MARKETING REVIEW & RECOMMENDATIONS

Qantas
Australia (national, domestic air travel)

A review of how Qantas shows up to its customers, built from 30 pages of its own web estate, 3 competitors crawled directly and live search results for its category. Every finding cites the page it came from - nothing here is assumed and nothing is bought from a data aggregator.

Business | 3 competitors analysed | 30 pages reviewed | 84 cited sources

ORGANISATION
Qantas
Business

LOCATION
Australia (national, …
Domestic and internationa…

OBJECTIVE
Growth
Review focus

ISSUED
26 Sept
2026

OVERVIEW

Where things stand

The headline read on this organisation's marketing position, scored from what is observably true on the web today.

OVERALL MARKETING POSITION

2 /10 DERIVED

Weak

Basis: Mean of visibility, experience and message-clarity scores

VISIBILITY

4 /10 SEARCH

Needs work

Basis: Section 5 - search, paid, social and listings

WEBSITE & JOURNEY

3 /10 OBSERVED

Weak

Basis: Section 6 - crawled pages

MESSAGE CLARITY

0 /10 OBSERVED

Weak

Basis: Section 7 - messaging and proof

HEADLINE

Qantas was absent from organic results on six of seven flight searches reviewed, while Flight Centre ranked first on four, intercepting booking demand.

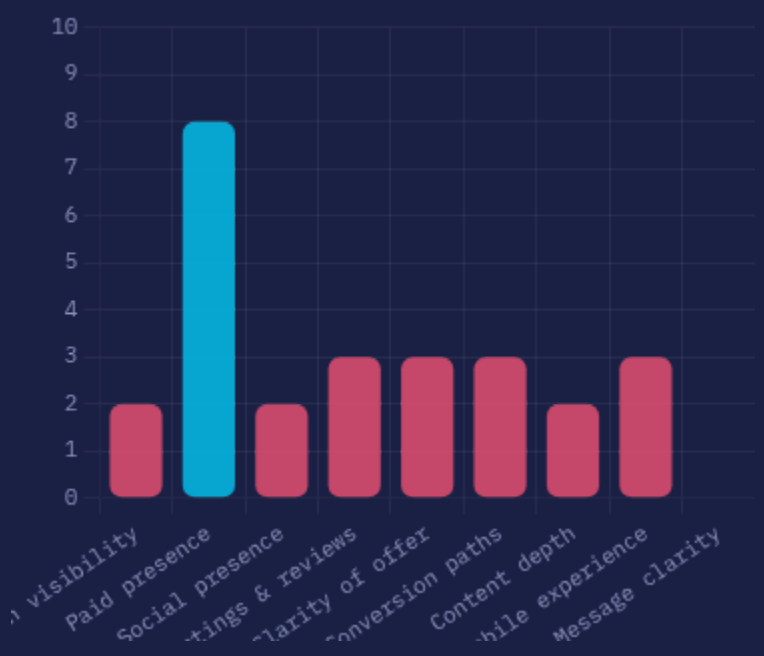
SCORE PROFILE

The shape of the problem

Where this organisation is strong, where it is not, and how the opportunities identified in this review are distributed by urgency.

Score profile across the review

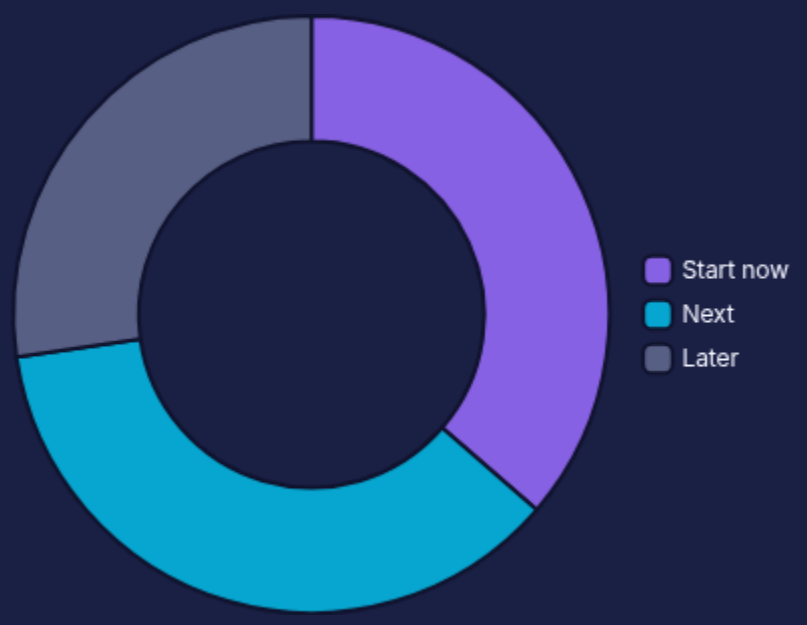
EVERY DIMENSION SCORED IN SECTIONS 5, 6 AND 7



Scored from crawled pages and live search results

Opportunities by urgency

FROM THE SECTION 8 OPPORTUNITY MAP



Priority assigned during analysis, capped at four immediate items

THE REVIEW

Sections 01 → 09

The detailed review. Every section opens with the key takeaways and closes with what it means for you. Every finding carries a confidence flag and cites the page or search result it came from — you can open the source and see what we saw.

Sections	Competitors analysed	Pages reviewed	Approximate read time
10	3	30	19 min

SECTION · 01

Executive Summary

OVERVIEW

From Sydney, Flight Centre ranks #1 for "cheap flights sydney to melbourne" and "flights sydney to perth"; qantas.com sits eighth on the first and does not appear for the second. SEARCH

SO WHAT — Customers ready to book core city-pair routes reach a reseller first. The business then pays commission or ad costs on bookings it could capture directly.

S071, S073, S073

Qantas has 9,000 Google Ads creatives on record in Australia. That is triple Flight Centre's and Jetstar's 3,000 each, and more than four times Virgin Australia's 2,000. PUBLIC WEB

SO WHAT — Paid reach is a genuine strength. Weak organic route rankings, however, mean much route demand is being bought rather than earned, which inflates cost per booking.

S003, S044, S062, S061

For "best domestic flights in Sydney", Sky News coverage naming Qantas the top on-time domestic performer ranks sixth. An Australian Frequent Flyer thread citing above-86% on-time arrivals also appears. SEARCH

SO WHAT – Independent reliability proof already sits where customers compare airlines. Putting it into fare messaging justifies the price premium over Jetstar and wins bookings.

S082, S084

Flight Centre lists Qantas among its airline partners. It also runs its own World360 Rewards loyalty program and promotes an app claiming 483K+ downloads. OBSERVED

SO WHAT – A competitor is building repeat-booking loyalty on top of the business's seats. This pulls Frequent Flyer members' future sales away from the direct channel.

S029, S029, S028

Rex has no Google Ads on record in Australia. It says it is rebuilding capacity through the "steady return to service" of its Saab 340 fleet under new owner Air T. PUBLIC WEB

SO WHAT – Rex does not bid on regional searches. The business can capture regional traveller bookings while its main regional competitor rebuilds.

S022, S050

No social profiles or phone numbers were found on the single qantas.com page crawled. Flight Centre's crawled pages link six social profiles, including TikTok, and show five phone numbers. OBSERVED

SO WHAT – If this holds site-wide, high-value phone enquiries such as group and business bookings have no visible path. Verify this with a wider crawl before acting.

S001, S024, S024

Each finding above cites the page or search result it came from. OBSERVED means we saw it directly on a page we crawled. SEARCH means it was visible in search results for a stated query. PUBLIC WEB covers public review and listing data. DERIVED marks our analysis across several observations, with the basis stated. INDICATIVE marks a directional read where the evidence is thin — and says so rather than dressing it up.

