



Report

**[www.quintrex.com.au](http://www.quintrex.com.au)**

**MAR-01 2021 - MAR-31 2021**

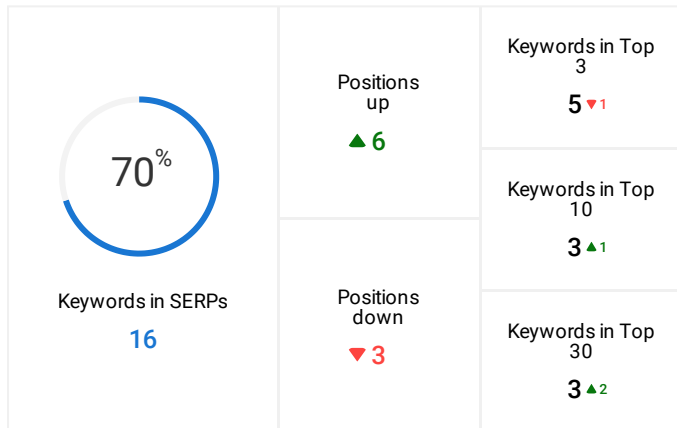
Generated on Apr-09 2021

## RANKINGS






Keywords Ranking in SERP Mar-01 2021 - Mar-31 2021

 www.quintrex.com.au


### Rankings data



### Top 5 keywords that moved up

Keyword	Search engine	Position
new boat for sale		27 ▲32
new boat for sale australia		21 ▲23
fishing boat for sale		41 ▲14
best family boats		53 ▲6
best fishing boats		78 ▲2

### Top 5 keywords by rankings

Keyword	
quintrex	1
fishing boats	1
boat and motor packages	1
aluminium boats	1
aluminium fishing boat	1

## Rankings for the first and last period dates

 Google Australia

Mar-01 2021 - Mar-31 2021

Keyword	Search volume	Mar-01	Mar-31
quintrex	6600	1	1
fishing boats	4400	1	1
fishing boat for sale	3600	55	41 ▲14
motor boats	2900	-	-
aluminium boats	1000	1	1
family holidays	880	-	-
new boat for sale	390	59	27 ▲32

