



SEO report

www.sunsetmarineshellharbour.com.au

JUL-01 2026 - JUL-31 2026



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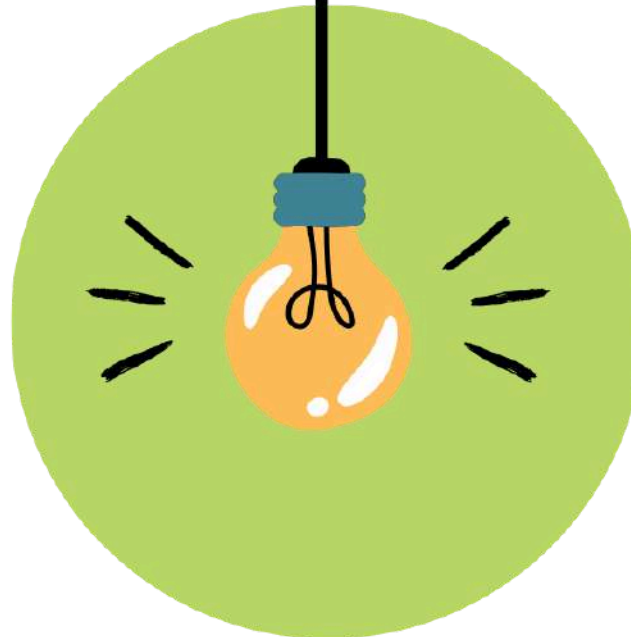
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KEYRANKING METRICS



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 46 ▾ 1	Search visibility 13.2% ▾ -4.4%	Traffic forecast 114 ▾ 71	Keywords in SERP 36
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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	107	1	2 ▾ 1
stacer dealers	133	5	3 ▲ 2
stacer trailers	173	3	3
stacer trailer	108	3	3
stacer boat trailers	174	3	3
stacer boat trailer prices	173	3	3
stacer dealers near me	148	4	4
stacer trailer parts	175	5	4 ▲ 1
stacer dealer near me	144	3	4 ▾ 1
stacer dealer	132	4	5 ▾ 1
stacer crossfire 449 price	165	-	5 ▲ 95
stacer boat dealer	110	6	5 ▲ 1
boat dealers nsw	111	6	6
stacer boat dealers	130	6	6
stacer 609 ocean ranger	169	21	8 ▲ 13
yamaha boat dealer	206	-	9 ▲ 91

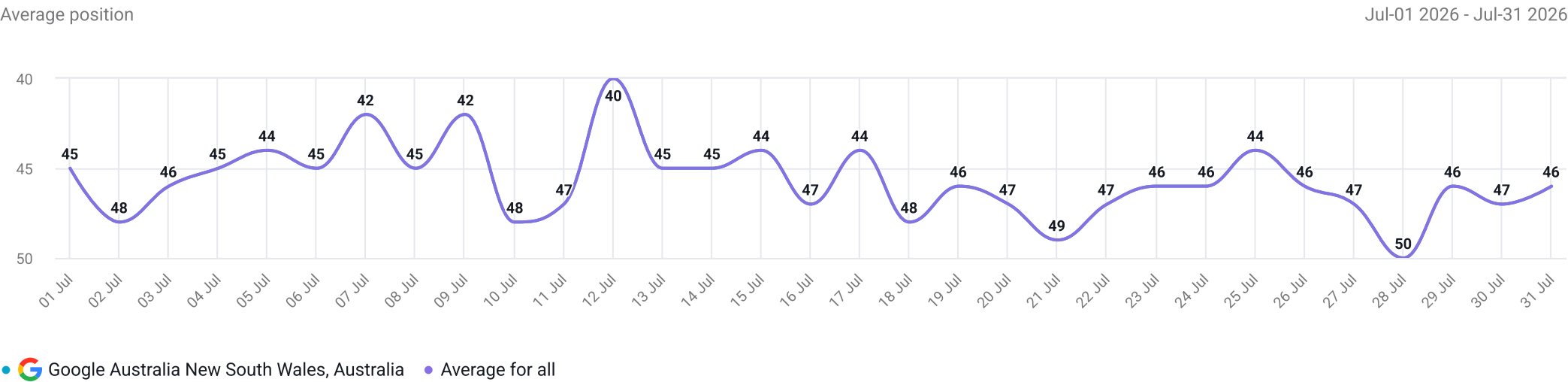
Keyword	Results	Month ago ▲	Current rankings
stacer boats for sale nsw	107	13	11 ▲ 2
stacer crossfire	174	12	13 ▼ 1
stacer dealers victoria	106	11	15 ▼ 4
new stacer boats	180	28	16 ▲ 12
stacer tinnie	170	10	18 ▼ 8
stacer 499 wild rider	169	11	19 ▼ 8
stacer 499 wildrider	105	10	21 ▼ 11
stacer ocean ranger 659	104	-	26 ▲ 74
stacer proline angler	164	12	26 ▼ 14
stacer wildrider 499	108	-	28 ▲ 72
stacer boats	177	45	28 ▲ 17
stacer boat	174	33	29 ▲ 4
stacer boat packages prices	183	32	33 ▼ 1
stacer boat packages	178	58	35 ▲ 23
stacer marine	155	5	36 ▼ 31
stacer 429 proline angler	170	11	36 ▼ 25
stacer proline 429	167	10	39 ▼ 29
stacer proline	165	17	49 ▼ 32
stacer assault pro 429	167	50	50
new boats for sale	238	-	-
used boats for sale	222	-	-
fishing boat for sale	232	-	-
buy fishing boat	214	-	-
marine shop	242	-	-
marine supplies	188	-	-
marine equipment	186	-	-
boat accessories	203	-	-
boating supplies	222	18	-
boating equipment	194	-	-

