



SEO report

www.boatsgalore.com.au

JUL-01 2025 - JUL-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	Search visibility	Traffic forecast	Keywords in SERP
36 ▲ 6	11.7% ▲ 1.1%	737 ▲ 38	72

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	259K	1	1
quintrex boat for sale bundaberg	27	1	1
bundaberg boats	942K	1	1
suzuki boat engine bundanberg	31	1	1
renegade boat bundanberge	49	1	1
quintrex boat bundaberge	42	1	1
suzuki outboard bundaberge	63	2	1 ▲ 1
new boats for sale	247M	1	1
boats galore	72	1	1
quintrex boat dealer	335K	1	1
boat for sale bundaberg	83	3	2 ▲ 1
used boat for sale bundaberg	92	3	2 ▲ 1
used boats for sale	161M	4	2 ▲ 2
new boat trailer for sale	148M	1	2 ▼ 1
outboard motor bundaberg	90	1	3 ▼ 2

Keyword	Results	Month ago ▲	Current rankings
boating bundaberg	709K	3	4 ▼ 1
bundanberg boating	135K	4	5 ▼ 1
suzuki boat engines for sale	3.3M	3	5 ▼ 2
fishing boat bundaberg	218K	7	7
fishing boat for sale	143M	-	7 ▲ 93
used quintrex boat trailers for sale	51	10	8 ▲ 2
used quintrex boat for sale	214K	15	11 ▲ 4
suzuki outboard for sale	5.6M	4	12 ▼ 8
suzuki outboard	9M	16	14 ▲ 2
suzuki motor boat	25M	15	16 ▼ 1
buy quintrex boat for sale	311K	21	17 ▲ 4
suzuki outboard motors	98	27	17 ▲ 10
new quintrex boat for sale	305K	43	18 ▲ 25
cheap boats	143M	19	22 ▼ 3
suzuki boat engine	13M	20	23 ▼ 3
boat trailers for sale	68M	14	24 ▼ 10
renegade boat for sale	74	-	24 ▲ 76
quintrex boat	572K	39	36 ▲ 3
boat centre console	10M	-	45 ▲ 55
suzuki boat engine parts	9.4M	57	50 ▲ 7
outboard motor	34M	-	-
renegade boat	7.1M	-	-
garmin boat	22M	-	-
tinny boat for sale	64	-	-
explorer boat	114M	-	-
quintrex boat for sale	48	-	-
dinghy boat for sale	81	-	-

Keyword	Results	Month ago ▲	Current rankings
marine shop	528M	-	-
boat engines	507M	-	-
quintrex tinnie	81	-	-
aluminium boat trailer	6.7M	-	-
used boat trailer for sale	89	-	-
tinnie boat	459K	-	-
side console boat for sale	58	-	-
boat finance	225M	-	-


Google Australia Bundaberg, Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
new boat for sale bundaberg	259K	1	1
quintrex boat for sale bundaberg	27	1	1
renegade boat bundanberge	49	1	1
quintrex boat bundaberge	42	1	1
suzuki outboard bundaberge	63	1	1
boats galore	72	1	1
boat for sale bundaberg	83	3	2 ▲ 1
suzuki boat engine bundanberg	31	1	2 ▼ 1
used boats for sale	161M	6	2 ▲ 4
boating bundaberg	709K	6	4 ▲ 2
bundaberg boats	942K	4	4
outboard motor bundaberg	90	4	4
new boats for sale	247M	1	4 ▼ 3
suzuki boat engines for sale	3.3M	9	4 ▲ 5
suzuki outboard for sale	5.6M	4	4
quintrex boat dealer	335K	4	4

