



SEO report

www.boatsgalore.com.au

MAY-01 2024 - MAY-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.

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 33 ▾ 1	Search visibility 25.26% ▾ -0.91%	Traffic forecast 3927 ▲ 16	Keywords in SERP 158
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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	Current rankings ▲	Month ago
General			
new boat for sale bundaberg	1.1M	1 ▲ 1	2
quintrex boat for sale bundaberg	81	1	1
bundaberg boats	539K	1	1
renegade boat bundanberge	38	1	1
quintrex boat bundaberge	41	1	1
boats galore	22M	1	1
boating bundaberg	1.3M	2	2
bundanberg boating	973K	2 ▲ 1	3
boat trailers for sale	44M	2 ▲ 1	3
quintrex boat dealer	389K	2 ▲ 2	4
boat for sale bundaberg	723K	3 ▾ 1	2
quintrex boat	3.4M	3 ▲ 1	4
suzuki boat engine bundanberg	49	3	3
suzuki outboard bundaberge	65	3	3



Keyword	Results	Current rankings ▲	Month ago
new boat trailer for sale	66M	3	3
used quintrex boat trailers for sale	1.3M	3 ▲ 2	5
suzuki boat engines for sale	6.6M	4 ▲ 2	6
used boat for sale bundaberg	818K	5 ▼ 3	2
outboard motor bundaberg	134K	5 ▲ 3	8
fishing boat for sale	133M	5 ▲ 4	9
used boat trailer for sale	72M	5 ▲ 1	6
used boats for sale	114M	6 ▲ 1	7
suzuki outboard for sale	9.6M	6 ▲ 1	7
fishing boat bundaberg	607K	7 ▲ 1	8
new boats for sale	177M	8 ▲ 2	10
suzuki outboard	41M	10	10
suzuki outboard motors	6.4M	10 ▲ 1	11
tinny boat for sale	1.3M	11 ▼ 1	10
suzuki boat engine	45M	12 ▲ 1	13
new quintrex boat for sale	1.8M	12	12
suzuki motor boat	29M	12 ▲ 7	19
marine shop	1.2B	19 ▼ 9	10
used quintrex boat for sale	1.9M	19 ▲ 7	26
quintrex boat for sale	1.5M	24 ▼ 13	11
buy quintrex boat for sale	1.8M	24	24
cheap boats	426M	26 ▼ 3	23
suzuki boat engine parts	14M	38 ▲ 13	51
renegade boat for sale	6.1M	40 ▲ 19	59
aluminium boat trailer	12M	42 ▲ 11	53
garmin boat	27M	58 ▲ 4	62



Keyword	Results	Current rankings ▲	Month ago
outboard motor	897M	-	-
renegade boat	7.2M	-	-
explorer boat	87M	-	-
dinghy boat for sale	17M	-	-
boat centre console	8.4M	-	-
boat engines	425M	-	32
quintrex tinnie	45K	-	-
tinnie boat	1.1M	-	7
side console boat for sale	15M	-	46



