



SEO report

www.boatsgalore.com.au

JUN-01 2025 - JUN-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.

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 42	Search visibility 10.1% ▲ 2.1%	Traffic forecast 648 ▲ 171	Keywords in SERP 66
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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			
new boat for sale bundaberg	300K	1	1
quintrex boat for sale bundaberg	26	1	1
bundaberg boats	950K	1	1
suzuki boat engine bundanberg	28	1	1
renegade boat bundanberge	32	1	1
outboard motor bundaberg	94	2	1 ▲ 1
quintrex boat bundaberge	50	1	1
new boats for sale	229M	6	1 ▲ 5
boats galore	60	1	1
quintrex boat dealer	861K	1	1
suzuki outboard bundaberge	66	1	2 ▼ 1
new boat trailer for sale	142M	1	2 ▼ 1
boat for sale bundaberg	78	4	3 ▲ 1
used boat for sale bundaberg	195K	4	3 ▲ 1
boating bundaberg	646K	3	3

Keyword	Results	Month ago ▲	Current rankings
used boats for sale	154M	4	3 ▲ 1
suzuki boat engines for sale	3.5M	3	3
bundanberg boating	105K	3	4 ▼ 1
suzuki outboard for sale	6M	6	5 ▲ 1
fishing boat bundaberg	181K	6	8 ▼ 2
used quintrex boat trailers for sale	38	12	10 ▲ 2
cheap boats	130M	19	12 ▲ 7
suzuki motor boat	94	16	15 ▲ 1
suzuki outboard	79	25	16 ▲ 9
new quintrex boat for sale	477K	16	16
boat trailers for sale	53M	16	16
suzuki boat engine	46M	12	20 ▼ 8
buy quintrex boat for sale	490K	19	21 ▼ 2
used quintrex boat for sale	258K	16	25 ▼ 9
suzuki outboard motors	80	26	25 ▲ 1
quintrex boat	1.2M	-	41 ▲ 59
suzuki boat engine parts	9.8M	50	53 ▼ 3
explorer boat	118M	-	56 ▲ 44
outboard motor	134M	-	-
renegade boat	87	-	-
garmin boat	25M	-	-
tinny boat for sale	49	-	-
quintrex boat for sale	60	-	-
dinghy boat for sale	84	-	-
boat centre console	11M	39	-
fishing boat for sale	78	-	-
marine shop	922M	-	-
boat engines	517M	-	-

Keyword	Results	Month ago ▲	Current rankings
quintrex tinnie	81	-	-
aluminium boat trailer	7.2M	-	-
used boat trailer for sale	88	18	-
tinnie boat	492K	-	-
side console boat for sale	62	-	-
renegade boat for sale	65	-	-
boat finance	236M	-	-

 Google Australia Bundaberg, Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
new boat for sale bundaberg	300K	1	1
quintrex boat for sale bundaberg	26	1	1
renegade boat bundanberge	32	1	1
quintrex boat bundaberge	50	1	1
boats galore	60	1	1
boat for sale bundaberg	78	4	2 ▲ 2
suzuki boat engine bundanberg	28	1	2 ▼ 1
suzuki outboard bundaberge	66	1	2 ▼ 1
bundaberg boats	950K	4	4
outboard motor bundaberg	94	4	4
new boats for sale	229M	8	4 ▲ 4
suzuki outboard for sale	6M	5	4 ▲ 1
new boat trailer for sale	142M	1	4 ▼ 3
quintrex boat dealer	861K	4	4
used boats for sale	154M	4	5 ▼ 1
suzuki boat engines for sale	3.5M	6	5 ▲ 1
used boat for sale bundaberg	195K	7	6 ▲ 1

