



SEO report

melbournemarine.com.au

APR-01 2026 - APR-30 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

Average position	Search visibility	Traffic forecast	Keywords in SERP
38 ▲ 2	5.7% ▼ -1.3%	653 ▼ 87	33

Keywords Ranking

● Entered Top 10 ● Left Top 10 ● In Top 10 ● Entered Top 100

 Google Australia 3175, Victoria, Australia

Keyword	Results	Month ago ▲	Current rankings
 General			
melbourne marine	88M	1	1
melbourne marine centre	42M	1	1
boat dealers melbourne	3.5M	2	2
new boat for sale	607M	2	2
mercury dealer melbourne	1M	1	2 ▼ 1
boat shops melbourne	36M	2	2
mercury outboard dealers victoria	171	2	2
stacer boats	593K	2	3 ▼ 1
marine shop melbourne	19M	3	3
mercury outboard servicing	5.9M	1	3 ▼ 2
stacer boat	634K	10	3 ▲ 7
boat dealer	115M	4	4
northbank boats	741K	5	7 ▼ 2
northbank 550c	1.7K	7	7
boat servicing	839M	7	8 ▼ 1

Keyword	Results	Month ago ▲	Current rankings
mercury outboard	63M	6	9 ▼ 3
buy outboard motor	33M	-	11 ▲ 89
xfi illusion	30K	13	13
boat shops	186M	4	14 ▼ 10
499 wildrider	19K	22	15 ▲ 7
boat suppliers	166M	9	15 ▼ 6
used outboard motors	14M	-	15 ▲ 85
mercury outboards	63M	38	16 ▲ 22
marine shop	462M	16	16
boat motors for sale	44M	-	16 ▲ 84
stacer boat for sale	545K	14	17 ▼ 3
used outboard for sale	17M	-	17 ▲ 83
marine detailing melbourne	1.1M	-	17 ▲ 83
marine supply stores	45M	28	22 ▲ 6
mercury boat engine	15M	29	22 ▲ 7
buy my boat melbourne	66M	1	28 ▼ 27
boat engine for sale	90M	12	30 ▼ 18
cuddy cabin boats	204	-	35 ▲ 65
mercury outboard for sale	5.7M	24	47 ▼ 23
stacer seamaster	24K	-	58 ▲ 42
used boat for sale	402M	-	-
boat sales	962M	-	-
tinnie boats	252K	-	-
stacer	744K	-	-
runabouts	98	-	-
outboard boat motor for sale	11M	-	-
boat repair	216M	-	-

Keyword	Results	Month ago ▲	Current rankings
nexgen pontoon boats	3.2K	N/A	-
pontoon boats for sale	7.2M	N/A	-
nexgen boats	1.7M	N/A	-
nexgen boats for sale	23K	N/A	-

