



SEO report

www.boatsgalore.com.au

JAN-01 2026 - JAN-31 2026



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KEYRANKING METRICS



SEARCH VISIBILITY

Share of impressions a website gets in a given search engine for a given search query.

TRAFFIC FORECAST

The potential volume of traffic that keywords can attract to a website.

AVERAGE POSITION

The arithmetic mean of ranking positions of all keywords of 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 31 ▲ 9	Search visibility 25.7% ▲ 0.2%	Traffic forecast 1162 ▼ 56	Keywords in SERP 79
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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	188K	2	1 ▲ 1
quintrex boat for sale bundaberg	5K	1	1
bundaberg boats	1.1M	1	1
suzuki boat engine bundanberg	6.4K	2	1 ▲ 1
renegade boat bundanberge	4.4K	1	1
outboard motor bundaberg	19K	2	1 ▲ 1
quintrex boat bundaberge	8.3K	1	1
suzuki outboard bundaberge	7.7K	1	1
new boats for sale	198M	1	1
boats galore	2.8M	1	1
quintrex boat dealer	670K	1	1
boat for sale bundaberg	808K	3	2 ▲ 1
used boat for sale bundaberg	167K	3	2 ▲ 1
used boats for sale	138M	2	2
marine shop	456M	2	2

Keyword	Results	Month ago ▲	Current rankings
suzuki outboard for sale	4.5M	10	2 ▲ 8
used quintrex boat trailers for sale	660K	2	2
quintrex boat for sale	645K	4	3 ▲ 1
buy quintrex boat for sale	642K	3	3
fishing boat for sale	151M	4	3 ▲ 1
used quintrex boat for sale	648K	4	4
suzuki boat engines for sale	3.6M	44	4 ▲ 40
fishing boat bundaberg	190K	7	5 ▲ 2
cheap boats	104M	6	5 ▲ 1
new boat trailer for sale	98M	36	5 ▲ 31
suzuki boat engine	16M	-	6 ▲ 94
used boat trailer for sale	66M	-	6 ▲ 94
boating bundaberg	778K	9	8 ▲ 1
boat trailers for sale	225	-	9 ▲ 91
bundanberg boating	319K	10	10
move boat trailers	51M	-	12 ▲ 88
suzuki motor boat	189M	-	13 ▲ 87
new quintrex boat for sale	367K	13	18 ▼ 5
evolution boats	42M	-	18 ▲ 82
suzuki outboard	52M	-	25 ▲ 75
suzuki outboard motors	3.8M	-	29 ▲ 71
boat centre console	10M	52	40 ▲ 12
aluminium boat trailer	5.2M	63	67 ▼ 4
suzuki boat engine parts	9M	-	83 ▲ 17
outboard motor	31M	-	-
quintrex boat	632K	-	-
renegade boat	11M	40	-

Keyword	Results	Month ago ▲	Current rankings
garmin boat	18M	42	-
tinny boat for sale	237	-	-
explorer boat	101M	-	-
dinghy boat for sale	5.4M	-	-
boat engines	514M	-	-
quintrex tinnie	31K	4	-
tinnie boat	2.9M	4	-
side console boat for sale	15M	-	-
renegade boat for sale	4M	-	-
boat finance	224M	-	-

 Google Australia Bundaberg, Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
 General			
new boat for sale bundaberg	188K	2	1 ▲ 1
quintrex boat for sale bundaberg	5K	1	1
suzuki boat engine bundanberg	6.4K	2	1 ▲ 1
renegade boat bundanberge	4.4K	4	1 ▲ 3
quintrex boat bundaberger	8.3K	1	1
suzuki outboard bundaberger	7.7K	1	1
boats galore	2.8M	1	1
boat for sale bundaberg	808K	3	2 ▲ 1
suzuki outboard for sale	4.5M	10	2 ▲ 8
quintrex boat for sale	645K	4	3 ▲ 1
buy quintrex boat for sale	642K	3	3
bundaberg boats	1.1M	4	4
outboard motor bundaberg	19K	5	4 ▲ 1
new boats for sale	198M	4	4

