



SEO report

www.boatsgalore.com.au

JUL-01 2024 - JUL-31 2024





Table of Contents

Key Ranking Metrics 3

Keywords Ranking 4

Distribution of Keywords 8

Average Position Trend 9

Traffic Overview 11

Pages 11

Conversions 13

Traffic Source 15

Competitors Average Position Trend 17

Audit overview 18

Backlinks 19



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 40 ▾ 4	Search visibility 11.09% ▾ -5.07%	Traffic forecast 1752 ▾ 1154	Keywords in SERP 143
----------------------------	--------------------------------------	---------------------------------	-------------------------

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	30K	1	1
bundaberg boats	606K	1	1
renegade boat bundanberge	39	1	1
quintrex boat bundaberge	44	1	1
boats galore	32M	1	1
quintrex boat dealer	1.6M	1	1
boat for sale bundaberg	700K	3	2 ▲ 1
new boat for sale bundaberg	814K	1	2 ▾ 1
boating bundaberg	1.8M	2	2
suzuki boat engine bundanberg	37	3	2 ▲ 1
suzuki outboard bundaberge	54	3	2 ▲ 1
boat trailers for sale	37M	3	3
new boat trailer for sale	103M	2	3 ▾ 1
bundanberg boating	666K	5	4 ▲ 1



Keyword	Results	Month ago ▲	Current rankings
outboard motor bundaberg	102K	4	4
used boat for sale bundaberg	660K	4	5 ▼ 1
new boats for sale	232M	3	5 ▼ 2
used boats for sale	136M	9	5 ▲ 4
used boat trailer for sale	59M	3	5 ▼ 2
used quintrex boat trailers for sale	818K	3	5 ▼ 2
suzuki boat engines for sale	5.3M	5	6 ▼ 1
fishing boat for sale	151M	6	8 ▼ 2
suzuki outboard for sale	15M	8	9 ▼ 1
fishing boat bundaberg	656K	10	12 ▼ 2
new quintrex boat for sale	618K	10	13 ▼ 3
renegade boat for sale	4.7M	12	13 ▼ 1
renegade boat	12M	18	15 ▲ 3
suzuki outboard	46M	30	26 ▲ 4
suzuki motor boat	35M	21	27 ▼ 6
quintrex boat for sale	1.1M	26	28 ▼ 2
quintrex boat	1.5M	27	31 ▼ 4
suzuki outboard motors	6.8M	24	31 ▼ 7
aluminium boat trailer	11M	35	31 ▲ 4
buy quintrex boat for sale	577K	34	32 ▲ 2
suzuki boat engine parts	13M	39	34 ▲ 5
used quintrex boat for sale	328K	39	51 ▼ 12
garmin boat	36M	55	52 ▲ 3
suzuki boat engine	42M	16	64 ▼ 48
outboard motor	506M	-	-



Keyword	Results	Month ago ▲	Current rankings
tinny boat for sale	1.4M	-	-
explorer boat	83M	-	-
dinghy boat for sale	19M	-	-
boat centre console	7.4M	-	-
marine shop	476M	-	-
boat engines	383M	-	-
quintrex tinnie	51K	-	-
cheap boats	140M	86	-
tinnie boat	495K	-	-
side console boat for sale	15M	-	-

 Google Australia (Bundaberg, Queensland, Australia)

Keyword	Results	Month ago ▲	Current rankings
📁 General			
quintrex boat for sale bundaberg	30K	1	1
bundaberg boats	606K	1	1
renegade boat bundanberge	39	1	1
quintrex boat bundaberge	44	1	1
boats galore	32M	1	1
new boat for sale bundaberg	814K	1	2 ▼ 1
suzuki boat engine bundanberg	37	3	2 ▲ 1
suzuki outboard bundaberge	54	3	2 ▲ 1
boat trailers for sale	37M	6	3 ▲ 3
quintrex boat dealer	1.6M	4	4
boating bundaberg	1.8M	5	5
boat for sale bundaberg	700K	3	6 ▼ 3
bundanberg boating	666K	9	6 ▲ 3
used boat for sale bundaberg	660K	7	7



