



SEO report

www.boatsgalore.com.au

NOV-01 2025 - NOV-30 2025



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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

Average position	Search visibility	Traffic forecast	Keywords in SERP
35	28.2% ▼ -3.4%	476 ▼ 133	37

Keywords Ranking

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

Google Australia Bundaberg, Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
renegade boat bundanberge	19K	1	1
suzuki boat engine bundanberg	11K	1	2 ▼ 1
boats galore	2.1M	1	2 ▼ 1
suzuki outboard bundaberge	7.9K	1	3 ▼ 2
suzuki outboard motors	3.3M	10	3 ▲ 7
tinnie boat	2.1M	4	3 ▲ 1
suzuki outboard	42M	2	4 ▼ 2
quintrex boat bundaberge	23K	1	4 ▼ 3
quintrex tinnie	36K	6	4 ▲ 2
quintrex boat for sale bundaberg	4.9K	1	6 ▼ 5
suzuki outboard for sale	3.8M	3	8 ▼ 5
outboard motor bundaberg	24K	5	11 ▼ 6
boat trailers for sale	31M	13	12 ▲ 1
suzuki boat engines for sale	3.1M	2	14 ▼ 12

Keyword	Results	Month ago ▲	Current rankings
new boat for sale bundaberg	225K	1	17 ▼ 16
used boat for sale bundaberg	163K	6	18 ▼ 12
new boats for sale	171M	4	22 ▼ 18
boat for sale bundaberg	630K	2	23 ▼ 21
bundaberg boats	917K	4	30 ▼ 26
renegade boat	6.8M	-	32 ▲ 68
new quintrex boat for sale	372K	16	47 ▼ 31
new boat trailer for sale	84M	5	48 ▼ 43
aluminium boat trailer	4.4M	61	62 ▼ 1
suzuki boat engine	12M	29	66 ▼ 37
boating bundaberg	672K	7	-
outboard motor	27M	-	-
quintrex boat	645K	-	-
suzuki boat engine parts	8.6M	79	-
garmin boat	19M	-	-
tinny boat for sale	877K	-	-
explorer boat	101M	-	-
bundanberg boating	300K	7	-
quintrex boat for sale	671K	-	-
buy quintrex boat for sale	358K	17	-
dinghy boat for sale	5M	-	-
boat centre console	8.2M	-	-
fishing boat bundaberg	197K	4	-
used boats for sale	118M	3	-
fishing boat for sale	76M	6	-
marine shop	374M	-	-
boat engines	431M	-	-
used quintrex boat for sale	672K	14	-
suzuki motor boat	16M	23	-

Keyword	Results	Month ago ▲	Current rankings
cheap boats	87M	17	-
used boat trailer for sale	51M	18	-
used quintrex boat trailers for sale	653K	8	-
quintrex boat dealer	664K	4	-
side console boat for sale	11M	-	-
renegade boat for sale	2.8M	-	-
boat finance	203M	-	-

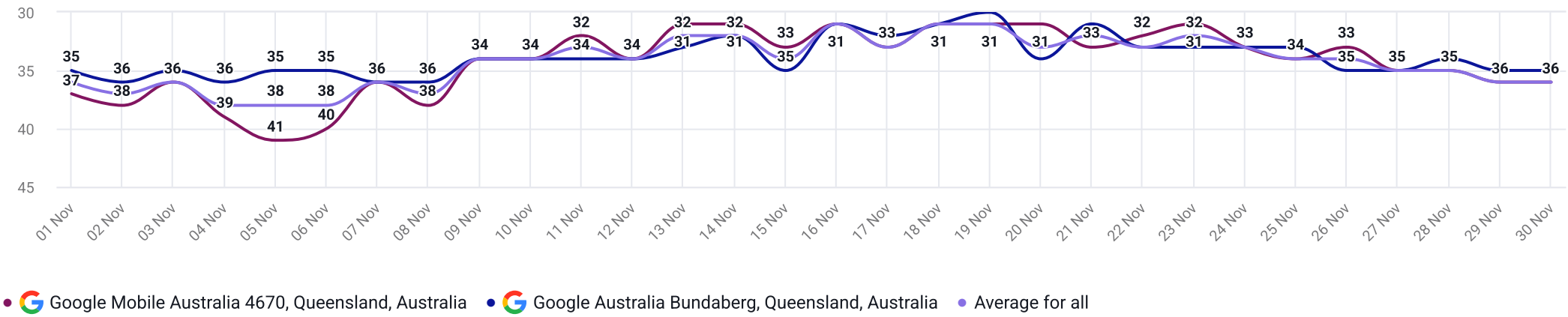
Distribution of Keywords

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	19	7	6	4	14	36
 General	50	19	7	6	4	14	36
 Google Australia Bundaberg, Queensland, Australia	50	10	18	4	5	13	35
 General	50	10	18	4	5	13	35

