



# Monthly SEO Report

## January 2013

Report for:

Aquariums Alive

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

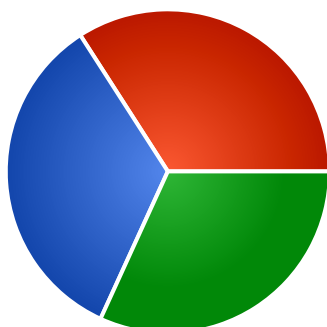
provided by  
**Web Ninja Pty Ltd**

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

## Search Engine Overview

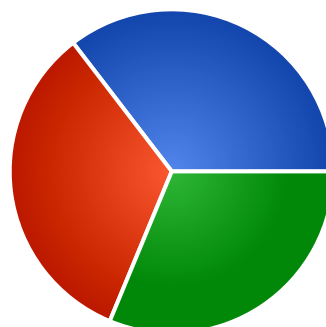
### Number of Keyphrases in TOP 3 POSITIONS

■ Yahoo.com.au	15
■ Bing.com.au	15
■ Google.com.au	14



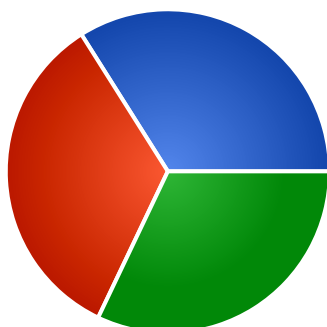
### Number of Keyphrases in TOP 5 POSITIONS

■ Bing.com.au	17
■ Yahoo.com.au	16
■ Google.com.au	15



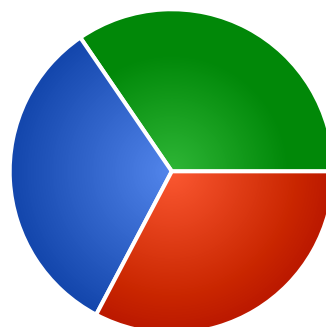
### Number of Keyphrases on FIRST PAGE

■ Bing.com.au	18
■ Yahoo.com.au	18
■ Google.com.au	17



















### Number of Keyphrases in TOP 3 PAGES

■ Google.com.au	19
■ Bing.com.au	18
■ Yahoo.com.au	18



## Search Engine Rankings

### Bing.com.au

Key-Phrase		Jan 2013	Dec 2012	Jul 2012	Jan 2012
<b>aquarium gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	1 / 1	1 / 1
<b>aquarium maintenance gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	2 / 1	3 / 1 +1	3 / 1 +1	4 / 1 +2
<b>aquarium rental gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	1 / 1	1 / 1
<b>aquarium rentals gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	1 / 1	1 / 1
<b>aquariums gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	1 / 1	1 / 1
<b>fish and fish tanks</b>		---	---	---	---
<b>fish and fish tanks gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	1 / 1	1 / 1
<b>fish for sale</b>		---	---	80 / 9	---
<b>fish for sale gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	3 / 1	3 / 1	5 / 1 +2	7 / 1 +4
<b>fish for tanks</b>		---	---	19 / 2	---
<b>fish tank maintenance gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>		5 / 1	5 / 1	2 / 1 -3	2 / 1 -3
<b>fish tank supplies gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	1 / 1	1 / 1
<b>fish tanks and fish</b>		---	---	---	---
<b>fish tanks gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	---	1 / 1	1 / 1
<b>fishtanks</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>		45 / 5	---	73 / 8 +28	10 / 1 -35
<b>fresh water fish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	2 / 1	2 / 1	1 / 1 -1	2 / 1
<b>goldfish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	35 / 4 +34	31 / 4 +30	---
<b>marine aquariums</b> <a href="http://www.aquariumsalive.com.au/marine.php">www.aquariumsalive.com.au/marine.php</a>		10 / 1	46 / 5 +36	4 / 1 -6	7 / 1 -3
<b>marine aquariums gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	3 / 1	4 / 1 +1	2 / 1 -1	6 / 1 +3
<b>marine fish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	3 / 1 +2	11 / 2 +10
<b>pet fish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	2 / 1 +1	6 / 1 +5	8 / 1 +7
<b>salt water fish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>		5 / 1	11 / 2 +6	10 / 1 +5	---
<b>tropical fish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	1 / 1	1 / 1

Ranking information has three components. The first (large) number is the keyphrase position on the search engine. The second (smaller) number is the page number of the search engine. Small green or red numbers to the right of the first two numbers indicate how much increase or decrease in the ranking position since that particular month. Ranking data is measured at one or more times during the month of the report.