Keyword	Results	Month ago ▲	Current rankings
boating bundaberg	646K	6	6
bundanberg boating	105K	6	7 ▼ 1
fishing boat bundaberg	181K	7	7
used quintrex boat trailers for sale	38	12	14 ▼ 2
new quintrex boat for sale	477K	13	15 ▼ 2
suzuki motor boat	94	13	15 ▼ 2
suzuki outboard	79	24	16 ▲ 8
used quintrex boat for sale	258K	16	16
cheap boats	130M	14	17 ▼ 3
suzuki boat engine	46M	17	21 ▼ 4
boat trailers for sale	53M	18	22 ▼ 4
suzuki outboard motors	80	19	24 ▼ 5
quintrex boat	1.2M	-	38 ▲ 62
boat centre console	11M	39	42 ▼ 3
explorer boat	118M	-	56 ▲ 44
suzuki boat engine parts	9.8M	51	58 ▼ 7
outboard motor	134M	-	-
renegade boat	87	-	-
garmin boat	25M	-	-
tinny boat for sale	49	-	-
quintrex boat for sale	60	-	-
buy quintrex boat for sale	490K	19	-
dinghy boat for sale	84	-	-
fishing boat for sale	78	-	-
marine shop	922M	-	-
boat engines	517M	-	-
quintrex tinnie	81	-	-
aluminium boat trailer	7.2M	-	-

Keyword	Results	Month ago ▲	Current rankings
used boat trailer for sale	88	-	-
tinnie boat	492K	-	-
side console boat for sale	62	-	-
renegade boat for sale	65	-	-
boat finance	236M	-	-

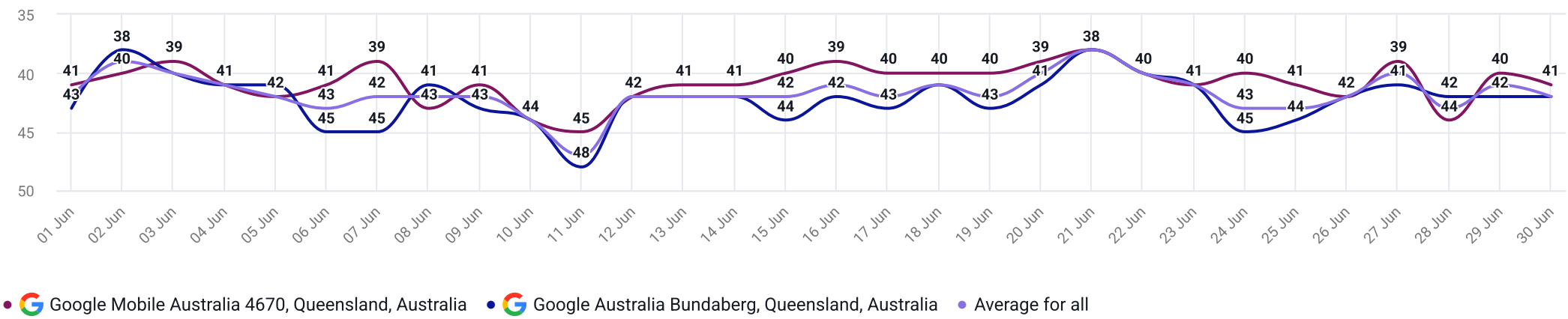
Distribution of Keywords

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	18	2	10	3	17	41
 General	50	18	2	10	3	17	41
 Google Australia Bundaberg, Queensland, Australia	50	9	11	10	3	17	42
 General	50	9	11	10	3	17	42

