



SEO report

www.sunsetmarineshellharbour.com.au

FEB-01 2026 - FEB-28 2026



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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
55 ▼ 4	19.3% ▼ -3.3%	170 ▼ 53	29

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 dealers near me	425K	3	1 ▲ 2
stacer boat dealers nsw	209K	2	1 ▲ 1
stacer dealer near me	613K	2	1 ▲ 1
stacer dealers	418K	2	2
stacer boat dealers	612K	2	2
stacer trailers	488K	3	2 ▲ 1
stacer trailer	605K	4	2 ▲ 2
stacer boat trailers	484K	3	2 ▲ 1
stacer boat trailer prices	16K	2	2
stacer dealers nsw	538K	2	3 ▼ 1
yamaha marine dealers near me	2.4M	4	3 ▲ 1
stacer bowrider	416K	10	4 ▲ 6
stacer boat	606K	-	4 ▲ 96
new boats for sale	143M	-	5 ▲ 95

Keyword	Results	Month ago ▲	Current rankings
stacer dealer	598K	2	5 ▼ 3
stacer marine	180K	6	5 ▲ 1
stacer boat dealer	142K	2	5 ▼ 3
stacer boats	618K	9	6 ▲ 3
stacer trailer parts	504K	4	7 ▼ 3
yamaha boat dealer	4M	18	8 ▲ 10
stacer boats for sale nsw	560K	9	9
new stacer boats	265K	30	9 ▲ 21
stacer boat packages prices	23K	14	10 ▲ 4
yamaha marine shop	9.3M	11	11
stacer renegade	30K	16	12 ▲ 4
stacer tinnie	17K	13	17 ▼ 4
stacer boat parts	115K	73	19 ▲ 54
boating supplies	405M	-	21 ▲ 79
stacer dealers victoria	14K	35	40 ▼ 5
marine equipment	261M	-	49 ▲ 51
marine supplies	118M	-	50 ▲ 50
boat dealers nsw	2.1M	8	54 ▼ 46
stacer	616K	9	61 ▼ 52
stacer 499 wildrider	13K	79	66 ▲ 13
boating equipment for sale	80M	-	82 ▲ 18
used boats for sale	96M	-	-
fishing boat for sale	106M	-	-
buy fishing boat	164M	-	-
marine shop	311M	-	-
boat accessories	626M	-	-
boating equipment	365M	-	-

Keyword	Results	Month ago ▲	Current rankings
stacer crossfire	51K	-	-
stacer proline	50K	-	-
stacer 489	14K	-	-
stacer ocean ranger 659	5.6K	-	-
stacer 499 wild rider	11K	-	-
stacer crossfire 449 price	6.3K	-	-
stacer wildrider 499	13K	-	-
stacer 609 ocean ranger	3.6K	-	-
stacer assault pro 429	5.7K	-	-
stacer proline angler	13K	-	-
stacer 429 proline angler	7.8K	-	-
stacer proline 429	12K	-	-
stacer boat sales	265K	9	-
stacer boat packages	599K	31	-

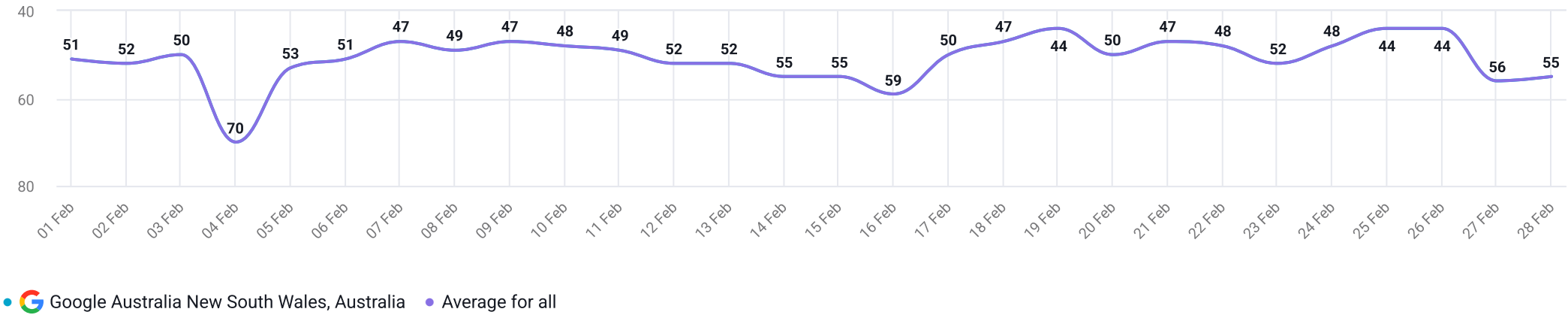
Distribution of Keywords

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	1	7	11	8	3	26	55
 General	55	1	7	11	8	3	26	55

