



SEO report

www.sunsetmarineshellharbour.com.au

AUG-01 2026 - AUG-31 2026



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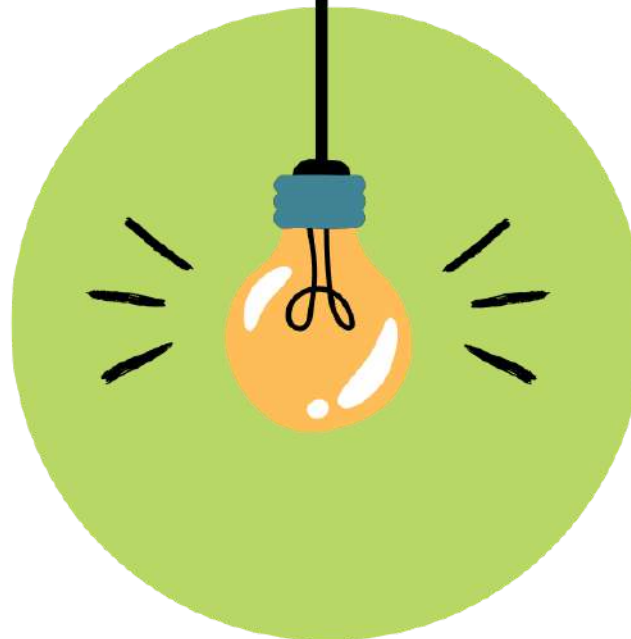
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KEYRANKING METRICS



SEARCH VISIBILITY

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

TRAFFIC FORECAST

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

AVERAGE POSITION

The arithmetic mean of ranking positions of all keywords of 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

Average position 50 ▾ 1	Search visibility 15.9% ▲ 3.8%	Traffic forecast 159 ▲ 40	Keywords in SERP 32
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Keywords Ranking

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	109	2	2
stacer dealers nsw	109	2	2
stacer trailer	108	3	2 ▲ 1
stacer boat trailers	168	3	2 ▲ 1
stacer boat trailer prices	172	3	2 ▲ 1
stacer dealers	132	3	3
stacer dealer near me	136	4	3 ▲ 1
stacer trailers	170	3	3
boat dealers nsw	112	7	4 ▲ 3
stacer dealers near me	137	4	4
stacer trailer parts	172	4	4
stacer boat dealers	109	6	4 ▲ 2
stacer marine	149	4	4
stacer dealer	134	6	5 ▲ 1
new stacer boats	174	28	6 ▲ 22
yamaha boat dealer	206	-	8 ▲ 92
stacer 499 wildrider	108	21	10 ▲ 11

Keyword	Results	Month ago ▲	Current rankings
stacer 499 wild rider	170	19	10 ▲ 9
stacer boat dealer	110	5	10 ▼ 5
yamaha marine dealers near me	149	-	10 ▲ 90
stacer wildrider 499	105	27	11 ▲ 16
stacer crossfire	173	12	12
stacer boats for sale nsw	109	12	12
stacer dealers victoria	109	15	15
stacer tinnie	159	19	22 ▼ 3
stacer boat packages prices	173	35	25 ▲ 10
stacer proline angler	154	30	30
stacer boats	172	27	42 ▼ 15
stacer boat	172	32	43 ▼ 11
stacer proline	172	49	44 ▲ 5
stacer boat packages	172	33	47 ▼ 14
new boats for sale	233	-	-
used boats for sale	210	-	-
fishing boat for sale	226	-	-
buy fishing boat	219	-	-
marine shop	215	-	-
marine supplies	189	-	-
marine equipment	191	-	-
boat accessories	197	-	-
boating supplies	193	-	-
boating equipment	201	-	-
boating equipment for sale	192	-	-
stacer	108	-	-
stacer bowrider	171	-	-
stacer renegade	175	-	-
stacer 489	109	-	-
stacer ocean ranger 659	107	25	-
stacer crossfire 449 price	178	5	-

