

Tamborine Mountain Digital position report

Summary

This report has been built with the goal of a more transparent digital marketing landscape on Tamborine Mountain. Many local businesses that are dependent on visitors to our region and are unable to clearly see the difference in the digital marketing offerings thus frequently make poorly informed decisions with their marketing. This report is a snapshot of the local digital marketing offerings.

This report is also a simple audit. Much more detail can be retrieved, however for the purpose of marketing comparison the figures overleaf will suffice.

This report is not to be taken as marketing advice, but can be used as a guide to making the right decision for your business.

We've audited the following marketing digital platforms for your convenience.

Please note, all 3 websites were contacted to provide their analytic data for audit.

Only 1 provider responded.

The platform that provided complete access are detailed overleaf.

This report was compiled by Studio Two / Director Steven Vawdrey.

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.tamborinemtncc.org.au

*notably visittamborinemountain.com.au does not yet demonstrate strong SEO or traffic worth measuring separately.

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

Visit Scenic Rim - visitscenicrim.com.au

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.

Backlink Audit - an audit on the number and type of backlinks back to a website

Referring domain - a domain that links back to a website

Referring page - a website page that links back to a website

Total indexed - the number of backlinks that Google has indexed

Audit results

Tamborine Mountain Chamber of Commerce - www.tamborinemtncc.org.au

No analytics access was provided. Transparency level low.

Audit results presented-

Keyword positioning

Website errors

Backlinks present

Keyword positioning

Keyword	Average position	Average search impressions / month
mountain tamborine	1	8100
mount tamborine	1	6600
mt tamborine walks	1	880
mount tamborine walks	1	320
mt tamborine wedding venues	1	110
things to do mt tamborine	1	90
mount tamborine walking tracks	1	90
wedding venues tamborine mountain	1	90
tamborine mountain scarecrow festival	1	90
things to do in mt tamborine	1	90
mt tamborine cabins	1	90
what to do in tamborine mountain	1	90
mount tamborine map	1	70
gallery walk tamborine	1	70
mount tamborine wedding venues	1	70
mt tamborine cottages	1	70
bed and breakfast mt tamborine	1	50
mount tamborine cabins	1	50
mount tamborine wineries	1	50
b&mb mt tamborine	1	50
tamborine mt	1	40
map of mount tamborine	1	40
map of mt tamborine	1	40
bed and breakfast mount tamborine	1	40
mount tamborine bed and breakfast	1	40
romantic getaways mt tamborine	1	30

mt tamborine romantic accommodation	1	30
curtis fall	1	30
accommodation at mt tamborine	1	30
cedar creek falls camping	1	30
map mt tamborine	1	20
tamborine mountain accommodation deals	1	20
mt tamborine chalets	1	20
tamborine mountain cottages	1	20
accommodation at mount tamborine	1	20
accommodation in mount tamborine	1	10
mt gallery	1	10
cedar creek falls hike	1	10
mt tamborine location	1	10
tamborine mountains	2	8100
tamborine mountain	2	8100
mt tamborine accom	2	1900
mt tambo	2	880
mt tamborine walks	2	880
mount tamborine restaurants	2	320
gallery walk mt tamborine	2	210
mt tamborine weddings	2	210
mount tamborine weddings	2	140
tamborine mountain walks	2	140

Errors present on website - totaling 1193 errors

High priority errors:

Missing Description All errors: 158

Server status code: 4xx All errors: 4

Duplicate Titles All errors: 3

Backlink Audit

Referring Domains 710

Referring Pages 3.8K

Total indexed 2.1K

Linked Domains 11

Linked Pages 11

Internal Links 7

Discover Tamborine - discovertamborine.com.au

*Analytics provided - transparency level high.

Audit results presented-

Keyword positioning

Website errors

Backlinks present

Audited analytics traffic to the website

Top 25 visited pages within the website

Keyword positioning

Keyword	Position	Average search impressions / month
tamborine mountain	1	8100
mt tamborine	1	8100
tamborine mountains	1	8100
tamborine	1	1000
mt tamborine markets	1	1000
tamborine markets	1	1000
mt tambo	1	880
tamborine mountain accommodation	1	880
curtis falls mount tamborine	1	720
mount tamborine markets	1	590
tamborine mountain markets	1	590
mt tamborine waterfalls	1	590
cedar creek falls mt tamborine	1	320
mount tamborine waterfalls	1	320
mt tamborine lookout	1	210
mt tamborine waterfall	1	210
accommodation tamborine mountain	1	210
gallery walk mt tamborine	1	210
winery mt tamborine	1	170
witches falls circuit	1	170
cedar creek rock pools	1	170
wineries mt tamborine	1	170
tamborine mountain walks	1	140
mount tamborine lookout	1	140
witches falls mt tamborine	1	110
mt tamborine map	1	110
tamborine mountain waterfalls	1	110
mount tamborine waterfall	1	110
tamborine school markets	1	90
mt tamborine wineries	1	90

tamborine mountain wineries	1	90
cedar creek falls track	1	90
gallery walk mount tamborine	1	90
cedar creek mt tamborine	1	90
tamborine mountain map	1	90
ceder creek falls	1	90
cedar creek picnic area	1	90
mount tamborine main street	1	90
curtis falls tamborine mountain	1	90
mt tamborine curtis falls	1	90
wineries tamborine mountain	1	90
discover tamborine mountain	1	90
cedar creek falls trail map	1	90
mount tamborine showgrounds	1	90
tambourine markets	1	90
cedar creek falls tamborine	1	90
cedar creek falls address	1	90
mt tamborine markets dates	1	90
tamborine mountain teapots	1	90

