



SEO report

www.sunsetmarineshellharbour.com.au

MAR-01 2026 - MAR-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 64 ▼ 15	Search visibility 13.2% ▼ -0.1%	Traffic forecast 145 ▲ 10	Keywords in SERP 22
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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 boat dealers nsw	122	1	1
stacer boat trailer prices	181	2	1 ▲ 1
stacer dealers near me	130	1	2 ▼ 1
stacer dealers nsw	107	2	2
stacer trailers	200	4	2 ▲ 2
stacer dealers	125	2	3 ▼ 1
stacer boat dealers	126	2	3 ▼ 1
stacer boat dealer	394K	1	3 ▼ 2
stacer boat trailers	200	4	3 ▲ 1
stacer dealer near me	126	1	4 ▼ 3
stacer marine	495K	4	4
stacer dealer	128	2	6 ▼ 4
stacer trailer parts	191	2	6 ▼ 4
stacer trailer	503K	3	7 ▼ 4

Keyword	Results	Month ago ▲	Current rankings
boat dealers nsw	2.3M	9	8 ▲ 1
stacer boats for sale nsw	124	8	10 ▼ 2
stacer boats	591K	7	10 ▼ 3
stacer tinnie	26K	11	10 ▲ 1
stacer	138	-	11 ▲ 89
stacer bowrider	201	4	19 ▼ 15
stacer dealers victoria	121	-	20 ▲ 80
stacer crossfire	199	-	38 ▲ 62
new boats for sale	205M	4	-
used boats for sale	143M	-	-
fishing boat for sale	224	-	-
buy fishing boat	212	-	-
marine shop	223	-	-
marine supplies	161M	-	-
marine equipment	228	-	-
boat accessories	227	-	-
boating supplies	1.2B	-	-
boating equipment	908M	-	-
boating equipment for sale	215	-	-
stacer proline	203	-	-
stacer renegade	157	-	-
stacer 489	29K	-	-
stacer 499 wildrider	121	-	-
stacer ocean ranger 659	119	-	-
stacer 499 wild rider	17K	-	-
stacer crossfire 449 price	199	-	-
stacer wildrider 499	106	-	-
stacer boat	204	-	-
stacer 609 ocean ranger	199	-	-

Keyword	Results	Month ago ▲	Current rankings
stacer assault pro 429	172	-	-
stacer boat packages prices	196	41	-
stacer proline angler	171	-	-
stacer 429 proline angler	169	-	-
stacer proline 429	200	-	-
stacer boat parts	159	12	-
stacer boat sales	580K	-	-
stacer boat packages	172	-	-
new stacer boats	232	36	-
yamaha marine dealers near me	134	-	-
yamaha marine shop	193	-	-
yamaha boat dealer	184	9	-

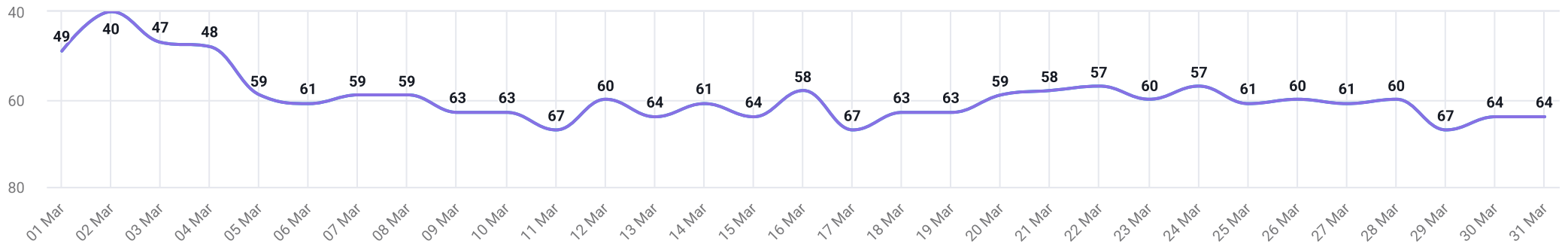
Distribution of Keywords

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	9	6	6	1	33	64
 General	55	1	9	6	6	1	33	64