## Search Engine Rankings (Continued)










### Google.com.au

Key-Phrase		Jan 2013	Dec 2012	Jul 2012	Jan 2012
<b>aquarium gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>		9/ 1	9/ 1	--- +++	2/ 1 -7
<b>aquarium maintenance gold coast</b> <a href="http://www.aquariumsalive.com.au/aquarium-rentals.php">www.aquariumsalive.com.au/aquarium-rentals.php</a>	 	3/ 1	3/ 1	4/ 1 +1	1/ 1 -2
<b>aquarium rental gold coast</b> <a href="http://www.aquariumsalive.com.au/aquarium-rentals.php">www.aquariumsalive.com.au/aquarium-rentals.php</a>	 	1/ 1	1/ 1	3/ 1 +2	5/ 1 +4
<b>aquarium rentals gold coast</b> <a href="http://www.aquariumsalive.com.au/aquarium-rentals.php">www.aquariumsalive.com.au/aquarium-rentals.php</a>	 	1/ 1	1/ 1	1/ 1	2/ 1 +1
<b>aquariums gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>		9/ 1	7/ 1 -2	1/ 1 -8	1/ 1 -8
<b>fish and fish tanks</b>		---	24/ 3	24/ 3	10/ 1
<b>fish and fish tanks gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>		5/ 1	3/ 1 -2	2/ 1 -3	1/ 1 -4
<b>fish for sale</b>		---	---	13/ 2	13/ 2
<b>fish for sale gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1/ 1	2/ 1 +1	1/ 1	2/ 1 +1
<b>fish for tanks</b>		---	25/ 3	12/ 2	19/ 2
<b>fish tank maintenance gold coast</b> <a href="http://www.aquariumsalive.com.au/aquarium-rentals.php">www.aquariumsalive.com.au/aquarium-rentals.php</a>	 	3/ 1	3/ 1	6/ 1 +3	3/ 1
<b>fish tank supplies gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1/ 1	1/ 1	1/ 1	1/ 1
<b>fish tanks and fish</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>		15/ 2	13/ 2 -2	11/ 2 -4	--- +++
<b>fish tanks gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	2/ 1	2/ 1	1/ 1 -1	1/ 1 -1
<b>fishtanks</b>		---	---	24/ 3	26/ 2
<b>fresh water fish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	3/ 1	2/ 1 -1	1/ 1 -2	4/ 1 +1
<b>goldfish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	2/ 1	1/ 1 -1	4/ 1 +2	5/ 1 +3
<b>marine aquariums</b> <a href="http://www.aquariumsalive.com.au/marine.php">www.aquariumsalive.com.au/marine.php</a>		12/ 2	20/ 3 +8	44/ 5 +32	--- +++
<b>marine aquariums gold coast</b> <a href="http://www.aquariumsalive.com.au/marine.php">www.aquariumsalive.com.au/marine.php</a>	 	2/ 1	2/ 1	5/ 1 +3	10/ 1 +8
<b>marine fish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1/ 1	1/ 1	1/ 1	5/ 1 +4
<b>pet fish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1/ 1	1/ 1	1/ 1	1/ 1
<b>salt water fish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	2/ 1	2/ 1	2/ 1	2/ 1
<b>tropical fish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1/ 1	1/ 1	1/ 1	1/ 1

Ranking information has three components. The first (large) number is the keyphrase position on the search engine. The second (smaller) number is the page number of the search engine. Small green or red numbers to the right of the first two numbers indicate how much increase or decrease in the ranking position since that particular month. Ranking data is measured at one or more times during the month of the report.

