



SEO report

www.boatsgalore.com.au

MAR-01 2025 - MAR-31 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
33 ▾ 2	7% ▾ -5.8%	618 ▾ 335	77

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	212K	2	1 ▲ 1
quintrex boat for sale bundaberg	26K	1	1
bundaberg boats	1M	1	1
renegade boat bundanberge	49	1	1
quintrex boat bundaberge	57	1	1
suzuki outboard bundaberge	49	2	1 ▲ 1
boats galore	58	1	1
quintrex boat dealer	1.1M	1	1
suzuki boat engine bundanberg	36	2	2
outboard motor bundaberg	17K	2	2
used boat for sale bundaberg	109K	3	3
boating bundaberg	733K	3	3
new boat trailer for sale	120M	5	3 ▲ 2
boat for sale bundaberg	85	3	4 ▾ 1
bundanberg boating	287K	6	5 ▲ 1

Keyword	Results	Month ago ▲	Current rankings
fishing boat bundaberg	171K	5	6 ▼ 1
suzuki boat engines for sale	4.4M	6	6
suzuki outboard for sale	4.6M	7	7
boat trailers for sale	46M	5	8 ▼ 3
used boats for sale	146M	9	10 ▼ 1
fishing boat for sale	112M	10	10
used quintrex boat trailers for sale	34	3	11 ▼ 8
used boat trailer for sale	84	12	12
marine shop	478M	12	13 ▼ 1
used quintrex boat for sale	206K	15	14 ▲ 1
suzuki boat engine	11M	17	17
suzuki outboard	42M	14	18 ▼ 4
buy quintrex boat for sale	336K	21	19 ▲ 2
suzuki motor boat	107M	27	20 ▲ 7
cheap boats	98M	13	20 ▼ 7
new boats for sale	195M	8	21 ▼ 13
new quintrex boat for sale	322K	20	23 ▼ 3
quintrex boat	1.3M	16	24 ▼ 8
quintrex tinnie	97	9	28 ▼ 19
suzuki boat engine parts	11M	58	32 ▲ 26
suzuki outboard motors	3.6M	49	40 ▲ 9
tinnie boat	493K	9	48 ▼ 39
boat centre console	10M	52	54 ▼ 2
outboard motor	123M	-	-
renegade boat	6.5M	-	-
garmin boat	18M	-	-
tinny boat for sale	68	17	-

Keyword	Results	Month ago ▲	Current rankings
explorer boat	110M	33	-
quintrex boat for sale	55	-	-
dinghy boat for sale	83	-	-
boat engines	523M	-	-
aluminium boat trailer	6.2M	19	-
side console boat for sale	71	-	-
renegade boat for sale	68	-	-
boat finance	237M	-	-


Google Australia (Bundaberg, Queensland, Australia)

Keyword	Results	Month ago ▲	Current rankings
General			
new boat for sale bundaberg	212K	2	1 ▲ 1
quintrex boat for sale bundaberg	26K	1	1
renegade boat bundanberge	49	1	1
quintrex boat bundaberge	57	1	1
suzuki outboard bundaberge	49	1	1
boats galore	58	1	1
suzuki boat engine bundanberg	36	2	2
boat for sale bundaberg	85	3	4 ▼ 1
bundaberg boats	1M	4	4
quintrex boat dealer	1.1M	4	4
outboard motor bundaberg	17K	5	5
suzuki outboard for sale	4.6M	3	5 ▼ 2
used boat for sale bundaberg	109K	6	6
boating bundaberg	733K	6	6
new boat trailer for sale	120M	8	6 ▲ 2
bundanberg boating	287K	9	8 ▲ 1
marine shop	478M	8	8

