



SEO report

www.boatsgalore.com.au

MAY-01 2025 - MAY-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 41 ▾ 4	Search visibility 9.7% ▾ -0.2%	Traffic forecast 578 ▲ 32	Keywords in SERP 67
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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	199K	1	1
quintrex boat for sale bundaberg	24K	1	1
bundaberg boats	1M	1	1
suzuki boat engine bundanberg	32	2	1 ▲ 1
renegade boat bundanberge	38	1	1
quintrex boat bundaberge	42	1	1
suzuki outboard bundaberge	75	2	1 ▲ 1
new boats for sale	255M	1	1
boats galore	67	1	1
quintrex boat dealer	1.2M	1	1
outboard motor bundaberg	21K	1	2 ▾ 1
new boat trailer for sale	159M	2	2
boating bundaberg	702K	2	3 ▾ 1
used boats for sale	174M	4	3 ▲ 1
suzuki boat engines for sale	4.1M	3	3

Keyword	Results	Month ago ▲	Current rankings
boat for sale bundaberg	98	3	4 ▼ 1
used boat for sale bundaberg	107K	3	4 ▼ 1
bundanberg boating	268K	3	4 ▼ 1
suzuki outboard for sale	83	7	6 ▲ 1
fishing boat bundaberg	162K	10	7 ▲ 3
used quintrex boat trailers for sale	41	14	12 ▲ 2
suzuki motor boat	150M	14	15 ▼ 1
boat trailers for sale	58M	10	15 ▼ 5
new quintrex boat for sale	348K	21	16 ▲ 5
used quintrex boat for sale	228K	12	17 ▼ 5
cheap boats	148M	17	17
used boat trailer for sale	84	11	18 ▼ 7
suzuki outboard	91	30	20 ▲ 10
buy quintrex boat for sale	355K	21	23 ▼ 2
suzuki boat engine	51M	20	24 ▼ 4
suzuki outboard motors	84	35	29 ▲ 6
boat centre console	12M	34	38 ▼ 4
suzuki boat engine parts	9.9M	50	56 ▼ 6
boat engines	572M	58	66 ▼ 8
outboard motor	159M	-	-
quintrex boat	1.3M	34	-
renegade boat	90	-	-
garmin boat	25M	-	-
tinny boat for sale	49	-	-
explorer boat	133M	47	-
quintrex boat for sale	58	-	-
dinghy boat for sale	78	-	-

Keyword	Results	Month ago ▲	Current rankings
fishing boat for sale	86	-	-
marine shop	1.1B	4	-
quintrex tinnie	92	-	-
aluminium boat trailer	7.4M	-	-
tinnie boat	98	-	-
side console boat for sale	65	-	-
renegade boat for sale	61	-	-
boat finance	266M	-	-

 Google Australia Bundaberg, Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
new boat for sale bundaberg	199K	1	1
quintrex boat for sale bundaberg	24K	1	1
suzuki boat engine bundanberg	32	2	1 ▲ 1
renegade boat bundanberge	38	1	1
quintrex boat bundaberge	42	1	1
suzuki outboard bundaberge	75	1	1
boats galore	67	1	1
used boats for sale	174M	7	3 ▲ 4
suzuki outboard for sale	83	4	3 ▲ 1
boat for sale bundaberg	98	3	4 ▼ 1
bundaberg boats	1M	4	4
new boats for sale	255M	4	4
quintrex boat dealer	1.2M	4	4
fishing boat bundaberg	162K	2	5 ▼ 3
outboard motor bundaberg	21K	4	5 ▼ 1
new boat trailer for sale	159M	5	5

