



SEO report

www.boatsgalore.com.au

AUG-01 2024 - AUG-31 2024





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KEYRANKING METRICS

SEARCH VISIBILITY

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

AVERAGE POSITION

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

TRAFFIC FORECAST

The potential volume of traffic that keywords can attract to 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.





Key Ranking Metrics

 www.boatsgalore.com.au

Average position 37 ▼ 1	Search visibility 12.98% ▼ -2.71%	Traffic forecast 1446 ▲ 129	Keywords in SERP 77
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Keywords Ranking

 www.boatsgalore.com.au

● Entered Top 10 ● Left Top 10 ● In Top 10 ● Entered Top 100

 Google Mobile Australia (4670, Queensland, Australia)

Keyword	Results	Month ago ▲	Current rankings
General			
quintrex boat for sale bundaberg	16K	1	1
bundaberg boats	269K	1	1
renegade boat bundanberge	33	1	1
quintrex boat bundaberge	45	1	1
boats galore	20M	1	1
quintrex boat dealer	1.2M	1	1
new boat for sale bundaberg	318K	2	2
suzuki boat engine bundanberg	34	2	2
suzuki outboard bundaberge	55	2	2
boat trailers for sale	36M	3	2 ▲ 1
boating bundaberg	842K	1	3 ▼ 2
bundanberg boating	342K	4	4
boat for sale bundaberg	306K	5	5
outboard motor bundaberg	41K	4	5 ▼ 1
new boat trailer for sale	92M	5	5



Keyword	Results	Month ago ▲	Current rankings
used quintrex boat trailers for sale	818K	5	5
used boat for sale bundaberg	205K	5	6 ▼ 1
suzuki boat engines for sale	4.4M	6	6
used boat trailer for sale	57M	6	6
new boats for sale	172M	6	7 ▼ 1
suzuki outboard for sale	7.8M	9	9
used boats for sale	123M	7	10 ▼ 3
suzuki boat engine	35M	18	16 ▲ 2
new quintrex boat for sale	387K	22	17 ▲ 5
suzuki motor boat	29M	23	23
quintrex boat for sale	413K	25	26 ▼ 1
suzuki boat engine parts	9.7M	34	27 ▲ 7
suzuki outboard	38M	28	29 ▼ 1
fishing boat bundaberg	261K	10	32 ▼ 22
fishing boat for sale	113M	8	33 ▼ 25
aluminium boat trailer	9.1M	37	33 ▲ 4
used quintrex boat for sale	255K	48	35 ▲ 13
buy quintrex boat for sale	391K	32	36 ▼ 4
quintrex boat	852K	43	39 ▲ 4
suzuki outboard motors	6.1M	56	39 ▲ 17
garmin boat	23M	-	48 ▲ 52
renegade boat for sale	3.2M	12	74 ▼ 62
cheap boats	109M	-	88 ▲ 12
outboard motor	443M	-	-
renegade boat	7.1M	-	-
tinny boat for sale	627K	-	-
explorer boat	74M	-	-



Keyword	Results	Month ago ▲	Current rankings
dinghy boat for sale	14M	-	-
boat centre console	8.3M	-	-
marine shop	1B	-	-
boat engines	470M	-	-
quintrex tinnie	39K	-	-
tinnie boat	231K	-	-
side console boat for sale	15M	-	-

 Google Australia (Bundaberg, Queensland, Australia)

Keyword	Results	Month ago ▲	Current rankings
General			
quintrex boat for sale bundaberg	16K	1	1
bundaberg boats	269K	1	1
renegade boat bundanberge	33	1	1
quintrex boat bundaberge	45	1	1
boats galore	20M	1	1
new boat for sale bundaberg	318K	2	2
suzuki boat engine bundanberg	34	2	2
suzuki outboard bundaberge	55	2	2
boat trailers for sale	36M	6	2 ▲ 4
boating bundaberg	842K	2	3 ▼ 1
quintrex boat dealer	1.2M	4	4
boat for sale bundaberg	306K	4	5 ▼ 1
bundanberg boating	342K	7	5 ▲ 2
fishing boat bundaberg	261K	10	7 ▲ 3
used boat for sale bundaberg	205K	5	8 ▼ 3
outboard motor bundaberg	41K	7	8 ▼ 1
new boat trailer for sale	92M	8	8



