



SEO report

www.boatsgalore.com.au

OCT-01 2024 - OCT-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 32 ▲ 5	Search visibility 16.3% ▲ 5.6%	Traffic forecast 1262 ▲ 298	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	502K	2	1 ▲ 1
quintrex boat for sale bundaberg	16K	1	1
bundaberg boats	361K	1	1
renegade boat bundanberge	40	1	1
quintrex boat bundaberge	68	1	1
boats galore	15M	1	1
quintrex boat dealer	321K	1	1
suzuki boat engine bundanberg	34	2	2
suzuki outboard bundaberge	63	2	2
boat for sale bundaberg	484K	4	3 ▲ 1
boating bundaberg	989K	2	3 ▼ 1
bundanberg boating	451K	4	3 ▲ 1
new boats for sale	125M	8	3 ▲ 5
suzuki boat engines for sale	3.6M	6	3 ▲ 3
new boat trailer for sale	55M	3	4 ▼ 1

Keyword	Results	Month ago ▲	Current rankings
used boat for sale bundaberg	118	5	5
fishing boat for sale	81M	33	5 ▲ 28
boat trailers for sale	22M	4	5 ▼ 1
used quintrex boat trailers for sale	124K	7	5 ▲ 2
outboard motor bundaberg	58K	3	6 ▼ 3
suzuki outboard for sale	6.2M	7	6 ▲ 1
used boats for sale	91M	12	7 ▲ 5
fishing boat bundaberg	364K	41	8 ▲ 33
aluminium boat trailer	8M	24	8 ▲ 16
suzuki boat engine	29M	18	9 ▲ 9
quintrex boat for sale	299K	34	9 ▲ 25
suzuki motor boat	23M	19	10 ▲ 9
used boat trailer for sale	38M	13	12 ▲ 1
buy quintrex boat for sale	300K	27	15 ▲ 12
suzuki outboard motors	4.5M	34	16 ▲ 18
used quintrex boat for sale	208K	33	17 ▲ 16
cheap boats	84M	-	18 ▲ 82
new quintrex boat for sale	300K	19	19
renegade boat for sale	3.4M	38	23 ▲ 15
suzuki boat engine parts	8.3M	30	26 ▲ 4
suzuki outboard	31M	29	27 ▲ 2
garmin boat	19M	-	50 ▲ 50
boat finance	156M	-	58 ▲ 42
quintrex boat	676K	34	62 ▼ 28
outboard motor	325M	-	-
renegade boat	6.8M	54	-

Keyword	Results	Month ago ▲	Current rankings
tinny boat for sale	461K	15	-
explorer boat	60M	-	-
dinghy boat for sale	11M	-	-
boat centre console	6.7M	-	-
marine shop	820M	-	-
boat engines	351M	86	-
quintrex tinnie	47K	-	-
tinnie boat	218K	-	-


Google Australia (Bundaberg, Queensland, Australia)

Keyword	Results	Month ago ▲	Current rankings
General			
new boat for sale bundaberg	502K	2	1 ▲ 1
quintrex boat for sale bundaberg	16K	1	1
renegade boat bundanberge	40	1	1
quintrex boat bundaberge	68	1	1
boats galore	15M	1	1
suzuki boat engine bundanberg	34	2	2
suzuki outboard bundaberge	63	2	2
boat for sale bundaberg	484K	4	3 ▲ 1
bundaberg boats	361K	4	4
quintrex boat dealer	321K	4	4
used boat for sale bundaberg	118	5	5
fishing boat for sale	81M	33	5 ▲ 28
boating bundaberg	989K	6	6
suzuki boat engines for sale	3.6M	5	6 ▼ 1
suzuki outboard for sale	6.2M	8	6 ▲ 2
bundanberg boating	451K	9	7 ▲ 2

Keyword	Results	Month ago ▲	Current rankings
boat trailers for sale	22M	6	7 ▼ 1
fishing boat bundaberg	364K	31	8 ▲ 23
used boats for sale	91M	14	8 ▲ 6
aluminium boat trailer	8M	21	8 ▲ 13
new boat trailer for sale	55M	6	8 ▼ 2
used quintrex boat trailers for sale	124K	10	8 ▲ 2
quintrex boat for sale	299K	37	9 ▲ 28
outboard motor bundaberg	58K	6	9 ▼ 3
new boats for sale	125M	11	9 ▲ 2
used quintrex boat for sale	208K	35	9 ▲ 26
suzuki motor boat	23M	23	10 ▲ 13
suzuki boat engine	29M	16	11 ▲ 5
used boat trailer for sale	38M	15	15
buy quintrex boat for sale	300K	34	16 ▲ 18
new quintrex boat for sale	300K	18	16 ▲ 2
cheap boats	84M	-	19 ▲ 81
suzuki outboard	31M	29	24 ▲ 5
suzuki boat engine parts	8.3M	37	29 ▲ 8
renegade boat for sale	3.4M	56	34 ▲ 22
garmin boat	19M	-	48 ▲ 52
suzuki outboard motors	4.5M	39	50 ▼ 11
boat finance	156M	-	57 ▲ 43
renegade boat	6.8M	60	60
quintrex boat	676K	27	63 ▼ 36
outboard motor	325M	-	-
tinny boat for sale	461K	18	-

