



SEO report

www.sunsetmarineshellharbour.com.au

JAN-01 2026 - JAN-31 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.

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

 www.sunsetmarineshellharbour.com.au

Average position 52 ▲ 2	Search visibility 15.7% ▲ 1.7%	Traffic forecast 202 ▲ 26	Keywords in SERP 30
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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	507K	2	2
stacer boat dealers nsw	261K	2	2
stacer dealers nsw	577K	2	2
stacer dealer	595K	2	2
stacer boat dealers	598K	2	2
stacer dealer near me	591K	3	2 ▲ 1
stacer boat dealer	105K	2	2
stacer boat trailer prices	17K	2	2
stacer dealers near me	490K	3	3
stacer trailer	596K	4	3 ▲ 1
stacer trailer parts	572K	5	4 ▲ 1
yamaha marine dealers near me	2.8M	7	4 ▲ 3
stacer trailers	542K	3	5 ▼ 2
stacer boat trailers	548K	5	6 ▼ 1
new stacer boats	202K	7	7

Keyword	Results	Month ago ▲	Current rankings
boat dealers nsw	2.7M	11	8 ▲ 3
stacer marine	207K	4	8 ▼ 4
stacer boat sales	198K	69	8 ▲ 61
stacer	599K	-	9 ▲ 91
stacer bowrider	441K	-	9 ▲ 91
stacer boats for sale nsw	595K	6	9 ▼ 3
stacer boats	612K	6	10 ▼ 4
stacer boat	581K	-	11 ▲ 89
yamaha marine shop	11M	-	12 ▲ 88
stacer tinnie	19K	11	13 ▼ 2
stacer boat packages prices	23K	11	15 ▼ 4
stacer renegade	18K	8	16 ▼ 8
stacer dealers victoria	14K	31	26 ▲ 5
stacer boat packages	599K	30	45 ▼ 15
new boats for sale	198M	-	-
used boats for sale	137M	-	-
fishing boat for sale	161M	-	-
buy fishing boat	217M	-	-
marine shop	454M	-	-
marine supplies	149M	-	-
marine equipment	287M	-	-
boat accessories	889M	-	-
boating supplies	156M	-	-
boating equipment	510M	-	-
boating equipment for sale	112M	-	-
stacer crossfire	19K	-	-
stacer proline	34K	-	-
stacer 489	11K	-	-

Keyword	Results	Month ago ▲	Current rankings
stacer 499 wildrider	7.8K	-	-
stacer ocean ranger 659	2.7K	-	-
stacer 499 wild rider	5.7K	-	-
stacer crossfire 449 price	3.7K	-	-
stacer wildrider 499	7.3K	-	-
stacer 609 ocean ranger	2.6K	-	-
stacer assault pro 429	3.8K	-	-
stacer proline angler	10K	-	-
stacer 429 proline angler	4.6K	-	-
stacer proline 429	7.2K	-	-
stacer boat parts	105K	29	-
yamaha boat dealer	5.3M	8	-

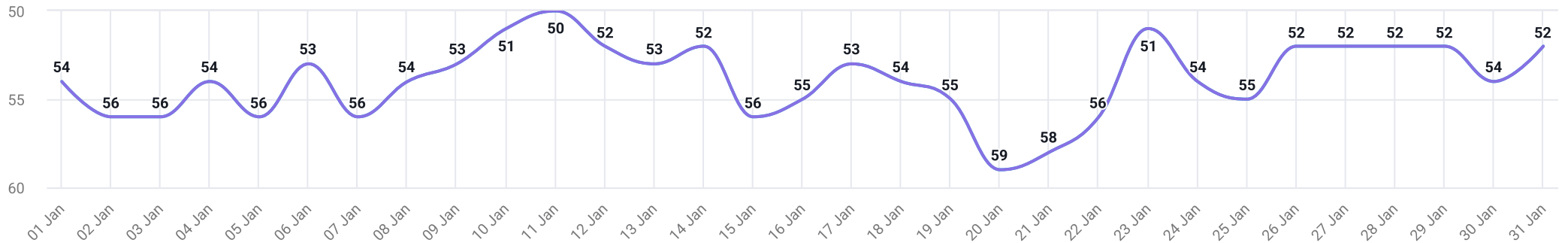
Distribution of Keywords

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	11	8	8	3	25	52
 General	55	0	11	8	8	3	25	52

