



SEO report

melbournemarine.com.au

AUG-01 2026 - AUG-31 2026



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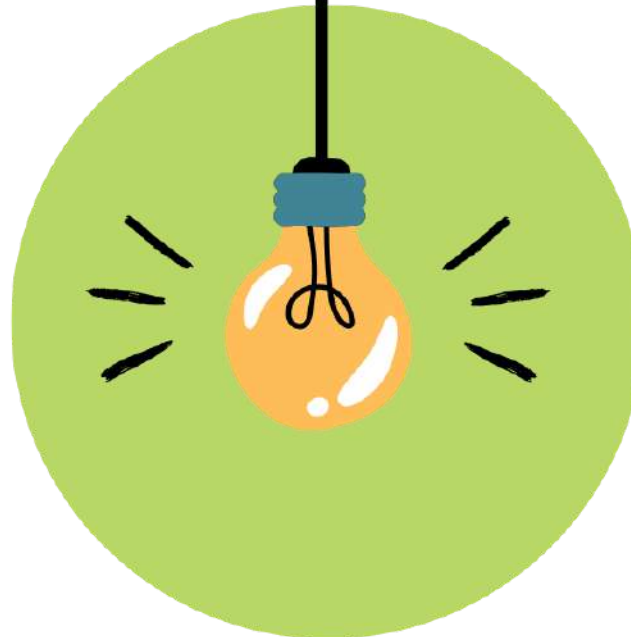
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KEYRANKING METRICS



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 43 ▼ 1	Search visibility 3.3% ▲ 0.8%	Traffic forecast 555 ▲ 92	Keywords in SERP 30
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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	108	1	1
mercury outboard servicing	168	1	1
melbourne marine centre	117	1	1
boat dealers melbourne	110	2	2
mercury dealer melbourne	111	2	2
boat shops melbourne	115	2	2
mercury outboard dealers victoria	180	3	4 ▼ 1
northbank 550c	108	7	5 ▲ 2
northbank boats	107	7	7
nexgen pontoon boats	169	-	7 ▲ 93
nexgen boats for sale	174	-	7 ▲ 93
marine shop melbourne	170	7	8 ▼ 1
buy my boat melbourne	116	9	9
boat motors for sale	148	24	10 ▲ 14
nexgen boats	201	-	10 ▲ 90
stacer boats	172	4	11 ▼ 7
stacer boat for sale	182	13	12 ▲ 1

Keyword	Results	Month ago ▲	Current rankings
boat servicing	159	10	12 ▼ 2
new boat for sale	219	12	13 ▼ 1
mercury outboards	174	9	14 ▼ 5
boat dealer	154	16	16
boat engine for sale	175	40	20 ▲ 20
marine shop	211	27	21 ▲ 6
boat suppliers	194	26	21 ▲ 5
boat shops	223	23	23
marine supply stores	214	36	27 ▲ 9
mercury boat engine	203	33	27 ▲ 6
used outboard for sale	186	20	28 ▼ 8
used outboard motors	181	18	29 ▼ 11
outboard boat motor for sale	177	31	29 ▲ 2
mercury outboard for sale	196	41	32 ▲ 9
stacer boat	171	10	68 ▼ 58
mercury outboard	196	-	-
used boat for sale	214	-	-
499 wildrider	111	27	-
marine detailing melbourne	110	-	-
xfi illusion	105	-	-
boat sales	150	-	-
tinnie boats	190	-	-
cuddy cabin boats	204	26	-
stacer	109	-	-
runabouts	107	-	-
stacer seamaster	163	49	-
buy outboard motor	183	26	-
boat repair	232	-	-
pontoon boats for sale	201	-	-