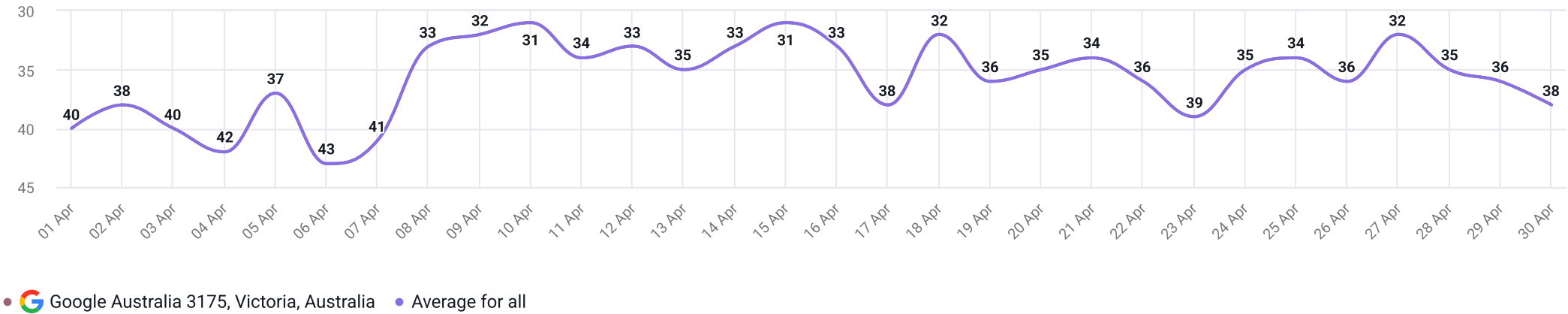
Distribution of Keywords

Search Engines	Total Keywords	Top 1	Top 3	Top 4..10	Top 11..30	Top 100	Out of SERP	Avg. Position
 Google Australia 3175, Victoria, Australia	46	2	9	8	12	4	13	38
 General	46	2	9	8	12	4	13	38

Average Position Trend

Average position

Apr-01 2026 - Apr-30 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

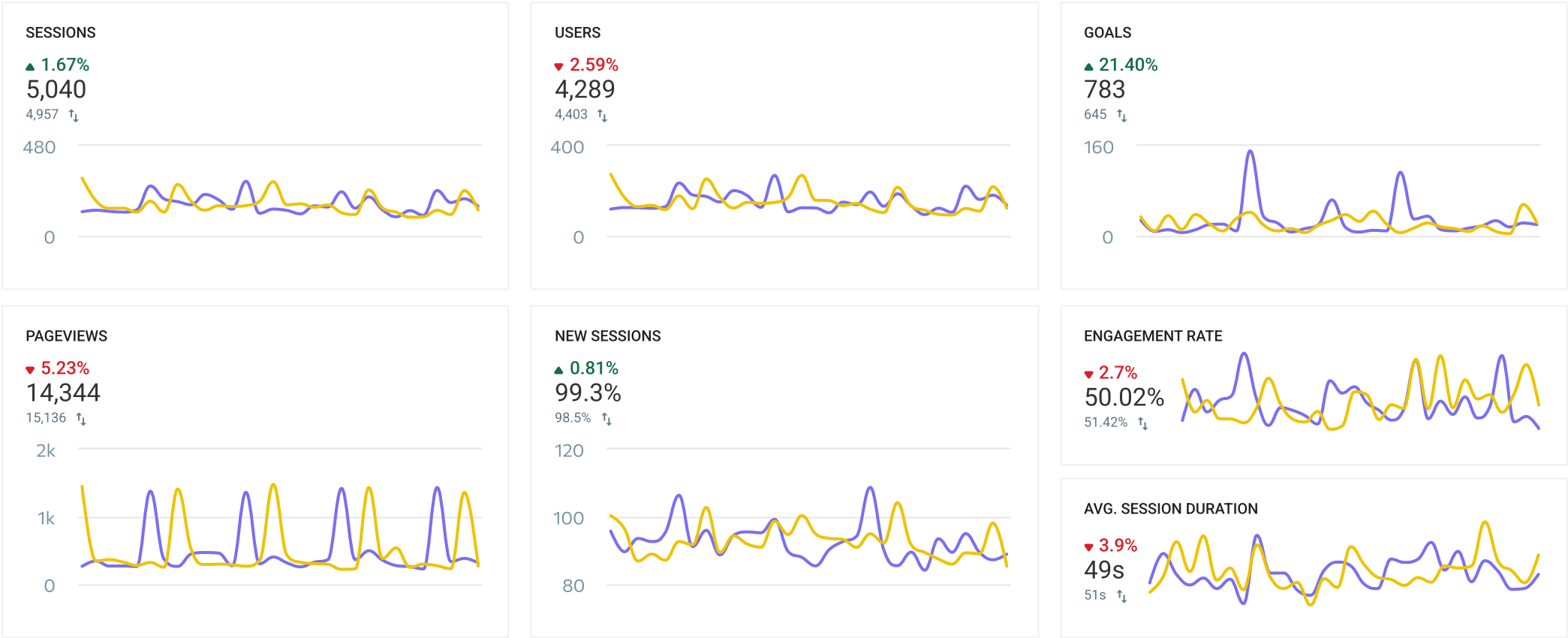
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026