SECTION · 02

Snapshot

DASHBOARD

KEY TAKEAWAYS

- qantas.com did not appear in organic results for “flights sydney to perth”, “flights to london from sydney” or “flights perth to bali”. It held only position 8 for “cheap flights... [S073, S074, S076, S071]
- Qantas runs Google Ads, with 9,000 creatives on record. Flight Centre, Jetstar and Virgin Australia also advertise, so paid search is contested and cannot substitute for organic ranking. [S003, S044, S062, S061]
- Only one Qantas page was crawled. No social links, phone numbers or testimonials were found on it. Flight Centre's pages show five phone numbers and six social profiles. [S001, S001, S024]

SIX MEASURES THAT FRAME THIS REVIEW

Overall marketing position 2/10 Weak DERIVED Mean of visibility, experience and message-clarity scores	Visibility 4/10 Needs work SEARCH Section 5 - search, paid, social and listings	Website & journey 3/10 Weak OBSERVED Section 6 - crawled pages
Message clarity 0/10 Weak OBSERVED Section 7 - messaging and proof	Rivals analysed 3 10 named, 3 crawled OBSERVED Section 4 - comparator crawl	Opportunities identified 11 4 to start immediately DERIVED Section 8 - opportunity map

WHAT THIS MEANS FOR YOU

Every score is weak, and the clearest revenue leak is in non-brand route searches. On those queries, Flight Centre and other intermediaries hold the top organic spots and also run Google Ads. Customers ready to book are captured before they reach the business. The zero for message clarity rests on a single crawled page, so treat it as provisional and recrawl before acting on it. Start by building route-level pages for high-intent queries such as Sydney-Perth and Perth-Bali. Then check paid coverage on those same queries.

SECTION · 03

Market Demand & Customer Segments

DEMAND

KEY TAKEAWAYS

- From Sydney, Qantas's only organic placement across the route and category queries checked was #8 on "cheap flights sydney to melbourne". It was absent from the other five query results. SEARCH [S071, S073, S070]
- Online travel agents take the ready-to-book route demand. Flight Centre ranks #1 on four route queries and runs 3,000 Google Ads, so they collect bookings Qantas could win directly. SEARCH [S071, S076, S044]
- Qantas has 9,000 Google Ads creatives on record, yet none were captured on these queries. Etihad, Jetstar and online travel agents were the advertisers seen. SEARCH [S003, S002, S074, S076]

WHO THE BUSINESS SERVES

SEGMENT	WHAT THEY WANT	EVIDENCE THEY EXIST	SERVED	CONFIDENCE
Price-driven domestic leisure customers [S071, S081, S083]	The lowest fare on capital-city routes, compared across airlines and booking sites before they book.	The "cheap flights sydney to melbourne" results are dominated by fare comparison sites. Third-party results frame Sydney-Melbourne as highly competitive on price.	PARTIAL	SEARCH
Airline comparers weighing reliability against price [S077, S082, S084]	Proof of which domestic airline is worth paying more for, on punctuality, comfort and fare.	Results for "best domestic flights in Sydney" are Reddit threads, forum posts and news items comparing Qantas, Virgin and Jetstar on on-time performance and comfort.	PARTIAL	SEARCH
Long-haul international holiday customers [S074, S074]	A good-value, comfortable way to reach London and Europe from Sydney.	"flights to london from sydney" (from Sydney) returns online travel agents and a British Airways forum thread. Etihad was captured advertising. qantas.com does not appear.	WEAK	SEARCH
Premium cabin customers [S075, S075]	Business class seats and fares from Melbourne, domestic and international, with a clear view of product quality.	"business class flights melbourne" (from Melbourne) is led by Thai Airways and Cathay Pacific route pages. qantas.com does not appear.	WEAK	SEARCH
Short-haul Asia holiday customers from Perth [S076, S076]	Cheap, quick flights to Bali and fares comparable across low-cost carriers.	"flights perth to bali" (from Perth) shows six online travel agent results and four advertisers, including Jetstar. qantas.com does not appear.	WEAK	SEARCH
Day-of-travel domestic customers [S065, S064, S070]	Practical answers on airport arrival times, terminals and disruptions before a domestic flight.	Searchers on "domestic flights Sydney" ask about arrival times and terminals. Sydney Airport and news.com.au rank; qantas.com does not.	WEAK	SEARCH

WHERE THE DEMAND SHOWS UP

SEARCH THEME	INTENT	WHAT THE DATA SHOWED	CAPTURED
Cheap fares on capital-city trunk routes [S071, S071]	ready-to-act	From Sydney, qantas.com ranks #8. Five online travel agents that all run Google Ads rank above it.	PARTIAL
Transcontinental domestic routes (Sydney to Perth) [S073, S073]	ready-to-act	From Sydney, online travel agents fill the results. Flight Centre, Wotif and Expedia run Google Ads. qantas.com does not appear.	NO
Route searches Google reads as destination research [S072, S072]	informational	From Melbourne, "flights melbourne to brisbane" returns Wikipedia and tourism pages. qantas.com does not appear.	NO
Long-haul Europe fares from Sydney [S074, S074]	ready-to-act	Online travel agents rank and Etihad advertises. qantas.com does not appear from Sydney.	NO
Business class fares and seat quality [S075]	comparison	From Melbourne, Thai Airways and Cathay Pacific lead. qantas.com does not appear.	NO
Short-haul Asia leisure fares (Perth to Bali) [S076]	ready-to-act	From Perth, ads were captured from four advertisers including Jetstar. qantas.com does not appear.	NO
Which domestic airline is best [S077, S082]	comparison	Reddit, forums and news answer the query. Qantas is discussed on on-time performance, but not on its own pages.	PARTIAL
Airport timing and terminal logistics [S066, S067, S070]	problem	People-also-ask questions cover arrival times and terminals. qantas.com does not appear for "domestic flights Sydney".	NO

QUESTIONS THIS AUDIENCE IS ASKING

- How early do I need to get to Sydney Airport for a domestic flight?
- Is 1 hour early enough for a domestic flight?
- Is Jetstar domestic T2 or T3 Sydney?
- How long do I need to be at the airport for a domestic flight in Australia?
- Which domestic flight is best in Australia?
- Is Qantas or Virgin better for domestic?
- Is Qantas or Jetstar better?
- When's the best time to book domestic flights within Australia?

The clearest unmet demand is ready-to-book route searches. On Sydney-Perth, London and Perth-Bali, qantas.com does not appear in organic results, and online travel agents that advertise heavily take the click. Comparison demand is also answered by third parties. Reddit and forums decide whether Qantas is worth its premium over Jetstar and Virgin, even though Qantas's on-time record is cited in its favour. Day-of-travel questions go to Sydney Airport and news sites. Themes such as baggage, Frequent Flyer and holiday packages were not searched, so they are not assessed here.

LIVE PUBLIC SIGNALS

What the live public signals say

- Online travel agents hold #1 on the Sydney-Melbourne, Sydney-Perth, London and Perth-Bali queries. Every agent ranking there runs Google Ads, so every route booking lost to them carries a commission cost. [S071, S073]
- Competitors were seen buying Qantas's core intent. Etihad advertised on the London query from Sydney, and Jetstar advertised on Perth-Bali from Perth. [S074, S076]
- Third-party results frame Qantas's price position: its fare is shown above Jetstar and Virgin, with on-time performance offered as the justification. [S083, S084]
- Disruption coverage ranks #2 for "domestic flights Sydney", which puts cancellations in front of customers who are about to book. [S064]

Sources: S071, S074, S076, S083

WHAT THIS MEANS FOR YOU

Your route demand is real and ready to book, but it is being captured by Flight Centre, Expedia, Wotif and Skyscanner. Every one of them advertises, and every booking they win costs you distribution margin. You rank #8 on one route query from Sydney and not at all on Sydney-Perth, London or Perth-Bali. Etihad and Jetstar were seen advertising on the international ones. Your 9,000 ad creatives are not showing up where these customers search. Build and index dedicated city-pair fare pages for your top domestic and international routes. Open each page with the on-time record, so it answers the price comparison directly. The single thing to do: launch city-pair route pages for Sydney-Perth, Sydney-London and Perth-Bali first, and back them with route-level paid search.