Keyword	Results	Month ago ▲	Current rankings
explorer boat	60M	-	-
dinghy boat for sale	11M	-	-
boat centre console	6.7M	-	-
marine shop	820M	-	-
boat engines	351M	88	-
quintrex tinnie	47K	23	-
tinnie boat	218K	-	-

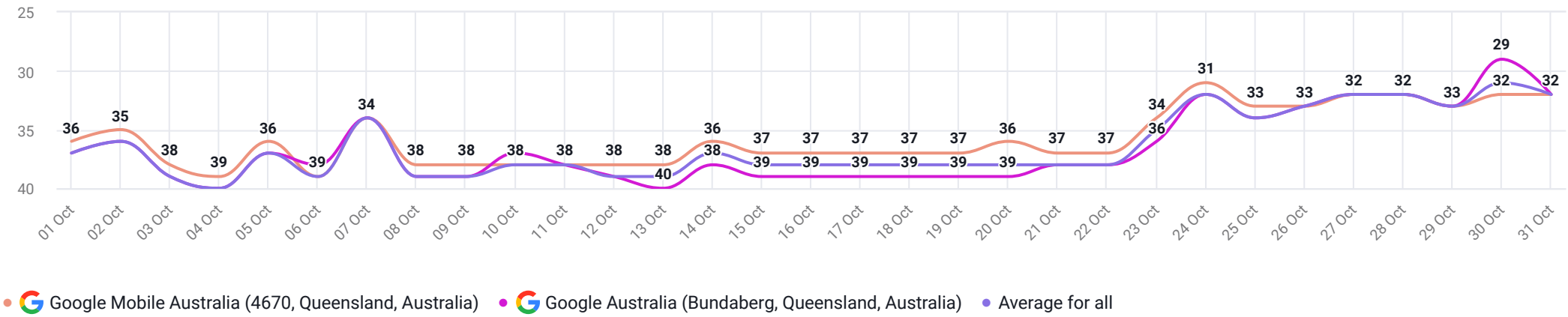
Distribution of Keywords

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	11	10	5	11	32
 General	50	13	11	10	5	11	32
 Google Australia (Bundaberg, Queensland, Australia)	50	9	16	9	6	10	32
 General	50	9	16	9	6	10	32

Average Position Trend

Average position

Oct-01 2024 - Oct-31 2024



Google Mobile Australia (4670, Queensland, Australia) Google Australia (Bundaberg, Queensland, Australia) Average for all

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

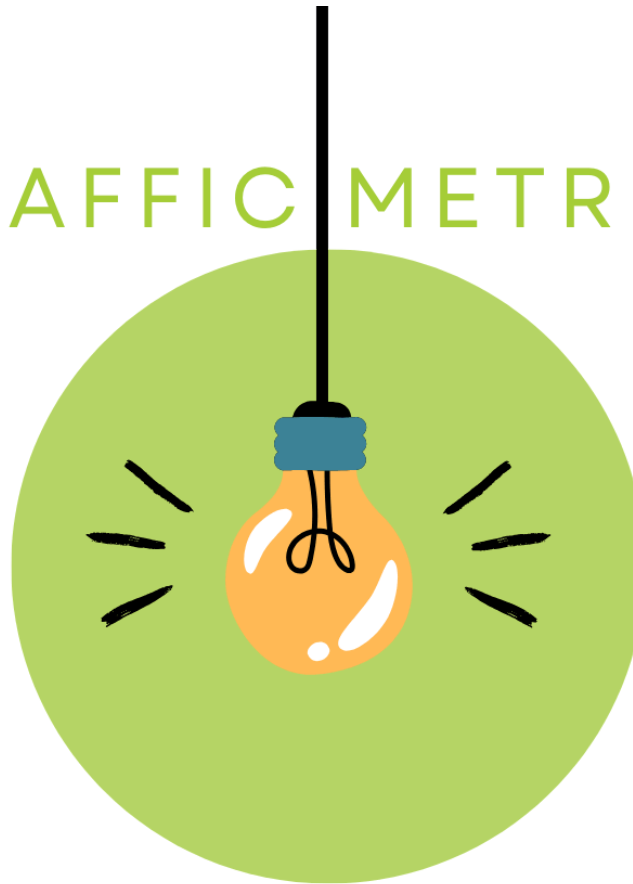
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

