



SEO report

www.sunsetmarineshellharbour.com.au

APR-01 2026 - APR-30 2026



Table of Contents

Key Ranking Metrics 4

Keywords Ranking 4

Distribution of Keywords 7

Average Position Trend 7

Traffic Overview 9

Pages 10

Conversions 12

Traffic Source 14

Competitors Average Position Trend 16

Audit overview 17

Backlinks 18

KEYRANKING METRICS

SEARCH VISIBILITY

Share of impressions a website gets in a given search engine for a given search query.

AVERAGE POSITION

The arithmetic mean of ranking positions of all keywords of a website.

TRAFFIC FORECAST

The potential volume of traffic that keywords can attract to a website.

KEYWORD IN SERP

The number of keywords for which a website is ranking at the top (100 or 200) of the search results.



Key Ranking Metrics

 www.sunsetmarineshellharbour.com.au

Average position	Search visibility	Traffic forecast	Keywords in SERP
51 ▲ 12	16.3% ▼ -0.1%	142 ▼ 26	32

Keywords Ranking

 www.sunsetmarineshellharbour.com.au

● Entered Top 10 ● Left Top 10 ● In Top 10 ● Entered Top 100

 Google Australia New South Wales, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
stacer boat dealers nsw	9.4K	2	2
stacer trailers	182K	2	2
stacer boat trailers	171K	2	2
stacer boat trailer prices	106K	-	2 ▲ 98
stacer boat dealers	482K	4	3 ▲ 1
stacer boat dealer	393K	3	3
stacer dealers nsw	310K	1	4 ▼ 3
stacer dealer near me	118	3	4 ▼ 1
buy fishing boat	112M	-	5 ▲ 95
stacer dealers	51K	4	5 ▼ 1
stacer dealers near me	34K	4	5 ▼ 1
stacer dealer	404K	4	5 ▼ 1
stacer marine	108	3	5 ▼ 2
stacer boat	634K	-	5 ▲ 95
new boats for sale	191M	-	6 ▲ 94

Keyword	Results	Month ago ▲	Current rankings
stacer trailer parts	296K	4	6 ▼ 2
stacer boats	597K	6	6
boat accessories	891M	-	9 ▲ 91
stacer boats for sale nsw	340K	11	9 ▲ 2
yamaha marine shop	11M	7	12 ▼ 5
yamaha boat dealer	5.4M	7	13 ▼ 6
new stacer boats	589K	-	14 ▲ 86
boat dealers nsw	2.1M	6	17 ▼ 11
stacer dealers victoria	9.8K	24	17 ▲ 7
stacer boat sales	554K	-	18 ▲ 82
stacer tinnie	33K	10	23 ▼ 13
yamaha marine dealers near me	3.2M	-	25 ▲ 75
boating supplies	140M	-	26 ▲ 74
marine shop	483M	-	31 ▲ 69
stacer crossfire	21K	39	39
stacer boat packages prices	28K	-	42 ▲ 58
marine supplies	155M	-	47 ▲ 53
stacer boat packages	649K	-	65 ▲ 35
marine equipment	305M	-	78 ▲ 22
used boats for sale	134M	-	-
fishing boat for sale	92M	-	-
boating equipment	198	-	-
boating equipment for sale	146M	-	-
stacer	744K	17	-
stacer bowrider	45K	22	-
stacer proline	44K	-	-
stacer renegade	143	-	-

Keyword	Results	Month ago ▲	Current rankings
stacer 489	25K	-	-
stacer 499 wildrider	8.1K	-	-
stacer trailer	476K	-	-
stacer ocean ranger 659	4.6K	-	-
stacer 499 wild rider	12K	-	-
stacer crossfire 449 price	4K	-	-
stacer wildrider 499	8.1K	-	-
stacer 609 ocean ranger	11K	-	-
stacer assault pro 429	7.5K	-	-
stacer proline angler	12K	-	-
stacer 429 proline angler	4.7K	-	-
stacer proline 429	9.2K	-	-
stacer boat parts	422K	-	-