Keyword	Results	Month ago ▲	Current rankings
outboard motor bundaberg	102K	7	7
suzuki boat engines for sale	5.3M	5	7 ▼ 2
used quintrex boat trailers for sale	818K	6	7 ▼ 1
new boats for sale	232M	3	8 ▼ 5
used boat trailer for sale	59M	8	8
fishing boat for sale	151M	6	9 ▼ 3
suzuki outboard for sale	15M	7	9 ▼ 2
new boat trailer for sale	103M	7	9 ▼ 2
fishing boat bundaberg	656K	11	11
used boats for sale	136M	8	11 ▼ 3
renegade boat for sale	4.7M	12	12
new quintrex boat for sale	618K	10	14 ▼ 4
renegade boat	12M	17	15 ▲ 2
suzuki boat engine	42M	15	19 ▼ 4
suzuki motor boat	35M	21	25 ▼ 4
suzuki outboard	46M	30	28 ▲ 2
quintrex boat	1.5M	26	30 ▼ 4
quintrex boat for sale	1.1M	29	30 ▼ 1
suzuki outboard motors	6.8M	23	31 ▼ 8
aluminium boat trailer	11M	35	38 ▼ 3
buy quintrex boat for sale	577K	39	39
suzuki boat engine parts	13M	43	47 ▼ 4
used quintrex boat for sale	328K	38	49 ▼ 11
outboard motor	506M	-	-
garmin boat	36M	56	-
tinny boat for sale	1.4M	-	-



Keyword	Results	Month ago ▲	Current rankings
explorer boat	83M	-	-
dinghy boat for sale	19M	-	-
boat centre console	7.4M	-	-
marine shop	476M	-	-
boat engines	383M	-	-
quintrex tinnie	51K	-	-
cheap boats	140M	-	-
tinnie boat	495K	-	-
side console boat for sale	15M	-	-



Distribution of Keywords

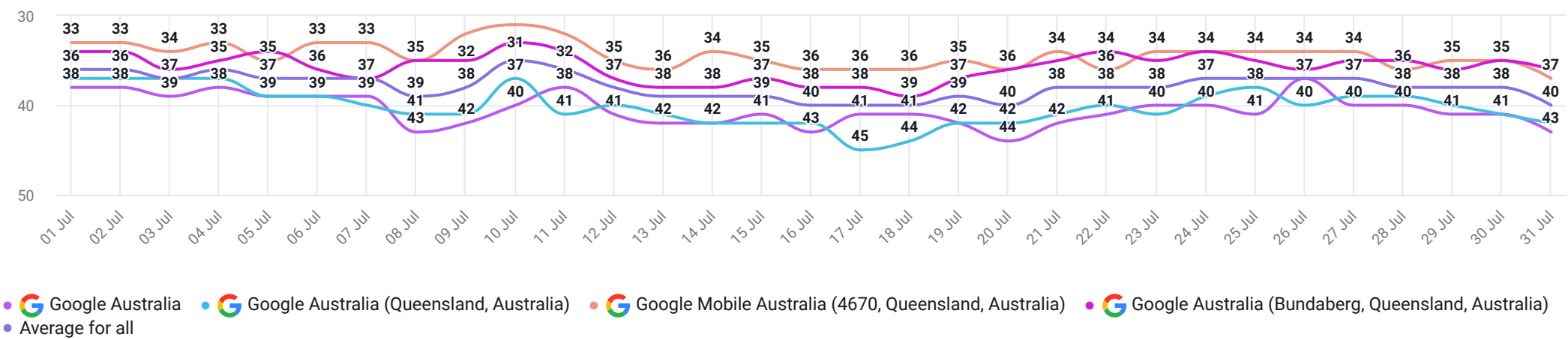
Search Engines	Total Keywords	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Australia	50	9	8	9	8	16	43
 General	50	9	8	9	8	16	43
 Google Australia (Queensland, Australia)	50	9	9	6	11	15	42
 General	50	9	9	6	11	15	42
 Google Mobile Australia (4670, Queensland, Australia)	50	11	13	7	5	14	37



