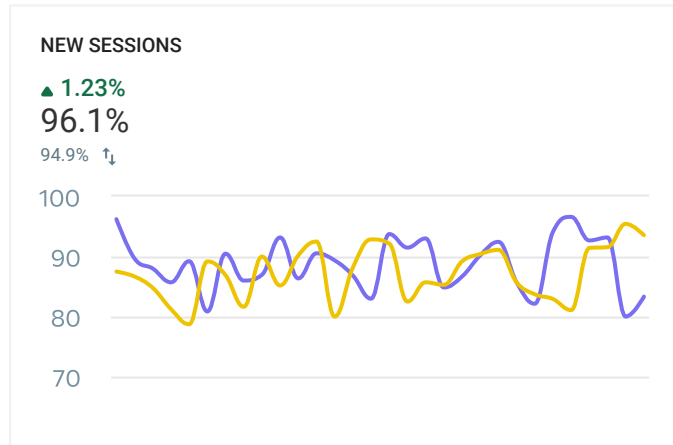
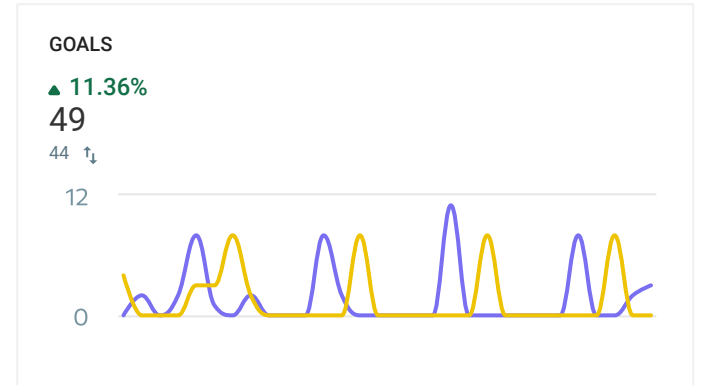
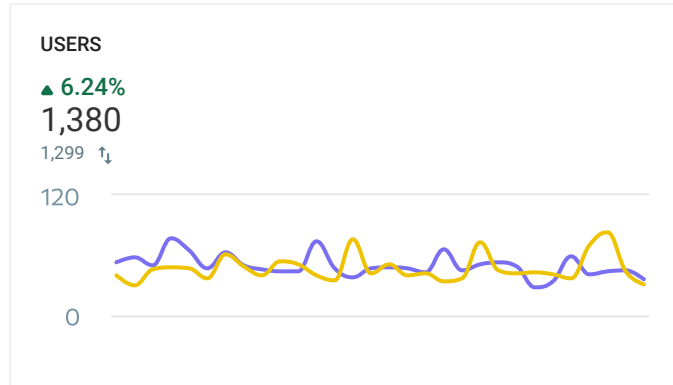
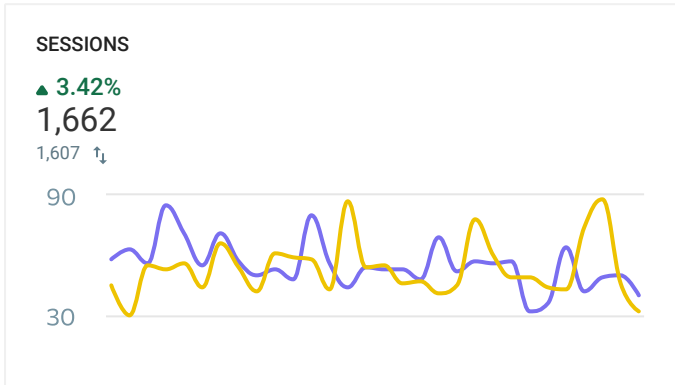