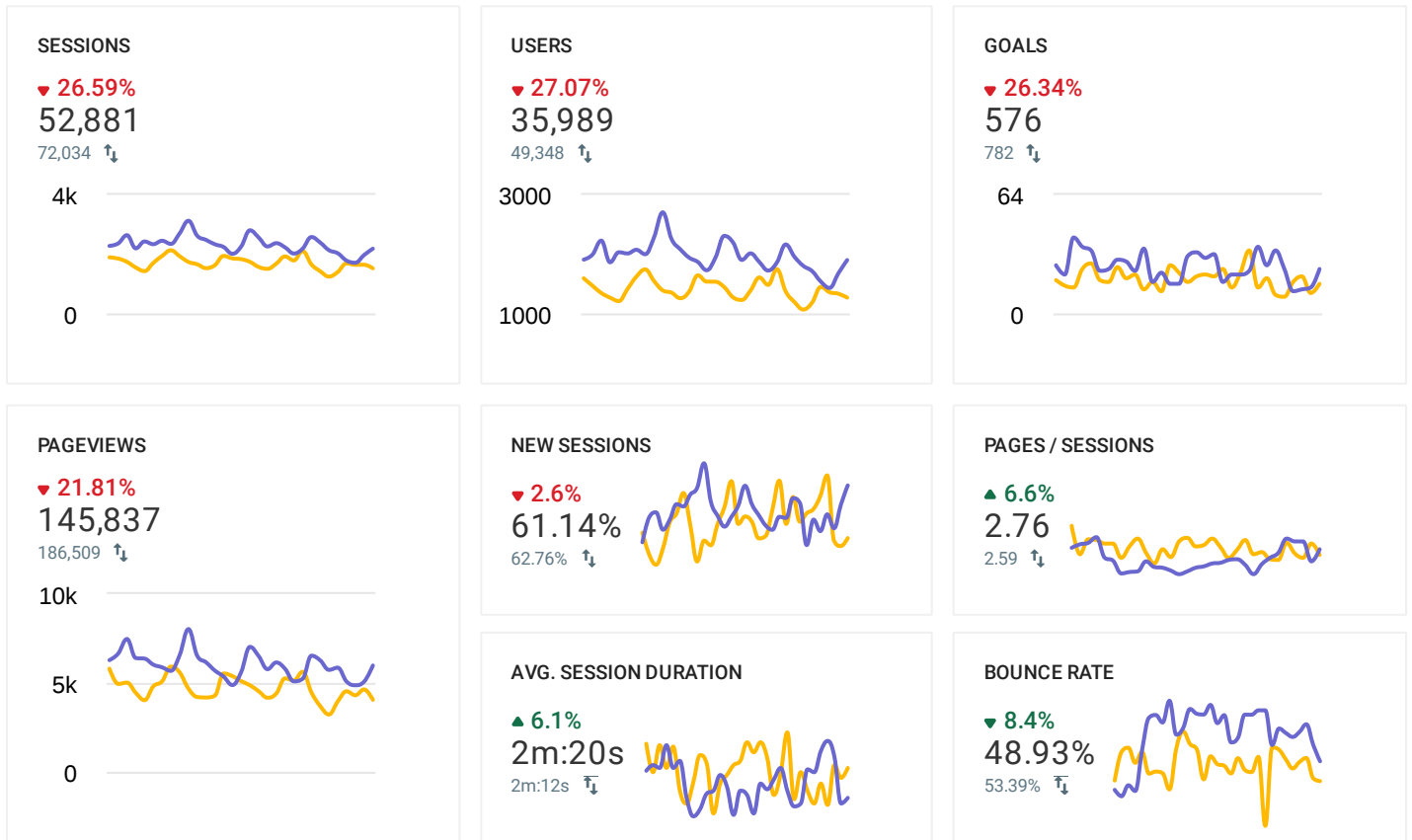
Keyword	Search volume	Mar-01	Mar-31
best fishing boats	260	80	78 ▲2
new boats	260	1	6 ▼5
outboard motor boats	210	81	95 ▼14
aluminium fishing boat	170	1	1
caravan holidays	170	-	-
family boats	170	14	15 ▼1
family getaways	170	-	-
best aluminium boats	90	4	4
boat holidays	90	-	-
best family boats	70	59	53 ▲6
boat and motor packages	20	1	1
best outboard boats	10	-	96 ▲4
new boat for sale australia	0	44	21 ▲23
quality fishing boat	0	-	-
australian made boat	0	6	6
coastal 4wd destinations	0	-	-