Average Position Trend

Average position

Jul-01 2024 - Jul-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

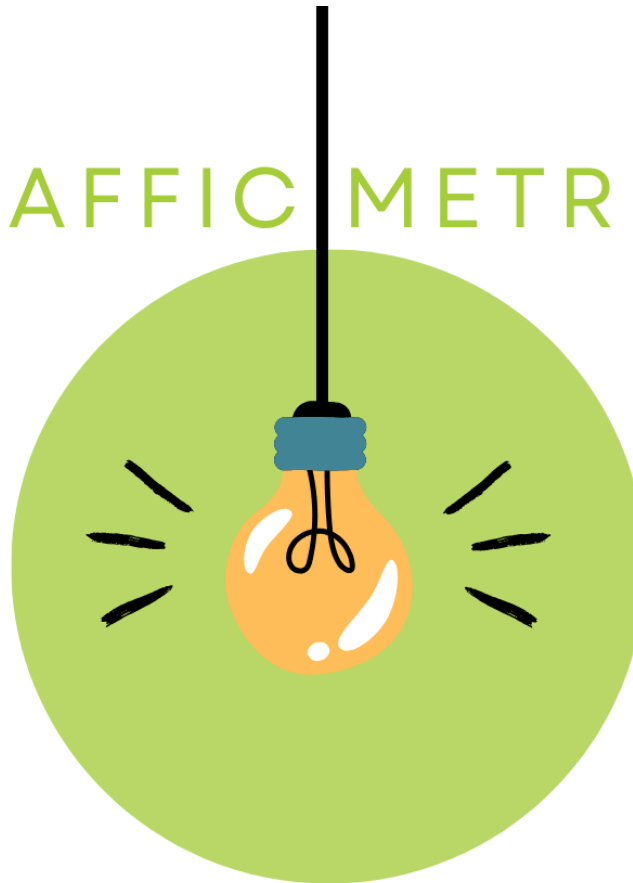
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