Keyword	Results	Month ago ▲	Current rankings
boating equipment for sale	211	-	-
stacer	147	24	-
stacer bowrider	73K	47	-
stacer renegade	173	-	-
stacer 489	108	-	-
stacer boat parts	172	-	-
stacer boat sales	114	-	-
yamaha marine dealers near me	151	-	-
yamaha marine shop	205	6	-

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	3	16	10	7	19	46
 General	55	0	3	16	10	7	19	46

Average Position Trend



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

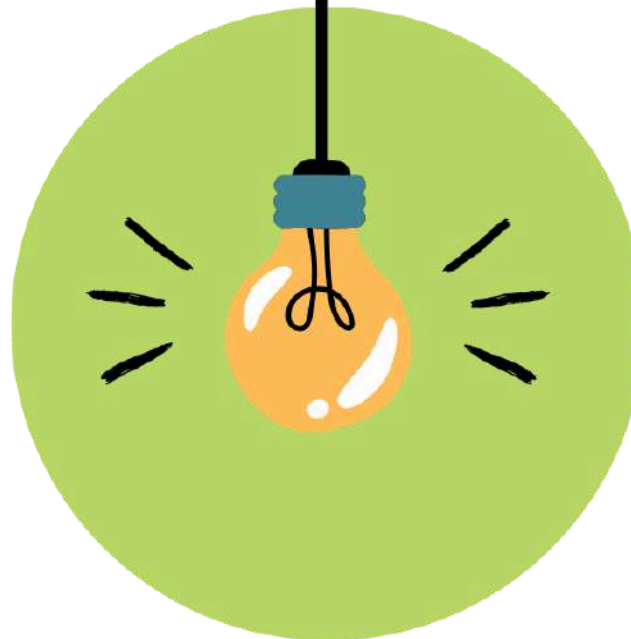
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