Keyword	Results	Month ago ▲	Current rankings
used quintrex boat trailers for sale	818K	8	8
suzuki boat engines for sale	4.4M	6	9 ▼ 3
used boat trailer for sale	57M	9	9
new boats for sale	172M	9	10 ▼ 1
suzuki outboard for sale	7.8M	9	10 ▼ 1
used boats for sale	123M	10	12 ▼ 2
new quintrex boat for sale	387K	17	18 ▼ 1
suzuki motor boat	29M	24	24
suzuki boat engine parts	9.7M	40	29 ▲ 11
suzuki outboard	38M	29	29
quintrex boat for sale	413K	31	31
aluminium boat trailer	9.1M	35	34 ▲ 1
fishing boat for sale	113M	9	37 ▼ 28
used quintrex boat for sale	255K	43	37 ▲ 6
buy quintrex boat for sale	391K	37	38 ▼ 1
suzuki outboard motors	6.1M	41	41
quintrex boat	852K	36	42 ▼ 6
garmin boat	23M	56	52 ▲ 4
side console boat for sale	15M	-	57 ▲ 43
renegade boat	7.1M	57	72 ▼ 15
suzuki boat engine	35M	19	73 ▼ 54
renegade boat for sale	3.2M	12	77 ▼ 65
outboard motor	443M	-	-
tinny boat for sale	627K	-	-
explorer boat	74M	-	-
dinghy boat for sale	14M	-	-
boat centre console	8.3M	-	-
marine shop	1B	-	-



Keyword	Results	Month ago ▲	Current rankings
boat engines	470M	-	-
quintrex tinnie	39K	-	-
cheap boats	109M	-	-
tinnie boat	231K	-	-



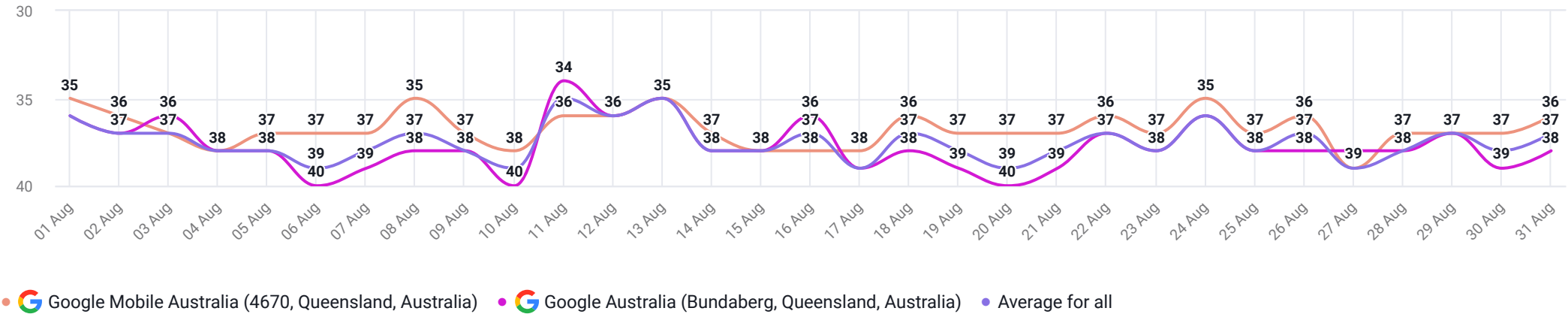
Distribution of Keywords

Search Engines	Total Keywords	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Mobile Australia (4670, Queensland, Australia)	50	11	11	4	13	11	36
 General	50	11	11	4	13	11	36
 Google Australia (Bundaberg, Queensland, Australia)	50	9	12	5	12	12	38
 General	50	9	12	5	12	12	38