Keyword	Results	Month ago ▲	Current rankings
used boat for sale bundaberg	92	6	5 ▲ 1
fishing boat bundaberg	218K	7	5 ▲ 2
new boat trailer for sale	148M	4	5 ▼ 1
marine shop	528M	-	7 ▲ 93
bundanberg boating	135K	7	8 ▼ 1
used quintrex boat for sale	214K	16	10 ▲ 6
used quintrex boat trailers for sale	51	11	10 ▲ 1
fishing boat for sale	143M	-	11 ▲ 89
boat trailers for sale	68M	25	11 ▲ 14
cheap boats	143M	21	14 ▲ 7
suzuki motor boat	25M	16	15 ▲ 1
new quintrex boat for sale	305K	18	16 ▲ 2
suzuki outboard motors	98	23	17 ▲ 6
buy quintrex boat for sale	311K	-	19 ▲ 81
renegade boat for sale	74	-	23 ▲ 77
suzuki boat engine	13M	25	24 ▲ 1
quintrex boat	572K	41	31 ▲ 10
boat centre console	10M	31	42 ▼ 11
explorer boat	114M	61	48 ▲ 13
suzuki boat engine parts	9.4M	66	51 ▲ 15
outboard motor	34M	-	-
renegade boat	7.1M	-	-
garmin boat	22M	-	-
tinny boat for sale	64	-	-
suzuki outboard	9M	16	-
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boat engines	507M	-	-
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boat finance	225M	-	-

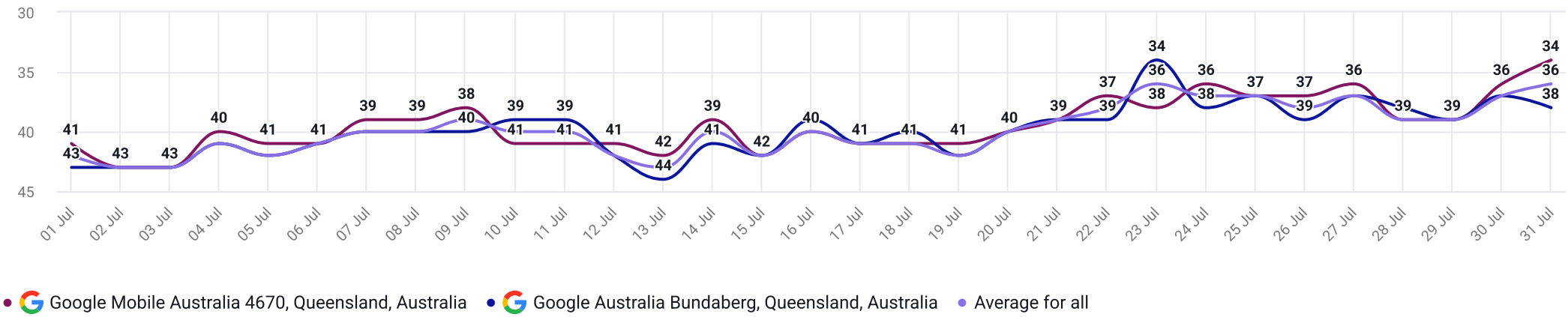
Distribution of Keywords

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	17	8	9	3	13	34
 General	50	17	8	9	3	13	34
 Google Australia Bundaberg, Queensland, Australia	50	11	11	10	3	15	38
 General	50	11	11	10	3	15	38

