



SEO report

www.boatsgalore.com.au

NOV-01 2024 - NOV-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.

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 30 ▲ 2	Search visibility 12.6% ▼ -3.1%	Traffic forecast 1127 ▲ 22	Keywords in SERP 83
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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	187K	2	1 ▲ 1
quintrex boat for sale bundaberg	14K	1	1
bundaberg boats	197K	1	1
quintrex boat bundaberge	56	1	1
suzuki outboard bundaberge	58	2	1 ▲ 1
boats galore	14M	1	1
quintrex boat dealer	464K	1	1
boat for sale bundaberg	199K	3	2 ▲ 1
suzuki boat engine bundanberg	31	2	2
renegade boat bundanberge	47	1	2 ▼ 1
new boats for sale	128M	7	2 ▲ 5
boating bundaberg	649K	4	3 ▲ 1
outboard motor bundaberg	18K	4	3 ▲ 1
suzuki boat engines for sale	2.8M	3	3
bundanberg boating	276K	4	4

Keyword	Results	Month ago ▲	Current rankings
fishing boat bundaberg	159K	8	4 ▲ 4
boat trailers for sale	22M	5	4 ▲ 1
new boat trailer for sale	60M	5	4 ▲ 1
used boat for sale bundaberg	113K	5	5
used boats for sale	98M	7	6 ▲ 1
suzuki outboard for sale	5.6M	6	7 ▼ 1
used boat trailer for sale	37M	12	9 ▲ 3
used quintrex boat trailers for sale	66	6	9 ▼ 3
suzuki boat engine	13M	8	11 ▼ 3
suzuki motor boat	16M	12	15 ▼ 3
used quintrex boat for sale	60	12	16 ▼ 4
cheap boats	85M	18	23 ▼ 5
renegade boat for sale	100	19	24 ▼ 5
quintrex boat for sale	302K	9	26 ▼ 17
suzuki outboard	33M	24	27 ▼ 3
new quintrex boat for sale	284K	17	27 ▼ 10
buy quintrex boat for sale	291K	16	30 ▼ 14
boat centre console	8.4M	-	30 ▲ 70
aluminium boat trailer	8M	8	31 ▼ 23
suzuki outboard motors	4.4M	18	35 ▼ 17
boat engines	391M	-	39 ▲ 61
quintrex boat	691K	65	43 ▲ 22
suzuki boat engine parts	7M	29	44 ▼ 15
renegade boat	5.4M	68	65 ▲ 3
boat finance	184M	44	66 ▼ 22
dinghy boat for sale	11M	-	91 ▲ 9

Keyword	Results	Month ago ▲	Current rankings
outboard motor	326M	-	-
garmin boat	18M	-	-
tinny boat for sale	420K	-	-
explorer boat	61M	-	-
fishing boat for sale	82M	7	-
marine shop	837M	-	-
quintrex tinnie	40K	24	-
tinnie boat	198K	-	-
side console boat for sale	11M	28	-

 Google Australia (Bundaberg, Queensland, Australia)

Keyword	Results	Month ago ▲	Current rankings
📁 General			
new boat for sale bundaberg	187K	1	1
quintrex boat for sale bundaberg	14K	1	1
quintrex boat bundaberge	56	1	1
suzuki outboard bundaberge	58	2	1 ▲ 1
boats galore	14M	1	1
boat for sale bundaberg	199K	3	2 ▲ 1
suzuki boat engine bundanberg	31	2	2
renegade boat bundanberge	47	2	2
new boats for sale	128M	9	2 ▲ 7
bundaberg boats	197K	1	4 ▼ 3
quintrex boat dealer	464K	4	4
fishing boat bundaberg	159K	9	5 ▲ 4
boating bundaberg	649K	7	6 ▲ 1
outboard motor bundaberg	18K	9	6 ▲ 3
suzuki boat engines for sale	2.8M	3	6 ▼ 3