## Search Engine Rankings (Continued)

### Yahoo.com.au

Key-Phrase		Jan 2013	Dec 2012	Jul 2012	Jan 2012
<b>aquarium gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	1 / 1	1 / 1
<b>aquarium maintenance gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	2 / 1	3 / 1 +1	3 / 1 +1	3 / 1 +1
<b>aquarium rental gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	1 / 1	2 / 1 +1
<b>aquarium rentals gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	1 / 1	1 / 1
<b>aquariums gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	1 / 1	1 / 1
<b>fish and fish tanks</b>		---	---	---	---
<b>fish and fish tanks gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	1 / 1	1 / 1
<b>fish for sale</b>		---	---	84 / 9	---
<b>fish for sale gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	3 / 1	2 / 1 -1	5 / 1 +2	6 / 1 +3
<b>fish for tanks</b>		---	---	19 / 2	11 / 2
<b>fish tank maintenance gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>		5 / 1	5 / 1	2 / 1 -3	1 / 1 -4
<b>fish tank supplies gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	1 / 1	1 / 1
<b>fish tanks and fish</b>		---	---	---	---
<b>fish tanks gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	---	1 / 1	1 / 1
<b>fishtanks</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>		44 / 5	---	74 / 8 +30	11 / 2 -33
<b>fresh water fish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	2 / 1	2 / 1	1 / 1 -1	4 / 1 +2
<b>goldfish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	35 / 4 +34	32 / 4 +31	---
<b>marine aquariums</b> <a href="http://www.aquariumsalive.com.au/marine.php">www.aquariumsalive.com.au/marine.php</a>		10 / 1	46 / 5 +36	4 / 1 -6	7 / 1 -3
<b>marine aquariums gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	3 / 1	4 / 1 +1	2 / 1 -1	4 / 1 +1
<b>marine fish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	3 / 1 +2	11 / 2 +10
<b>pet fish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	2 / 1 +1	6 / 1 +5	8 / 1 +7
<b>salt water fish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>		6 / 1	11 / 2 +5	10 / 1 +4	---
<b>tropical fish gold coast</b> <a href="http://www.aquariumsalive.com.au">www.aquariumsalive.com.au</a>	 	1 / 1	1 / 1	1 / 1	1 / 1

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## Traffic Overview

### ALL VISITORS - OVERVIEW

Total Visits: **1,710**

Unique Visits: **1,306**



### ALL VISITORS - BEHAVIOUR

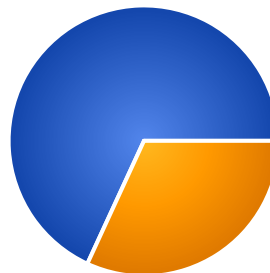
Page Views: **5,879**

Avg. Pages / Visit: **3.4**

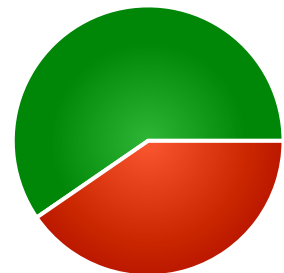
New Visitors: **1,165**

Bounced Visits: **691**

Avg. Time on Site: **00:01:41**



■ New Visitors (68.1%)  
■ Returning Visitors (31.9%)

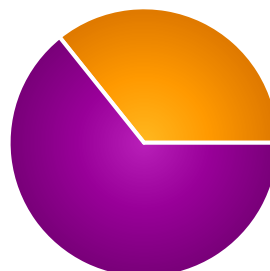


■ Non-Bounced Visits (59.6%)  
■ Bounced Visits (40.4%)

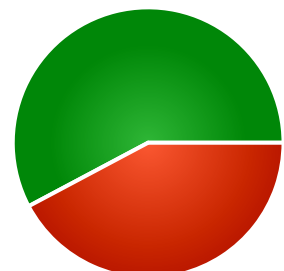
### MOBILE VISITORS - BEHAVIOUR

Mobile Visits: **611**

Bounced Visits: **258**



■ Mobile Visits (35.7%)  
■ Non-Mobile Visits (64.3%)



■ Non-Bounced Visits (57.8%)  
■ Bounced Visits (42.2%)

This section shows the overview of the traffic to your website. Bounced visits are visits where only a single page is viewed by the visitor before leaving your website. Traffic information is calculated from Google Analytics. For more details, please log into your Google Analytics account.

