



SEO report

[www.boatsgalore.com.au](http://www.boatsgalore.com.au)

MAY-01 2026 - MAY-31 2026



## Table of Contents

Key Ranking Metrics .....	4
Keywords Ranking .....	4
Distribution of Keywords .....	9
Average Position Trend .....	9
Traffic Overview .....	11
Pages .....	12
Conversions .....	14
Traffic Source .....	16
Competitors Average Position Trend .....	18
Audit overview .....	19
Backlinks .....	20

# 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 <b>33</b> ▲ 1	Search visibility <b>17.6%</b> ▲ 0.9%	Traffic forecast <b>803</b> ▲ 38	Keywords in SERP <b>75</b>
-----------------------------------	--	-------------------------------------	-------------------------------

## 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	107	1	1
quintrex boat for sale bundaberg	101	1	1
bundaberg boats	112	1	1
renegade boat bundanberge	198	1	1
outboard motor bundaberg	164	1	1
quintrex boat bundaberge	164	1	1
suzuki outboard bundaberge	98	1	1
new boats for sale	225	1	1
boats galore	97	1	1
quintrex boat dealer	120	1	1
boat for sale bundaberg	108	2	2
used boat for sale bundaberg	102	2	2
suzuki boat engine bundanberg	94	2	2
new boat trailer for sale	216	3	2 ▲ 1
boating bundaberg	130	7	3 ▲ 4
used boats for sale	212	3	3

Keyword	Results	Month ago ▲	Current rankings
suzuki outboard for sale	178	3	3
quintrex boat for sale	181	3	4 ▼ 1
buy quintrex boat for sale	204	3	4 ▼ 1
fishing boat for sale	194	4	4
cheap boats	219	3	4 ▼ 1
bundanberg boating	140	4	5 ▼ 1
fishing boat bundaberg	207	2	5 ▼ 3
marine shop	207	3	5 ▼ 2
suzuki boat engines for sale	163	2	5 ▼ 3
move boat trailers	189	3	6 ▼ 3
boat trailers for sale	213	12	7 ▲ 5
used boat trailer for sale	200	6	7 ▼ 1
suzuki motor boat	172	15	16 ▼ 1
evolution boats	179	12	18 ▼ 6
suzuki outboard	202	-	19 ▲ 81
suzuki outboard motors	167	29	19 ▲ 10
suzuki boat engine	168	13	25 ▼ 12
new quintrex boat for sale	202	18	25 ▼ 7
renegade boat	204	55	42 ▲ 13
boat centre console	207	52	47 ▲ 5
aluminium boat trailer	204	36	54 ▼ 18
outboard motor	203	-	-
quintrex boat	175	-	-
suzuki boat engine parts	169	-	-
garmin boat	18M	-	-
tinny boat for sale	8.9M	-	-
explorer boat	101M	-	-

Keyword	Results	Month ago ▲	Current rankings
dinghy boat for sale	100	-	-
boat engines	202	-	-
used quintrex boat for sale	191	3	-
quintrex tinnie	171	-	-
used quintrex boat trailers for sale	160	2	-
tinnie boat	207	-	-
side console boat for sale	182	-	-
renegade boat for sale	182	-	-
boat finance	139	-	-

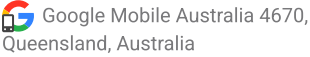

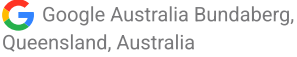

 Google Australia Bundaberg, Queensland, Australia

Keyword	Results	Month ago ▲	Current rankings
📁 General			
new boat for sale bundaberg	107	1	1
quintrex boat for sale bundaberg	101	1	1
renegade boat bundanberge	198	1	1
quintrex boat bundaberger	164	1	1
suzuki outboard bundaberger	98	1	1
new boats for sale	225	4	1 ▲ 3
boats galore	97	1	1
quintrex boat dealer	120	-	1 ▲ 99
boat for sale bundaberg	108	5	2 ▲ 3
suzuki boat engine bundanberg	94	2	2
used boats for sale	212	6	2 ▲ 4
new boat trailer for sale	216	6	2 ▲ 4
fishing boat for sale	194	4	3 ▲ 1
used quintrex boat for sale	191	3	3
suzuki outboard for sale	178	3	3