Average Position Trend

Average position

Nov-01 2025 - Nov-30 2025



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

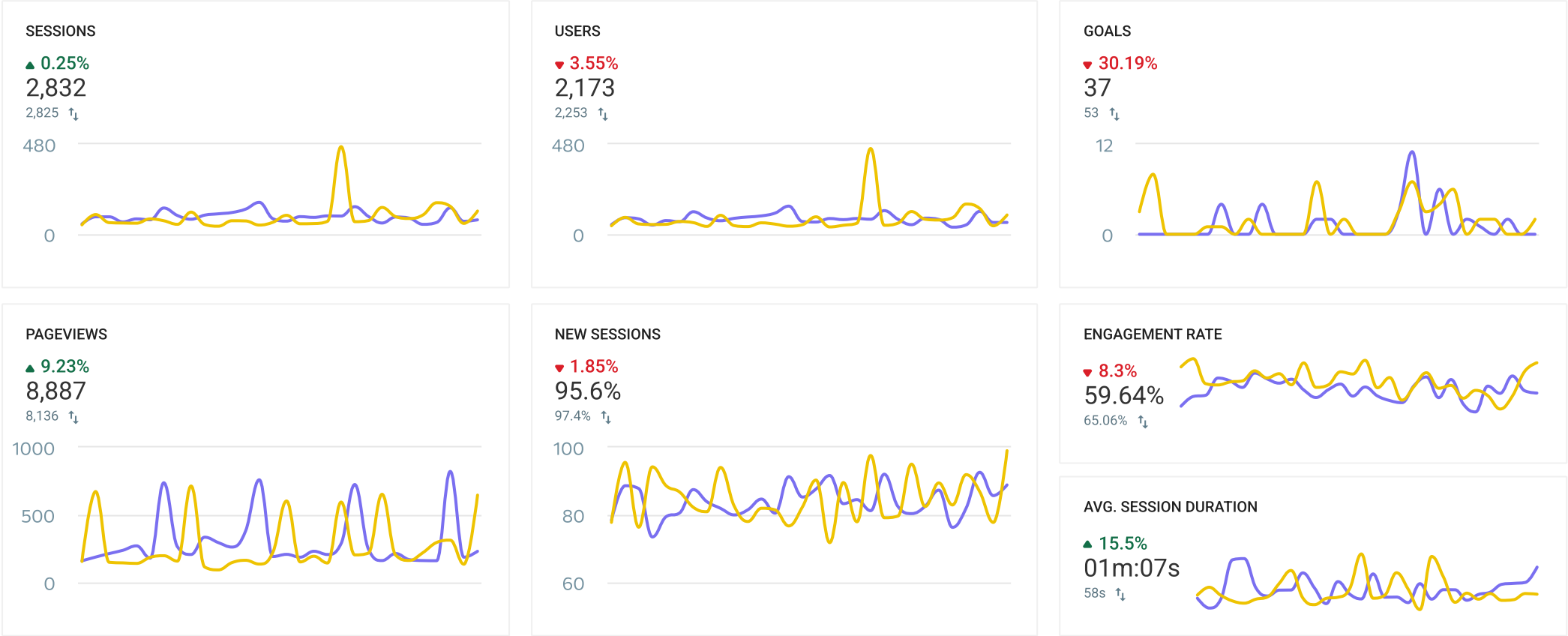
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Nov-01 2025 - Nov-30 2025



● Nov-01 2025 - Nov-30 2025 ● Oct-02 2025 - Oct-31 2025

Pages

All pages GOOGLE ANALYTICS

Nov-01 2025 - Nov-30 2025

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Nov-01 2025 - Nov-30 2025	1K	87.55%	803	1.3K	14s	74.71%	0
2	/BoatRanges/UsedBoats							
	Nov-01 2025 - Nov-30 2025	446	20.69%	319	700	35s	88.79%	0
3	/BoatRanges/NewBoats							
	Nov-01 2025 - Nov-30 2025	444	17.54%	228	754	01m:03s	84.23%	0
4	/boatranges/newboats/quintrex							
	Nov-01 2025 - Nov-30 2025	157	9.6%	125	264	01m:10s	91.72%	0
5	/boatranges/usedboats							
	Nov-01 2025 - Nov-30 2025	143	5.56%	126	194	42s	97.2%	0
6	/BoatRanges/Quintrex							
	Nov-01 2025 - Nov-30 2025	100	7.69%	91	144	42s	97%	0
7	/BoatRanges/NewBoats/460-renegade-ts							