SECTION · 04

Positioning Against Competitors

COMPARISON

KEY TAKEAWAYS

- Flight Centre, not Virgin or Jetstar, holds position 1 on four of six route queries sampled. The competitor taking Qantas's search demand is an intermediary that resells Qantas fares. SEARCH [S071, S073, S074, S029]
- qantas.com did not appear in organic results on six of seven route and category queries sampled. Its best showing was position 8 for "cheap flights sydney to melbourne" from Sydney. SEARCH [S070, S071, S073]
- Qantas has the largest paid footprint in the set: 9,000 Google Ads creatives, against 3,000 for Flight Centre, 3,000 for Jetstar and 2,000 for Virgin. Rex has none on record. PUBLIC WEB [S003, S044, S061, S022]

Qantas is behind on non-brand demand capture. On six of seven route and category queries sampled, qantas.com did not appear in organic results. Its best showing was position 8 for "cheap flights sydney to melbourne" from Sydney. It compensates with the largest paid footprint in the set: 9,000 Google Ads creatives against Flight Centre's 3,000. The single page crawled showed no phone numbers, social links or testimonials, so on-site presentation cannot be fully judged. Third-party coverage positions Qantas as the reliable, on-time choice at a higher fare than Jetstar. That story is told by others, not by qantas.com.

THE COMPETITORS

COMPETITOR	HOW THEY POSITION	THEIR ADVANTAGE	THEIR GAP	PRESSURE
Flight Centre [S071, S044, S031, S027]	One-stop travel agency for flights, holidays, cruises and tours, backed by Travel Experts, stores and an app.	Holds position 1 organically on four of six route queries sampled, backed by 3,000 Google Ads creatives.	Adds a Travel Expert Service Fee and an Online Booking Fee on top of advertised prices.	HIGH
Rex Airlines (crawled twice, as rex.com.au and Rex Airlines; assessed as one competitor) [S048, S050, S059, S016]	Independent regional airline connecting regional centres with capital cities at affordable prices.	Regional network across all states, with multiple phone contact points and active social profiles.	Rebuilding fleet capacity, has no Google Ads on record, and ranks mainly on its own brand queries.	LOW

HOW THIS ORGANISATION COMPARES, DIMENSION BY DIMENSION

DIMENSION	THIS ORGANISATION	WHAT THE REST OF THE MARKET DOES
Price and value positioning [S083, S071]	WEAK	Intermediaries lead with 'cheap flights'; press coverage lists Qantas fares above Jetstar and Virgin.
Organic visibility on route-level fare queries [S071, S073, S074]	WEAK	Flight Centre and online travel agencies hold the top organic positions with route-level fare pages.

Paid search scale [S003, S071, S022]	STRONG	Major advertisers run 2,000-20,000 creatives; Rex runs none on record.
Third-party reliability proof [S082, S084, S077]	STRONG	Airlines are compared on fare and comfort; the on-time data in search results favours Qantas.
Assisted-sale and contact routes [S001, S024, S028, S005]	WEAK	Flight Centre offers phones, a quote form, stores and an app; Rex lists five phone numbers. Only one...

WHO THEY THINK THEY COMPETE WITH, VERSUS WHO ACTUALLY HOLDS THE RESULTS

The brief names Virgin Australia, Jetstar and Rex as the rival set. The search results tell a different story. On the route queries sampled, the organic top five is held by Flight Centre, Expedia, Wotif, Skyscanner, Traveloka and similar intermediaries, not by airlines. Jetstar was seen only as a paid ad on "flights perth to bali" from Perth. Rex ranks only on its own brand query. Virgin and Jetstar were not crawled, so their sites are not assessed. The competitor actually taking Qantas's search demand is the reseller layer.

POSITIONS NOBODY CURRENTLY HOLDS

- Airline-owned route fare pages. Intermediaries hold the top five on "cheap flights sydney to melbourne", "flights sydney to perth" and "flights perth...
- Reliability as a searchable proposition. On "best domestic flights in Sydney", Qantas's on-time lead is carried only by Sky News and a...
- Pre-flight practical questions such as "How early do I need to get to Sydney Airport for a domestic flight?". The airport site...
- Domestic premium cabins from Melbourne. On "business class flights melbourne", the top five are Thai, Cathay, Travel Associates, Google and momondo. No...
- Paid search on regional-to-capital routes. Rex has no Google Ads on record, so the main regional alternative is not buying that demand.

LIVE PUBLIC SIGNALS

What the live public signals say

- Flight Centre ranks position 1 on four of six route queries sampled (from Sydney and Perth). qantas.com appears only once, at position 8. [S071, S076]
- On "flights perth to bali" from Perth, paid ads were captured from Webjet, Booking.com, Skyscanner and Jetstar. No Qantas ad was captured on that query. [S076, S002]
- Qantas runs 9,000 Google Ads creatives, the most in the set. Rex runs none. [S003, S022]
- Third-party results on "best domestic flights in Sydney" credit Qantas on punctuality but list it as dearer than Jetstar. [S082, S083]

Sources: S071, S076, S003, S082

WHAT THIS MEANS FOR YOU

Your biggest revenue leak is not Virgin or Rex. It is Flight Centre and the online travel agencies, which hold the top organic positions on the route queries where customers start looking for fares. They resell your seats and add their own fees. You already outspend everyone in paid search, but you are renting visibility you should own. The third-party proof that you are the most punctual airline is sitting on news and forum sites instead of your fare pages. Build indexable route fare pages for your top domestic and leisure routes, lead each one with price plus the on-time record, and measure them on direct bookings.

SECTION · 05

Channel Presence & Visibility

VISIBILITY

KEY TAKEAWAYS

- The business runs the largest Google Ads programme in its set: 9,000 AU creatives, against 3,000 each for Jetstar and Flight Centre and 2,000 for Virgin Australia. Rex has no... PUBLIC WEB [S003, S062, S061, S022]
- qantas.com ranked in only one of six route and fare searches checked: #8 for "cheap flights sydney to melbourne" from Sydney. Flight Centre ranked #1 on four of the six. SEARCH [S071, S073, S074, S076]
- Social reach is unverified. Only one qantas.com page was crawled and it showed no social links. Flight Centre's site links six platforms, including Facebook, Instagram and LinkedIn. OBSERVED [S001, S024]

CHANNEL BY CHANNEL

CHANNEL	PRESENCE	WHAT WE FOUND	WHY IT MATTERS HERE	CONFIDENCE
Paid search [S003, S002]	STRONG	9,000 AU creatives on record, advertising since 2023-01-19. However, no Qantas ads were captured on the six route queries sampled.	Route and fare searchers are ready to book. Paid is the fastest lever on bookings and revenue.	PUBLIC WEB
Organic search [S071, S073, S070]	PARTIAL	#8 for "cheap flights sydney to melbourne" from Sydney. Not in the results returned for four other theme queries or for "domestic flights Sydney".	Leisure and long-haul customers start with city-pair searches. Missing these hands enquiries to intermediaries.	SEARCH
Other [S029, S071]	PARTIAL	Metasearch/OTA: Flight Centre lists Qantas as an airline partner. OTAs and metasearch sites hold the top organic slots on the route queries checked.	Price-sensitive customers compare fares side by side here. Sales are won or lost on displayed price.	OBSERVED
Google Business [S004, S045]	UNKNOWN	Qantas did not appear in the local map pack for the queries run. Rex and Flight Centre did not appear either, so a pack may...	Low weight for an airline. Customers book routes, not locations; this matters mainly for airport and lounge searches.	SEARCH
Social - Facebook [S001, S024, S005]	UNKNOWN	No social links were found on the single qantas.com page crawled. Flight Centre and Rex both link to Facebook from their sites.	Facebook reaches leisure travellers through fare-sale announcements that drive domestic bookings.	OBSERVED
Social - Instagram [S001, S024, S005]	UNKNOWN	No Instagram link was found on the single page crawled, so presence is unverified. Flight Centre and Rex both link to Instagram.	Destination inspiration here feeds holiday and international demand before customers begin fare searches.	OBSERVED
Social - LinkedIn [S001, S024, S005]	UNKNOWN	No LinkedIn link was found on the single page crawled. Flight Centre and Rex both link company LinkedIn profiles.	Reaches corporate travel buyers and SME owners, the high-yield customers for Business Rewards.	OBSERVED
Email [S001]	UNKNOWN	No email addresses were found on the one page crawled. Email sent to Frequent Flyer members is not visible to a public crawl.	The main owned channel for repeat sales to members. It does not reach new customers.	OBSERVED

VISIBILITY SCORES

SEARCH VISIBILITY 2/10

Ranks in one of six theme queries (#8, Sydney-Melbourne). Absent from "domestic flights Sydney". Flight Centre holds #1 on four of the six.