● Apr-01 2026 - Apr-30 2026 ● Mar-02 2026 - Mar-31 2026

Pages

All pages GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Apr-01 2026 - Apr-30 2026	1.4K	89.51%	1.2K	1.8K	20s	64.68%	75
2	/boatranges/NewBoats							
	Apr-01 2026 - Apr-30 2026	492	60.64%	404	787	58s	81.5%	137
3	/products/grab-ya-tackle							
	Apr-01 2026 - Apr-30 2026	329	89.94%	328	387	06s	26.14%	0
4	/engines/mercury-engines/mercury-outboard-motors							
	Apr-01 2026 - Apr-30 2026	304	70.18%	275	468	27s	71.38%	3
5	/products							
	Apr-01 2026 - Apr-30 2026	295	47.84%	255	435	29s	79.32%	29
6	/products/grab-ya-tackle/tackle							
	Apr-01 2026 - Apr-30 2026	285	79.42%	277	451	16s	31.93%	10
7	/boatranges/UsedBoats							

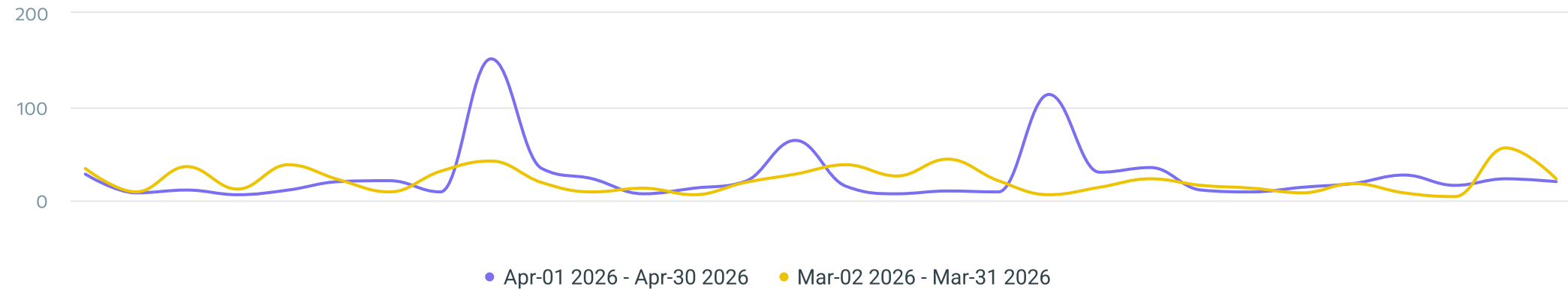
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Apr-01 2026 - Apr-30 2026	210	3.19%	188	276	35s	94.29%	53
8	/products/boat-bits							
	Apr-01 2026 - Apr-30 2026	174	4.14%	145	403	56s	90.8%	25
9	/boatranges/stacer							
	Apr-01 2026 - Apr-30 2026	137	40.8%	125	191	26s	68.61%	0
10	/boatranges/stacer/downloadssecs							
	Apr-01 2026 - Apr-30 2026	90	59.55%	89	419	14s	92.22%	0

Conversions

Goals GOOGLE ANALYTICS

Apr-01 2026 - Apr-30 2026

Goals



No.	Goal	Goals	Goal value
1	form_start		
	Apr-01 2026 - Apr-30 2026	456	0
	Mar-02 2026 - Mar-31 2026	345	0
	% Change	▲ 32.2%	
2	form_submit		
	Apr-01 2026 - Apr-30 2026	216	0
	Mar-02 2026 - Mar-31 2026	134	0