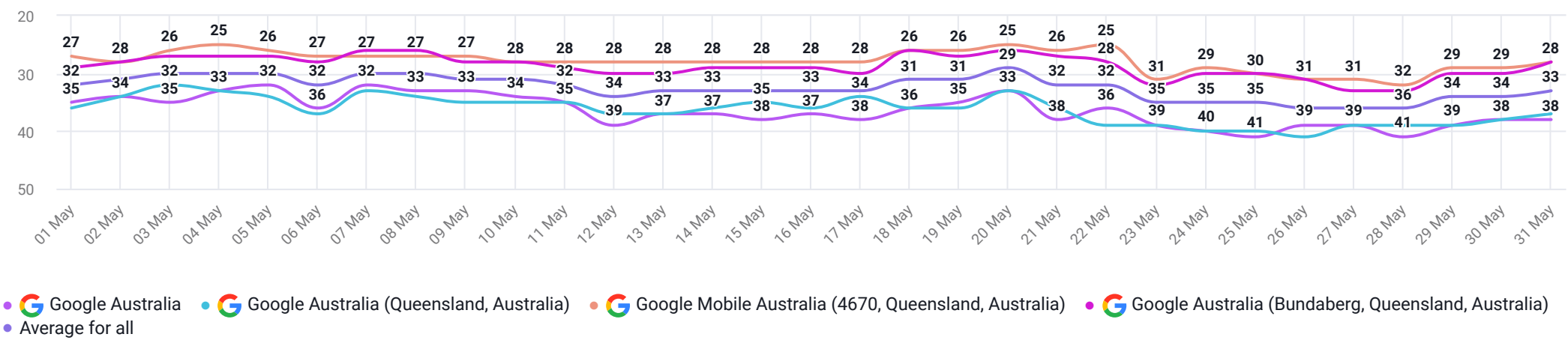
Distribution of Keywords

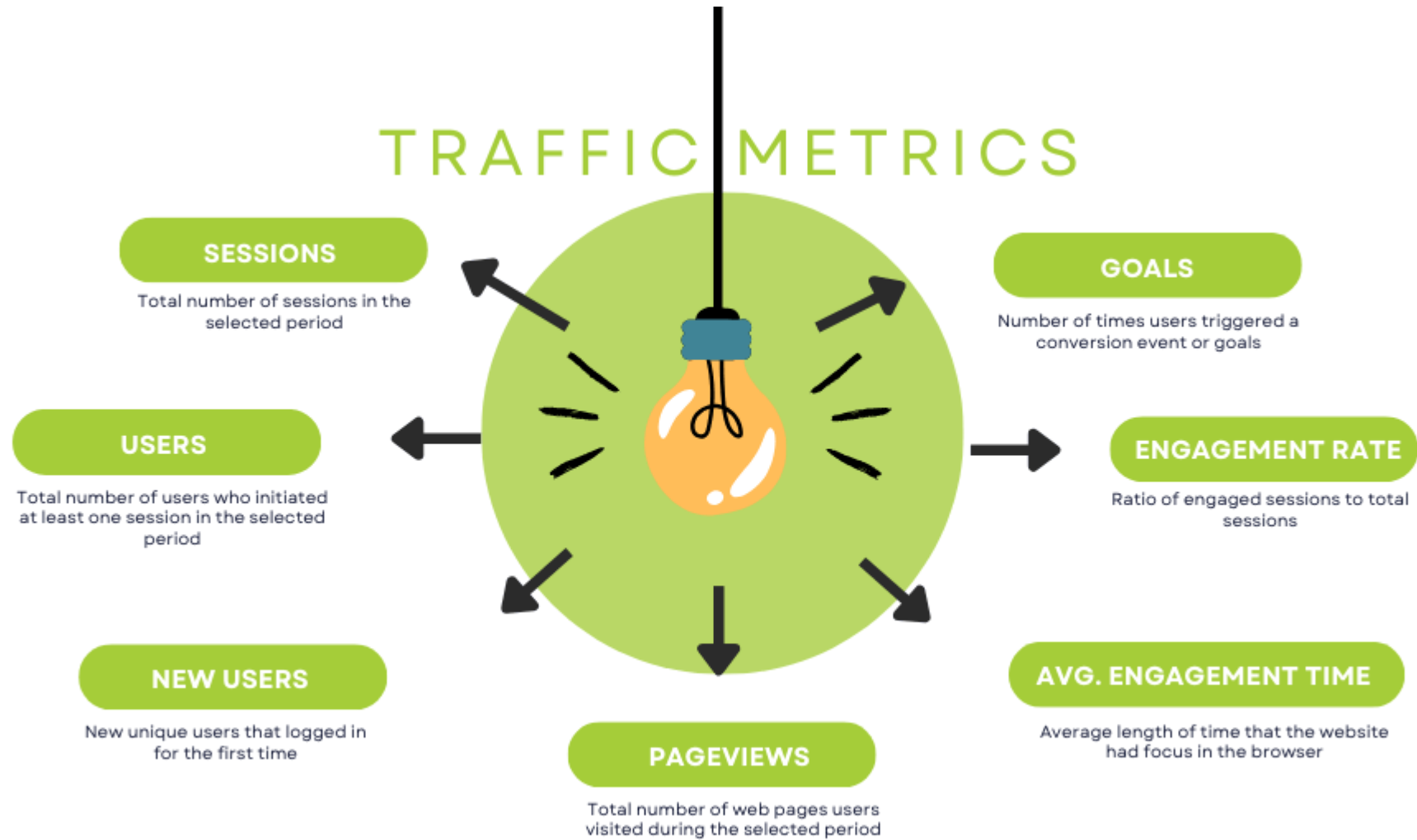
Search Engines	Total Keywords	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Australia	50	12	6	10	9	13	38
 General	50	12	6	10	9	13	38
 Google Australia (Queensland, Australia)	50	12	7	10	9	12	37
 General	50	12	7	10	9	12	37
 Google Mobile Australia (4670, Queensland, Australia)	50	16	11	8	6	9	28



