



Report

www.bendigomarine.com.au

NOV-01 2021 - NOV-30 2021

Generated on Dec-07 2021

OVERVIEW

Rankings

Bendigo Marine has a total of 30 keywords where 27% are now ranking on the top 100 of search engines. 4 keywords are ranking on top 10. 9 keywords are ranking in the Top 30. Bendigo Marine's average keyword position is 76.

The average keyword position is 58.

TRAFFIC

Current period vs previous month

The current period has less traffic but better engagement and higher new users compared to the previous period.

Audience

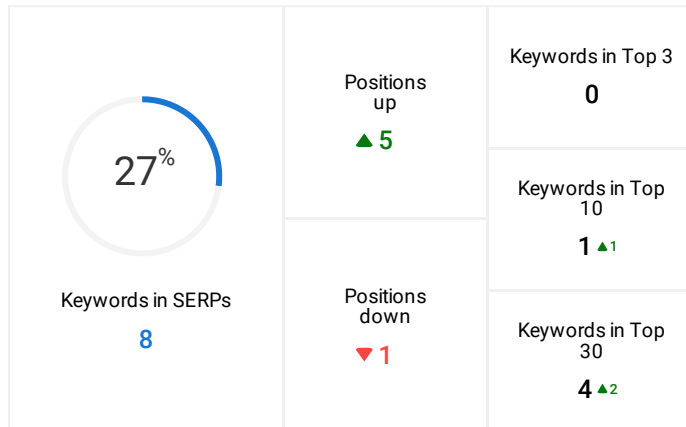
The most widely used device is mobile followed by desktop.

Competitors

With an average position of 58, compared to competitors, Bendigo Marine is currently ranking at the 4th position.

Website Audit

Website current health 88%.

Rankings data

Top 5 keywords that moved up

Keyword	Search engine	Position
new boat for sale victoria		39 ▲10
quintrex boat for sale		17 ▲9
used boats		78 ▲6
quintrex boat for sale victoria		9 ▲2
outboard motors for sale		58 ▲1

Top 5 keywords by rankings

Keyword	Australia
quintrex boat for sale victoria	9 ▲2
mercury boat engines	13 0
quintrex boat for sale	17 ▲9
buy quintrex boat	20 0
new boat for sale victoria	39 ▲10

Rankings for the First and Last Period Dates

Nov-01 2021 - Nov-30 2021

Keyword	Nov-01	Nov-30
quintrex boat for sale victoria	11	9 ▲2
mercury boat engines	N/A	13
quintrex boat for sale	26	17 ▲9
buy quintrex boat	N/A	20
new boat for sale victoria	49	39 ▲10
outboard motors for sale	59	58 ▲1
used boats	84	78 ▲6
boat motors	N/A	84
new boats	-	-
outboards	-	-