Average Position Trend

Average position

Jun-01 2025 - Jun-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

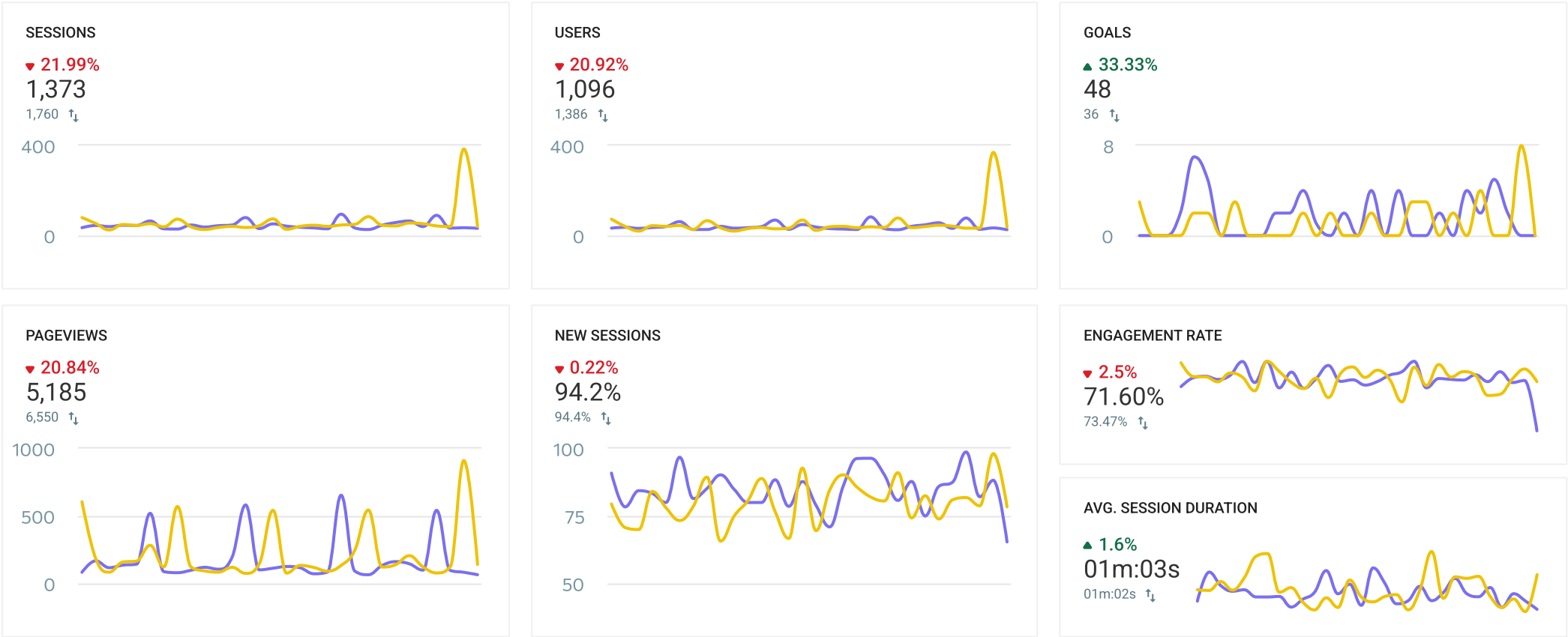
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jun-01 2025 - Jun-30 2025



● Jun-01 2025 - Jun-30 2025 ● May-02 2025 - May-31 2025

Pages

All pages GOOGLE ANALYTICS

Jun-01 2025 - Jun-30 2025

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jun-01 2025 - Jun-30 2025	537	86.15%	455	750	24s	79.52%	0
2	/BoatRanges/UsedBoats							
	Jun-01 2025 - Jun-30 2025	238	21.11%	199	310	25s	90.34%	0
3	/BoatRanges/NewBoats							
	Jun-01 2025 - Jun-30 2025	208	15.56%	135	295	36s	87.98%	0
4	/BoatRanges/UsedBoats/565							
	Jun-01 2025 - Jun-30 2025	87	2.63%	76	85	18s	88.51%	0
5	/BoatRanges/Quintrex/DownloadSpecs							
	Jun-01 2025 - Jun-30 2025	70	86.76%	68	351	09s	85.71%	0
6	/boatranges/newboats/quintrex							
	Jun-01 2025 - Jun-30 2025	70	3.17%	63	88	42s	95.71%	0
7	/products/all-categories/quintrex-parts-and-accessories							