Average Position Trend

Average position

Aug-01 2024 - Aug-31 2024





TRAFFIC METRICS

SESSIONS

Total number of sessions in the selected period

USERS

Total number of users who initiated at least one session in the selected period

NEW USERS

New unique users that logged in for the first time

PAGEVIEWS

Total number of web pages users visited during the selected period

GOALS

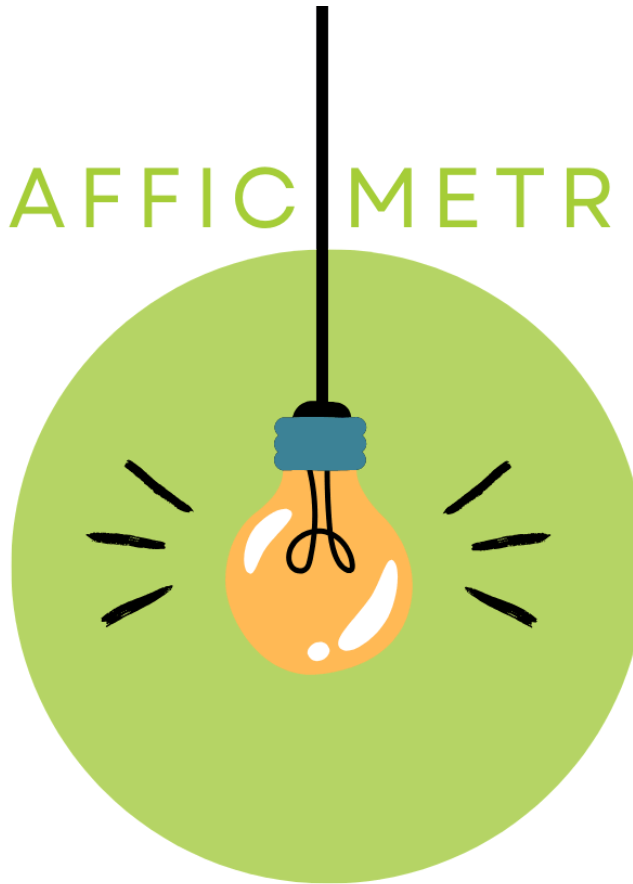
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

Average length of time that the website had focus in the browser





Traffic Overview

 www.boatsgalore.com.au

Audience GOOGLE ANALYTICS

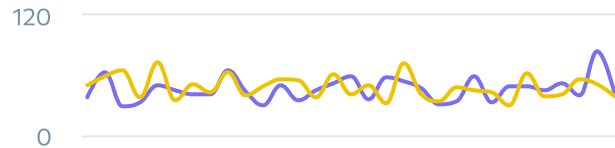
Aug-01 2024 - Aug-31 2024

SESSIONS

▼ 4.47%

1,432

1,499 ↑↓

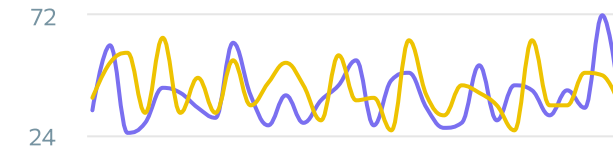


USERS

▼ 8.07%

1,116

1,214 ↑↓

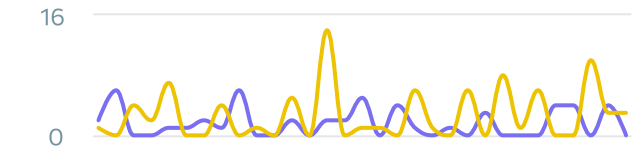


GOALS

▼ 39.29%

51

84 ↑↓

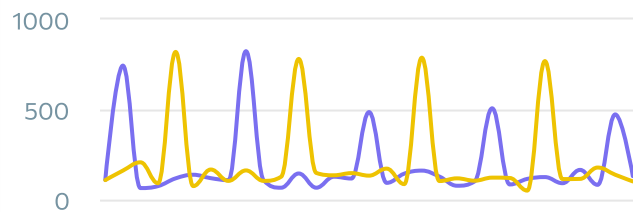


PAGEVIEWS

▼ 10.06%

5,890

6,549 ↑↓

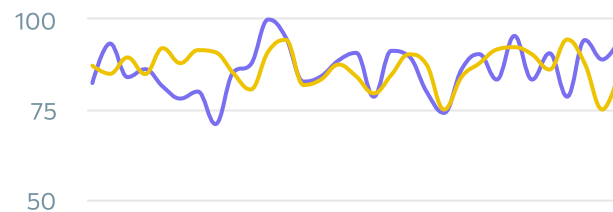


NEW SESSIONS

▲ 0.59%

95.7%

95.1% ↑↓



ENGAGEMENT RATE

▼ 6.5%

67.18%

71.85% ↑↓



AVG. SESSION DURATION

▼ 10.3%

01m:01s

01m:08s ↑↓



● Aug-01 2024 - Aug-31 2024 ● Jul-01 2024 - Jul-31 2024



Pages

All pages GOOGLE ANALYTICS

Aug-01 2024 - Aug-31 2024

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Aug-01 2024 - Aug-31 2024	572	86.36%	440	799	22s	76.75%	8
2	/BoatRanges/UsedBoats							
	Aug-01 2024 - Aug-31 2024	214	19.77%	177	261	27s	91.12%	0
3	/BoatRanges/NewBoats							
	Aug-01 2024 - Aug-31 2024	137	12.73%	110	204	28s	89.05%	0
4	/products/all-categories/Trailers/move-trailers							
	Aug-01 2024 - Aug-31 2024	136	65.85%	123	214	26s	84.56%	1
5	/boatranges/usedboats							
	Aug-01 2024 - Aug-31 2024	100	1.1%	91	121	35s	98%	0
6	/BoatRanges/UsedBoats/seaman-mkii							
	Aug-01 2024 - Aug-31 2024	74	54.55%	55	85	17s	68.92%	0
7	/BoatRanges/Quintrex/DownloadSpecs							



