



SEO report

www.boatsgalore.com.au

JAN-01 2025 - JAN-31 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.

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 ▲ 2	Search visibility 9.5% ▼ -5.1%	Traffic forecast 940 ▼ 625	Keywords in SERP 78
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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			
quintrex boat for sale bundaberg	99	1	1
bundaberg boats	849K	1	1
renegade boat bundanberge	46	2	1 ▲ 1
quintrex boat bundaberge	57	1	1
suzuki outboard bundaberge	52	2	1 ▲ 1
boats galore	85	1	1
quintrex boat dealer	1.2M	1	1
boat for sale bundaberg	86	2	2
new boat for sale bundaberg	189K	1	2 ▼ 1
outboard motor bundaberg	15K	2	2
new boat trailer for sale	121M	3	2 ▲ 1
used boat for sale bundaberg	108K	3	3
boating bundaberg	649K	3	3
suzuki boat engines for sale	3.2M	3	3
suzuki outboard for sale	3.9M	8	4 ▲ 4
used quintrex boat trailers for sale	40	4	4

Keyword	Results	Month ago ▲	Current rankings
fishing boat bundaberg	147K	8	5 ▲ 3
boat trailers for sale	43M	2	5 ▼ 3
bundanberg boating	249K	4	8 ▼ 4
fishing boat for sale	96M	-	8 ▲ 92
quintrex tinnie	75K	-	8 ▲ 92
used boats for sale	131M	5	9 ▼ 4
new boats for sale	188M	2	12 ▼ 10
used quintrex boat for sale	219K	11	12 ▼ 1
used boat trailer for sale	97	11	13 ▼ 2
marine shop	958M	-	14 ▲ 86
cheap boats	91M	17	16 ▲ 1
tinnie boat	530K	-	18 ▲ 82
tinny boat for sale	57	-	20 ▲ 80
suzuki outboard	41M	28	21 ▲ 7
suzuki boat engine	9.9M	12	22 ▼ 10
new quintrex boat for sale	306K	22	24 ▼ 2
buy quintrex boat for sale	318K	32	26 ▲ 6
suzuki motor boat	13M	17	26 ▼ 9
suzuki outboard motors	3.1M	21	28 ▼ 7
quintrex boat	1.4M	54	30 ▲ 24
suzuki boat engine parts	7.6M	33	42 ▼ 9
boat centre console	9.5M	35	49 ▼ 14
aluminium boat trailer	5.5M	82	62 ▲ 20
outboard motor	114M	-	-
renegade boat	6.4M	-	-
garmin boat	17M	46	-

Keyword	Results	Month ago ▲	Current rankings
explorer boat	113M	-	-
quintrex boat for sale	48	10	-
suzuki boat engine bundanberg	33	2	-
dinghy boat for sale	100	77	-
boat engines	512M	22	-
side console boat for sale	86	-	-
renegade boat for sale	71	-	-
boat finance	241M	55	-


Google Australia (Bundaberg, Queensland, Australia)

Keyword	Results	Month ago ▲	Current rankings
General			
quintrex boat for sale bundaberg	99	1	1
quintrex boat bundaberger	57	1	1
suzuki outboard bundaberger	52	2	1 ▲ 1
boats galore	85	1	1
boat for sale bundaberg	86	2	2
new boat for sale bundaberg	189K	1	2 ▼ 1
suzuki boat engine bundanberg	33	2	2
renegade boat bundanberge	46	2	2
bundaberg boats	849K	4	4
outboard motor bundaberg	15K	5	4 ▲ 1
suzuki outboard for sale	3.9M	7	4 ▲ 3
quintrex boat dealer	1.2M	4	4
suzuki boat engines for sale	3.2M	6	5 ▲ 1
used quintrex boat trailers for sale	40	6	5 ▲ 1
used boat for sale bundaberg	108K	6	6
boating bundaberg	649K	6	6