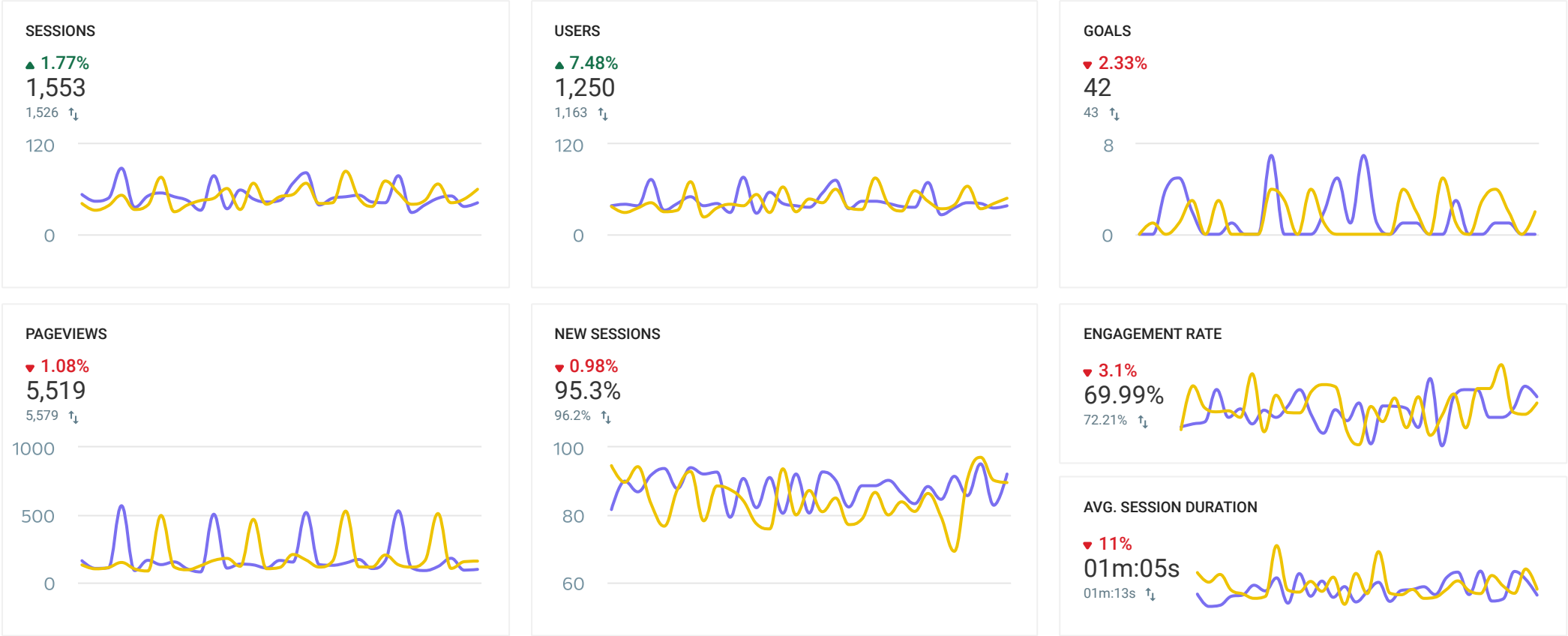
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Oct-01 2024 - Oct-31 2024



● Oct-01 2024 - Oct-31 2024 ● Aug-31 2024 - Sep-30 2024

Pages

All pages GOOGLE ANALYTICS

Oct-01 2024 - Oct-31 2024

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Oct-01 2024 - Oct-31 2024	657	86.78%	522	985	21s	80.67%	6
2	/BoatRanges/UsedBoats							
	Oct-01 2024 - Oct-31 2024	236	18.81%	202	285	28s	94.49%	0
3	/BoatRanges/NewBoats							
	Oct-01 2024 - Oct-31 2024	219	14.12%	170	338	33s	93.15%	1
4	/BoatRanges/NewBoats/460-renegade-sc							
	Oct-01 2024 - Oct-31 2024	136	0.96%	104	152	52s	95.59%	1
5	/boatranges/usedboats							
	Oct-01 2024 - Oct-31 2024	121	1.83%	109	144	36s	95.04%	0
6	/boatranges/newboats/quintrex							
	Oct-01 2024 - Oct-31 2024	94	1.12%	89	140	35s	97.87%	0
7	/BoatRanges/Quintrex							