## TRAFFIC OVERVIEW

### Traffic overview of the current period vs previous month.

Audience GOOGLE ANALYTICS

Mar 1 2021 – Mar 31 2021



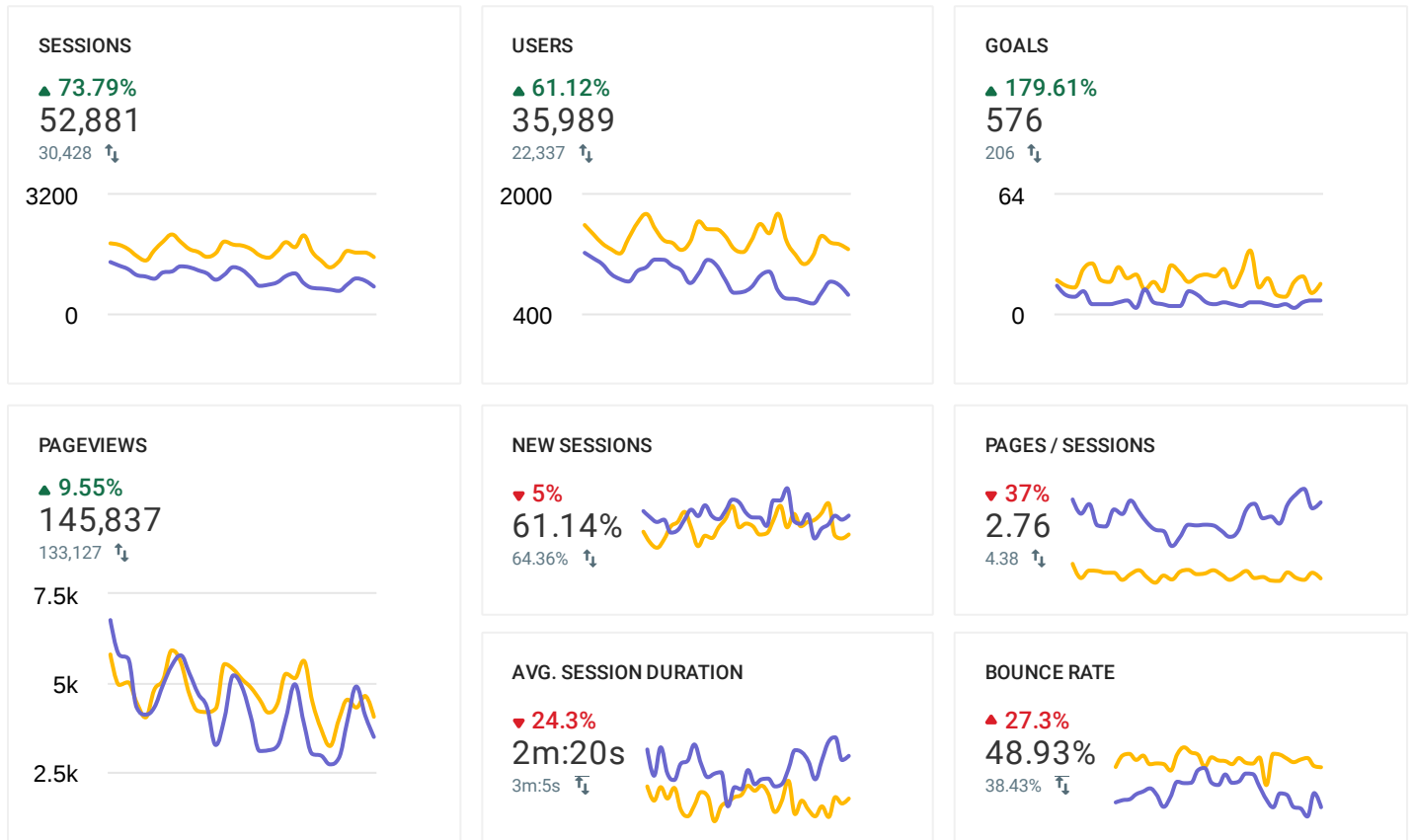
● Mar 1 2021 – Mar 31 2021    ● Jan 29 2021 – Feb 28 2021

## TRAFFIC OVERVIEW

### Traffic overview of the current year vs last year.

Audience GOOGLE ANALYTICS

Mar 1 2021 – Mar 31 2021



● Mar 1 2021 – Mar 31 2021    ● Mar 1 2020 – Mar 31 2020

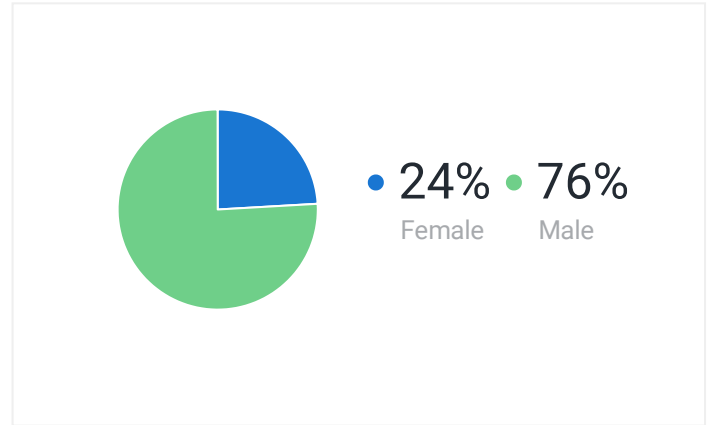
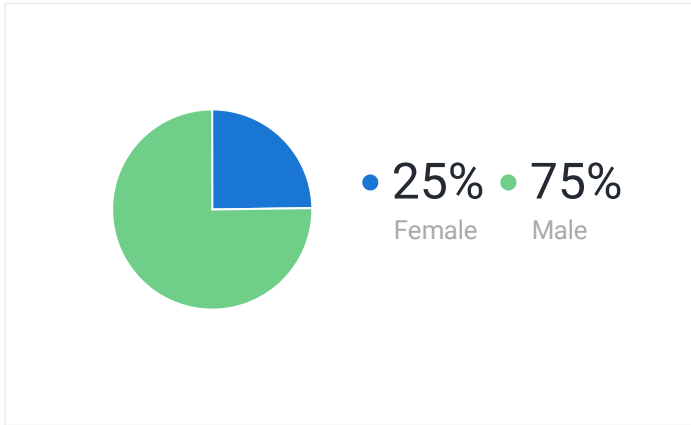
## AUDIENCE BY GENDER

Visitors of the current period vs visitors of the previous month based on gender.