Keyword	Results	Month ago ▲	Current rankings
bundaberg boats	112	4	4
quintrex boat for sale	181	3	4 ▼ 1
buy quintrex boat for sale	204	4	4
outboard motor bundaberg	164	4	4
suzuki outboard motors	167	30	4 ▲ 26
cheap boats	219	3	4 ▼ 1
used boat for sale bundaberg	102	5	5
bundanberg boating	140	4	5 ▼ 1
suzuki boat engines for sale	163	2	5 ▼ 3
used boat trailer for sale	200	6	5 ▲ 1
boating bundaberg	130	10	8 ▲ 2
fishing boat bundaberg	207	2	8 ▼ 6
marine shop	207	5	8 ▼ 3
move boat trailers	189	5	8 ▼ 3
boat trailers for sale	213	13	9 ▲ 4
evolution boats	179	18	14 ▲ 4
suzuki motor boat	172	41	15 ▲ 26
suzuki boat engine	168	12	24 ▼ 12
new quintrex boat for sale	202	14	28 ▼ 14
boat centre console	207	47	47
renegade boat	204	51	48 ▲ 3
aluminium boat trailer	204	37	55 ▼ 18
outboard motor	203	-	-
quintrex boat	175	-	-
suzuki boat engine parts	169	-	-
tinny boat for sale	8.9M	-	-
suzuki outboard	202	25	-

Keyword	Results	Month ago ▲	Current rankings
dinghy boat for sale	100	-	-
boat engines	202	-	-
quintrex tinnie	171	-	-
used quintrex boat trailers for sale	160	2	-
tinnie boat	207	-	-
side console boat for sale	182	-	-
renegade boat for sale	182	-	-
boat finance	139	-	-

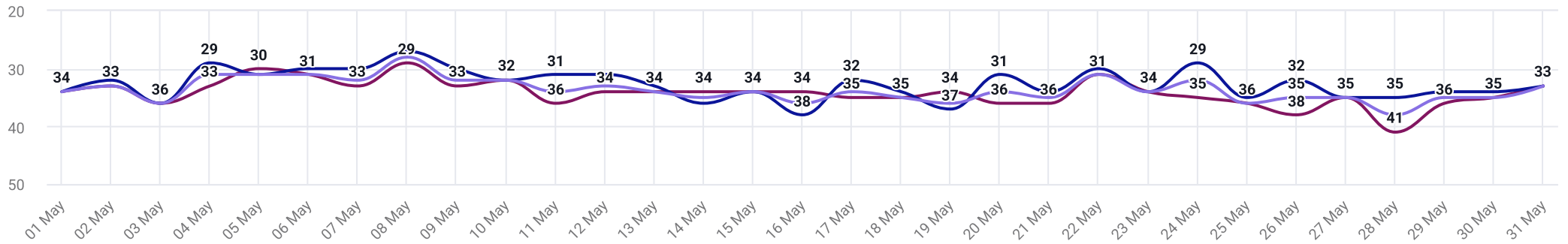
## Distribution of Keywords




Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
	52	10	18	12	5	3	14	33
	52	10	18	12	5	3	14	33
	50	8	16	13	5	3	13	33
	50	8	16	13	5	3	13	33

## Average Position Trend

Average position

May-01 2026 - May-31 2026



-  Google Mobile Australia 4670, Queensland, Australia
-  Google Australia Bundaberg, Queensland, Australia
-  Average for all

# 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

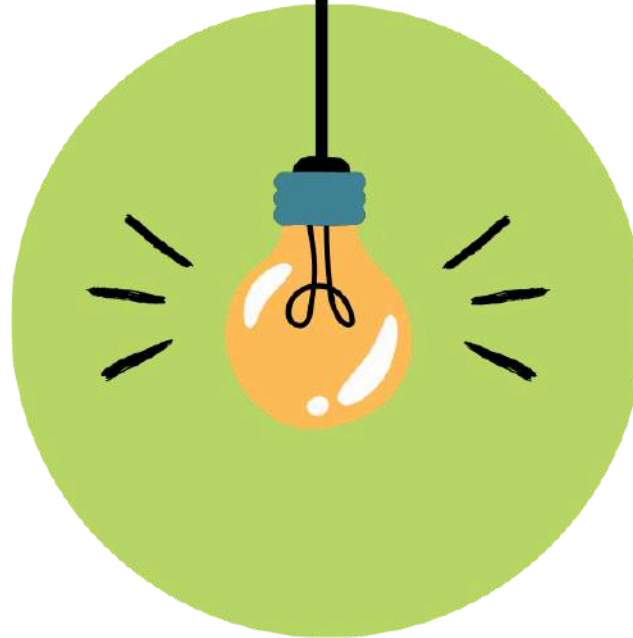
Number of times users triggered a conversion event or goals

## ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

## AVG. ENGAGEMENT TIME

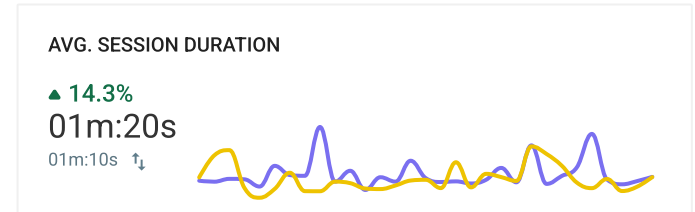
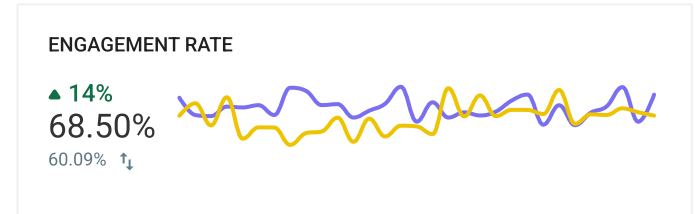
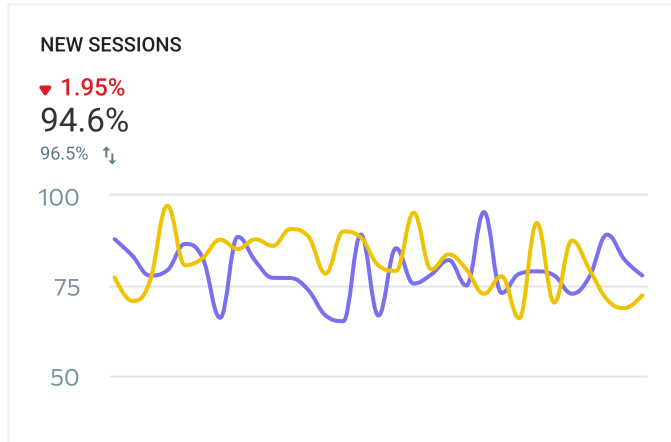
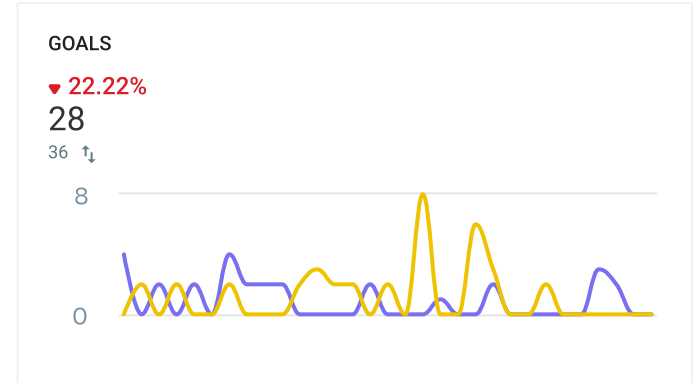
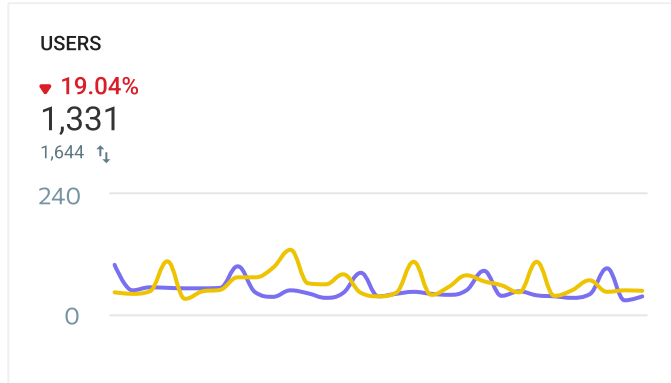
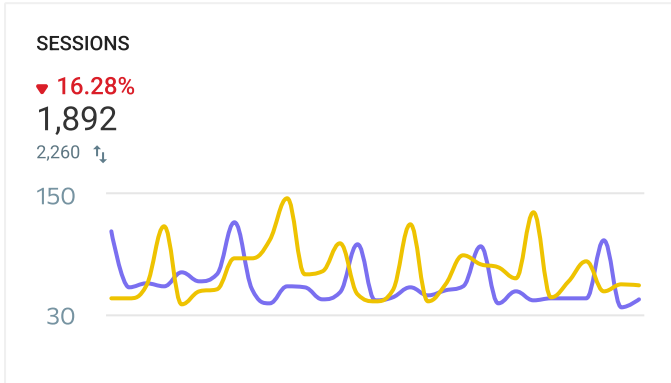
Average length of time that the website had focus in the browser



