



SEO report

melbournemarine.com.au

FEB-01 2026 - FEB-28 2026



Table of Contents

Key Ranking Metrics 4

Keywords Ranking 4

Distribution of Keywords 7

Average Position Trend 7

Traffic Overview 9

Pages 10

Conversions 12

Traffic Source 15

Competitors Average Position Trend 18

Audit overview 19

Backlinks 20

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

 melbournemarine.com.au

Average position 34 ▾ 4	Search visibility 5.2% ▲ 2%	Traffic forecast 638 ▾ 41	Keywords in SERP 36
----------------------------	--------------------------------	------------------------------	------------------------

Keywords Ranking

 melbournemarine.com.au

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

 Google Australia 3175, Victoria, Australia

Keyword	Results	Month ago ▲	Current rankings
General			
buy my boat melbourne	24M	4	1 ▲ 3
melbourne marine	68M	1	1
mercury dealer melbourne	1M	2	1 ▲ 1
melbourne marine centre	30M	1	1
mercury outboard dealers victoria	156K	2	1 ▲ 1
mercury outboard servicing	6.4M	1	2 ▾ 1
boat shops melbourne	34M	2	2
new boat for sale	375M	2	3 ▾ 1
boat dealers melbourne	1.4M	2	4 ▾ 2
stacer boats	616K	4	4
mercury outboard	50M	15	5 ▲ 10
used boat for sale	238M	-	5 ▲ 95
stacer	615K	15	5 ▲ 10
marine shop melbourne	16M	3	6 ▾ 3
northbank boats	617K	6	7 ▾ 1

Keyword	Results	Month ago ▲	Current rankings
stacer boat	606K	10	7 ▲ 3
northbank 550c	2.1K	8	8
used outboard for sale	12M	15	9 ▲ 6
marine supply stores	50M	21	9 ▲ 12
boat servicing	647M	12	9 ▲ 3
boat suppliers	129M	12	10 ▲ 2
stacer boat for sale	617K	14	11 ▲ 3
boat shops	130M	1	11 ▼ 10
xfi illusion	19K	8	11 ▼ 3
used outboard motors	8.1M	17	12 ▲ 5
outboard boat motor for sale	7.1M	18	13 ▲ 5
buy outboard motor	21M	16	15 ▲ 1
boat dealer	72M	15	16 ▼ 1
marine shop	322M	15	18 ▼ 3
boat engine for sale	61M	20	20
boat sales	662M	-	27 ▲ 73
cuddy cabin boats	1.5M	29	28 ▲ 1
499 wildrider	29K	26	31 ▼ 5
mercury boat engine	10M	25	37 ▼ 12
boat motors for sale	26M	29	46 ▼ 17
mercury outboards	50M	19	58 ▼ 39
skicraft	96K	17	-
mercury outboard for sale	4.1M	18	-
marine detailing melbourne	520K	-	-
ski craft	75M	-	-
ski craft boat	22M	-	-
skicraft boats	30K	-	-

Keyword	Results	Month ago ▲	Current rankings
tinie boats	241K	-	-
runabouts	906K	-	-
stacer seamaster	47K	44	-
boat repair	136M	-	-

