



SEO report

www.boatsgalore.com.au

APR-01 2025 - APR-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
37 ▼ 4	10.3% ▲ 2.8%	528 ▲ 76	74

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	213K	1	1
quintrex boat for sale bundaberg	32K	1	1
bundaberg boats	1.1M	1	1
renegade boat bundanberge	37	1	1
outboard motor bundaberg	20K	1	1
quintrex boat bundaberge	44	1	1
new boats for sale	226M	22	1 ▲ 21
boats galore	92	1	1
quintrex boat dealer	1.3M	1	1
boating bundaberg	674K	3	2 ▲ 1
suzuki boat engine bundanberg	33	2	2
suzuki outboard bundaberge	49	1	2 ▼ 1
new boat trailer for sale	131M	3	2 ▲ 1
bundanberg boating	289K	4	3 ▲ 1
suzuki boat engines for sale	4.6M	6	3 ▲ 3

Keyword	Results	Month ago ▲	Current rankings
boat for sale bundaberg	94	4	4
used boat for sale bundaberg	113K	3	4 ▼ 1
marine shop	1B	4	4
used boats for sale	161M	12	5 ▲ 7
suzuki outboard for sale	5.5M	7	7
fishing boat bundaberg	171K	3	10 ▼ 7
used quintrex boat trailers for sale	42	11	13 ▼ 2
used quintrex boat for sale	73	16	14 ▲ 2
used boat trailer for sale	92	11	15 ▼ 4
new quintrex boat for sale	400K	22	16 ▲ 6
buy quintrex boat for sale	425K	20	22 ▼ 2
boat trailers for sale	71M	13	22 ▼ 9
cheap boats	127M	-	23 ▲ 77
suzuki boat engine	13M	17	24 ▼ 7
suzuki motor boat	122M	18	30 ▼ 12
quintrex boat	1.4M	27	32 ▼ 5
suzuki outboard	47M	17	32 ▼ 15
boat centre console	11M	28	35 ▼ 7
suzuki outboard motors	4.5M	44	36 ▲ 8
suzuki boat engine parts	9.5M	32	51 ▼ 19
boat engines	547M	36	59 ▼ 23
explorer boat	125M	39	60 ▼ 21
outboard motor	136M	-	-
renegade boat	6.6M	-	-
garmin boat	21M	-	-
tinny boat for sale	49	-	-
quintrex boat for sale	50	-	-

Keyword	Results	Month ago ▲	Current rankings
dinghy boat for sale	82	-	-
fishing boat for sale	128M	13	-
quintrex tinnie	93	-	-
aluminium boat trailer	7.1M	-	-
tinnie boat	94	69	-
side console boat for sale	71	-	-
renegade boat for sale	67	-	-
boat finance	259M	-	-


Google Australia Bundaberg, Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
new boat for sale bundaberg	213K	1	1
quintrex boat for sale bundaberg	32K	1	1
renegade boat bundanberge	37	1	1
quintrex boat bundaberge	44	1	1
suzuki outboard bundaberge	49	1	1
boats galore	92	1	1
boating bundaberg	674K	2	2
suzuki boat engine bundanberg	33	2	2
boat for sale bundaberg	94	4	3 ▲ 1
bundaberg boats	1.1M	4	4
fishing boat bundaberg	171K	7	4 ▲ 3
outboard motor bundaberg	20K	4	4
new boats for sale	226M	19	4 ▲ 15
quintrex boat dealer	1.3M	4	4
suzuki outboard for sale	5.5M	6	5 ▲ 1
new boat trailer for sale	131M	6	5 ▲ 1
used boat for sale bundaberg	113K	6	6