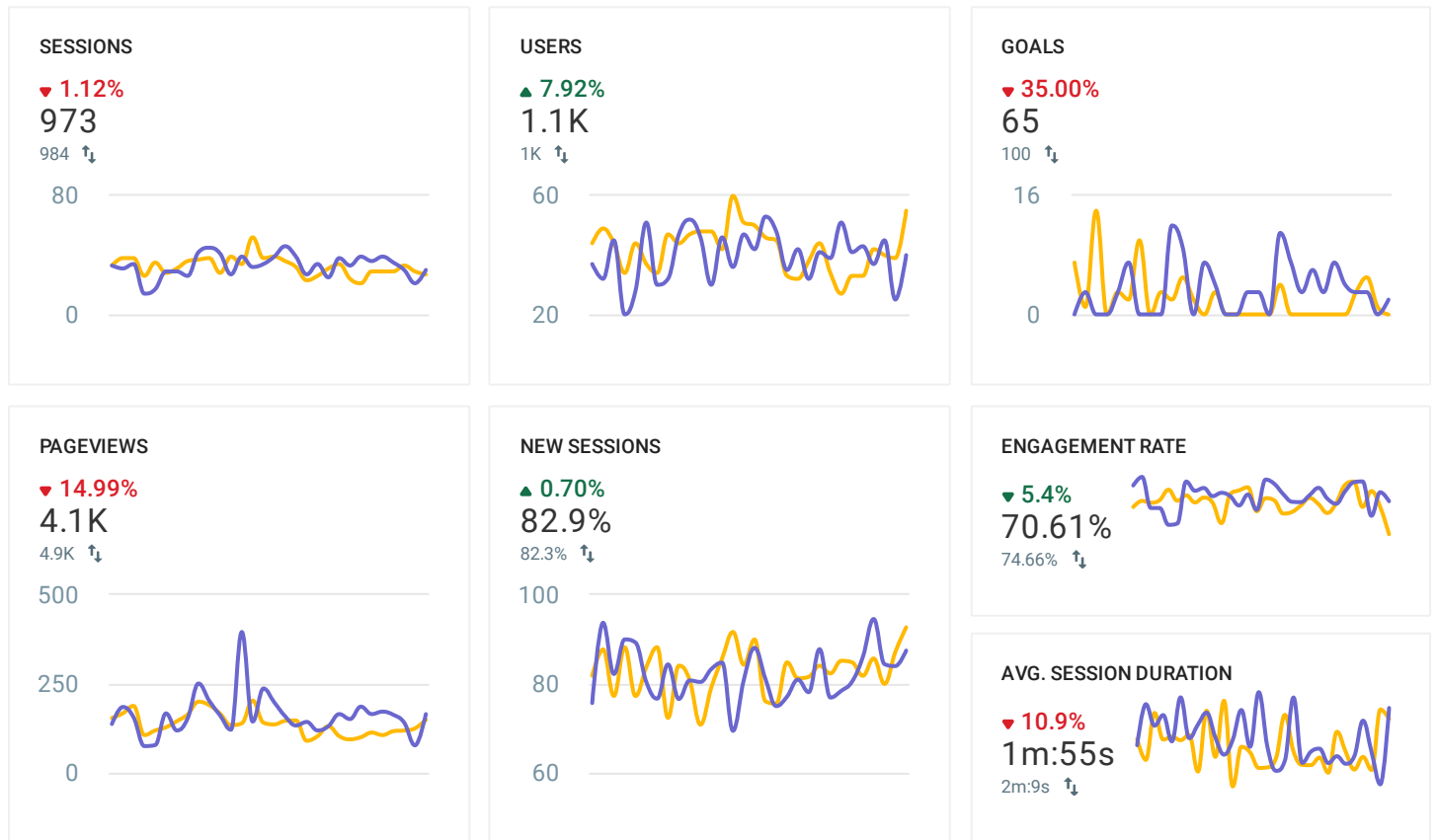
Keyword	Nov-01	Nov-30
boating equipment	-	-
outdoor power equipment	-	-
boats for sale in melbourne	-	-
boat for sale victoria	-	-
used boat for sale victoria	61	-
fishing boat	N/A	-
fishing boat for sale	N/A	-
buy fishing boat	N/A	-
aluminium boat	N/A	-
aluminium fishing boat	N/A	-
quintrex boat	N/A	-
new boat for sale	N/A	-
used boat for sale	N/A	-
boat trailer	N/A	-
boat engines	N/A	-
boating products	N/A	-
boating centre	N/A	-
marine electronics	N/A	-
marine services	N/A	-
yamaha boat engines	N/A	-