No.	Goal	Goals	Goal value
	% Change	▲ 61.2%	
3	book_a_service		
	Apr-01 2026 - Apr-30 2026	84	0
	Mar-02 2026 - Mar-31 2026	138	0
	% Change	▼ 39.1%	
4	click_telephone		
	Apr-01 2026 - Apr-30 2026	25	0
	Mar-02 2026 - Mar-31 2026	25	0
	% Change		
5	click_location_button		
	Apr-01 2026 - Apr-30 2026	1	0
	Mar-02 2026 - Mar-31 2026	2	0
	% Change	▼ 50%	
6	file_download		
	Apr-01 2026 - Apr-30 2026	1	0
	Mar-02 2026 - Mar-31 2026	1	0

No.	Goal	Goals	Goal value
	% Change		

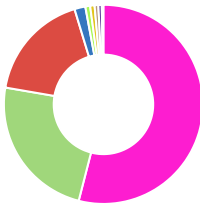
Traffic Source

Overview: Sessions

Last month (Apr-01 - Apr-30 2026) ↑ Previous period (Mar-02 - Mar-31 2026)

Last month (Apr-01 - Apr-30 2026)

5040 ▲ 1.67%

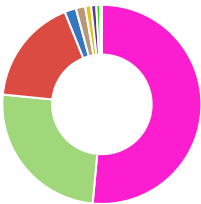


- Direct
- Organic Search
- Paid Search
- Unassigned
- Cross-network
- Referral
- Display
- Organic Social
- Paid Video

- 2701 53.6%
- 1185 23.5%
- 881 17.5%
- 88 1.7%
- 39 0.8%
- 36 0.7%
- 30 0.6%
- 28 0.6%
- 13 0.3%

Previous period (Mar-02 - Mar-31 2026)

4957



- Direct
- Organic Search
- Paid Search
- Unassigned
- Display
- Referral
- Organic Social
- Paid Video
- Cross-network

- 2585 52.1%
- 1260 25.4%
- 871 17.6%
- 94 1.9%
- 76 1.5%
- 48 1.0%
- 42 0.8%
- 30 0.6%
- 15 0.3%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Apr-01 2026 - Apr-30 2026	2.7K	961	2.5K	35.58%	102.23%	116	18.13 sec	7.3K
Mar-02 2026 - Mar-31 2026	2.6K	914	2.4K	35.36%	102.09%	166	15.5 sec	8K
% Change	▲ 4.5%	▲ 5.1%	▲ 2.9%	▲ 0.6%	▲ 0.1%	▼ -30.1%	▲ 17.0%	▼ -9.4%
2 Organic Search								
Apr-01 2026 - Apr-30 2026	1.2K	839	882	70.8%	92.18%	253	86.91 sec	3.6K
Mar-02 2026 - Mar-31 2026	1.3K	906	1K	71.9%	92.84%	256	96.22 sec	3.6K
% Change	▼ -6.0%	▼ -7.4%	▼ -13.5%	▼ -1.5%	▼ -0.7%	▼ -1.2%	▼ -9.7%	▲ 1.6%
3 Paid Search								