Keyword	Results	Month ago ▲	Current rankings
suzuki outboard for sale	5.6M	6	7 ▼ 1
new boat trailer for sale	60M	8	7 ▲ 1
used boat for sale bundaberg	113K	5	8 ▼ 3
bundanberg boating	276K	7	8 ▼ 1
used boats for sale	98M	8	8
boat trailers for sale	22M	7	8 ▼ 1
suzuki boat engine	13M	12	12
suzuki motor boat	16M	13	12 ▲ 1
used quintrex boat trailers for sale	66	9	12 ▼ 3
used boat trailer for sale	37M	14	13 ▲ 1
used quintrex boat for sale	60	12	14 ▼ 2
quintrex boat	691K	36	22 ▲ 14
quintrex boat for sale	302K	9	24 ▼ 15
renegade boat for sale	100	22	24 ▼ 2
cheap boats	85M	17	25 ▼ 8
new quintrex boat for sale	284K	15	27 ▼ 12
suzuki outboard	33M	27	28 ▼ 1
buy quintrex boat for sale	291K	15	32 ▼ 17
boat centre console	8.4M	-	32 ▲ 68
aluminium boat trailer	8M	7	32 ▼ 25
suzuki outboard motors	4.4M	21	41 ▼ 20
suzuki boat engine parts	7M	38	42 ▼ 4
boat engines	391M	-	42 ▲ 58
boat finance	184M	53	67 ▼ 14
dinghy boat for sale	11M	-	88 ▲ 12
outboard motor	326M	-	-

Keyword	Results	Month ago ▲	Current rankings
renegade boat	5.4M	87	-
garmin boat	18M	-	-
tinny boat for sale	420K	-	-
explorer boat	61M	-	-
fishing boat for sale	82M	5	-
marine shop	837M	-	-
quintrex tinnie	40K	-	-
tinnie boat	198K	-	-
side console boat for sale	11M	22	-

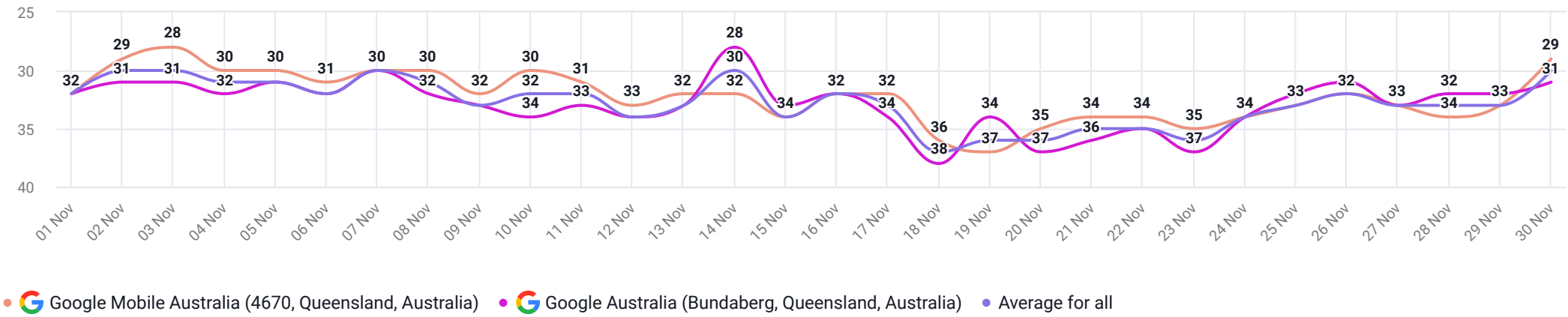
Distribution of Keywords

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	13	10	10	9	8	29
 General	50	13	10	10	9	8	29
 Google Australia (Bundaberg, Queensland, Australia)	50	9	14	10	8	9	31
 General	50	9	14	10	8	9	31

Average Position Trend

Average position

Nov-01 2024 - Nov-30 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

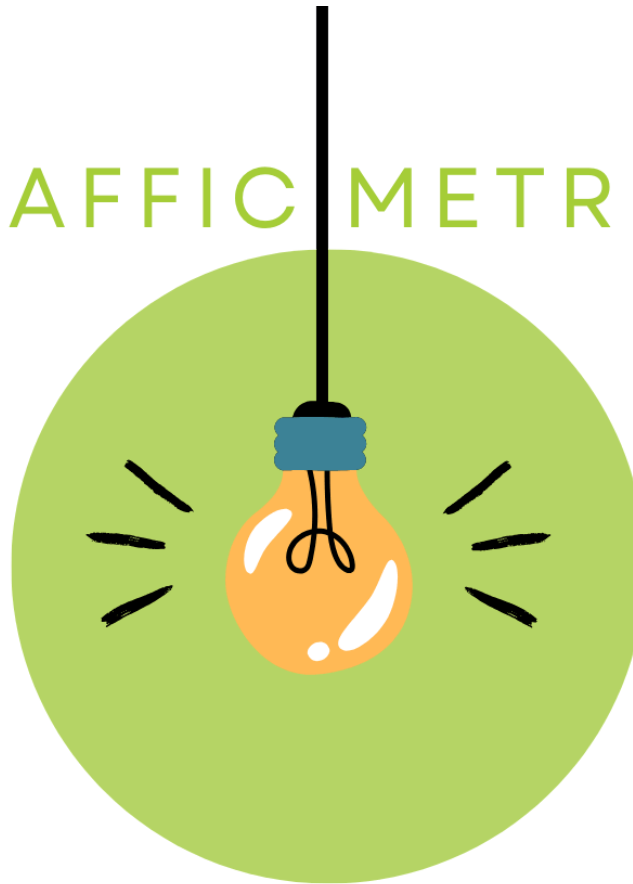
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