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

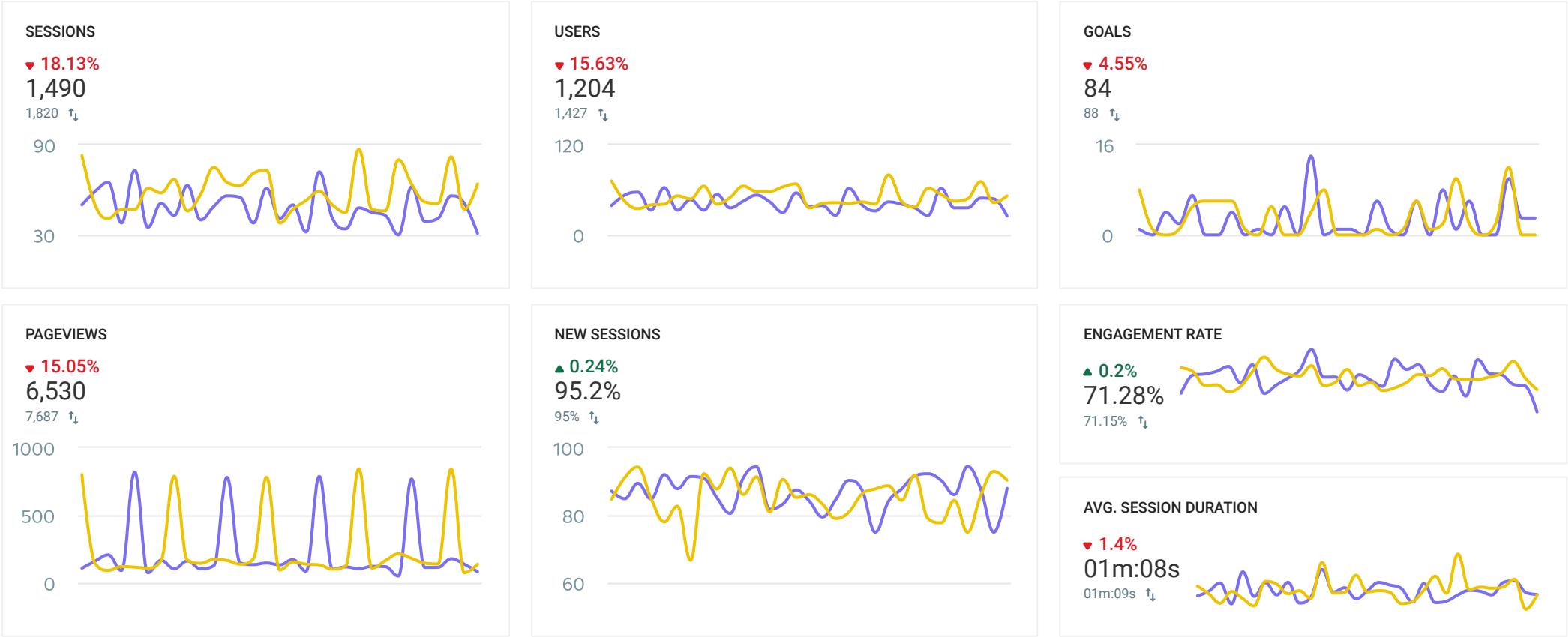




Traffic Overview

Audience GOOGLE ANALYTICS

Jul-01 2024 - Jul-31 2024



● Jul-01 2024 - Jul-31 2024 ● May-31 2024 - Jun-30 2024



Pages

All pages GOOGLE ANALYTICS

Jul-01 2024 - Jul-31 2024

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jul-01 2024 - Jul-31 2024	614	88.68%	468	907	17s	78.34%	6
2	/BoatRanges/UsedBoats							
	Jul-01 2024 - Jul-31 2024	254	25.45%	224	333	31s	89.37%	0
3	/BoatRanges/NewBoats							
	Jul-01 2024 - Jul-31 2024	175	6.62%	136	252	36s	90.86%	2
4	/products/all-categories/Trailers/move-trailers							
	Jul-01 2024 - Jul-31 2024	142	64.39%	132	243	27s	85.92%	1
5	/boatranges/usedboats							
	Jul-01 2024 - Jul-31 2024	109	3%	100	135	38s	95.41%	0
6	/BoatRanges/Quintrex/DownloadSpecs							
	Jul-01 2024 - Jul-31 2024	99	9.09%	99	347	04s	100%	0



No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
7	/boatranges/newboats/quintrex							
	Jul-01 2024 - Jul-31 2024	98	0%	76	152	39s	97.96%	0
8	/BoatRanges/Quintrex							
	Jul-01 2024 - Jul-31 2024	77	7.35%	68	97	33s	92.21%	0
9	/BoatRanges/Quintrex/Tinnie							
	Jul-01 2024 - Jul-31 2024	70	81.82%	66	75	44s	65.71%	0
10	/BoatRanges/UsedBoats/seaman-mkii							
	Jul-01 2024 - Jul-31 2024	59	48.21%	56	63	28s	79.66%	0