Keyword	Results	Month ago ▲	Current rankings
bundanberg boating	289K	7	6 ▲ 1
suzuki boat engines for sale	4.6M	9	6 ▲ 3
used boats for sale	161M	12	7 ▲ 5
marine shop	1B	7	7
used quintrex boat trailers for sale	42	11	12 ▼ 1
used quintrex boat for sale	73	15	14 ▲ 1
boat trailers for sale	71M	18	14 ▲ 4
used boat trailer for sale	92	14	15 ▼ 1
suzuki motor boat	122M	23	18 ▲ 5
new quintrex boat for sale	400K	22	19 ▲ 3
suzuki boat engine	13M	10	21 ▼ 11
buy quintrex boat for sale	425K	20	22 ▼ 2
cheap boats	127M	18	23 ▼ 5
quintrex boat	1.4M	26	33 ▼ 7
boat centre console	11M	56	33 ▲ 23
suzuki outboard	47M	16	35 ▼ 19
suzuki outboard motors	4.5M	43	36 ▲ 7
boat engines	547M	-	44 ▲ 56
suzuki boat engine parts	9.5M	32	49 ▼ 17
renegade boat	6.6M	-	52 ▲ 48
outboard motor	136M	-	-
garmin boat	21M	-	-
tinny boat for sale	49	-	-
explorer boat	125M	40	-
quintrex boat for sale	50	-	-
dinghy boat for sale	82	-	-
fishing boat for sale	128M	8	-

Keyword	Results	Month ago ▲	Current rankings
quintrex tinnie	93	29	-
aluminium boat trailer	7.1M	-	-
tinnie boat	94	72	-
side console boat for sale	71	-	-
renegade boat for sale	67	-	-
boat finance	259M	-	-

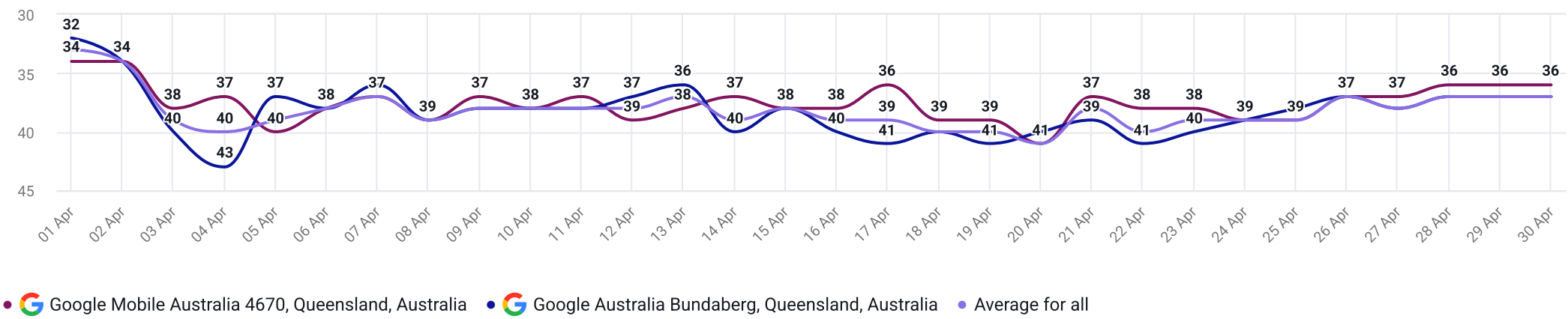
Distribution of Keywords

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	16	6	8	7	13	36
 General	50	16	6	8	7	13	36
 Google Australia Bundaberg, Queensland, Australia	50	8	13	9	7	13	37
 General	50	8	13	9	7	13	37