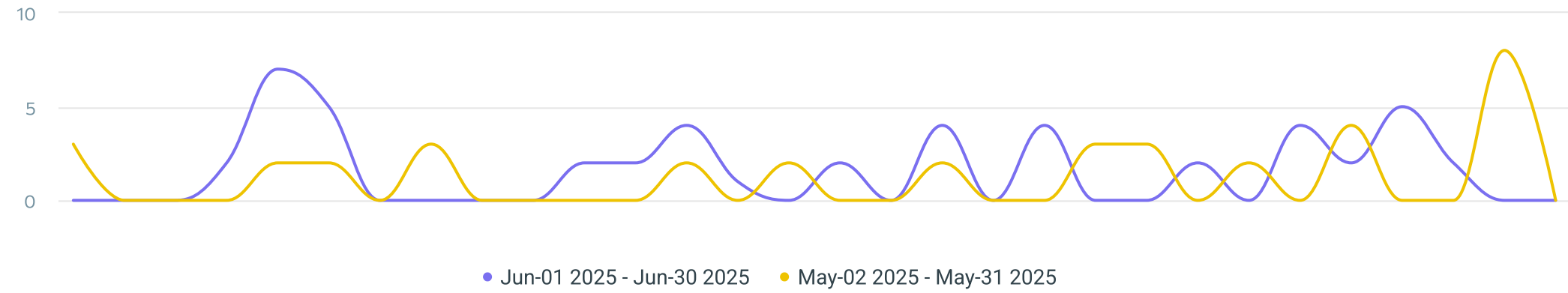
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jun-01 2025 - Jun-30 2025	68	75.38%	65	114	36s	82.35%	0
8	/boatranges/usedboats							
	Jun-01 2025 - Jun-30 2025	59	0%	55	81	42s	98.31%	0
9	/BoatRanges/Quintrex							
	Jun-01 2025 - Jun-30 2025	58	12%	50	84	36s	96.55%	0
10	/engines/suzuki							
	Jun-01 2025 - Jun-30 2025	56	68.52%	54	76	13s	80.36%	0

Conversions

Goals GOOGLE ANALYTICS

Jun-01 2025 - Jun-30 2025

Goals



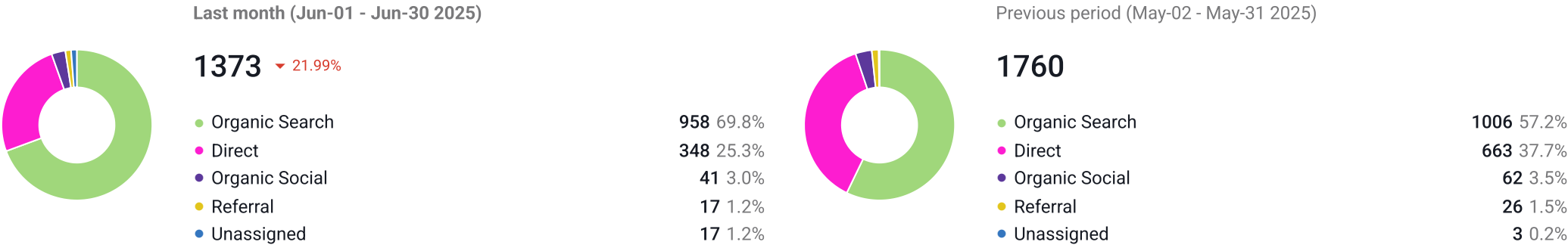
No.	Goal	Goals	Goal value
1	all_success_enquiries		
	Jun-01 2025 - Jun-30 2025	24	0
	May-02 2025 - May-31 2025	10	0
	% Change	▲ 140%	
2	Book_A_Service		
	Jun-01 2025 - Jun-30 2025	20	0
	May-02 2025 - May-31 2025	24	0

No.	Goal	Goals	Goal value
	% Change	▼ 16.7%	
3	file_download		
	Jun-01 2025 - Jun-30 2025	4	0
	May-02 2025 - May-31 2025	2	0
	% Change	▲ 100%	

Traffic Source

Overview: Sessions

Last month (Jun-01 - Jun-30 2025) ↑↓ Previous period (May-02 - May-31 2025)



