



SEO report

www.boatsgalore.com.au

DEC-01 2024 - DEC-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

Average position 33 ▾ 2	Search visibility 15% ▲ 0.9%	Traffic forecast 1576 ▲ 393	Keywords in SERP 79
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Keywords Ranking

● 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			
new boat for sale bundaberg	184K	1	1
quintrex boat for sale bundaberg	13K	1	1
bundaberg boats	203K	1	1
quintrex boat bundaberge	44	1	1
new boats for sale	135M	2	1 ▲ 1
boats galore	84	1	1
quintrex boat dealer	427K	1	1
boat for sale bundaberg	185K	2	2
suzuki boat engine bundanberg	35	2	2
renegade boat bundanberge	32	2	2
outboard motor bundaberg	14K	3	2 ▲ 1
suzuki outboard bundaberge	58	1	2 ▾ 1
boat trailers for sale	23M	4	2 ▲ 2
used boat for sale bundaberg	112K	5	3 ▲ 2
boating bundaberg	589K	3	3

Keyword	Results	Month ago ▲	Current rankings
bundanberg boating	266K	4	3 ▲ 1
suzuki boat engines for sale	2.6M	3	3
new boat trailer for sale	183	4	3 ▲ 1
used quintrex boat trailers for sale	67	9	4 ▲ 5
fishing boat bundaberg	155K	4	7 ▼ 3
used boats for sale	98M	6	7 ▼ 1
fishing boat for sale	129	-	7 ▲ 93
suzuki outboard for sale	3.7M	7	8 ▼ 1
suzuki boat engine	31M	11	10 ▲ 1
used boat trailer for sale	38M	9	12 ▼ 3
cheap boats	94M	23	15 ▲ 8
used quintrex boat for sale	202K	16	16
quintrex boat	1.2M	43	19 ▲ 24
suzuki outboard	41M	27	19 ▲ 8
suzuki motor boat	24M	15	19 ▼ 4
boat engines	446M	39	22 ▲ 17
renegade boat for sale	3.1M	24	25 ▼ 1
boat finance	217M	66	25 ▲ 41
new quintrex boat for sale	289K	27	26 ▲ 1
buy quintrex boat for sale	301K	30	32 ▼ 2
aluminium boat trailer	5.3M	31	32 ▼ 1
suzuki boat engine parts	7.7M	44	35 ▲ 9
suzuki outboard motors	3M	35	35
renegade boat	6.5M	65	51 ▲ 14
outboard motor	370M	-	-
garmin boat	16M	-	-
tinny boat for sale	351K	-	-

Keyword	Results	Month ago ▲	Current rankings
explorer boat	105M	-	-
quintrex boat for sale	292K	26	-
dinghy boat for sale	10M	91	-
boat centre console	6.7M	30	-
marine shop	903M	-	-
quintrex tinnie	37K	-	-
tinnie boat	2.6M	-	-
side console boat for sale	11M	-	-

 Google Australia (Bundaberg, Queensland, Australia)

Keyword	Results	Month ago ▲	Current rankings
📁 General			
new boat for sale bundaberg	184K	1	1
quintrex boat for sale bundaberg	13K	1	1
quintrex boat bundaberge	44	1	1
new boats for sale	135M	2	1 ▲ 1
boats galore	84	1	1
boat for sale bundaberg	185K	2	2
suzuki boat engine bundanberg	35	2	2
renegade boat bundanberge	32	2	2
suzuki outboard bundaberge	58	1	2 ▼ 1
new boat trailer for sale	183	7	3 ▲ 4
bundaberg boats	203K	4	4
quintrex boat dealer	427K	4	4
outboard motor bundaberg	14K	6	5 ▲ 1
used boat for sale bundaberg	112K	8	6 ▲ 2
boating bundaberg	589K	6	6
bundanberg boating	266K	8	6 ▲ 2