TRAFFIC

Traffic overview of the current period vs previous period

Audience GOOGLE ANALYTICS

01 Nov, 2021 - 30 Nov, 2021



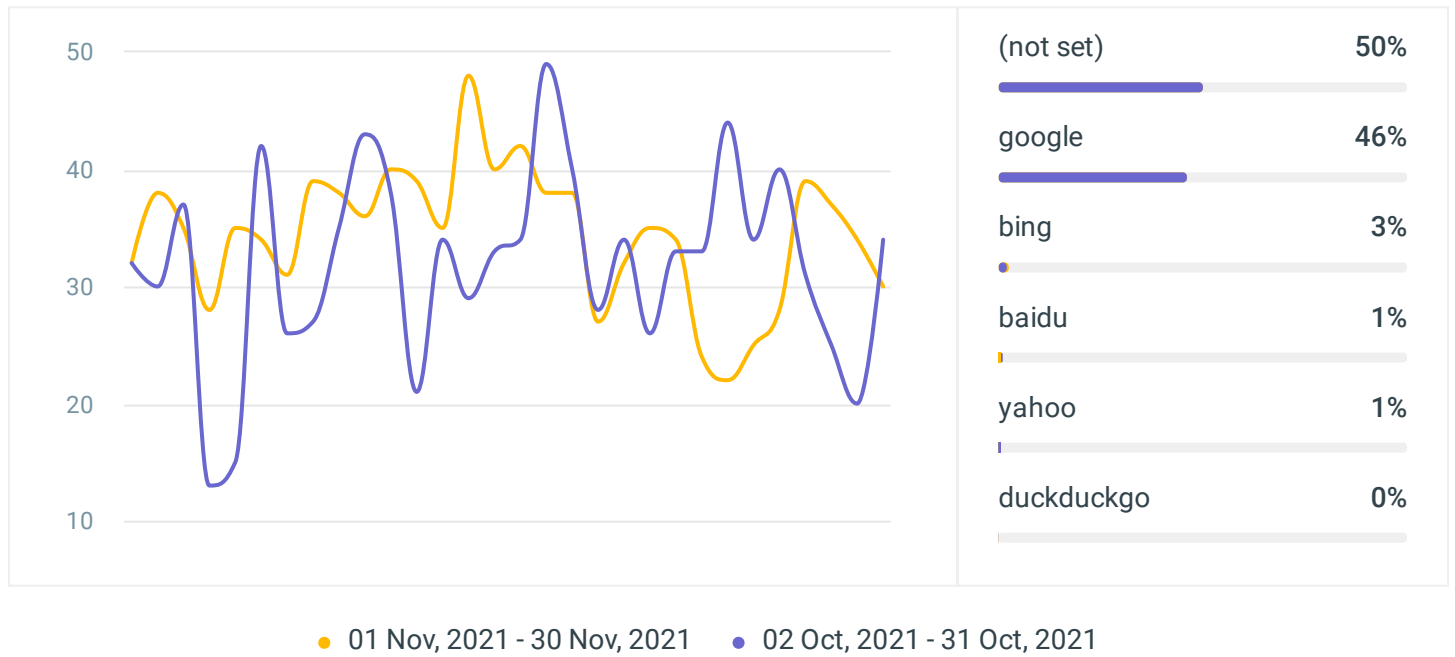
● 01 Nov, 2021 - 30 Nov, 2021 ● 02 Oct, 2021 - 31 Oct, 2021

TRAFFIC SOURCE

Organic traffic GOOGLE ANALYTICS

01 Nov, 2021 - 30 Nov, 2021

Users



Channel	Sessions	Percent of new sessions	Users	Pageviews
(not set)	0 0 \uparrow	0% 0% \uparrow	908 \uparrow 10.6% 821 \uparrow	3.6K \downarrow 9.8% 4K \uparrow
google	802 \uparrow 0.5% 798 \uparrow	94.29% \downarrow 0.3% 94.57% \uparrow	840 \uparrow 11.3% 755 \uparrow	0 0 \uparrow
bing	43 \uparrow 26.5% 34 \uparrow	95.74% \downarrow 4.3% 100% \uparrow	47 \uparrow 34.3% 35 \uparrow	0 0 \uparrow
baidu	0 0 \uparrow	100% 100% \uparrow	13 \downarrow 27.8% 18 \uparrow	0 0 \uparrow
yahoo	4 \downarrow 33.3% 6 \uparrow	80% 80% \uparrow	5 \downarrow 50% 10 \uparrow	0 0 \uparrow
duckduckgo	2 \downarrow 33.3% 3 \uparrow	100% 100% \uparrow	3 \uparrow 50% 2 \uparrow	0 0 \uparrow

Channel	Average session	Engagement rate	Goals
(not set)	00s 00s \uparrow	0% 0% \uparrow	0 0 \uparrow
google	00s 00s \uparrow	76.67% \downarrow 5.5% 81.1% \uparrow	52 \downarrow 38.1% 84 \uparrow