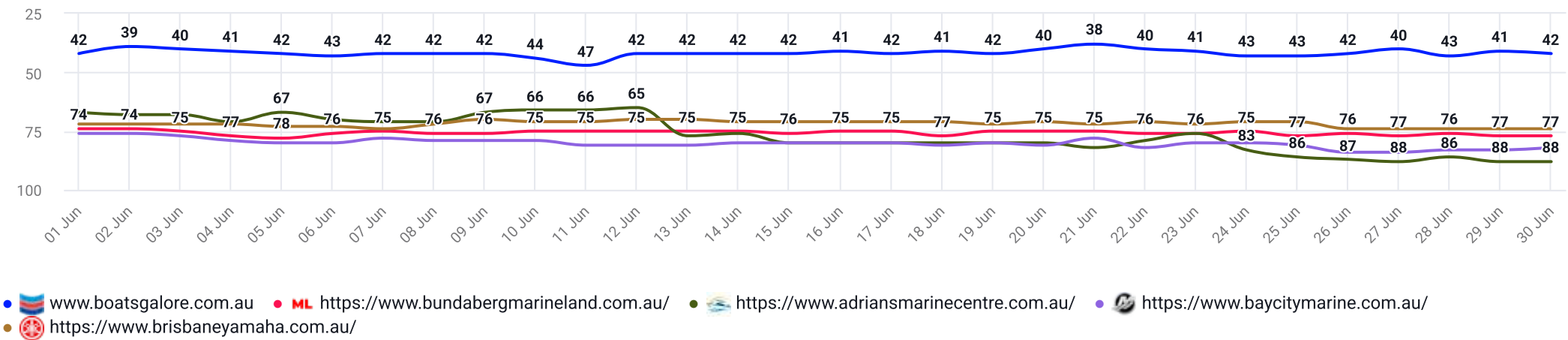
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Jun-01 2025 - Jun-30 2025	958	700	738	73.07%	92.82%	32	71.87 sec	2.9K
May-02 2025 - May-31 2025	1K	759	725	75.45%	89.52%	11	77.67 sec	3.4K
% Change	▼ -4.8%	▼ -7.8%	▲ 1.8%	▼ -3.2%	▲ 3.7%	▲ 190.9%	▼ -7.5%	▼ -14.7%
2 Direct								
Jun-01 2025 - Jun-30 2025	348	243	315	69.83%	101.27%	14	35.31 sec	2.1K
May-02 2025 - May-31 2025	663	488	634	73.6%	100.16%	22	32.48 sec	2.9K
% Change	▼ -47.5%	▼ -50.2%	▼ -50.3%	▼ -5.1%	▲ 1.1%	▼ -36.4%	▲ 8.7%	▼ -26.3%
3 Organic Social								
Jun-01 2025 - Jun-30 2025	41	23	22	56.1%	86.36%	1	94 sec	116
May-02 2025 - May-31 2025	62	31	20	50%	95%	0	122.08 sec	190
% Change	▼ -33.9%	▼ -25.8%	▲ 10%	▲ 12.2%	▼ -9.1%	▼ 0%	▼ -23.0%	▼ -38.9%
4 Referral								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jun-01 2025 - Jun-30 2025	17	16	13	94.12%	69.23%	1	56.71 sec	66
May-02 2025 - May-31 2025	26	14	8	53.85%	62.5%	2	76.92 sec	122
% Change	▼ -34.6%	▲ 14.3%	▲ 62.5%	▲ 74.8%	▲ 10.8%	▼ -50%	▼ -26.3%	▼ -45.9%
5 Unassigned								
Jun-01 2025 - Jun-30 2025	17	0	17	0%	0%	0	39.59 sec	21
May-02 2025 - May-31 2025	3	0	3	0%	0%	1	103.67 sec	7
% Change	▲ 466.7%	▼ 0%	▲ 466.7%	▼ 0%	▼ 0%	▼ -100%	▼ -61.8%	▲ 200%

Competitors Average Position Trend

Average position

Jun-01 2025 - Jun-30 2025



HEALTH SCORE



Backlinks