PAID PRESENCE 8/10

9,000 creatives, the largest in the set, well ahead of Jetstar and Flight Centre (3,000). Yet no Qantas ads were captured on the six route...

SOCIAL PRESENCE 2/10

No social links found on the single page crawled. Flight Centre links six platforms. This reflects unverified evidence, not measured Qantas reach.

LISTINGS & REVIEWS 3/10

Not in the local map pack and no review data surfaced. The only third-party proof seen was Sky News on-time performance, #6 on the best-in-market...

WHO CURRENTLY HOLDS THE VISIBILITY

TERRITORY	HELD BY	THIS ORGANISATION
"cheap flights sydney to melbourne" (from Sydney) [S071, S071]	Flight Centre (flightcentre.com.au #1), then Traveloka	#8
"flights sydney to perth" (from Sydney) [S073, S073]	Flight Centre (flightcentre.com.au #1), then Wotif	not present
"flights to london from sydney" (from Sydney) [S074, S074]	Flight Centre (#1) and Skyscanner (#2)...	not present
"flights perth to bali" (from Perth) [S076, S076]	Flight Centre (#1), then Kayak; Jetstar...	not present
"business class flights melbourne" (from Melbourne) [S075]	Thai Airways (thaiairways.com #1), then Cathay...	not present
"best domestic flights in Sydney" [S077, S082]	Reddit (r/australia thread #1)	not present with its own site; named in...

OPEN TERRITORY

- "flights melbourne to brisbane" organic (from Melbourne): the top five are Wikipedia, Visit Brisbane, Brisbane City Council, australia.com and Brisbane Airport. No...
- "domestic flights Sydney" organic (from Sydney): only a Sydney Airport flight page and a news.com.au cancellations story were returned. No airline or...
- "business class flights melbourne" organic (from Melbourne): the query is held by foreign carriers' route pages (Thai Airways, Cathay Pacific). No Australian...
- "best domestic flights in Sydney": the results are Reddit, TripAdvisor, Skyscanner and media stories. No airline ranks with its own site, so...

LIVE PUBLIC SIGNALS

What the live public signals say

- Google Ads Transparency Center: Qantas has 9,000 AU creatives, Jetstar and Flight Centre 3,000 each, Virgin Australia 2,000. Rex has none on record. [S003, S044, S059]
- On "cheap flights sydney to melbourne" from Sydney, all five top-ranking domains run Google Ads, and qantas.com sits at #8 organically. [S071, S071]
- Competitor ads were captured where Qantas ads were not: Etihad on the London query, and Jetstar, Webjet and Skyscanner on Perth-Bali. [S074, S076, S002]
- On "best domestic flights in Sydney", third-party content holds the page. A Sky News item on Qantas on-time performance ranks #6. [S077, S082]

Sources: S003, S044, S059, S071

WHAT THIS MEANS FOR YOU

You outspend every competitor in this set on Google Ads, yet the organic results for the route searches checked belong to intermediaries. Flight Centre is #1 on four of six city-pair queries, and qantas.com appears only once, at #8. On those searches, a customer ready to book lands on an OTA first, sees your fare beside Jetstar's and Virgin's, and you compete on price rather than value. The fix is organic, not more budget. Build and optimise dedicated route pages for your top domestic and international city pairs, starting with Sydney-Perth, Sydney-Melbourne and Sydney-London.

SECTION · 06

Website & Journey

CONVERSION

KEY TAKEAWAYS

- qantas.com did not appear in organic results for five of six route and category queries checked. Its best result was position 8 for "cheap flights sydney to melbourne", behind five... SEARCH [S070, S071, S073]
- The business is paying heavily for demand it is not earning organically. It has 9,000 Google Ads creatives on record, while Flight Centre takes #1 organically on four route queries. DERIVED [S003, S071, S076]
- The crawler captured one qantas.com page with no readable phone numbers, social links, testimonials or localities. What search engines can read of the site is close to empty. OBSERVED [S001, S001]

THE PATH TO ENQUIRY OR SALE

STAGE 1

Awareness

WEAK

qantas.com is absent from organic results for Sydney-Perth, Melbourne-Brisbane, Sydney-London, Perth-Bali and Melbourne business class. It is eighth for Sydney-Melbourne cheap flights.

Gap: There are no ranking route landing pages. Aggregators and Flight Centre capture high-intent route searches before the business is seen.

STAGE 2

Consideration

WEAK

The crawl captured no readable fare, route or cabin content on qantas.com. Third-party results supply Qantas's strongest proof point, on-time performance.

Gap: Price, value and reliability arguments are not found on the pages reviewed. Sky News and forums tell that story instead.

STAGE 3

Conversion

WEAK

No booking widget, enquiry form, phone number or CTA was found on the page reviewed. Flight Centre offers call, quote form and app routes.

Gap: No crawlable sale or enquiry path was captured. Group, corporate and complex-itinerary enquiries have no visible route.

STAGE 4

Retention

WEAK

No frequent flyer content was readable on the page reviewed. Flight Centre promotes its own World360 Rewards and invites customers to bring airline loyalty to it.

Gap: Frequent flyer earn and redeem value is not found on the pages reviewed, which leaves loyalty messaging to intermediaries.

EXPERIENCE SCORES

CLARITY OF OFFER — 3/10

No fare, route or value proposition was readable on the page crawled. The offer may exist but search engines cannot see it.

CONVERSION PATHS — 3/10

No crawlable booking, enquiry or contact path was captured. Flight Centre shows phone, quote form and app routes.

CONTENT DEPTH — 2/10

No indexable route, cabin or airport content was captured. Rex and Flight Centre rank with dedicated city-pair pages.

MOBILE EXPERIENCE — 3/10

No mobile rendering evidence was captured. The score reflects that crawlers read almost no content, and mobile search suffers the same way.

WHAT IS BLOCKING MOMENTUM

FRICTION POINT	WHERE	IMPACT	THE FIX
The crawler read only one page with no text signals. Core content is likely client-side rendered and invisible... [S001]	qantas.com homepage and site-wide rendering template	HIGH	Server-side render fares, routes, headings and navigation links so crawlers index them without executing JavaScript.
qantas.com is absent from organic results for "flights sydney to perth"; Flight Centre, Wotif and Trip.com rank instead. [S073]	Domestic city-pair route page template	HIGH	Publish an indexable page per city pair with lead-in fare, schedule, cabin options and a booking widget.
qantas.com ranks eighth for "cheap flights sydney to melbourne", below Flight Centre, Traveloka, Omio, Expedia and Kombo. [S071]	Sydney-Melbourne route page	HIGH	Add 'from $' fares, a fare calendar, frequency data and FAQ schema to the SYD-MEL page.
Thai Airways and Cathay Pacific take the top two positions for "business class flights melbourne"; qantas.com does not... [S075]	Premium cabin / business class landing pages	HIGH	Create Melbourne business class pages covering domestic and international routes, lounge access, seat photos and fares.
For "flights perth to bali", Flight Centre ranks first and paid ads were captured from Webjet, Booking.com, Skyscanner... [S076]	International leisure route pages (Perth-Bali)	MEDIUM	Build a Perth-Bali route page with fares, baggage inclusions and a direct booking CTA.
Searchers ask how early to arrive for domestic flights, but qantas.com does not appear for "domestic flights Sydney". [S065, S070]	Airport and check-in information pages	MEDIUM	Publish per-airport check-in time pages with terminal details and FAQPage schema that answer these questions directly.
No phone number or email was found on the page crawled, so a customer with an enquiry has... [S001]	qantas.com homepage header and footer	MEDIUM	Add crawlable contact links and a 'Contact us' footer link pointing to phone, chat and group enquiry options.
No social profiles are linked in the crawled markup; Flight Centre links six from its pages. [S001, S024]	qantas.com global footer	LOW	Add links to the Facebook, Instagram, LinkedIn and YouTube channels the business already runs.