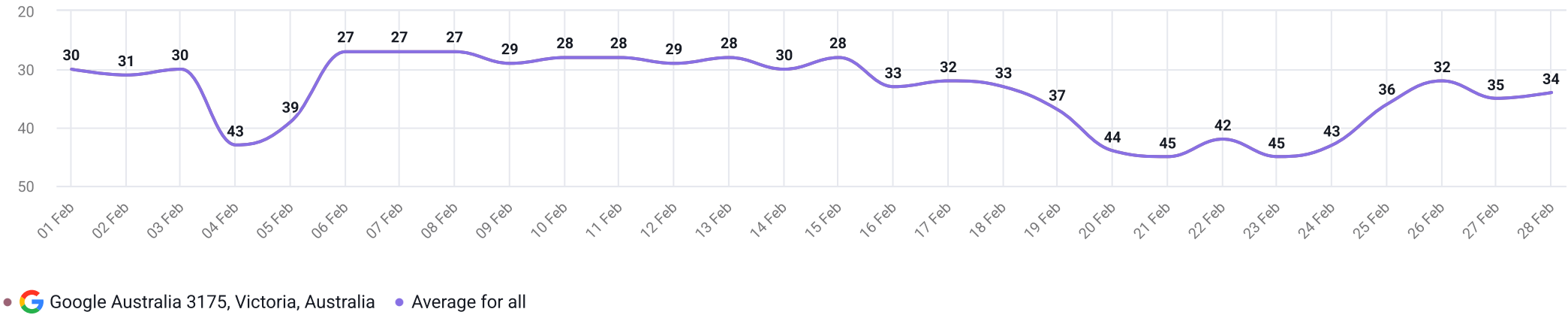
Distribution of Keywords

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	4	10	9	10	7	10	34
 General	46	4	10	9	10	7	10	34

Average Position Trend

Average position

Feb-01 2026 - Feb-28 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

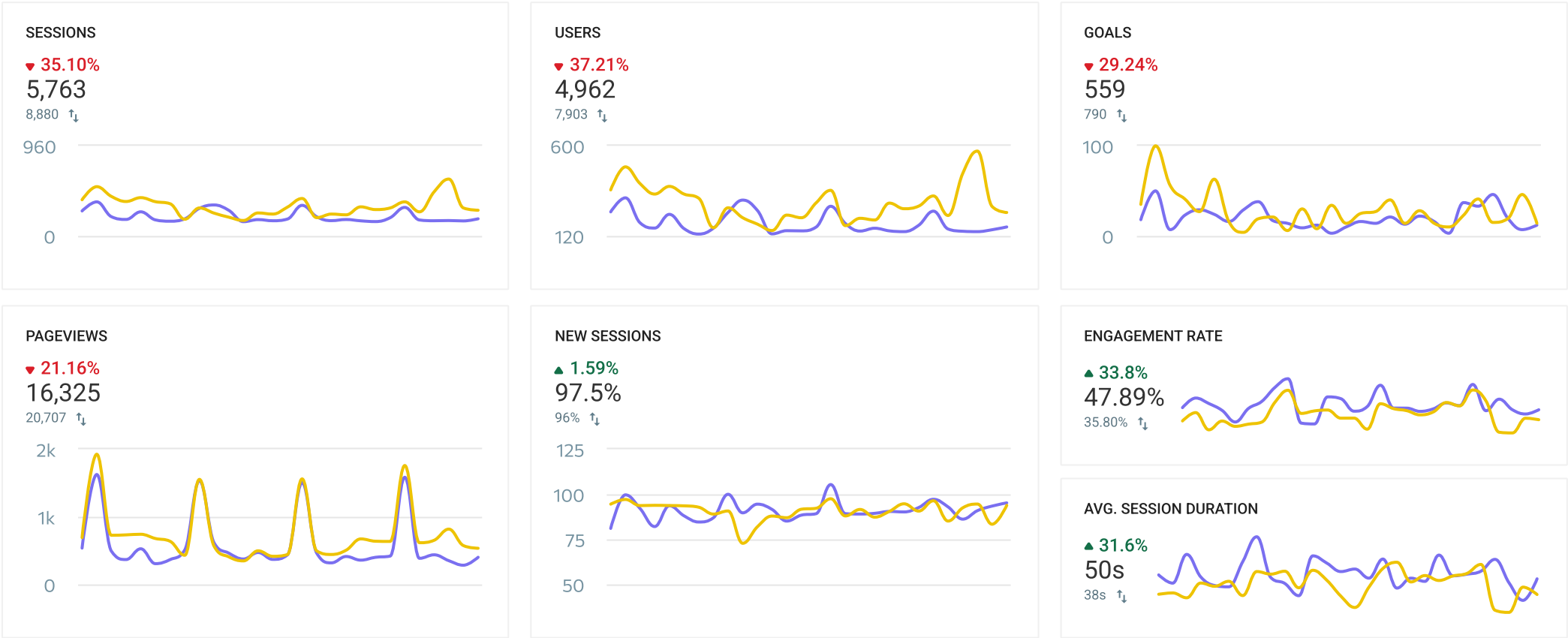
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026