Average Position Trend

Average position May-01 2024 - May-31 2024



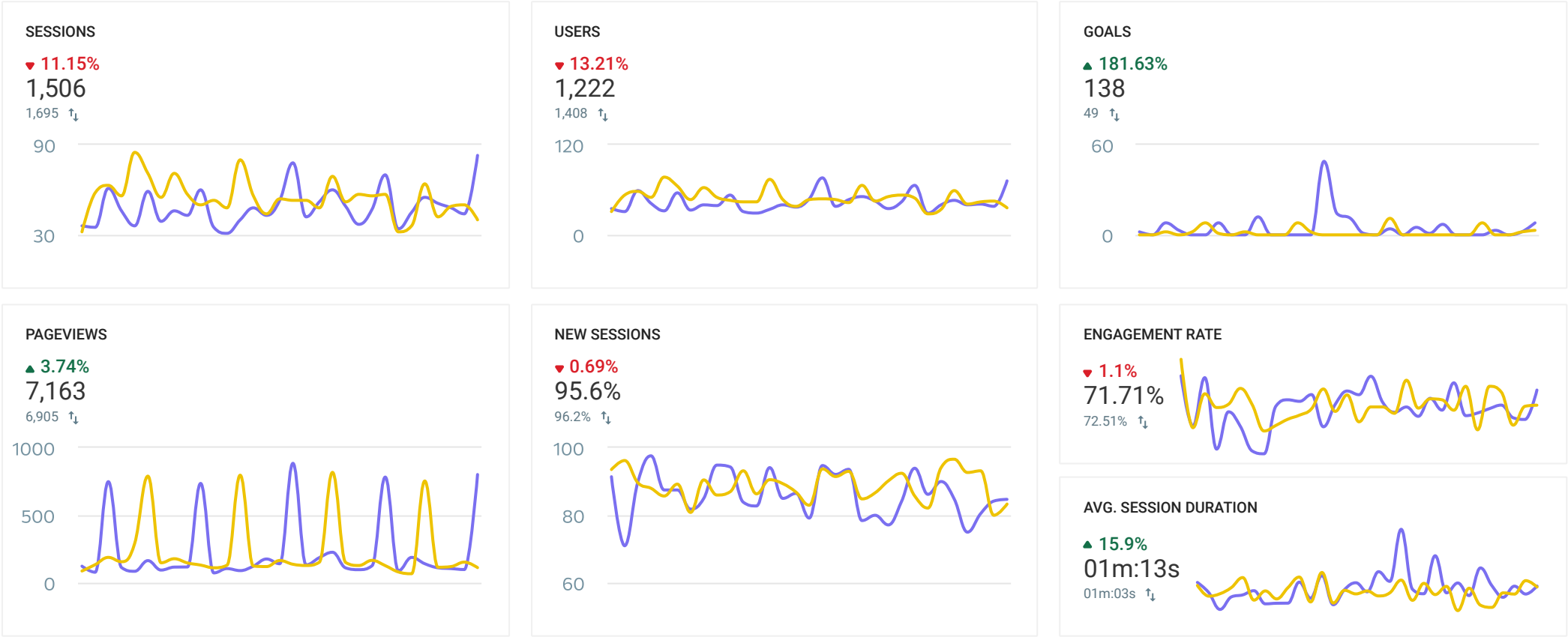




Traffic Overview

Audience GOOGLE ANALYTICS

May-01 2024 - May-31 2024



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



Pages

All pages GOOGLE ANALYTICS

May-01 2024 - May-31 2024

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	May-01 2024 - May-31 2024	583	87.09%	457	832	22s	81.3%	2
2	/products/all-categories/Trailers/move-trailers							
	May-01 2024 - May-31 2024	153	70.67%	150	245	23s	81.05%	1
3	/BoatRanges/UsedBoats							
	May-01 2024 - May-31 2024	152	47.33%	131	196	51s	89.47%	0
4	/BoatRanges/Quintrex/DownloadSpecs							
	May-01 2024 - May-31 2024	126	12.7%	126	431	03s	100%	0
5	/BoatRanges/UsedBoats.aspx							
	May-01 2024 - May-31 2024	111	4.04%	99	134	42s	97.3%	0
6	/BoatRanges/NewBoats.aspx							
	May-01 2024 - May-31 2024	96	1.19%	84	131	32s	95.83%	0