Keyword	Results	Month ago ▲	Current rankings
fishing boat for sale	112M	9	9
suzuki boat engines for sale	4.4M	9	9
suzuki boat engine	11M	10	10
fishing boat bundaberg	171K	9	10 ▼ 1
used quintrex boat trailers for sale	34	4	11 ▼ 7
used boats for sale	146M	12	14 ▼ 2
used quintrex boat for sale	206K	13	14 ▼ 1
suzuki outboard	42M	3	15 ▼ 12
used boat trailer for sale	84	15	15
boat trailers for sale	46M	7	16 ▼ 9
cheap boats	98M	15	16 ▼ 1
buy quintrex boat for sale	336K	23	20 ▲ 3
new boats for sale	195M	16	20 ▼ 4
suzuki motor boat	107M	24	21 ▲ 3
new quintrex boat for sale	322K	20	23 ▼ 3
quintrex boat	1.3M	16	24 ▼ 8
boat centre console	10M	52	26 ▲ 26
quintrex tinnie	97	8	28 ▼ 20
suzuki boat engine parts	11M	61	31 ▲ 30
tinnie boat	493K	11	35 ▼ 24
explorer boat	110M	33	40 ▼ 7
suzuki outboard motors	3.6M	25	40 ▼ 15
outboard motor	123M	-	-
renegade boat	6.5M	-	-
garmin boat	18M	-	-
tinny boat for sale	68	20	-
quintrex boat for sale	55	-	-

Keyword	Results	Month ago ▲	Current rankings
dinghy boat for sale	83	-	-
boat engines	523M	-	-
aluminium boat trailer	6.2M	29	-
side console boat for sale	71	-	-
renegade boat for sale	68	-	-
boat finance	237M	-	-

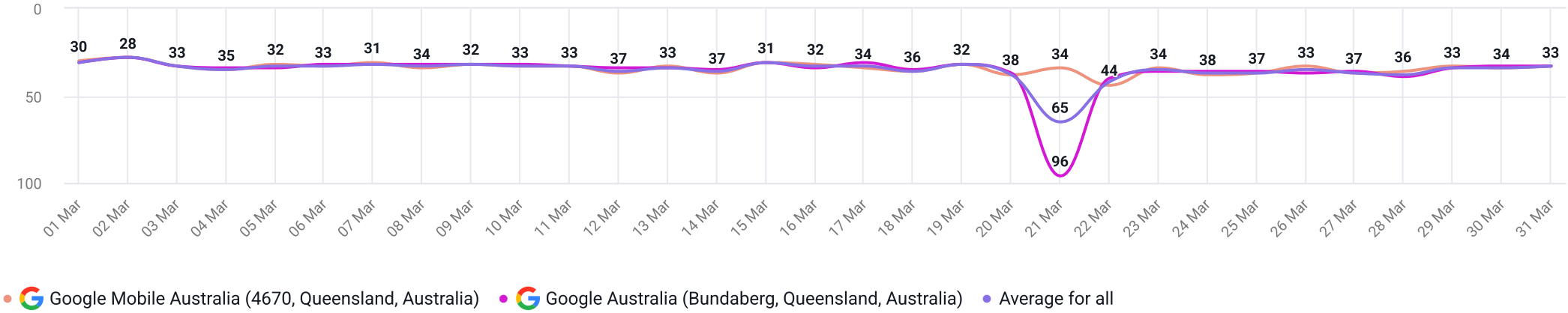
Distribution of Keywords

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	8	14	3	12	33
 General	50	13	8	14	3	12	33
 Google Australia (Bundaberg, Queensland, Australia)	50	8	13	14	4	11	33
 General	50	8	13	14	4	11	33