Genders GOOGLE ANALYTICS

Mar 1 2021 – Mar 31 2021

Users



● Mar 1 2021 – Mar 31 2021 ● Jan 29 2021 – Feb 28 2021

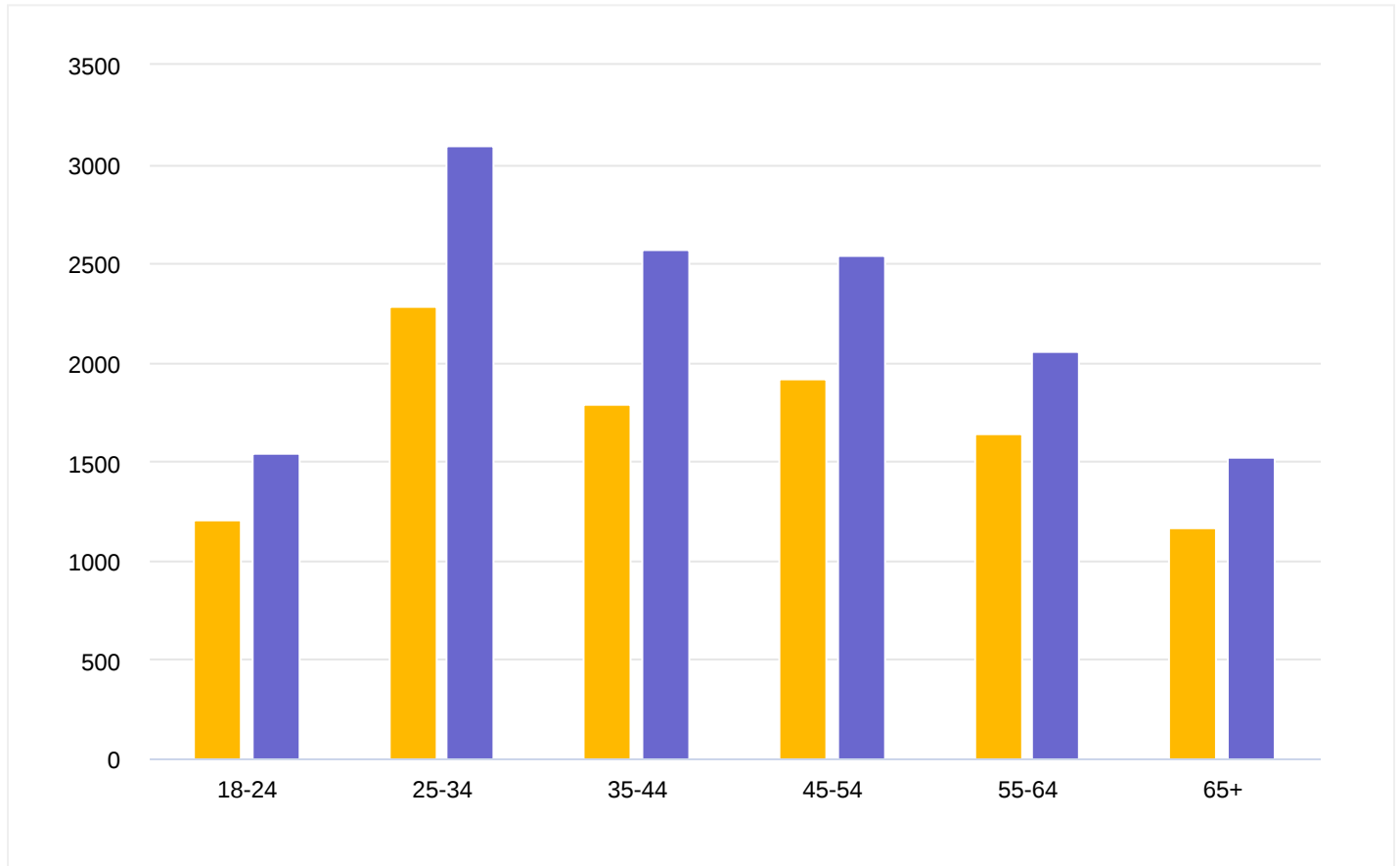
## AUDIENCE BY AGE

Visitors of the current period vs visitors of the previous month based on age.

