



SEO report

www.boatsgalore.com.au

SEP-01 2025 - SEP-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	Search visibility	Traffic forecast	Keywords in SERP
33 ▲ 3	22.8% ▲ 1%	1081 ▲ 22	75

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	178K	1	1
quintrex boat for sale bundaberg	14K	1	1
bundaberg boats	787K	1	1
renegade boat bundanberge	4.2K	1	1
quintrex boat bundaberge	7.7K	1	1
suzuki outboard bundaberge	7.4K	1	1
new boats for sale	237M	1	1
new boat trailer for sale	122M	2	1 ▲ 1
boats galore	12M	1	1
quintrex boat dealer	848K	2	1 ▲ 1
suzuki boat engine bundanberg	49K	2	2
outboard motor bundaberg	19K	3	2 ▲ 1
suzuki boat engines for sale	3.3M	4	2 ▲ 2
boat for sale bundaberg	536K	2	3 ▼ 1
used boat for sale bundaberg	128K	3	3
used boats for sale	169M	3	3

Keyword	Results	Month ago ▲	Current rankings
suzuki outboard for sale	4.5M	2	3 ▼ 1
tinnie boat	401K	-	4 ▲ 96
boating bundaberg	567K	3	5 ▼ 2
used quintrex boat trailers for sale	761K	6	5 ▲ 1
bundanberg boating	279K	5	6 ▼ 1
fishing boat bundaberg	175K	5	6 ▼ 1
fishing boat for sale	115M	9	6 ▲ 3
used boat trailer for sale	75M	7	6 ▲ 1
quintrex tinnie	40K	-	7 ▲ 93
marine shop	874M	5	9 ▼ 4
boat trailers for sale	93M	7	10 ▼ 3
buy quintrex boat for sale	467K	17	12 ▲ 5
quintrex boat for sale	851K	-	14 ▲ 86
suzuki motor boat	29M	17	14 ▲ 3
used quintrex boat for sale	244K	9	17 ▼ 8
suzuki boat engine	54M	24	18 ▲ 6
suzuki outboard	51M	20	27 ▼ 7
suzuki outboard motors	4M	26	33 ▼ 7
boat centre console	8.5M	41	38 ▲ 3
outboard motor	36M	-	-
quintrex boat	821K	-	-
renegade boat	6.9M	-	-
suzuki boat engine parts	8.5M	46	-
garmin boat	21M	-	-
tinny boat for sale	846K	-	-
explorer boat	138M	-	-
dinghy boat for sale	6.9M	-	-

Keyword	Results	Month ago ▲	Current rankings
boat engines	79M	-	-
new quintrex boat for sale	467K	11	-
cheap boats	130M	18	-
aluminium boat trailer	5.4M	-	-
side console boat for sale	13M	-	-
renegade boat for sale	2.7M	-	-
boat finance	267M	-	-

 Google Australia Bundaberg, Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
new boat for sale bundaberg	178K	1	1
quintrex boat for sale bundaberg	14K	1	1
renegade boat bundanberge	4.2K	1	1
quintrex boat bundaberge	7.7K	1	1
suzuki outboard bundaberge	7.4K	1	1
boats galore	12M	1	1
suzuki boat engine bundanberg	49K	1	2 ▼ 1
suzuki boat engines for sale	3.3M	4	2 ▲ 2
suzuki outboard for sale	4.5M	2	2
used boats for sale	169M	3	3
new boats for sale	237M	4	4
tinnie boat	401K	-	4 ▲ 96
quintrex boat dealer	848K	4	4
bundaberg boats	787K	4	5 ▼ 1
outboard motor bundaberg	19K	4	5 ▼ 1
quintrex tinnie	40K	-	5 ▲ 95
new boat trailer for sale	122M	5	5

