



Report

www.bendigomarine.com.au

DEC-01 2021 - DEC-31 2021

Generated on Jan-07 2022

OVERVIEW

Rankings

Bendigo Marine has a total of 30 keywords where 37% are now ranking on the top 100 of search engines. 2 keywords are ranking on top 10 and 10 keywords are ranking in the Top 30.

The average keyword position is 66.

TRAFFIC

Current period vs previous month

The current period has better traffic and better engagement with more new users compared to the previous period.

Most traffic is coming from Organic Search followed by Direct.

Audience

The most widely used device is mobile followed by desktop.

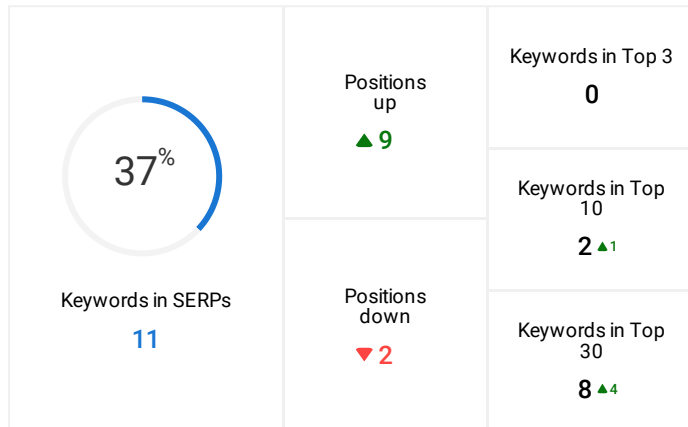
Competitors

For the first week of December, Bendigo Marine placed at 4th position but towards the 3rd to 4th week, Bendigo outrank Melbournemarine.com.au that placed Bendigo Marine on top 3 and Melbournemarine.com.au positioned on the 4th.

Website Audit

Website current health 88%.

Rankings data



Top 5 keywords that moved up

Keyword	Search engine	Position
outboards		22 ▲78
used boats		14 ▲63
boat motors		35 ▲49
outboard motors for sale		18 ▲43
used boat for sale victoria		56 ▲31

Top 5 keywords by rankings

Keyword	Australia
mercury boat engines	4 ▲10
quintrex boat for sale victoria	8 ▲1
used boats	14 ▲63
outboard motors for sale	18 ▲43
new boat for sale victoria	19 ▲19

Rankings for the First and Last Period Dates

Google Australia (Victoria, Australia)

Dec-01 2021 - Dec-31 2021

Keyword	Dec-01	Dec-31
mercury boat engines	14	7 ▲7
quintrex boat for sale victoria	8	8
quintrex boat	12	12
boats for sale in melbourne	80	13 ▲67
new boat for sale victoria	38	16 ▲22
outboard motors for sale	60	18 ▲42
buy quintrex boat	20	19 ▲1
used boats	82	20 ▲62
outboards	45	20 ▲25
quintrex boat for sale	24	28 ▼4

