



SEO report

melbournemarine.com.au

JAN-01 2026 - JAN-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

Average position	Search visibility	Traffic forecast	Keywords in SERP
30 ▲ 9	3% ▼ -1.8%	596 ▼ 67	38

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	102M	1	1
mercury outboard servicing	1.2M	1	1
melbourne marine centre	46M	1	1
boat dealers melbourne	2.1M	2	2
new boat for sale	585M	2	2
mercury dealer melbourne	1.1M	2	2
boat shops melbourne	46M	2	2
mercury outboard dealers victoria	190K	1	2 ▼ 1
stacer boats	610K	2	3 ▼ 1
buy my boat melbourne	40M	10	3 ▲ 7
marine shop melbourne	27M	6	4 ▲ 2
stacer boat	581K	6	4 ▲ 2
marine shop	460M	18	5 ▲ 13
boat dealer	117M	13	5 ▲ 8
northbank boats	747K	6	6

Keyword	Results	Month ago ▲	Current rankings
northbank 550c	1.2K	7	8 ▼ 1
xfi illusion	11K	-	8 ▲ 92
buy outboard motor	24M	-	10 ▲ 90
boat suppliers	172M	15	11 ▲ 4
boat servicing	857M	16	11 ▲ 5
stacer boat for sale	580K	10	13 ▼ 3
mercury outboard	64M	9	15 ▼ 6
used outboard for sale	15M	21	16 ▲ 5
boat shops	205M	16	16
mercury outboards	64M	49	17 ▲ 32
stacer	582K	4	17 ▼ 13
used outboard motors	10M	16	17 ▼ 1
skicraft	66K	-	18 ▲ 82
mercury outboard for sale	5.2M	-	20 ▲ 80
marine supply stores	74M	22	20 ▲ 2
mercury boat engine	214M	47	20 ▲ 27
outboard boat motor for sale	8.8M	-	22 ▲ 78
499 wildrider	22K	21	24 ▼ 3
boat engine for sale	90M	-	25 ▲ 75
boat motors for sale	38M	49	31 ▲ 18
stacer seamaster	16K	39	43 ▼ 4
used boat for sale	399M	5	-
marine detailing melbourne	509K	-	-
ski craft	88M	-	-
ski craft boat	24M	-	-
skicraft boats	20K	-	-
boat sales	910M	-	-

Keyword	Results	Month ago ▲	Current rankings
tinnie boats	271K	-	-
cuddy cabin boats	1.5M	29	-
runabouts	854K	-	-
boat repair	204M	-	-

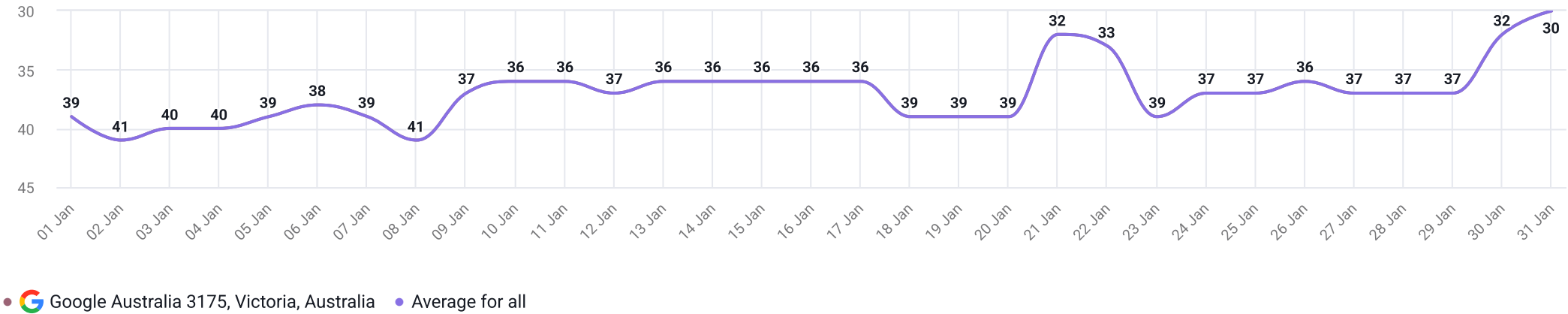
Distribution of Keywords

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	8	7	20	3	8	30
 General	46	3	8	7	20	3	8	30