Traffic Overview

Audience GOOGLE ANALYTICS

Apr-01 2024 - Apr-30 2024

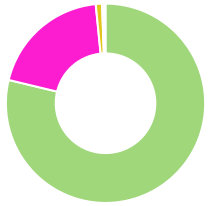


● Apr-01 2024 - Apr-30 2024 ● Mar-02 2024 - Mar-31 2024

Traffic Source



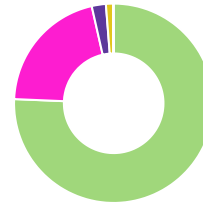
Apr-01 2024 - Apr-30 2024



1662 ▲ 3.42%

- Organic Search
- Direct
- Referral
- Unassigned
- Organic Social

Mar-02 2024 - Mar-31 2024



1607

- Organic Search
- Direct
- Organic Social
- Referral
- Unassigned

1309 78.8%
327 19.7%
17 1.0%
5 0.3%
4 0.2%

1216 75.7%
334 20.8%
37 2.3%
19 1.2%
1 0.1%

Channel	Sessions	Engaged sessions	Users	New users	Views	Avg. Engagement Time	Conversions	Engagement Rate
1 Organic Search								
Apr-01 2024 - Apr-30 2024	1.3K	967	1.1K	95.31%	3.6K	68.58 sec	10	73.87%
Mar-02 2024 - Mar-31 2024	1.2K	914	958	93.63%	3.3K	60.81 sec	9	75.16%
% Change	▲ 7.65%	▲ 5.80%	▲ 11.17%	▲ 1.79%	▲ 8.45%	▲ 12.78%	▲ 11.11%	▼ 1.72%
2 Direct								
Apr-01 2024 - Apr-30 2024	327	214	307	98.7%	3.2K	35.91 sec	39	65.44%
Mar-02 2024 - Mar-31 2024	334	203	299	98.33%	3.1K	18.94 sec	35	60.78%
% Change	▼ 2.10%	▲ 5.42%	▲ 2.68%	▲ 0.38%	▲ 2.38%	▲ 89.60%	▲ 11.43%	▲ 7.67%
3 Referral								
Apr-01 2024 - Apr-30 2024	17	14	8	62.5%	62	98.82 sec	0	82.35%
Mar-02 2024 - Mar-31 2024	19	15	7	85.71%	104	265.42 sec	0	78.95%
% Change	▼ 10.53%	▼ 6.67%	▲ 14.29%	▼ 27.08%	▼ 40.38%	▼ 62.77%	0%	▲ 4.31%
4 Unassigned								
Apr-01 2024 - Apr-30 2024	5	0	5	0%	9	118 sec	0	0%
Mar-02 2024 - Mar-31 2024	1	0	1	0%	1	106 sec	0	0%



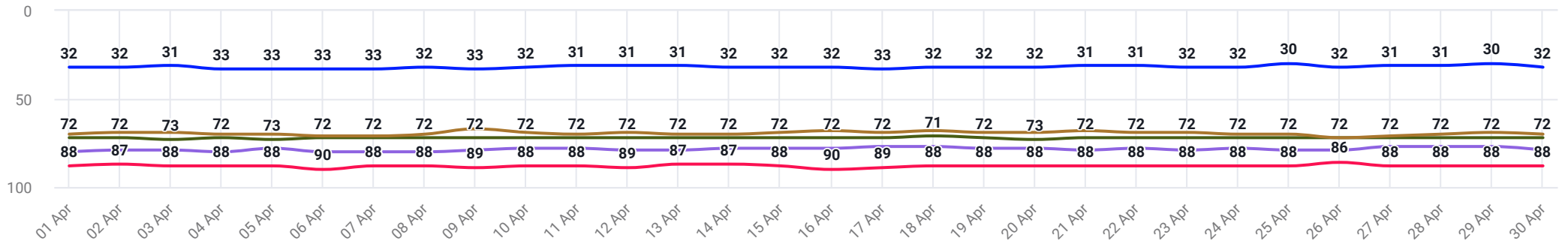
Channel	Sessions	Engaged sessions	Users	New users	Views	Avg. Engagement Time	Conversions	Engagement Rate
% Change	▲ 400.00%	0%	▲ 400.00%	0%	▲ 800.00%	▲ 11.32%	0%	0%
5 Organic Social								
Apr-01 2024 - Apr-30 2024	4	2	4	75%	8	43.25 sec	0	50%
Mar-02 2024 - Mar-31 2024	37	10	36	100%	55	13.68 sec	0	27.03%
% Change	▼ 89.19%	▼ 80.00%	▼ 88.89%	▼ 25.00%	▼ 85.45%	▲ 216.15%	0%	▲ 84.98%

Competitors Average Position Trend

 www.boatsgalore.com.au

Average position

Apr-01 2024 - Apr-30 2024



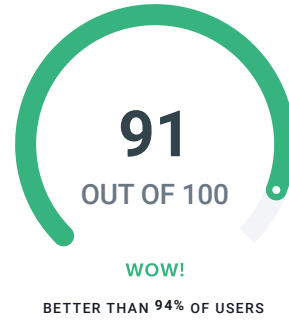
-  www.boatsgalore.com.au
-  ML https://www.bundabergmarineland.com.au/
-  https://www.adriansmarinecentre.com.au/
-  https://www.baycitymarine.com.au/
-  https://www.brisbaneyamaha.com.au/

Audit overview

 www.boatsgalore.com.au



HEALTH SCORE



Backlinks

 www.boatsgalore.com.au