Keyword	Results	Month ago ▲	Current rankings
boating bundaberg	702K	2	6 ▼ 4
suzuki boat engines for sale	4.1M	6	6
used boat for sale bundaberg	107K	6	7 ▼ 1
bundanberg boating	268K	6	7 ▼ 1
suzuki outboard	91	23	11 ▲ 12
marine shop	1.1B	7	12 ▼ 5
used quintrex boat trailers for sale	41	12	12
used quintrex boat for sale	228K	13	15 ▼ 2
suzuki motor boat	150M	18	15 ▲ 3
new quintrex boat for sale	348K	19	16 ▲ 3
cheap boats	148M	23	16 ▲ 7
boat trailers for sale	58M	23	17 ▲ 6
suzuki boat engine	51M	25	18 ▲ 7
buy quintrex boat for sale	355K	25	21 ▲ 4
used boat trailer for sale	84	15	21 ▼ 6
suzuki outboard motors	84	36	25 ▲ 11
boat centre console	12M	35	41 ▼ 6
suzuki boat engine parts	9.9M	50	50
boat engines	572M	58	50 ▲ 8
outboard motor	159M	-	-
quintrex boat	1.3M	36	-
renegade boat	90	-	-
garmin boat	25M	-	-
tinny boat for sale	49	-	-
explorer boat	133M	51	-
quintrex boat for sale	58	-	-
dinghy boat for sale	78	-	-
fishing boat for sale	86	-	-

Keyword	Results	Month ago ▲	Current rankings
quintrex tinnie	92	-	-
aluminium boat trailer	7.4M	-	-
tinnie boat	98	-	-
side console boat for sale	65	-	-
renegade boat for sale	61	-	-
boat finance	266M	-	-

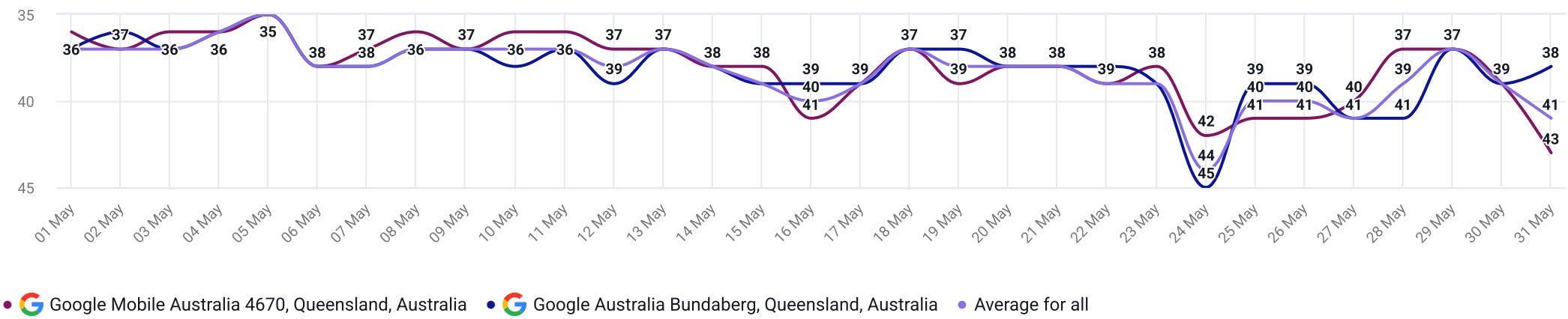
Distribution of Keywords

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	16	4	9	3	18	43
 General	50	16	4	9	3	18	43
 Google Australia Bundaberg, Queensland, Australia	50	7	14	12	2	15	38
 General	50	7	14	12	2	15	38

