



SEO report

www.boatsgalore.com.au

FEB-01 2025 - FEB-28 2025



Table of Contents

Key Ranking Metrics 3

Keywords Ranking 4

Distribution of Keywords 8

Average Position Trend 8

Traffic Overview 10

Pages 11

Conversions 13

Traffic Source 14

Competitors Average Position Trend 16

Audit overview 17

Backlinks 18

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
31 ▼ 2	13.2% ▲ 4.4%	1156 ▲ 286	78

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	27K	1	1
bundaberg boats	1.1M	1	1
renegade boat bundanberge	40	1	1
quintrex boat bundaberge	46	1	1
boats galore	96	1	1
quintrex boat dealer	1.3M	1	1
new boat for sale bundaberg	203K	1	2 ▼ 1
suzuki boat engine bundanberg	35	2	2
outboard motor bundaberg	16K	2	2
suzuki outboard bundaberge	54	1	2 ▼ 1
boat for sale bundaberg	90	2	3 ▼ 1
used boat for sale bundaberg	111K	3	3
boating bundaberg	738K	5	3 ▲ 2
used quintrex boat trailers for sale	38	4	3 ▲ 1
boat trailers for sale	47M	5	4 ▲ 1

Keyword	Results	Month ago ▲	Current rankings
new boat trailer for sale	122M	3	4 ▼ 1
bundanberg boating	275K	6	5 ▲ 1
fishing boat bundaberg	161K	6	5 ▲ 1
suzuki boat engines for sale	3.7M	2	6 ▼ 4
suzuki outboard for sale	4.5M	5	6 ▼ 1
used boats for sale	147M	10	10
used boat trailer for sale	77M	11	10 ▲ 1
fishing boat for sale	111M	8	11 ▼ 3
suzuki outboard	43M	44	13 ▲ 31
marine shop	866M	13	13
cheap boats	99M	16	13 ▲ 3
used quintrex boat for sale	213K	11	14 ▼ 3
new boats for sale	194M	8	15 ▼ 7
suzuki boat engine	11M	16	16
quintrex boat	1.4M	32	22 ▲ 10
buy quintrex boat for sale	339K	20	23 ▼ 3
new quintrex boat for sale	328K	23	24 ▼ 1
suzuki motor boat	15M	24	24
explorer boat	116M	-	33 ▲ 67
aluminium boat trailer	6.2M	63	33 ▲ 30
suzuki outboard motors	3.4M	28	50 ▼ 22
boat centre console	11M	41	53 ▼ 12
suzuki boat engine parts	9M	40	62 ▼ 22
tinnie boat	534K	14	63 ▼ 49
outboard motor	128M	-	-
renegade boat	7.5M	34	-
garmin boat	18M	-	-

Keyword	Results	Month ago ▲	Current rankings
tinny boat for sale	58	23	-
quintrex boat for sale	49	-	-
dinghy boat for sale	7.7M	-	-
boat engines	492M	-	-
quintrex tinnie	54K	8	-
side console boat for sale	17M	-	-
renegade boat for sale	76	-	-
boat finance	243M	-	-


Google Australia (Bundaberg, Queensland, Australia)

Keyword	Results	Month ago ▲	Current rankings
General			
quintrex boat for sale bundaberg	27K	1	1
renegade boat bundanberge	40	1	1
quintrex boat bundaberge	46	1	1
suzuki outboard bundaberge	54	1	1
boats galore	96	1	1
new boat for sale bundaberg	203K	2	2
suzuki boat engine bundanberg	35	2	2
boat for sale bundaberg	90	2	3 ▼ 1
suzuki outboard	43M	50	3 ▲ 47
suzuki outboard for sale	4.5M	6	3 ▲ 3
bundaberg boats	1.1M	4	4
used quintrex boat trailers for sale	38	4	4
quintrex boat dealer	1.3M	4	4
outboard motor bundaberg	16K	5	5
used boat for sale bundaberg	111K	6	6
boating bundaberg	738K	7	6 ▲ 1
bundanberg boating	275K	10	8 ▲ 2