Keyword	Results	Month ago ▲	Current rankings
suzuki boat engines for sale	2.6M	6	6
boat trailers for sale	23M	8	6 ▲ 2
fishing boat bundaberg	155K	5	7 ▼ 2
used quintrex boat trailers for sale	67	12	7 ▲ 5
suzuki outboard for sale	3.7M	7	8 ▼ 1
suzuki boat engine	31M	12	10 ▲ 2
used boats for sale	98M	8	11 ▼ 3
used quintrex boat for sale	202K	14	11 ▲ 3
used boat trailer for sale	38M	13	16 ▼ 3
suzuki motor boat	24M	12	17 ▼ 5
cheap boats	94M	25	19 ▲ 6
new quintrex boat for sale	289K	27	22 ▲ 5
suzuki outboard	41M	28	23 ▲ 5
boat engines	446M	42	23 ▲ 19
buy quintrex boat for sale	301K	32	31 ▲ 1
suzuki boat engine parts	7.7M	42	34 ▲ 8
renegade boat for sale	3.1M	24	37 ▼ 13
boat finance	217M	67	37 ▲ 30
boat centre console	6.7M	32	48 ▼ 16
garmin boat	16M	-	49 ▲ 51
aluminium boat trailer	5.3M	32	56 ▼ 24
renegade boat	6.5M	-	59 ▲ 41
quintrex boat	1.2M	22	70 ▼ 48
outboard motor	370M	-	-
tinny boat for sale	351K	-	-
explorer boat	105M	-	-

Keyword	Results	Month ago ▲	Current rankings
quintrex boat for sale	292K	24	-
dinghy boat for sale	10M	88	-
fishing boat for sale	129	-	-
marine shop	903M	-	-
suzuki outboard motors	3M	41	-
quintrex tinnie	37K	-	-
tinnie boat	2.6M	-	-
side console boat for sale	11M	-	-

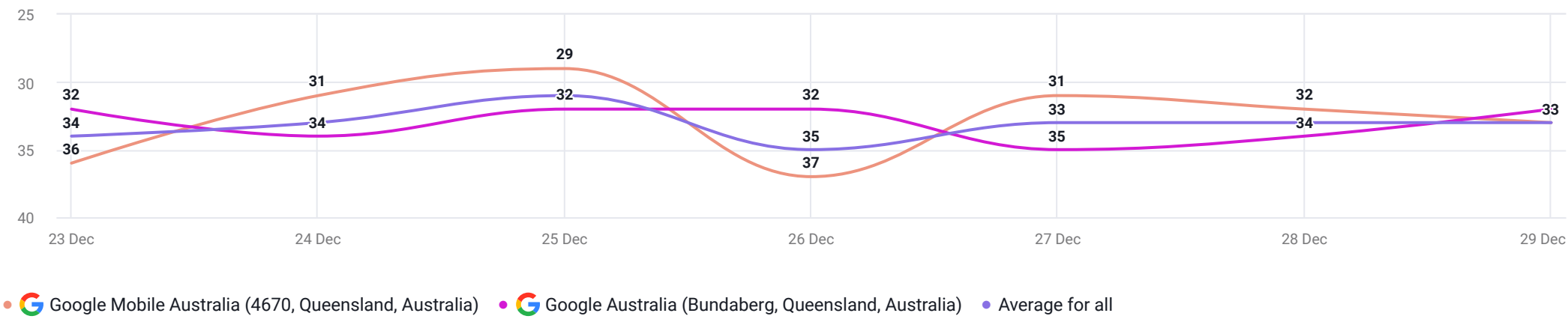
Distribution of Keywords

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	18	5	9	8	10	33
 General	50	18	5	9	8	10	33
 Google Australia (Bundaberg, Queensland, Australia)	50	9	15	10	5	11	33
 General	50	9	15	10	5	11	33

Average Position Trend

Average position

Dec-23 2024 - Dec-29 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

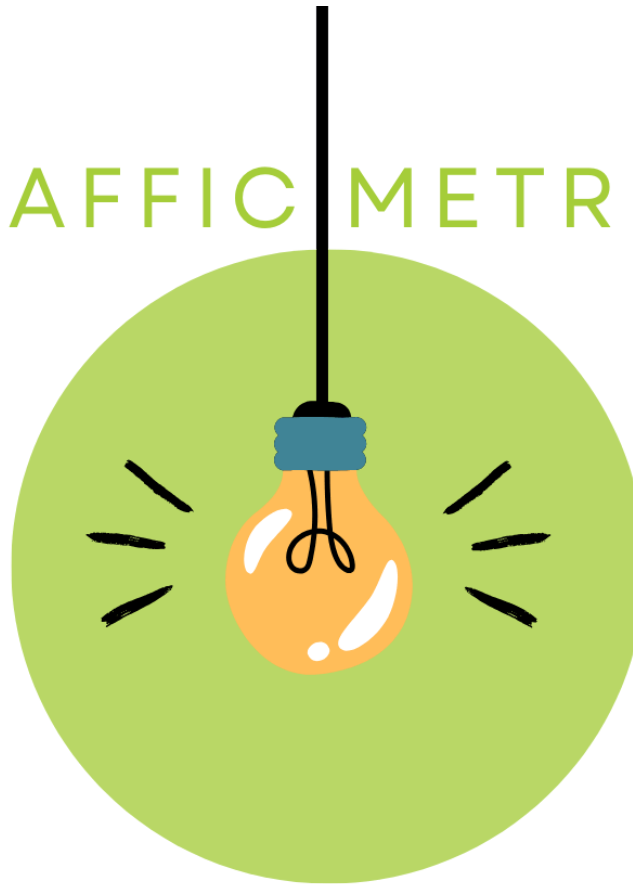
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