## Search Engine Traffic

### TOP SEARCH ENGINES (ORGANIC)

Search Engine	Visits	New Visits	Avg Duration
Google	640	64.53 %	00:01:46
Yahoo	43	72.09 %	00:01:40
Bing	38	89.47 %	00:01:13
Conduit	10	100.00 %	00:02:22
Avg	1	0.00 %	00:00:30

### TOP SEARCH KEYPHRASES

Search Keyphrase	Visits	New Visits	Avg Duration
(not provided)	138	75.36 %	00:02:40
aquariums alive	37	37.84 %	00:01:12
aquarium store gold coast	26	7.69 %	00:00:11
aquariums gold coast	24	75.00 %	00:03:34
aquariums alive nerang	21	9.52 %	00:00:16
gold coast aquarium	20	80.00 %	00:01:27
marine aquarium gold coast	19	10.53 %	00:01:23
freshwater rare aquarium	17	5.88 %	00:00:05
aquarium gold coast	15	93.33 %	00:01:54
aquarium nerang	12	16.67 %	00:03:33
aquarium supplies gold coast	11	100.00 %	00:00:39
aquarium shops gold coast	10	70.00 %	00:04:16
fish aquarium gold coast	10	0.00 %	00:01:07
aquarium shop gold coast	9	100.00 %	00:00:58
aquarium shop nerang	9	44.44 %	00:01:10

This section shows the search engines that are mostly used by visitors to your website and the keyphrases mostly used on search engines. Both lists may be limited to the top search engines or keyphrases only.

## Referral Site Traffic

### TOP REFERRAL SITES

Referral Site	Visits	New Visits	Avg Duration
qldaf.com	423	59.34 %	00:01:27
tropicalfishfind.com	156	82.69 %	00:01:46
google.com.au	19	89.47 %	00:01:17
facebook.com	10	30.00 %	00:07:25
reefoctopus.com.au	9	66.67 %	00:01:02
google.com	5	100.00 %	00:00:32
indianalmondleaves.com.au	5	80.00 %	00:01:29
google.ca	4	100.00 %	00:00:09
tqtf.com.au	4	75.00 %	00:00:21
aquariumsalive.logitopia.com.au	3	66.67 %	00:00:46
aquariumsalive.us4.list-manage.com	3	33.33 %	00:00:09
gcas.net.au	3	33.33 %	00:00:47
aquaticculture.com.au	2	100.00 %	00:00:24
defishery.wordpress.com	2	100.00 %	00:00:00
google.pl	2	100.00 %	00:00:04
google.se	2	100.00 %	00:01:13
qldaquariumforum.com	2	100.00 %	00:00:00
search.sweetim.com	2	50.00 %	00:00:57
www.goo.gl/Qv87f	2	0.00 %	00:00:00
allmyfavorites.net	1	0.00 %	00:00:00
aquanubis.com	1	100.00 %	00:00:00
ditu.google.cn	1	100.00 %	00:01:10
google.co.in	1	100.00 %	00:00:09
google.com.br	1	100.00 %	00:00:00
google.de	1	100.00 %	00:00:00

This section shows the external websites that are directing visitors to your website. This list may be limited to the top referral sites only.



## Web Pages Visited

### TOP PAGES VIEWED

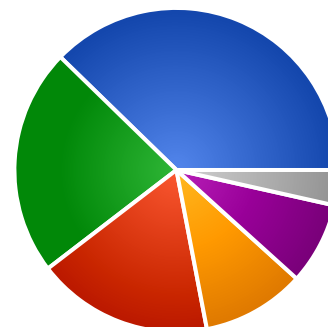
Web Page	Page-Views	Unique Views	Entrances	Avg Duration
/ (Home Page)	1,792	1,376	76.45 %	00:01:10
/fish.php	1,066	611	3.10 %	00:00:16
/tropical-fish.php	408	331	8.58 %	00:00:45
/ecommerce/	307	227	10.75 %	00:00:43
/fish-tanks.php	256	196	1.95 %	00:00:25
/marine.php	226	161	17.70 %	00:01:01
/coldwater-fish.php	222	184	2.70 %	00:00:23
/equipment.php	214	147	2.34 %	00:00:17
/contact-us.php	183	148	15.85 %	00:01:42
/aquarium-rentals.php	150	119	17.33 %	00:00:27
/index.php	99	83	6.06 %	00:00:34
/ecommerce/searchresults	90	43	0.00 %	00:00:44
/eheim.php	81	57	0.00 %	00:00:07
/aquarium-maintenance.php	57	24	0.00 %	00:00:45
/ecommerce	49	39	2.04 %	00:00:33
/calculator.php	48	45	8.33 %	00:01:35
/aquarium-setup-and-installations.php	46	29	2.17 %	00:00:51
/fish-food.php	44	36	0.00 %	00:00:18
/eheim_ef2.php	41	33	48.78 %	00:01:10
/aquarium-relocations.php	37	17	5.41 %	00:01:21
/ecommerce/view/Aquamanta	37	31	35.14 %	00:00:19
/eheim_externalfilters.php	33	19	0.00 %	00:00:07
/contact-us.php?action=rental	31	27	0.00 %	00:00:26
/eheim_filtermedia.php	31	20	61.29 %	00:00:51
/eheim_ef1.php	28	23	46.43 %	00:00:53