Keyword	Results	Month ago ▲	Current rankings
fishing boat bundaberg	161K	9	8 ▲ 1
marine shop	866M	16	8 ▲ 8
boat trailers for sale	47M	8	8
new boat trailer for sale	122M	6	8 ▼ 2
suzuki boat engines for sale	3.7M	5	9 ▼ 4
suzuki boat engine	11M	21	10 ▲ 11
used boats for sale	147M	12	12
fishing boat for sale	111M	8	12 ▼ 4
used quintrex boat for sale	213K	12	13 ▼ 1
used boat trailer for sale	77M	10	15 ▼ 5
new boats for sale	194M	11	16 ▼ 5
suzuki motor boat	15M	13	17 ▼ 4
cheap boats	99M	16	18 ▼ 2
quintrex boat	1.4M	32	21 ▲ 11
new quintrex boat for sale	328K	23	22 ▲ 1
buy quintrex boat for sale	339K	20	23 ▼ 3
explorer boat	116M	-	33 ▲ 67
aluminium boat trailer	6.2M	53	34 ▲ 19
suzuki boat engine parts	9M	42	52 ▼ 10
boat centre console	11M	39	53 ▼ 14
suzuki outboard motors	3.4M	28	54 ▼ 26
tinnie boat	534K	10	56 ▼ 46
outboard motor	128M	-	-
renegade boat	7.5M	-	-
garmin boat	18M	-	-
tinny boat for sale	58	26	-
quintrex boat for sale	49	-	-

Keyword	Results	Month ago ▲	Current rankings
dinghy boat for sale	7.7M	-	-
boat engines	492M	25	-
quintrex tinnie	54K	12	-
side console boat for sale	17M	-	-
renegade boat for sale	76	-	-
boat finance	243M	-	-

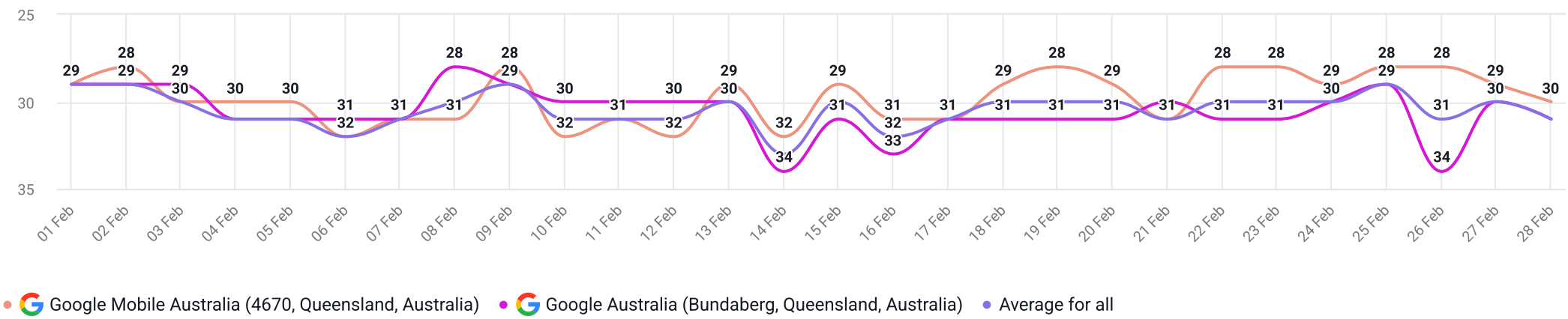
Distribution of Keywords

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	13	11	2	11	30
 General	50	13	13	11	2	11	30
 Google Australia (Bundaberg, Queensland, Australia)	50	10	15	13	1	11	31
 General	50	10	15	13	1	11	31