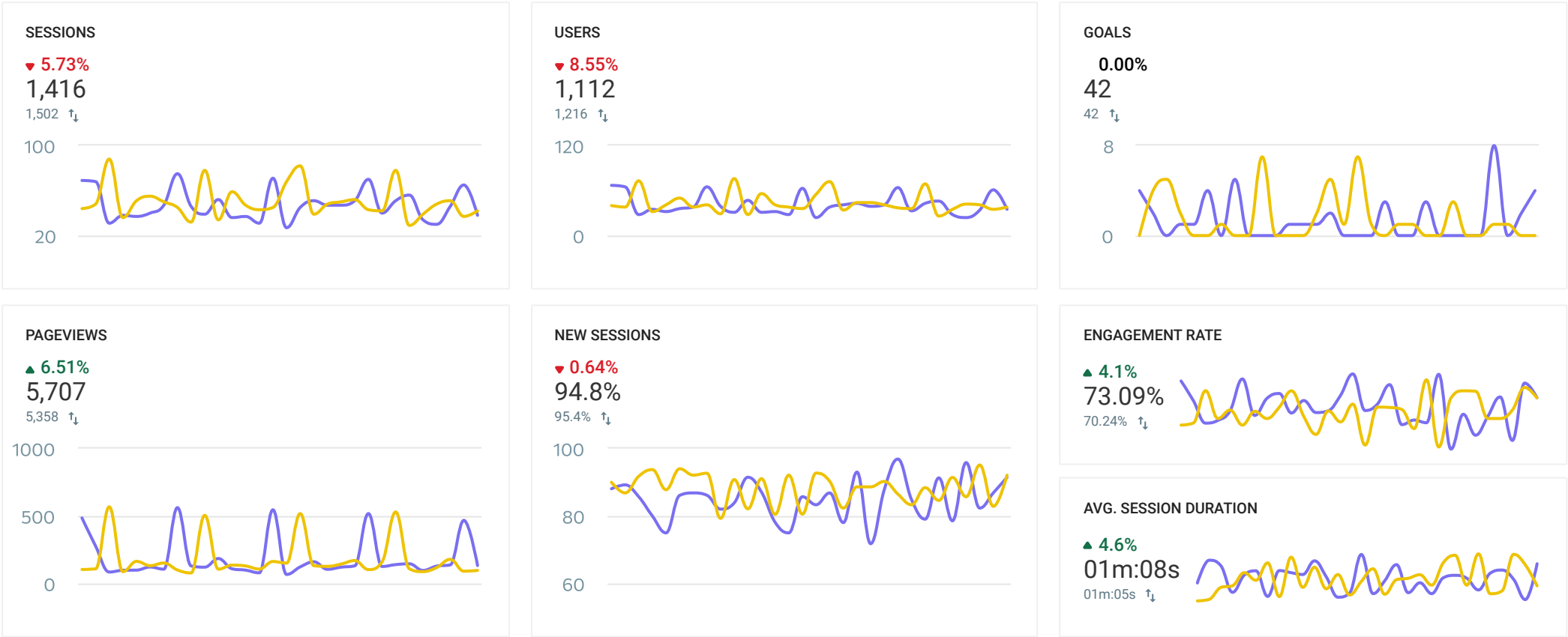
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Nov-01 2024 - Nov-30 2024



● Nov-01 2024 - Nov-30 2024 ● Oct-02 2024 - Oct-31 2024

Pages

All pages GOOGLE ANALYTICS

Nov-01 2024 - Nov-30 2024

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Nov-01 2024 - Nov-30 2024	612	87.73%	481	905	19s	83.01%	7
2	/BoatRanges/UsedBoats							
	Nov-01 2024 - Nov-30 2024	253	18.22%	214	327	28s	88.54%	0
3	/BoatRanges/NewBoats							
	Nov-01 2024 - Nov-30 2024	194	9.32%	161	335	41s	94.85%	0
4	/products/all-categories/Trailers/move-trailers							
	Nov-01 2024 - Nov-30 2024	119	57.73%	97	190	30s	75.63%	0
5	/BoatRanges/NewBoats/460-renegade-sc							
	Nov-01 2024 - Nov-30 2024	115	5.38%	93	132	39s	95.65%	2
6	/boatranges/usedboats							
	Nov-01 2024 - Nov-30 2024	104	0%	96	128	46s	97.12%	0
7	/boatranges/newboats/quintrex							