Average Position Trend

Average position

Mar-01 2026 - Mar-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

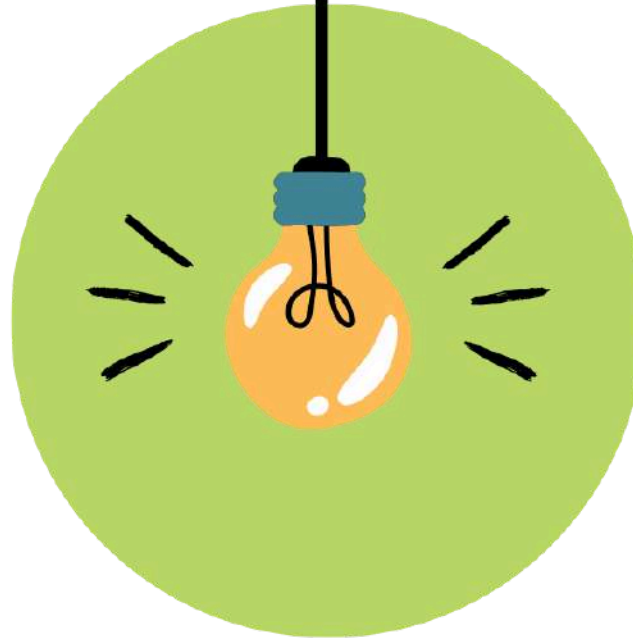
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