Channel	Average session	Engagement rate	Goals
bing	00s 00s ↓	79.63% ▼ 13.3% 91.89% ↑	0 0 ↑
baidu	00s 00s ↓	0% 0% ↓	0 0 ↑
yahoo	00s 00s ↓	66.67% ▲ 11.1% 60% ↓	0 0 ↑
duckduckgo	00s 00s ↓	50% ▼ 50% 100% ↑	0 0 ↑

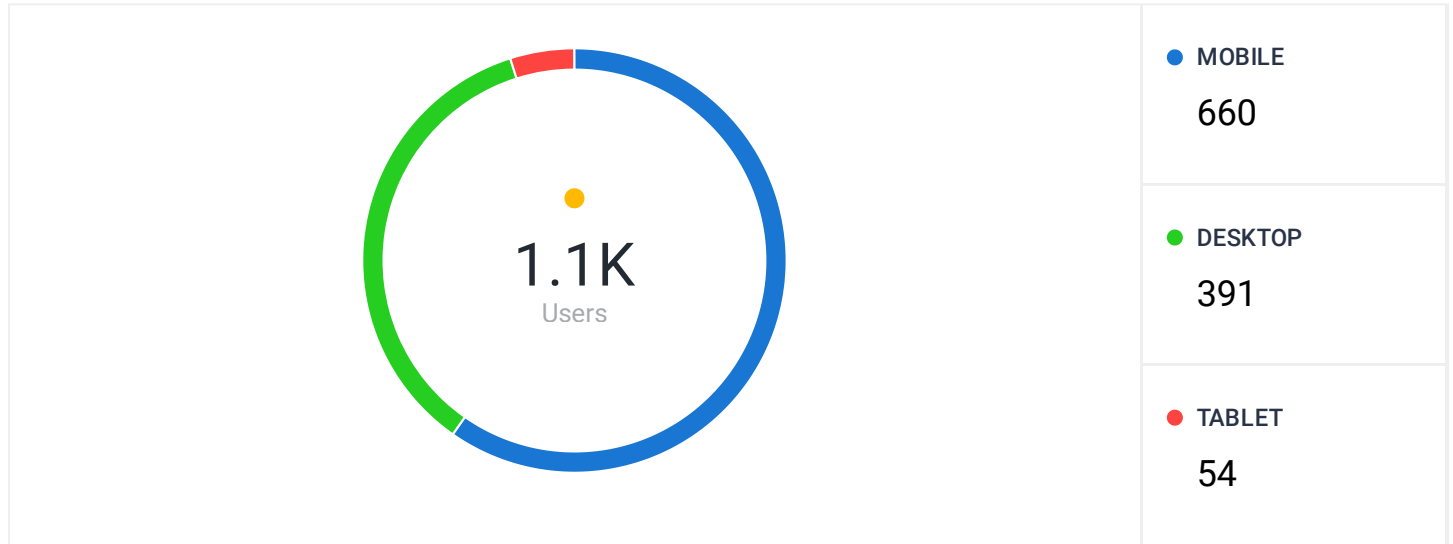
AUDIENCE BY DEVICE

Visitors of the current period based on device.

Devices GOOGLE ANALYTICS

01 Nov, 2021 - 30 Nov, 2021

Users



• 01 Nov, 2021 - 30 Nov, 2021

Device	Sessions	Percent of new sessions	Users	Pageviews
Mobile	572	95.61%	660	2.4K
Desktop	351	93.35%	391	1.5K
Tablet	50	96.3%	54	231