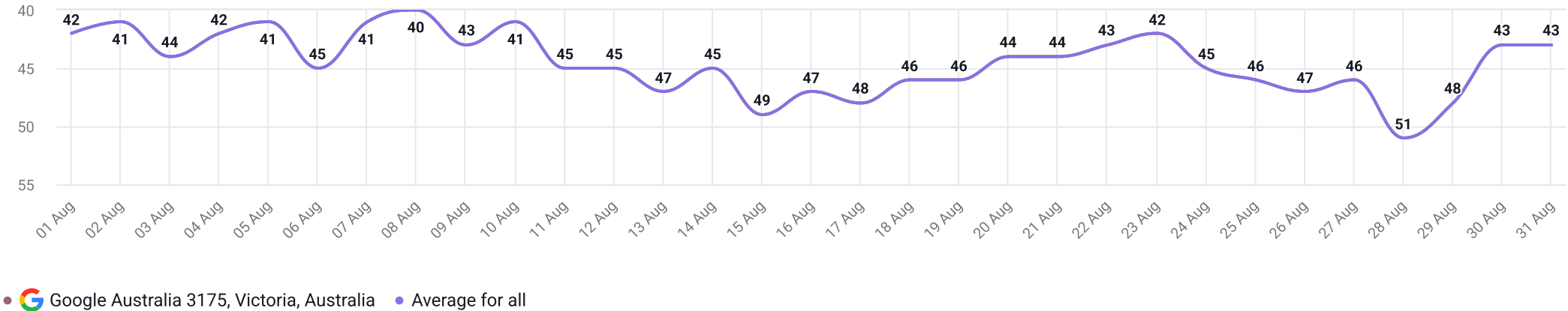
Distribution of Keywords

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	3	6	8	16	0	16	43
 General	46	3	6	8	16	-	16	43

Average Position Trend

Average position

Aug-01 2026 - Aug-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

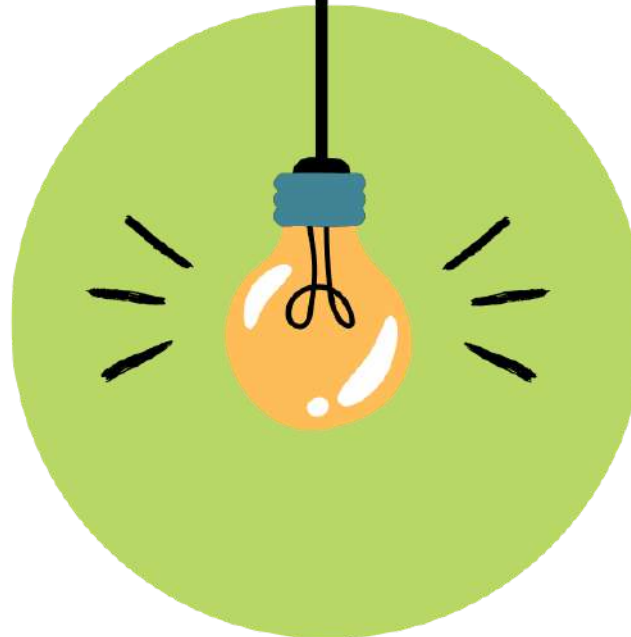
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

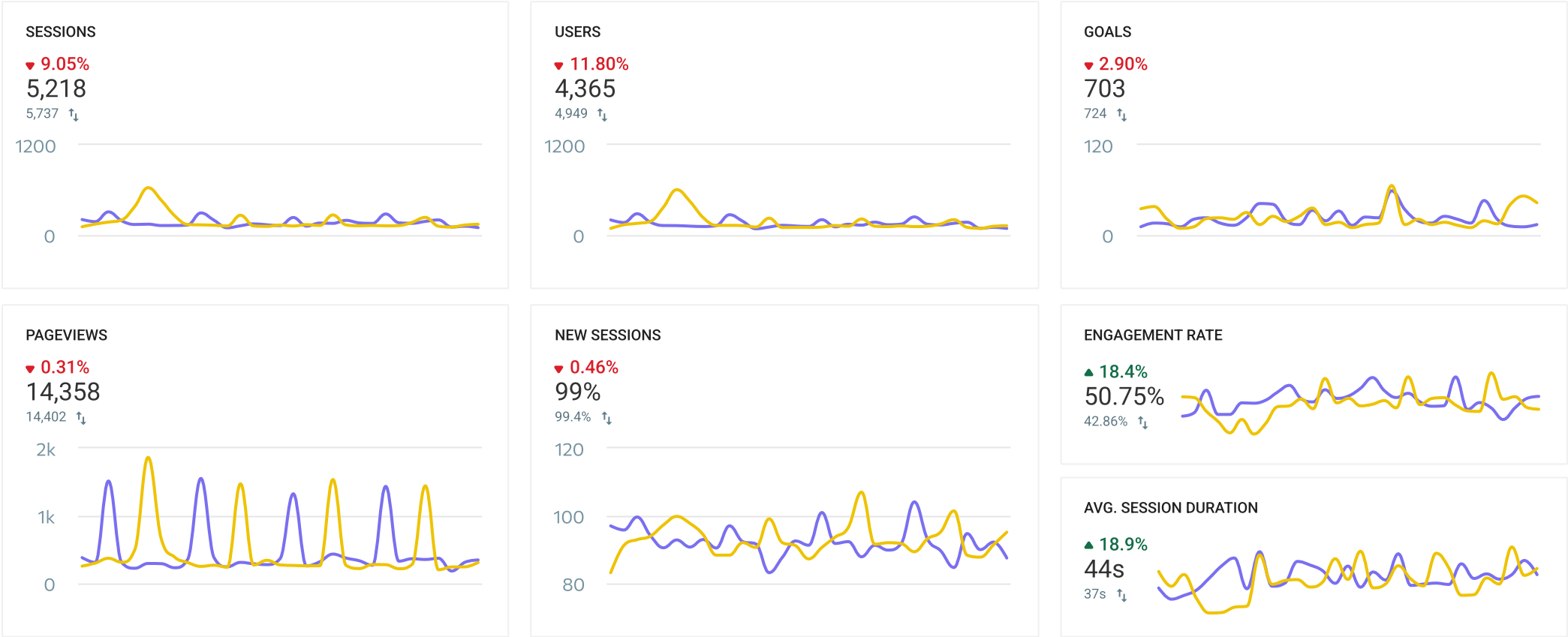
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026



