



SEO report

www.sunsetmarineshellharbour.com.au

MAY-01 2026 - MAY-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.

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 41 ▲ 7	Search visibility 35% ▲ 16.5%	Traffic forecast 286 ▲ 128	Keywords in SERP 36
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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			
new boats for sale	229	6	2 ▲ 4
stacer dealers nsw	104	4	2 ▲ 2
stacer boat trailers	171	4	2 ▲ 2
stacer dealers near me	114	5	3 ▲ 2
stacer boat dealers nsw	103	2	3 ▼ 1
stacer dealer near me	119	2	3 ▼ 1
stacer boat dealer	114	4	3 ▲ 1
stacer boats	178	6	3 ▲ 3
stacer dealers	115	7	4 ▲ 3
stacer trailer parts	158	6	4 ▲ 2
stacer boat dealers	111	3	4 ▼ 1
stacer trailer	108	6	4 ▲ 2
stacer boat trailer prices	167	2	4 ▼ 2
boat dealers nsw	106	18	5 ▲ 13

Keyword	Results	Month ago ▲	Current rankings
stacer dealer	49	5	5
stacer trailers	166	3	5 ▼ 2
stacer marine	106	4	5 ▼ 1
stacer boat	175	5	5
stacer bowrider	169	-	6 ▲ 94
boating equipment for sale	194	-	7 ▲ 93
stacer	177	-	7 ▲ 93
stacer boat packages	178	50	7 ▲ 43
new stacer boats	201	12	7 ▲ 5
stacer tinnie	153	25	8 ▲ 17
stacer proline	171	-	9 ▲ 91
stacer crossfire 449 price	129	-	9 ▲ 91
stacer boats for sale nsw	103	9	10 ▼ 1
stacer crossfire	166	38	19 ▲ 19
stacer boat packages prices	178	36	22 ▲ 14
stacer boat parts	168	-	22 ▲ 78
marine equipment	191	-	27 ▲ 73
stacer proline angler	160	-	31 ▲ 69
stacer 429 proline angler	113	-	32 ▲ 68
stacer proline 429	142	-	32 ▲ 68
used boats for sale	198	-	-
fishing boat for sale	200	-	-
buy fishing boat	204	5	-
marine shop	202	-	-
marine supplies	182	83	-
boat accessories	199	9	-
boating supplies	189	26	-

Keyword	Results	Month ago ▲	Current rankings
boating equipment	197	-	-
stacer renegade	160	-	-
stacer 489	100	-	-
stacer 499 wildrider	97	-	-
stacer ocean ranger 659	81	-	-
stacer 499 wild rider	152	-	-
stacer wildrider 499	86	-	-
stacer dealers victoria	53	19	-
stacer 609 ocean ranger	129	-	-
stacer assault pro 429	145	-	-
stacer boat sales	107	18	-
yamaha marine dealers near me	137	-	-
yamaha marine shop	195	13	-
yamaha boat dealer	197	11	-

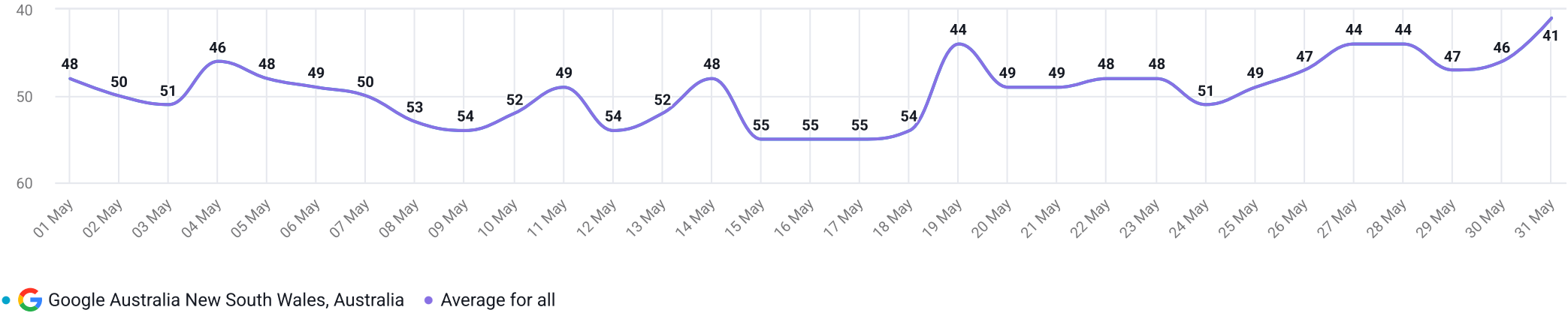
Distribution of Keywords

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	10	17	6	3	19	41
 General	55	0	10	17	6	3	19	41