Average Position Trend

Average position

Jan-01 2026 - Jan-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

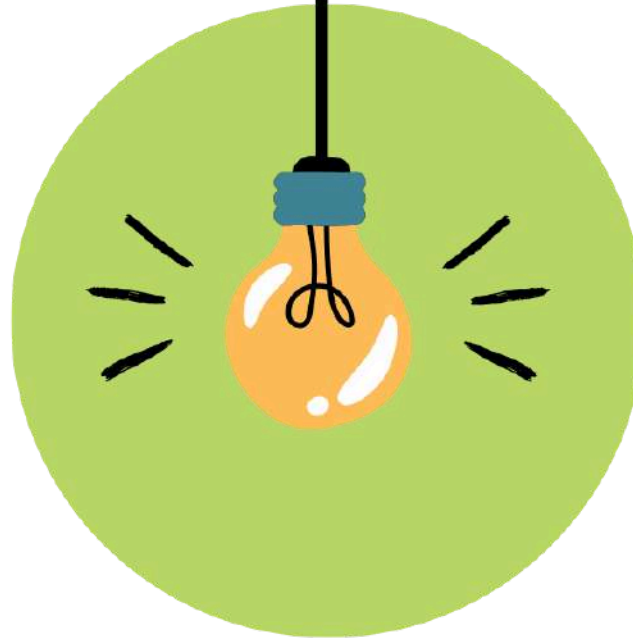
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