# Traffic Overview

Audience GOOGLE ANALYTICS

May-01 2026 - May-31 2026



● May-01 2026 - May-31 2026   ● Mar-31 2026 - Apr-30 2026

## Pages

All pages GOOGLE ANALYTICS

May-01 2026 - May-31 2026

## Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	May-01 2026 - May-31 2026	620	84.41%	449	852	19s	82.1%	0
2	/BoatRanges/UsedBoats							
	May-01 2026 - May-31 2026	335	18.48%	184	512	38s	82.99%	0
3	/BoatRanges/NewBoats							
	May-01 2026 - May-31 2026	274	13.6%	125	496	01m:09s	87.59%	0
4	/boatranges/newboats/quintrex							
	May-01 2026 - May-31 2026	93	6.25%	80	163	01m:13s	95.7%	0
5	/BoatRanges/Quintrex/DownloadSpecs							
	May-01 2026 - May-31 2026	87	73.56%	87	422	05s	91.95%	0
6	/boatranges/usedboats							
	May-01 2026 - May-31 2026	77	4.48%	67	108	52s	96.1%	0
7	/BoatRanges/NewBoats/quintrex-490-renegade-cc-2026-386895							

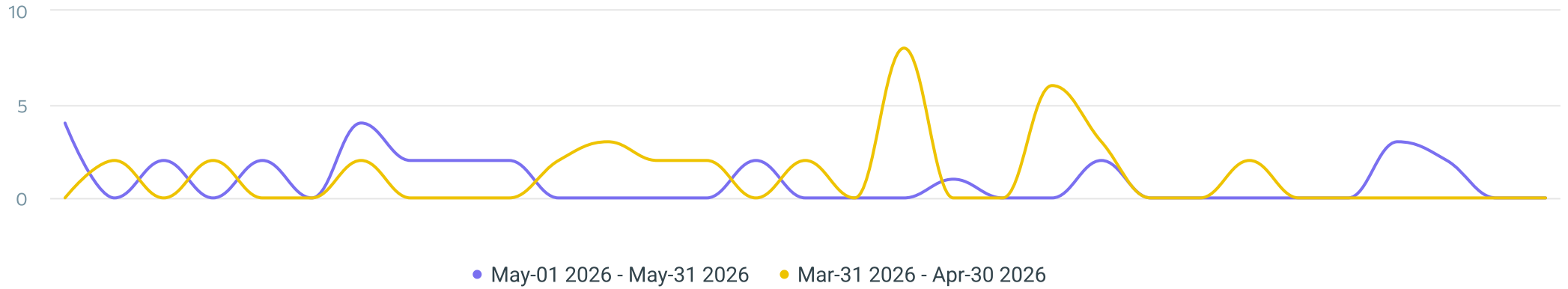
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	May-01 2026 - May-31 2026	66	7.14%	42	72	52s	86.36%	0
8	/BoatRanges/UsedBoats/quintrex-450-fishabout-pro-2019-anz20q							
	May-01 2026 - May-31 2026	65	15.38%	39	70	24s	86.15%	0
9	/BoatRanges/Quintrex/Tinnie							
	May-01 2026 - May-31 2026	61	98.08%	52	64	18s	44.26%	0
10	/engines/suzuki/9040HP							
	May-01 2026 - May-31 2026	56	52.73%	55	76	16s	85.71%	0

# Conversions

Goals GOOGLE ANALYTICS

May-01 2026 - May-31 2026

## Goals



No.	Goal	Goals	Goal value
1	Book_A_Service		
	May-01 2026 - May-31 2026	17	0
	Mar-31 2026 - Apr-30 2026	12	0
	% Change	▲ 41.7%	
2	all_success_enquiries		
	May-01 2026 - May-31 2026	9	0
	Mar-31 2026 - Apr-30 2026	24	0