Keyword	Results	Month ago ▲	Current rankings
fishing boat for sale	151M	6	4 ▲ 2
suzuki boat engines for sale	3.6M	49	4 ▲ 45
suzuki outboard motors	3.8M	3	4 ▼ 1
cheap boats	104M	6	4 ▲ 2
quintrex boat dealer	670K	4	4
used boat for sale bundaberg	167K	7	5 ▲ 2
suzuki boat engine	16M	43	5 ▲ 38
suzuki outboard	52M	3	5 ▼ 2
fishing boat bundaberg	190K	7	5 ▲ 2
used boats for sale	138M	5	5
used quintrex boat trailers for sale	660K	5	5
marine shop	456M	6	6
used quintrex boat for sale	648K	7	6 ▲ 1
bundanberg boating	319K	16	8 ▲ 8
new boat trailer for sale	98M	42	8 ▲ 34
used boat trailer for sale	66M	-	9 ▲ 91
evolution boats	42M	14	9 ▲ 5
suzuki motor boat	189M	-	11 ▲ 89
boat trailers for sale	225	-	11 ▲ 89
move boat trailers	51M	-	11 ▲ 89
boating bundaberg	778K	13	12 ▲ 1
new quintrex boat for sale	367K	15	26 ▼ 11
aluminium boat trailer	5.2M	65	50 ▲ 15
outboard motor	31M	-	-
quintrex boat	632K	-	-
renegade boat	11M	38	-
suzuki boat engine parts	9M	-	-

Keyword	Results	Month ago ▲	Current rankings
tinny boat for sale	237	-	-
dinghy boat for sale	5.4M	-	-
boat centre console	10M	55	-
boat engines	514M	-	-
quintrex tinnie	31K	4	-
tinnie boat	2.9M	4	-
side console boat for sale	15M	-	-
renegade boat for sale	4M	-	-
boat finance	224M	-	-

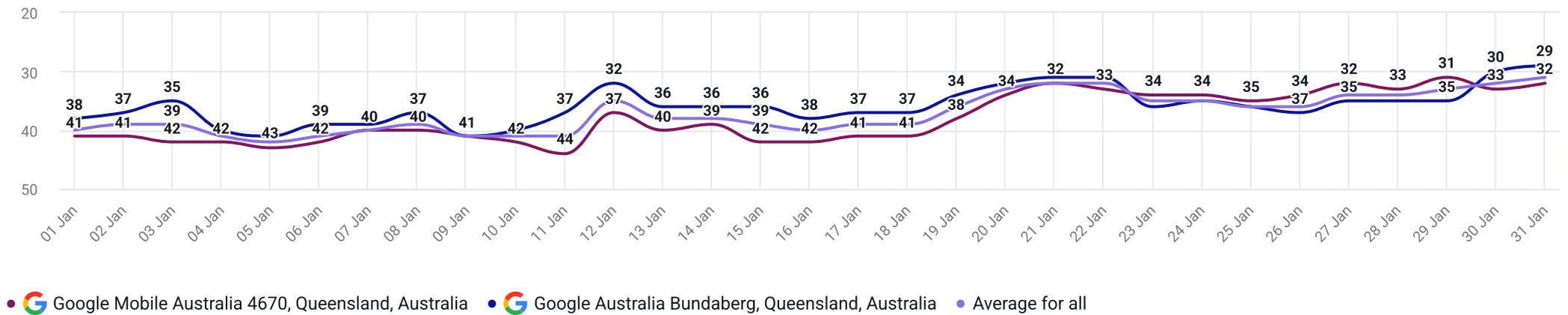
Distribution of Keywords

Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Mobile Australia 4670, Queensland, Australia	52	10	20	11	5	4	12	32
 General	52	10	20	11	5	4	12	32
 Google Australia Bundaberg, Queensland, Australia	50	6	11	23	3	2	11	29
 General	50	6	11	23	3	2	11	29