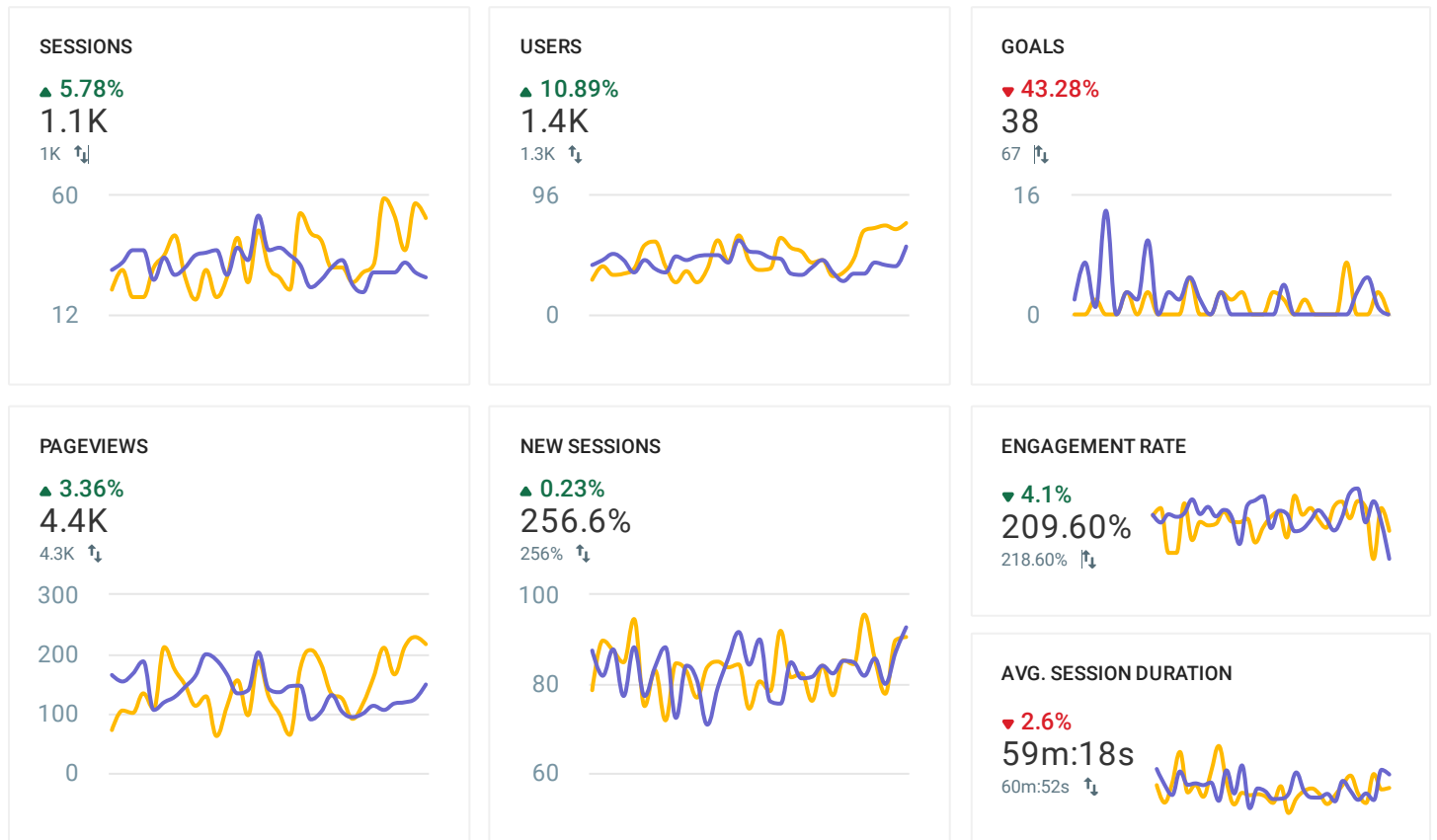
Keyword	Dec-01	Dec-31
boat for sale victoria	74	35 ▲39
boat motors	65	53 ▲12
used boat for sale victoria	65	67 ▼2
fishing boat for sale	-	74 ▲26
new boats	-	-
boating equipment	-	-
outdoor power equipment	-	-
fishing boat	-	-
buy fishing boat	-	-
aluminium boat	-	-
aluminium fishing boat	-	-
new boat for sale	-	-
used boat for sale	-	-
boat trailer	-	-
boat engines	-	-
boating products	-	-
boating centre	-	-
marine electronics	-	-
marine services	-	-
yamaha boat engines	-	-