Average Position Trend

Average position

Feb-01 2026 - Feb-28 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

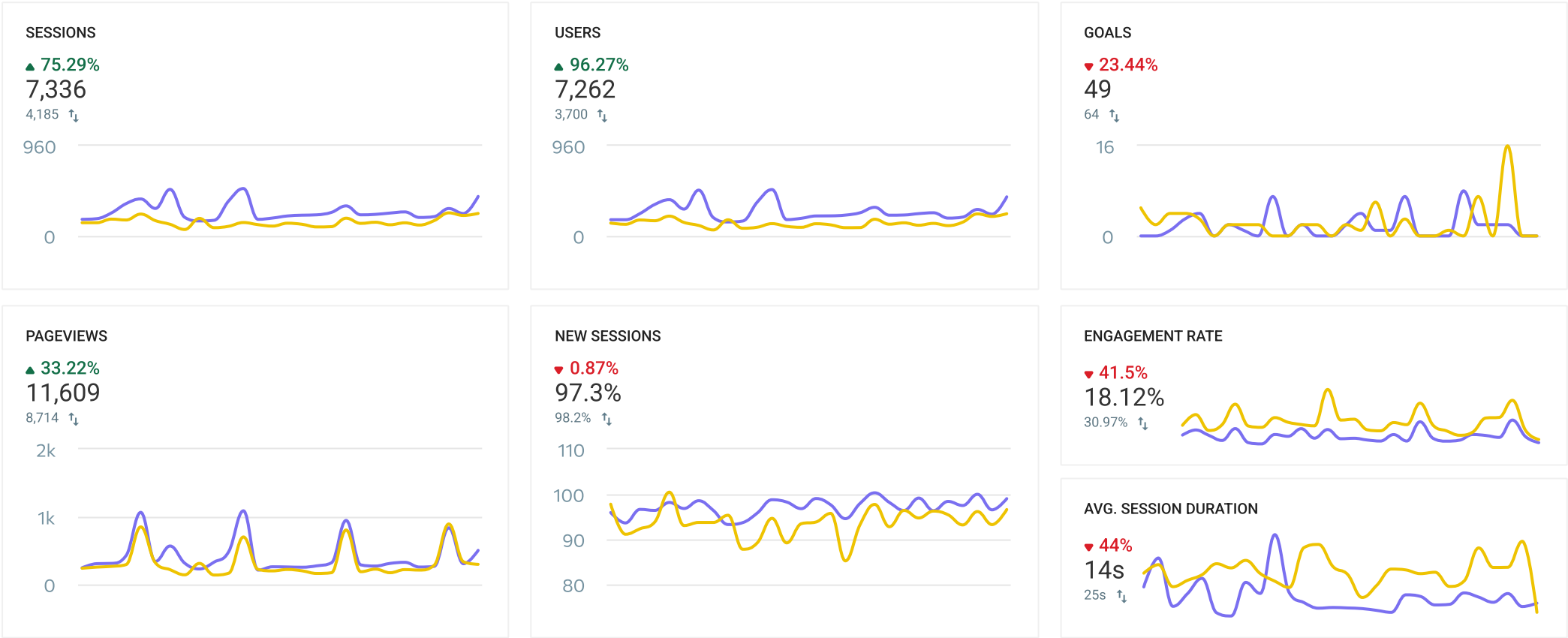
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026



● Feb-01 2026 - Feb-28 2026 ● Jan-04 2026 - Jan-31 2026

Pages

All pages GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Feb-01 2026 - Feb-28 2026	842	88.99%	681	1.1K	23s	66.51%	0
2	/BoatRanges/NewBoats							
	Feb-01 2026 - Feb-28 2026	203	6.94%	144	296	55s	88.18%	0
3	/BoatRanges/UsedBoats							
	Feb-01 2026 - Feb-28 2026	178	2.61%	153	209	33s	92.13%	0
4	/boatranges/newboats/stacer							
	Feb-01 2026 - Feb-28 2026	80	7.58%	66	99	53s	95%	0
5	/boatranges/stacer/downloadsspecs							
	Feb-01 2026 - Feb-28 2026	75	80%	75	409	05s	96%	0
6	/products/all-categories/trailer-range/stacer-trailers							
	Feb-01 2026 - Feb-28 2026	49	66.67%	48	57	25s	73.47%	0
7	/boatranges/usedboats							

