



SEO report

www.boatsgalore.com.au

JUN-01 2024 - JUN-30 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.

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.



Key Ranking Metrics

 www.boatsgalore.com.au

Average position 36 ▾ 2	Search visibility 12.91% ▾ -9.81%	Traffic forecast 2442 ▾ 1027	Keywords in SERP 153
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Keywords Ranking

 www.boatsgalore.com.au

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

 Google Australia (Queensland, Australia)

Keyword	Results	Month ago ▲	Current rankings
📁 General			
new boat for sale bundaberg	1.6M	1	1
quintrex boat for sale bundaberg	23K	1	1
bundaberg boats	1.7M	1	1
renegade boat bundanberge	38	1	1
quintrex boat bundaberge	39	1	1
boats galore	26M	1	1
boating bundaberg	3.8M	2	2
boat for sale bundaberg	986K	3	3
suzuki boat engine bundanberg	36	3	3
outboard motor bundaberg	142K	4	3 ▲ 1
suzuki outboard bundaberge	58	3	3
boat trailers for sale	39M	5	3 ▲ 2
used boat for sale bundaberg	1M	3	4 ▾ 1
suzuki boat engines for sale	5.5M	4	5 ▾ 1



Keyword	Results	Month ago ▲	Current rankings
bundanberg boating	1.9M	5	6 ▼ 1
new boat trailer for sale	141M	8	6 ▲ 2
suzuki outboard for sale	9.8M	7	7
used quintrex boat trailers for sale	1.6M	11	8 ▲ 3
used boat trailer for sale	93M	34	10 ▲ 24
quintrex boat dealer	374K	10	11 ▼ 1
fishing boat bundaberg	1.1M	8	12 ▼ 4
renegade boat for sale	4M	51	12 ▲ 39
renegade boat	8.3M	-	17 ▲ 83
suzuki boat engine	46M	14	18 ▼ 4
suzuki outboard motors	6.9M	14	20 ▼ 6
used boats for sale	136M	27	22 ▲ 5
new quintrex boat for sale	1.5M	19	22 ▼ 3
suzuki motor boat	27M	16	25 ▼ 9
quintrex boat for sale	1.7M	29	30 ▼ 1
suzuki outboard	41M	19	31 ▼ 12
new boats for sale	153M	29	31 ▼ 2
buy quintrex boat for sale	2.3M	38	32 ▲ 6
quintrex boat	1.4M	51	33 ▲ 18
aluminium boat trailer	11M	43	35 ▲ 8
used quintrex boat for sale	947K	30	39 ▼ 9
suzuki boat engine parts	15M	37	41 ▼ 4
garmin boat	28M	70	52 ▲ 18
boat engines	63M	-	88 ▲ 12
outboard motor	679M	-	-



Keyword	Results	Month ago ▲	Current rankings
tinny boat for sale	2M	12	-
explorer boat	87M	-	-
dinghy boat for sale	16M	-	-
boat centre console	7.5M	-	-
fishing boat for sale	155M	-	-
marine shop	1.3B	-	-
quintrex tinnie	34K	-	-
cheap boats	342M	-	-
tinnie boat	1.3M	-	-
side console boat for sale	14M	-	-

 Google Mobile Australia (4670, Queensland, Australia)

Keyword	Results	Month ago ▲	Current rankings
General			
new boat for sale bundaberg	1.6M	2	1 ▲ 1
quintrex boat for sale bundaberg	23K	1	1
bundaberg boats	1.7M	1	1
renegade boat bundanberge	38	1	1
quintrex boat bundaberge	39	1	1
boats galore	26M	1	1
quintrex boat dealer	374K	3	1 ▲ 2
boating bundaberg	3.8M	2	2
boat for sale bundaberg	986K	3	3
suzuki boat engine bundanberg	36	3	3
suzuki outboard bundaberge	58	3	3
new boats for sale	153M	10	3 ▲ 7
boat trailers for sale	39M	3	3
used quintrex boat trailers for sale	1.6M	3	3