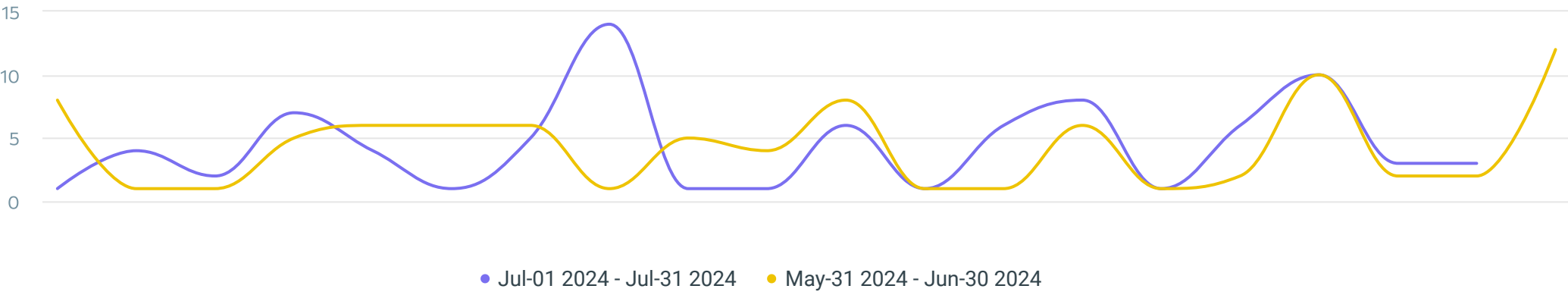


Conversions

Goals GOOGLE ANALYTICS

Jul-01 2024 - Jul-31 2024

Goals



No.	Goal	Goals	Goal value
1	Book_A_Service		
	Jul-01 2024 - Jul-31 2024	37	0
	May-31 2024 - Jun-30 2024	39	0
	% Change	▼ 5.1%	
2	all_success_enquiries		
	Jul-01 2024 - Jul-31 2024	32	0
	May-31 2024 - Jun-30 2024	29	0



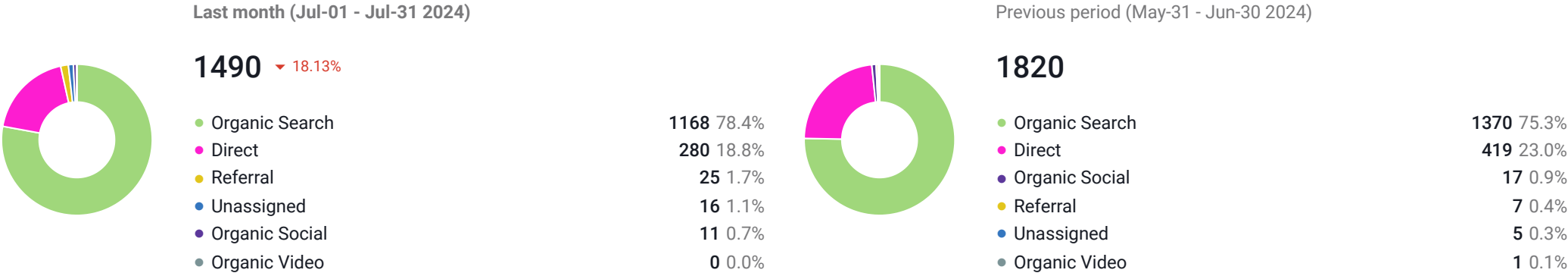
No.	Goal	Goals	Goal value
	% Change	▲ 10.3%	
3	Click_Telephone		
	Jul-01 2024 - Jul-31 2024	13	0
	May-31 2024 - Jun-30 2024	18	0
	% Change	▼ 27.8%	
4	Click_location_button		
	Jul-01 2024 - Jul-31 2024	1	0
	May-31 2024 - Jun-30 2024	1	0
	% Change		
5	file_download		
	Jul-01 2024 - Jul-31 2024	1	0
	May-31 2024 - Jun-30 2024	1	0
	% Change		



Traffic Source

Overview: Sessions

Last month (Jul-01 - Jul-31 2024) ↑ Previous period (May-31 - Jun-30 2024)



Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Jul-01 2024 - Jul-31 2024	1.2K	853	925	73.03%	94.38%	43	64.75 sec	3.3K
May-31 2024 - Jun-30 2024	1.4K	1K	1K	73.8%	93.98%	47	70.28 sec	3.6K
% Change	▼ -14.7%	▼ -15.6%	▼ -11.6%	▼ -1.0%	▲ 0.4%	▼ -8.5%	▼ -7.9%	▼ -9.5%
2 Direct								
Jul-01 2024 - Jul-31 2024	280	185	258	66.07%	100.39%	29	64.45 sec	3K
May-31 2024 - Jun-30 2024	419	264	359	63.01%	97.77%	40	68.47 sec	4K
% Change	▼ -33.2%	▼ -29.9%	▼ -28.1%	▲ 4.9%	▲ 2.7%	▼ -27.5%	▼ -5.9%	▼ -24.5%
3 Referral								
Jul-01 2024 - Jul-31 2024	25	16	9	64%	33.33%	11	218.44 sec	178
May-31 2024 - Jun-30 2024	7	6	6	85.71%	66.67%	0	31.29 sec	33

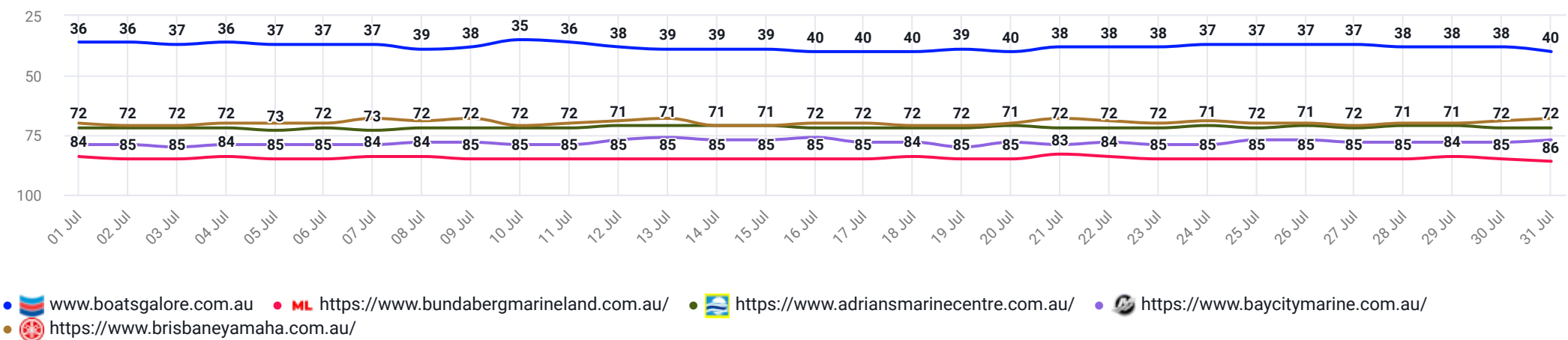


Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
% Change	▲ 257.1%	▲ 166.7%	▲ 50%	▼ -25.3%	▼ -50.0%	▼ 0%	▲ 598.1%	▲ 439.4%
4 Unassigned								
Jul-01 2024 - Jul-31 2024	16	0	16	0%	0%	1	67.81 sec	26
May-31 2024 - Jun-30 2024	5	0	5	0%	0%	0	58 sec	9
% Change	▲ 220.0%	▼ 0%	▲ 220.0%	▼ 0%	▼ 0%	▼ 0%	▲ 16.9%	▲ 188.9%
5 Organic Social								
Jul-01 2024 - Jul-31 2024	11	8	11	72.73%	100%	0	69.82 sec	39
May-31 2024 - Jun-30 2024	17	12	17	70.59%	94.12%	1	19.65 sec	30
% Change	▼ -35.3%	▼ -33.3%	▼ -35.3%	▲ 3.0%	▲ 6.2%	▼ -100%	▲ 255.3%	▲ 30%
6 Organic Video								
Jul-01 2024 - Jul-31 2024	-	-	-	-	-	-	-	-
May-31 2024 - Jun-30 2024	1	1	1	100%	100%	0	12 sec	1
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%



Competitors Average Position Trend

Average position Jul-01 2024 - Jul-31 2024





Audit overview

 www.boatsgalore.com.au

HEALTH SCORE





Backlinks

 www.boatsgalore.com.au