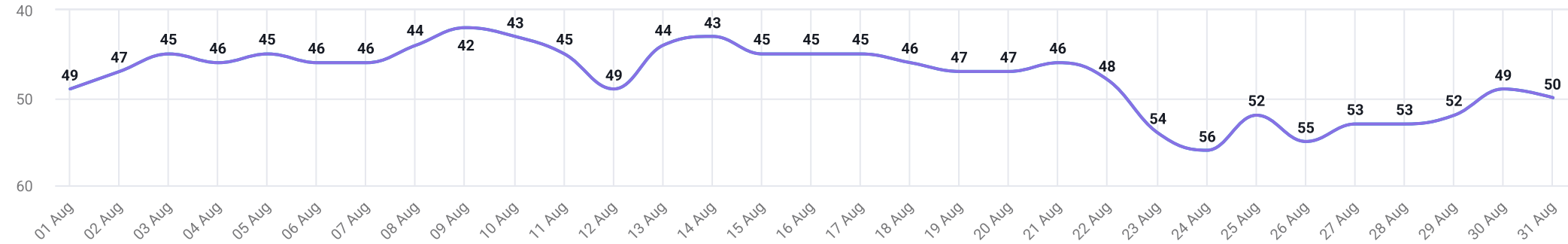
Keyword	Results	Month ago ▲	Current rankings
stacer 609 ocean ranger	180	8	-
stacer assault pro 429	176	49	-
stacer 429 proline angler	168	37	-
stacer proline 429	172	40	-
stacer boat parts	167	-	-
stacer boat sales	113	-	-
yamaha marine shop	202	-	-

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	8	12	7	5	23	50
 General	55	0	8	12	7	5	23	50

Average Position Trend

Average position Aug-01 2026 - Aug-31 2026



 Google Australia New South Wales, Australia  Average for all

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

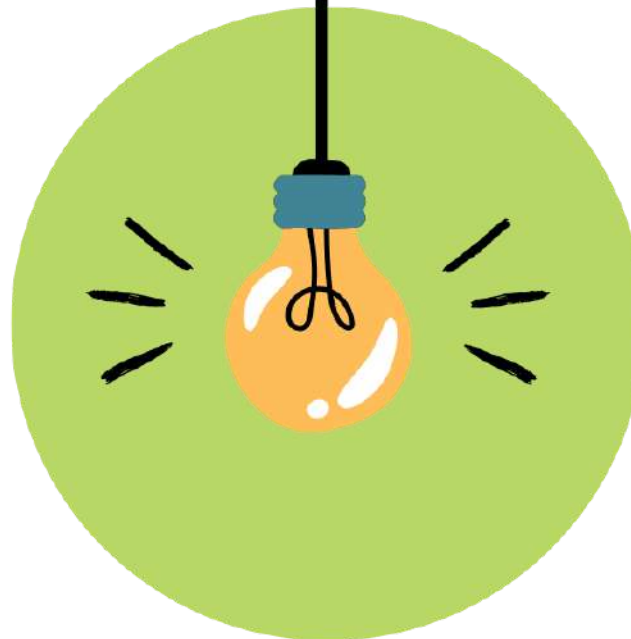
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