Keyword	Results	Month ago ▲	Current rankings
used boat for sale bundaberg	1M	3	4 ▼ 1
outboard motor bundaberg	142K	4	4
new boat trailer for sale	141M	3	4 ▼ 1
bundanberg boating	1.9M	2	5 ▼ 3
fishing boat for sale	155M	6	5 ▲ 1
suzuki boat engines for sale	5.5M	5	5
used boat trailer for sale	93M	5	5
used boats for sale	136M	6	8 ▼ 2
suzuki outboard for sale	9.8M	6	8 ▼ 2
new quintrex boat for sale	1.5M	11	10 ▲ 1
fishing boat bundaberg	1.1M	8	11 ▼ 3
renegade boat for sale	4M	55	13 ▲ 42
suzuki boat engine	46M	14	16 ▼ 2
suzuki motor boat	27M	15	20 ▼ 5
quintrex boat	1.4M	3	21 ▼ 18
suzuki outboard motors	6.9M	10	24 ▼ 14
quintrex boat for sale	1.7M	23	26 ▼ 3
suzuki outboard	41M	10	30 ▼ 20
buy quintrex boat for sale	2.3M	20	34 ▼ 14
aluminium boat trailer	11M	45	34 ▲ 11
renegade boat	8.3M	-	37 ▲ 63
suzuki boat engine parts	15M	38	37 ▲ 1
used quintrex boat for sale	947K	41	38 ▲ 3
garmin boat	28M	63	59 ▲ 4
cheap boats	342M	13	86 ▼ 73



Keyword	Results	Month ago ▲	Current rankings
boat engines	63M	-	98 ▲ 2
outboard motor	679M	-	-
tinny boat for sale	2M	10	-
explorer boat	87M	-	-
dinghy boat for sale	16M	-	-
boat centre console	7.5M	-	-
marine shop	1.3B	20	-
quintrex tinnie	34K	-	-
tinnie boat	1.3M	-	-
side console boat for sale	14M	-	-



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	12	6	12	8	12	37
 General	50	12	6	12	8	12	37
 Google Australia (Queensland, Australia)	50	12	6	12	8	12	37
 General	50	12	6	12	8	12	37
 Google Mobile Australia (4670, Queensland, Australia)	50	15	9	10	5	11	33