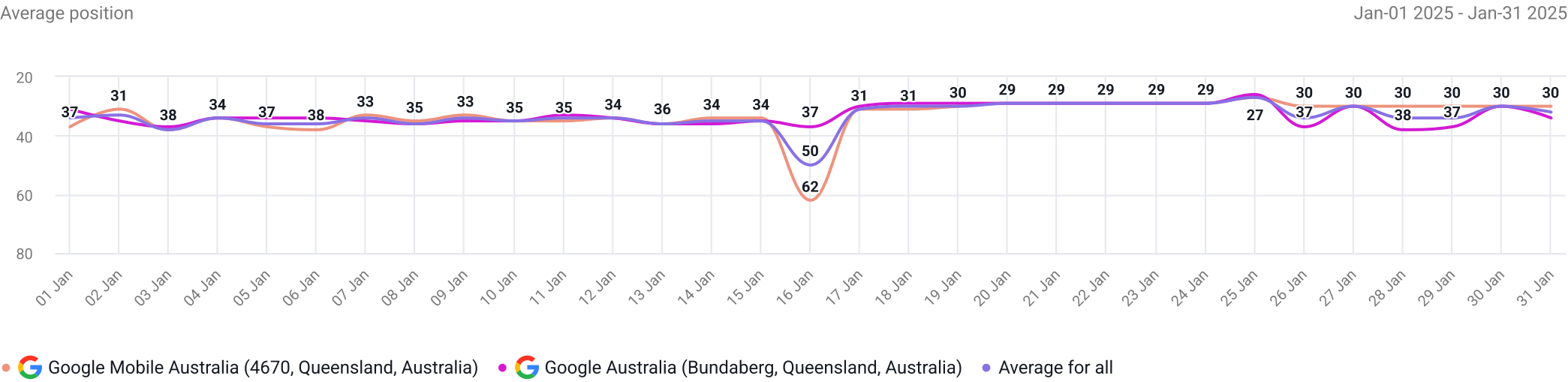
Keyword	Results	Month ago ▲	Current rankings
new boat trailer for sale	121M	6	6
boat trailers for sale	43M	6	7 ▼ 1
fishing boat bundaberg	147K	8	8
fishing boat for sale	96M	-	8 ▲ 92
quintrex tinnie	75K	55	8 ▲ 47
bundanberg boating	249K	8	9 ▼ 1
used boats for sale	131M	7	11 ▼ 4
new boats for sale	188M	2	12 ▼ 10
used quintrex boat for sale	219K	11	12 ▼ 1
used boat trailer for sale	97	15	12 ▲ 3
marine shop	958M	-	16 ▲ 84
cheap boats	91M	15	16 ▼ 1
tinnie boat	530K	-	17 ▲ 83
buy quintrex boat for sale	318K	27	21 ▲ 6
suzuki boat engine	9.9M	12	22 ▼ 10
tinny boat for sale	57	-	22 ▲ 78
new quintrex boat for sale	306K	27	22 ▲ 5
quintrex boat	1.4M	48	24 ▲ 24
suzuki motor boat	13M	15	26 ▼ 11
suzuki outboard motors	3.1M	30	30
suzuki boat engine parts	7.6M	32	38 ▼ 6
boat centre console	9.5M	-	43 ▲ 57
suzuki outboard	41M	28	47 ▼ 19
aluminium boat trailer	5.5M	38	64 ▼ 26
outboard motor	114M	-	-
renegade boat	6.4M	-	-
garmin boat	17M	48	-

Keyword	Results	Month ago ▲	Current rankings
explorer boat	113M	-	-
quintrex boat for sale	48	25	-
dinghy boat for sale	100	-	-
boat engines	512M	22	-
side console boat for sale	86	-	-
renegade boat for sale	71	-	-
boat finance	241M	-	-

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	14	9	12	5	10	30
 General	50	14	9	12	5	10	30
 Google Australia (Bundaberg, Queensland, Australia)	50	8	14	11	5	12	34
 General	50	8	14	11	5	12	34

Average Position Trend



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

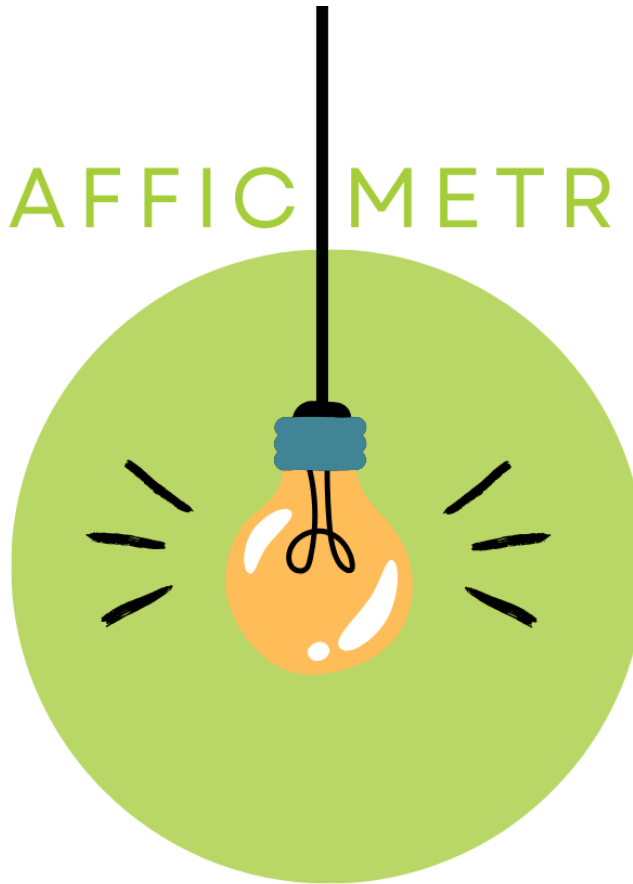
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