Average Position Trend

Average position

Feb-01 2025 - Feb-28 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

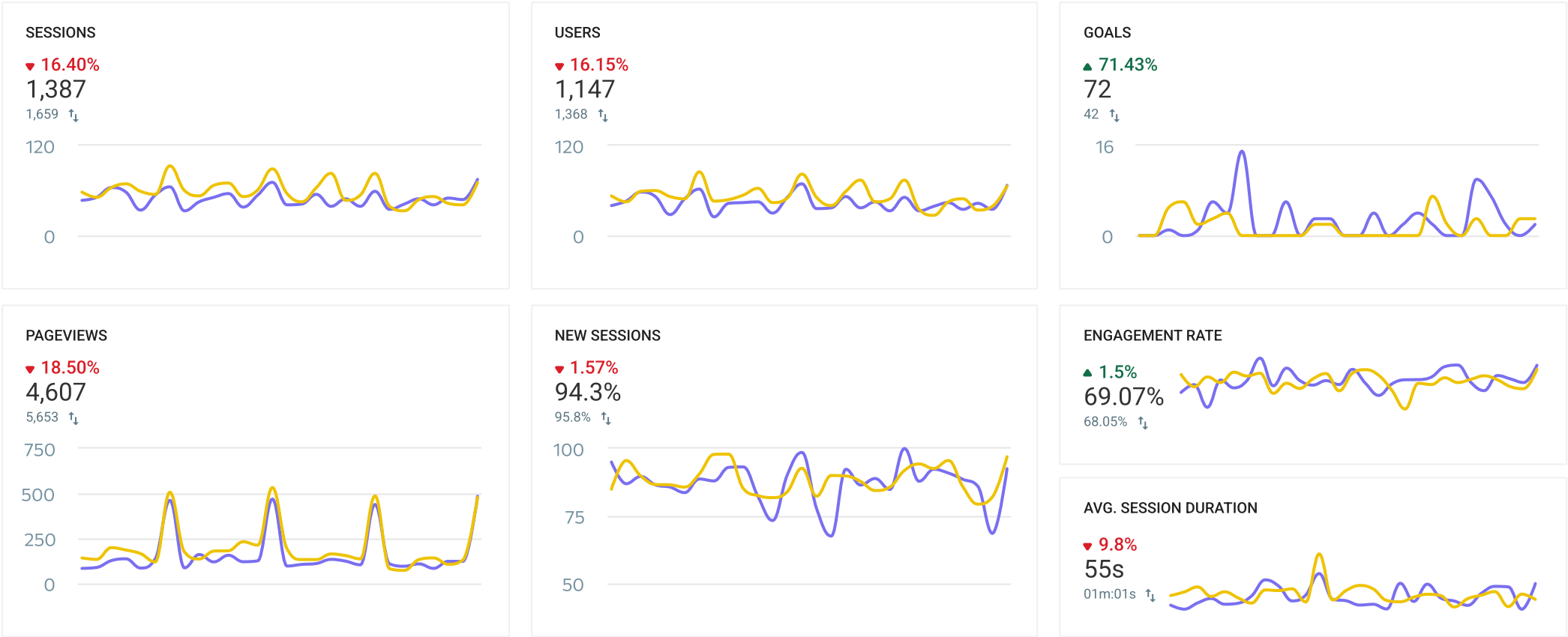
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Feb-01 2025 - Feb-28 2025



● Feb-01 2025 - Feb-28 2025 ● Jan-04 2025 - Jan-31 2025

Pages

All pages GOOGLE ANALYTICS

Feb-01 2025 - Feb-28 2025

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Feb-01 2025 - Feb-28 2025	529	83.94%	436	749	18s	79.96%	0
2	/BoatRanges/UsedBoats							
	Feb-01 2025 - Feb-28 2025	218	15.22%	184	273	28s	90.37%	0
3	/BoatRanges/NewBoats							
	Feb-01 2025 - Feb-28 2025	139	9.48%	116	188	28s	91.37%	0
4	/boatranges/usedboats							
	Feb-01 2025 - Feb-28 2025	94	4.65%	86	107	28s	93.62%	0
5	/products/all-categories/Trailers/move-trailers							
	Feb-01 2025 - Feb-28 2025	79	54.79%	73	127	32s	88.61%	0
6	/boatranges/newboats/quintrex							
	Feb-01 2025 - Feb-28 2025	74	6.25%	64	107	39s	95.95%	0
7	/buying-a-boat/news/all-about-quintrex-boats-know-which-model-is-perfect-for-you							