Average Position Trend

Average position

May-01 2026 - May-31 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

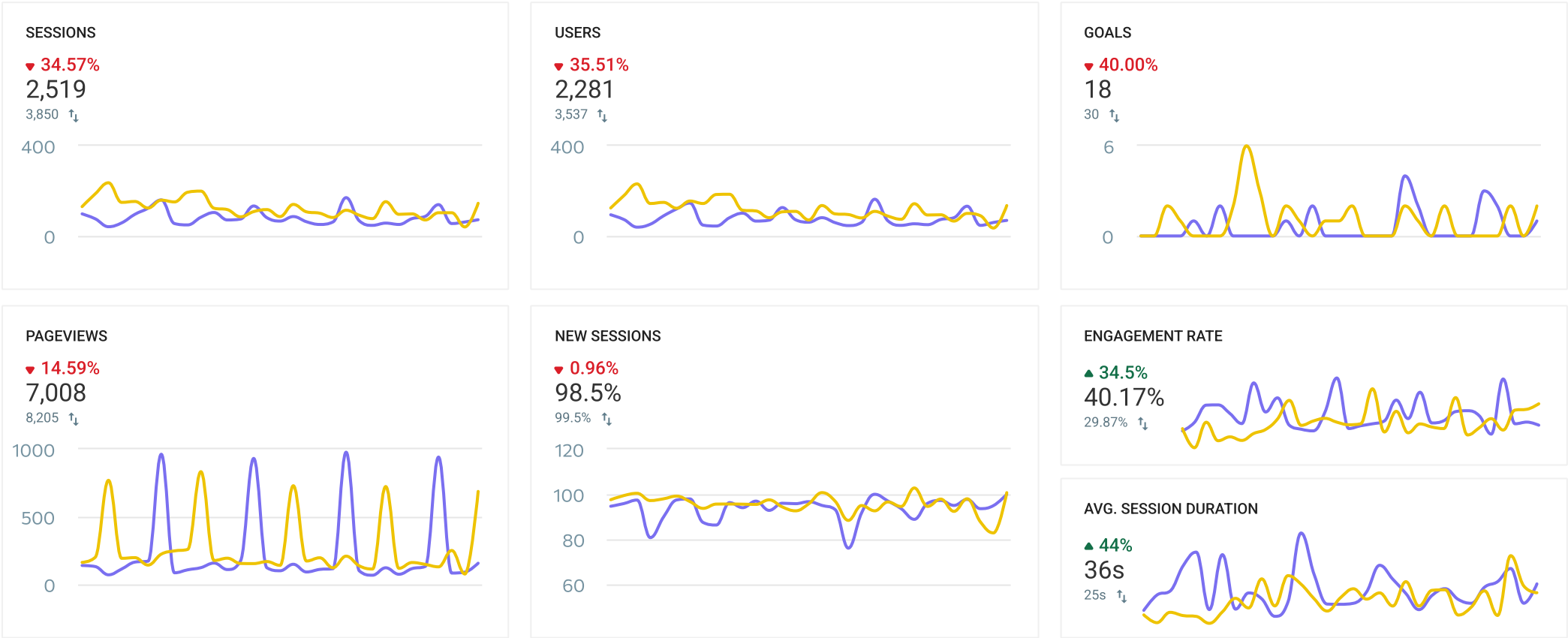
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

May-01 2026 - May-31 2026



● May-01 2026 - May-31 2026 ● Mar-31 2026 - Apr-30 2026

Pages

All pages GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	May-01 2026 - May-31 2026	671	90.47%	556	854	19s	62.44%	0
2	/BoatRanges/NewBoats							
	May-01 2026 - May-31 2026	152	8.82%	102	189	01m:31s	91.45%	0
3	/boatranges/stacer/downloadsspecs							
	May-01 2026 - May-31 2026	149	75.84%	149	846	07s	99.33%	0
4	/BoatRanges/UsedBoats							
	May-01 2026 - May-31 2026	138	6.03%	116	172	40s	89.13%	0
5	/boatranges/newboats/stacer							
	May-01 2026 - May-31 2026	61	9.43%	53	82	48s	91.8%	0
6	/BoatRanges/NewBoats/seafarer-victory-6-2-h-t-2024-13585							
	May-01 2026 - May-31 2026	57	19.51%	41	59	24s	75.44%	0
7	/boatranges/usedboats							