Average Position Trend

Average position

Apr-01 2025 - Apr-30 2025



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

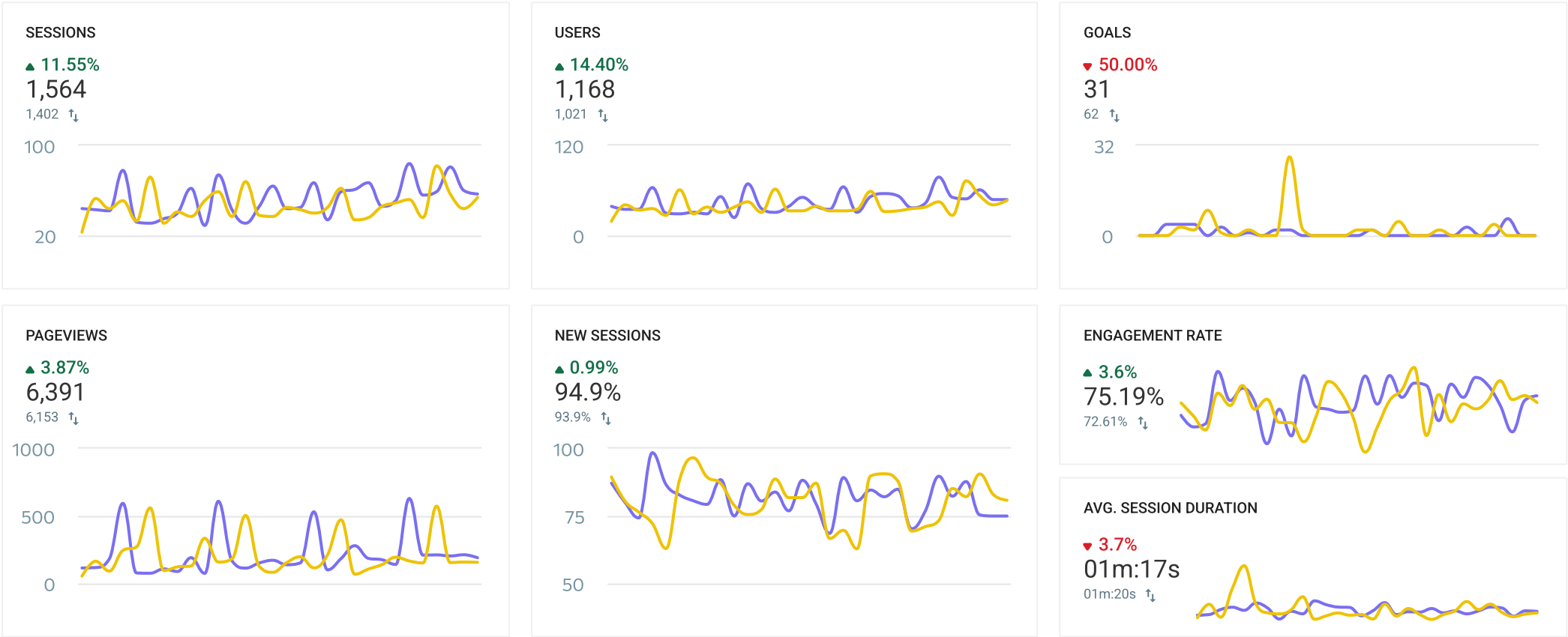
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Apr-01 2025 - Apr-30 2025



● Apr-01 2025 - Apr-30 2025 ● Mar-02 2025 - Mar-31 2025

Pages

All pages GOOGLE ANALYTICS

Apr-01 2025 - Apr-30 2025

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Apr-01 2025 - Apr-30 2025	682	87.28%	519	967	19s	82.84%	0
2	/BoatRanges/UsedBoats							
	Apr-01 2025 - Apr-30 2025	302	19.37%	222	471	35s	90.73%	0
3	/BoatRanges/NewBoats							
	Apr-01 2025 - Apr-30 2025	259	12.08%	149	615	51s	93.05%	0
4	/boatranges/usedboats							
	Apr-01 2025 - Apr-30 2025	124	1.87%	107	179	35s	95.16%	0
5	/BoatRanges/UsedBoats/reef-fisher-plate-centre-console-cnc-kit							
	Apr-01 2025 - Apr-30 2025	105	1.23%	81	112	35s	92.38%	0
6	/BoatRanges/NewBoats/490-renegade-sc-1							
	Apr-01 2025 - Apr-30 2025	95	3.51%	57	107	47s	93.68%	0
7	/boatranges/newboats/quintrex							