Average Position Trend

Average position

Jul-01 2025 - Jul-31 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

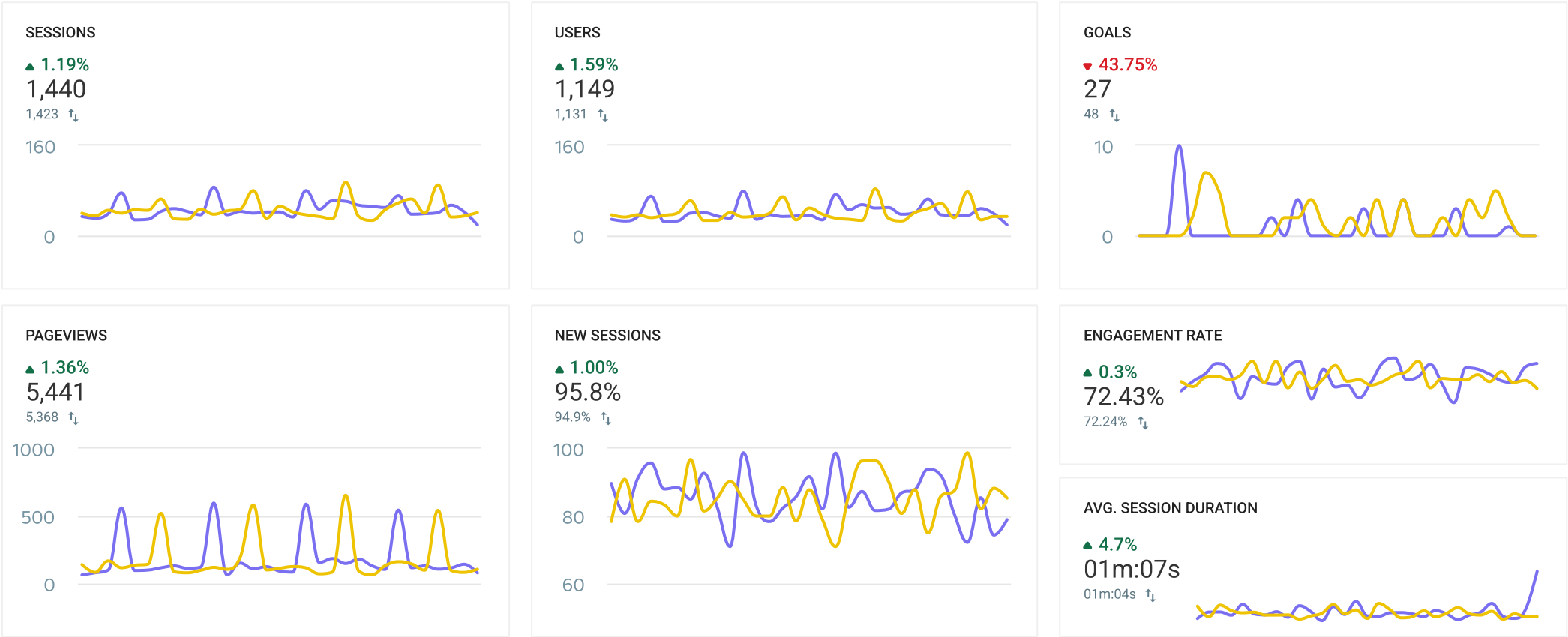
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jul-01 2025 - Jul-31 2025



● Jul-01 2025 - Jul-31 2025 ● May-31 2025 - Jun-30 2025

Pages

All pages GOOGLE ANALYTICS

Jul-01 2025 - Jul-31 2025

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jul-01 2025 - Jul-31 2025	626	87.72%	513	912	22s	80.83%	0
2	/BoatRanges/UsedBoats							
	Jul-01 2025 - Jul-31 2025	237	21.29%	202	324	30s	92.41%	0
3	/BoatRanges/NewBoats							
	Jul-01 2025 - Jul-31 2025	180	16.31%	141	263	38s	90%	0
4	/BoatRanges/UsedBoats/565							
	Jul-01 2025 - Jul-31 2025	101	6.82%	88	100	25s	88.12%	0
5	/boatranges/newboats/quintrex							
	Jul-01 2025 - Jul-31 2025	100	2.22%	90	148	41s	95%	0
6	/boatranges/usedboats							
	Jul-01 2025 - Jul-31 2025	93	1.16%	86	118	35s	96.77%	0
7	/BoatRanges/Quintrex							