Average Position Trend

Average position

Jan-01 2026 - Jan-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

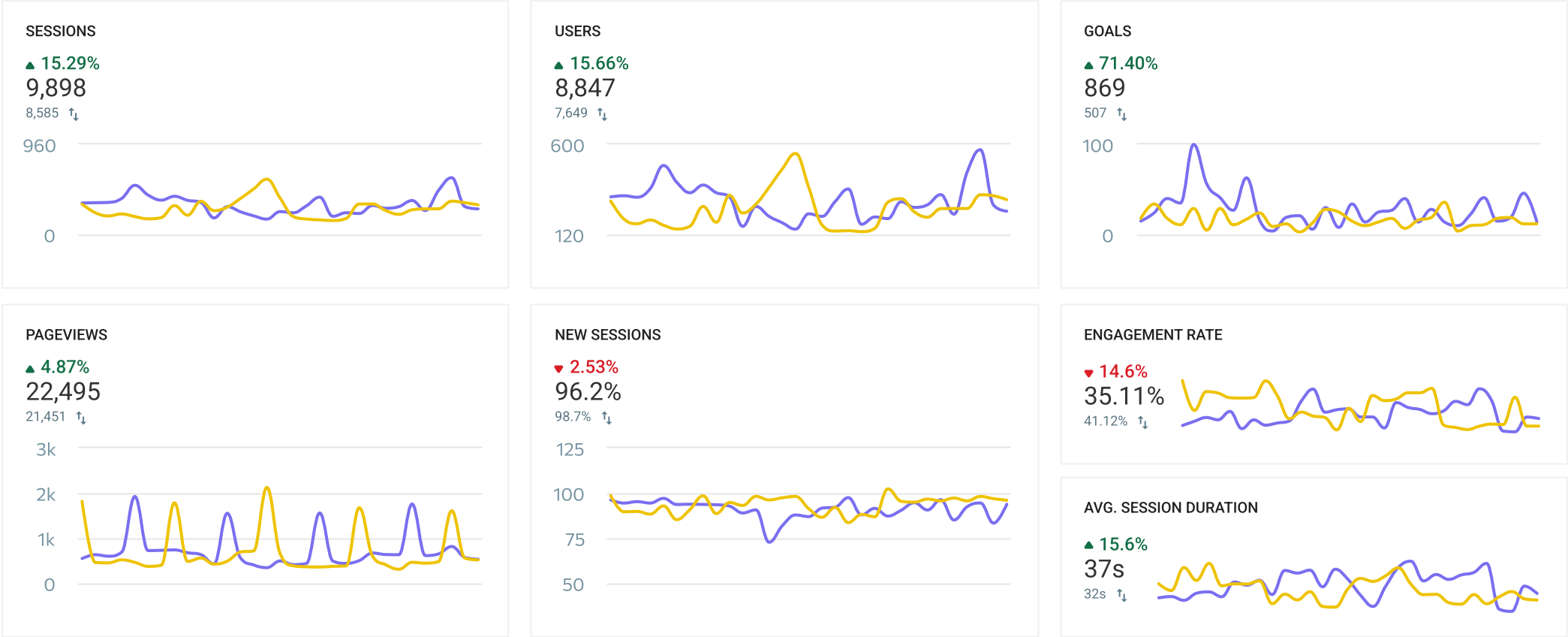
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026