● Aug-01 2026 - Aug-31 2026 ● Jul-01 2026 - Jul-31 2026

Pages

All pages GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Aug-01 2026 - Aug-31 2026	1.7K	91.69%	1.5K	2.1K	21s	58.58%	36
2	/boatranges/NewBoats							
	Aug-01 2026 - Aug-31 2026	868	76.62%	727	1.2K	41s	65.32%	231
3	/engines/mercury-engines/mercury-outboard-motors							
	Aug-01 2026 - Aug-31 2026	530	83.37%	469	813	14s	54.72%	1
4	/products/grab-ya-tackle							
	Aug-01 2026 - Aug-31 2026	242	90.04%	241	282	03s	27.69%	2
5	/products							
	Aug-01 2026 - Aug-31 2026	220	44.9%	196	300	29s	82.73%	18
6	/boatranges/UsedBoats							
	Aug-01 2026 - Aug-31 2026	220	3.09%	194	270	38s	94.09%	80
7	/products/grab-ya-tackle/tackle							
	Aug-01 2026 - Aug-31 2026	161	78.34%	157	277	19s	31.06%	0

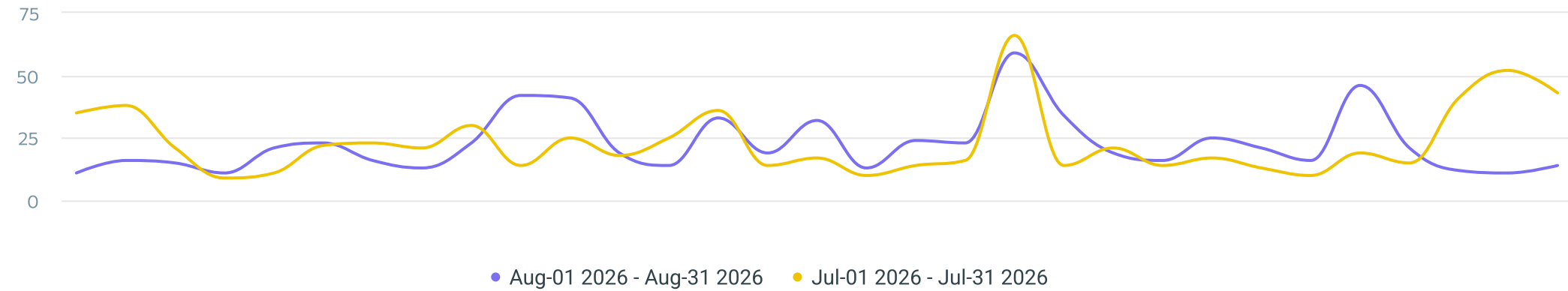
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
8	/boatranges/stacer/downloadssecs							
	Aug-01 2026 - Aug-31 2026	141	78.83%	137	617	12s	77.3%	0
9	/products/boat-bits							
	Aug-01 2026 - Aug-31 2026	137	7.94%	126	319	48s	97.08%	8
10	/boatranges/stacer							
	Aug-01 2026 - Aug-31 2026	114	10.68%	103	159	41s	95.61%	0

