



SEO report

www.boatsgalore.com.au

SEP-01 2024 - SEP-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	Search visibility	Traffic forecast	Keywords in SERP
38 ▾ 1	13.2% ▲ 2.5%	1309 ▲ 154	77

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			
quintrex boat for sale bundaberg	92	1	1
bundaberg boats	252K	1	1
renegade boat bundanberge	39	1	1
quintrex boat bundaberge	45	1	1
boats galore	18M	1	1
quintrex boat dealer	616K	1	1
new boat for sale bundaberg	244K	2	2
suzuki boat engine bundanberg	33	2	2
suzuki outboard bundaberge	62	2	2
boat for sale bundaberg	241K	5	3 ▲ 2
boat trailers for sale	29M	2	3 ▾ 1
new boat trailer for sale	68M	5	3 ▲ 2
used boat for sale bundaberg	153K	6	4 ▲ 2
boating bundaberg	731K	3	5 ▾ 2
outboard motor bundaberg	28K	5	5
suzuki boat engines for sale	4.4M	6	6

Keyword	Results	Month ago ▲	Current rankings
bundanberg boating	316K	4	7 ▼ 3
new boats for sale	143M	7	7
suzuki outboard for sale	7.1M	9	7 ▲ 2
used quintrex boat trailers for sale	200K	5	7 ▼ 2
used boat trailer for sale	44M	6	8 ▼ 2
used boats for sale	104M	10	13 ▼ 3
suzuki boat engine	32M	16	16
new quintrex boat for sale	339K	17	17
buy quintrex boat for sale	334K	36	21 ▲ 15
suzuki motor boat	27M	23	21 ▲ 2
suzuki outboard	36M	29	23 ▲ 6
quintrex tinnie	44K	-	23 ▲ 77
suzuki boat engine parts	9.1M	27	25 ▲ 2
aluminium boat trailer	8.7M	33	26 ▲ 7
used quintrex boat for sale	238K	35	27 ▲ 8
quintrex boat for sale	392K	26	31 ▼ 5
fishing boat bundaberg	206K	32	34 ▼ 2
suzuki outboard motors	5.4M	39	35 ▲ 4
renegade boat for sale	3.2M	74	35 ▲ 39
quintrex boat	746K	39	39
side console boat for sale	14M	-	39 ▲ 61
fishing boat for sale	93M	33	67 ▼ 34
outboard motor	343M	-	-
renegade boat	6.8M	-	-
garmin boat	21M	48	-
tinny boat for sale	598K	-	-
explorer boat	66M	-	-

Keyword	Results	Month ago ▲	Current rankings
dinghy boat for sale	13M	-	-
boat centre console	8.1M	-	-
marine shop	893M	-	-
boat engines	50M	-	-
cheap boats	92M	88	-
tinnie boat	221K	-	-

 Google Australia (Bundaberg, Queensland, Australia)

Keyword	Results	Month ago ▲	Current rankings
📁 General			
quintrex boat for sale bundaberg	92	1	1
renegade boat bundanberge	39	1	1
quintrex boat bundaberge	45	1	1
boats galore	18M	1	1
new boat for sale bundaberg	244K	2	2
suzuki boat engine bundanberg	33	2	2
suzuki outboard bundaberge	62	2	2
boat for sale bundaberg	241K	5	4 ▲ 1
bundaberg boats	252K	1	4 ▼ 3
quintrex boat dealer	616K	4	4
boating bundaberg	731K	3	6 ▼ 3
new boat trailer for sale	68M	8	6 ▲ 2
outboard motor bundaberg	28K	8	7 ▲ 1
boat trailers for sale	29M	2	7 ▼ 5
used boat for sale bundaberg	153K	8	8
suzuki boat engines for sale	4.4M	9	8 ▲ 1
suzuki outboard for sale	7.1M	10	8 ▲ 2
bundanberg boating	316K	5	10 ▼ 5