TRAFFIC

Traffic overview of the current period vs previous period

Audience GOOGLE ANALYTICS

01 Dec, 2021 - 31 Dec, 2021



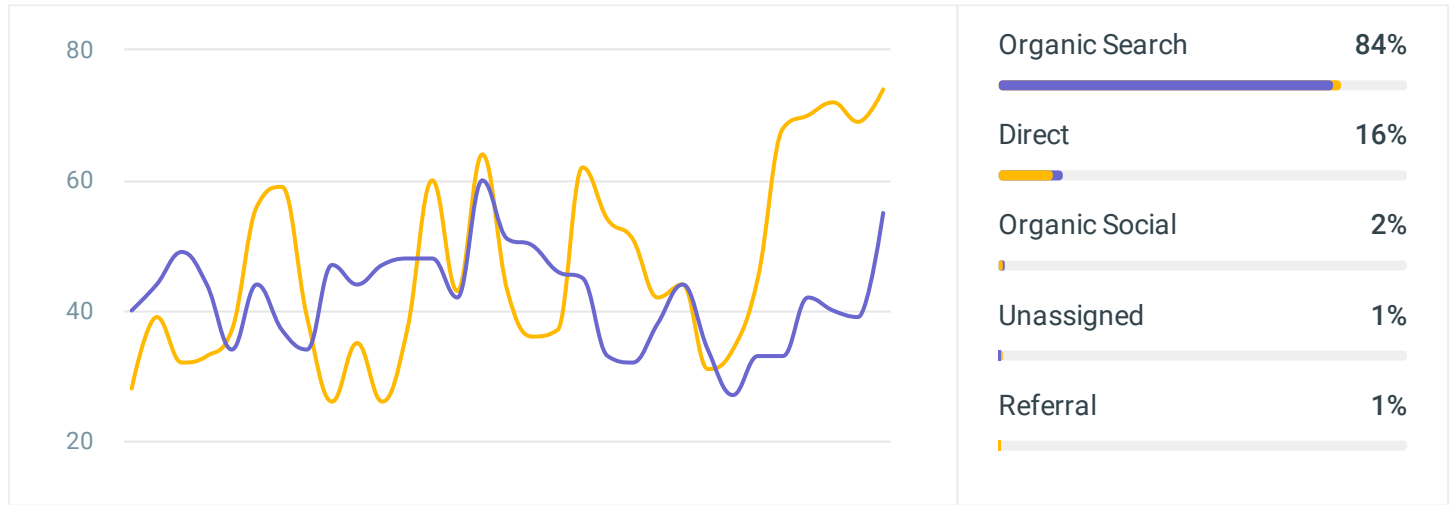
● 01 Dec, 2021 - 31 Dec, 2021 ● 31 Oct, 2021 - 30 Nov, 2021

TRAFFIC SOURCE

Overview GOOGLE ANALYTICS

01 Dec, 2021 - 31 Dec, 2021

Users



● 01 Dec, 2021 - 31 Dec, 2021 ● 31 Oct, 2021 - 30 Nov, 2021

Channel	Sessions	Percent of new sessions	Users	Pageviews
Organic Search	970 ▲10.1% 881 ⚡	95.43%▲0.9% 94.57% ⚡	1.1K ▲14% 940 ⚡	4K ▲8.2% 3.7K ⚡
Direct	77 ▼26% 104 ⚡	96.51%▲1% 95.56% ⚡	172 ▼4.4% 180 ⚡	345 ▼26.9% 472 ⚡
Organic Social	12 ▲20% 10 ⚡	100% ▲5.9% 94.44% ⚡	16 ▼11.1% 18 ⚡	21 ▼25% 28 ⚡
Unassigned	0 0 ⚡	9.09% 0% ⚡	11 ▲120% 5 ⚡	15 ▲15.4% 13 ⚡
Referral	2 ▼75% 8 ⚡	100% ▲60% 62.5% ⚡	7 ▼12.5% 8 ⚡	14 ▼68.9% 45 ⚡

Channel	Average session	Engagement rate	Goals
Organic Search	01m:53s ▼6.4% 02m:01s ⚡	72.12% ▼5% 75.88% ⚡	38 ▼33.3% 57 ⚡
Direct	01m:26s ▼3.4% 01m:29s ⚡	40.74% ▼11.1% 45.81% ⚡	0 ▼100% 7 ⚡
Organic Social	32s ▲78.6% 18s ⚡	75% ▲42.5% 52.63% ⚡	0 0 ⚡