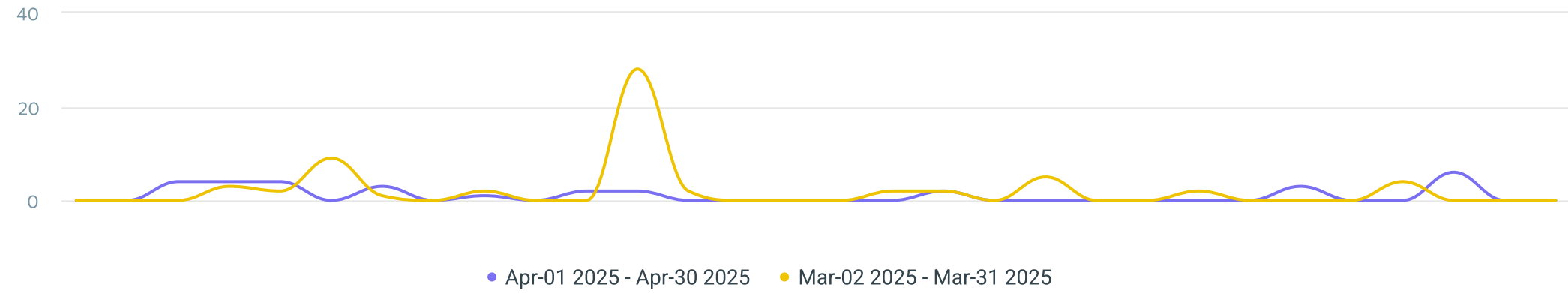
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Apr-01 2025 - Apr-30 2025	87	2.63%	76	128	31s	95.4%	0
8	/BoatRanges/NewBoats/450-top-ender							
	Apr-01 2025 - Apr-30 2025	82	8%	50	89	44s	90.24%	0
9	/BoatRanges/UsedBoats/230-walk-around							
	Apr-01 2025 - Apr-30 2025	81	0%	68	87	33s	96.3%	0
10	/BoatRanges/Quintrex							
	Apr-01 2025 - Apr-30 2025	79	8.82%	68	107	38s	98.73%	0

Conversions

Goals GOOGLE ANALYTICS

Apr-01 2025 - Apr-30 2025

Goals



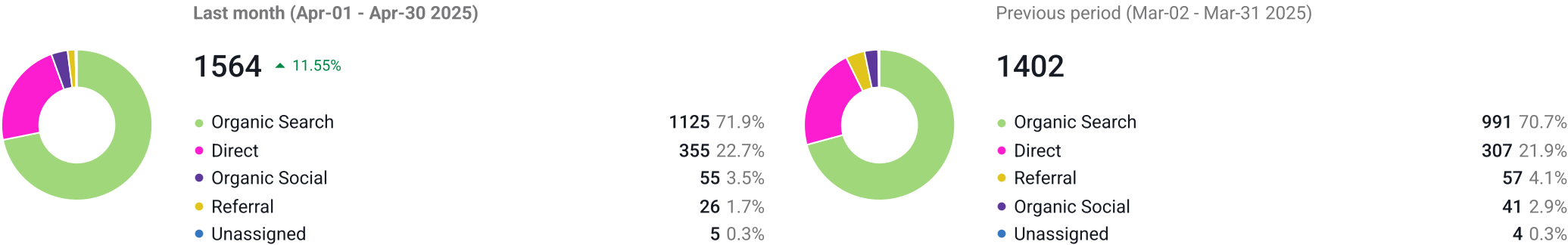
No.	Goal	Goals	Goal value
1	Book_A_Service		
	Apr-01 2025 - Apr-30 2025	16	0
	Mar-02 2025 - Mar-31 2025	20	0
	% Change	▼ 20%	
2	all_success_enquiries		
	Apr-01 2025 - Apr-30 2025	11	0
	Mar-02 2025 - Mar-31 2025	9	0

No.	Goal	Goals	Goal value
	% Change	▲ 22.2%	
3	file_download		
	Apr-01 2025 - Apr-30 2025	3	0
	Mar-02 2025 - Mar-31 2025	33	0
	% Change	▼ 90.9%	
4	Click_location_button		
	Apr-01 2025 - Apr-30 2025	1	0
	Mar-02 2025 - Mar-31 2025	0	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Apr-01 - Apr-30 2025) ↑ Previous period (Mar-02 - Mar-31 2025)