Keyword	Results	Month ago ▲	Current rankings
new boats for sale	143M	10	10
used quintrex boat trailers for sale	200K	8	10 ▼ 2
used boat trailer for sale	44M	9	12 ▼ 3
used boats for sale	104M	12	15 ▼ 3
suzuki boat engine	32M	73	16 ▲ 57
new quintrex boat for sale	339K	18	18
suzuki motor boat	27M	24	22 ▲ 2
aluminium boat trailer	8.7M	34	22 ▲ 12
quintrex tinnie	44K	-	23 ▲ 77
fishing boat bundaberg	206K	7	24 ▼ 17
quintrex boat for sale	392K	31	29 ▲ 2
used quintrex boat for sale	238K	37	30 ▲ 7
suzuki outboard motors	5.4M	41	32 ▲ 9
suzuki boat engine parts	9.1M	29	34 ▼ 5
renegade boat for sale	3.2M	77	35 ▲ 42
quintrex boat	746K	42	40 ▲ 2
buy quintrex boat for sale	334K	38	40 ▼ 2
side console boat for sale	14M	57	46 ▲ 11
suzuki outboard	36M	29	53 ▼ 24
fishing boat for sale	93M	37	66 ▼ 29
renegade boat	6.8M	72	67 ▲ 5
boat finance	168M	-	80 ▲ 20
outboard motor	343M	-	-
garmin boat	21M	52	-
tinny boat for sale	598K	-	-
explorer boat	66M	-	-
dinghy boat for sale	13M	-	-

Keyword	Results	Month ago ▲	Current rankings
boat centre console	8.1M	-	-
marine shop	893M	-	-
boat engines	50M	-	-
cheap boats	92M	-	-

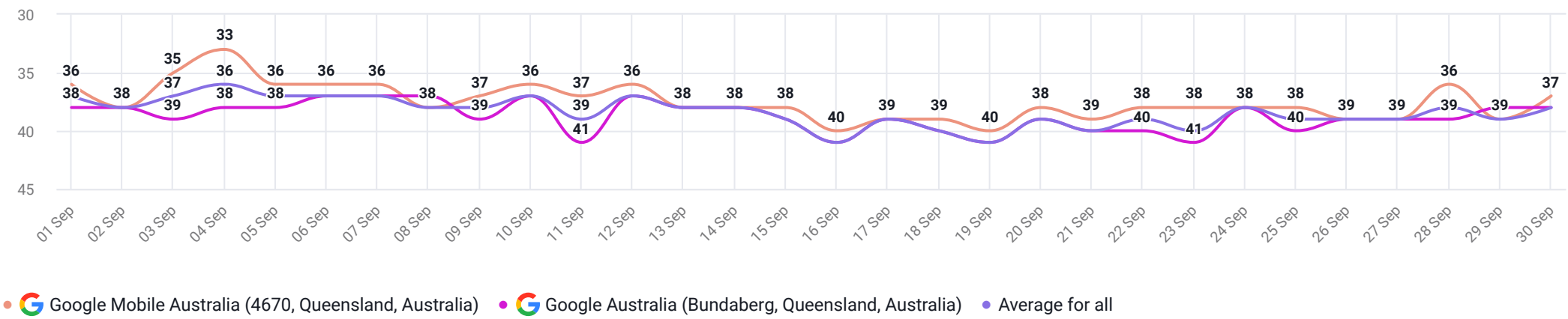
Distribution of Keywords

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	12	10	9	8	11	37
 General	50	12	10	9	8	11	37
 Google Australia (Bundaberg, Queensland, Australia)	50	8	13	9	8	12	38
 General	50	8	13	9	8	12	38

Average Position Trend

Average position

Sep-01 2024 - Sep-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

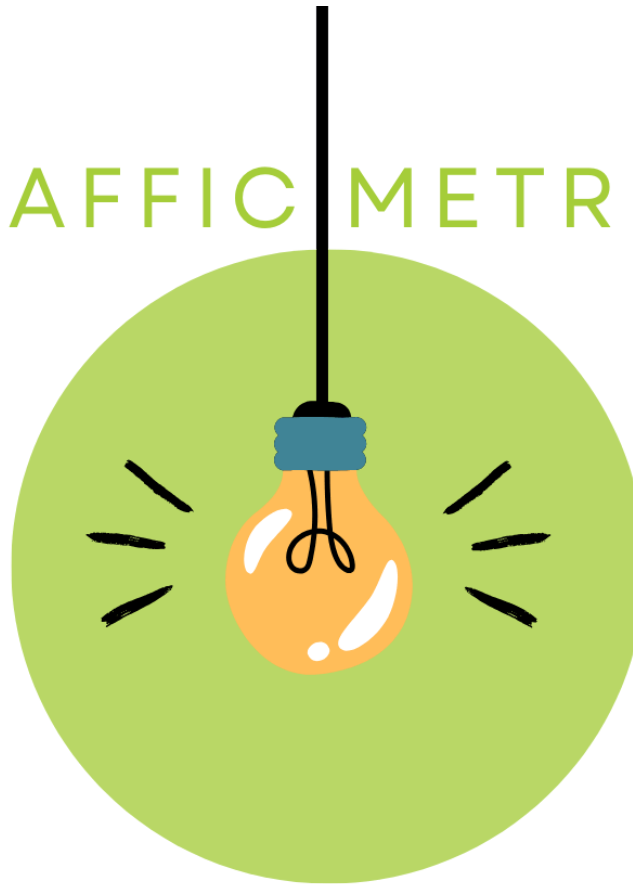
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