Conversions

Goals GOOGLE ANALYTICS

Aug-01 2026 - Aug-31 2026

Goals



No.	Goal	Goals	Goal value
1	form_start		
	Aug-01 2026 - Aug-31 2026	461	0
	Jul-01 2026 - Jul-31 2026	432	0
	% Change	▲ 6.7%	
2	book_a_service		
	Aug-01 2026 - Aug-31 2026	120	0
	Jul-01 2026 - Jul-31 2026	109	0
	% Change	▲ 10.1%	

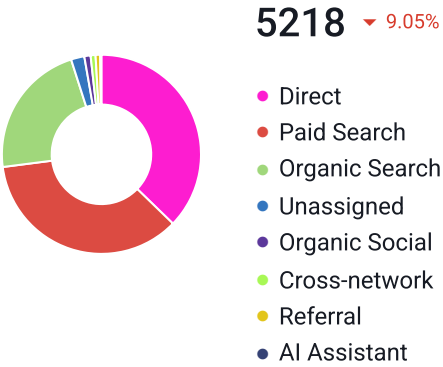
No.	Goal	Goals	Goal value
3	form_submit		
	Aug-01 2026 - Aug-31 2026	96	0
	Jul-01 2026 - Jul-31 2026	151	0
	% Change	▼ 36.4%	
4	click_telephone		
	Aug-01 2026 - Aug-31 2026	20	0
	Jul-01 2026 - Jul-31 2026	28	0
	% Change	▼ 28.6%	
5	click_location_button		
	Aug-01 2026 - Aug-31 2026	5	0
	Jul-01 2026 - Jul-31 2026	3	0
	% Change	▲ 66.7%	
6	file_download		
	Aug-01 2026 - Aug-31 2026	1	0
	Jul-01 2026 - Jul-31 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

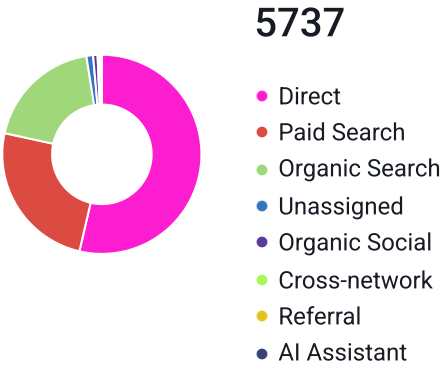
Last month (Aug-01 - Aug-31 2026) ↑ Previous period (Jul-01 - Jul-31 2026)

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



1931 37.0%
1851 35.5%
1146 22.0%
112 2.1%
53 1.0%
41 0.8%
39 0.7%
10 0.2%

Previous period (Jul-01 - Jul-31 2026)