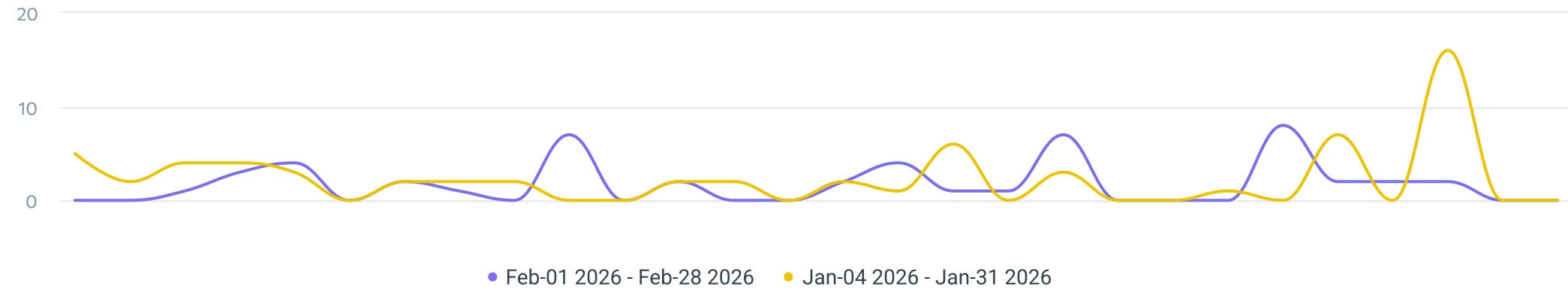
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Feb-01 2026 - Feb-28 2026	44	42.11%	38	53	28s	84.09%	0
8	/BoatRanges/NewBoats/stacer-481-sea-master-se-2024-375334							
	Feb-01 2026 - Feb-28 2026	44	14.71%	34	45	44s	84.09%	0
9	/general/contact							
	Feb-01 2026 - Feb-28 2026	43	43.24%	37	43	22s	65.12%	0
10	/boatranges/newboats							
	Feb-01 2026 - Feb-28 2026	42	67.57%	37	59	38s	76.19%	0

Conversions

Goals GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Goals



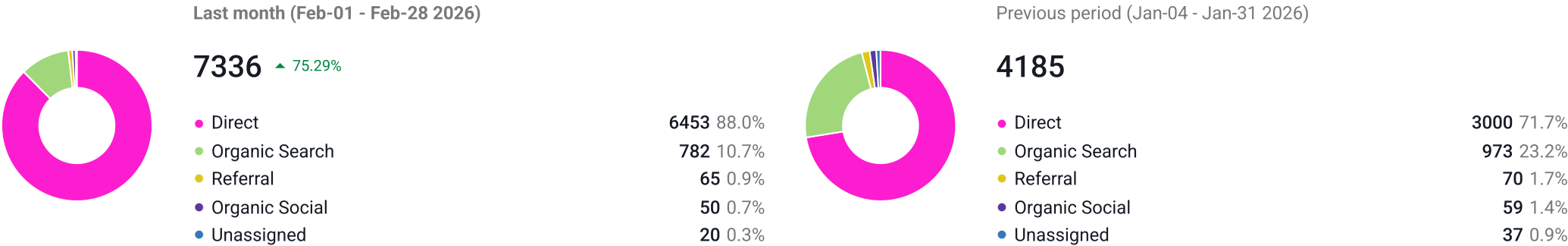
No.	Goal	Goals	Goal value
1	book_a_service		
	Feb-01 2026 - Feb-28 2026	34	0
	Jan-04 2026 - Jan-31 2026	38	0
	% Change	▼ 10.5%	
2	all_sucess_inquiries		
	Feb-01 2026 - Feb-28 2026	14	0
	Jan-04 2026 - Jan-31 2026	14	0