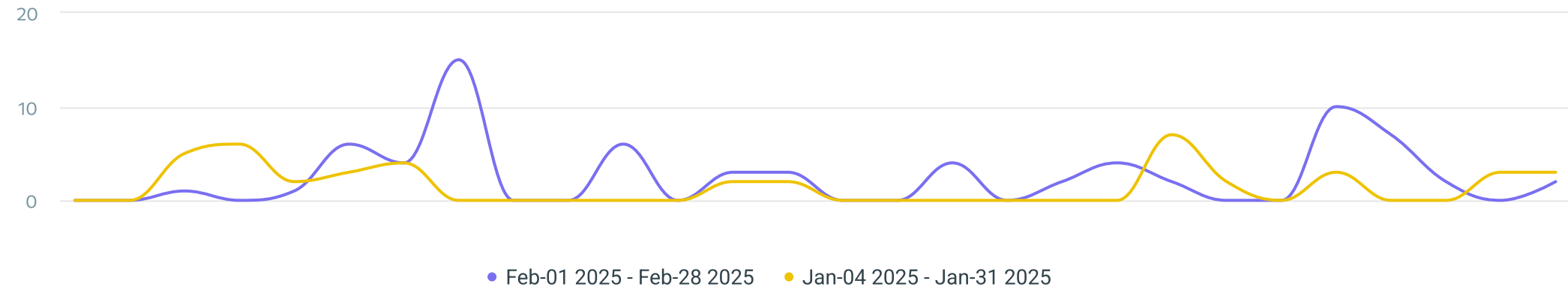
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Feb-01 2025 - Feb-28 2025	64	86.67%	60	65	36s	65.63%	0
8	/BoatRanges/Quintrex/DownloadSpecs							
	Feb-01 2025 - Feb-28 2025	58	82.76%	58	345	05s	96.55%	0
9	/BoatRanges/Quintrex							
	Feb-01 2025 - Feb-28 2025	54	9.8%	51	76	36s	96.3%	0
10	/BoatRanges/NewBoats/520-ocean-spirit							
	Feb-01 2025 - Feb-28 2025	54	16.28%	43	55	27s	87.04%	0

Conversions

Goals GOOGLE ANALYTICS

Feb-01 2025 - Feb-28 2025

Goals



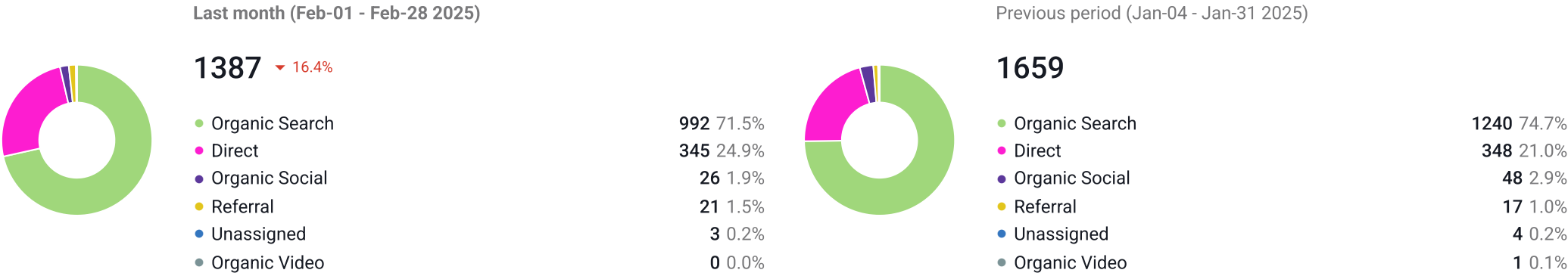
No.	Goal	Goals	Goal value
1	all_success_enquiries		
	Feb-01 2025 - Feb-28 2025	38	0
	Jan-04 2025 - Jan-31 2025	23	0
	% Change	▲ 65.2%	
2	Book_A_Service		
	Feb-01 2025 - Feb-28 2025	27	0
	Jan-04 2025 - Jan-31 2025	18	0

No.	Goal	Goals	Goal value
	% Change	▲ 50%	
3	file_download		
	Feb-01 2025 - Feb-28 2025	5	0
	Jan-04 2025 - Jan-31 2025	1	0
	% Change	▲ 400%	
4	Click_location_button		
	Feb-01 2025 - Feb-28 2025	2	0
	Jan-04 2025 - Jan-31 2025	0	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Feb-01 - Feb-28 2025) ↑ Previous period (Jan-04 - Jan-31 2025)