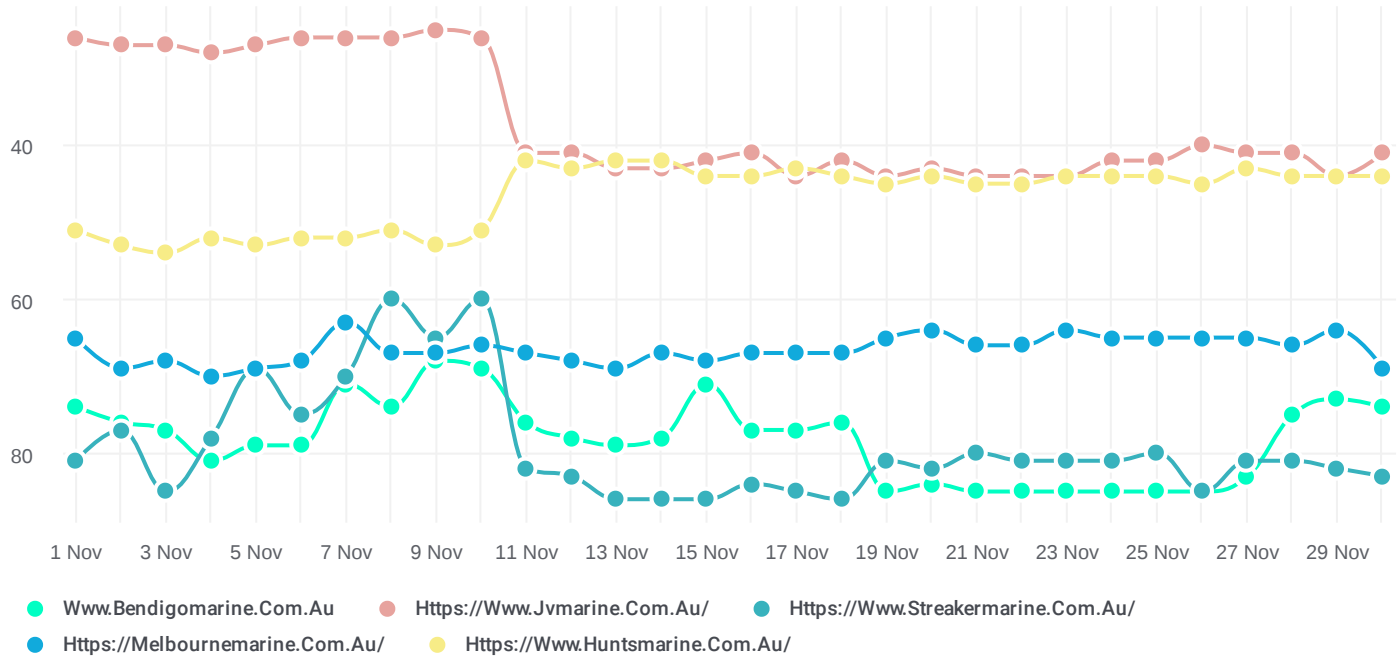
Device	Average session	Engagement rate	Goals
Mobile	01m:42s	70.53%	32
Desktop	02m:17s	70.62%	33
Tablet	01m:54s	71.43%	0