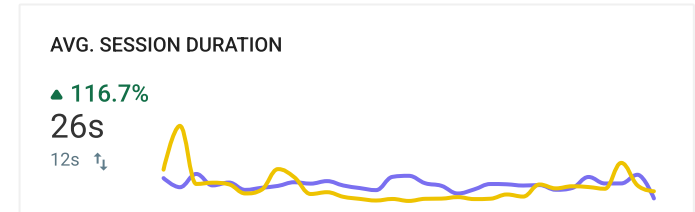
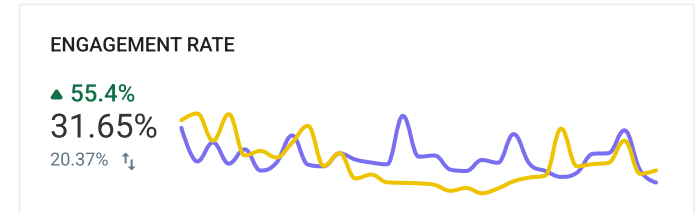
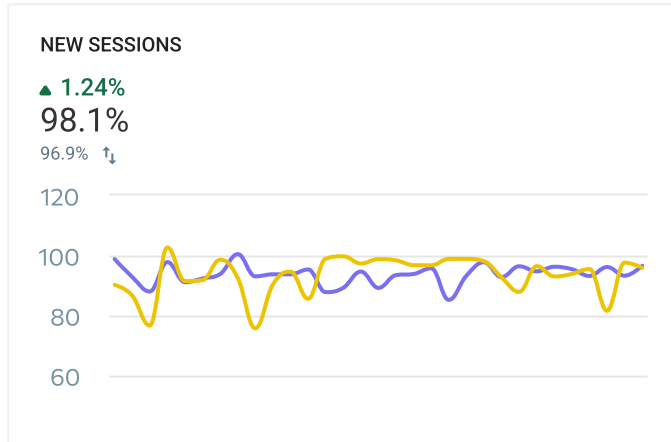
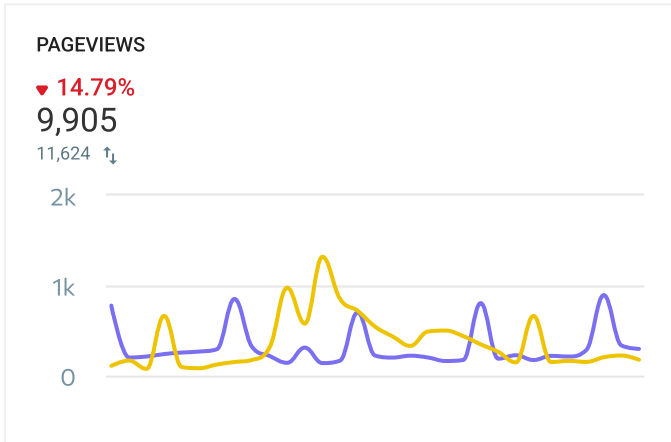
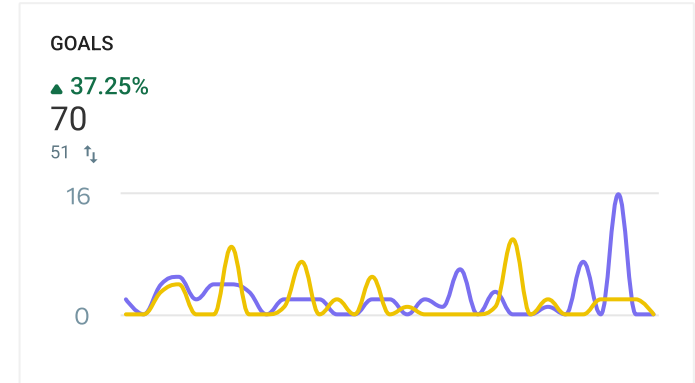
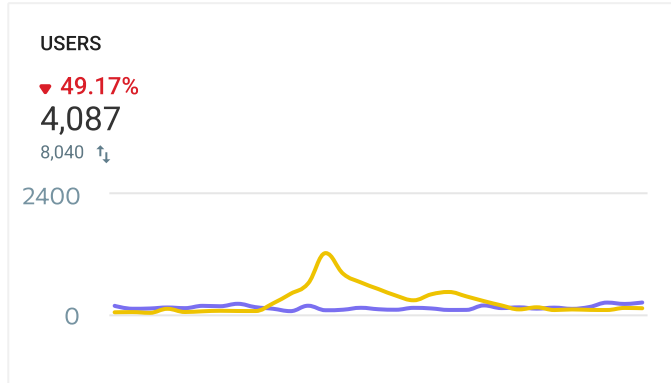
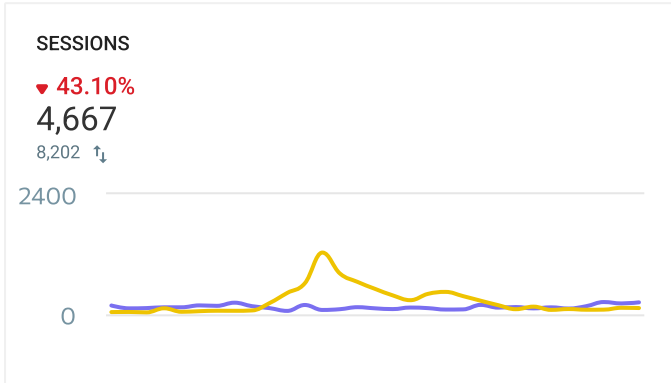
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026



● Jan-01 2026 - Jan-31 2026 ● Dec-01 2025 - Dec-31 2025

Pages

All pages GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jan-01 2026 - Jan-31 2026	1.1K	90.87%	887	1.5K	19s	68.48%	9
2	/BoatRanges/NewBoats							
	Jan-01 2026 - Jan-31 2026	273	9.74%	195	353	40s	82.42%	0
3	/BoatRanges/UsedBoats							
	Jan-01 2026 - Jan-31 2026	251	3.59%	223	313	30s	96.41%	0
4	/boatranges/newboats/stacer							
	Jan-01 2026 - Jan-31 2026	106	10.11%	89	132	45s	90.57%	0
5	/boatranges/stacer/downloadspecs							
	Jan-01 2026 - Jan-31 2026	94	69.15%	94	500	06s	97.87%	0
6	/products/all-categories/trailer-range/stacer-trailers							
	Jan-01 2026 - Jan-31 2026	60	60.38%	53	85	32s	78.33%	0
7	/BoatRanges/stacer							