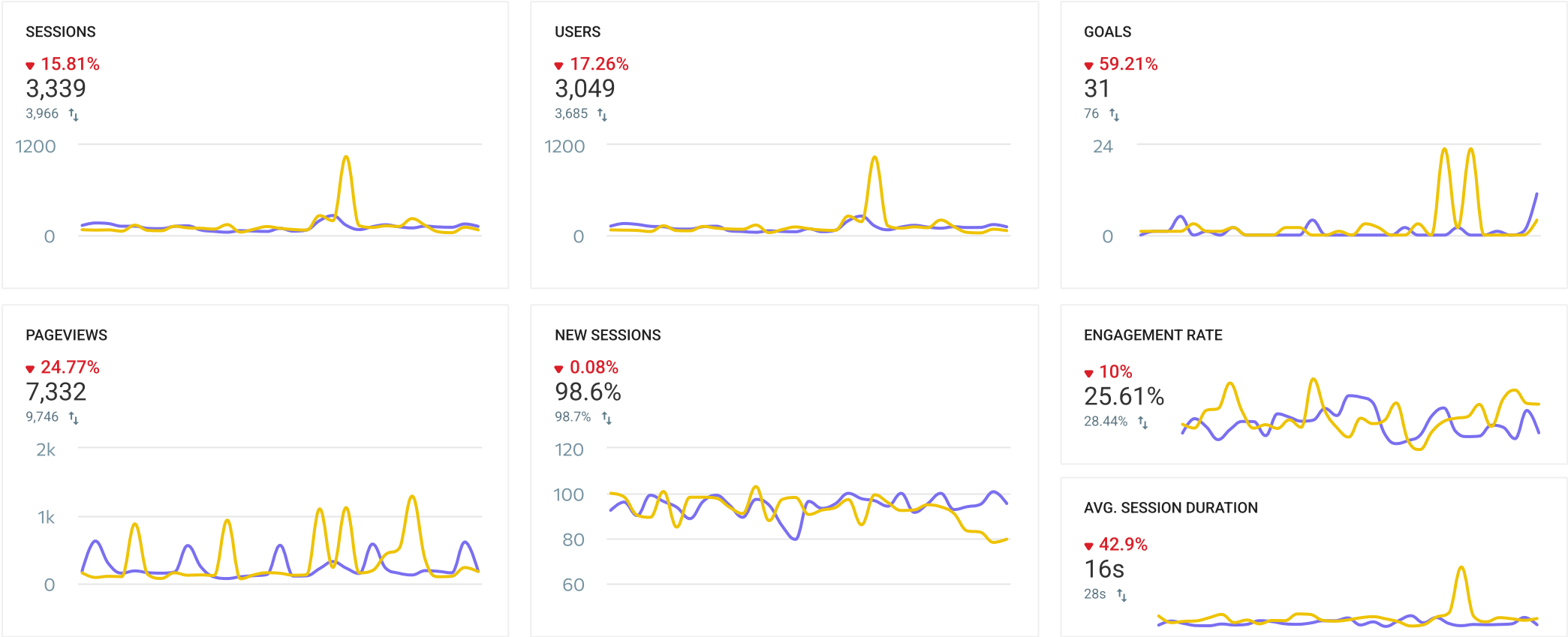
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026



● Jul-01 2026 - Jul-31 2026 ● May-31 2026 - Jun-30 2026

Pages

All pages GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jul-01 2026 - Jul-31 2026	806	91.7%	663	1K	15s	67%	5
2	/boats-in-stock/UsedBoats							
	Jul-01 2026 - Jul-31 2026	159	3.79%	132	191	07s	94.97%	0
3	/boats-in-stock/NewBoats/stacer							
	Jul-01 2026 - Jul-31 2026	120	5.81%	86	175	14s	95.83%	0
4	/boats-in-stock/NewBoats							
	Jul-01 2026 - Jul-31 2026	71	9.84%	61	89	07s	90.14%	0
5	/boats-in-stock/Newboats/stacer							
	Jul-01 2026 - Jul-31 2026	60	6.82%	44	69	08s	90%	0
6	/general/contact							
	Jul-01 2026 - Jul-31 2026	49	13.33%	45	55	21s	85.71%	0
7	/boats-in-stock/new-coming-soon-boats							
	Jul-01 2026 - Jul-31 2026	49	9.3%	43	50	05s	93.88%	0