No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Aug-01 2024 - Aug-31 2024	72	34.72%	72	434	05s	97.22%	0
8	/BoatRanges/NewBoats/420-busta							
	Aug-01 2024 - Aug-31 2024	63	25.49%	51	69	20s	84.13%	0
9	/BoatRanges/Quintrex/Tinnie							
	Aug-01 2024 - Aug-31 2024	57	79.25%	53	59	30s	56.14%	0
10	/boatranges/newboats/quintrex							
	Aug-01 2024 - Aug-31 2024	56	0%	53	87	36s	100%	0

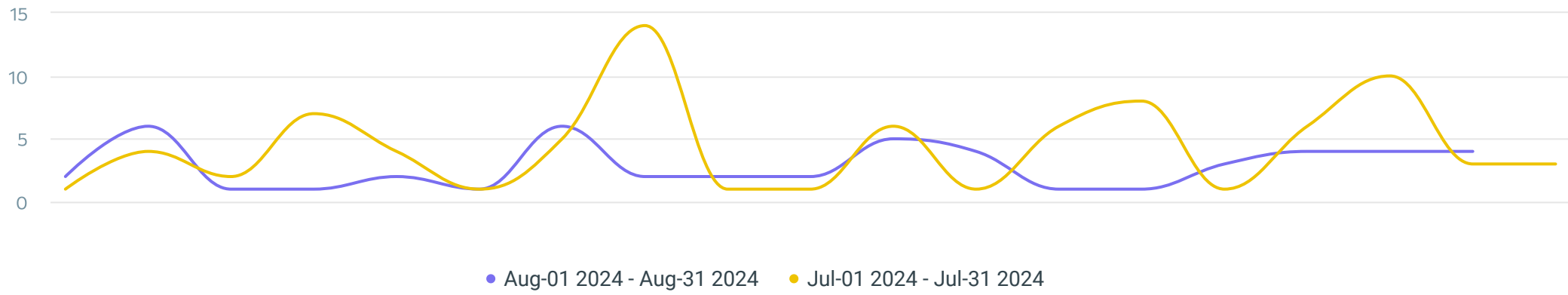


Conversions

Goals GOOGLE ANALYTICS

Aug-01 2024 - Aug-31 2024

Goals



No.	Goal	Goals	Goal value
1	Book_A_Service		
	Aug-01 2024 - Aug-31 2024	29	0
	Jul-01 2024 - Jul-31 2024	37	0
	% Change	▼ 21.6%	
2	Click_Telephone		
	Aug-01 2024 - Aug-31 2024	17	0
	Jul-01 2024 - Jul-31 2024	13	0



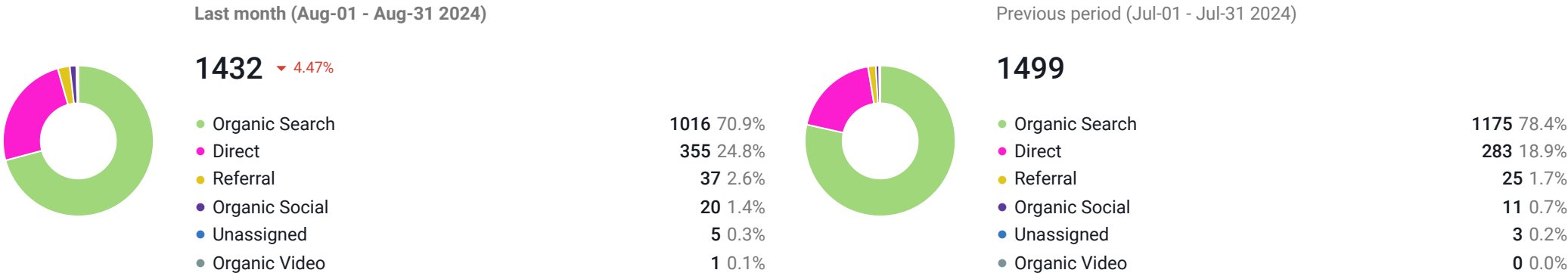
No.	Goal	Goals	Goal value
	% Change	▲ 30.8%	
3	all_success_enquiries		
	Aug-01 2024 - Aug-31 2024	4	0
	Jul-01 2024 - Jul-31 2024	32	0
	% Change	▼ 87.5%	
4	file_download		
	Aug-01 2024 - Aug-31 2024	1	0
	Jul-01 2024 - Jul-31 2024	1	0
	% Change		