● Feb-01 2026 - Feb-28 2026 ● Jan-04 2026 - Jan-31 2026

Pages

All pages GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Feb-01 2026 - Feb-28 2026	1.7K	86.6%	1.4K	2.2K	22s	64.83%	75
2	/boatranges/NewBoats							
	Feb-01 2026 - Feb-28 2026	538	48.04%	433	1K	01m:08s	86.62%	47
3	/engines/mercury-engines/mercury-outboard-motors							
	Feb-01 2026 - Feb-28 2026	326	61.39%	303	551	34s	83.74%	3
4	/boatranges/UsedBoats							
	Feb-01 2026 - Feb-28 2026	301	1.16%	259	349	24s	92.36%	35
5	/products							
	Feb-01 2026 - Feb-28 2026	296	42.97%	263	447	30s	84.8%	21
6	/products/boat-bits							
	Feb-01 2026 - Feb-28 2026	251	11.01%	227	670	01m:22s	91.63%	18
7	/boatranges/stacer							

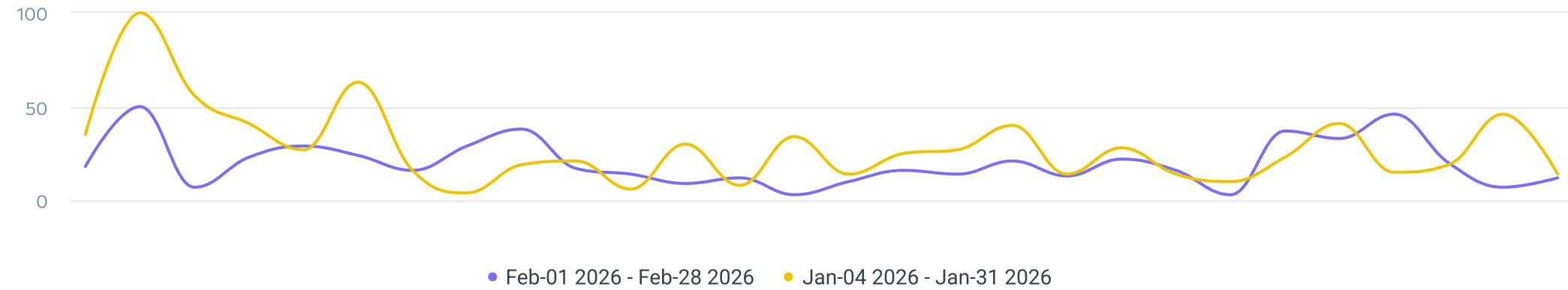
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Feb-01 2026 - Feb-28 2026	235	35.35%	215	304	24s	71.91%	0
8	/products/grab-ya-tackle							
	Feb-01 2026 - Feb-28 2026	216	85.51%	214	292	09s	25.46%	0
9	/products/grab-ya-tackle/tackle							
	Feb-01 2026 - Feb-28 2026	197	86.08%	194	227	04s	23.86%	0
10	/products/boat-bits/used-engines							
	Feb-01 2026 - Feb-28 2026	136	34.11%	129	159	14s	77.94%	0

Conversions

Goals GOOGLE ANALYTICS

Feb-01 2026 - Feb-28 2026

Goals



No.	Goal	Goals	Goal value
1	form_start		
	Feb-01 2026 - Feb-28 2026	267	0
	Jan-04 2026 - Jan-31 2026	384	0
	% Change	▼ 30.5%	
2	form_submit		
	Feb-01 2026 - Feb-28 2026	123	0
	Jan-04 2026 - Jan-31 2026	223	0