Keyword	Results	Month ago ▲	Current rankings
used boat for sale bundaberg	128K	6	6
fishing boat bundaberg	175K	6	6
fishing boat for sale	115M	9	6 ▲ 3
boat trailers for sale	93M	7	6 ▲ 1
boat for sale bundaberg	536K	2	7 ▼ 5
used quintrex boat trailers for sale	761K	9	7 ▲ 2
boating bundaberg	567K	2	8 ▼ 6
bundanberg boating	279K	8	10 ▼ 2
used boat trailer for sale	75M	12	10 ▲ 2
marine shop	874M	8	12 ▼ 4
quintrex boat for sale	851K	-	13 ▲ 87
used quintrex boat for sale	244K	12	13 ▼ 1
buy quintrex boat for sale	467K	18	15 ▲ 3
new quintrex boat for sale	467K	12	15 ▼ 3
suzuki motor boat	29M	17	16 ▲ 1
suzuki boat engine	54M	21	19 ▲ 2
cheap boats	130M	18	27 ▼ 9
suzuki outboard	51M	25	31 ▼ 6
suzuki outboard motors	4M	25	31 ▼ 6
boat centre console	8.5M	39	41 ▼ 2
suzuki boat engine parts	8.5M	45	68 ▼ 23
aluminium boat trailer	5.4M	-	73 ▲ 27
outboard motor	36M	-	-
quintrex boat	821K	-	-
renegade boat	6.9M	-	-
garmin boat	21M	-	-
tinny boat for sale	846K	-	-

Keyword	Results	Month ago ▲	Current rankings
explorer boat	138M	-	-
dinghy boat for sale	6.9M	-	-
boat engines	79M	-	-
side console boat for sale	13M	-	-
renegade boat for sale	2.7M	-	-
boat finance	267M	-	-

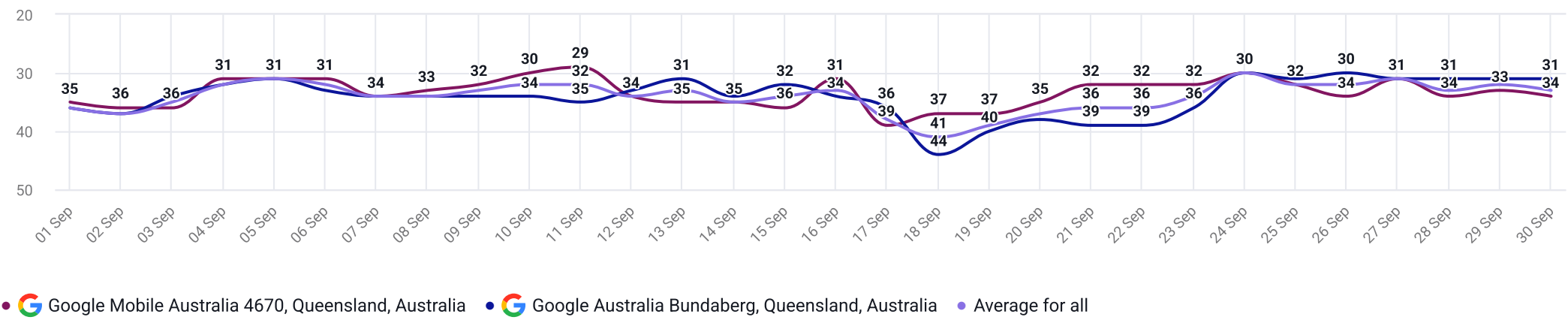
Distribution of Keywords

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	12	6	2	14	34
 General	50	16	12	6	2	14	34
 Google Australia Bundaberg, Queensland, Australia	50	11	17	7	4	11	31
 General	50	11	17	7	4	11	31