PAGES THAT SHOULD EXIST AND DO NOT

PAGE	WHY IT IS NEEDED	SERVES
Indexable domestic city-pair route pages (e.g. Sydney-Perth, Melbourne-Brisbane); not found...	Aggregators own these high-intent route queries. Rex already ranks with equivalent city-pair pages.	Domestic leisure customers searching by route

Business class landing pages by departure city; not found on...	Thai Airways and Cathay Pacific take the top Melbourne business class results.	Premium and corporate customers in Melbourne
International leisure route pages (e.g. Perth-Bali, Sydney-London); not found on...	Flight Centre ranks #1 on both, and Etihad and Jetstar ads were captured.	WA and east-coast holiday customers
Airport check-in times and terminal guide; not found on the...	It answers recurring People Also Ask questions and captures early-stage domestic traffic.	Infrequent and first-time domestic flyers
On-time performance and value proof page; not found on the...	Third-party results carry Qantas's reliability lead. The business should own that price-versus-value argument.	Price-sensitive customers weighing Jetstar and Virgin
Group and corporate travel enquiry form; not found on the...	Flight Centre captures these enquiries with a quote form and a consultant phone line.	Groups, SMEs and event travel organisers

LIVE PUBLIC SIGNALS

What the live public signals say

- From Sydney, qantas.com is eighth for "cheap flights sydney to melbourne". All five competitors above it run Google Ads, Expedia with 20,000 creatives. [S071, S071]
- Flight Centre ranks #1 organically for Sydney-Melbourne, Sydney-Perth, Sydney-London and Perth-Bali, and runs 3,000 Google Ads creatives. [S073, S044]
- Qantas runs 9,000 Google Ads creatives. Rex has none on record, but it ranks positions 1-3 for Sydney route pages. [S003, S022, S016]
- Third-party results for "best domestic flights in Sydney" credit Qantas with top on-time performance but show higher fares than Jetstar and Virgin. [S082, S083]
- Paid ads were captured from Etihad on "flights to london from sydney" and from Jetstar on "flights perth to bali". [S074, S076]

Sources: S071, S003, S073

WHAT THIS MEANS FOR YOU

You are buying route traffic you should be earning. qantas.com did not appear organically for Sydney-Perth, Melbourne-Brisbane, Sydney-London, Perth-Bali or Melbourne business class. On Sydney-Melbourne it sits eighth, behind aggregators that take commission on your own seats. Meanwhile you run 9,000 ad creatives to win that attention back. The crawl read almost nothing on your site, which points to content search engines cannot render. Fixing it cuts acquisition cost on every route at once. Do this first: server-side render one indexable page per top-20 city pair, each with a lead-in fare and a booking widget.

SECTION · 07

Messaging, Proof & Trust

BRAND

KEY TAKEAWAYS

- The crawl captured one Qantas page with no readable copy and no social, phone, logo or testimonial signals, so on-site messaging cannot be judged from this crawl. OBSERVED [S001, S001]
- Qantas's strongest proof sits off its own site. Third-party search results credit it with top on-time performance, and a forum post reports Qantas and Virgin arrive on time more than... SEARCH [S082, S084]
- Competitors publish proof on their own pages. Rex lists Roy Morgan, APEX and Skytrax awards plus reliability statistics. Flight Centre shows app downloads, daily users and a 4.8 rating. OBSERVED [S048, S028]

WHAT THIS ORGANISATION IS ACTUALLY SAYING

Unclear. The crawl returned no Qantas page title, summary or body copy, so the business's message cannot be quoted in its own words.

MESSAGE CLARITY **0**/10

Not assessable. No homepage copy was captured, so a zero means no evidence, not a verdict on the copy.

CLAIMS MADE, AND WHAT BACKS THEM

CLAIM	STATUS	WHAT BACKS IT
Expected position, not captured in crawl: Qantas is Australia's most punctual domestic airline. [S082, S084]	ASSERTED	No site copy captured. Third-party search results support on-time leadership. Qantas copy was not seen citing it.
Expected position, not captured in crawl: a century of national-carrier heritage justifies the premium. [S001]	ASSERTED	No heritage copy, founding date or history page was captured on the one page crawled.
Expected position, not captured in crawl: Frequent Flyer scale and partners deliver value competitors cannot match. [S001]	ASSERTED	No member numbers or partner logos were captured. Signals show no partner logos on the pages crawled.
Expected position, not captured in crawl: full service is worth paying more than Jetstar or Virgin. [S083]	ASSERTED	A public fare comparison shows Qantas priced well above Jetstar. No on-site value case was captured to justify the gap.
Expected position, not captured in crawl: a comfortable, superior onboard product. [S077]	ASSERTED	The top result for 'best domestic flights in Sydney' is a Reddit post rating Jetstar's aircraft as more comfortable.

TRUST SIGNALS PRESENT

PROOF	PRESENT	NOTE	CONFIDENCE
Customer testimonials on site [S001]	NO	Not found on the one page crawled. Coverage is too thin to confirm absence site-wide.	OBSERVED
Third-party on-time performance data [S082, S084]	PARTIAL	Visible in search results via Sky News and a forum post. Not seen on Qantas pages.	SEARCH
Awards and airline ratings (Skytrax, AirlineRatings) [S001]	NO	No awards were captured on the page crawled. Rex publishes its awards; Qantas's were not observed.	OBSERVED
Partner and alliance logos (oneworld, earn partners) [S001]	NO	None found on the pages crawled, despite partnerships being a core expected proof point.	OBSERVED
Linked social profiles [S001]	NO	None found on the pages crawled, although the business lists Facebook, Instagram, LinkedIn and YouTube as channels.	OBSERVED
Public customer commentary [S077]	PARTIAL	Forum threads rank for 'best domestic flights in Sydney'. The commentary is mixed and one thread favours Jetstar comfort.	SEARCH

HOW THE COMPETITORS HANDLE THIS

Competitors put proof on their own pages. Rex's corporate navigation lists Roy Morgan Customer Satisfaction, APEX and Skytrax awards, plus Reliability Performance Statistics and a Customer Charter. It also states a concrete network of 51 destinations. Flight Centre quantifies itself with 483K+ app downloads, 209K+ daily users, a 4.8 rating, 40 years in the business and 2,000 tours a month. It also names Qantas among its airline partners, so Qantas fares are sold on a competitor's proof. The crawl found no equivalent Qantas proof.

MISSING PROOF, IN PRIORITY ORDER

- Qantas's on-time leadership published on its own booking pages. It currently appears only in third-party search results.
- A value case for paying more than Jetstar, backed by specifics such as inclusions, baggage and on-time data.
- Independent ratings and awards, such as Skytrax and AirlineRatings, displayed where customers book.
- Visible disruption and cancellation handling proof to counter news coverage of Sydney cancellations.
- Frequent Flyer scale figures and oneworld and partner logos. None were found on the pages crawled.
- Customer reviews or ratings on site to answer the forum commentary ranking for 'best domestic flights in Sydney'.

● LIVE PUBLIC SIGNALS

What the live public signals say

- For 'best domestic flights in Sydney', Sky News reports Qantas top for on-time performance at position 6. [S082]
- For 'domestic flights Sydney' (searched from Sydney), position 2 is a news story on Qantas and Virgin cancellations. qantas.com does not appear in the organic results. [S064, S070]
- A public fare comparison ranking for 'best domestic flights in Sydney' shows Qantas at $93 from Sydney against Jetstar at $53. That price gap needs a visible justification. [S083]
- Searching from Sydney, qantas.com ranks 8th for 'cheap flights sydney to melbourne' and does not appear for 'flights sydney to perth', where Flight Centre ranks first. Qantas runs 9,000 Google Ads creatives in AU. [S071, S073, S003]

Sources: S082, S064, S083, S071

WHAT THIS MEANS FOR YOU

Your best sales argument, being the most punctual airline in Australia, is being made by Sky News and frequent-flyer forums, not by you. The crawl of your site found no testimonials, awards, partner logos or social links on the page reviewed. Meanwhile Rex publishes its awards and reliability statistics, and Flight Centre publishes app ratings and user numbers. On route searches, Flight Centre outranks you and sells your fares on its own proof. That costs you direct bookings and margin. Put your on-time performance figures, independent ratings and a clear value case against Jetstar on every route and booking page, and make sure crawlers can read them.