Average Position Trend

Average position

May-01 2025 - May-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

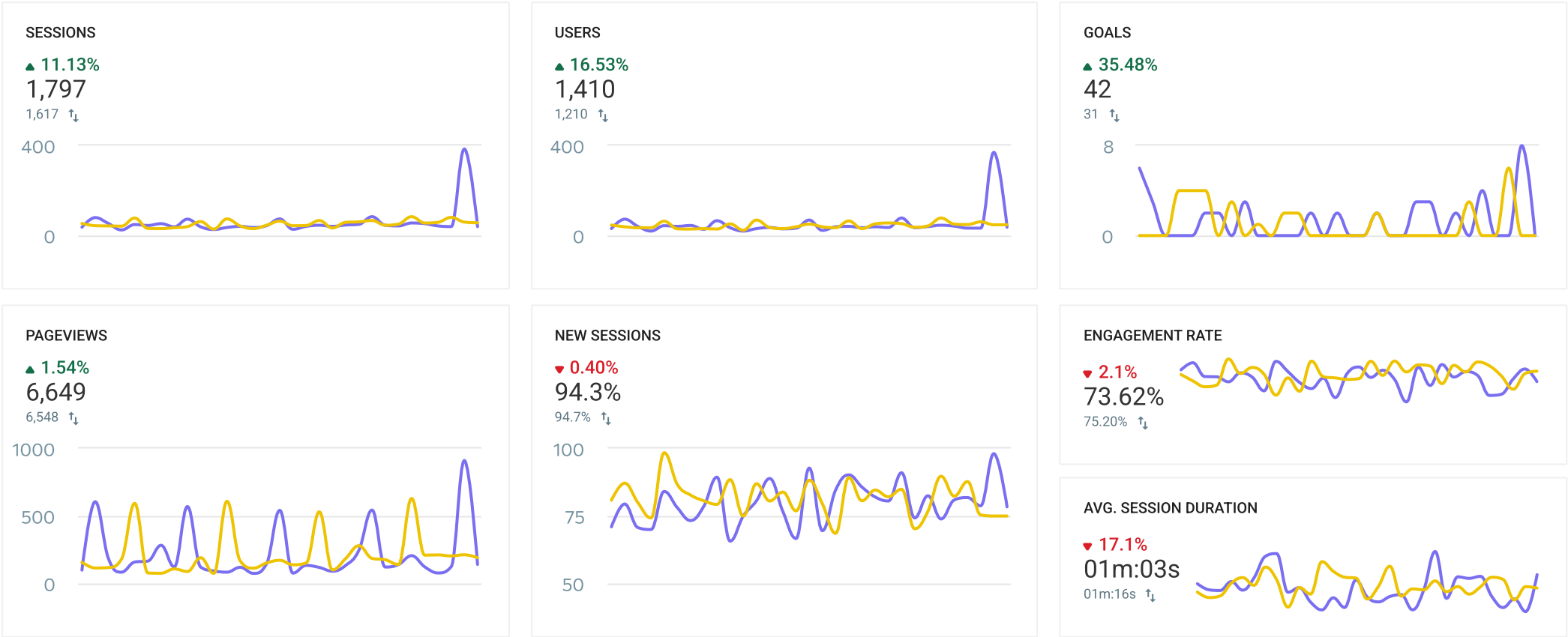
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

May-01 2025 - May-31 2025



● May-01 2025 - May-31 2025 ● Mar-31 2025 - Apr-30 2025

Pages

All pages GOOGLE ANALYTICS

May-01 2025 - May-31 2025

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	May-01 2025 - May-31 2025	606	82.05%	479	865	20s	79.87%	0
2	/BoatRanges/UsedBoats							
	May-01 2025 - May-31 2025	268	22.68%	194	384	26s	87.69%	0
3	/BoatRanges/NewBoats							
	May-01 2025 - May-31 2025	227	13.24%	136	485	43s	92.07%	0
4	/BoatRanges/UsedBoats/565							
	May-01 2025 - May-31 2025	104	3.66%	82	107	18s	90.38%	0
5	/boatranges/newboats/quintrex							
	May-01 2025 - May-31 2025	98	4.76%	84	161	41s	96.94%	0
6	/boatranges/usedboats							
	May-01 2025 - May-31 2025	93	1.12%	89	126	32s	97.85%	0
7	/BoatRanges/NewBoats/490-renegade-sc-1							