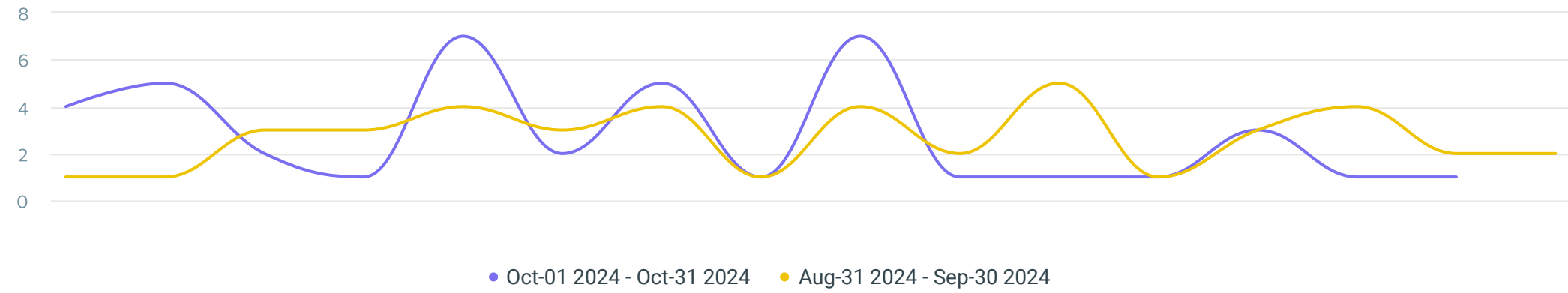
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Oct-01 2024 - Oct-31 2024	93	4.94%	81	147	34s	96.77%	0
8	/buying-a-boat/news/all-about-quintrex-boats-know-which-model-is-perfect-for-you							
	Oct-01 2024 - Oct-31 2024	90	91.03%	78	98	40s	65.56%	0
9	/products/all-categories/Trailers/move-trailers							
	Oct-01 2024 - Oct-31 2024	86	60.49%	81	141	34s	82.56%	1
10	/BoatRanges/UsedBoats/seaman-mkii							
	Oct-01 2024 - Oct-31 2024	86	54.17%	72	100	39s	73.26%	0

Conversions

Goals GOOGLE ANALYTICS

Oct-01 2024 - Oct-31 2024

Goals



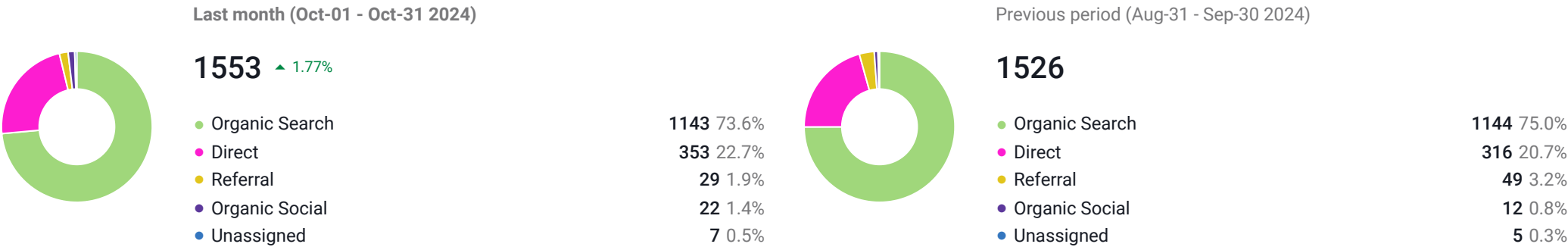
No.	Goal	Goals	Goal value
1	Book_A_Service		
	Oct-01 2024 - Oct-31 2024	16	0
	Aug-31 2024 - Sep-30 2024	17	0
	% Change	▼ 5.9%	
2	Click_Telephone		
	Oct-01 2024 - Oct-31 2024	13	0
	Aug-31 2024 - Sep-30 2024	17	0