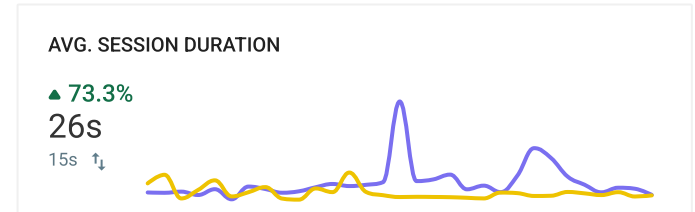
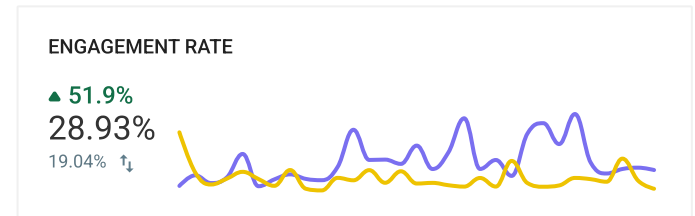
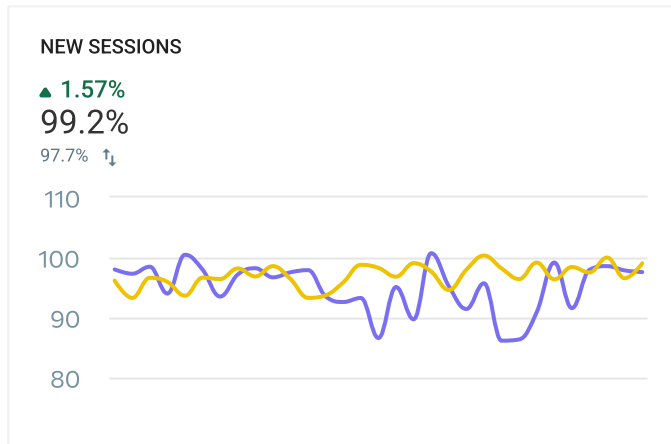
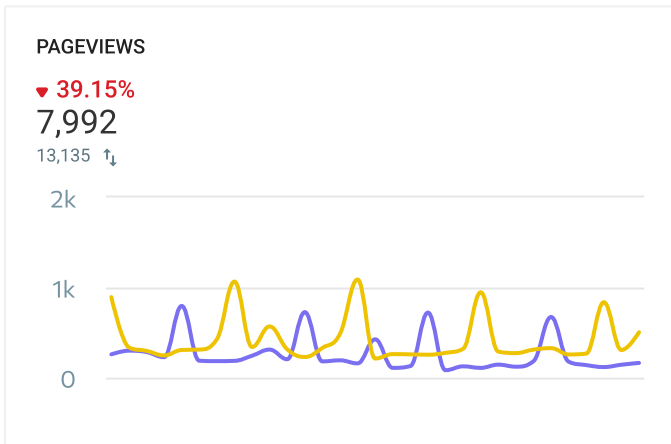
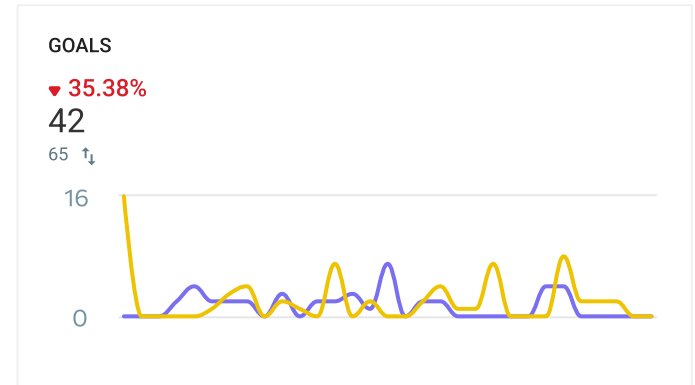
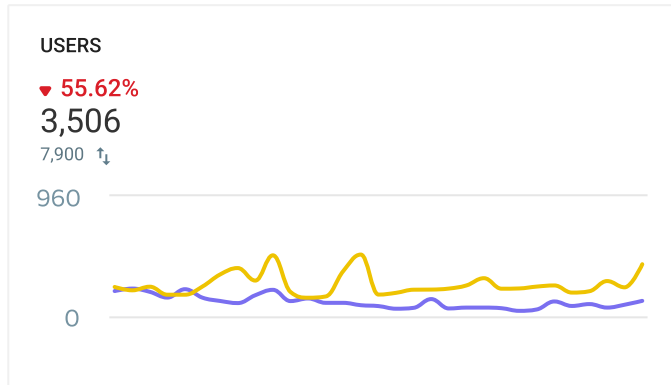
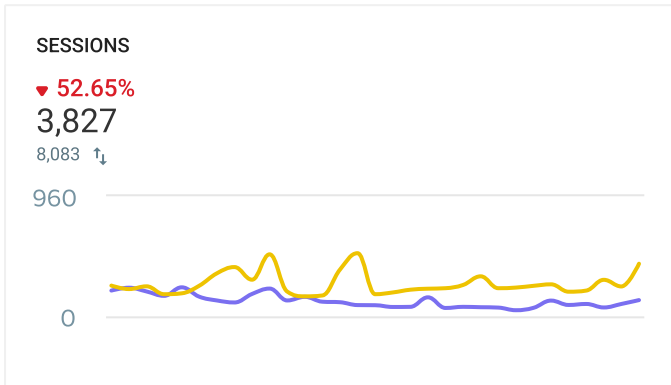
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026



● Mar-01 2026 - Mar-31 2026 ● Jan-29 2026 - Feb-28 2026

Pages

All pages GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Mar-01 2026 - Mar-31 2026	800	91.93%	644	1.1K	19s	63.13%	0
2	/BoatRanges/UsedBoats							
	Mar-01 2026 - Mar-31 2026	197	2.21%	136	264	28s	93.4%	0
3	/BoatRanges/NewBoats							
	Mar-01 2026 - Mar-31 2026	184	5.65%	124	241	53s	84.78%	0
4	/boatranges/stacer/downloadsspecs							
	Mar-01 2026 - Mar-31 2026	79	64.56%	79	395	05s	93.67%	0
5	/boatranges/newboats/stacer							
	Mar-01 2026 - Mar-31 2026	52	11.9%	42	79	53s	92.31%	0
6	/boatranges/usedboats							
	Mar-01 2026 - Mar-31 2026	47	35%	40	55	28s	89.36%	0
7	/BoatRanges/UsedBoats/haines-signature-493f-1998-10138							

