

Tamborine Mountain Digital position report

Measured period
January 2018

Summary

We've simplified this report considerably, to ensure the everyone can fully understand the data shown overleaf. We'll continue to report on these websites into the future, giving local businesses a better understanding of what is happening digitally on Tamborine Mountain. These reports also give the tourism websites involved opportunity to correct errors and focus on bettering their product.

This report was compiled by Studio Two.

If you require any marketing strategy, advice or require digital infrastructure, feel free to contact us.

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Marketing Websites Measured

Tamborine Mountain Chamber of Commerce - www.visittamborinemountain.com.au

Discover Tamborine - discovertamborine.com.au *Analytics provided.

These website have been measured, as they secure the most traffic in our localised region.
If any other websites wish to be measured in the future, please make contact with us.

Measurement terms

The items below are terms used within this audit.

Keyword - A search query a user types into Google

Position - the ranking position for a keyword, specifically in Google

Impressions - The number of times a search query is made (per month).

Website errors - generally code errors, or errors restricting Google's ability to see code correctly.

Backlinks - links from external websites pointing back to the measured website



Audit results

Tamborine Mountain Chamber of Commerce - www.visittamborinemountain.com.au

No analytics access was provided. Transparency level low.

Keyword positioning

A website can only secure organic traffic from people searching for keywords that it ranks for. This quick table below shows the websites top 10 keywords , the average rank position and the number of people that have searched for that keyword. Importantly, the total organic traffic to a website can never exceed the number of people searching for it. Lastly - you'll notice that some keyword terms have the same traffic for different terms. (Tamborine Mountain, Tamborine Mountains etc). This is because Google now identifies these as a similar search query and bundles it altogether.

Keyword	Position	Change	Number of people searching for this keyword (impressions)
tamborine mountain scarecrow festival	4	1	90
tamborine mountains	6	-1	8100
cloud 9 tamborine mountain	6	-2	90
cloud 9 mt tamborine	7		90
gallery walk mt tamborine	8	11	210
amore b&w mt tamborine	8		140
tamborine mountain	9		8100
gallery walk mount tamborine	9	5	90
tea n niceties	11	-3	90
tamborine mountain glow worms	11	21	90
tamborine school markets	12	0	90
Total impressions in top 10			17,180

Errors present on website - totaling 4613 errors

High priority errors: 713

Low priority errors: 3.9K

Backlink Audit

Referring Pages from other websites 12.4K



Discover Tamborine - discovertamborine.com.au

*Analytics provided - transparency level high.

Keyword positioning

Keyword	Position	Change	Number of people searching for this keyword (impressions)
tamborine mountain	1	0	8100
mt tamborine	1	0	8100
tamborine mountains	1	0	8100
tamborine	1	0	1000
mt tamborine markets	1	0	1000
tamborine markets	1	0	1000
mt tambo	1	0	880
tamborine mountain accommodation	1	2	880
curtis falls mount tamborine	1	0	720
mount tamborine markets	1	0	590
tamborine mountain markets	1	0	590
Total impressions in top 10			30,096

Errors present on website - totaling 1974

High priority errors: 274

Low priority errors: 1.7K

Backlink Audit

Referring Pages from other websites 3.5K

Analytics Audit*

23,442 unique users to the website

30,275 sessions on the website

70,077 page views within the website (Average 2.31 pages per session)

70% of users are using a mobile phone



Audit End

If you're a tourism based website and are looking to have your platform audited and included in our results, please contact us directly ~

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*Studio Two develops digital infrastructure and marketing solutions.
It has no affiliation with any of the websites listed within this audit.
This audit is put forward solely as a tool for businesses on Tamborine Mountain.
It is put forward free of charge for these businesses.
Studio Two accepts no responsibility for any decisions you make from this report.
This report is noted as true and correct on the 5/2/2018