Average Position Trend

Average position

Jan-01 2026 - Jan-31 2026



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

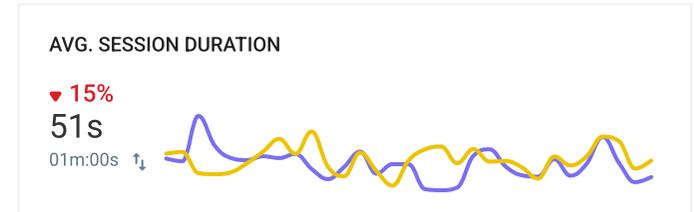
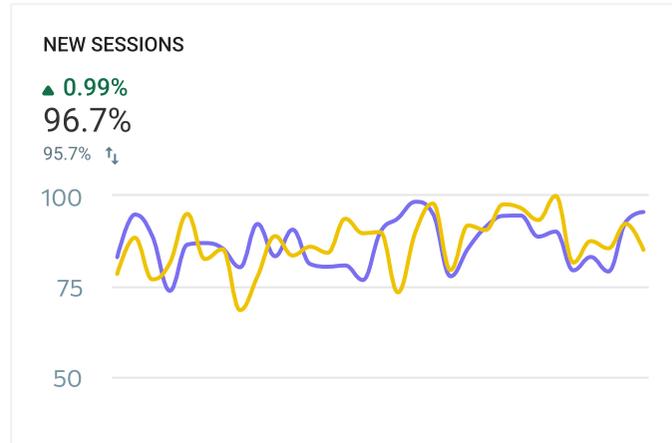
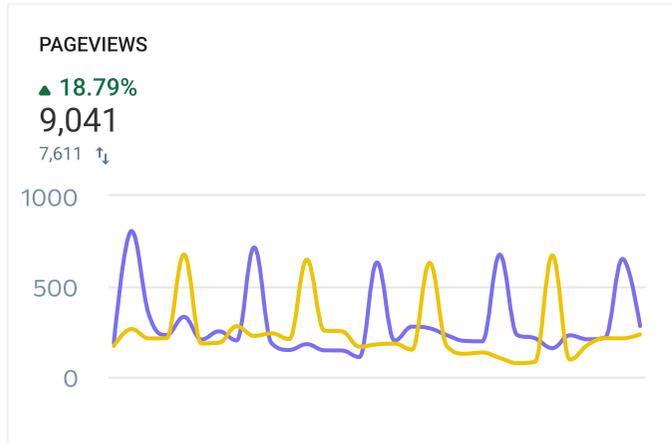
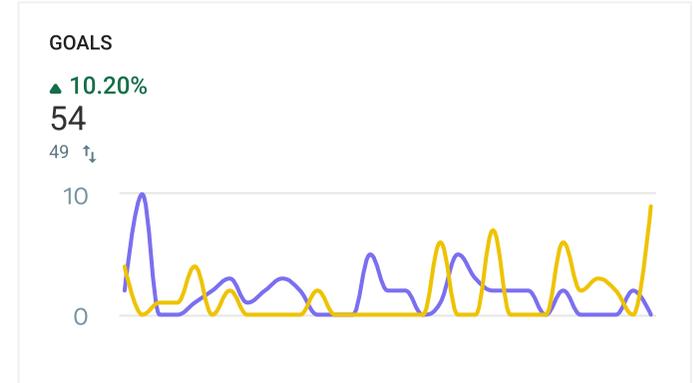
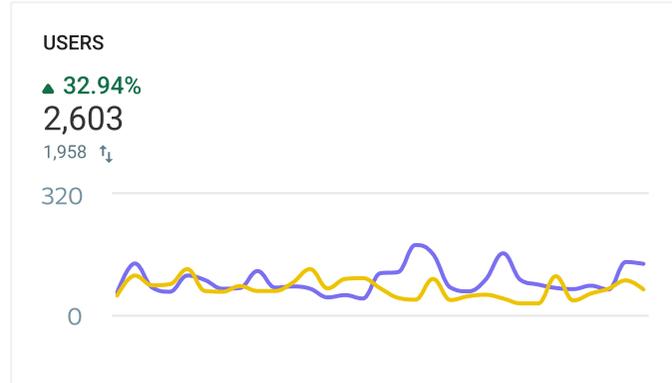
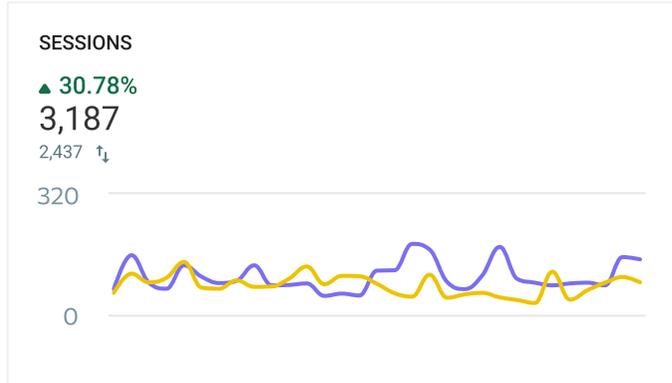
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026