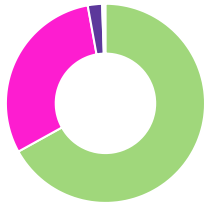
No.	Goal	Goals	Goal value
	% Change	▼ 62.5%	
3	file_download		
	May-01 2026 - May-31 2026	2	0
	Mar-31 2026 - Apr-30 2026	0	0
	% Change		

# Traffic Source

Overview: Sessions

Last month (May-01 - May-31 2026) ↑↓ Previous period (Mar-31 - Apr-30 2026)

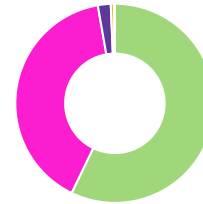
Last month (May-01 - May-31 2026)



1892 ▼ 16.28%

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

- 1266 66.9%
- 571 30.2%
- 44 2.3%
- 5 0.3%
- 5 0.3%



2260

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

- 1292 57.2%
- 906 40.1%
- 47 2.1%
- 13 0.6%
- 2 0.1%

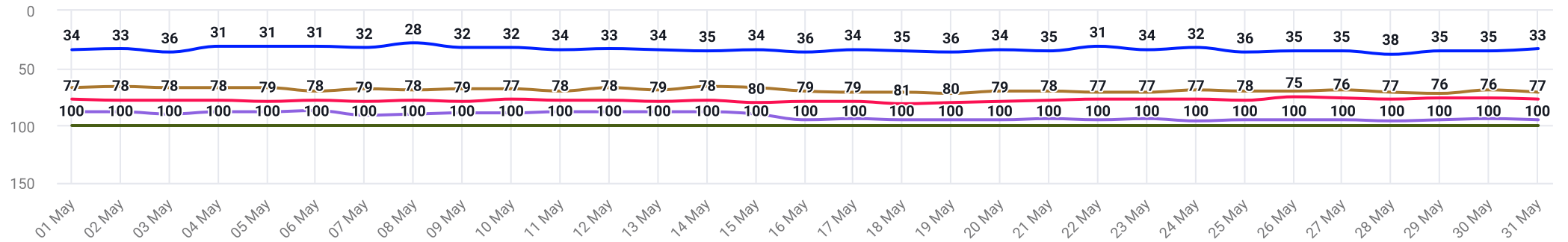
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Organic Search								
May-01 2026 - May-31 2026	1.3K	912	791	72.04%	90.64%	11	86.23 sec	3.7K
Mar-31 2026 - Apr-30 2026	1.3K	929	835	71.9%	92.22%	14	87.09 sec	3.7K
% Change	▼ -2.0%	▼ -1.8%	▼ -5.3%	▲ 0.2%	▼ -1.7%	▼ -21.4%	▼ -1.0%	▼ -0.1%
2 Direct								
May-01 2026 - May-31 2026	571	357	499	62.52%	100.4%	13	71.21 sec	3.2K
Mar-31 2026 - Apr-30 2026	906	412	757	45.47%	100.92%	22	49.69 sec	3.3K
% Change	▼ -37.0%	▼ -13.3%	▼ -34.1%	▲ 37.5%	▼ -0.5%	▼ -40.9%	▲ 43.3%	▼ -4.0%
3 Organic Social								
May-01 2026 - May-31 2026	44	22	38	50%	94.74%	4	39.98 sec	109
Mar-31 2026 - Apr-30 2026	47	9	46	19.15%	95.65%	0	7.47 sec	74
% Change	▼ -6.4%	▲ 144.4%	▼ -17.4%	▲ 161.1%	▼ -1.0%	▼ 0%	▲ 435.2%	▲ 47.3%
4 Unassigned								






Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
May-01 2026 - May-31 2026	5	3	5	60%	80%	0	50.6 sec	16
Mar-31 2026 - Apr-30 2026	2	1	2	50%	50%	0	12.5 sec	1
% Change	▲ 150%	▲ 200%	▲ 150%	▲ 20%	▲ 60%	▼ 0%	▲ 304.8%	▲ 1.5K%
5 Referral								
May-01 2026 - May-31 2026	5	2	2	40%	50%	0	11.8 sec	6
Mar-31 2026 - Apr-30 2026	13	6	8	46.15%	87.5%	0	53.31 sec	28
% Change	▼ -61.5%	▼ -66.7%	▼ -75%	▼ -13.3%	▼ -42.9%	▼ 0%	▼ -77.9%	▼ -78.6%

# Competitors Average Position Trend

Average position

May-01 2026 - May-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