SECTION · 08

Revenue Opportunities

PRIORITIES

11 OPPORTUNITIES, RANKED

01 **Audit 9,000 creatives and target route queries where competitors advertise** [S003, S002, S074, S076]

HIGH IMPACT · LOW EFFORT · SEARCH

Qantas has 9,000 creatives on record, but none were captured on the sampled route queries. Etihad was seen on the London query and Jetstar on Perth-Bali.

Moves: **Captures ready-to-book route demand now, lifting direct bookings and revenue while organic pages mature.**

02 **Lead fare pages and ads with on-time record** [S082, S084, S083]

HIGH IMPACT · LOW EFFORT · SEARCH

Third-party results show Qantas priced above Jetstar and credit it with top on-time performance. The business was not seen making that value case itself.

Moves: **Higher conversion from price comparers into bookings and sales, defending price and value positioning against Jetstar.**

03 **Launch indexable city-pair fare pages, starting Sydney-Perth and Sydney-London** [S073, S073, S071, S016]

HIGH IMPACT · MEDIUM EFFORT · SEARCH

From Sydney, qantas.com is absent for "flights sydney to perth", where Flight Centre ranks #1, and is #8 for "cheap flights sydney to melbourne". Rex ranks with city-pair pages.

Moves: **More direct bookings and sales on high-intent route searches, with fewer lost to commissioned resellers.**

04 **Verify crawl coverage, then server-render fares, routes and navigation** [S001]

HIGH IMPACT · HIGH EFFORT · DERIVED

Derived: the crawler read only one qantas.com page and found no text signals. That suggests content search engines cannot render. Confirm with a wider crawl before rebuilding.

Moves: **Unlocks organic bookings on every route page at once and lowers paid cost per sale.**

05 **Bid on regional-to-capital route searches while Rex rebuilds capacity** [S022, S050]

MEDIUM IMPACT · LOW EFFORT · PUBLIC WEB

Rex has no Google Ads on record and says it is still returning its Saab 340 fleet to service. Rex does not bid on regional demand.

Moves: **New regional customers and incremental bookings on regional-to-capital routes.**

06 **Add crawlable group and corporate enquiry form and contact routes** [S001, S027, S027]

MEDIUM IMPACT · LOW EFFORT · OBSERVED

No phone number was found on the page crawled, while Flight Centre offers a consultant line and quote form. Verify the gap site-wide before building.

Moves: **More group, SME and complex-itinerary enquiries and leads captured directly.**

07 **Build business class landing pages by departure city, Melbourne first** [S075, S075]

MEDIUM IMPACT · MEDIUM EFFORT · SEARCH

From Melbourne, Thai Airways and Cathay Pacific hold the top two results for "business class flights melbourne". qantas.com does not appear.

Moves: **More premium cabin bookings and higher-yield sales from Melbourne searchers.**

08 **Promote Frequent Flyer direct-booking benefits against Flight Centre's World360** [S029, S029, S028]

MEDIUM IMPACT · MEDIUM EFFORT · OBSERVED

Flight Centre runs its own loyalty program, promotes an app with 483K+ downloads and invites customers to bring airline loyalty to its bookings.

Moves: **Shifts member bookings and repeat sales back to the direct channel.**

09 **Publish airport check-in time and terminal guides with FAQ schema** [S065, S070]

LOW IMPACT
LOW EFFORT
SEARCH

Searchers ask how early to arrive for domestic flights. qantas.com does not appear for "domestic flights Sydney" from Sydney.

Moves: **New-audience reach from early-stage domestic travellers, feeding future bookings.**

10 **Link existing social channels from the global site footer** [S001, S024]

LOW IMPACT
LOW EFFORT
OBSERVED

No social profiles were found on the page crawled, although the business runs Facebook, Instagram, LinkedIn and YouTube. Flight Centre links six platforms, including TikTok.

Moves: **Modest lift in audience reach feeding fare-sale enquiries and bookings.**

11 **Publish disruption-handling proof to counter cancellation coverage** [S064]

LOW IMPACT
MEDIUM EFFORT
SEARCH

A news story on Qantas and Virgin cancellations ranks #2 for "domestic flights Sydney". It sits in front of customers about to book.

Moves: **Protects enquiries and bookings from customers deterred by disruption news.**

HOW TO SEQUENCE THEM

Start with the paid audit and on-time messaging. Both are low effort and win route bookings immediately. Run the wider crawl and rendering fix in parallel, because city-pair pages are worthless if search engines cannot read them. Launch route pages for Sydney-Perth, Sydney-London and Perth-Bali once rendering is confirmed. Then extend to business class and regional bidding. Add Frequent Flyer and enquiry paths to those pages so new traffic converts directly. Treat airport guides, disruption proof and social links as later reinforcement.

SECTION · 09

Roadmap

PLAN

NINETY DAYS, THREE PHASES

WEEKS 1–4

Capture route demand now; confirm what search engines can read

Paid route coverage and on-time messaging are low effort and win bookings immediately. The crawl check decides whether city-pair pages can rank, so it must happen before Phase 2 builds.

- Audit 9,000 creatives against route queries; bid Sydney-Perth, Sydney-London, Perth-Bali
- Rewrite route ad copy to lead with Qantas's top on-time performance record
- Launch regional-to-capital bidding; Rex has no Google Ads on record
- Run a full-site crawl to confirm whether fares, routes and navigation render
- Verify site-wide whether phone numbers and group enquiry routes exist

Qantas ads appearing on sampled route and regional queries, on-time messaging live in copy, and a clear rendering verdict that sets Phase 2 scope.

WEEKS 5–8

Build indexable route, premium and enquiry pages

Organic route pages capture demand without paying per click, but only once rendering is confirmed or fixed. Enquiry and Frequent Flyer paths go on those pages so new traffic converts directly.

- Server-render fares, routes and navigation on priority templates if crawl confirms the gap
- Publish indexable city-pair fare pages: Sydney-Perth, Sydney-London, then Perth-Bali
- Build Melbourne business class landing page, then extend to other departure cities
- Add crawlable group and corporate enquiry form and phone route to route pages
- Place Frequent Flyer direct-booking benefits on route pages against World360

First city-pair and Melbourne business class pages live and crawlable, with on-page enquiry and Frequent Flyer prompts. Organic rankings will still be early; paid carries volume.

WEEKS 9–12

Amplify reach, protect conversion, measure route query gains

Lower-impact reach items work best once route pages exist to link into. Re-running the sampled route queries shows whether pages and bids moved positions and direct bookings.

- Add on-time record to live fare pages, matching the Phase 1 ad message
- Publish Sydney check-in time and terminal guides with FAQ schema
- Publish disruption-handling proof against the "domestic flights Sydney" cancellation coverage
- Link Facebook, Instagram, LinkedIn and YouTube from the global site footer
- Re-run sampled route queries from Sydney, Melbourne and Perth to measure position change

A before-and-after read on sampled route queries, paid versus organic booking mix by route, and guide and disruption content live against "domestic flights Sydney".

WHAT BLOCKS WHAT

CANNOT START	UNTIL
City-pair fare pages ranking organically	Full-site crawl confirming search engines can render fares and routes
Melbourne business class landing pages	Rendering verdict and any server-rendering fix on page templates
On-time messaging and Frequent Flyer prompts on fare pages	City-pair fare pages being published
Group and corporate enquiry form build	Site-wide verification that phone and enquiry routes are missing

WHAT THIS ACTUALLY REQUIRES

This plan needs three teams moving at once: paid media (the agency on the Transparency Center record can handle Phase 1), front-end engineering for rendering, and SEO content for route pages. The server-rendering fix is high effort and will likely not finish across all templates inside twelve weeks; scope it to priority route templates. On-time claims need legal substantiation before ads run. If engineering cannot be released from booking-platform roadmaps, Phase 2 slips and paid search must carry growth alone.

NEXT STEPS

Where Aston fits

Everything above is the review. What follows is the only part of this document that talks about us — each opportunity mapped to the capability that addresses it, and what a first engagement would actually look like.