● Jan-01 2026 - Jan-31 2026 ● Dec-01 2025 - Dec-31 2025

Pages

All pages GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jan-01 2026 - Jan-31 2026	862	84.59%	675	1.3K	19s	80.97%	0
2	/BoatRanges/UsedBoats							
	Jan-01 2026 - Jan-31 2026	392	25.08%	295	553	31s	85.71%	0
3	/BoatRanges/NewBoats							
	Jan-01 2026 - Jan-31 2026	355	13.4%	194	563	47s	85.92%	0
4	/BoatRanges/Quintrex/Tinnie							
	Jan-01 2026 - Jan-31 2026	123	99.11%	112	126	38s	55.28%	0
5	/boatranges/newboats/quintrex							
	Jan-01 2026 - Jan-31 2026	121	8.49%	106	236	01m:08s	90.91%	0
6	/boatranges/usedboats							
	Jan-01 2026 - Jan-31 2026	119	3.03%	99	168	50s	94.12%	0
7	/engines/suzuki/9040HP							

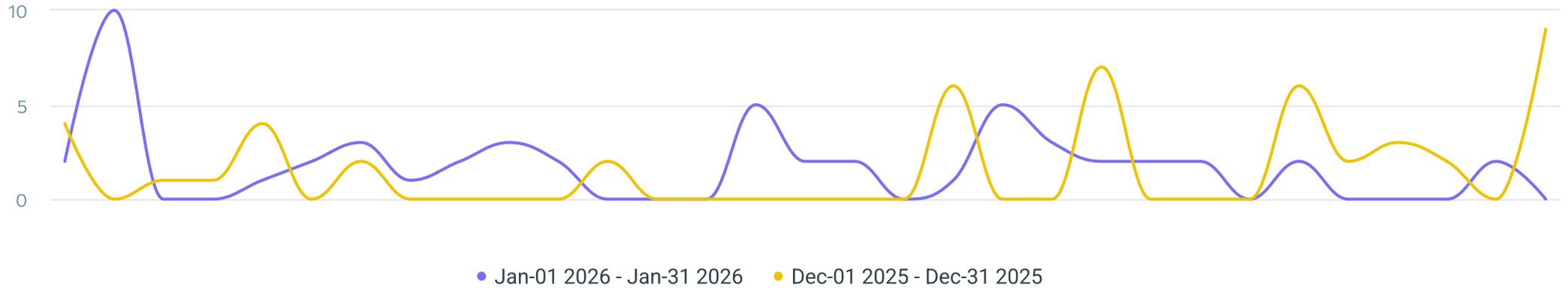
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jan-01 2026 - Jan-31 2026	117	64.6%	113	181	18s	87.18%	0
8	/BoatRanges/NewBoats/quintrex-f390-outback-explorer-2025-382609							
	Jan-01 2026 - Jan-31 2026	94	41.56%	77	103	46s	75.53%	0
9	/BoatRanges/Quintrex/DownloadSpecs							
	Jan-01 2026 - Jan-31 2026	88	79.31%	87	422	05s	88.64%	0
10	/BoatRanges/UsedBoats/quintrex-450-fishabout-2013-bh027q							
	Jan-01 2026 - Jan-31 2026	86	1.49%	67	98	45s	95.35%	0

Conversions

Goals GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Goals



No.	Goal	Goals	Goal value
1	all_success_enquiries		
	Jan-01 2026 - Jan-31 2026	26	0
	Dec-01 2025 - Dec-31 2025	25	0
	% Change	▲ 4%	
2	Book_A_Service		
	Jan-01 2026 - Jan-31 2026	24	0
	Dec-01 2025 - Dec-31 2025	23	0

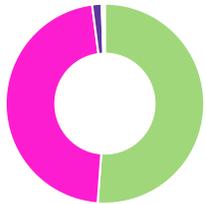
No.	Goal	Goals	Goal value
	% Change	▲ 4.3%	
3	file_download		
	Jan-01 2026 - Jan-31 2026	4	0
	Dec-01 2025 - Dec-31 2025	1	0
	% Change	▲ 300%	

Traffic Source

Overview: Sessions

Last month (Jan-01 - Jan-31 2026) ↑↓ Previous period (Dec-01 - Dec-31 2025)

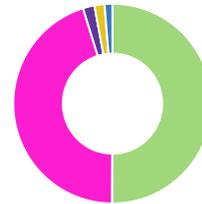
Last month (Jan-01 - Jan-31 2026)