Average Position Trend

Average position

Sep-01 2025 - Sep-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

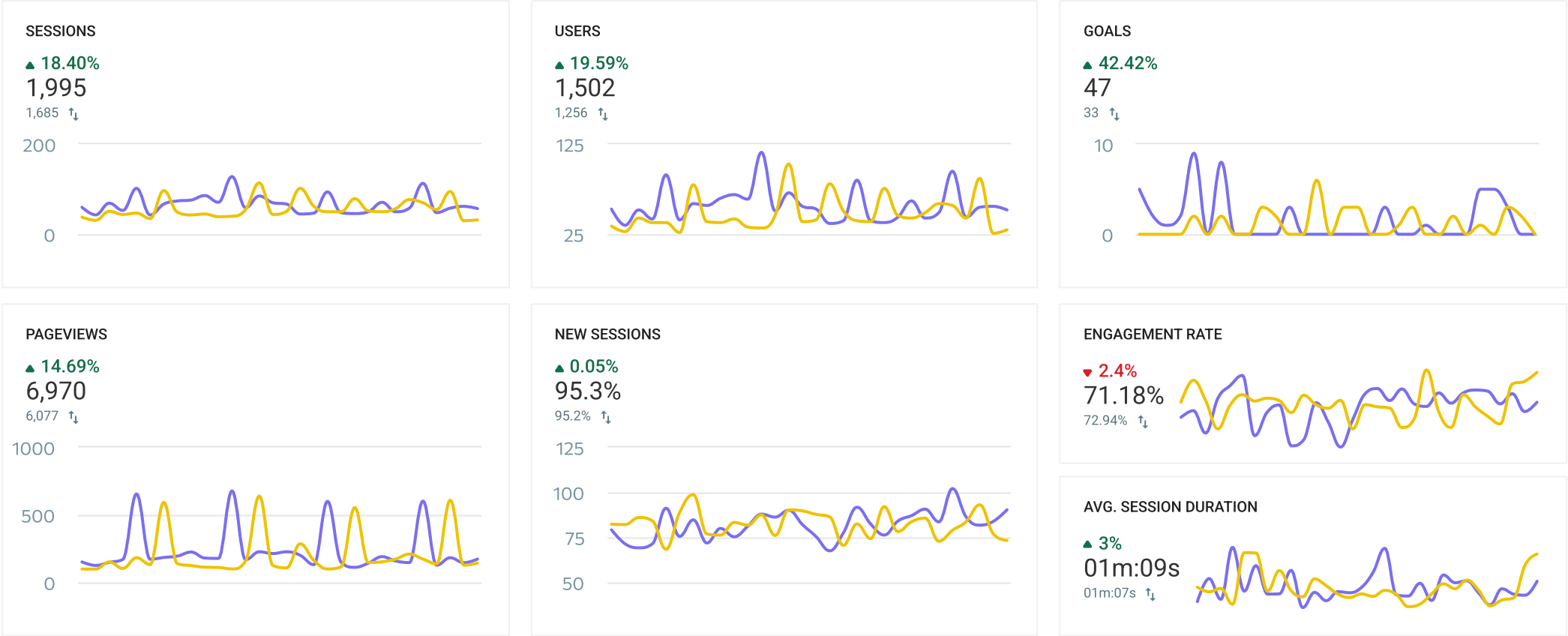
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Sep-01 2025 - Sep-30 2025



● Sep-01 2025 - Sep-30 2025 ● Aug-02 2025 - Aug-31 2025

Pages

All pages GOOGLE ANALYTICS

Sep-01 2025 - Sep-30 2025

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Sep-01 2025 - Sep-30 2025	862	87.61%	702	1.2K	16s	75.99%	0
2	/BoatRanges/UsedBoats							
	Sep-01 2025 - Sep-30 2025	329	14.58%	240	451	33s	88.45%	0
3	/BoatRanges/NewBoats							
	Sep-01 2025 - Sep-30 2025	280	10.29%	175	462	46s	90%	0
4	/boatranges/usedboats							
	Sep-01 2025 - Sep-30 2025	139	2.48%	121	180	33s	94.24%	0
5	/boatranges/newboats/quintrex							
	Sep-01 2025 - Sep-30 2025	120	5.77%	104	170	53s	93.33%	0
6	/BoatRanges/NewBoats/420-busta							
	Sep-01 2025 - Sep-30 2025	92	16.18%	68	100	52s	92.39%	0
7	/BoatRanges/Quintrex							