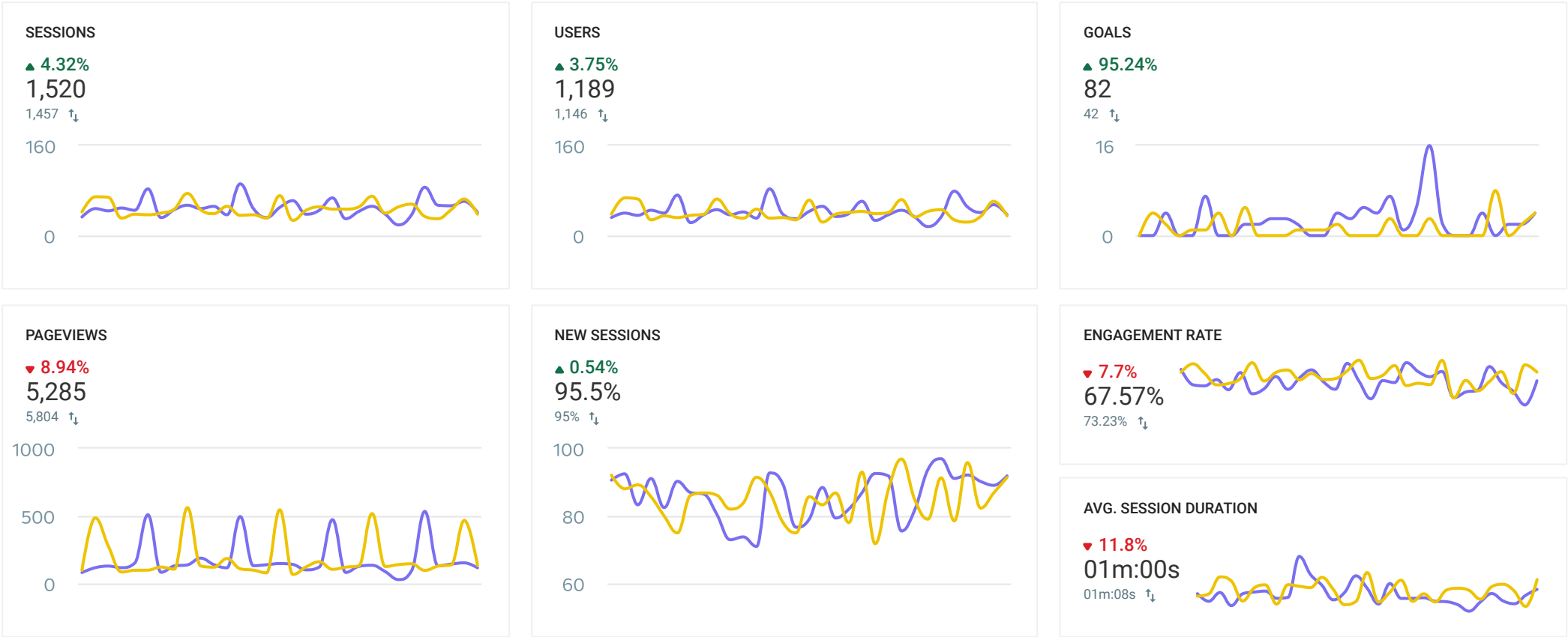
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Dec-01 2024 - Dec-31 2024



● Dec-01 2024 - Dec-31 2024 ● Oct-31 2024 - Nov-30 2024

Pages

All pages GOOGLE ANALYTICS

Dec-01 2024 - Dec-31 2024

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Dec-01 2024 - Dec-31 2024	626	86.19%	478	894	21s	78.91%	0
2	/BoatRanges/UsedBoats							
	Dec-01 2024 - Dec-31 2024	227	15.08%	199	281	28s	93.39%	0
3	/BoatRanges/NewBoats							
	Dec-01 2024 - Dec-31 2024	207	9.49%	158	345	36s	94.2%	0
4	/BoatRanges/NewBoats/460-renegade-sc-1							
	Dec-01 2024 - Dec-31 2024	121	8.64%	81	141	26s	85.12%	0
5	/boatranges/newboats/quintrex							
	Dec-01 2024 - Dec-31 2024	99	2.3%	87	144	38s	95.96%	0
6	/buying-a-boat/news/all-about-quintrex-boats-know-which-model-is-perfect-for-you							
	Dec-01 2024 - Dec-31 2024	89	95%	80	102	37s	65.17%	0
7	/boatranges/usedboats							