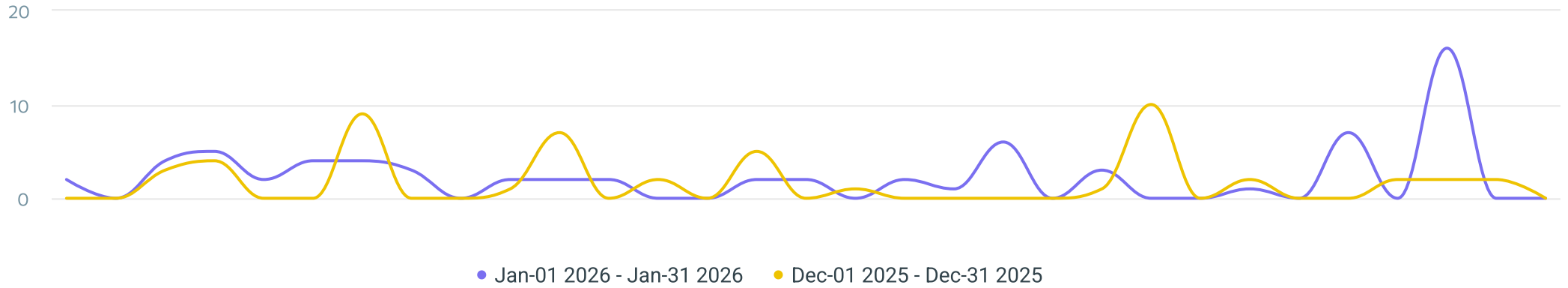
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jan-01 2026 - Jan-31 2026	60	8.33%	48	76	20s	93.33%	0
8	/products/all-categories/trailer-range/dunbier-trailers							
	Jan-01 2026 - Jan-31 2026	57	39.02%	41	101	32s	80.7%	0
9	/workshop-servicing/service-centre							
	Jan-01 2026 - Jan-31 2026	54	35.71%	42	64	27s	77.78%	0
10	/Engines/yamaha-engines/engine							
	Jan-01 2026 - Jan-31 2026	53	4.65%	43	87	47s	81.13%	0

Conversions

Goals GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Goals



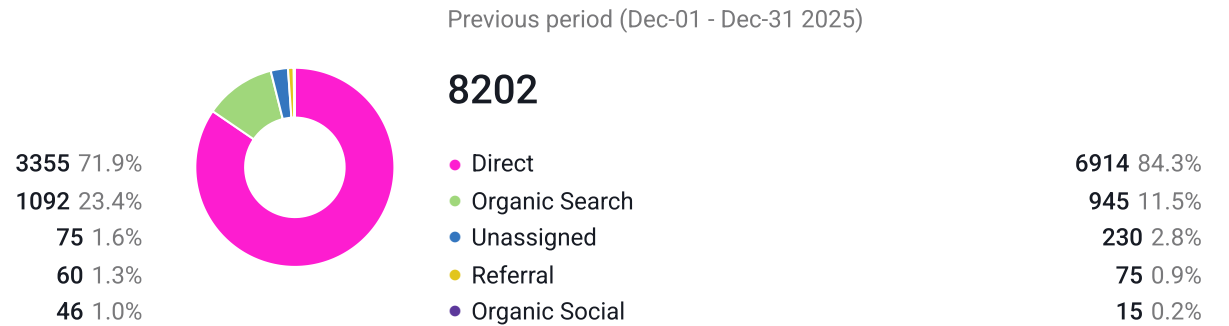
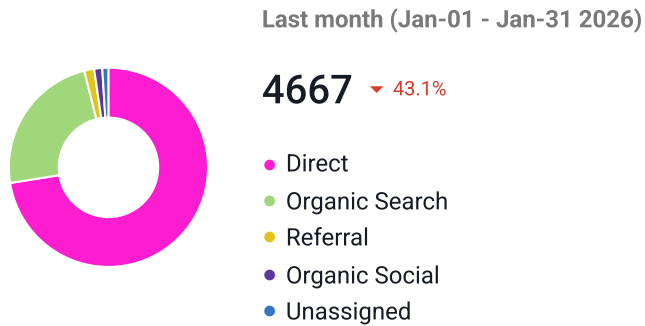
No.	Goal	Goals	Goal value
1	book_a_service		
	Jan-01 2026 - Jan-31 2026	42	0
	Dec-01 2025 - Dec-31 2025	33	0
	% Change	▲ 27.3%	
2	all_sucess_inquiries		
	Jan-01 2026 - Jan-31 2026	16	0
	Dec-01 2025 - Dec-31 2025	10	0