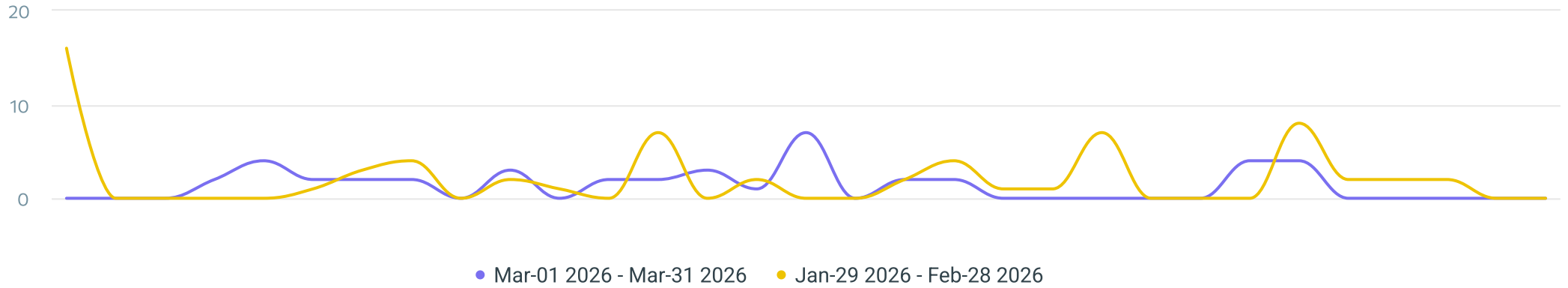
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Mar-01 2026 - Mar-31 2026	45	21.74%	23	54	01m:57s	80%	0
8	/products/all-categories/trailer-range/stacer-trailers							
	Mar-01 2026 - Mar-31 2026	43	59.52%	42	60	22s	81.4%	0
9	/BoatRanges/NewBoats/stacer-481-sea-master-se-2024-375334							
	Mar-01 2026 - Mar-31 2026	42	16.67%	30	44	44s	76.19%	0
10	/BoatRanges/stacer							
	Mar-01 2026 - Mar-31 2026	39	6.06%	33	51	23s	92.31%	0

Conversions

Goals GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Goals



No.	Goal	Goals	Goal value
1	book_a_service		
	Mar-01 2026 - Mar-31 2026	28	0
	Jan-29 2026 - Feb-28 2026	40	0
	% Change	▼ 30%	
2	all_sucess_inquiries		
	Mar-01 2026 - Mar-31 2026	11	0
	Jan-29 2026 - Feb-28 2026	14	0

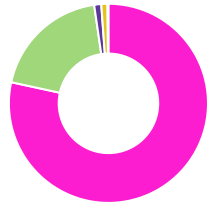
No.	Goal	Goals	Goal value
	% Change	▼ 21.4%	
3	click_location_button		
	Mar-01 2026 - Mar-31 2026	2	0
	Jan-29 2026 - Feb-28 2026	1	0
	% Change	▲ 100%	
4	file_download		
	Mar-01 2026 - Mar-31 2026	1	0
	Jan-29 2026 - Feb-28 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Mar-01 - Mar-31 2026) ↑↓ Previous period (Jan-29 - Feb-28 2026)

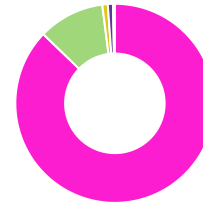
Last month (Mar-01 - Mar-31 2026)