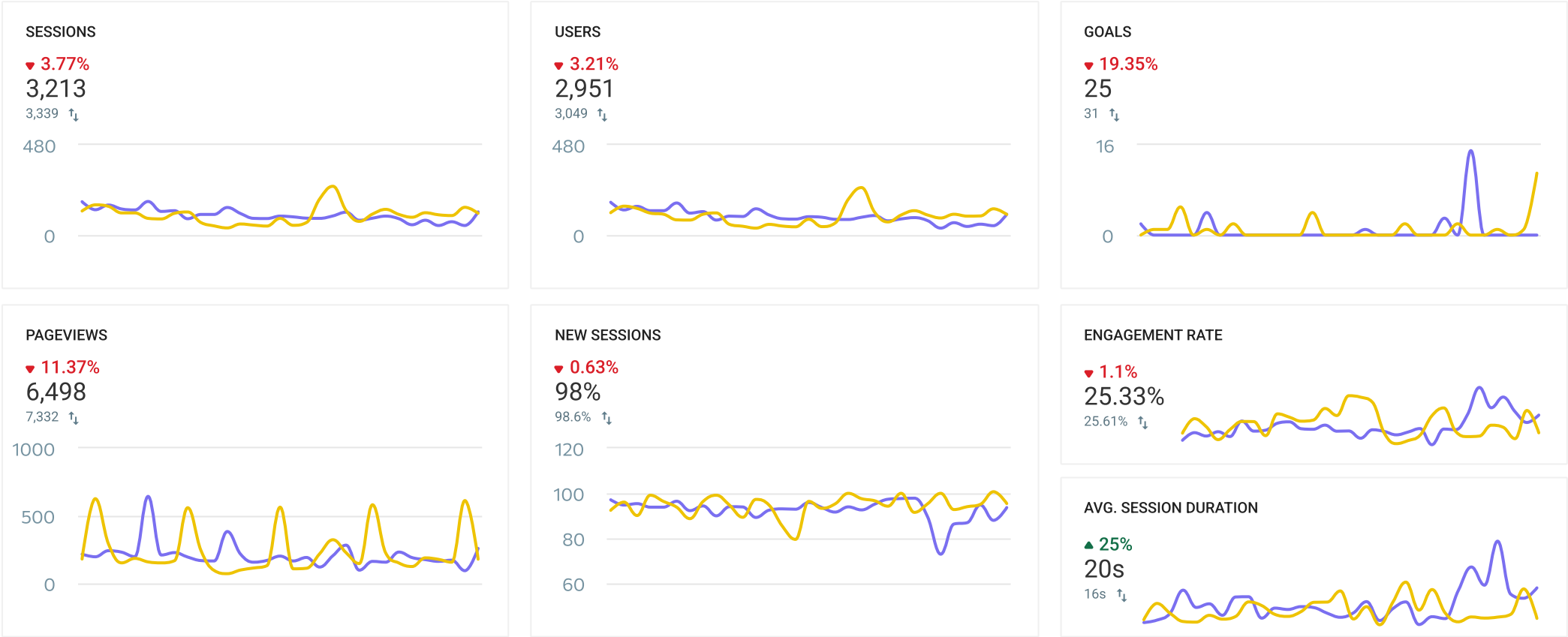
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026



● Aug-01 2026 - Aug-31 2026 ● Jul-01 2026 - Jul-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Aug-01 2026 - Aug-31 2026	865	91.15%	655	1.2K	14s	70.87%	6
2	/boats-in-stock/UsedBoats							
	Aug-01 2026 - Aug-31 2026	175	2.67%	150	241	06s	94.86%	0
3	/boats-in-stock/NewBoats/stacer							
	Aug-01 2026 - Aug-31 2026	166	3.64%	110	244	22s	93.98%	0
4	/boats-in-stock/NewBoats							
	Aug-01 2026 - Aug-31 2026	73	3.23%	62	103	15s	90.41%	0
5	/general/contact							
	Aug-01 2026 - Aug-31 2026	52	22.92%	48	59	04s	73.08%	1
6	/boats-in-stock/Newboats/stacer							
	Aug-01 2026 - Aug-31 2026	51	2.94%	34	67	17s	94.12%	0
7	/boat-ranges/seafarer							
	Aug-01 2026 - Aug-31 2026	50	23.91%	46	69	07s	82%	0