SECTION · 10

How Aston Can Help

NEXT STEPS

ASTON DIGITAL

The business is leaving high-intent route revenue with competitors and resellers. On the sampled queries, Etihad, Jetstar, Webjet, Booking.com and Skyscanner were seen advertising where no Qantas ad was captured. From Sydney, qantas.com did not appear for "flights sydney to perth", where Flight Centre ranks first. The crawl read only one qantas.com page, so whether search engines can render fares and routes is still unconfirmed. The work this implies is sequenced: capture route demand through paid search now, settle the rendering question, then build indexable route, premium and enquiry pages that turn searches into direct bookings.

STRATEGIC ADVISORY

Lead fare pages and ads with on-time record
Third-party results show Qantas priced above Jetstar and credit it with top on-time performance. The business was not seen making that value case itself.
Digital Strategy

Link existing social channels from the global site footer
No social profiles were found on the page crawled, although the business runs Facebook, Instagram, LinkedIn and YouTube. Flight Centre links six platforms, including TikTok.
Social Media Strategy

IMPLEMENTATION SERVICES

Audit 9,000 creatives and target route queries where competitors advertise
Qantas has 9,000 creatives on record, but none were captured on the sampled route queries. Etihad was seen on the London query and Jetstar on Perth-Bali.
Digital Advertising

Launch indexable city-pair fare pages, starting Sydney-Perth and Sydney-London
From Sydney, qantas.com is absent for "flights sydney to perth", where Flight Centre ranks #1, and is #8 for "cheap flights sydney to melbourne". Rex ranks with city-pair pages.
Search Engine Optimisation

Verify crawl coverage, then server-render fares, routes and navigation
Derived: the crawler read only one qantas.com page and found no text signals. That suggests content search engines cannot render. Confirm with a wider crawl before rebuilding.
Website Development

Bid on regional-to-capital route searches while Rex rebuilds capacity
Rex has no Google Ads on record and says it is still returning its Saab 340 fleet to service. Rex does not bid on regional demand.
Digital Advertising

Add crawlable group and corporate enquiry form and contact routes
No phone number was found on the page crawled, while Flight Centre offers a consultant line and quote form. Verify the gap site-wide before building.
Website Development

Build business class landing pages by departure city, Melbourne first
From Melbourne, Thai Airways and Cathay Pacific hold the top two results for "business class flights melbourne". qantas.com does not appear.

Search Engine Optimisation

Promote Frequent Flyer direct-booking benefits against Flight Centre's World360
Flight Centre runs its own loyalty program, promotes an app with 483K+ downloads and invites customers to bring airline loyalty to its bookings.

Email Marketing

Publish airport check-in time and terminal guides with FAQ schema
Searchers ask how early to arrive for domestic flights. qantas.com does not appear for "domestic flights Sydney" from Sydney.

Search Engine Optimisation

Publish disruption-handling proof to counter cancellation coverage
A news story on Qantas and Virgin cancellations ranks #2 for "domestic flights Sydney". It sits in front of customers about to book.

Social Media Management

HOW AN ENGAGEMENT RUNS

Aston would run three workstreams in parallel from week one under a single plan. Paid search moves first, working alongside the agency on the Transparency Center record to audit existing creatives and cover sampled route and regional-to-capital queries. SEO and technical specialists run the full-site crawl at the same time, because that verdict sets the scope of everything built in weeks 5-8. Page builds are scoped to priority route templates rather than the whole site, since a full server-rendering fix is unlikely to finish inside twelve weeks. Measurement is set up at the start so paid and organic bookings can be read by route.

WHERE IT STARTS

A full-site crawl of qantas.com in week one, to confirm whether fares, routes and navigation render for search engines.

Fortnightly working sessions on route-level bookings and enquiries; a phase review at weeks 4, 8 and 12 against sampled queries.

WEEKS 1–4

Audit creatives and launch bids on Sydney-Perth, Sydney-London, Perth-Bali and regional-to-capital routes; rewrite copy around on-time record; run full-site crawl; verify phone and enquiry routes.

From you: Google Ads and analytics access, legal substantiation of on-time claims, and crawl permissions for the site.

WEEKS 5–8

Server-render priority templates if needed; publish Sydney-Perth, Sydney-London and Perth-Bali fare pages, Melbourne business class page, enquiry form and phone route, and Frequent Flyer prompts.

From you: Front-end engineering time released from booking-platform work, plus fare data and Frequent Flyer sign-off.

WEEKS 9–12

Add on-time record to fare pages, publish Sydney check-in guides with FAQ schema and disruption content, link social channels in footer, re-run sampled route queries.

From you: Operations input on disruption handling, footer change approval, and route-level booking data for comparison.

The next step is a working session to agree access and schedule the week-one crawl, so paid route coverage can go live in the first month.

REFERENCE

How this review was built

Everything in this document came from three places: the organisation's own website, the websites of its competitors, and live search results for its category. Nothing was bought from a data aggregator and nothing was assumed.

Evidence records Directly observed From search Citations verified

84 34 44 100%

REFERENCE · M

Methodology & Confidence

METHOD

This is a marketing review, not a market forecast. It describes what is observably true about this organisation's marketing today — on its own website, against its competitors, and in the search results its customers actually see. Where something could not be observed, the report says so rather than filling the gap.

THE FIVE CONFIDENCE LEVELS

OBSERVED

Seen directly on a page that was crawled for this review. The citation links to that page. This is the strongest claim a marketing review can make, and most findings in this report carry it.

SEARCH

Visible in search results for a stated query at the time of the review. Search results move, so these findings are a snapshot rather than a permanent state.

PUBLIC WEB

Drawn from public review profiles, ratings and third-party listings. Useful for reputation and visibility signals; never used as the sole basis for a recommendation.

DERIVED

Our analysis across several observations rather than a single one. The basis is stated in the finding itself so you can judge the reasoning, not just the conclusion.

INDICATIVE

A directional read where the evidence is genuinely thin. Used sparingly. A finding also lands here if its citations failed verification — see below.

CITATIONS ARE MACHINE-VERIFIED

Every finding in this report quotes the source it came from. After the report is written, each quote is checked against the actual text of the page or result it points at. Quotes that cannot be matched are removed, and any finding left without a verifiable citation is automatically downgraded to Indicative. In this report, 17 of 17 citations verified (100%).

WHAT THIS REVIEW DOES NOT DO

- **It does not estimate market size.** No revenue figures, no market-share percentages, no forecast uplift. Those numbers cannot be honestly derived from a web crawl, and inventing them would undermine everything else here.
- **It does not see behind the login.** Analytics, ad accounts, CRM data and email performance are invisible to this review. Findings about those channels are inferred from what is publicly visible and flagged accordingly.
- **It is a point in time.** Search results, review counts and competitor sites change. This review reflects what was visible when it was run.

REFERENCE · S

Sources

AUDIT TRAIL

Every source cited in this report. Open any of them and you will see what we saw.