Ages GOOGLE ANALYTICS

Mar 1 2021 – Mar 31 2021

Users



● Mar 1 2021 – Mar 31 2021 ● Jan 29 2021 – Feb 28 2021

Age	Sessions	Percent of new sessions	Users	Pageviews
25-34	3.56K ▼21.2% 4.52K †↓	52.88% ▼8.2% 57.62% †↓	2.28K ▼26.3% 3.09K †↓	10.31K ▼12.2% 11.75K †↓
45-54	2.85K ▼25% 3.8K †↓	54.98% ▼1.5% 55.79% †↓	1.91K ▼24.6% 2.54K †↓	8.31K ▼17.5% 10.07K †↓
35-44	2.61K ▼32.4% 3.86K †↓	57.32% ▲1.4% 56.51% †↓	1.79K ▼30.4% 2.57K †↓	8.02K ▼24.8% 10.67K †↓
55-64	2.46K ▼18.8% 3.03K †↓	52.21% ▼6.5% 55.83% †↓	1.64K ▼20% 2.05K †↓	6.98K ▼14.9% 8.2K †↓
18-24	1.83K ▼16.9% 2.21K †↓	53.85% ▼8.5% 58.86% †↓	1.21K ▼21.5% 1.54K †↓	5.86K ▼5.7% 6.22K †↓
65+	1.74K ▼20% 2.18K †↓	52.84% ▼7.3% 57.02% †↓	1.17K ▼23.4% 1.52K †↓	5.18K ▼16.2% 6.18K †↓

Age	Pageviews per session	Average session	Bounce rate	Goals
25-34	2.89 ▲ 11.2% 2.6 ⬇️	02m:51s ▲ 26.7% 02m:15s ⬇️	45.36% ▼ 11.2% 51.09% ⬇️	44 ▼ 26.7% 60 ⬇️
45-54	2.92 ▲ 10.2% 2.65 ⬇️	02m:19s ▲ 5.3% 02m:12s ⬇️	43.12% ▼ 15.4% 50.95% ⬇️	28 ▼ 12.5% 32 ⬇️
35-44	3.08 ▲ 11.2% 2.77 ⬇️	03m:12s ▲ 7.9% 02m:58s ⬇️	42.87% ▼ 17.4% 51.89% ⬇️	33 ▲ 22.2% 27 ⬇️
55-64	2.84 ▲ 4.8% 2.71 ⬇️	02m:35s ▲ 6.9% 02m:25s ⬇️	42.91% ▼ 8% 46.62% ⬇️	22 22 ⬇️
18-24	3.2 ▲ 13.5% 2.82 ⬇️	02m:30s ▲ 5.6% 02m:22s ⬇️	43.32% ▼ 12.9% 49.75% ⬇️	27 ▲ 17.4% 23 ⬇️
65+	2.97 ▲ 4.6% 2.84 ⬇️	02m:36s ▲ 4.7% 02m:29s ⬇️	41.08% ▼ 10.3% 45.78% ⬇️	14 ▼ 46.2% 26 ⬇️