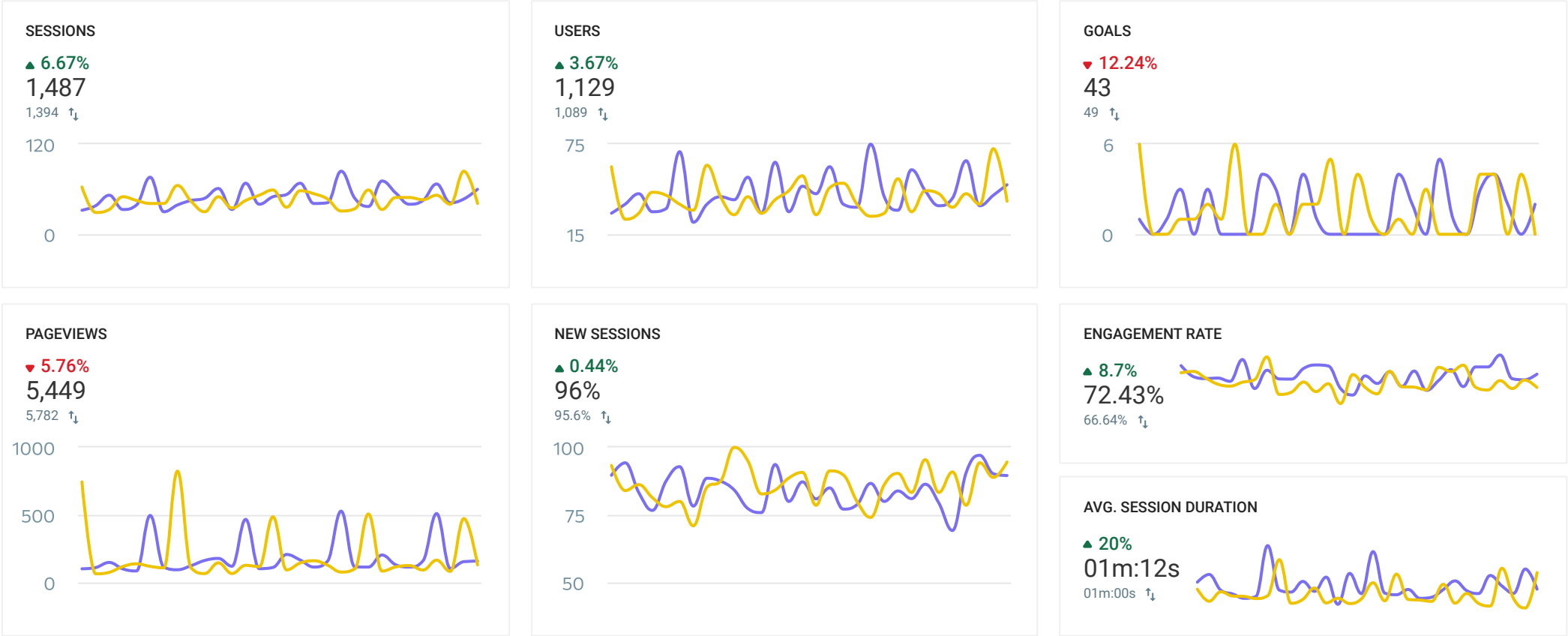
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Sep-01 2024 - Sep-30 2024



● Sep-01 2024 - Sep-30 2024 ● Aug-02 2024 - Aug-31 2024

Pages

All pages GOOGLE ANALYTICS

Sep-01 2024 - Sep-30 2024

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Sep-01 2024 - Sep-30 2024	664	89.85%	473	921	21s	82.23%	5
2	/BoatRanges/NewBoats							
	Sep-01 2024 - Sep-30 2024	233	8.14%	172	415	39s	95.71%	1
3	/BoatRanges/UsedBoats							
	Sep-01 2024 - Sep-30 2024	224	21.93%	187	276	26s	92.86%	1
4	/boatranges/newboats/quintrex							
	Sep-01 2024 - Sep-30 2024	101	0%	86	155	45s	100%	0
5	/boatranges/usedboats							
	Sep-01 2024 - Sep-30 2024	98	2.22%	90	120	36s	96.94%	0
6	/products/all-categories/Trailers/move-trailers							
	Sep-01 2024 - Sep-30 2024	89	60.76%	79	130	25s	82.02%	0
7	/BoatRanges/NewBoats/420-busta							