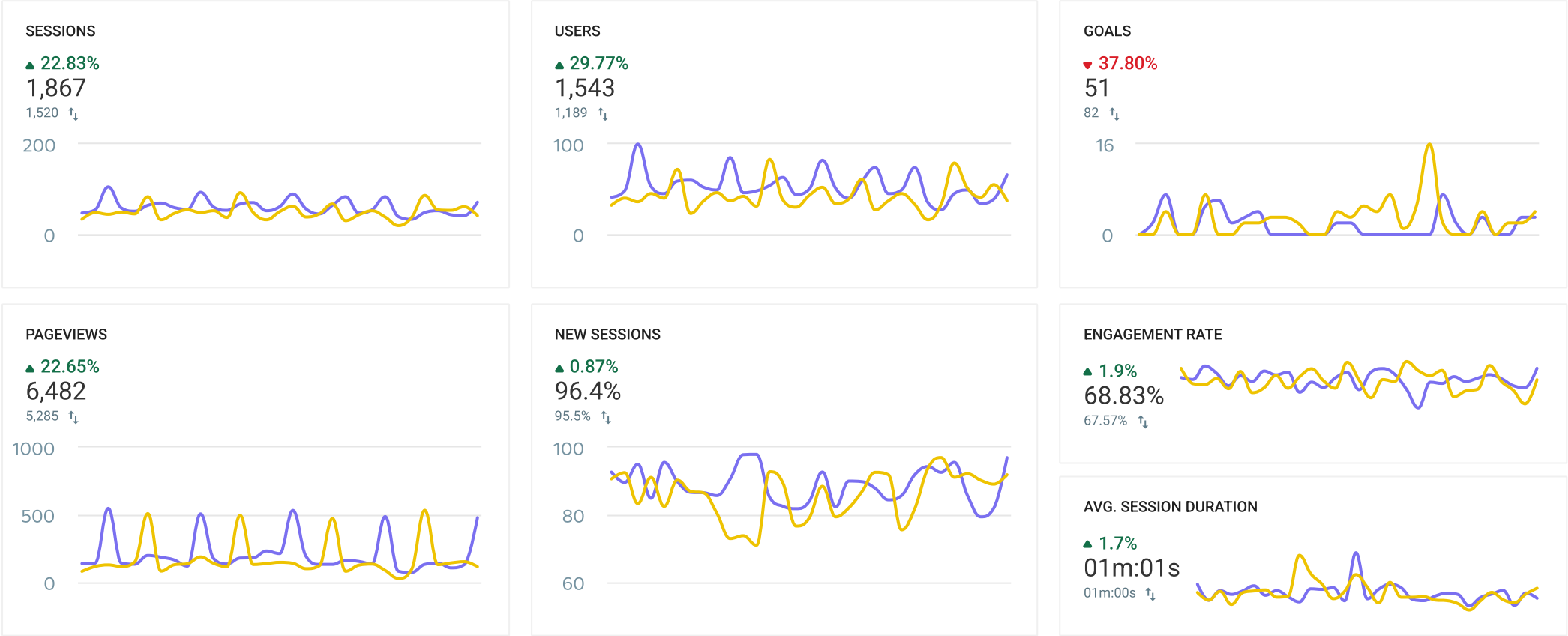
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jan-01 2025 - Jan-31 2025



● Jan-01 2025 - Jan-31 2025 ● Dec-01 2024 - Dec-31 2024

Pages

All pages GOOGLE ANALYTICS

Jan-01 2025 - Jan-31 2025

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jan-01 2025 - Jan-31 2025	689	87.37%	562	1K	19s	79.39%	0
2	/BoatRanges/UsedBoats							
	Jan-01 2025 - Jan-31 2025	292	20.58%	243	370	26s	90.07%	0
3	/BoatRanges/NewBoats							
	Jan-01 2025 - Jan-31 2025	207	8.28%	157	319	30s	90.82%	0
4	/boatranges/usedboats							
	Jan-01 2025 - Jan-31 2025	118	2.7%	111	144	38s	97.46%	0
5	/buying-a-boat/news/all-about-quintrex-boats-know-which-model-is-perfect-for-you							
	Jan-01 2025 - Jan-31 2025	117	96.26%	107	122	55s	73.5%	0
6	/products/all-categories/Trailers/move-trailers							
	Jan-01 2025 - Jan-31 2025	112	48.04%	102	163	33s	83.04%	0
7	/boatranges/newboats/quintrex							