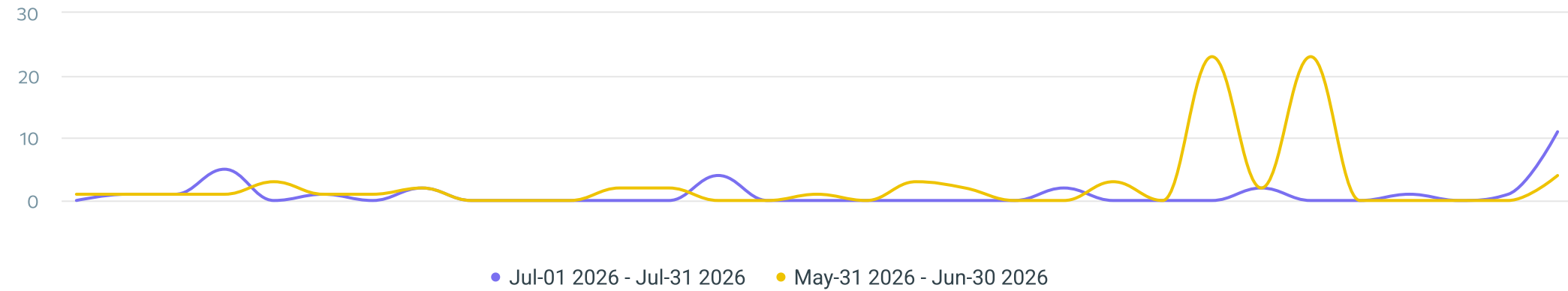
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
8	/boat-ranges/seafarer							
	Jul-01 2026 - Jul-31 2026	47	31.82%	44	59	05s	82.98%	0
9	/products							
	Jul-01 2026 - Jul-31 2026	41	31.58%	38	58	22s	85.37%	0
10	/boats-in-stock/NewBoats/seafarer							
	Jul-01 2026 - Jul-31 2026	41	11.11%	36	51	04s	85.37%	0

Conversions

Goals GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026

Goals

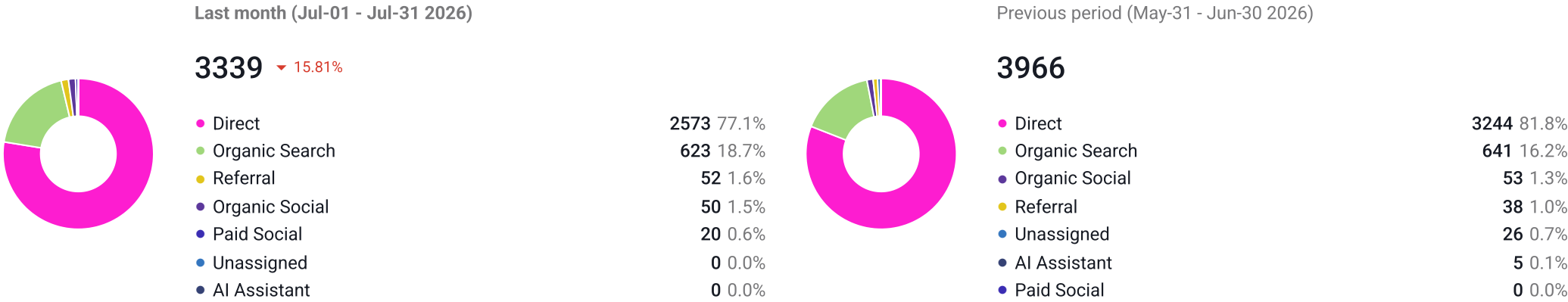


No.	Goal	Goals	Goal value
1	all_sucess_inquiries		
	Jul-01 2026 - Jul-31 2026	10	0
	May-31 2026 - Jun-30 2026	30	0
	% Change	▼ 66.7%	
2	book_a_service		
	Jul-01 2026 - Jul-31 2026	10	0
	May-31 2026 - Jun-30 2026	23	0
	% Change	▼ 56.5%	

No.	Goal	Goals	Goal value
3	click_location_button		
	Jul-01 2026 - Jul-31 2026	6	0
	May-31 2026 - Jun-30 2026	4	0
	% Change	▲ 50%	
4	click_telephone		
	Jul-01 2026 - Jul-31 2026	4	0
	May-31 2026 - Jun-30 2026	10	0
	% Change	▼ 60%	
5	file_download		
	Jul-01 2026 - Jul-31 2026	1	0
	May-31 2026 - Jun-30 2026	9	0
	% Change	▼ 88.9%	

Overview: Sessions

Last month (Jul-01 - Jul-31 2026) ↑ Previous period (May-31 - Jun-30 2026)