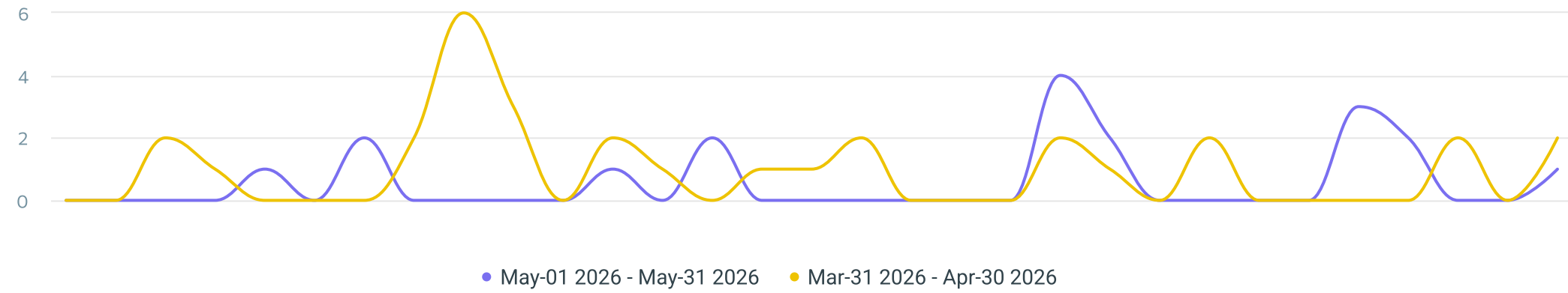
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	May-01 2026 - May-31 2026	32	36.67%	30	44	53s	96.88%	0
8	/products/all-categories/trailer-range/stacer-trailers							
	May-01 2026 - May-31 2026	31	67.74%	31	44	28s	87.1%	0
9	/BoatRanges/stacer							
	May-01 2026 - May-31 2026	31	10.34%	29	43	29s	93.55%	0
10	/Engines/yamaha-engines/portable-four-stroke-2-5-25hp							
	May-01 2026 - May-31 2026	31	29.63%	27	40	19s	77.42%	0

Conversions

Goals GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Goals



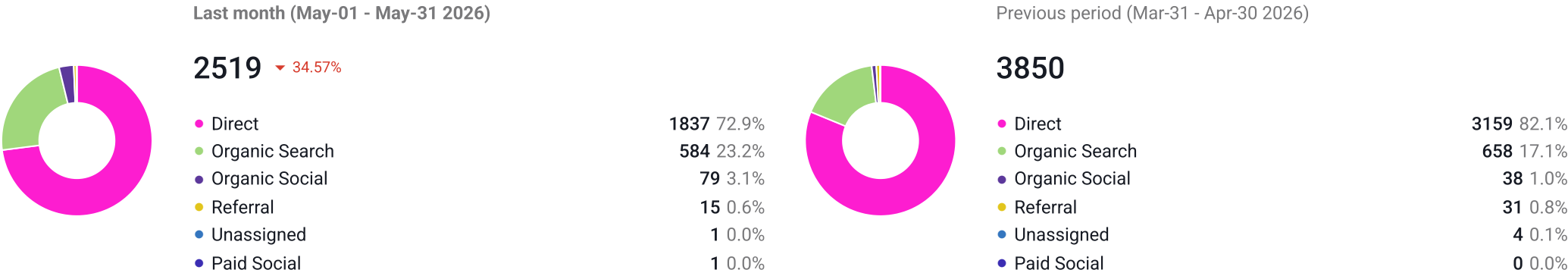
No.	Goal	Goals	Goal value
1	book_a_service		
	May-01 2026 - May-31 2026	13	0
	Mar-31 2026 - Apr-30 2026	23	0
	% Change	▼ 43.5%	
2	all_sucess_inquiries		
	May-01 2026 - May-31 2026	4	0
	Mar-31 2026 - Apr-30 2026	6	0