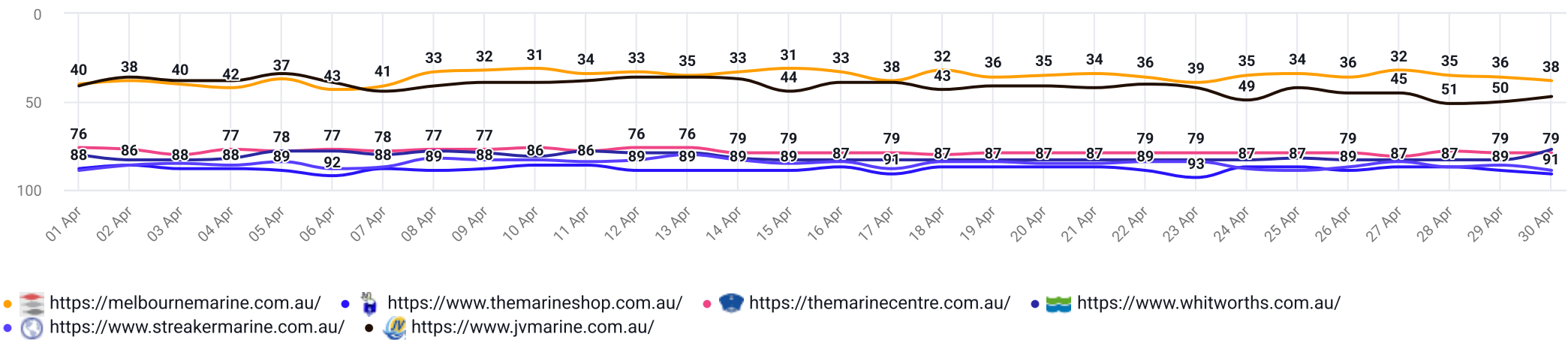
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Apr-01 2026 - Apr-30 2026	881	607	759	68.9%	91.96%	210	82.76 sec	2.7K
Mar-02 2026 - Mar-31 2026	871	606	722	69.58%	91.97%	192	88.39 sec	2.9K
% Change	▲ 1.1%	▲ 0.2%	▲ 5.1%	▼ -1.0%	0.0%	▲ 9.4%	▼ -6.4%	▼ -6.1%
4 Unassigned								
Apr-01 2026 - Apr-30 2026	88	40	61	45.45%	78.69%	177	189.85 sec	358
Mar-02 2026 - Mar-31 2026	94	35	78	37.23%	73.08%	8	43.59 sec	175
% Change	▼ -6.4%	▲ 14.3%	▼ -21.8%	▲ 22.1%	▲ 7.7%	▲ 2.1K%	▲ 335.5%	▲ 104.6%
5 Cross-network								
Apr-01 2026 - Apr-30 2026	39	24	38	61.54%	89.47%	13	59.69 sec	92
Mar-02 2026 - Mar-31 2026	15	14	15	93.33%	93.33%	2	115.47 sec	56
% Change	▲ 160%	▲ 71.4%	▲ 153.3%	▼ -34.1%	▼ -4.1%	▲ 550%	▼ -48.3%	▲ 64.3%
6 Referral								
Apr-01 2026 - Apr-30 2026	36	31	34	86.11%	82.35%	11	86.67 sec	102
Mar-02 2026 - Mar-31 2026	48	34	30	70.83%	93.33%	13	101.5 sec	184
% Change	▼ -25%	▼ -8.8%	▲ 13.3%	▲ 21.6%	▼ -11.8%	▼ -15.4%	▼ -14.6%	▼ -44.6%
7 Display								
Apr-01 2026 - Apr-30 2026	30	4	27	13.33%	100%	0	13.53 sec	33
Mar-02 2026 - Mar-31 2026	76	15	66	19.74%	100%	3	14.53 sec	84
% Change	▼ -60.5%	▼ -73.3%	▼ -59.1%	▼ -32.5%	▼ 0%	▼ -100%	▼ -6.9%	▼ -60.7%
8 Organic Social								
Apr-01 2026 - Apr-30 2026	28	17	27	60.71%	100%	3	66.61 sec	116
Mar-02 2026 - Mar-31 2026	42	23	39	54.76%	97.44%	3	60.81 sec	107
% Change	▼ -33.3%	▼ -26.1%	▼ -30.8%	▲ 10.9%	▲ 2.6%	▼ 0%	▲ 9.5%	▲ 8.4%
9 Paid Video								
Apr-01 2026 - Apr-30 2026	13	2	13	15.38%	100%	0	1.23 sec	15
Mar-02 2026 - Mar-31 2026	30	2	28	6.67%	100%	2	7.53 sec	32
% Change	▼ -56.7%	▼ 0%	▼ -53.6%	▲ 130.6%	▼ 0%	▼ -100%	▼ -83.7%	▼ -53.1%

Competitors Average Position Trend

 melbournemarine.com.au

Average position

Apr-01 2026 - Apr-30 2026



HEALTH SCORE



Backlinks