3187 ▲ 30.78%

- Organic Search
- Direct
- Organic Social
- Referral
- Unassigned

1612 50.6%
1473 46.2%
49 1.5%
12 0.4%
4 0.1%



2437

- Organic Search
- Direct
- Organic Social
- Referral
- Unassigned

1221 50.1%
1099 45.1%
46 1.9%
40 1.6%
31 1.3%

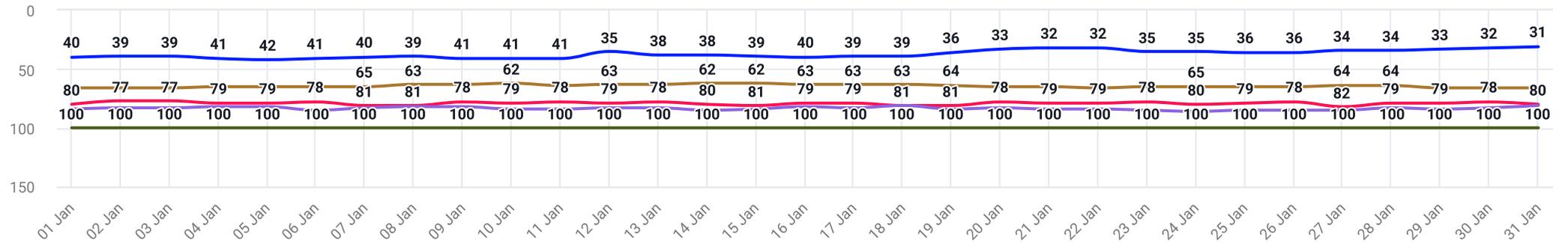
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
Jan-01 2026 - Jan-31 2026	1.6K	1.1K	1.2K	71.09%	91.94%	30	80.45 sec	4.9K
Dec-01 2025 - Dec-31 2025	1.2K	904	876	74.04%	90.87%	34	88.57 sec	4K
% Change	▲ 32.0%	▲ 26.8%	▲ 33.1%	▼ -4.0%	▲ 1.2%	▼ -11.8%	▼ -9.2%	▲ 22.8%
2 Direct								
Jan-01 2026 - Jan-31 2026	1.5K	442	1.4K	30.01%	100.43%	22	21.11 sec	4K
Dec-01 2025 - Dec-31 2025	1.1K	447	983	40.67%	101.63%	14	30.95 sec	3.4K
% Change	▲ 34.0%	▼ -1.1%	▲ 40.7%	▼ -26.2%	▼ -1.2%	▲ 57.1%	▼ -31.8%	▲ 17.8%
3 Organic Social								
Jan-01 2026 - Jan-31 2026	49	16	49	32.65%	93.88%	2	23.8 sec	87
Dec-01 2025 - Dec-31 2025	46	18	45	39.13%	95.56%	0	25.93 sec	85
% Change	▲ 6.5%	▼ -11.1%	▲ 8.9%	▼ -16.6%	▼ -1.8%	▼ 0%	▼ -8.2%	▲ 2.4%
4 Referral								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jan-01 2026 - Jan-31 2026	12	6	9	50%	77.78%	0	40.17 sec	30
Dec-01 2025 - Dec-31 2025	40	27	32	67.5%	93.75%	1	40.95 sec	111
% Change	▼ -70%	▼ -77.8%	▼ -71.9%	▼ -25.9%	▼ -17.0%	▼ -100%	▼ -1.9%	▼ -73.0%
5 Unassigned								
Jan-01 2026 - Jan-31 2026	4	1	4	25%	50%	0	17.5 sec	2
Dec-01 2025 - Dec-31 2025	31	3	31	9.68%	19.35%	0	16.03 sec	11
% Change	▼ -87.1%	▼ -66.7%	▼ -87.1%	▲ 158.3%	▲ 158.4%	▼ 0%	▲ 9.2%	▼ -81.8%

Competitors Average Position Trend

Average position

Jan-01 2026 - Jan-31 2026



-  www.boatsgalore.com.au
-  ML https://www.bundabergmarineland.com.au/
-  https://www.adriansmarinecentre.com.au/
-  https://www.baycitymarine.com.au/
-  https://www.brisbaneyamaha.com.au/

HEALTH SCORE



Backlinks