No.	Goal	Goals	Goal value
	% Change		
3	file_download		
	Feb-01 2026 - Feb-28 2026	1	0
	Jan-04 2026 - Jan-31 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Feb-01 - Feb-28 2026) ↑ Previous period (Jan-04 - Jan-31 2026)



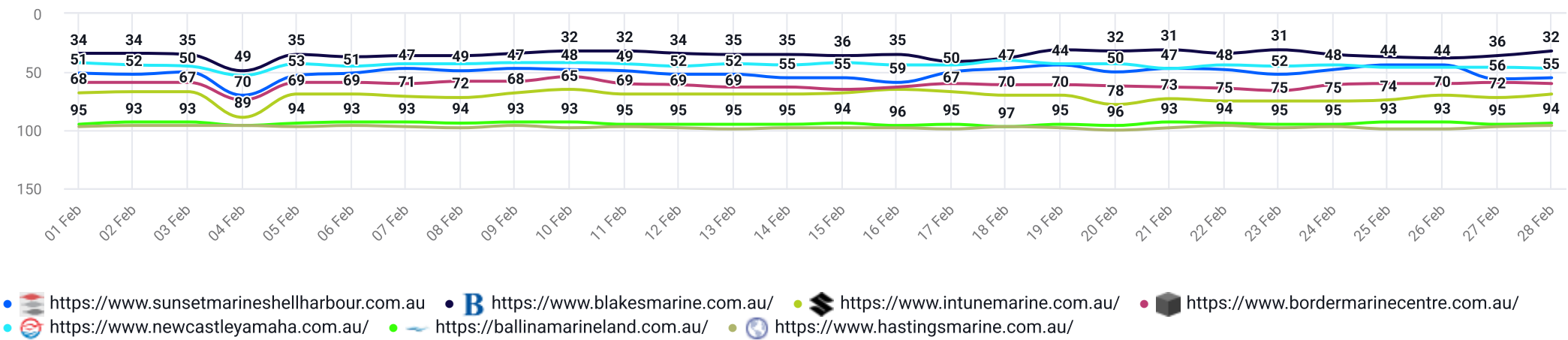
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Feb-01 2026 - Feb-28 2026	6.5K	682	6.6K	10.57%	97.92%	17	3.69 sec	8.9K
Jan-04 2026 - Jan-31 2026	3K	529	2.9K	17.63%	100.35%	16	8.96 sec	5.6K
% Change	▲ 115.1%	▲ 28.9%	▲ 130.4%	▼ -40.0%	▼ -2.4%	▲ 6.3%	▼ -58.8%	▲ 58.6%
2 Organic Search								
Feb-01 2026 - Feb-28 2026	782	569	524	72.76%	89.5%	30	94.17 sec	2.4K
Jan-04 2026 - Jan-31 2026	973	674	672	69.27%	93.75%	36	74.63 sec	2.8K
% Change	▼ -19.6%	▼ -15.6%	▼ -22.0%	▲ 5.0%	▼ -4.5%	▼ -16.7%	▲ 26.2%	▼ -13.1%
3 Referral								
Feb-01 2026 - Feb-28 2026	65	50	50	76.92%	90%	2	66.97 sec	238
Jan-04 2026 - Jan-31 2026	70	58	57	82.86%	89.47%	12	61 sec	209
% Change	▼ -7.1%	▼ -13.8%	▼ -12.3%	▼ -7.2%	▲ 0.6%	▼ -83.3%	▲ 9.8%	▲ 13.9%
4 Organic Social								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Feb-01 2026 - Feb-28 2026	50	27	47	54%	100%	0	7.16 sec	64
Jan-04 2026 - Jan-31 2026	59	36	59	61.02%	98.31%	0	24.81 sec	109
% Change	▼ -15.3%	▼ -25%	▼ -20.3%	▼ -11.5%	▲ 1.7%	▼ 0%	▼ -71.1%	▼ -41.3%
5 Unassigned								
Feb-01 2026 - Feb-28 2026	20	2	20	10%	30%	0	18.65 sec	10
Jan-04 2026 - Jan-31 2026	37	2	36	5.41%	5.56%	0	19.81 sec	9
% Change	▼ -45.9%	▼ 0%	▼ -44.4%	▲ 84.8%	▲ 439.6%	▼ 0%	▼ -5.9%	▲ 11.1%

Competitors Average Position Trend

Average position

Feb-01 2026 - Feb-28 2026



HEALTH SCORE



Backlinks