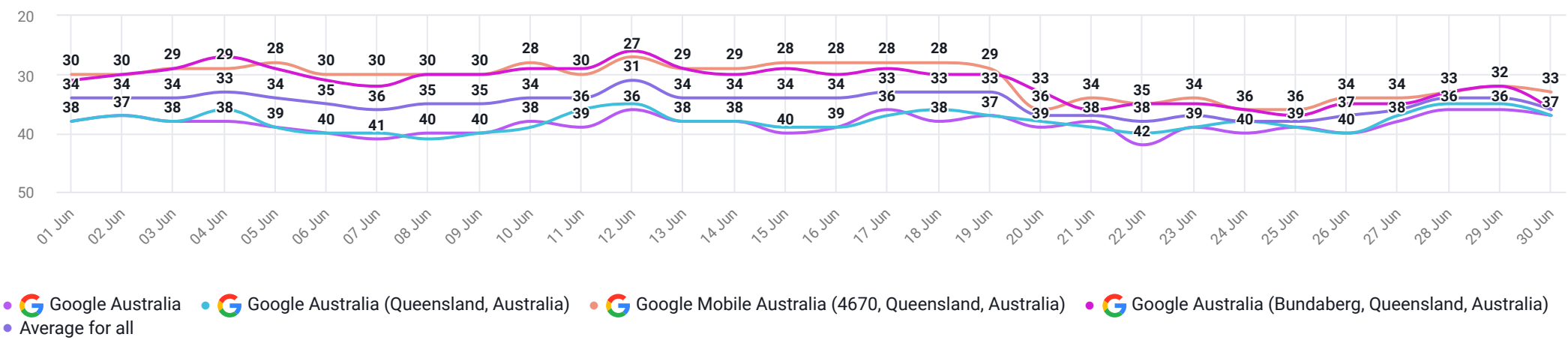


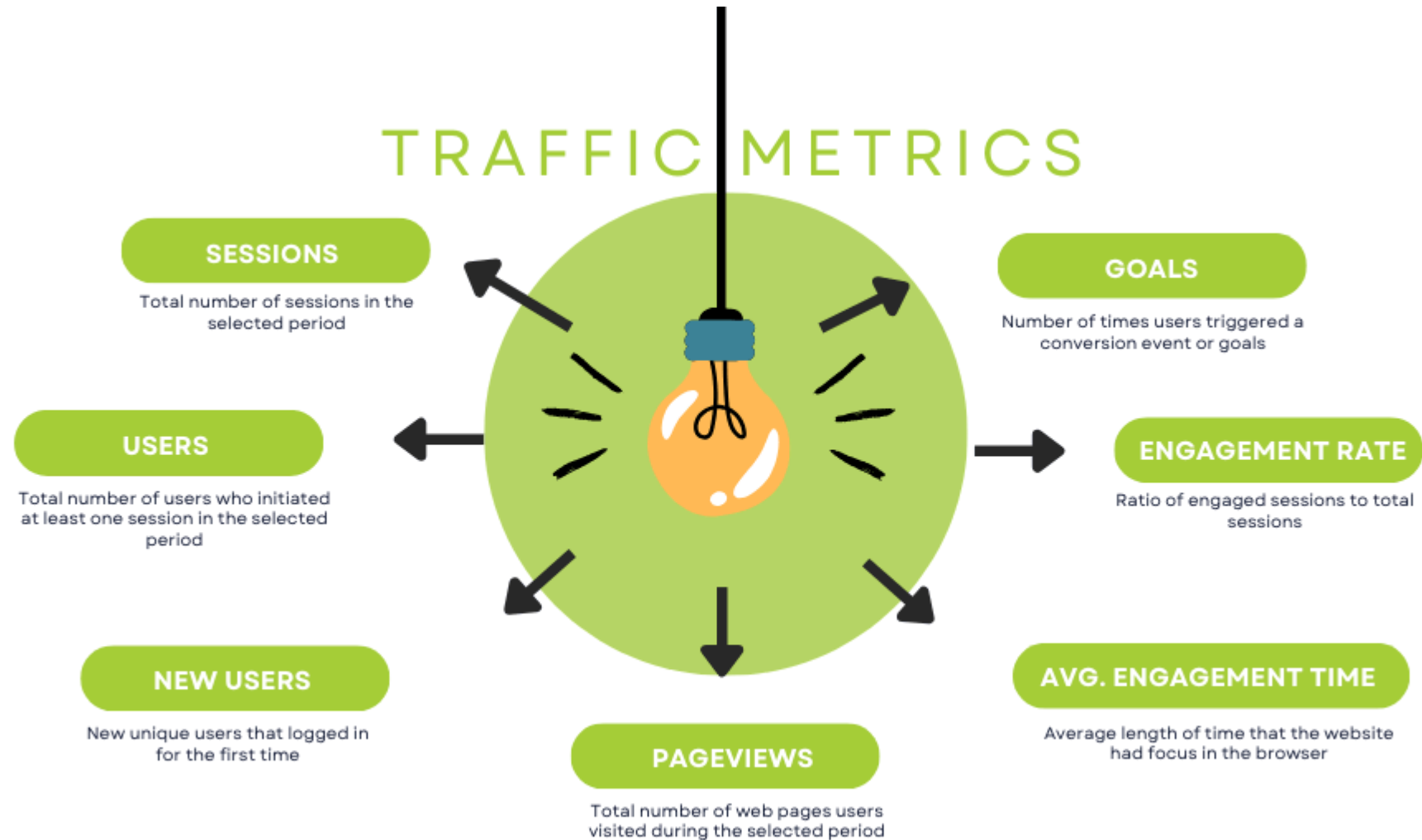
Average Position Trend

www.boatsgalore.com.au

Average position

Jun-01 2024 - Jun-30 2024



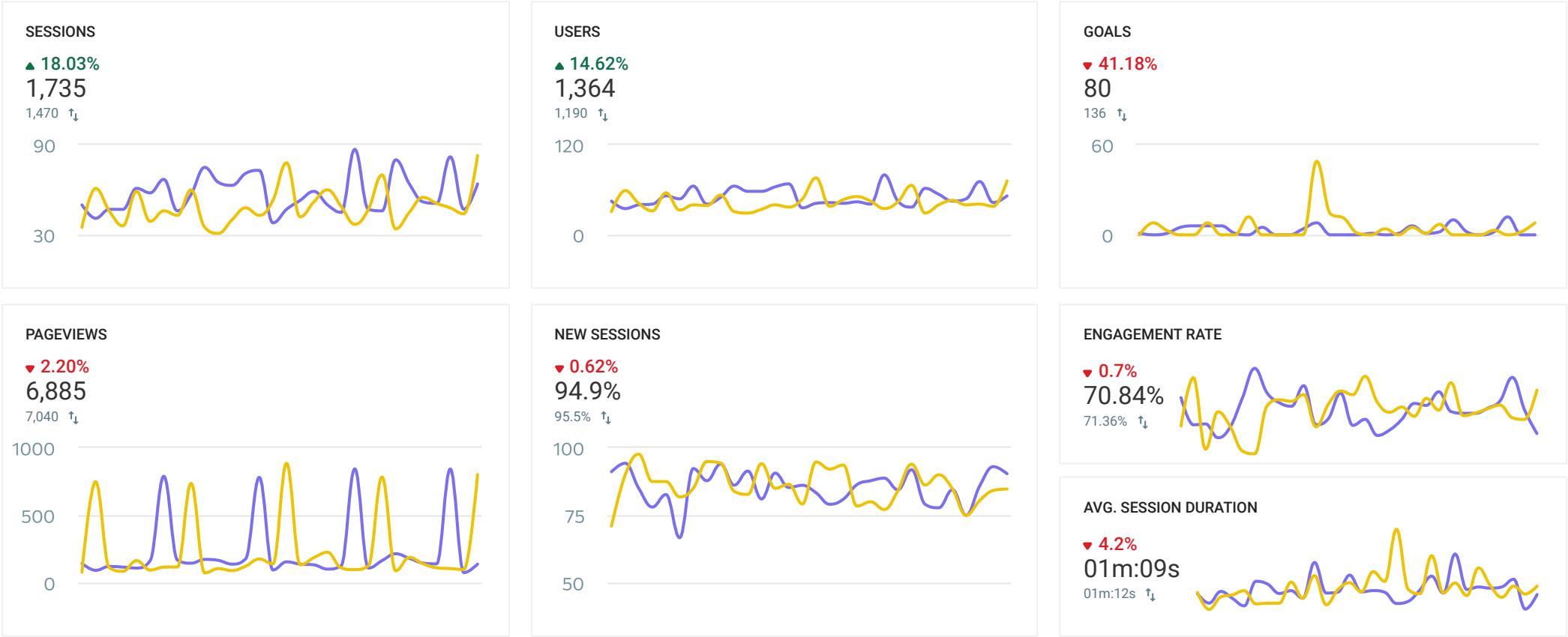




Traffic Overview

Audience GOOGLE ANALYTICS

Jun-01 2024 - Jun-30 2024



• Jun-01 2024 - Jun-30 2024 • May-02 2024 - May-31 2024



Pages

All pages GOOGLE ANALYTICS

Jun-01 2024 - Jun-30 2024

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Pageviews per session	Average session	Bounce rate	Goals
1	/								
	Jun-01 2024 - Jun-30 2024	635	84.11%	472	913		20s		12
2	/BoatRanges/UsedBoats								
	Jun-01 2024 - Jun-30 2024	270	31.74%	230	367		38s		0
3	/BoatRanges/NewBoats								
	Jun-01 2024 - Jun-30 2024	190	13.79%	145	306		42s		0
4	/products/all-categories/Trailers/move-trailers								
	Jun-01 2024 - Jun-30 2024	133	66.67%	123	194		22s		0
5	/boatranges/usedboats								
	Jun-01 2024 - Jun-30 2024	126	4%	100	148		48s		0
6	/buying-a-boat/news/why-you-should-switch-to-using-outboard-motor-engines								
	Jun-01 2024 - Jun-30 2024	107	91.67%	96	117		44s		0