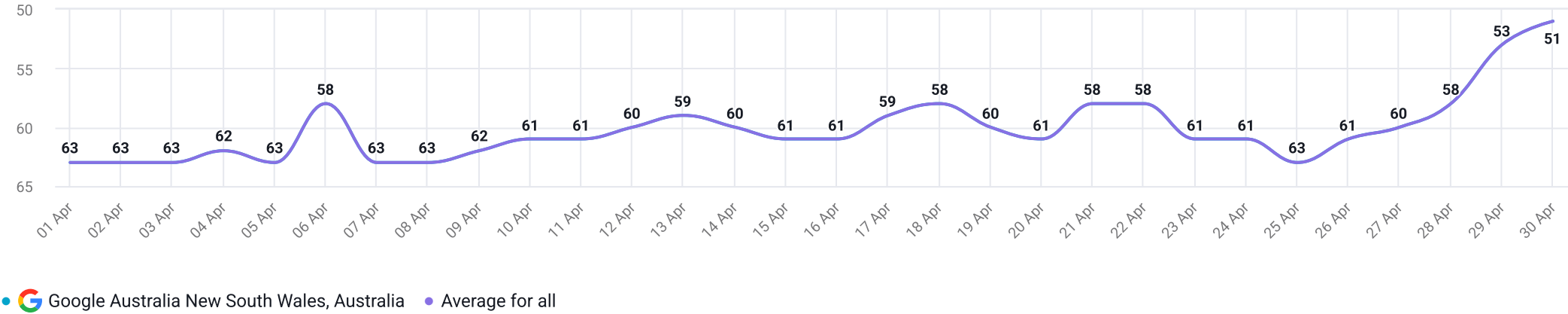
Distribution of Keywords

Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Australia New South Wales, Australia	55	0	6	11	10	5	23	51
 General	55	0	6	11	10	5	23	51

Average Position Trend

Average position

Apr-01 2026 - Apr-30 2026



TRAFFIC METRICS

SESSIONS

Total number of sessions in the selected period

USERS

Total number of users who initiated at least one session in the selected period

NEW USERS

New unique users that logged in for the first time

PAGEVIEWS

Total number of web pages users visited during the selected period

GOALS

Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

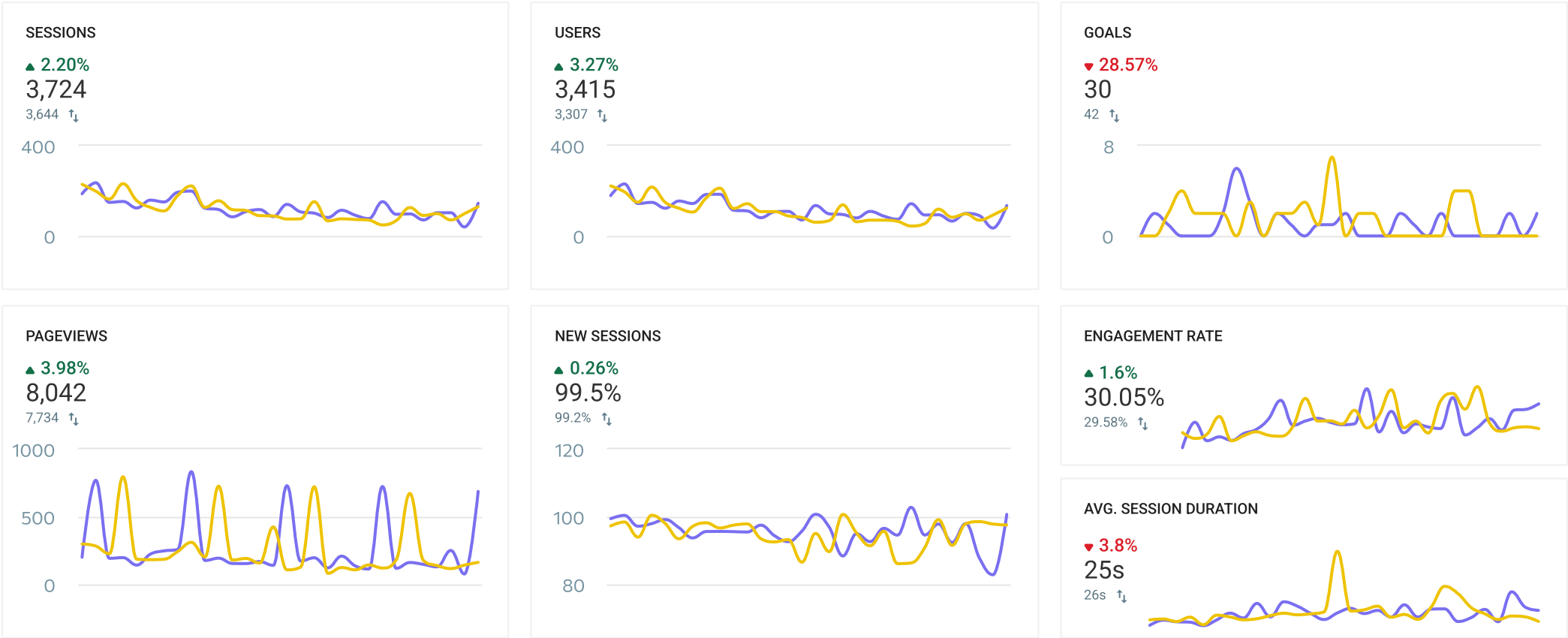
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026