No.	Goal	Goals	Goal value
	% Change	▼ 33.3%	
3	file_download		
	May-01 2026 - May-31 2026	1	0
	Mar-31 2026 - Apr-30 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (May-01 - May-31 2026) ↑ Previous period (Mar-31 - Apr-30 2026)



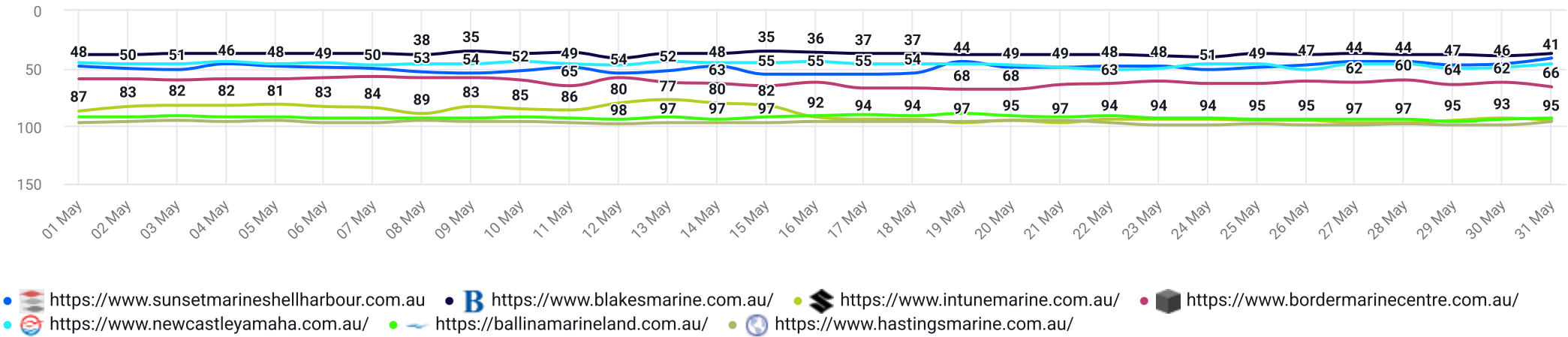
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
May-01 2026 - May-31 2026	1.8K	519	1.8K	28.25%	100.17%	13	17.08 sec	5.1K
Mar-31 2026 - Apr-30 2026	3.2K	611	3.1K	19.34%	100.69%	15	7.89 sec	5.9K
% Change	▼ -41.8%	▼ -15.1%	▼ -41.6%	▲ 46.1%	▼ -0.5%	▼ -13.3%	▲ 116.5%	▼ -13.9%
2 Organic Search								
May-01 2026 - May-31 2026	584	438	416	75%	91.11%	5	96.22 sec	1.7K
Mar-31 2026 - Apr-30 2026	658	497	439	75.53%	90.43%	11	101.93 sec	2.1K
% Change	▼ -11.2%	▼ -11.9%	▼ -5.2%	▼ -0.7%	▲ 0.8%	▼ -54.5%	▼ -5.6%	▼ -20.1%
3 Organic Social								
May-01 2026 - May-31 2026	79	45	76	56.96%	98.68%	0	43.06 sec	153
Mar-31 2026 - Apr-30 2026	38	16	38	42.11%	100%	0	14.45 sec	60
% Change	▲ 107.9%	▲ 181.3%	▲ 100%	▲ 35.3%	▼ -1.3%	▼ 0%	▲ 198.0%	▲ 155%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Referral								
May-01 2026 - May-31 2026	15	11	7	73.33%	71.43%	0	45.6 sec	54
Mar-31 2026 - Apr-30 2026	31	22	12	70.97%	66.67%	2	83.52 sec	122
% Change	▼ -51.6%	▼ -50%	▼ -41.7%	▲ 3.3%	▲ 7.1%	▼ -100%	▼ -45.4%	▼ -55.7%
5 Unassigned								
May-01 2026 - May-31 2026	1	0	1	0%	0%	0	227 sec	24
Mar-31 2026 - Apr-30 2026	4	1	4	25%	25%	2	13 sec	1
% Change	▼ -75%	▼ -100%	▼ -75%	▼ -100%	▼ -100%	▼ -100%	▲ 1.6K%	▲ 2.3K%
6 Paid Social								
May-01 2026 - May-31 2026	1	0	1	0%	100%	0	0 sec	1
Mar-31 2026 - Apr-30 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

May-01 2026 - May-31 2026



HEALTH SCORE



Backlinks