No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Pageviews per session	Average session	Bounce rate	Goals
7	/BoatRanges/Quintrex/DownloadSpecs								
	Jun-01 2024 - Jun-30 2024	102	18.63%	102	349		07s		0
8	/boatranges/newboats/quintrex								
	Jun-01 2024 - Jun-30 2024	101	4.11%	73	157		47s		0
9	/BoatRanges/Quintrex								
	Jun-01 2024 - Jun-30 2024	77	18.31%	71	107		31s		0
10	/BoatRanges/UsedBoats/seaman-mkii								
	Jun-01 2024 - Jun-30 2024	73	42.59%	54	79		41s		0

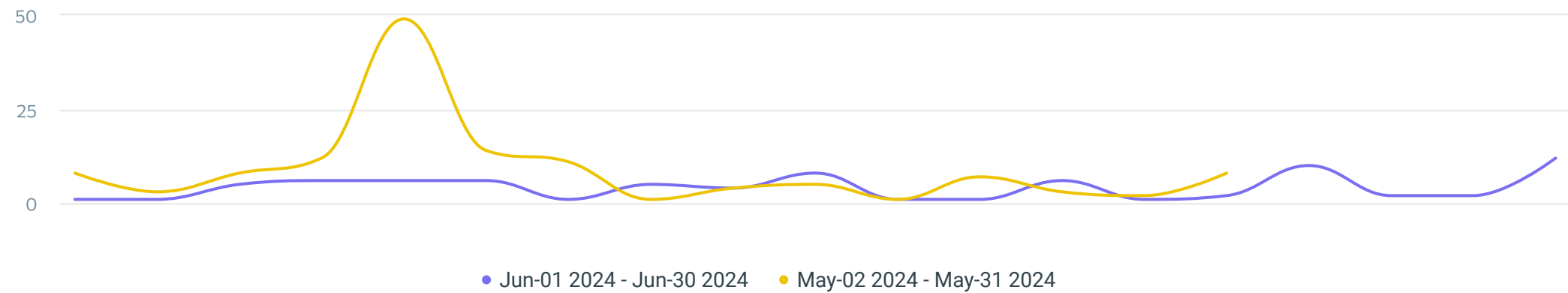


Conversions

Goals GOOGLE ANALYTICS

Jun-01 2024 - Jun-30 2024

Goals



No.	Goal	Goals	Goal value
1	Book_A_Service		
	Jun-01 2024 - Jun-30 2024	33	0
	May-02 2024 - May-31 2024	95	0
	% Change	▼ 65.3%	
2	all_success_enquiries		
	Jun-01 2024 - Jun-30 2024	27	0
	May-02 2024 - May-31 2024	19	0



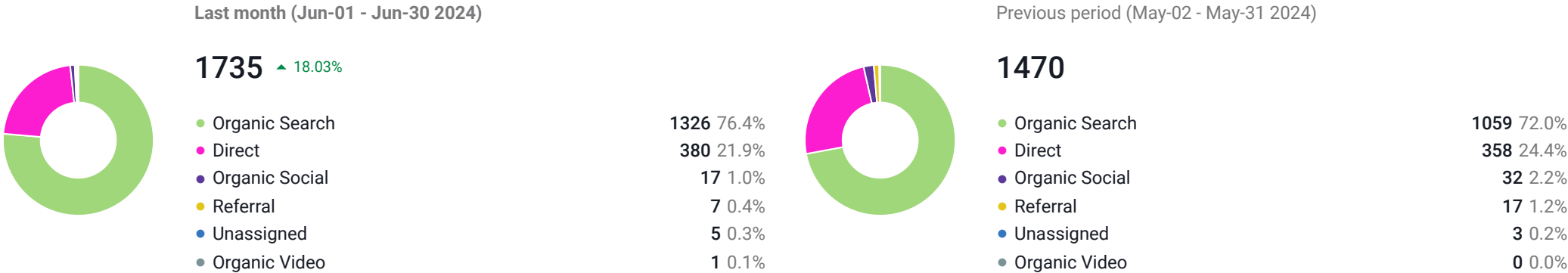
No.	Goal	Goals	Goal value
	% Change	▲ 42.1%	
3	Click_Telephone		
	Jun-01 2024 - Jun-30 2024	18	0
	May-02 2024 - May-31 2024	9	0
	% Change	▲ 100%	
4	Click_location_button		
	Jun-01 2024 - Jun-30 2024	1	0
	May-02 2024 - May-31 2024	13	0
	% Change	▼ 92.3%	
5	file_download		
	Jun-01 2024 - Jun-30 2024	1	0
	May-02 2024 - May-31 2024	0	0
	% Change		