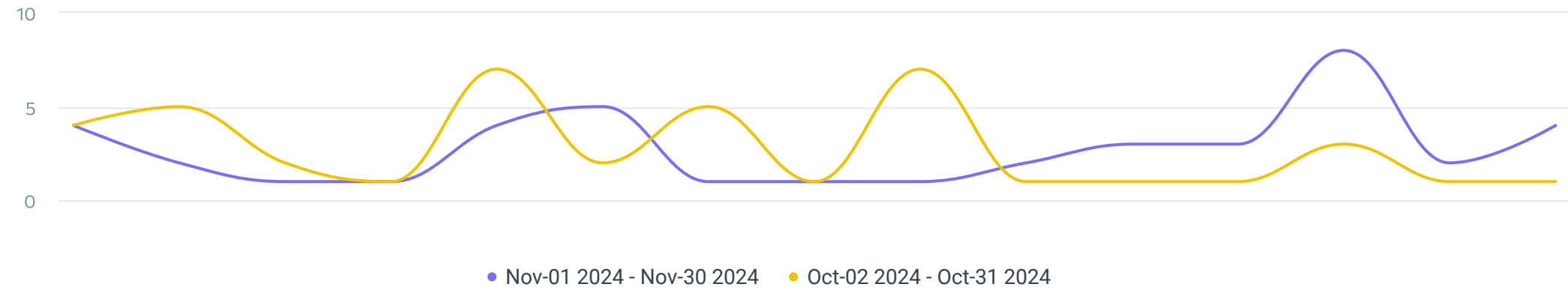
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Nov-01 2024 - Nov-30 2024	98	1.15%	87	177	51s	97.96%	0
8	/BoatRanges/Quintrex/DownloadSpecs							
	Nov-01 2024 - Nov-30 2024	75	80%	75	430	05s	98.67%	0
9	/buying-a-boat/news/all-about-quintrex-boats-know-which-model-is-perfect-for-you							
	Nov-01 2024 - Nov-30 2024	65	92.45%	53	65	46s	58.46%	0
10	/BoatRanges/NewBoats/460-renegade-sc-1							
	Nov-01 2024 - Nov-30 2024	57	4%	50	68	44s	100%	0

Conversions

Goals GOOGLE ANALYTICS

Nov-01 2024 - Nov-30 2024

Goals



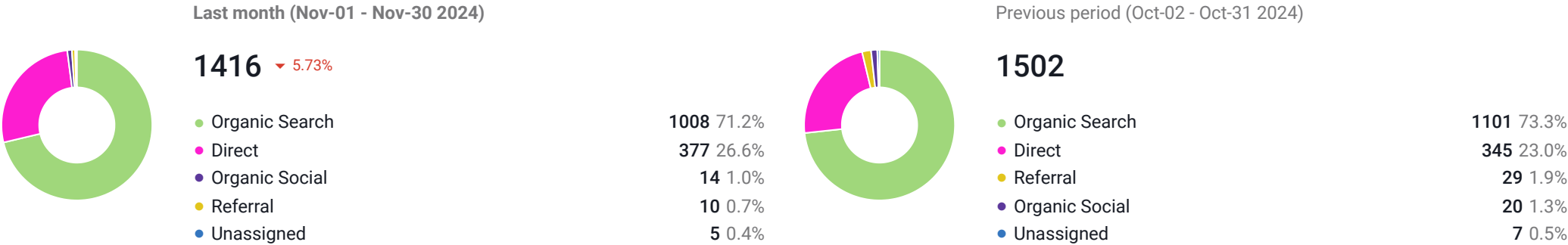
No.	Goal	Goals	Goal value
1	Book_A_Service		
	Nov-01 2024 - Nov-30 2024	16	0
	Oct-02 2024 - Oct-31 2024	16	0
	% Change		
2	all_success_enquiries		
	Nov-01 2024 - Nov-30 2024	14	0
	Oct-02 2024 - Oct-31 2024	12	0