● Apr-01 2026 - Apr-30 2026 ● Mar-02 2026 - Mar-31 2026

Pages

All pages GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Apr-01 2026 - Apr-30 2026	675	90.5%	537	859	23s	67.26%	0
2	/BoatRanges/NewBoats							
	Apr-01 2026 - Apr-30 2026	187	8.41%	107	299	01m:20s	88.24%	0
3	/BoatRanges/UsedBoats							
	Apr-01 2026 - Apr-30 2026	159	4.07%	123	227	38s	93.08%	0
4	/boatranges/stacer/downloadsspecs							
	Apr-01 2026 - Apr-30 2026	99	65.66%	99	493	05s	93.94%	0
5	/BoatRanges/NewBoats/stacer-399-territory-striker-2024-10076							
	Apr-01 2026 - Apr-30 2026	50	23.08%	39	59	48s	94%	0
6	/boatranges/newboats/stacer							
	Apr-01 2026 - Apr-30 2026	47	4.76%	42	61	43s	93.62%	0
7	/BoatRanges/stacer							

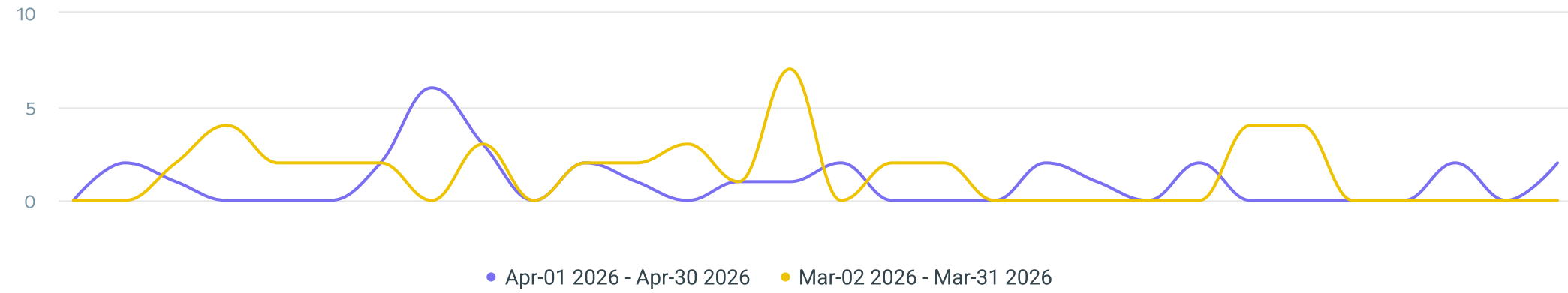
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Apr-01 2026 - Apr-30 2026	46	21.88%	32	64	25s	93.48%	0
8	/BoatRanges/NewBoats/stacer-429-rampage-2026-10132							
	Apr-01 2026 - Apr-30 2026	38	17.86%	28	43	35s	78.95%	0
9	/BoatRanges/UsedBoats/stacer-489-outlaw-sc-2024-10130							
	Apr-01 2026 - Apr-30 2026	37	13.33%	30	41	55s	83.78%	0
10	/products/all-categories/trailer-range/stacer-trailers							
	Apr-01 2026 - Apr-30 2026	35	50%	30	49	49s	94.29%	0

Conversions

Goals GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Goals



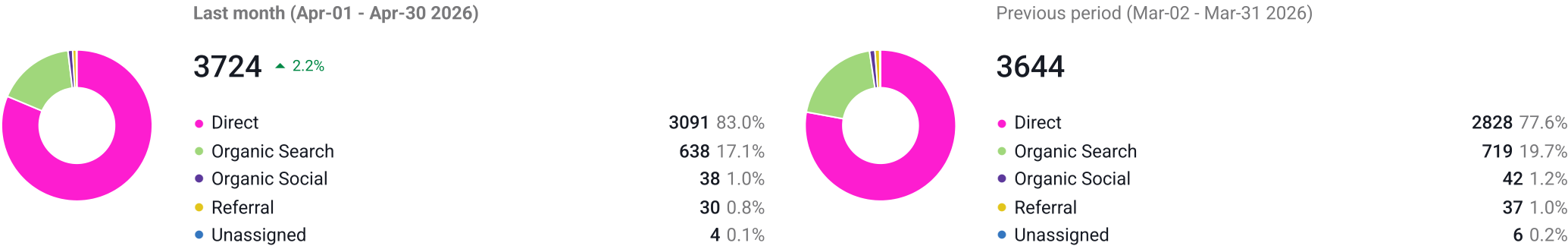
No.	Goal	Goals	Goal value
1	book_a_service		
	Apr-01 2026 - Apr-30 2026	23	0
	Mar-02 2026 - Mar-31 2026	28	0
	% Change	▼ 17.9%	
2	all_sucess_inquiries		
	Apr-01 2026 - Apr-30 2026	6	0
	Mar-02 2026 - Mar-31 2026	11	0