No.	Goal	Goals	Goal value
	% Change	▼ 23.5%	
3	all_success_enquiries		
	Oct-01 2024 - Oct-31 2024	12	0
	Aug-31 2024 - Sep-30 2024	6	0
	% Change	▲ 100%	
4	file_download		
	Oct-01 2024 - Oct-31 2024	1	0
	Aug-31 2024 - Sep-30 2024	3	0
	% Change	▼ 66.7%	

Traffic Source

Overview: Sessions

Last month (Oct-01 - Oct-31 2024) ↑ Previous period (Aug-31 - Sep-30 2024)



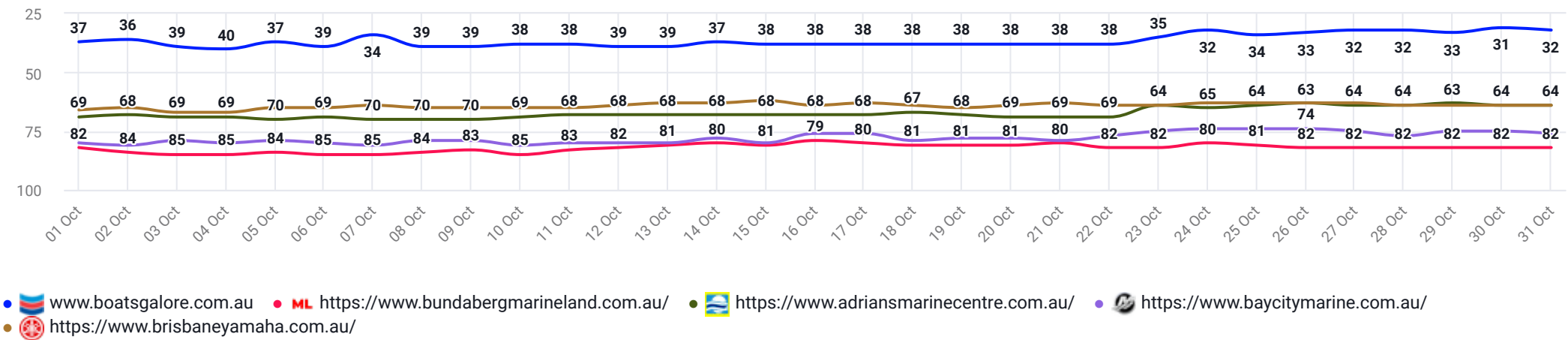
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Oct-01 2024 - Oct-31 2024	1.1K	833	886	72.88%	94.92%	27	75.5 sec	3.4K
Aug-31 2024 - Sep-30 2024	1.1K	840	852	73.43%	96.13%	19	79.58 sec	3.4K
% Change	▼ -0.1%	▼ -0.8%	▲ 4.0%	▼ -0.7%	▼ -1.3%	▲ 42.1%	▼ -5.1%	▼ -1.0%
2 Direct								
Oct-01 2024 - Oct-31 2024	353	215	333	60.91%	97.9%	15	32.11 sec	1.9K
Aug-31 2024 - Sep-30 2024	316	220	292	69.62%	97.6%	23	39.13 sec	1.9K
% Change	▲ 11.7%	▼ -2.3%	▲ 14.0%	▼ -12.5%	▲ 0.3%	▼ -34.8%	▼ -17.9%	▼ -0.2%
3 Referral								
Oct-01 2024 - Oct-31 2024	29	22	9	75.86%	66.67%	0	54.48 sec	146
Aug-31 2024 - Sep-30 2024	49	32	8	65.31%	50%	0	135.92 sec	203
% Change	▼ -40.8%	▼ -31.3%	▲ 12.5%	▲ 16.2%	▲ 33.3%	▼ 0%	▼ -59.9%	▼ -28.1%
4 Organic Social								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Oct-01 2024 - Oct-31 2024	22	19	19	86.36%	94.74%	0	62.55 sec	72
Aug-31 2024 - Sep-30 2024	12	9	12	75%	91.67%	1	45.75 sec	43
% Change	▲ 83.3%	▲ 111.1%	▲ 58.3%	▲ 15.1%	▲ 3.3%	▼ -100%	▲ 36.7%	▲ 67.4%
5 Unassigned								
Oct-01 2024 - Oct-31 2024	7	0	7	0%	0%	0	44.43 sec	9
Aug-31 2024 - Sep-30 2024	5	0	4	0%	0%	0	38.4 sec	3
% Change	▲ 40%	▼ 0%	▲ 75%	▼ 0%	▼ 0%	▼ 0%	▲ 15.7%	▲ 200%

Competitors Average Position Trend

Average position

Oct-01 2024 - Oct-31 2024



HEALTH SCORE



Backlinks