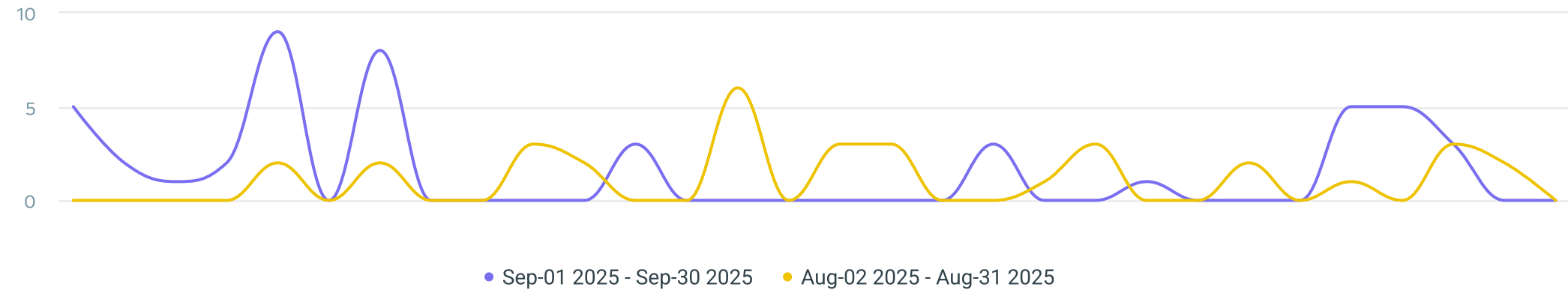
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Sep-01 2025 - Sep-30 2025	73	7.94%	63	93	33s	95.89%	0
8	/engines/suzuki/9040HP							
	Sep-01 2025 - Sep-30 2025	72	50.77%	65	113	21s	93.06%	0
9	/BoatRanges/Quintrex/DownloadSpecs							
	Sep-01 2025 - Sep-30 2025	71	60.56%	71	341	05s	94.37%	0
10	/products/all-categories/quintrex-parts-and-accessories							
	Sep-01 2025 - Sep-30 2025	70	79.37%	63	96	31s	84.29%	0

Conversions

Goals GOOGLE ANALYTICS

Sep-01 2025 - Sep-30 2025

Goals



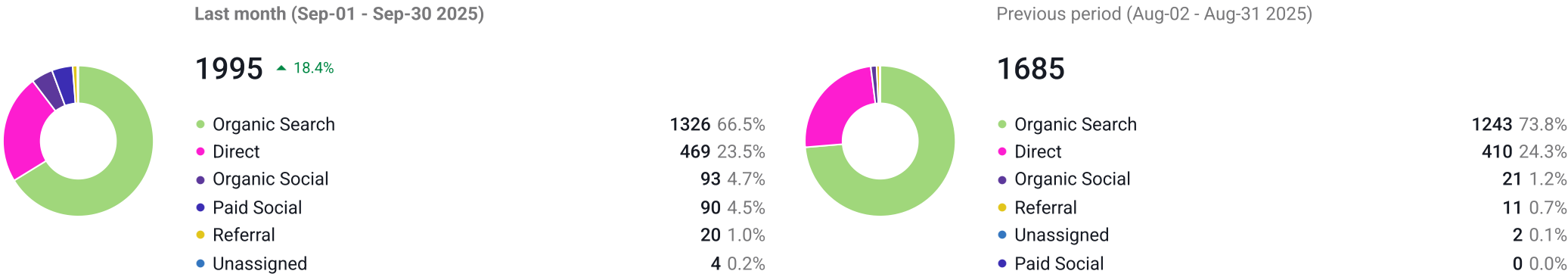
No.	Goal	Goals	Goal value
1	Book_A_Service		
	Sep-01 2025 - Sep-30 2025	25	0
	Aug-02 2025 - Aug-31 2025	21	0
	% Change	▲ 19%	
2	all_success_enquiries		
	Sep-01 2025 - Sep-30 2025	21	0
	Aug-02 2025 - Aug-31 2025	10	0

No.	Goal	Goals	Goal value
	% Change	▲ 110%	
3	file_download		
	Sep-01 2025 - Sep-30 2025	1	0
	Aug-02 2025 - Aug-31 2025	2	0
	% Change	▼ 50%	

Traffic Source

Overview: Sessions

Last month (Sep-01 - Sep-30 2025) ↑ Previous period (Aug-02 - Aug-31 2025)