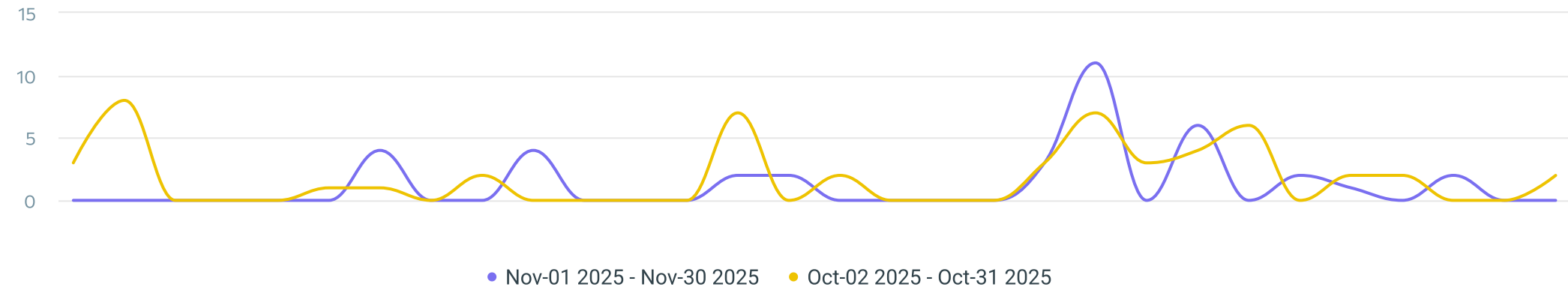
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Nov-01 2025 - Nov-30 2025	89	25.93%	54	98	31s	74.16%	0
8	/BoatRanges/UsedBoats/430-fishabout							
	Nov-01 2025 - Nov-30 2025	85	7.84%	51	96	31s	78.82%	0
9	/BoatRanges/NewBoats/590-territory-legend							
	Nov-01 2025 - Nov-30 2025	81	42%	50	87	36s	82.72%	0
10	/BoatRanges/Quintrex/DownloadSpecs							
	Nov-01 2025 - Nov-30 2025	79	64.56%	79	320	05s	93.67%	0

Conversions

Goals GOOGLE ANALYTICS

Nov-01 2025 - Nov-30 2025

Goals



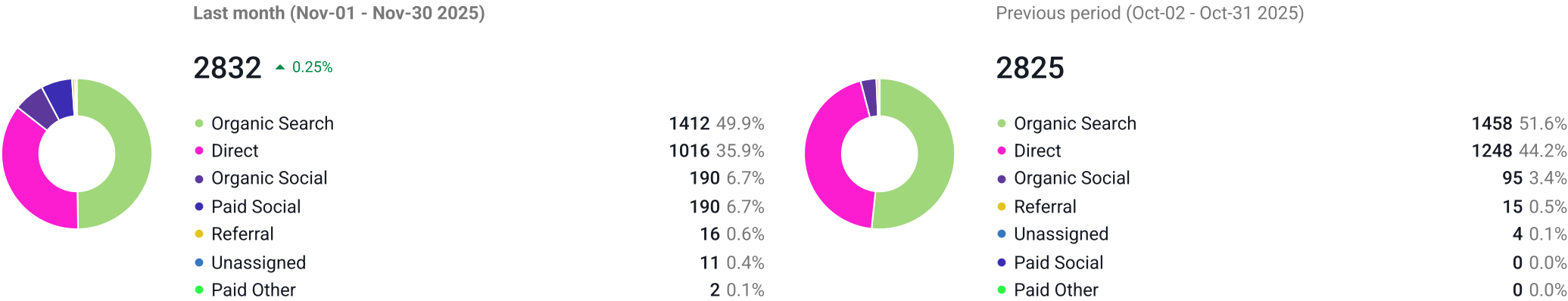
No.	Goal	Goals	Goal value
1	all_success_enquiries		
	Nov-01 2025 - Nov-30 2025	24	0
	Oct-02 2025 - Oct-31 2025	19	0
	% Change	▲ 26.3%	
2	Book_A_Service		
	Nov-01 2025 - Nov-30 2025	9	0
	Oct-02 2025 - Oct-31 2025	32	0

No.	Goal	Goals	Goal value
	% Change	▼ 71.9%	
3	file_download		
	Nov-01 2025 - Nov-30 2025	4	0
	Oct-02 2025 - Oct-31 2025	2	0
	% Change	▲ 100%	