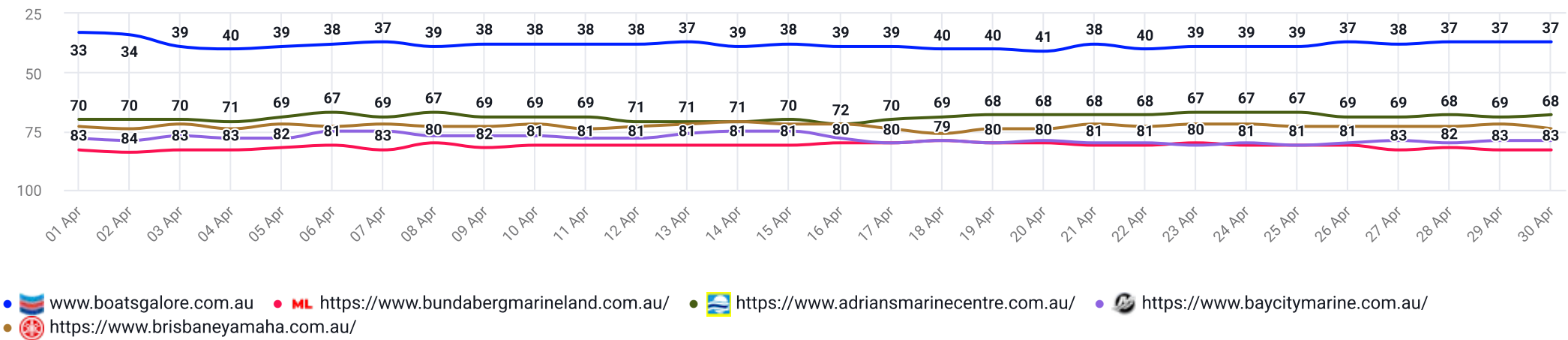
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Apr-01 2025 - Apr-30 2025	1.1K	859	801	76.36%	93.88%	16	82.83 sec	3.9K
Mar-02 2025 - Mar-31 2025	991	718	710	72.45%	90.85%	50	65.85 sec	3.3K
% Change	▲ 13.5%	▲ 19.6%	▲ 12.8%	▲ 5.4%	▲ 3.3%	▼ -68%	▲ 25.8%	▲ 18.8%
2 Direct								
Apr-01 2025 - Apr-30 2025	355	266	330	74.93%	100%	14	41.47 sec	2.2K
Mar-02 2025 - Mar-31 2025	307	219	281	71.34%	99.64%	10	50.3 sec	2K
% Change	▲ 15.6%	▲ 21.5%	▲ 17.4%	▲ 5.0%	▲ 0.4%	▲ 40%	▼ -17.6%	▲ 9.5%
3 Organic Social								
Apr-01 2025 - Apr-30 2025	55	32	22	58.18%	81.82%	1	168 sec	217
Mar-02 2025 - Mar-31 2025	41	33	26	80.49%	96.15%	0	113.95 sec	198
% Change	▲ 34.1%	▼ -3.0%	▼ -15.4%	▼ -27.7%	▼ -14.9%	▼ 0%	▲ 47.4%	▲ 9.6%
4 Referral								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Apr-01 2025 - Apr-30 2025	26	22	15	84.62%	53.33%	0	104.62 sec	109
Mar-02 2025 - Mar-31 2025	57	47	13	82.46%	69.23%	2	472.86 sec	695
% Change	▼ -54.4%	▼ -53.2%	▲ 15.4%	▲ 2.6%	▼ -23.0%	▼ -100%	▼ -77.9%	▼ -84.3%
5 Unassigned								
Apr-01 2025 - Apr-30 2025	5	0	5	0%	0%	0	26.8 sec	7
Mar-02 2025 - Mar-31 2025	4	0	4	0%	0%	0	49.5 sec	5
% Change	▲ 25%	▼ 0%	▲ 25%	▼ 0%	▼ 0%	▼ 0%	▼ -45.9%	▲ 40%

Competitors Average Position Trend

Average position

Apr-01 2025 - Apr-30 2025



HEALTH SCORE



Backlinks