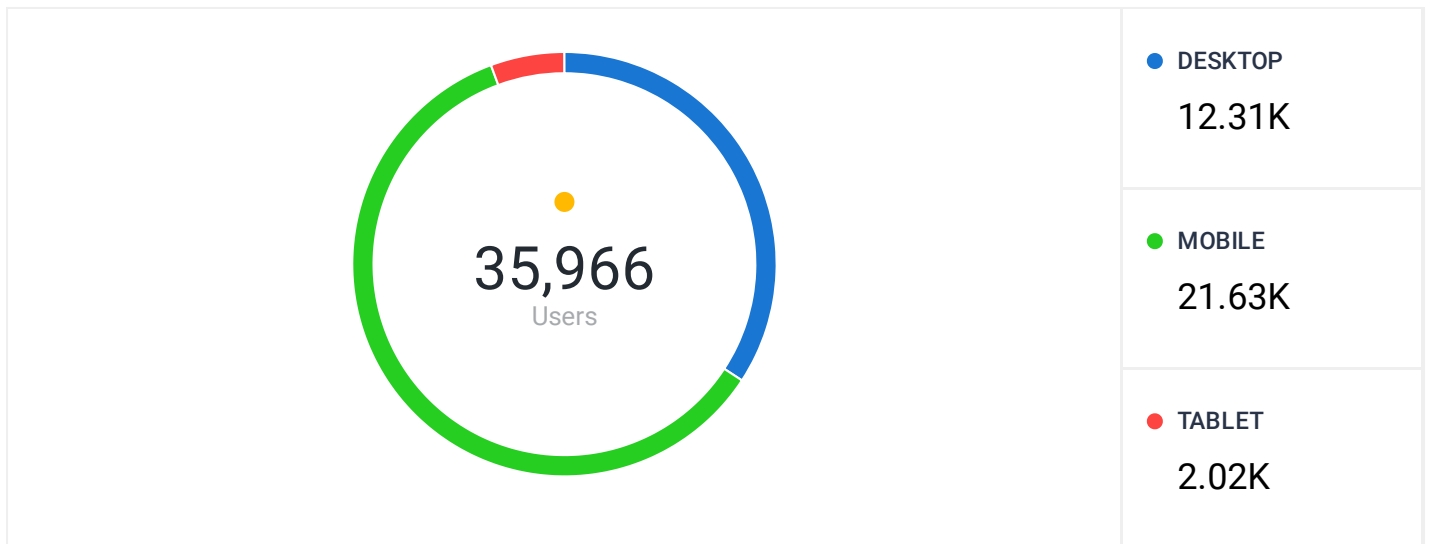
## AUDIENCE BY DEVICES

### Visitors of the current period based on device.

Devices GOOGLE ANALYTICS

Mar 1 2021 – Mar 31 2021


#### Users






● Mar 1 2021 – Mar 31 2021

Device	Sessions	Percent of new sessions	Users	Pageviews
Mobile	29.98K	65.97%	21.63K	78.6K
Desktop	20.08K	53.77%	12.31K	59.63K



Device	Sessions	Percent of new sessions	Users	Pageviews
 Tablet	2.83K	63.09%	2.02K	7.61K

Device	Pageviews per session	Average session	Bounce rate	Goals
 Mobile	2.62	01m:55s	50.88%	348
 Desktop	2.97	02m:57s	46.14%	210
 Tablet	2.69	02m:30s	48.2%	18