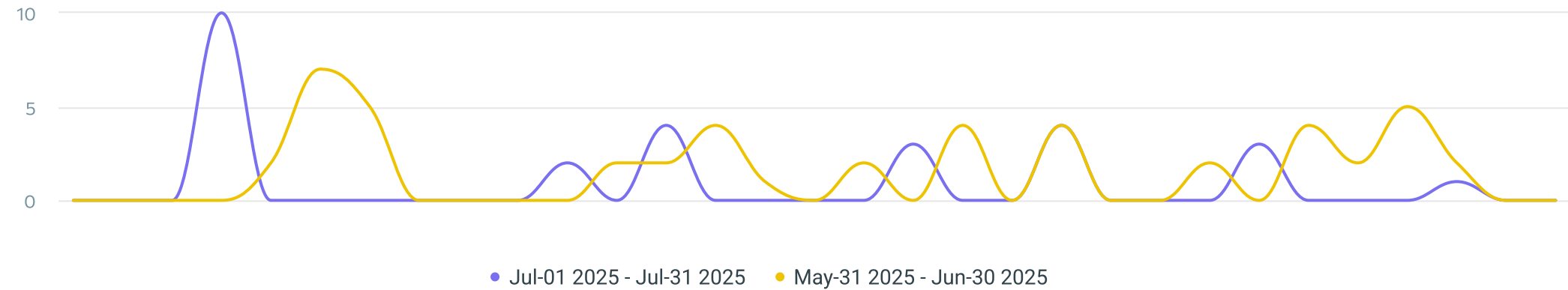
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jul-01 2025 - Jul-31 2025	75	2.94%	68	101	34s	93.33%	0
8	/BoatRanges/Quintrex/DownloadSpecs							
	Jul-01 2025 - Jul-31 2025	71	78.87%	71	357	11s	94.37%	0
9	/products/all-categories/quintrex-parts-and-accessories							
	Jul-01 2025 - Jul-31 2025	65	80.95%	63	100	41s	89.23%	0
10	/BoatRanges/NewBoats/420-busta							
	Jul-01 2025 - Jul-31 2025	59	11.76%	51	65	53s	89.83%	0

Conversions

Goals GOOGLE ANALYTICS

Jul-01 2025 - Jul-31 2025

Goals



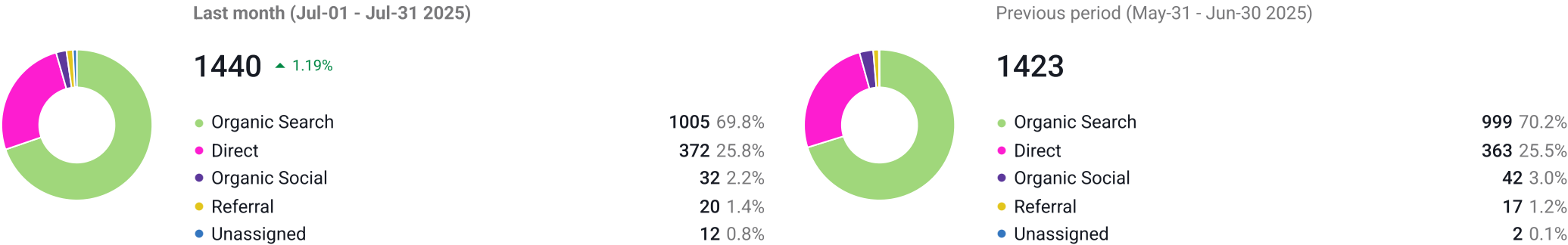
No.	Goal	Goals	Goal value
1	Book_A_Service		
	Jul-01 2025 - Jul-31 2025	13	0
	May-31 2025 - Jun-30 2025	20	0
	% Change	▼ 35%	
2	all_success_enquiries		
	Jul-01 2025 - Jul-31 2025	10	0
	May-31 2025 - Jun-30 2025	24	0

No.	Goal	Goals	Goal value
	% Change	▼ 58.3%	
3	file_download		
	Jul-01 2025 - Jul-31 2025	4	0
	May-31 2025 - Jun-30 2025	4	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Jul-01 - Jul-31 2025) ↑ Previous period (May-31 - Jun-30 2025)