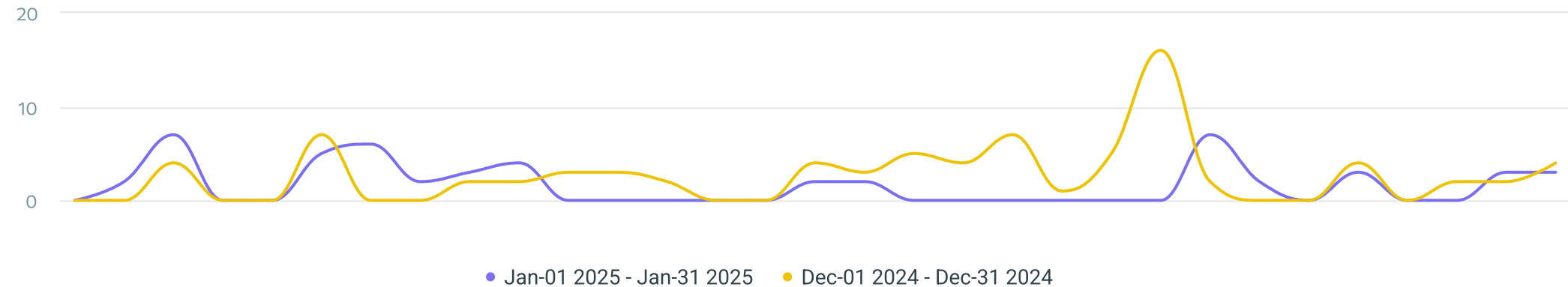
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jan-01 2025 - Jan-31 2025	100	2.3%	87	144	32s	98%	0
8	/BoatRanges/Quintrex/Tinnie							
	Jan-01 2025 - Jan-31 2025	99	94.68%	94	111	43s	56.57%	0
9	/BoatRanges/Quintrex/DownloadSpecs							
	Jan-01 2025 - Jan-31 2025	81	79.01%	81	434	06s	85.19%	0
10	/BoatRanges/Quintrex							
	Jan-01 2025 - Jan-31 2025	73	7.69%	65	107	43s	93.15%	0

Conversions

Goals GOOGLE ANALYTICS

Jan-01 2025 - Jan-31 2025

Goals



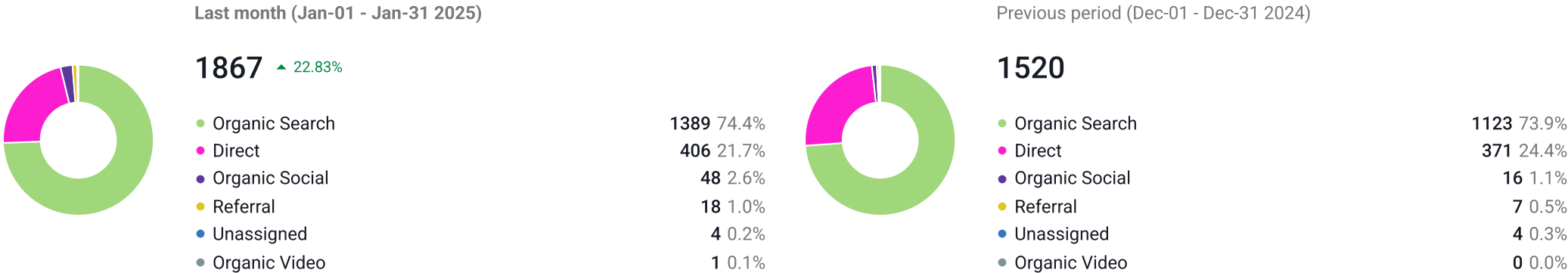
No.	Goal	Goals	Goal value
1	all_success_enquiries		
	Jan-01 2025 - Jan-31 2025	27	0
	Dec-01 2024 - Dec-31 2024	35	0
	% Change	▼ 22.9%	
2	Book_A_Service		
	Jan-01 2025 - Jan-31 2025	23	0
	Dec-01 2024 - Dec-31 2024	42	0

No.	Goal	Goals	Goal value
	% Change	▼ 45.2%	
3	file_download		
	Jan-01 2025 - Jan-31 2025	1	0
	Dec-01 2024 - Dec-31 2024	2	0
	% Change	▼ 50%	