Average Position Trend

Average position

Mar-01 2025 - Mar-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

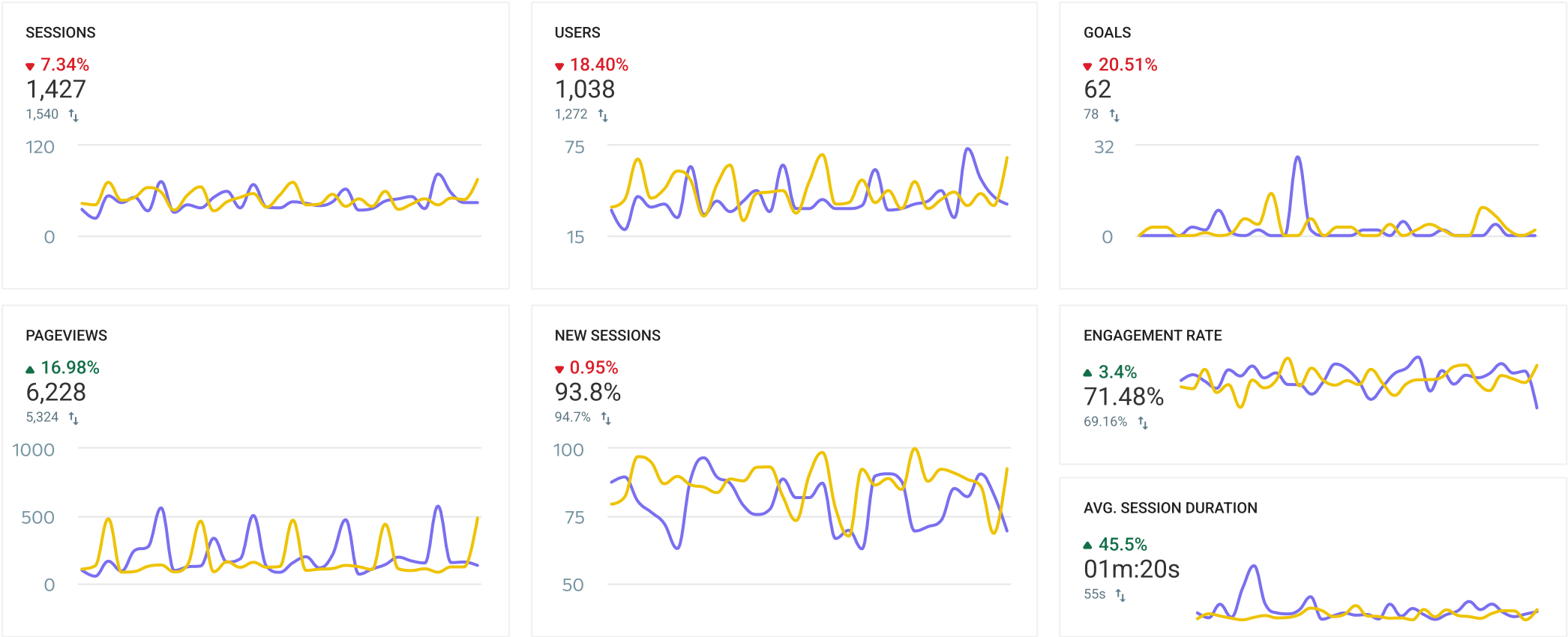
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Mar-01 2025 - Mar-31 2025



● Mar-01 2025 - Mar-31 2025 ● Jan-29 2025 - Feb-28 2025

Pages

All pages GOOGLE ANALYTICS

Mar-01 2025 - Mar-31 2025

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Mar-01 2025 - Mar-31 2025	646	86.79%	477	1K	26s	81.11%	0
2	/BoatRanges/UsedBoats							
	Mar-01 2025 - Mar-31 2025	282	14.72%	197	348	22s	84.04%	0
3	/BoatRanges/NewBoats							
	Mar-01 2025 - Mar-31 2025	202	8.82%	136	380	36s	92.57%	0
4	/boatranges/usedboats							
	Mar-01 2025 - Mar-31 2025	106	1.06%	94	135	35s	93.4%	0
5	/BoatRanges/Quintrex							
	Mar-01 2025 - Mar-31 2025	80	18.18%	66	110	33s	93.75%	0
6	/boatranges/newboats/quintrex							
	Mar-01 2025 - Mar-31 2025	79	0%	69	100	40s	96.2%	0
7	/BoatRanges/UsedBoats/230-walk-around							