No.	Goal	Goals	Goal value
	% Change	▼ 45.5%	
3	file_download		
	Apr-01 2026 - Apr-30 2026	1	0
	Mar-02 2026 - Mar-31 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Apr-01 - Apr-30 2026) ↑ Previous period (Mar-02 - Mar-31 2026)



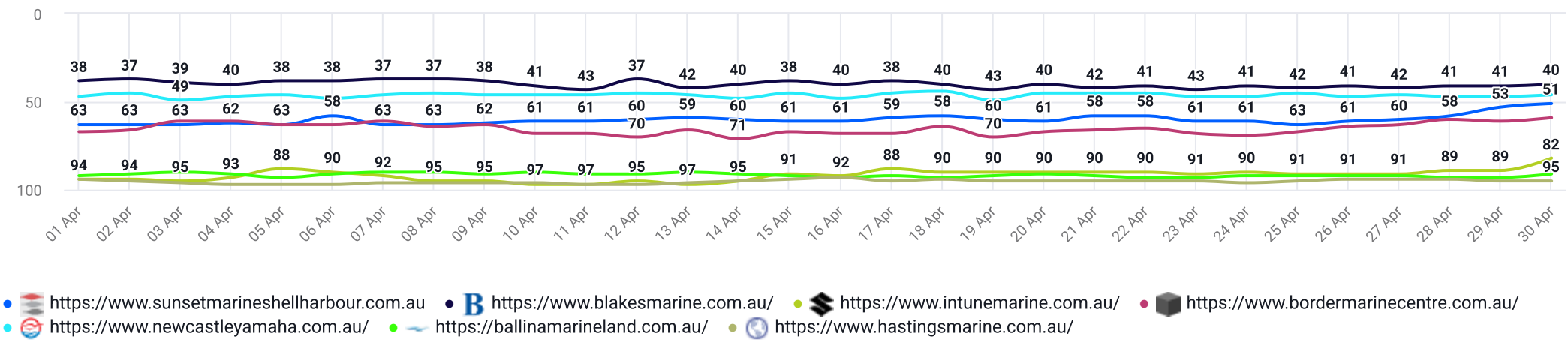
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Apr-01 2026 - Apr-30 2026	3.1K	595	2.9K	19.25%	100.71%	15	7.81 sec	5.8K
Mar-02 2026 - Mar-31 2026	2.8K	504	2.8K	17.82%	100.65%	14	9 sec	5.1K
% Change	▲ 9.3%	▲ 18.1%	▲ 6.1%	▲ 8.0%	▲ 0.1%	▲ 7.1%	▼ -13.2%	▲ 12.6%
2 Organic Search								
Apr-01 2026 - Apr-30 2026	638	483	424	75.71%	90.33%	11	104.1 sec	2.1K
Mar-02 2026 - Mar-31 2026	719	521	453	72.46%	90.51%	28	91.79 sec	2.3K
% Change	▼ -11.3%	▼ -7.3%	▼ -6.4%	▲ 4.5%	▼ -0.2%	▼ -60.7%	▲ 13.4%	▼ -11.5%
3 Organic Social								
Apr-01 2026 - Apr-30 2026	38	16	38	42.11%	100%	0	14.45 sec	60
Mar-02 2026 - Mar-31 2026	42	26	42	61.9%	97.62%	0	24.55 sec	79
% Change	▼ -9.5%	▼ -38.5%	▼ -9.5%	▼ -32.0%	▲ 2.4%	▼ 0%	▼ -41.1%	▼ -24.1%
4 Referral								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Apr-01 2026 - Apr-30 2026	30	21	11	70%	63.64%	2	81.4 sec	116
Mar-02 2026 - Mar-31 2026	37	28	35	75.68%	91.43%	0	45.76 sec	156
% Change	▼ -18.9%	▼ -25%	▼ -68.6%	▼ -7.5%	▼ -30.4%	▼ 0%	▲ 77.9%	▼ -25.6%
5 Unassigned								
Apr-01 2026 - Apr-30 2026	4	1	4	25%	25%	2	13 sec	1
Mar-02 2026 - Mar-31 2026	6	1	6	16.67%	33.33%	0	38.83 sec	14
% Change	▼ -33.3%	▼ 0%	▼ -33.3%	▲ 50.0%	▼ -25.0%	▼ 0%	▼ -66.5%	▼ -92.9%

Competitors Average Position Trend

Average position

Apr-01 2026 - Apr-30 2026



- <https://www.sunsetmarineshellharbour.com.au>
- <https://www.blakesmarine.com.au/>
- <https://www.intunemarine.com.au/>
- <https://www.bordermarinecentre.com.au/>
- <https://www.newcastleyamaha.com.au/>
- <https://ballinamarineland.com.au/>
- <https://www.hastingmarine.com.au/>

HEALTH SCORE



Backlinks