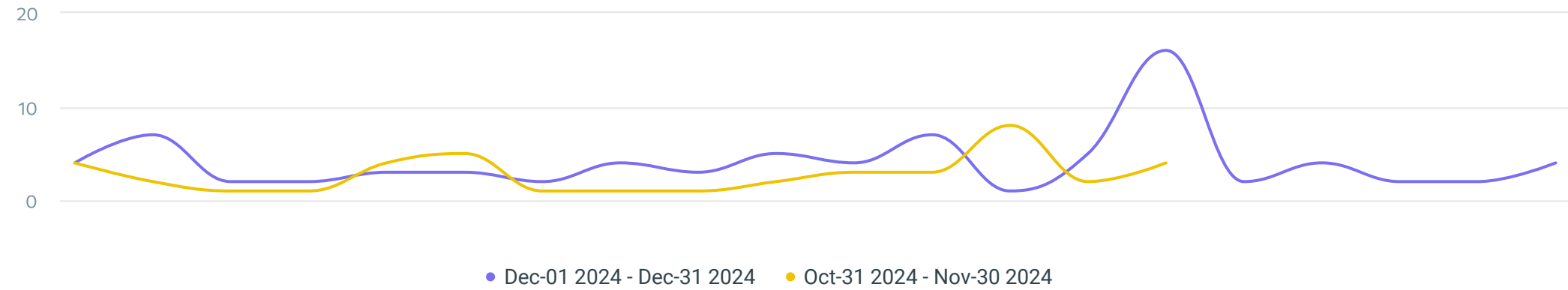
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Dec-01 2024 - Dec-31 2024	82	0%	77	103	32s	95.12%	0
8	/products/all-categories/Trailers/move-trailers							
	Dec-01 2024 - Dec-31 2024	78	55.41%	74	123	29s	84.62%	0
9	/BoatRanges/Quintrex							
	Dec-01 2024 - Dec-31 2024	70	4.69%	64	89	25s	97.14%	0
10	/products/all-categories/quintrex-parts-and-accessories							
	Dec-01 2024 - Dec-31 2024	64	79.03%	62	83	25s	64.06%	0

Conversions

Goals GOOGLE ANALYTICS

Dec-01 2024 - Dec-31 2024

Goals



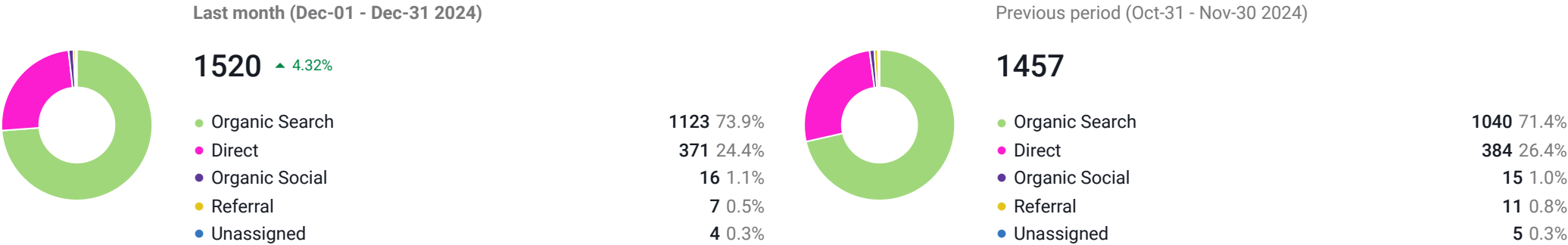
No.	Goal	Goals	Goal value
1	Book_A_Service		
	Dec-01 2024 - Dec-31 2024	42	0
	Oct-31 2024 - Nov-30 2024	16	0
	% Change	▲ 162.5%	
2	all_success_enquiries		
	Dec-01 2024 - Dec-31 2024	35	0
	Oct-31 2024 - Nov-30 2024	14	0