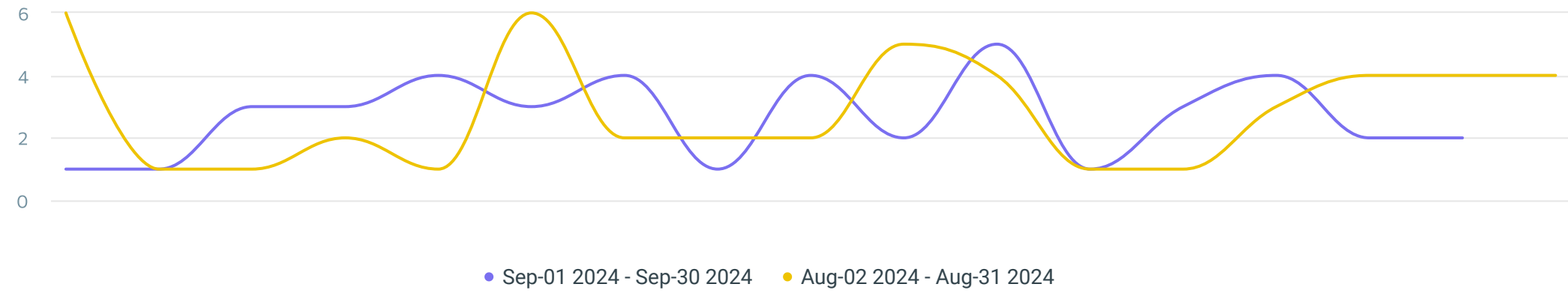
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Sep-01 2024 - Sep-30 2024	87	25.76%	66	103	46s	82.76%	0
8	/BoatRanges/Quintrex							
	Sep-01 2024 - Sep-30 2024	82	7.58%	66	124	40s	98.78%	0
9	/BoatRanges/NewBoats/460-renegade-sc							
	Sep-01 2024 - Sep-30 2024	81	1.54%	65	91	49s	96.3%	0
10	/BoatRanges/NewBoats/690-trident-1							
	Sep-01 2024 - Sep-30 2024	78	38.18%	55	83	46s	67.95%	0

Conversions

Goals GOOGLE ANALYTICS

Sep-01 2024 - Sep-30 2024

Goals



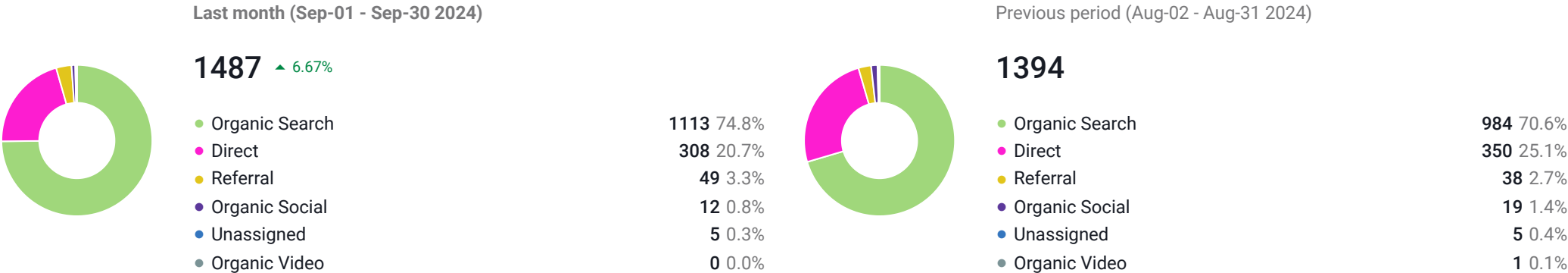
No.	Goal	Goals	Goal value
1	Book_A_Service		
	Sep-01 2024 - Sep-30 2024	17	0
	Aug-02 2024 - Aug-31 2024	29	0
	% Change	▼ 41.4%	
2	Click_Telephone		
	Sep-01 2024 - Sep-30 2024	17	0
	Aug-02 2024 - Aug-31 2024	15	0

No.	Goal	Goals	Goal value
	% Change	▲ 13.3%	
3	all_success_enquiries		
	Sep-01 2024 - Sep-30 2024	6	0
	Aug-02 2024 - Aug-31 2024	4	0
	% Change	▲ 50%	
4	file_download		
	Sep-01 2024 - Sep-30 2024	3	0
	Aug-02 2024 - Aug-31 2024	1	0
	% Change	▲ 200%	