No.	Goal	Goals	Goal value
	% Change	▼ 44.8%	
3	book_a_service		
	Feb-01 2026 - Feb-28 2026	121	0
	Jan-04 2026 - Jan-31 2026	173	0
	% Change	▼ 30.1%	
4	click_telephone		
	Feb-01 2026 - Feb-28 2026	46	0
	Jan-04 2026 - Jan-31 2026	6	0
	% Change	▲ 666.7%	
5	click_location_button		
	Feb-01 2026 - Feb-28 2026	1	0
	Jan-04 2026 - Jan-31 2026	3	0
	% Change	▼ 66.7%	
6	file_download		
	Feb-01 2026 - Feb-28 2026	1	0
	Jan-04 2026 - Jan-31 2026	1	0

No.	Goal	Goals	Goal value
	% Change		

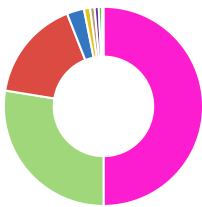
Traffic Source

Overview: Sessions

Last month (Feb-01 - Feb-28 2026) ↑ Previous period (Jan-04 - Jan-31 2026)

Last month (Feb-01 - Feb-28 2026)

5763 ▼ 35.1%

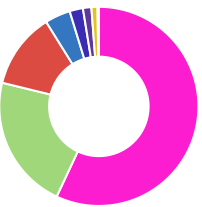


- Direct
- Organic Search
- Paid Search
- Unassigned
- Referral
- Display
- Organic Social
- Paid Video
- Cross-network
- Organic Video

2916 50.6%
1608 27.9%
962 16.7%
163 2.8%
58 1.0%
43 0.7%
39 0.7%
30 0.5%
13 0.2%
1 0.0%

Previous period (Jan-04 - Jan-31 2026)

8880



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

5073 57.1%
1947 21.9%
1095 12.3%
368 4.1%
193 2.2%
122 1.4%
88 1.0%
19 0.2%
0 0.0%
0 0.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Feb-01 2026 - Feb-28 2026	2.9K	801	2.7K	27.47%	102.98%	121	15.69 sec	7.6K
Jan-04 2026 - Jan-31 2026	5.1K	854	4.9K	16.83%	100.86%	122	9.88 sec	10K
% Change	▼ -42.5%	▼ -6.2%	▼ -44.1%	▲ 63.2%	▲ 2.1%	▼ -0.8%	▲ 58.8%	▼ -23.8%
2 Organic Search								
Feb-01 2026 - Feb-28 2026	1.6K	1.1K	1.2K	69.78%	90.92%	261	80.67 sec	4.6K
Jan-04 2026 - Jan-31 2026	1.9K	1.3K	1.5K	68.72%	92.64%	481	77.8 sec	5.7K
% Change	▼ -17.4%	▼ -16.1%	▼ -19.6%	▲ 1.5%	▼ -1.9%	▼ -45.7%	▲ 3.7%	▼ -18.7%