3827 ▼ 52.65%

- Direct
- Organic Search
- Organic Social
- Referral
- Unassigned

2994 78.2%
736 19.2%
44 1.1%
38 1.0%
6 0.2%



8083

- Direct
- Organic Search
- Referral
- Organic Social
- Unassigned

7059 87.3%
869 10.8%
72 0.9%
68 0.8%
24 0.3%

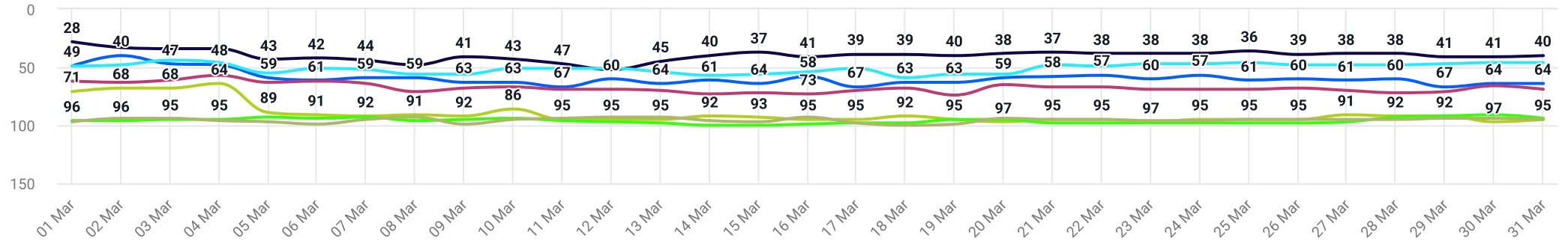
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Mar-01 2026 - Mar-31 2026	3K	519	3K	17.33%	100.57%	14	8.59 sec	5.3K
Jan-29 2026 - Feb-28 2026	7.1K	803	7.2K	11.38%	98.17%	19	4.07 sec	10.1K
% Change	▼ -57.6%	▼ -35.4%	▼ -58.9%	▲ 52.3%	▲ 2.4%	▼ -26.3%	▲ 111.1%	▼ -47.1%
2 Organic Search								
Mar-01 2026 - Mar-31 2026	736	532	463	72.28%	90.71%	28	93.28 sec	2.4K
Jan-29 2026 - Feb-28 2026	869	638	583	73.42%	89.71%	32	97.76 sec	2.7K
% Change	▼ -15.3%	▼ -16.6%	▼ -20.6%	▼ -1.6%	▲ 1.1%	▼ -12.5%	▼ -4.6%	▼ -10.6%
3 Organic Social								
Mar-01 2026 - Mar-31 2026	44	27	44	61.36%	97.73%	0	26.05 sec	87
Jan-29 2026 - Feb-28 2026	68	42	65	61.76%	98.46%	0	15.57 sec	109
% Change	▼ -35.3%	▼ -35.7%	▼ -32.3%	▼ -0.6%	▼ -0.7%	▼ 0%	▲ 67.3%	▼ -20.2%
4 Referral								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Mar-01 2026 - Mar-31 2026	38	29	36	76.32%	91.67%	0	48.5 sec	159
Jan-29 2026 - Feb-28 2026	72	56	56	77.78%	91.07%	14	65.76 sec	255
% Change	▼ -47.2%	▼ -48.2%	▼ -35.7%	▼ -1.9%	▲ 0.7%	▼ -100%	▼ -26.2%	▼ -37.6%
5 Unassigned								
Mar-01 2026 - Mar-31 2026	6	1	6	16.67%	33.33%	0	38.83 sec	14
Jan-29 2026 - Feb-28 2026	24	2	24	8.33%	25%	0	17.33 sec	10
% Change	▼ -75%	▼ -50%	▼ -75%	▲ 100.1%	▲ 33.3%	▼ 0%	▲ 124.1%	▲ 40%

Competitors Average Position Trend

Average position

Mar-01 2026 - Mar-31 2026



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-  <https://www.intunemarine.com.au/>
-  <https://www.bordermarinecentre.com.au/>
-  <https://www.newcastle-yamaha.com.au/>
-  <https://www.ballinamarineland.com.au/>
-  <https://www.hastingsmarine.com.au/>

HEALTH SCORE



Backlinks