Traffic Source

Overview: Sessions

Last month (Sep-01 - Sep-30 2024) ↑ Previous period (Aug-02 - Aug-31 2024)



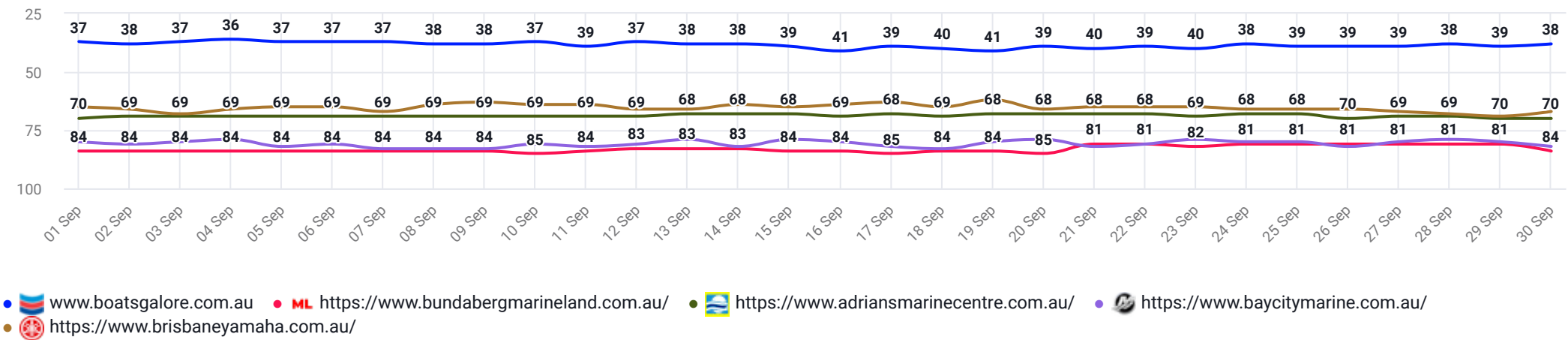
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Sep-01 2024 - Sep-30 2024	1.1K	817	826	73.41%	95.88%	19	78.28 sec	3.3K
Aug-02 2024 - Aug-31 2024	984	696	746	70.73%	94.5%	17	64.47 sec	2.6K
% Change	▲ 13.1%	▲ 17.4%	▲ 10.7%	▲ 3.8%	▲ 1.5%	▲ 11.8%	▲ 21.4%	▲ 24.1%
2 Direct								
Sep-01 2024 - Sep-30 2024	308	219	284	71.1%	97.54%	23	39.69 sec	1.9K
Aug-02 2024 - Aug-31 2024	350	196	315	56%	99.05%	29	39.87 sec	2.9K
% Change	▼ -12%	▲ 11.7%	▼ -9.8%	▲ 27.0%	▼ -1.5%	▼ -20.7%	▼ -0.5%	▼ -33.5%
3 Referral								
Sep-01 2024 - Sep-30 2024	49	32	8	65.31%	50%	0	135.92 sec	203
Aug-02 2024 - Aug-31 2024	38	24	9	63.16%	66.67%	3	133.16 sec	196
% Change	▲ 28.9%	▲ 33.3%	▼ -11.1%	▲ 3.4%	▼ -25.0%	▼ -100%	▲ 2.1%	▲ 3.6%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Organic Social								
Sep-01 2024 - Sep-30 2024	12	9	12	75%	91.67%	1	45.75 sec	43
Aug-02 2024 - Aug-31 2024	19	13	18	68.42%	94.44%	0	60.42 sec	52
% Change	▼ -36.8%	▼ -30.8%	▼ -33.3%	▲ 9.6%	▼ -2.9%	▼ 0%	▼ -24.3%	▼ -17.3%
5 Unassigned								
Sep-01 2024 - Sep-30 2024	5	0	4	0%	0%	0	38.4 sec	3
Aug-02 2024 - Aug-31 2024	5	0	5	0%	0%	0	97.4 sec	7
% Change	▼ 0%	▼ 0%	▼ -20%	▼ 0%	▼ 0%	▼ 0%	▼ -60.6%	▼ -57.1%
6 Organic Video								
Sep-01 2024 - Sep-30 2024	-	-	-	-	-	-	-	-
Aug-02 2024 - Aug-31 2024	1	1	1	100%	100%	0	99 sec	3
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

Sep-01 2024 - Sep-30 2024



HEALTH SCORE



Backlinks