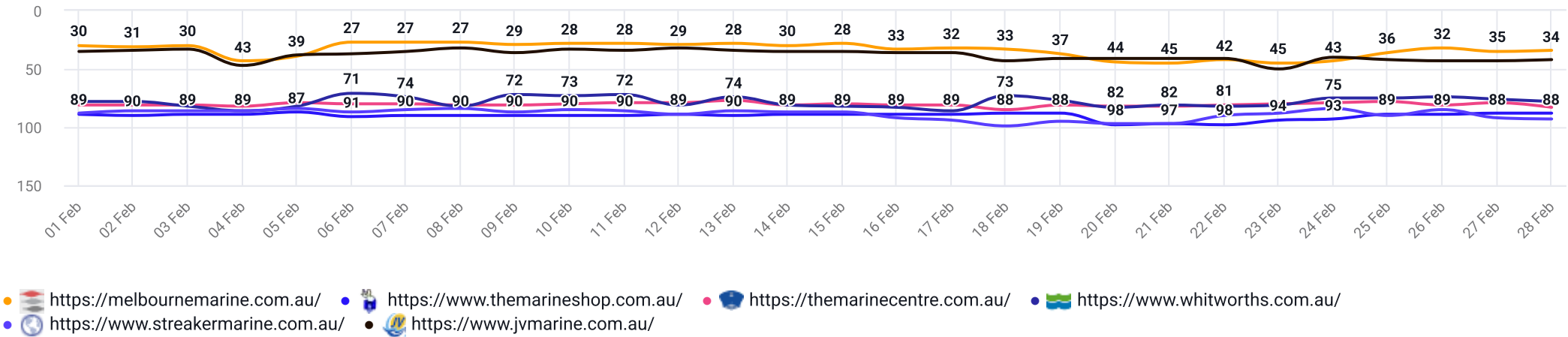
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
3 Paid Search								
Feb-01 2026 - Feb-28 2026	962	708	755	73.6%	90.73%	111	101.92 sec	3.3K
Jan-04 2026 - Jan-31 2026	1.1K	774	886	70.68%	92.1%	145	94.89 sec	3.7K
% Change	▼ -12.1%	▼ -8.5%	▼ -14.8%	▲ 4.1%	▼ -1.5%	▼ -23.4%	▲ 7.4%	▼ -10.9%
4 Unassigned								
Feb-01 2026 - Feb-28 2026	163	45	147	27.61%	46.94%	59	33.36 sec	235
Jan-04 2026 - Jan-31 2026	368	31	344	8.42%	17.15%	5	11.9 sec	154
% Change	▼ -55.7%	▲ 45.2%	▼ -57.3%	▲ 227.9%	▲ 173.7%	▲ 1.1K%	▲ 180.3%	▲ 52.6%
5 Referral								
Feb-01 2026 - Feb-28 2026	58	39	40	67.24%	85%	5	107.59 sec	258
Jan-04 2026 - Jan-31 2026	88	60	61	68.18%	86.89%	21	118.45 sec	326
% Change	▼ -34.1%	▼ -35%	▼ -34.4%	▼ -1.4%	▼ -2.2%	▼ -76.2%	▼ -9.2%	▼ -20.9%
6 Display								
Feb-01 2026 - Feb-28 2026	43	11	41	25.58%	100%	0	6.28 sec	50
Jan-04 2026 - Jan-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
7 Organic Social								
Feb-01 2026 - Feb-28 2026	39	20	38	51.28%	97.37%	1	37.82 sec	94
Jan-04 2026 - Jan-31 2026	122	68	119	55.74%	97.48%	13	61.59 sec	376
% Change	▼ -68.0%	▼ -70.6%	▼ -68.1%	▼ -8.0%	▼ -0.1%	▼ -92.3%	▼ -38.6%	▼ -75%
8 Paid Video								
Feb-01 2026 - Feb-28 2026	30	4	27	13.33%	100%	0	0.9 sec	34
Jan-04 2026 - Jan-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
9 Cross-network								
Feb-01 2026 - Feb-28 2026	13	11	13	84.62%	100%	1	115.62 sec	61
Jan-04 2026 - Jan-31 2026	19	16	19	84.21%	94.74%	1	108.63 sec	82
% Change	▼ -31.6%	▼ -31.3%	▼ -31.6%	▲ 0.5%	▲ 5.6%	▼ 0%	▲ 6.4%	▼ -25.6%
10 Organic Video								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Feb-01 2026 - Feb-28 2026	1	1	1	100%	100%	0	1 sec	2
Jan-04 2026 - Jan-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
11 Paid Social								
Feb-01 2026 - Feb-28 2026	-	-	-	-	-	-	-	-
Jan-04 2026 - Jan-31 2026	193	88	183	45.6%	98.91%	2	27.22 sec	323
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

 melbournemarine.com.au

Average position Feb-01 2026 - Feb-28 2026



HEALTH SCORE



Backlinks