Traffic Source

Overview: Sessions

Last month (Jun-01 - Jun-30 2024) ↑↓ Previous period (May-02 - May-31 2024)





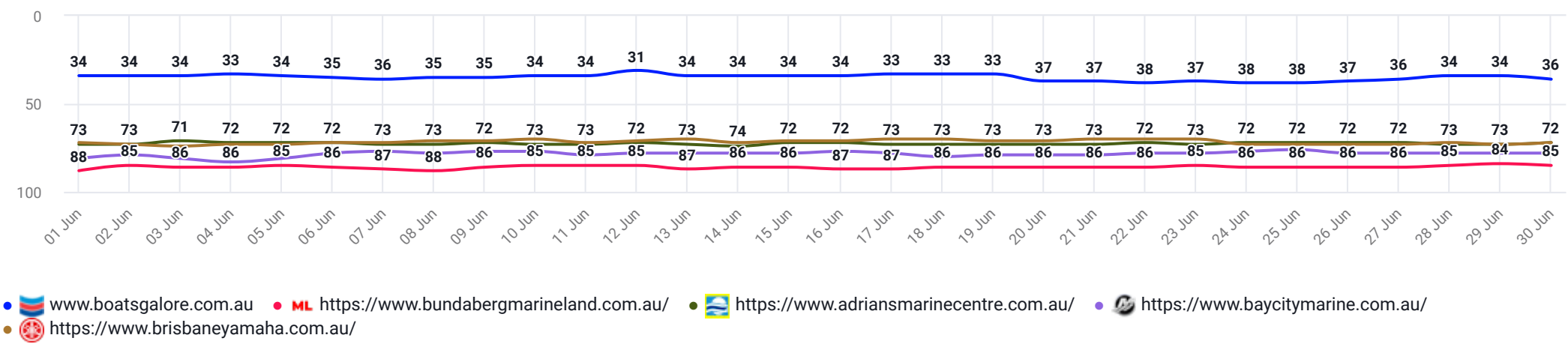
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
% Change	▼ -46.9%	▼ -50%	▼ -45.2%	▼ -5.9%	▼ -5.9%	▼ 0%	▼ -50.6%	▼ -62.5%
4 Referral								
Jun-01 2024 - Jun-30 2024	7	6	6	85.71%	66.67%	0	31.29 sec	33
May-02 2024 - May-31 2024	17	13	12	76.47%	83.33%	65	46.18 sec	97
% Change	▼ -58.8%	▼ -53.8%	▼ -50%	▲ 12.1%	▼ -20.0%	▼ -100%	▼ -32.2%	▼ -66.0%
5 Unassigned								
Jun-01 2024 - Jun-30 2024	5	0	5	0%	0%	0	58 sec	9
May-02 2024 - May-31 2024	3	0	3	0%	0%	0	16 sec	2
% Change	▲ 66.7%	▼ 0%	▲ 66.7%	▼ 0%	▼ 0%	▼ 0%	▲ 262.5%	▲ 350%
6 Organic Video								
Jun-01 2024 - Jun-30 2024	1	1	1	100%	100%	0	12 sec	1
May-02 2024 - May-31 2024	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%



Competitors Average Position Trend

Average position

Jun-01 2024 - Jun-30 2024





Audit overview

HEALTH SCORE





Backlinks

 www.boatsgalore.com.au