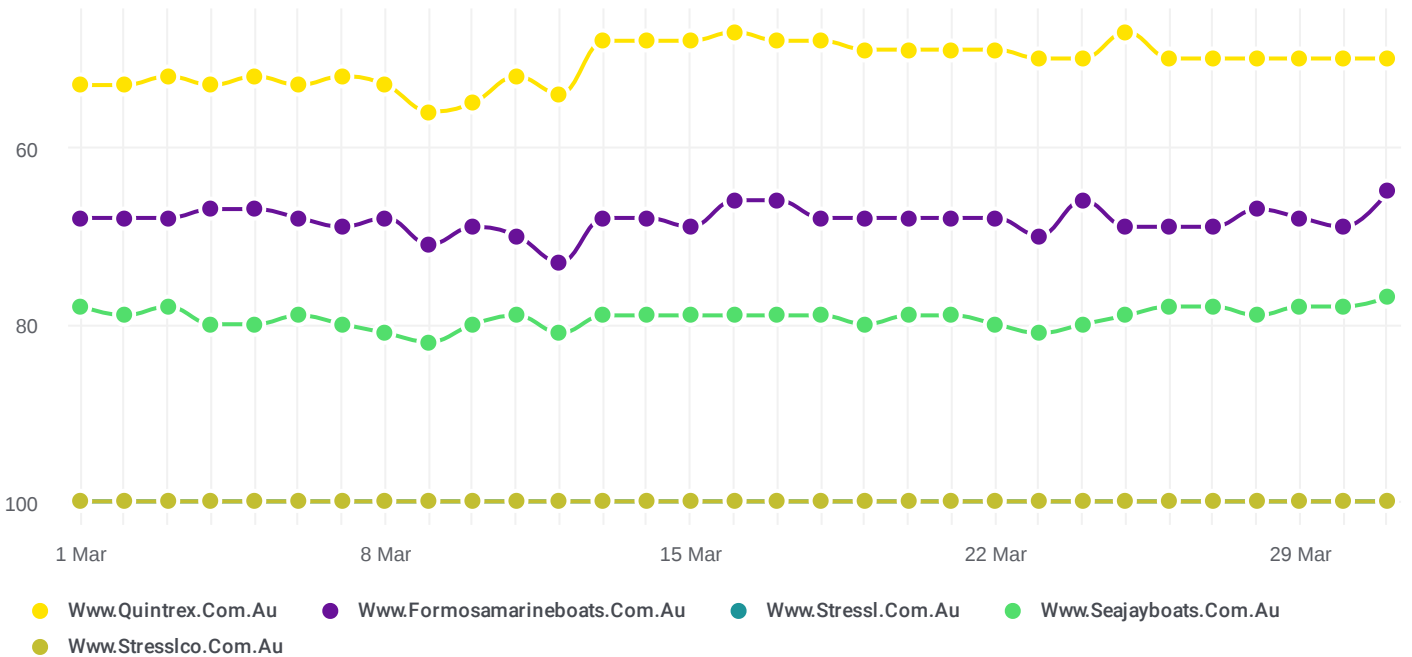
## COMPETITORS

### COMPETITORS

#### Average keywords position of Quintrex vs competitors.

Average position

Mar-01 2021 - Mar-31 2021



Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed
www.formosamarineboats.com.au	2/1/2	23	68	4/ 7	1.2K
Google Australia	2/1/2		68	4/ 7	
www.stressl.com.au	0/0/0	23	100	0/ 0	0
Google Australia	0/0/0		100	0/ 0	
www.seajayboats.com.au	2/0/2	23	78 ▼1	3/ 5	0
Google Australia	2/0/2		78 ▼1	3/ 5	
www.stresslco.com.au	0/0/0	23	100	0/ 0	0
Google Australia	0/0/0		100	0/ 0	
www.quintrex.com.au	7/1/3	23	47	4/ 4	600
Google Australia	7/1/3		47	4/ 4	

## Website Audit

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

### HEALTH SCORE



BETTER THAN 93% OF USERS

### DOMAIN METRICS

📅 Domain expiration	0000-00-00	📊 Alexa Rank	800,270
🔗 Backlinks	8,452	📄 Pages in Yahoo!	24,700
🌐 Referring domains	306	🔍 Pages in Google	705 ▲99
🔒 Domain Trust	44	📄 Pages in Bing	5,390

## IMPROVEMENT/ WORK COMPLETED

### List of changes

Fixed Javascript minified  
Fixed CSS minified  
Fixed CSS big size  
Fixed big sized images

### Link Acquisition

<https://au.enrollbusiness.com/BusinessProfile/5351953/Quintrex-Boat-Mulgrave-VIC-3170/Home>  
[https://www.businesslistings.net.au/boat\\_dealer/Mulgrave/Quintrex\\_Boat/586503.aspx](https://www.businesslistings.net.au/boat_dealer/Mulgrave/Quintrex_Boat/586503.aspx)  
<http://www.quintrex.localbd.com.au/>  
<https://au.showmelocal.com/profile.aspx?bid=23957922>

## OVERVIEW

### Rankings

The Quintrex has a total of 23 target keywords, 70% of the total keywords are ranking on top 100 search engine results: 5 keywords are ranking on top 1, 5 keywords are ranking on top 3, 8 keyword are ranking on top 10 and 11 keywords ranking on top 30. The average ranking position of Quintrex has improved from 52 to 48.

**Based on the above data, majority of the keywords have improved the rankings.**

### Traffic

Current period vs previous month:

Compared to the previous month, March has less number of traffic but engagement has improved.

Note that on the report, it calculated 30 to 31 days as the previous data, that is why January 29 - 31, 2021 have been added to the month of March.

Current year vs previous year:

Compared to last year, this year has a better amount of traffic however less engagement. The increase of sessions and users indicates traffic improvement while the decrease of page per session, pageviews, avg. sessions duration and bounce rate indicates user engagement.

### Audience

For three consecutive months, majority of the website visitors are male.  
Majority of the users are between 25 to 34 years old.  
The widely used device for this period is mobile, followed by desktop.

### Competitors

With an average ranking position of 48, Quintrex is holding the top position, followed by Formosamarine.com.au

### **Website Audit**

The website health has improved from 83% to 91%.  
Remaining issues are being fixed gradually.