Channel	Average session	Engagement rate	Goals
Unassigned	00s 00s \uparrow	0% 0% \uparrow	0 0 \uparrow
Referral	02m:53s \uparrow 45.5% 01m:59s \uparrow	28.57% \downarrow 53.6% 61.54% \uparrow	0 \downarrow 100% 3 \uparrow

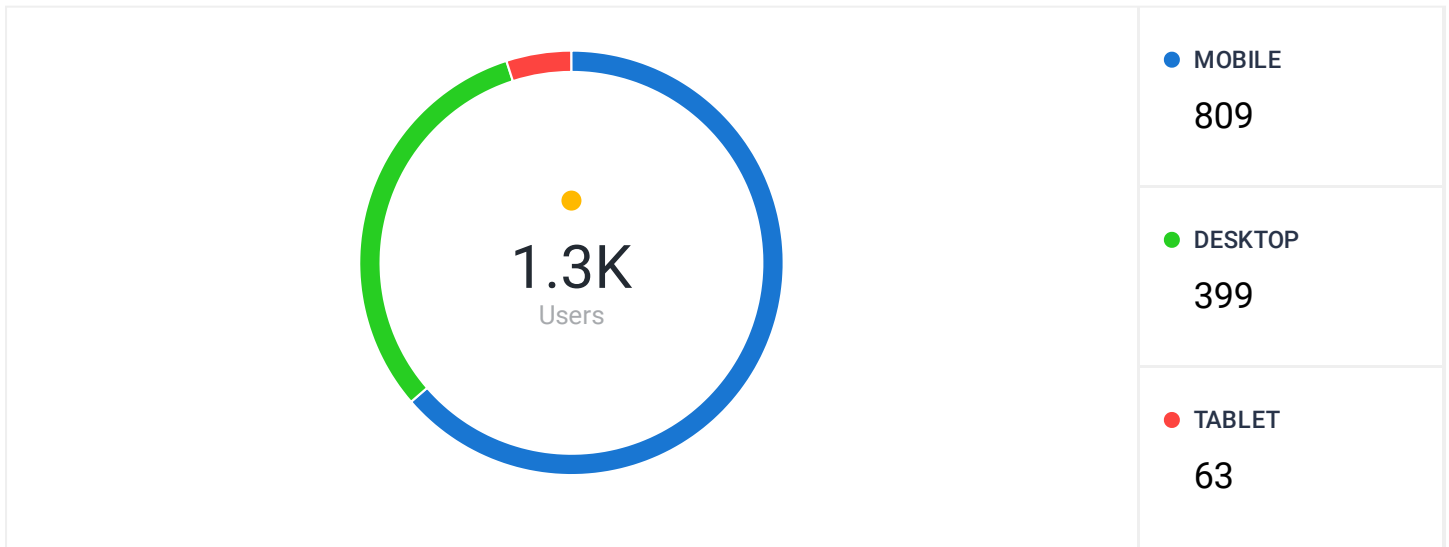
AUDIENCE BY DEVICE

Visitors of the current period based on device.

Devices GOOGLE ANALYTICS




01 Dec, 2021 - 31 Dec, 2021

Users



• 01 Dec, 2021 - 31 Dec, 2021

Device	Sessions	Percent of new sessions	Users	Pageviews
Mobile	656	96.42%	809	2.6K
Desktop	350	93.48%	399	1.6K
Tablet	55	95.24%	63	243