This section shows the number of times that each of your web pages have been viewed. This will indicate which pages are more popular. 'Unique Views' only counts each page once by the same person in the same visit (session). 'Entrances' are the number of times the page was *landed* on after coming from an external source (like a search engine). 'Average Duration' is the average time spent on each web page. This list may be limited to the top pages only.

### Visitor Technology

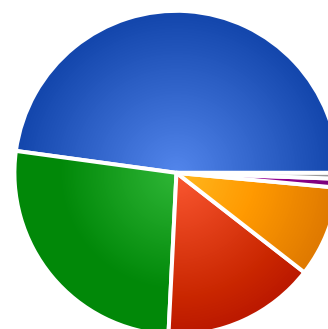
#### Top Internet Browsers

<span style="color: blue;">■</span> Safari	645	37.72 %
<span style="color: green;">■</span> Internet Explorer	388	22.69 %
<span style="color: red;">■</span> Chrome	301	17.60 %
<span style="color: orange;">■</span> Firefox	176	10.29 %
<span style="color: purple;">■</span> Android Browser	140	8.19 %
<span style="color: gray;">■</span> Other	60	3.51 %



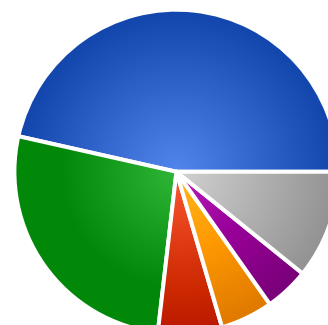
#### Top Operating Systems

<span style="color: blue;">■</span> Windows	818	47.84 %
<span style="color: green;">■</span> iOS	451	26.37 %
<span style="color: red;">■</span> Macintosh	261	15.26 %
<span style="color: orange;">■</span> Android	155	9.06 %
<span style="color: purple;">■</span> Linux	15	0.88 %
<span style="color: gray;">■</span> Other	10	0.58 %



#### Top Mobile Devices

<span style="color: blue;">■</span> Apple iPhone	284	46.48 %
<span style="color: green;">■</span> Apple iPad	163	26.68 %
<span style="color: red;">■</span> Samsung GT-I9100 Galaxy S II	39	6.38 %
<span style="color: orange;">■</span> (not set)	32	5.24 %
<span style="color: purple;">■</span> Samsung GT-I9300 Galaxy S3	27	4.42 %
<span style="color: gray;">■</span> Other	66	10.80 %



## Visitor Engagement

### VISIT DURATION

Duration Time	Visits		
Up to 10 seconds	741	43.33 %	<div></div>
Up to 1 minute	403	23.57 %	<div></div>
Up to 2 minutes	237	13.86 %	<div></div>
Up to 3 minutes	104	6.08 %	<div></div>
Up to 5 minutes	93	5.44 %	<div></div>
Up to 10 minutes	65	3.80 %	<div></div>
Over 10 minutes	67	3.92 %	<div></div>

### PAGE DEPTH

Page Depth	Visits		
1 page	691	40.41 %	<div></div>
2 pages	210	12.28 %	<div></div>
3 pages	219	12.81 %	<div></div>
4 pages	137	8.01 %	<div></div>
5 pages	130	7.60 %	<div></div>
6-9 pages	227	13.27 %	<div></div>
10-14 pages	71	4.15 %	<div></div>
15-19 pages	18	1.05 %	<div></div>
20+ pages	7	0.41 %	<div></div>

This section shows how engaged visitors are in your website. 'Visit Duration' shows how many visitors spend a certain amount of time on your website and 'Page Depth' shows how many visitors view a certain number of your web pages.