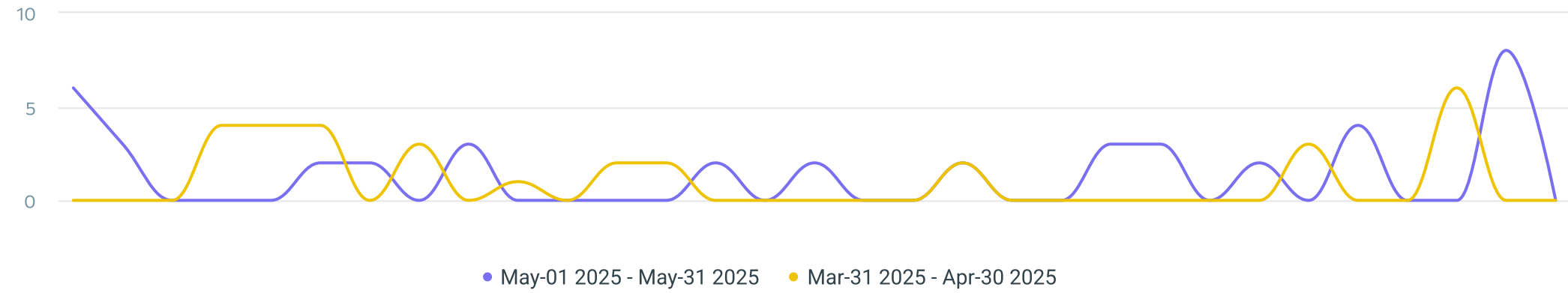
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	May-01 2025 - May-31 2025	85	1.82%	55	89	56s	90.59%	0
8	/BoatRanges/Quintrex/DownloadSpecs							
	May-01 2025 - May-31 2025	79	77.22%	79	427	05s	93.67%	0
9	/BoatRanges/Quintrex							
	May-01 2025 - May-31 2025	67	4.92%	61	107	41s	98.51%	0
10	/products/all-categories/Trailers/move-trailers							
	May-01 2025 - May-31 2025	66	33.33%	60	104	29s	89.39%	0

Conversions

Goals GOOGLE ANALYTICS

May-01 2025 - May-31 2025

Goals



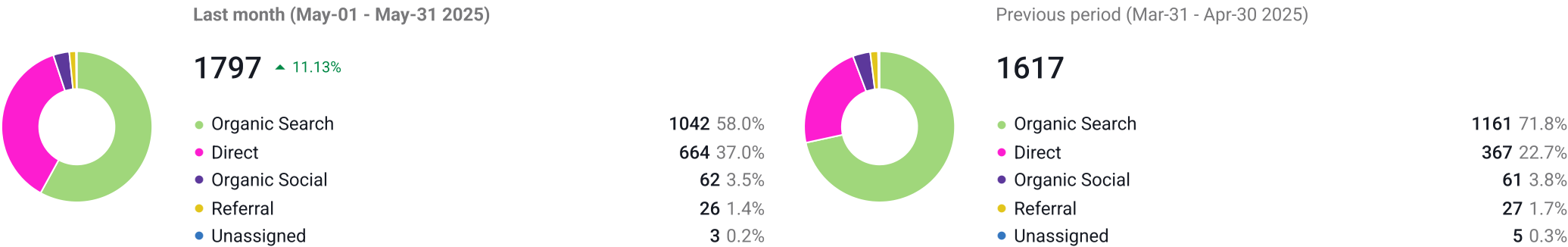
No.	Goal	Goals	Goal value
1	Book_A_Service		
	May-01 2025 - May-31 2025	26	0
	Mar-31 2025 - Apr-30 2025	16	0
	% Change	▲ 62.5%	
2	all_success_enquiries		
	May-01 2025 - May-31 2025	14	0
	Mar-31 2025 - Apr-30 2025	11	0

No.	Goal	Goals	Goal value
	% Change	▲ 27.3%	
3	file_download		
	May-01 2025 - May-31 2025	2	0
	Mar-31 2025 - Apr-30 2025	3	0
	% Change	▼ 33.3%	

Traffic Source

Overview: Sessions

Last month (May-01 - May-31 2025) ↑ Previous period (Mar-31 - Apr-30 2025)