● Jan-01 2026 - Jan-31 2026 ● Dec-01 2025 - Dec-31 2025

Pages

All pages GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jan-01 2026 - Jan-31 2026	2.5K	86.46%	2.2K	3.2K	21s	62.12%	53
2	/boatranges/NewBoats							
	Jan-01 2026 - Jan-31 2026	750	48.48%	627	1.3K	59s	81.07%	56
3	/boatranges/stacer							
	Jan-01 2026 - Jan-31 2026	444	53.71%	404	575	22s	72.07%	2
4	/boatranges/UsedBoats							
	Jan-01 2026 - Jan-31 2026	440	2.23%	404	566	29s	94.55%	84
5	/engines/mercury-engines/mercury-outboard-motors							
	Jan-01 2026 - Jan-31 2026	378	60.74%	349	615	28s	84.66%	4
6	/products							
	Jan-01 2026 - Jan-31 2026	368	47.89%	332	525	34s	86.68%	20
7	/products/boat-bits							

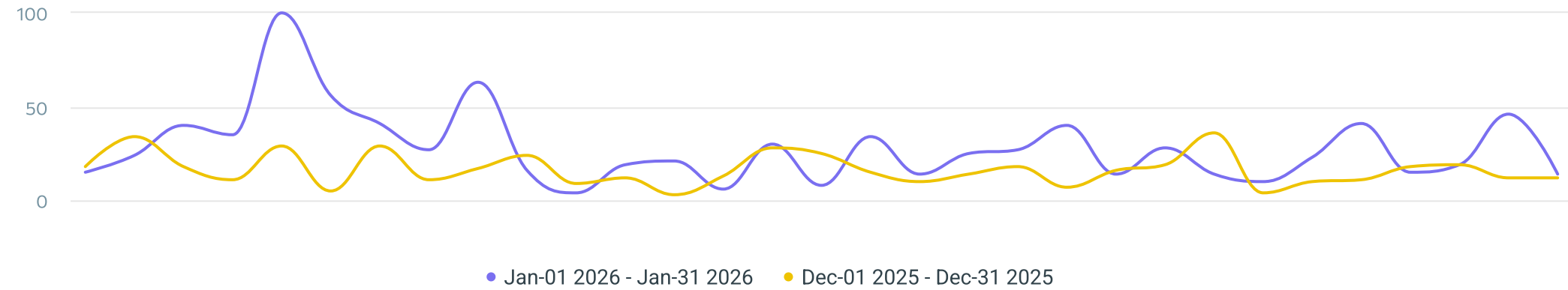
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jan-01 2026 - Jan-31 2026	293	7.64%	275	786	01m:11s	93.17%	33
8	/boatranges/newboats/stacer							
	Jan-01 2026 - Jan-31 2026	224	20.88%	182	373	01m:05s	85.71%	23
9	/products/grab-ya-tackle							
	Jan-01 2026 - Jan-31 2026	168	85.12%	168	248	12s	29.17%	2
10	/products/grab-ya-tackle/tackle							
	Jan-01 2026 - Jan-31 2026	156	72.55%	153	267	20s	35.26%	6

Conversions

Goals GOOGLE ANALYTICS

Jan-01 2026 - Jan-31 2026

Goals



No.	Goal	Goals	Goal value
1	form_start		
	Jan-01 2026 - Jan-31 2026	428	0
	Dec-01 2025 - Dec-31 2025	271	0
	% Change	▲ 57.9%	
2	form_submit		
	Jan-01 2026 - Jan-31 2026	245	0
	Dec-01 2025 - Dec-31 2025	133	0

No.	Goal	Goals	Goal value
	% Change	▲ 84.2%	
3	book_a_service		
	Jan-01 2026 - Jan-31 2026	186	0
	Dec-01 2025 - Dec-31 2025	99	0
	% Change	▲ 87.9%	
4	click_telephone		
	Jan-01 2026 - Jan-31 2026	6	0
	Dec-01 2025 - Dec-31 2025	0	0
	% Change		
5	click_location_button		
	Jan-01 2026 - Jan-31 2026	3	0
	Dec-01 2025 - Dec-31 2025	3	0
	% Change		
6	file_download		
	Jan-01 2026 - Jan-31 2026	1	0
	Dec-01 2025 - Dec-31 2025	1	0