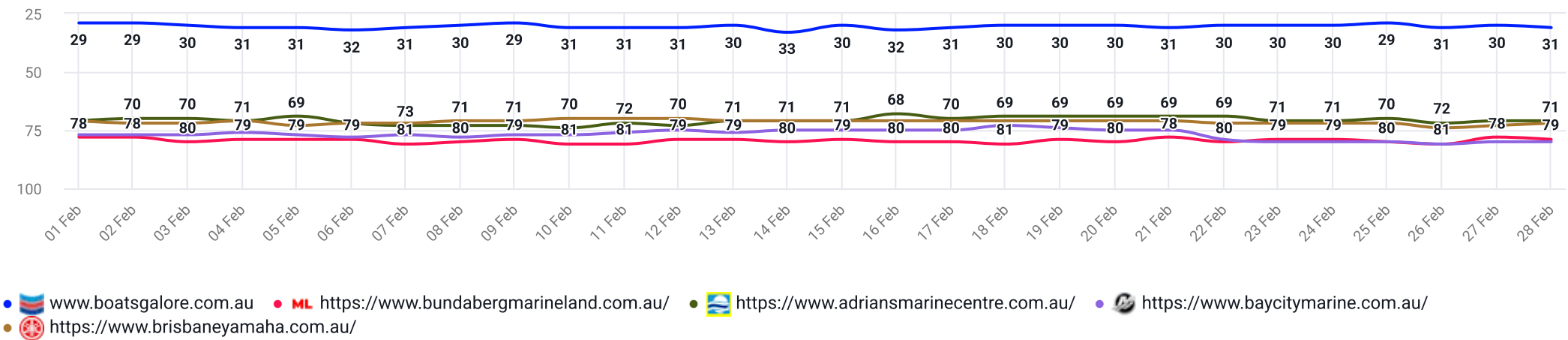
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Feb-01 2025 - Feb-28 2025	992	738	792	74.4%	92.05%	47	62.71 sec	2.7K
Jan-04 2025 - Jan-31 2025	1.2K	891	994	71.85%	94.97%	24	67.18 sec	3.5K
% Change	▼ -20%	▼ -17.2%	▼ -20.3%	▲ 3.5%	▼ -3.1%	▲ 95.8%	▼ -6.7%	▼ -24.4%
2 Direct								
Feb-01 2025 - Feb-28 2025	345	200	322	57.97%	100%	11	36.86 sec	1.8K
Jan-04 2025 - Jan-31 2025	348	216	315	62.07%	99.37%	15	42.57 sec	1.9K
% Change	▼ -0.9%	▼ -7.4%	▲ 2.2%	▼ -6.6%	▲ 0.6%	▼ -26.7%	▼ -13.4%	▼ -3.6%
3 Organic Social								
Feb-01 2025 - Feb-28 2025	26	8	23	30.77%	100%	0	5.73 sec	42
Jan-04 2025 - Jan-31 2025	48	8	47	16.67%	97.87%	0	8.15 sec	74
% Change	▼ -45.8%	▼ 0%	▼ -51.1%	▲ 84.6%	▲ 2.2%	▼ 0%	▼ -29.7%	▼ -43.2%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Referral								
Feb-01 2025 - Feb-28 2025	21	12	11	57.14%	72.73%	14	85.48 sec	78
Jan-04 2025 - Jan-31 2025	17	12	11	70.59%	63.64%	3	104.82 sec	132
% Change	▲ 23.5%	▼ 0%	▼ 0%	▼ -19.1%	▲ 14.3%	▲ 366.7%	▼ -18.5%	▼ -40.9%
5 Unassigned								
Feb-01 2025 - Feb-28 2025	3	0	3	0%	0%	0	14 sec	0
Jan-04 2025 - Jan-31 2025	4	0	4	0%	0%	0	23.5 sec	35
% Change	▼ -25%	▼ 0%	▼ -25%	▼ 0%	▼ 0%	▼ 0%	▼ -40.4%	▼ -100%
6 Organic Video								
Feb-01 2025 - Feb-28 2025	-	-	-	-	-	-	-	-
Jan-04 2025 - Jan-31 2025	1	0	1	0%	100%	0	0 sec	1
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

Feb-01 2025 - Feb-28 2025



HEALTH SCORE



Backlinks