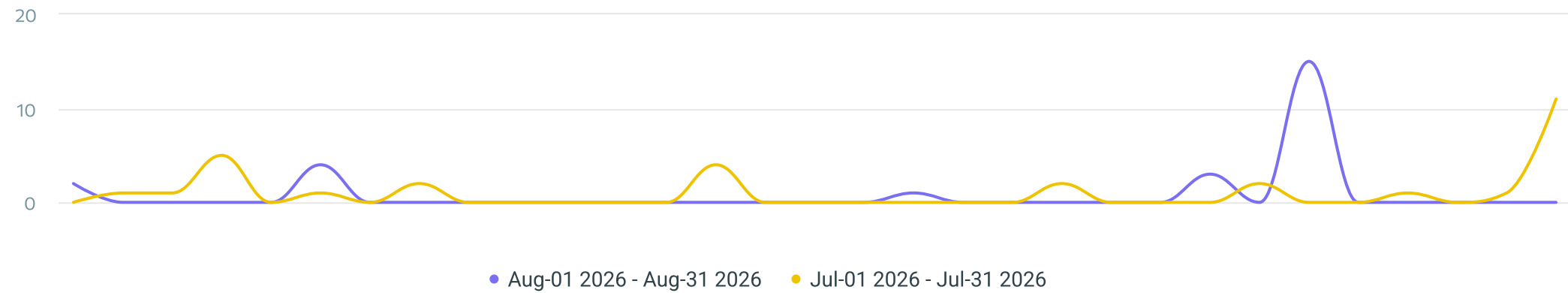
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
8	/boats-in-stock/new-coming-soon-boats							
	Aug-01 2026 - Aug-31 2026	50	0%	43	54	05s	96%	0
9	/boats-in-stock/NewBoats/seafarer							
	Aug-01 2026 - Aug-31 2026	48	15.91%	44	59	08s	87.5%	0
10	/boats-in-stock/NewBoats/stacer-539-crossfire-se-2026-10158							
	Aug-01 2026 - Aug-31 2026	47	26.47%	34	47	42s	80.85%	0

Conversions

Goals GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026

Goals

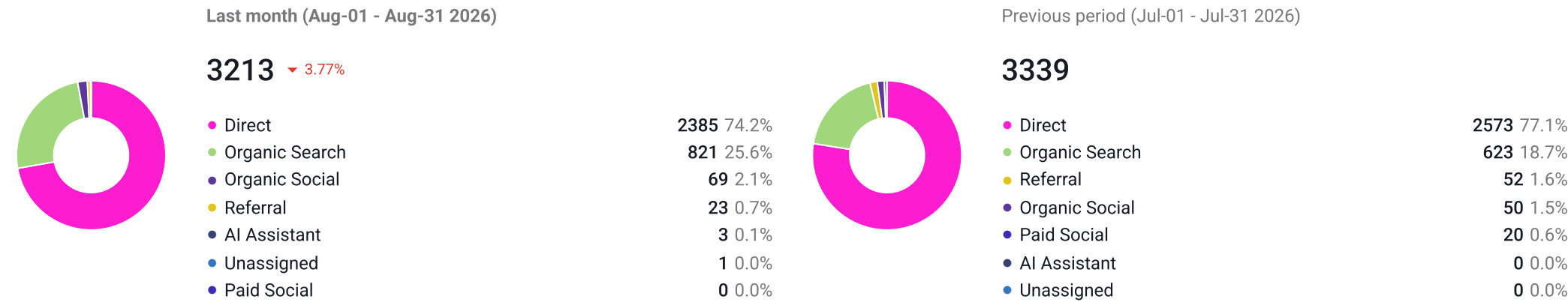


No.	Goal	Goals	Goal value
1	book_a_service		
	Aug-01 2026 - Aug-31 2026	7	0
	Jul-01 2026 - Jul-31 2026	10	0
	% Change	▼ 30%	
2	click_telephone		
	Aug-01 2026 - Aug-31 2026	6	0
	Jul-01 2026 - Jul-31 2026	4	0
	% Change	▲ 50%	

No.	Goal	Goals	Goal value
3	all_sucess_inquiries		
	Aug-01 2026 - Aug-31 2026	5	0
	Jul-01 2026 - Jul-31 2026	10	0
	% Change	▼ 50%	
4	click_location_button		
	Aug-01 2026 - Aug-31 2026	4	0
	Jul-01 2026 - Jul-31 2026	6	0
	% Change	▼ 33.3%	
5	file_download		
	Aug-01 2026 - Aug-31 2026	3	0
	Jul-01 2026 - Jul-31 2026	1	0
	% Change	▲ 200%	

Overview: Sessions

Last month (Aug-01 - Aug-31 2026) ↑ Previous period (Jul-01 - Jul-31 2026)