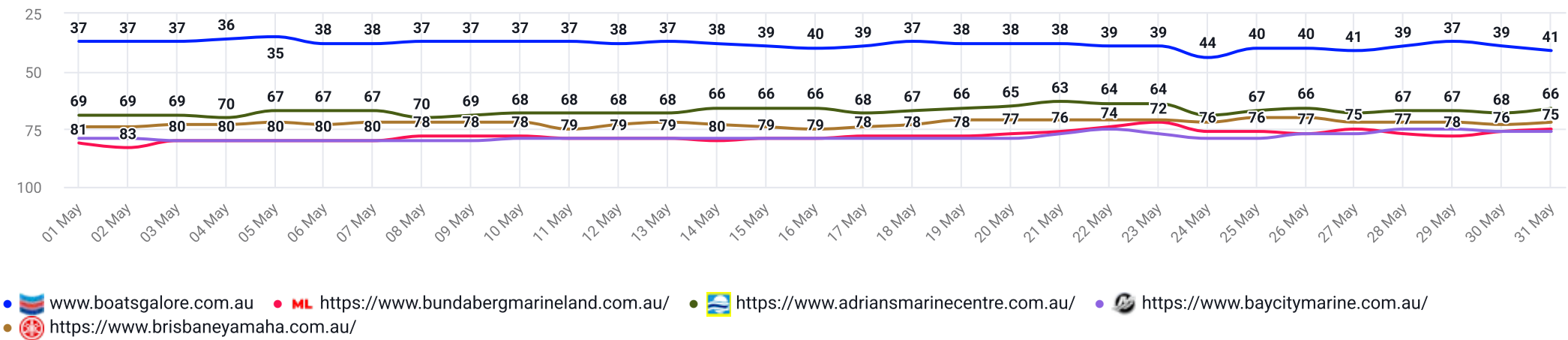
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
May-01 2025 - May-31 2025	1K	788	748	75.62%	89.57%	17	77.83 sec	3.5K
Mar-31 2025 - Apr-30 2025	1.2K	888	830	76.49%	93.61%	16	82.42 sec	4K
% Change	▼ -10.2%	▼ -11.3%	▼ -9.9%	▼ -1.1%	▼ -4.3%	▲ 6.3%	▼ -5.6%	▼ -12.8%
2 Direct								
May-01 2025 - May-31 2025	664	488	635	73.49%	100.16%	22	32.43 sec	2.9K
Mar-31 2025 - Apr-30 2025	367	272	341	74.11%	100%	14	41.17 sec	2.2K
% Change	▲ 80.9%	▲ 79.4%	▲ 86.2%	▼ -0.8%	▲ 0.2%	▲ 57.1%	▼ -21.2%	▲ 30.0%
3 Organic Social								
May-01 2025 - May-31 2025	62	31	20	50%	95%	0	122.08 sec	190
Mar-31 2025 - Apr-30 2025	61	36	24	59.02%	83.33%	1	156.26 sec	237
% Change	▲ 1.6%	▼ -13.9%	▼ -16.7%	▼ -15.3%	▲ 14.0%	▼ -100%	▼ -21.9%	▼ -19.8%
4 Referral								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
May-01 2025 - May-31 2025	26	14	8	53.85%	62.5%	2	76.92 sec	122
Mar-31 2025 - Apr-30 2025	27	23	15	85.19%	53.33%	0	112.07 sec	128
% Change	▼ -3.7%	▼ -39.1%	▼ -46.7%	▼ -36.8%	▲ 17.2%	▼ 0%	▼ -31.4%	▼ -4.7%
5 Unassigned								
May-01 2025 - May-31 2025	3	0	3	0%	0%	1	103.67 sec	7
Mar-31 2025 - Apr-30 2025	5	0	5	0%	0%	0	26.8 sec	7
% Change	▼ -40%	▼ 0%	▼ -40%	▼ 0%	▼ 0%	▼ 0%	▲ 286.8%	▼ 0%

Competitors Average Position Trend

Average position

May-01 2025 - May-31 2025



HEALTH SCORE



Backlinks