3091 53.9%
1428 24.9%
1101 19.2%
62 1.1%
41 0.7%
18 0.3%
14 0.2%
8 0.1%

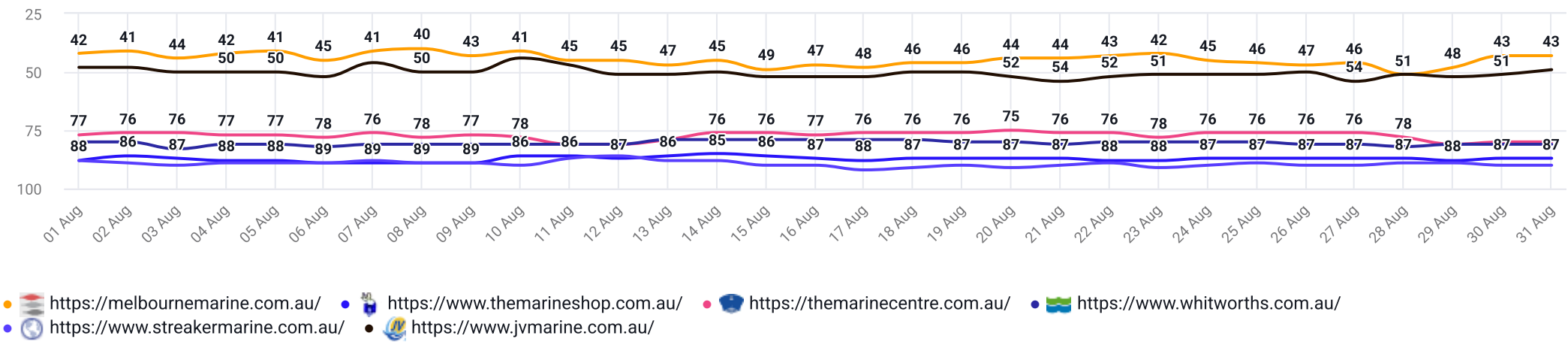
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Aug-01 2026 - Aug-31 2026	1.9K	755	1.8K	39.1%	102.51%	134	20.15 sec	6.9K
Jul-01 2026 - Jul-31 2026	3.1K	881	2.9K	28.5%	102.07%	167	14.14 sec	8K
% Change	▼ -37.5%	▼ -14.3%	▼ -38.6%	▲ 37.2%	▲ 0.4%	▼ -19.8%	▲ 42.5%	▼ -13.8%
2 Paid Search								
Aug-01 2026 - Aug-31 2026	1.9K	956	1.6K	51.65%	95.88%	280	46.67 sec	3.8K
Jul-01 2026 - Jul-31 2026	1.4K	778	1.2K	54.48%	95.14%	325	56.63 sec	3.3K
% Change	▲ 29.6%	▲ 22.9%	▲ 36.7%	▼ -5.2%	▲ 0.8%	▼ -13.8%	▼ -17.6%	▲ 15.2%
3 Organic Search								
Aug-01 2026 - Aug-31 2026	1.1K	789	904	68.85%	91.26%	236	80.45 sec	3.2K
Jul-01 2026 - Jul-31 2026	1.1K	724	854	65.76%	92.04%	193	71.94 sec	2.8K
% Change	▲ 4.1%	▲ 9.0%	▲ 5.9%	▲ 4.7%	▼ -0.8%	▲ 22.3%	▲ 11.8%	▲ 14.8%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Unassigned								
Aug-01 2026 - Aug-31 2026	112	38	42	33.93%	78.57%	12	36.82 sec	167
Jul-01 2026 - Jul-31 2026	62	17	50	27.42%	86%	8	23.23 sec	93
% Change	▲ 80.6%	▲ 123.5%	▼ -16%	▲ 23.7%	▼ -8.6%	▲ 50%	▲ 58.5%	▲ 79.6%
5 Organic Social								
Aug-01 2026 - Aug-31 2026	53	37	51	69.81%	101.96%	9	38.09 sec	100
Jul-01 2026 - Jul-31 2026	41	29	36	70.73%	86.11%	5	64.49 sec	105
% Change	▲ 29.3%	▲ 27.6%	▲ 41.7%	▼ -1.3%	▲ 18.4%	▲ 80%	▼ -40.9%	▼ -4.8%
6 Cross-network								
Aug-01 2026 - Aug-31 2026	41	31	41	75.61%	95.12%	5	82.85 sec	146
Jul-01 2026 - Jul-31 2026	18	13	18	72.22%	94.44%	2	66.78 sec	58
% Change	▲ 127.8%	▲ 138.5%	▲ 127.8%	▲ 4.7%	▲ 0.7%	▲ 150%	▲ 24.1%	▲ 151.7%
7 Referral								
Aug-01 2026 - Aug-31 2026	39	29	32	74.36%	87.5%	25	110.97 sec	106
Jul-01 2026 - Jul-31 2026	14	10	12	71.43%	75%	24	163.07 sec	113
% Change	▲ 178.6%	▲ 190%	▲ 166.7%	▲ 4.1%	▲ 16.7%	▲ 4.2%	▼ -31.9%	▼ -6.2%
8 AI Assistant								
Aug-01 2026 - Aug-31 2026	10	7	10	70%	100%	2	25.9 sec	16
Jul-01 2026 - Jul-31 2026	8	5	7	62.5%	100%	0	17.75 sec	14
% Change	▲ 25%	▲ 40%	▲ 42.9%	▲ 12%	▼ 0%	▼ 0%	▲ 45.9%	▲ 14.3%

Competitors Average Position Trend

Average position

Aug-01 2026 - Aug-31 2026



HEALTH SCORE