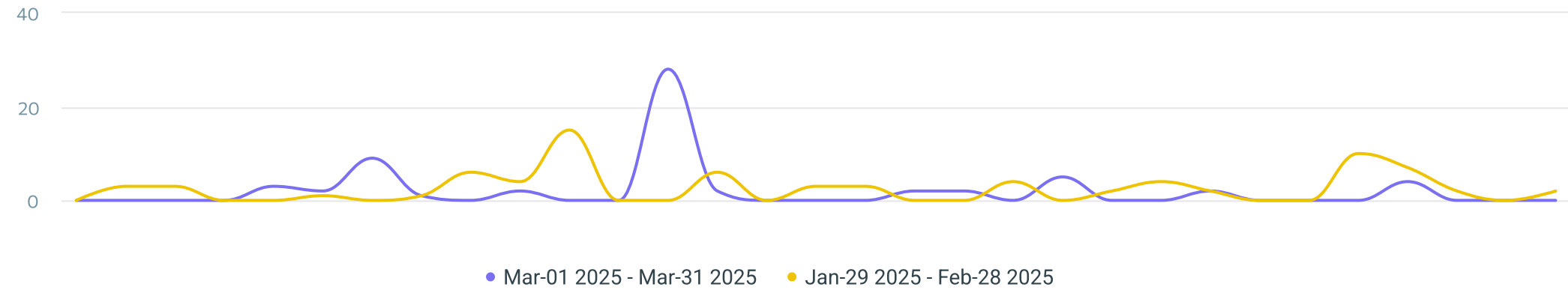
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Mar-01 2025 - Mar-31 2025	74	0%	64	80	21s	91.89%	0
8	/products/all-categories/Trailers/move-trailers							
	Mar-01 2025 - Mar-31 2025	68	34.62%	52	125	23s	83.82%	0
9	/products/all-categories/quintrex-parts-and-accessories							
	Mar-01 2025 - Mar-31 2025	68	76.56%	64	97	34s	82.35%	0
10	/engines/suzuki							
	Mar-01 2025 - Mar-31 2025	63	48%	50	176	01m:32s	92.06%	0

Conversions

Goals GOOGLE ANALYTICS

Mar-01 2025 - Mar-31 2025

Goals



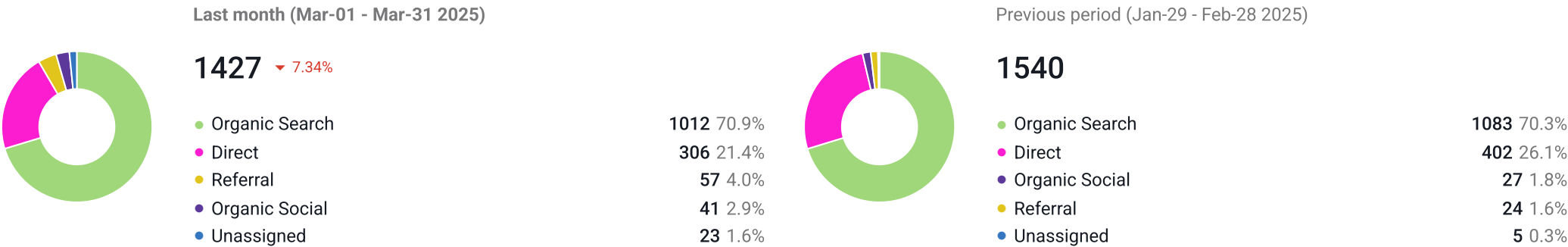
No.	Goal	Goals	Goal value
1	file_download		
	Mar-01 2025 - Mar-31 2025	33	0
	Jan-29 2025 - Feb-28 2025	5	0
	% Change	▲ 560%	
2	Book_A_Service		
	Mar-01 2025 - Mar-31 2025	20	0
	Jan-29 2025 - Feb-28 2025	33	0

No.	Goal	Goals	Goal value
	% Change	▼ 39.4%	
3	all_success_enquiries		
	Mar-01 2025 - Mar-31 2025	9	0
	Jan-29 2025 - Feb-28 2025	38	0
	% Change	▼ 76.3%	

Traffic Source

Overview: Sessions

Last month (Mar-01 - Mar-31 2025) ↑ Previous period (Jan-29 - Feb-28 2025)