ID	SUBJECT	EVIDENCE TYPE	SOURCE	CONFIDENCE

S001	Qantas	site signals	https://www.qantas.com	OBSERVED
S002	Qantas	paid presence	Search result — no direct URL	SEARCH
S003	Qantas	google ads record	https://adstransparency.google.com/?region=AU&domai...	PUBLIC WEB
S004	Qantas	local pack	Search result — no direct URL	SEARCH
S005	Rex Airlines (https://www.rex.com.au)	site signals	https://rex.com.au	OBSERVED
S006	Rex Airlines (https://www.rex.com.au)	page	https://rex.com.au/	OBSERVED
S007	Rex Airlines (https://www.rex.com.au)	page	https://rex.com.au/FlightInfo/SRC.aspx	OBSERVED
S008	Rex Airlines (https://www.rex.com.au)	page	https://rex.com.au/FlightInfo/BaggageAllowance.aspx...	OBSERVED
S009	Rex Airlines (https://www.rex.com.au)	page	https://rex.com.au/FlightInfo/PriorityBaggage.aspx	OBSERVED
S010	Rex Airlines (https://www.rex.com.au)	page	https://rex.com.au/Products_Promo/RextraLegRoom/Def...	OBSERVED
S011	Rex Airlines (https://www.rex.com.au)	page	https://rex.com.au/FlightInfo/SafeHandBaggage.aspx	OBSERVED
S012	Rex Airlines (https://www.rex.com.au)	page	https://rex.com.au/Products_Promo/Freight/Default.a...	OBSERVED
S013	Rex Airlines (https://www.rex.com.au)	page	https://rex.com.au/FlightInfo/FlyingWithRex.aspx?po...	OBSERVED
S014	Rex Airlines (https://www.rex.com.au)	page	https://rex.com.au/FlightInfo/AirportMaps.aspx?pos=...	OBSERVED
S015	Rex Airlines (https://www.rex.com.au)	page	https://rex.com.au/FlightInfo/BaggageAllowance.aspx...	OBSERVED
S016	Rex Airlines (https://www.rex.com.au)	organic ranking	https://flights.rex.com.au/en/flights-from-sydney-t...	SEARCH
S017	Rex Airlines (https://www.rex.com.au)	organic ranking	https://flights.rex.com.au/en/flights-from-sydney-t...	SEARCH
S018	Rex Airlines (https://www.rex.com.au)	organic ranking	https://flights.rex.com.au/en/flights-from-sydney-t...	SEARCH
S019	Rex Airlines (https://www.rex.com.au)	organic ranking	https://careers.rex.com.au/job-details/query/Cabin%...	SEARCH
S020	Rex Airlines (https://www.rex.com.au)	organic ranking	https://flights.rex.com.au/en/flights-from-cunnamul...	SEARCH
S021	Rex Airlines (https://www.rex.com.au)	paid presence	Search result — no direct URL	SEARCH

S022	Rex Airlines (https://www.rex.com.au)	google ads record	https://adstransparency.google.com/?region=AU&domai...	PUBLIC WEB
S023	Rex Airlines (https://www.rex.com.au)	local pack	Search result — no direct URL	SEARCH
S024	Flight Centre	site signals	https://www.flightcentre.com.au/cruises/au-nsw	OBSERVED
S025	Flight Centre	page	https://www.flightcentre.com.au/cruises/au-nsw	OBSERVED
S026	Flight Centre	page	https://www.flightcentre.com.au/	OBSERVED
S027	Flight Centre	page	https://www.flightcentre.com.au/get-a-quote?referra...	OBSERVED
S028	Flight Centre	page	https://www.flightcentre.com.au/app	OBSERVED
S029	Flight Centre	page	https://www.flightcentre.com.au/flights	OBSERVED
S030	Flight Centre	page	https://www.flightcentre.com.au/holidays	OBSERVED
S031	Flight Centre	page	https://www.flightcentre.com.au/deals/packages	OBSERVED
S032	Flight Centre	page	https://www.flightcentre.com.au/stays	OBSERVED
S033	Flight Centre	page	https://www.flightcentre.com.au/tours	OBSERVED
S034	Flight Centre	page	https://www.flightcentre.com.au/cruises	OBSERVED
S035	Flight Centre	organic ranking	https://www.flightcentre.com.au/flights/au-nsw-sydn...	SEARCH
S036	Flight Centre	organic ranking	https://www.flightcentre.com.au/flights/au-nsw-sydn...	SEARCH
S037	Flight Centre	organic ranking	https://www.flightcentre.com.au/flights/au-nsw-sydn...	SEARCH
S038	Flight Centre	organic ranking	https://www.flightcentre.com.au/flights/au/au-nsw-b...	SEARCH
S039	Flight Centre	organic ranking	https://www.flightcentre.com.au/flights/au-nsw-sydn...	SEARCH
S040	Flight Centre	organic ranking	https://www.flightcentre.com.au/flights/au-nsw-sydn...	SEARCH
S041	Flight Centre	organic ranking	https://www.flightcentre.com.au/flights/au-nsw-sydn...	SEARCH
S042	Flight Centre	organic ranking	https://www.flightcentre.com.au/flights/au-vic-grea...	SEARCH
S043	Flight Centre	paid presence	Search result — no direct URL	SEARCH
S044	Flight Centre	google ads record	https://adstransparency.google.com/?region=AU&domai...	PUBLIC WEB
S045	Flight Centre	local pack	Search result — no direct URL	SEARCH

S046	Rex Airlines	site signals	https://www.rex.com.au/MediaAndPressClippings/ShowN...	OBSERVED
S047	Rex Airlines	page	https://www.rex.com.au/MediaAndPressClippings/ShowN...	OBSERVED
S048	Rex Airlines	page	https://www.rex.com.au/Corporate	OBSERVED
S049	Rex Airlines	page	https://www.rex.com.au/AboutRex/OurCompany/History....	OBSERVED
S050	Rex Airlines	page	https://www.rex.com.au/AboutRex/OurCompany/overview...	OBSERVED
S051	Rex Airlines	page	https://www.rex.com.au/AboutRex/OurCompany/hazelton...	OBSERVED
S052	Rex Airlines	page	https://www.rex.com.au/AboutRex/OurCompany/kendell....	OBSERVED
S053	Rex Airlines	page	https://www.rex.com.au/AboutRex/OurCompany/regional...	OBSERVED
S054	Rex Airlines	page	https://www.rex.com.au/AboutRex/OurCompany/org_stru...	OBSERVED
S055	Rex Airlines	page	https://www.rex.com.au/AboutRex/OurCompany/senior_m...	OBSERVED
S056	Rex Airlines	page	https://www.rex.com.au/ff/LoungeBenefit.aspx?pos=lp...	OBSERVED
S057	Rex Airlines	organic ranking	https://www.rex.com.au/MediaAndPressClippings/ShowN...	SEARCH
S058	Rex Airlines	paid presence	Search result — no direct URL	SEARCH
S059	Rex Airlines	google ads record	https://adstransparency.google.com/?region=AU&domai...	PUBLIC WEB
S060	Rex Airlines	local pack	Search result — no direct URL	SEARCH
S061	Virgin Australia (https://www.virginaustralia.com)	google ads record	https://adstransparency.google.com/?region=AU&domai...	PUBLIC WEB
S062	Jetstar (https://www.jetstar.com)	google ads record	https://adstransparency.google.com/?region=AU&domai...	PUBLIC WEB
S063	Category search	category result	https://www.sydneyairport.com.au/flights/JQ412/oCd8...	SEARCH
S064	Category search	category result	https://www.news.com.au/travel/travel-updates/incid...	SEARCH
S065	Category search	people also ask	Search result — no direct URL	SEARCH
S066	Category search	people also ask	Search result — no direct URL	SEARCH
S067	Category search	people also ask	Search result — no direct URL	SEARCH
S068	Category search	people also ask	Search result — no direct URL	SEARCH

S069	Category search	category ad pressure	Search result — no direct URL	SEARCH
S070	Category search	subject position	Search result — no direct URL	SEARCH
S071	Theme search	theme result	Search result — no direct URL	SEARCH
S072	Theme search	theme result	Search result — no direct URL	SEARCH
S073	Theme search	theme result	Search result — no direct URL	SEARCH
S074	Theme search	theme result	Search result — no direct URL	SEARCH
S075	Theme search	theme result	Search result — no direct URL	SEARCH
S076	Theme search	theme result	Search result — no direct URL	SEARCH
S077	Best-in-market search	best in market result	https://www.reddit.com/r/australia/comments/u0gesc/...	SEARCH
S078	Best-in-market search	best in market result	https://www.skyscanner.com.au/airline/airline-small...	SEARCH
S079	Best-in-market search	best in market result	https://www.tripadvisor.in/ShowTopic-g255055-i120-k...	SEARCH
S080	Best-in-market search	best in market result	https://www.reddit.com/r/travel/comments/tdyy5/chea...	SEARCH
S081	Best-in-market search	best in market result	https://gmtc.com.au/blog/australia-internal-flight-...	SEARCH
S082	Best-in-market search	best in market result	https://www.skynews.com.au/australia-news/qantas-na...	SEARCH
S083	Best-in-market search	best in market result	https://www.smh.com.au/traveller/inspiration/halfpr...	SEARCH
S084	Best-in-market search	best in market result	https://www.australianfrequentflyer.com.au/communit...	SEARCH

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