Errors present on website - totaling 840

High priority errors:

Duplicate Titles All errors: 434

Missing Description All errors: 359

Server status code: 4xx All errors: 33

Missing H1 Heading All errors: 14

Backlink Audit

Referring Domains 327

Referring Pages 3.6K

Total indexed 9.2K

Linked Domains 2

Linked Pages 3

Internal Links 37

Analytics Audit*

14,000 unique users to the website

19,022 sessions on the website (Unique users average 1.29 visits)

45, 637 page views within the website (Average 2.4 pages per session)

63% of users are using a mobile phone

9% of users are using a tablet

28% of users are using a desktop computer or laptop

92% of users are located in Australia

The below table outlines user behavior and page visitation once they land at www.discover Tamborine.com.au

> Table overleaf.

	Page visited within the website	Number of visitors	Time spent
1.	Homepage	4,773(10.46%)	00:00:59
2.	/tamborine-national-park/waterfalls-swimming-holes/	3,122(6.84%)	00:02:04
3.	/tamborine-mountain-attractions/	2,960(6.49%)	00:00:42
4.	/tamborine-national-park/bushwalks/	2,172(4.76%)	00:00:45
5.	/tamborine-mountain-events/tamborine-mountain-country-markets/	2,020(4.43%)	00:02:37
6.	/the-cedar-creek-section-of-the-tamborine-national-park/	1,936(4.24%)	00:02:17
7.	/the-witches-falls-section-of-the-tamborine-national-park/	1,372(3.01%)	00:02:17
8.	/tamborine-mountain-attractions/gallery-walk/	1,345(2.95%)	00:01:23
9.	/the-joalah-section-of-the-tamborine-national-park/	1,339(2.93%)	00:02:40
10.	/tamborine-mountain-events/markets/	1,011(2.22%)	00:00:43
11.	/tamborine-national-park/lookouts/	988(2.16%)	00:04:36
12.	/tamborine-national-park/the-mt-tamborine-story/the-green-behind-the-gold/	803(1.76%)	00:02:34
13.	/tamborine-mountain-attractions/glow-worm-caves/	697(1.53%)	00:02:59
14.	/tamborine-mountain-maps/printable-map-booklet/	693(1.52%)	00:02:49
15.	/wineries-distillery-breweries/	691(1.51%)	00:00:39
16.	/tamborine-mountain-attractions/tamborine-rainforest-skywalk/	684(1.50%)	00:02:28
17.	/self-drive-day-tours/	589(1.29%)	00:03:08
18.	/tamborine-mountain_eating-out/restaurants/	531(1.16%)	00:02:26
19.	/tamborine-mountain-accommodation/	515(1.13%)	00:00:27
20.	/tamborine-mountain-shopping/gallery-walk-west/	493(1.08%)	00:02:14
21.	/tamborine-mountain-maps/visitor-map-guide/	479(1.05%)	00:00:53
22.	/the-palm-grove-section-of-the-tamborine-national-park/	453(0.99%)	00:02:18
23.	/tamborine-mountain-eating-out/	444(0.97%)	00:00:17
24.	/tamborine-mountain_shopping/	419(0.92%)	00:00:34
25.	/tamborine-mountain-events/school-ground-markets/	391(0.86%)	00:01:56

Visit Scenic Rim - visitscenicrim.com.au

No analytics access was provided. Transparency level low.

Audit results presented-

Keyword positioning

Website errors

Backlinks present

Keyword positioning

Keyword	Average position	Average search impressions / month
scenic rim qld	1	140
rathdowney caravan park	1	90
scenic rim national parks	1	90
scenic rim queensland	1	70
accommodation scenic rim	1	40
visit scenic rim	1	40
queensland scenic rim	1	30
the scenic rim qld	1	20
scenic rim	2	2400
lions road	2	170
boonah markets	2	170
moogerah dam cafe	2	90
tamborine hall	2	90
lamington national park green mountains section	2	90
darlington market day	2	90
scenic rim queensland	2	70
queensland scenic rim	2	30
the scenic rim qld	2	20
rathdowney	3	880
beaudesert markets	3	260
lost world valley	3	210
christmas creek qld	3	210
eat local week	3	110
bilyana cottages	3	90
stinson park	3	90
arts in the olives	3	70
beauy	3	50
mt joyce recreation park	3	40
art in the olives	3	20
mount joyce recreation park	3	20
scenic rim council	4	2400
yarramalong camping	4	880
the gorge lake moogerah	4	880
christmas creek camping	4	320
rathdowney pub	4	260

beaudesert markets	4	260
lavender farm boonah	4	140
stinson park camping	4	110
leaf japanese	4	90
kooroomba lavender farm	5	720
beaudesert council	5	260
rathdowney qld	5	110
tamborine mountain scarecrow festival	5	90
the vue restaurant boonah	5	90
gaslight pizza	5	90
mount joyce mtb	5	30

Errors present on website - totaling 1375 errors

High priority errors:

Missing Description All errors: 910

Missing H1 Heading All errors: 406

Duplicate Titles All errors: 30

Server status code: 4xx All errors: 18

Backlink Audit

Referring Domains 183

Referring Pages 6.4K

Total indexed 7.3K

Linked Domains 2

Linked Pages 3

Internal Links 23

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 ~

Studio Two

info@studio-two.com.au

*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 19/12/2017