No.	Goal	Goals	Goal value
	% Change	▲ 150%	
3	Click_location_button		
	Dec-01 2024 - Dec-31 2024	3	0
	Oct-31 2024 - Nov-30 2024	0	0
	% Change		
4	file_download		
	Dec-01 2024 - Dec-31 2024	2	0
	Oct-31 2024 - Nov-30 2024	1	0
	% Change	▲ 100%	

Traffic Source

Overview: Sessions

Last month (Dec-01 - Dec-31 2024) ↑ Previous period (Oct-31 - Nov-30 2024)



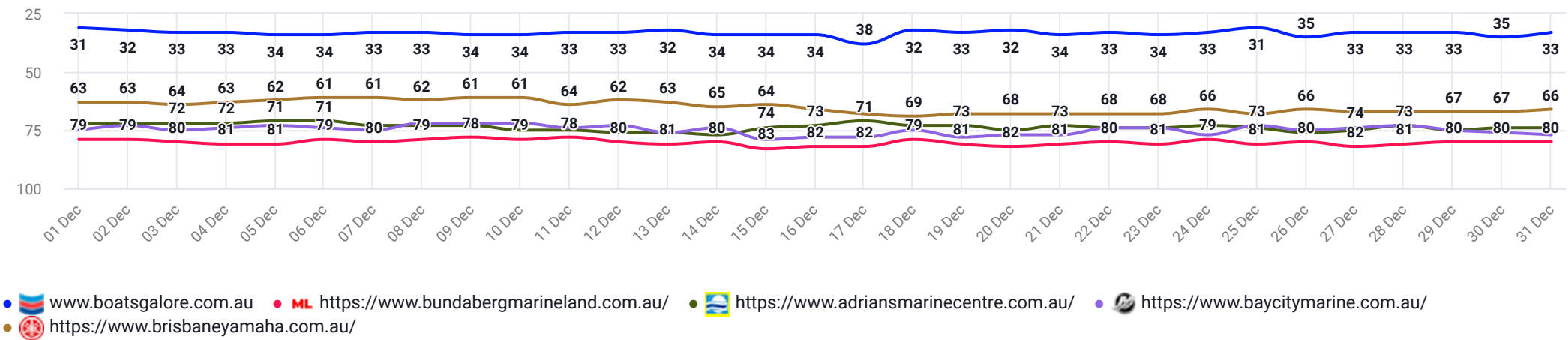
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Dec-01 2024 - Dec-31 2024	1.1K	805	841	71.68%	94.77%	46	68.67 sec	3.3K
Oct-31 2024 - Nov-30 2024	1K	785	809	75.48%	93.45%	24	77.46 sec	3.3K
% Change	▲ 8.0%	▲ 2.5%	▲ 4.0%	▼ -5.0%	▲ 1.4%	▲ 91.7%	▼ -11.3%	▲ 0.2%
2 Direct								
Dec-01 2024 - Dec-31 2024	371	204	330	54.99%	99.09%	13	34.34 sec	1.9K
Oct-31 2024 - Nov-30 2024	384	256	318	66.67%	100%	17	39.37 sec	2.4K
% Change	▼ -3.4%	▼ -20.3%	▲ 3.8%	▼ -17.5%	▼ -0.9%	▼ -23.5%	▼ -12.8%	▼ -19.2%
3 Organic Social								
Dec-01 2024 - Dec-31 2024	16	12	13	75%	84.62%	2	82.38 sec	64
Oct-31 2024 - Nov-30 2024	15	14	14	93.33%	92.86%	0	87.87 sec	62
% Change	▲ 6.7%	▼ -14.3%	▼ -7.1%	▼ -19.6%	▼ -8.9%	▼ 0%	▼ -6.2%	▲ 3.2%
4 Referral								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Dec-01 2024 - Dec-31 2024	7	5	3	71.43%	33.33%	21	29.57 sec	43
Oct-31 2024 - Nov-30 2024	11	11	3	100%	66.67%	1	116.36 sec	103
% Change	▼ -36.4%	▼ -54.5%	▼ 0%	▼ -28.6%	▼ -50.0%	▲ 2K%	▼ -74.6%	▼ -58.3%
5 Unassigned								
Dec-01 2024 - Dec-31 2024	4	0	4	0%	0%	0	11.75 sec	2
Oct-31 2024 - Nov-30 2024	5	0	5	0%	0%	0	67.4 sec	15
% Change	▼ -20%	▼ 0%	▼ -20%	▼ 0%	▼ 0%	▼ 0%	▼ -82.6%	▼ -86.7%

Competitors Average Position Trend

Average position

Dec-01 2024 - Dec-31 2024



HEALTH SCORE



Backlinks