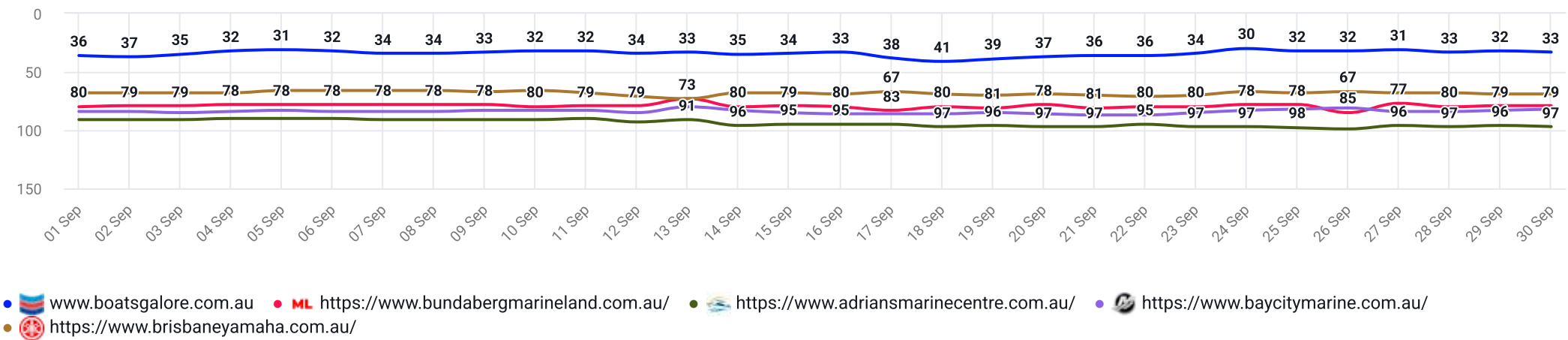
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Sep-01 2025 - Sep-30 2025	1.3K	984	958	74.21%	91.13%	33	72.64 sec	3.9K
Aug-02 2025 - Aug-31 2025	1.2K	910	905	73.21%	93.26%	16	67.43 sec	3.5K
% Change	▲ 6.7%	▲ 8.1%	▲ 5.9%	▲ 1.4%	▼ -2.3%	▲ 106.3%	▲ 7.7%	▲ 9.3%
2 Direct								
Sep-01 2025 - Sep-30 2025	469	340	371	72.49%	103.23%	13	73.87 sec	2.7K
Aug-02 2025 - Aug-31 2025	410	294	327	71.71%	100.61%	16	66.98 sec	2.4K
% Change	▲ 14.4%	▲ 15.6%	▲ 13.5%	▲ 1.1%	▲ 2.6%	▼ -18.8%	▲ 10.3%	▲ 10.1%
3 Organic Social								
Sep-01 2025 - Sep-30 2025	93	48	87	51.61%	95.4%	0	28.72 sec	192
Aug-02 2025 - Aug-31 2025	21	15	20	71.43%	95%	0	40 sec	54
% Change	▲ 342.9%	▲ 220.0%	▲ 335%	▼ -27.7%	▲ 0.4%	▼ 0%	▼ -28.2%	▲ 255.6%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Paid Social								
Sep-01 2025 - Sep-30 2025	90	32	82	35.56%	100%	0	22.08 sec	166
Aug-02 2025 - Aug-31 2025	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
5 Referral								
Sep-01 2025 - Sep-30 2025	20	17	12	85%	66.67%	1	63.95 sec	67
Aug-02 2025 - Aug-31 2025	11	9	6	81.82%	50%	1	59.55 sec	53
% Change	▲ 81.8%	▲ 88.9%	▲ 100%	▲ 3.9%	▲ 33.3%	▼ 0%	▲ 7.4%	▲ 26.4%
6 Unassigned								
Sep-01 2025 - Sep-30 2025	4	0	4	0%	50%	0	14.5 sec	5
Aug-02 2025 - Aug-31 2025	2	1	2	50%	50%	0	38.5 sec	3
% Change	▲ 100%	▼ -100%	▲ 100%	▼ -100%	▼ 0%	▼ 0%	▼ -62.3%	▲ 66.7%

Competitors Average Position Trend

Average position

Sep-01 2025 - Sep-30 2025



HEALTH SCORE



Backlinks