No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
7	/BoatRanges/NewBoats							
	May-01 2024 - May-31 2024	96	21.62%	74	152	45s	88.54%	0
8	/boatranges/usedboats							
	May-01 2024 - May-31 2024	95	2.3%	87	114	31s	97.89%	0
9	/boatranges/newboats/quintrex							
	May-01 2024 - May-31 2024	87	1.39%	72	117	41s	98.85%	1
10	/BoatRanges/UsedBoats/cnc-7500-ht.aspx							
	May-01 2024 - May-31 2024	64	43.86%	57	65	39s	73.44%	0

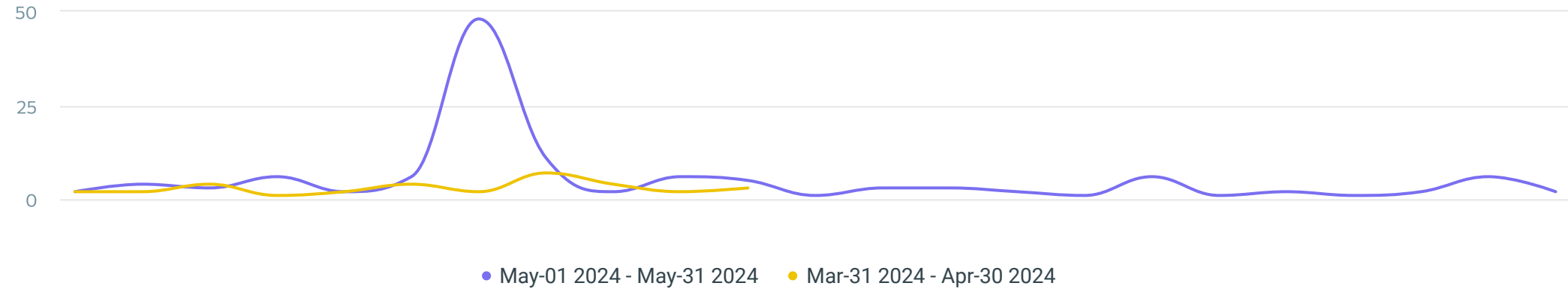


Conversions

Goals GOOGLE ANALYTICS

May-01 2024 - May-31 2024

Goals



No.	Goal	Goals	Goal value
1	Book_A_Service		
	May-01 2024 - May-31 2024	95	0
	Mar-31 2024 - Apr-30 2024	27	0
	% Change	▲ 251.9%	
2	all_success_enquiries		
	May-01 2024 - May-31 2024	21	0
	Mar-31 2024 - Apr-30 2024	6	0



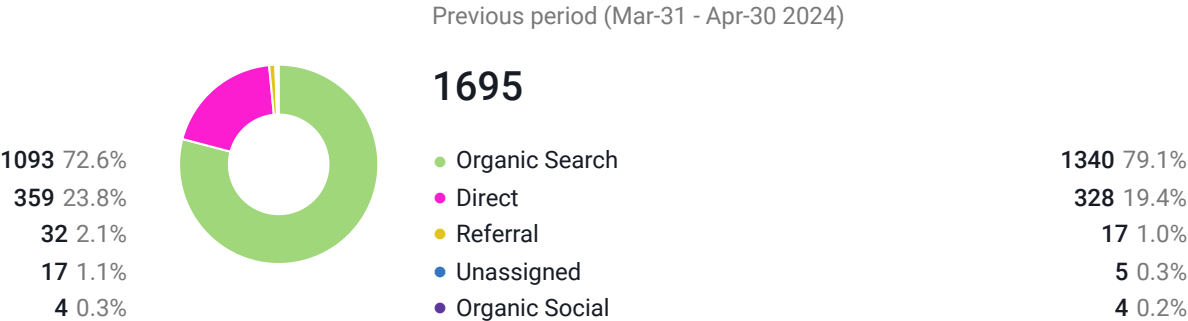
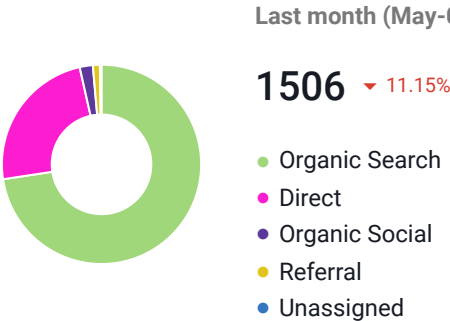
No.	Goal	Goals	Goal value
	% Change	▲ 250%	
3	Click_Telephone		
	May-01 2024 - May-31 2024	9	0
	Mar-31 2024 - Apr-30 2024	0	0
	% Change		