No.	Goal	Goals	Goal value
	% Change	▲ 16.7%	
3	Click_Telephone		
	Nov-01 2024 - Nov-30 2024	11	0
	Oct-02 2024 - Oct-31 2024	13	0
	% Change	▼ 15.4%	
4	file_download		
	Nov-01 2024 - Nov-30 2024	1	0
	Oct-02 2024 - Oct-31 2024	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Nov-01 - Nov-30 2024) ↑↓ Previous period (Oct-02 - Oct-31 2024)



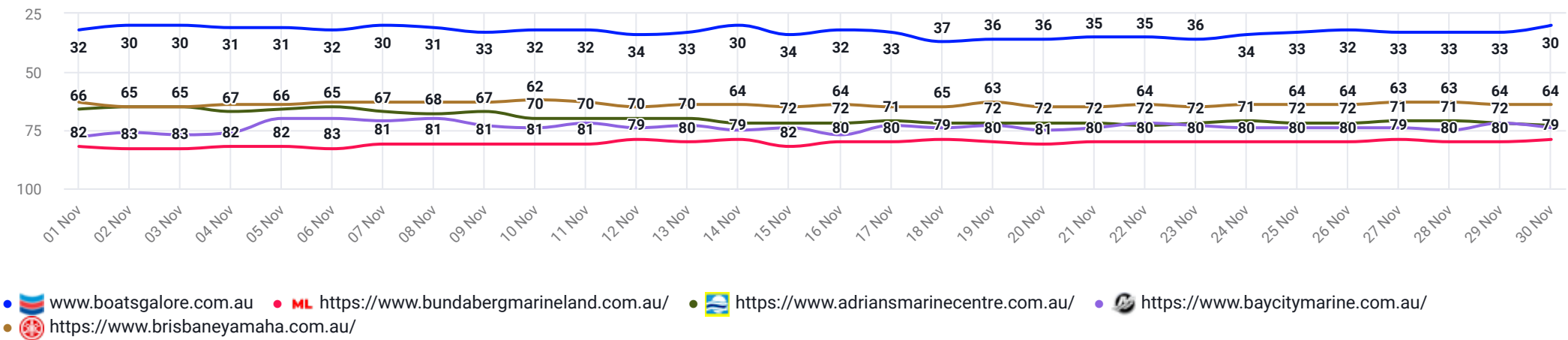
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Nov-01 2024 - Nov-30 2024	1K	758	782	75.2%	93.22%	24	77.96 sec	3.2K
Oct-02 2024 - Oct-31 2024	1.1K	807	859	73.3%	94.99%	27	75.99 sec	3.2K
% Change	▼ -8.4%	▼ -6.1%	▼ -9.0%	▲ 2.6%	▼ -1.9%	▼ -11.1%	▲ 2.6%	▼ -1.9%
2 Direct								
Nov-01 2024 - Nov-30 2024	377	253	312	67.11%	99.68%	17	39.27 sec	2.4K
Oct-02 2024 - Oct-31 2024	345	209	328	60.58%	97.87%	15	31.85 sec	1.9K
% Change	▲ 9.3%	▲ 21.1%	▼ -4.9%	▲ 10.8%	▲ 1.8%	▲ 13.3%	▲ 23.3%	▲ 23.8%
3 Organic Social								
Nov-01 2024 - Nov-30 2024	14	13	13	92.86%	92.31%	0	90.79 sec	59
Oct-02 2024 - Oct-31 2024	20	17	17	85%	100%	0	61.7 sec	61
% Change	▼ -30%	▼ -23.5%	▼ -23.5%	▲ 9.2%	▼ -7.7%	▼ 0%	▲ 47.1%	▼ -3.3%
4 Referral								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Nov-01 2024 - Nov-30 2024	10	10	3	100%	66.67%	1	122.2 sec	101
Oct-02 2024 - Oct-31 2024	29	22	9	75.86%	66.67%	0	54.48 sec	146
% Change	▼ -65.5%	▼ -54.5%	▼ -66.7%	▲ 31.8%	▼ 0%	▼ 0%	▲ 124.3%	▼ -30.8%
5 Unassigned								
Nov-01 2024 - Nov-30 2024	5	0	5	0%	0%	0	67.4 sec	15
Oct-02 2024 - Oct-31 2024	7	0	7	0%	0%	0	44.43 sec	9
% Change	▼ -28.6%	▼ 0%	▼ -28.6%	▼ 0%	▼ 0%	▼ 0%	▲ 51.7%	▲ 66.7%

Competitors Average Position Trend

Average position

Nov-01 2024 - Nov-30 2024



HEALTH SCORE



Backlinks