Traffic Source

Overview: Sessions

Last month (Jan-01 - Jan-31 2025) ↑↓ Previous period (Dec-01 - Dec-31 2024)



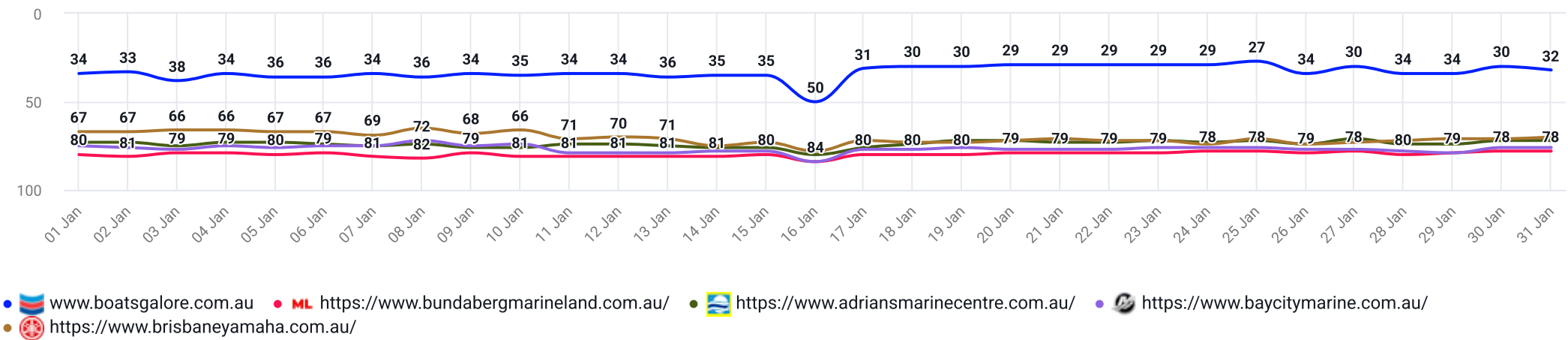
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Jan-01 2025 - Jan-31 2025	1.4K	1K	1.1K	72.43%	95.26%	30	66.98 sec	3.9K
Dec-01 2024 - Dec-31 2024	1.1K	805	841	71.68%	94.77%	46	68.67 sec	3.3K
% Change	▲ 23.7%	▲ 25.0%	▲ 32.8%	▲ 1.0%	▲ 0.5%	▼ -34.8%	▼ -2.5%	▲ 20.3%
2 Direct								
Jan-01 2025 - Jan-31 2025	406	256	367	63.05%	100.54%	18	44.55 sec	2.3K
Dec-01 2024 - Dec-31 2024	371	204	330	54.99%	99.09%	13	34.34 sec	1.9K
% Change	▲ 9.4%	▲ 25.5%	▲ 11.2%	▲ 14.7%	▲ 1.5%	▲ 38.5%	▲ 29.7%	▲ 20.9%
3 Organic Social								
Jan-01 2025 - Jan-31 2025	48	8	47	16.67%	97.87%	0	8.15 sec	74
Dec-01 2024 - Dec-31 2024	16	12	13	75%	84.62%	2	82.38 sec	64
% Change	▲ 200%	▼ -33.3%	▲ 261.5%	▼ -77.8%	▲ 15.7%	▼ -100%	▼ -90.1%	▲ 15.6%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Referral								
Jan-01 2025 - Jan-31 2025	18	13	11	72.22%	63.64%	3	100.17 sec	133
Dec-01 2024 - Dec-31 2024	7	5	3	71.43%	33.33%	21	29.57 sec	43
% Change	▲ 157.1%	▲ 160%	▲ 266.7%	▲ 1.1%	▲ 90.9%	▼ -85.7%	▲ 238.8%	▲ 209.3%
5 Unassigned								
Jan-01 2025 - Jan-31 2025	4	0	4	0%	0%	0	23.5 sec	35
Dec-01 2024 - Dec-31 2024	4	0	4	0%	0%	0	11.75 sec	2
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▲ 100%	▲ 1.7K%
6 Organic Video								
Jan-01 2025 - Jan-31 2025	1	0	1	0%	100%	0	0 sec	1
Dec-01 2024 - Dec-31 2024	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

Jan-01 2025 - Jan-31 2025



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-  ML https://www.bundabergmarineland.com.au/
-  https://www.adriansmarinecentre.com.au/
-  https://www.baycitymarine.com.au/
-  https://www.brisbaneyamaha.com.au/

HEALTH SCORE



Backlinks