Traffic Source

Overview: Sessions

Last month (May-01 - May-31 2024) ↑ Previous period (Mar-31 - Apr-30 2024)



Channel	Sessions	Engaged sessions	Users	New users	Views	Avg. Engagement Time	Conversions	Engagement Rate
1 Organic Search								
May-01 2024 - May-31 2024	1.1K	798	866	94%	3.1K	76.53 sec	28	73.01%
Mar-31 2024 - Apr-30 2024	1.3K	996	1.1K	95.51%	3.6K	68.74 sec	10	74.33%
% Change	▼ -18.4%	▼ -19.9%	▼ -20.7%	▼ -1.6%	▼ -15.9%	▲ 11.3%	▲ 180%	▼ -1.8%
2 Direct								
May-01 2024 - May-31 2024	359	245	314	99.68%	3.9K	65.87 sec	45	68.25%
Mar-31 2024 - Apr-30 2024	328	215	308	98.7%	3.2K	36.04 sec	39	65.55%
% Change	▲ 9.5%	▲ 14.0%	▲ 1.9%	▲ 1.0%	▲ 23.0%	▲ 82.8%	▲ 15.4%	▲ 4.1%
3 Organic Social								
May-01 2024 - May-31 2024	32	24	31	100%	80	39.81 sec	0	75%
Mar-31 2024 - Apr-30 2024	4	2	4	75%	8	43.25 sec	0	50%
% Change	▲ 700%	▲ 1.1K%	▲ 675%	▲ 33.3%	▲ 900%	▼ -8.0%	▼ 0%	▲ 50%



Channel	Sessions	Engaged sessions	Users	New users	Views	Avg. Engagement Time	Conversions	Engagement Rate
4 Referral								
May-01 2024 - May-31 2024	17	13	12	83.33%	97	46.18 sec	65	76.47%
Mar-31 2024 - Apr-30 2024	17	14	8	62.5%	62	98.82 sec	0	82.35%
% Change	▼ 0%	▼ -7.1%	▲ 50%	▲ 33.3%	▲ 56.5%	▼ -53.3%	▼ 0%	▼ -7.1%
5 Unassigned								
May-01 2024 - May-31 2024	4	0	4	0%	2	15.5 sec	0	0%
Mar-31 2024 - Apr-30 2024	5	0	5	0%	9	118 sec	0	0%
% Change	▼ -20%	▼ 0%	▼ -20%	▼ 0%	▼ -77.8%	▼ -86.9%	▼ 0%	▼ 0%

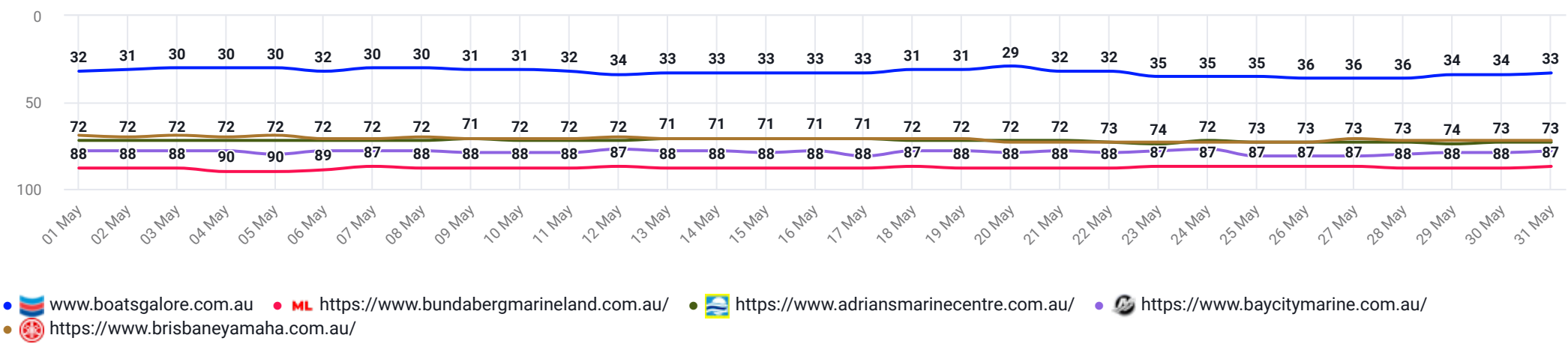


Competitors Average Position Trend

 www.boatsgalore.com.au

Average position

May-01 2024 - May-31 2024





Audit overview

 www.boatsgalore.com.au

HEALTH SCORE





Backlinks

 www.boatsgalore.com.au