COMPETITORS






Average keywords position of Bendigo Marine vs competitors

Average position

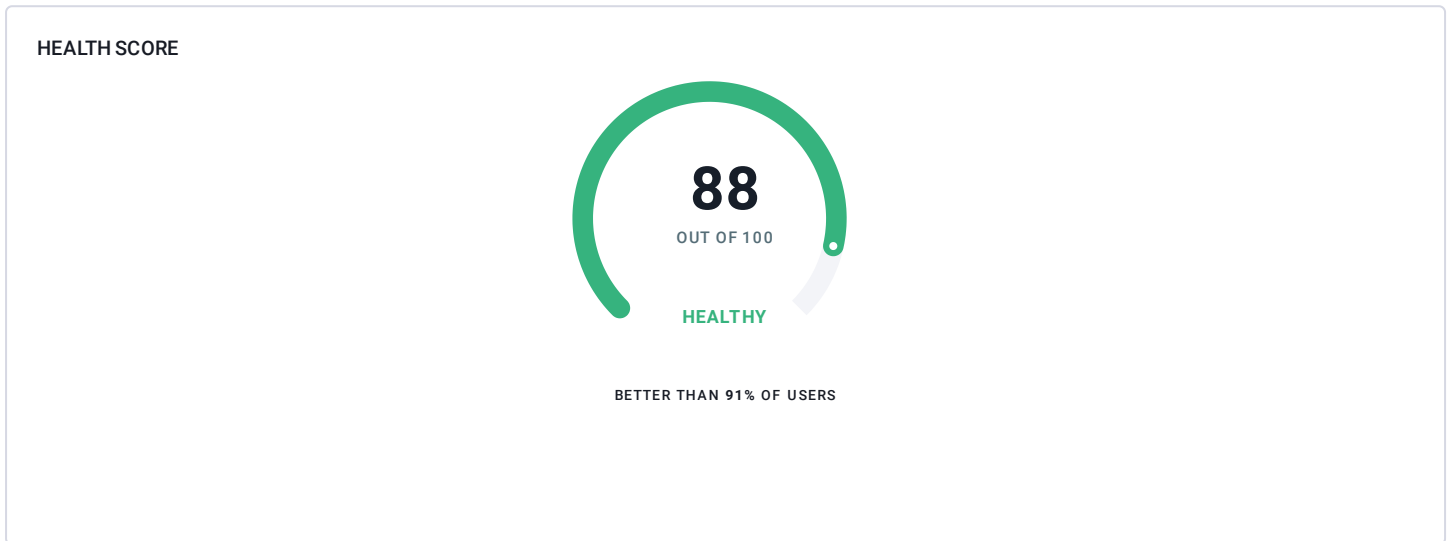
Nov-01 2021 - Nov-30 2021



Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed
https://www.jvmarine.com.au/	15/19/13	30	45 ▼2	22/ 27	4.5K
Google Australia	4/5/6		49 ▲1	8/ 8	
Google Australia	6/8/4		40 ▼2	8/ 9	
Google Australia	5/6/3		46 ▼4	6/ 10	
https://www.streakermarine.com.au/	0/0/4	30	83	18/ 9	131
Google Australia	0/0/1		83 ▲1	8/ 2	
Google Australia	0/0/2		82	6/ 5	
Google Australia	0/0/1		84	4/ 2	
https://melbournemarine.com.au/	1/10/19	30	66 ▼1	18/ 20	0
Google Australia	0/1/6		74	7/ 3	
Google Australia	1/7/4		60	5/ 8	
Google Australia	0/2/9		63 ▼1	6/ 9	
https://www.huntsmarine.com.au/	11/19/25	30	40 ▲1	32/ 21	0
Google Australia	4/7/6		41 ▲1	12/ 5	
Google Australia	5/5/9		38 ▲3	15/ 6	

Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed
 Google Australia	2/7/10		40 ▼1	5/ 10	
www.bendigomarine.com.au	0/5/12	30	74 ▲1	21/ 14	 636
 Google Australia	0/0/4		82 ▲2	5/ 3	
 Google Australia	0/4/4		62	9/ 7	
 Google Australia	0/1/4		78 ▲1	7/ 4	

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.auseka.com.au/australia/epsom/outdoor-activites/bendigo-marine>
- <https://www.fyple.biz/company/bendigo-marine-9a1w1h/>
- <https://www.2findlocal.com/b/8671152/bendigo-marine-epsom-vic>
- https://www.callupcontact.com/b/businessprofile/Bendigo_Marine/7885630
- <https://www.addify.com.au/listing/160-midland-hwy-epsom-bendigo-vic-3550-australia-bendigo-marine/>
- <https://www.smea.org.au/australia/epsom/boat-20-yacht-equipment/bendigo-marine>
- <http://www.oakey.com.au/boating-and-marine/bendigo-marine>
- <https://www.iglobal.co/australia/epsom/bendigo-marine>
- <https://www.sold.com.au/sample-category/bendigo-marine>
- https://www.cybo.com/AU-biz/bendigo-marine-outdoors_10

ARTICLES

- <https://medium.com/@bendigomarineau/test-drive-test-the-quality-of-a-used-engine-before-purchase-fc6733e37562>
- <https://bendigo-marine.tumblr.com/post/668515088952606721/boating-items-you-can-expect-from-your-local>
- <https://bendigomarine786343710.wordpress.com/2021/11/30/preparing-for-moonlight-fishing/>