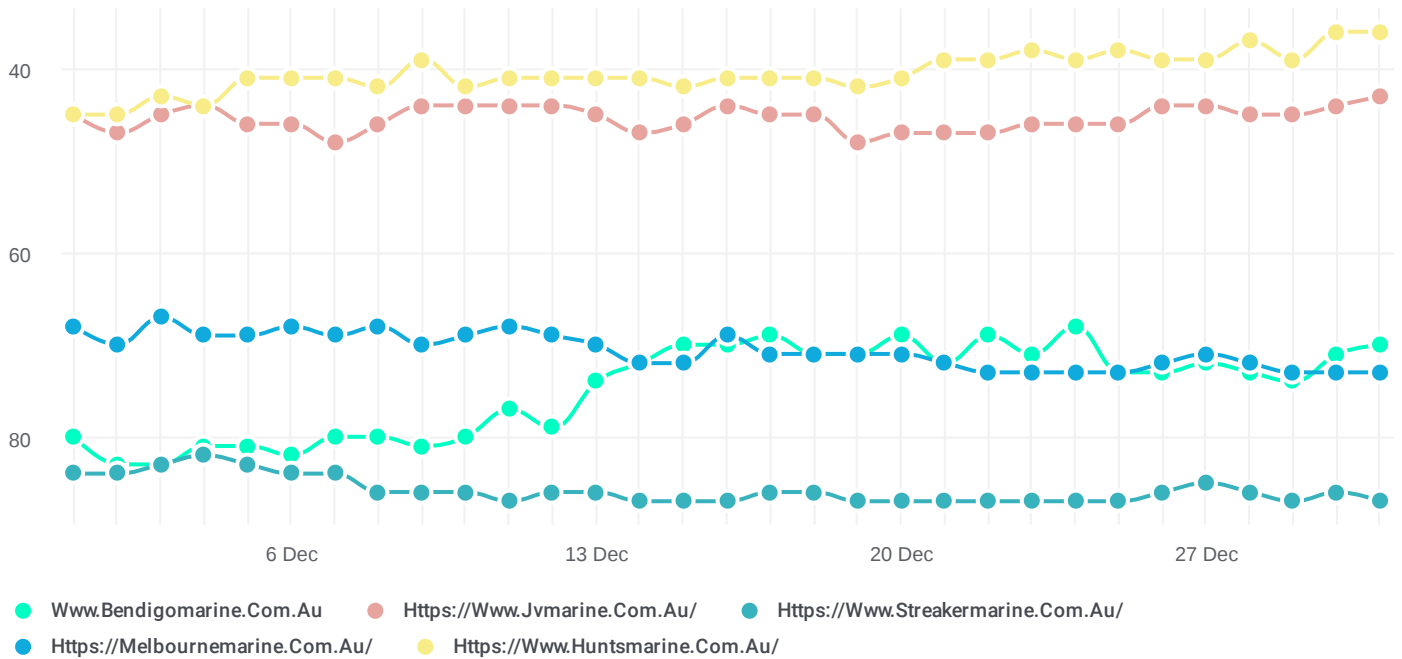
Device	Average session	Engagement rate	Goals
 Mobile	01m:41s	66%	30
 Desktop	02m:04s	71.87%	8
 Tablet	02m:27s	72.37%	0