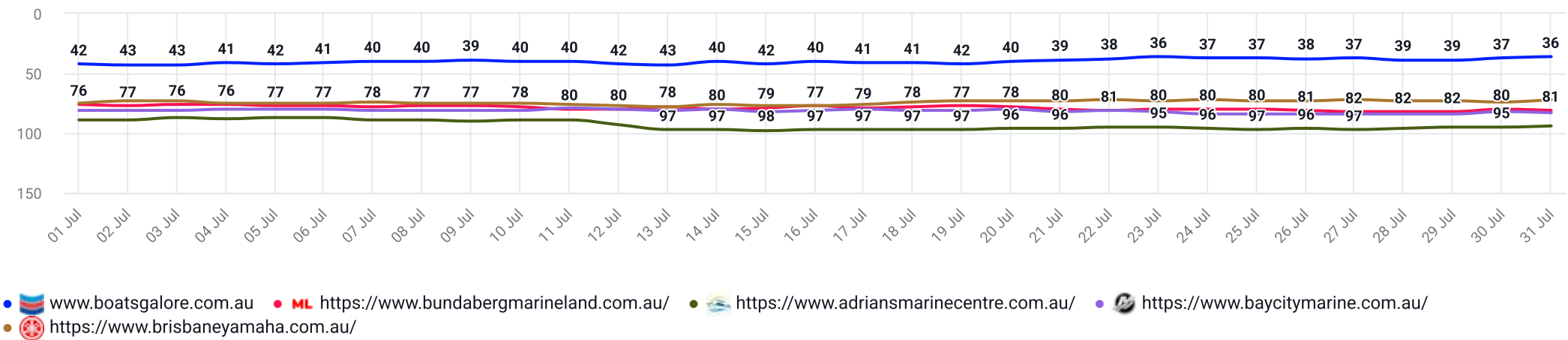
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Jul-01 2025 - Jul-31 2025	1K	748	792	74.43%	93.94%	14	71.3 sec	3K
May-31 2025 - Jun-30 2025	999	738	768	73.87%	92.84%	32	73.22 sec	3K
% Change	▲ 0.6%	▲ 1.4%	▲ 3.1%	▲ 0.8%	▲ 1.2%	▼ -56.3%	▼ -2.6%	▼ -1.5%
2 Direct								
Jul-01 2025 - Jul-31 2025	372	254	322	68.28%	101.55%	9	55.31 sec	2.3K
May-31 2025 - Jun-30 2025	363	250	329	68.87%	100.61%	14	36.01 sec	2.1K
% Change	▲ 2.5%	▲ 1.6%	▼ -2.1%	▼ -0.9%	▲ 0.9%	▼ -35.7%	▲ 53.6%	▲ 6.1%
3 Organic Social								
Jul-01 2025 - Jul-31 2025	32	27	26	84.38%	92.31%	0	47.94 sec	109
May-31 2025 - Jun-30 2025	42	23	23	54.76%	86.96%	1	91.76 sec	117
% Change	▼ -23.8%	▲ 17.4%	▲ 13.0%	▲ 54.1%	▲ 6.2%	▼ -100%	▼ -47.8%	▼ -6.8%
4 Referral								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jul-01 2025 - Jul-31 2025	20	10	9	50%	55.56%	4	33.45 sec	33
May-31 2025 - Jun-30 2025	17	16	13	94.12%	69.23%	1	56.71 sec	66
% Change	▲ 17.6%	▼ -37.5%	▼ -30.8%	▼ -46.9%	▼ -19.7%	▲ 300%	▼ -41.0%	▼ -50%
5 Unassigned								
Jul-01 2025 - Jul-31 2025	12	3	9	25%	11.11%	0	210.33 sec	41
May-31 2025 - Jun-30 2025	2	0	2	0%	0%	0	221 sec	13
% Change	▲ 500%	▼ 0%	▲ 350%	▼ 0%	▼ 0%	▼ 0%	▼ -4.8%	▲ 215.4%

Competitors Average Position Trend

Average position

Jul-01 2025 - Jul-31 2025



HEALTH SCORE



Backlinks