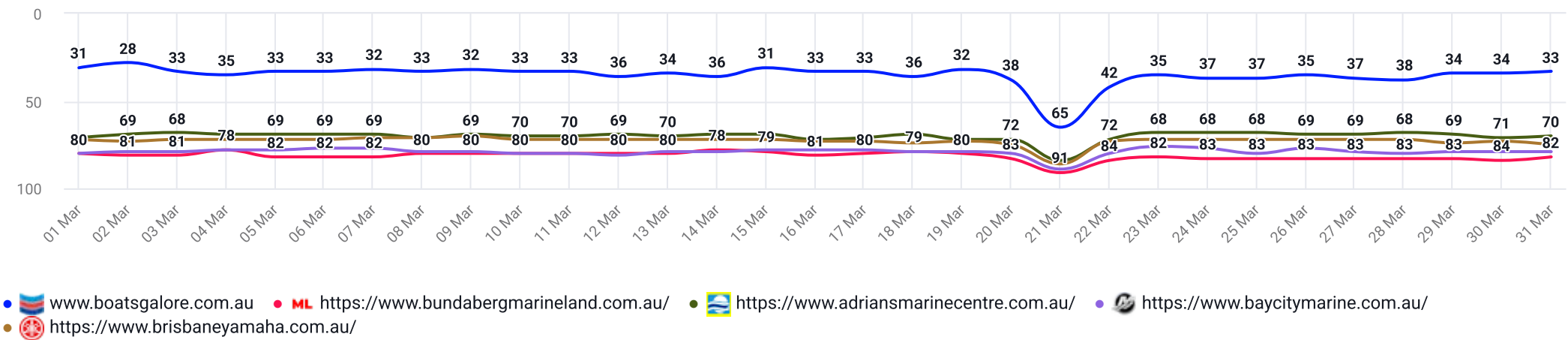
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Mar-01 2025 - Mar-31 2025	1K	729	724	72.04%	91.3%	50	65.65 sec	3.3K
Jan-29 2025 - Feb-28 2025	1.1K	802	861	74.05%	92.57%	47	62.26 sec	2.9K
% Change	▼ -6.6%	▼ -9.1%	▼ -15.9%	▼ -2.7%	▼ -1.4%	▲ 6.4%	▲ 5.4%	▲ 14.0%
2 Direct								
Mar-01 2025 - Mar-31 2025	306	216	279	70.59%	100%	10	50.23 sec	2K
Jan-29 2025 - Feb-28 2025	402	240	374	59.7%	100.27%	14	37.32 sec	2.2K
% Change	▼ -23.9%	▼ -10%	▼ -25.4%	▲ 18.2%	▼ -0.3%	▼ -28.6%	▲ 34.6%	▼ -11.3%
3 Referral								
Mar-01 2025 - Mar-31 2025	57	46	13	80.7%	69.23%	2	467.49 sec	677
Jan-29 2025 - Feb-28 2025	24	15	13	62.5%	69.23%	17	82.71 sec	89
% Change	▲ 137.5%	▲ 206.7%	▼ 0%	▲ 29.1%	▼ 0%	▼ -88.2%	▲ 465.2%	▲ 660.7%
4 Organic Social								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Mar-01 2025 - Mar-31 2025	41	29	25	70.73%	100%	0	111.34 sec	190
Jan-29 2025 - Feb-28 2025	27	8	24	29.63%	100%	0	5.52 sec	43
% Change	▲ 51.9%	▲ 262.5%	▲ 4.2%	▲ 138.7%	▼ 0%	▼ 0%	▲ 1.9K%	▲ 341.9%
5 Unassigned								
Mar-01 2025 - Mar-31 2025	23	0	23	0%	0%	0	61.96 sec	50
Jan-29 2025 - Feb-28 2025	5	0	5	0%	0%	0	17.6 sec	35
% Change	▲ 360%	▼ 0%	▲ 360%	▼ 0%	▼ 0%	▼ 0%	▲ 252.0%	▲ 42.9%

Competitors Average Position Trend

Average position

Mar-01 2025 - Mar-31 2025



HEALTH SCORE



Backlinks