COMPETITORS

Average keywords position of Bendigo Marine vs competitors

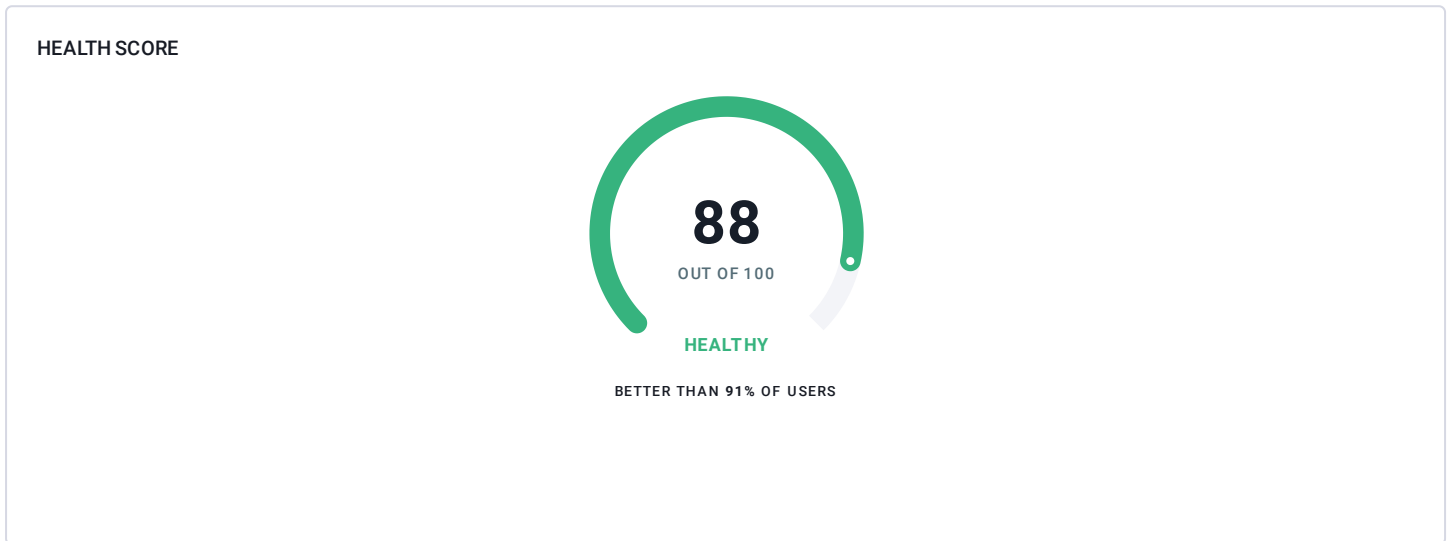
Average position

Dec-01 2021 - Dec-31 2021



Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed
https://www.jvmarine.com.au/	7/11/14	30	44	9/ 15	4.5K
Google Australia	3/5/8		46	4/ 7	
Google Australia	4/6/6		42	5/ 8	
https://www.streakermarine.com.au/	0/0/2	30	86 ▲1	9/ 9	131
Google Australia	0/0/1		87	4/ 4	
Google Australia	0/0/1		85 ▲2	5/ 5	
https://melbournemarine.com.au/	1/1/13	30	70 ▲3	19/ 10	0
Google Australia	0/1/4		76 ▲3	10/ 3	
Google Australia	1/0/9		64 ▲2	9/ 7	
https://www.huntsmarine.com.au/	13/13/13	30	38	13/ 15	0
Google Australia	8/6/6		36	8/ 5	
Google Australia	5/7/7		40 ▼1	5/ 10	
www.bendigomarine.com.au	2/2/10	30	75 ▼2	12/ 12	465
Google Australia	1/1/5		75 ▲4	6/ 4	
Google Australia	1/1/5		74 ▼8	6/ 8	

Full analysis of factors that impact a websites visibility for search engines and ease of use for users



DOMAIN METRICS

Domain expiration	Nov-17 2021	Alexa Rank	0
Backlinks	23,801	Pages in Yahoo!	318
Referring domains	49	Pages in Google	282
Domain Trust	18	Pages in Bing	91

BACKLINKS

- https://www.infobel.com/en/australia/bendigo_marine/epsom/AU100815060-0354483988/businessdetails.aspx
- <https://www.whatsyourhours.com/australia/bendigo/boats-marine/bendigo-marine>
- <https://au.getfreelisting.com/listings/services/transportation/bendigo-marine/c0bdf18c-165e-ec11-a03b-00238b778124>
- <https://www.searchmylocal.com.au/business/bendigo-marine/bendigo-vic>
- <https://www.looklocally.com/australia/bendigo/automotive/bendigo-marine>
- <https://www.ocatown.com/bendigo-vic/automotive/bendigo-marine>

ARTICLES

- <https://medium.com/@bendigomarineau/new-boater-introducing-your-friend-to-the-boating-community-dde53be54d7>
- <https://bendigo-marine.tumblr.com/post/670702247887470592/dating-activities-on-your-tinnie-boat-with-your>
- <https://bendigomarine786343710.wordpress.com/2021/12/03/important-boating-skills-to-hone/>