Traffic Source

Overview: Sessions

Last month (Aug-01 - Aug-31 2024) ↑ Previous period (Jul-01 - Jul-31 2024)



Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Aug-01 2024 - Aug-31 2024	1K	725	770	71.36%	94.68%	19	65.96 sec	2.8K
Jul-01 2024 - Jul-31 2024	1.2K	865	932	73.62%	94.31%	44	65.49 sec	3.3K
% Change	▼ -13.5%	▼ -16.2%	▼ -17.4%	▼ -3.1%	▲ 0.4%	▼ -56.8%	▲ 0.7%	▼ -16.1%
2 Direct								
Aug-01 2024 - Aug-31 2024	355	198	318	55.77%	99.06%	29	39.38 sec	2.9K
Jul-01 2024 - Jul-31 2024	283	187	263	66.08%	99.62%	29	63.94 sec	3K
% Change	▲ 25.4%	▲ 5.9%	▲ 20.9%	▼ -15.6%	▼ -0.6%	▼ 0%	▼ -38.4%	▼ -5.2%
3 Referral								
Aug-01 2024 - Aug-31 2024	37	24	8	64.86%	62.5%	3	136.76 sec	195
Jul-01 2024 - Jul-31 2024	25	17	9	68%	33.33%	11	219.16 sec	185
% Change	▲ 48%	▲ 41.2%	▼ -11.1%	▼ -4.6%	▲ 87.5%	▼ -72.7%	▼ -37.6%	▲ 5.4%



Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Organic Social								
Aug-01 2024 - Aug-31 2024	20	14	19	70%	94.74%	0	57.85 sec	53
Jul-01 2024 - Jul-31 2024	11	8	11	72.73%	100%	0	69.82 sec	39
% Change	▲ 81.8%	▲ 75%	▲ 72.7%	▼ -3.8%	▼ -5.3%	▼ 0%	▼ -17.1%	▲ 35.9%
5 Unassigned								
Aug-01 2024 - Aug-31 2024	5	0	5	0%	0%	0	97.4 sec	7
Jul-01 2024 - Jul-31 2024	3	0	3	0%	0%	0	39.67 sec	5
% Change	▲ 66.7%	▼ 0%	▲ 66.7%	▼ 0%	▼ 0%	▼ 0%	▲ 145.5%	▲ 40%
6 Organic Video								
Aug-01 2024 - Aug-31 2024	1	1	1	100%	100%	0	99 sec	3
Jul-01 2024 - Jul-31 2024	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

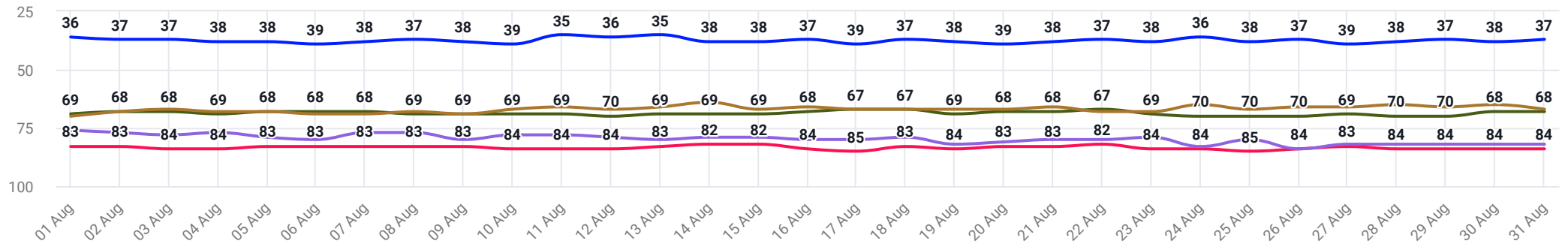


Competitors Average Position Trend

 www.boatsgalore.com.au

Average position

Aug-01 2024 - Aug-31 2024



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



Audit overview

HEALTH SCORE





Backlinks