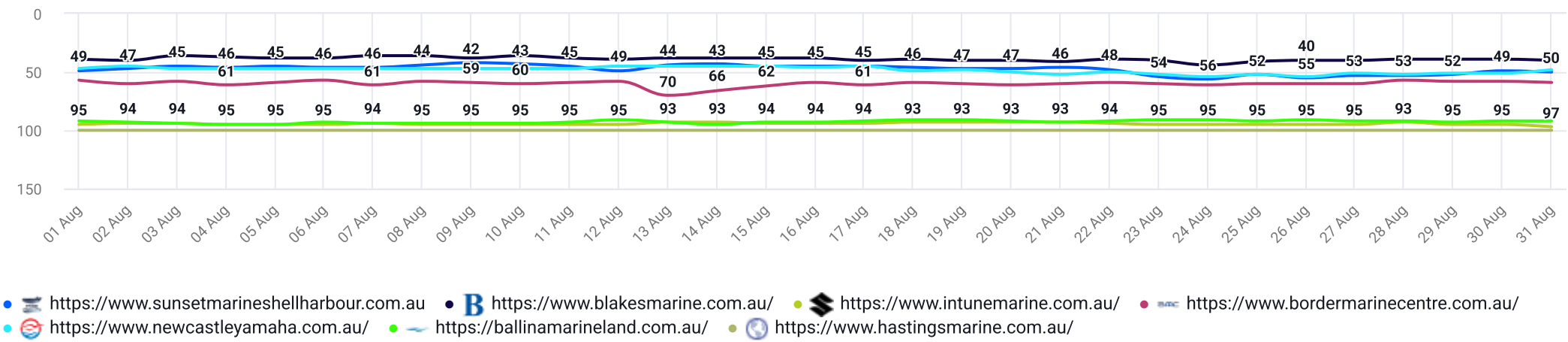
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Aug-01 2026 - Aug-31 2026	2.4K	173	2.3K	7.25%	99.74%	7	4.53 sec	3.4K
Jul-01 2026 - Jul-31 2026	2.6K	326	2.5K	12.67%	100.04%	6	6.96 sec	5K
% Change	▼ -7.3%	▼ -46.9%	▼ -7.0%	▼ -42.8%	▼ -0.3%	▲ 16.7%	▼ -34.9%	▼ -32.1%
2 Organic Search								
Aug-01 2026 - Aug-31 2026	821	597	522	72.72%	90.04%	7	61.97 sec	2.9K
Jul-01 2026 - Jul-31 2026	623	449	430	72.07%	90.23%	12	49.65 sec	2K
% Change	▲ 31.8%	▲ 33.0%	▲ 21.4%	▲ 0.9%	▼ -0.2%	▼ -41.7%	▲ 24.8%	▲ 47.1%
3 Organic Social								
Aug-01 2026 - Aug-31 2026	69	27	66	39.13%	100%	0	19.43 sec	138
Jul-01 2026 - Jul-31 2026	50	34	48	68%	95.83%	2	23.66 sec	121
% Change	▲ 38%	▼ -20.6%	▲ 37.5%	▼ -42.5%	▲ 4.4%	▼ -100%	▼ -17.9%	▲ 14.0%
4 Referral								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Aug-01 2026 - Aug-31 2026	23	15	21	65.22%	71.43%	11	51.43 sec	62
Jul-01 2026 - Jul-31 2026	52	40	38	76.92%	89.47%	11	22.48 sec	176
% Change	▼ -55.8%	▼ -62.5%	▼ -44.7%	▼ -15.2%	▼ -20.2%	▼ 0%	▲ 128.8%	▼ -64.8%
5 AI Assistant								
Aug-01 2026 - Aug-31 2026	3	1	3	33.33%	100%	0	6.67 sec	3
Jul-01 2026 - Jul-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
6 Unassigned								
Aug-01 2026 - Aug-31 2026	1	0	1	0%	0%	0	0 sec	0
Jul-01 2026 - Jul-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
7 Paid Social								
Aug-01 2026 - Aug-31 2026	-	-	-	-	-	-	-	-
Jul-01 2026 - Jul-31 2026	20	5	18	25%	100%	0	48.9 sec	41
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

Aug-01 2026 - Aug-31 2026



HEALTH SCORE