Traffic Source

Overview: Sessions

Last month (Nov-01 - Nov-30 2025) ↑ Previous period (Oct-02 - Oct-31 2025)



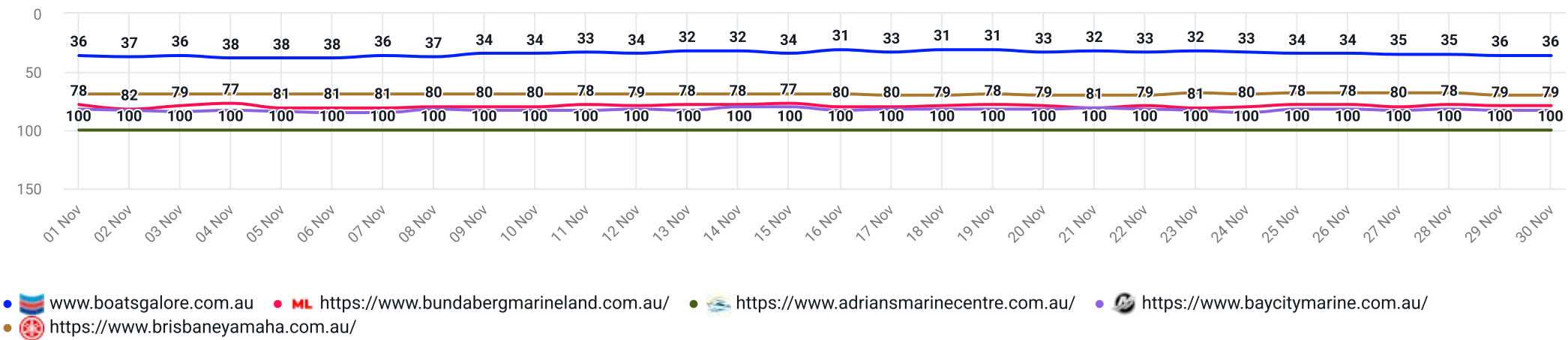
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Nov-01 2025 - Nov-30 2025	1.4K	1K	930	72.24%	90.43%	25	93.66 sec	4.5K
Oct-02 2025 - Oct-31 2025	1.5K	1.1K	1K	72.22%	92.54%	35	79.04 sec	4K
% Change	▼ -3.2%	▼ -3.1%	▼ -9.9%	0.0%	▼ -2.3%	▼ -28.6%	▲ 18.5%	▲ 12.0%
2 Direct								
Nov-01 2025 - Nov-30 2025	1K	482	883	47.44%	100.34%	10	40.06 sec	3.4K
Oct-02 2025 - Oct-31 2025	1.2K	706	1.1K	56.57%	101.5%	18	35.39 sec	3.8K
% Change	▼ -18.6%	▼ -31.7%	▼ -21.9%	▼ -16.1%	▼ -1.1%	▼ -44.4%	▲ 13.2%	▼ -9.9%
3 Organic Social								
Nov-01 2025 - Nov-30 2025	190	108	168	56.84%	97.02%	0	45.18 sec	472
Oct-02 2025 - Oct-31 2025	95	68	84	71.58%	97.62%	0	40.11 sec	226

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
% Change	▲ 100%	▲ 58.8%	▲ 100%	▼ -20.6%	▼ -0.6%	▼ 0%	▲ 12.6%	▲ 108.8%
4 Paid Social								
Nov-01 2025 - Nov-30 2025	190	62	177	32.63%	98.31%	0	28.61 sec	351
Oct-02 2025 - Oct-31 2025	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
5 Referral								
Nov-01 2025 - Nov-30 2025	16	13	10	81.25%	80%	2	187.5 sec	85
Oct-02 2025 - Oct-31 2025	15	11	8	73.33%	87.5%	0	24.33 sec	46
% Change	▲ 6.7%	▲ 18.2%	▲ 25%	▲ 10.8%	▼ -8.6%	▼ 0%	▲ 670.7%	▲ 84.8%
6 Unassigned								
Nov-01 2025 - Nov-30 2025	11	1	11	9.09%	36.36%	0	33.09 sec	7
Oct-02 2025 - Oct-31 2025	4	0	4	0%	75%	0	2.25 sec	3
% Change	▲ 175%	▼ 0%	▲ 175%	▼ 0%	▼ -51.5%	▼ 0%	▲ 1.4K%	▲ 133.3%
7 Paid Other								
Nov-01 2025 - Nov-30 2025	2	2	2	100%	100%	0	26 sec	4
Oct-02 2025 - Oct-31 2025	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

Nov-01 2025 - Nov-30 2025



HEALTH SCORE



Backlinks