No.	Goal	Goals	Goal value
	% Change	▲ 60%	
3	click_telephone		
	Jan-01 2026 - Jan-31 2026	9	0
	Dec-01 2025 - Dec-31 2025	6	0
	% Change	▲ 50%	
4	click_location_button		
	Jan-01 2026 - Jan-31 2026	2	0
	Dec-01 2025 - Dec-31 2025	1	0
	% Change	▲ 100%	
5	file_download		
	Jan-01 2026 - Jan-31 2026	1	0
	Dec-01 2025 - Dec-31 2025	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Jan-01 - Jan-31 2026) ↑↓ Previous period (Dec-01 - Dec-31 2025)



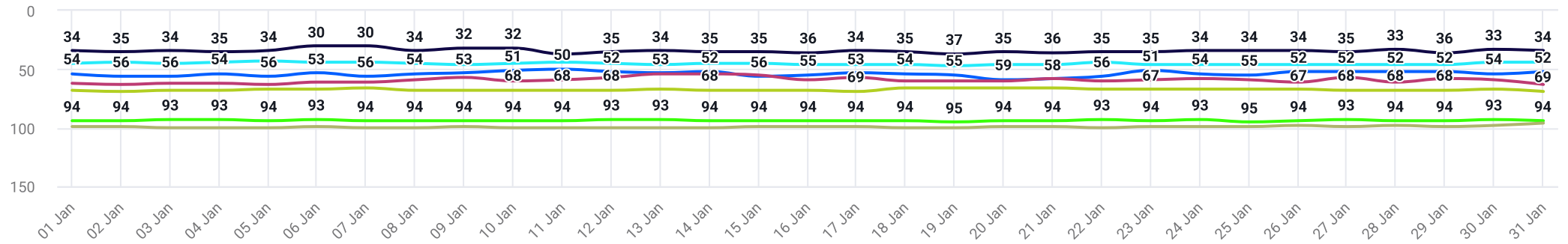
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jan-01 2026 - Jan-31 2026	3.4K	621	3.2K	18.51%	100.28%	20	9.49 sec	6.4K
Dec-01 2025 - Dec-31 2025	6.9K	1K	7K	14.8%	100.59%	26	4.73 sec	8.9K
% Change	▼ -51.5%	▼ -39.3%	▼ -54.5%	▲ 25.1%	▼ -0.3%	▼ -23.1%	▲ 100.6%	▼ -27.7%
2 Organic Search								
Jan-01 2026 - Jan-31 2026	1.1K	757	765	69.32%	93.86%	38	74.54 sec	3.1K
Dec-01 2025 - Dec-31 2025	945	581	758	61.48%	94.85%	11	58.58 sec	2.4K
% Change	▲ 15.6%	▲ 30.3%	▲ 0.9%	▲ 12.8%	▼ -1.0%	▲ 245.5%	▲ 27.2%	▲ 28.9%
3 Referral								
Jan-01 2026 - Jan-31 2026	75	63	62	84%	90.32%	12	60.47 sec	223
Dec-01 2025 - Dec-31 2025	75	59	63	78.67%	90.48%	10	67.64 sec	267
% Change	▼ 0%	▲ 6.8%	▼ -1.6%	▲ 6.8%	▼ -0.2%	▲ 20%	▼ -10.6%	▼ -16.5%
4 Organic Social								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jan-01 2026 - Jan-31 2026	60	36	60	60%	98.33%	0	24.4 sec	110
Dec-01 2025 - Dec-31 2025	15	7	15	46.67%	100%	4	9.8 sec	26
% Change	▲ 300%	▲ 414.3%	▲ 300%	▲ 28.6%	▼ -1.7%	▼ -100%	▲ 149.0%	▲ 323.1%
5 Unassigned								
Jan-01 2026 - Jan-31 2026	46	3	45	6.52%	8.89%	0	18.48 sec	12
Dec-01 2025 - Dec-31 2025	230	0	230	0%	0.43%	0	17.38 sec	1
% Change	▼ -80%	▼ 0%	▼ -80.4%	▼ 0%	▲ 2K%	▼ 0%	▲ 6.3%	▲ 1.1K%

Competitors Average Position Trend

Average position

Jan-01 2026 - Jan-31 2026



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-  <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.hastingsmarine.com.au/>

HEALTH SCORE



Backlinks