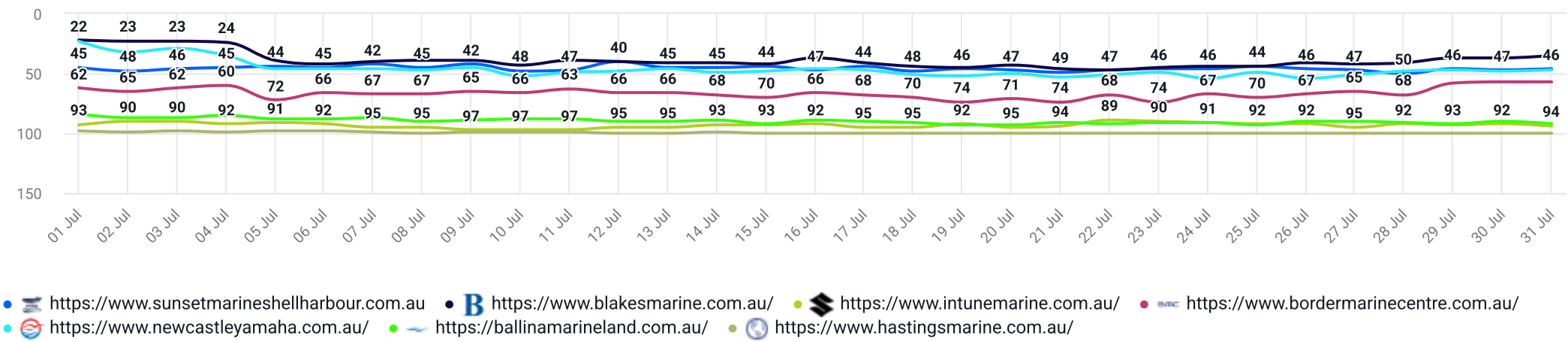
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jul-01 2026 - Jul-31 2026	2.6K	326	2.5K	12.67%	100.04%	6	6.96 sec	5K
May-31 2026 - Jun-30 2026	3.2K	614	3.2K	18.93%	100.09%	44	17.69 sec	7.3K
% Change	▼ -20.7%	▼ -46.9%	▼ -20.6%	▼ -33.1%	0.0%	▼ -86.4%	▼ -60.7%	▼ -30.5%
2 Organic Search								
Jul-01 2026 - Jul-31 2026	623	449	430	72.07%	90.23%	12	49.65 sec	2K
May-31 2026 - Jun-30 2026	641	449	426	70.05%	92.25%	16	77.37 sec	2.2K
% Change	▼ -2.8%	▼ 0%	▲ 0.9%	▲ 2.9%	▼ -2.2%	▼ -25%	▼ -35.8%	▼ -11.2%
3 Referral								
Jul-01 2026 - Jul-31 2026	52	40	38	76.92%	89.47%	11	22.48 sec	176
May-31 2026 - Jun-30 2026	38	27	17	71.05%	70.59%	16	85.05 sec	142
% Change	▲ 36.8%	▲ 48.1%	▲ 123.5%	▲ 8.3%	▲ 26.7%	▼ -31.3%	▼ -73.6%	▲ 23.9%
4 Organic Social								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jul-01 2026 - Jul-31 2026	50	34	48	68%	95.83%	2	23.66 sec	121
May-31 2026 - Jun-30 2026	53	33	50	62.26%	98%	0	34.55 sec	125
% Change	▼ -5.7%	▲ 3.0%	▼ -4%	▲ 9.2%	▼ -2.2%	▼ 0%	▼ -31.5%	▼ -3.2%
5 Paid Social								
Jul-01 2026 - Jul-31 2026	20	5	18	25%	100%	0	48.9 sec	41
May-31 2026 - Jun-30 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
6 Unassigned								
Jul-01 2026 - Jul-31 2026	-	-	-	-	-	-	-	-
May-31 2026 - Jun-30 2026	26	1	25	3.85%	4%	0	31.31 sec	19
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
7 AI Assistant								
Jul-01 2026 - Jul-31 2026	-	-	-	-	-	-	-	-
May-31 2026 - Jun-30 2026	5	2	4	40%	100%	0	15 sec	5
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

Jul-01 2026 - Jul-31 2026



HEALTH SCORE