No.	Goal	Goals	Goal value
	% Change		

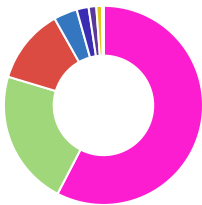
Traffic Source

Overview: Sessions

Last month (Jan-01 - Jan-31 2026) ↑ Previous period (Dec-01 - Dec-31 2025)

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

9898 ▲ 15.29%

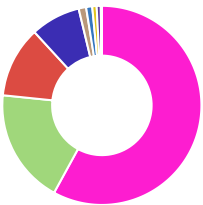


- Direct
- Organic Search
- Paid Search
- Unassigned
- Paid Social
- Organic Social
- Referral
- Cross-network
- Organic Video
- Display

5739 58.0%
2194 22.2%
1215 12.3%
380 3.8%
193 1.9%
125 1.3%
91 0.9%
22 0.2%
1 0.0%
0 0.0%

Previous period (Dec-01 - Dec-31 2025)

8585



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

4949 57.6%
1591 18.5%
985 11.5%
690 8.0%
103 1.2%
85 1.0%
61 0.7%
57 0.7%
11 0.1%
3 0.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jan-01 2026 - Jan-31 2026	5.7K	888	5.5K	15.47%	100.76%	140	9.12 sec	10.7K
Dec-01 2025 - Dec-31 2025	4.9K	1.2K	4.8K	24.33%	100.96%	82	9.97 sec	11.7K
% Change	▲ 16.0%	▼ -26.2%	▲ 14.2%	▼ -36.4%	▼ -0.2%	▲ 70.7%	▼ -8.5%	▼ -8.0%
2 Organic Search								
Jan-01 2026 - Jan-31 2026	2.2K	1.5K	1.7K	69.14%	93.16%	528	75.36 sec	6.4K
Dec-01 2025 - Dec-31 2025	1.6K	1.1K	1.3K	68.82%	93.18%	306	69.19 sec	4.7K
% Change	▲ 37.9%	▲ 38.5%	▲ 38.0%	▲ 0.5%	0.0%	▲ 72.5%	▲ 8.9%	▲ 35.7%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
3 Paid Search								
Jan-01 2026 - Jan-31 2026	1.2K	860	988	70.78%	92.31%	159	93.43 sec	4.1K
Dec-01 2025 - Dec-31 2025	985	712	812	72.28%	91.01%	83	86.41 sec	3.1K
% Change	▲ 23.4%	▲ 20.8%	▲ 21.7%	▼ -2.1%	▲ 1.4%	▲ 91.6%	▲ 8.1%	▲ 32.0%
4 Unassigned								
Jan-01 2026 - Jan-31 2026	380	37	353	9.74%	18.98%	5	11.82 sec	168
Dec-01 2025 - Dec-31 2025	85	26	70	30.59%	64.29%	11	24.61 sec	112
% Change	▲ 347.1%	▲ 42.3%	▲ 404.3%	▼ -68.2%	▼ -70.5%	▼ -54.5%	▼ -52.0%	▲ 50%
5 Paid Social								
Jan-01 2026 - Jan-31 2026	193	88	183	45.6%	98.91%	2	27.22 sec	323
Dec-01 2025 - Dec-31 2025	690	366	597	53.04%	92.63%	9	26.69 sec	1.4K
% Change	▼ -72.0%	▼ -76.0%	▼ -69.3%	▼ -14.0%	▲ 6.8%	▼ -77.8%	▲ 2.0%	▼ -76.3%
6 Organic Social								
Jan-01 2026 - Jan-31 2026	125	70	121	56%	98.35%	13	64.42 sec	391
Dec-01 2025 - Dec-31 2025	57	24	52	42.11%	92.31%	0	15.44 sec	121
% Change	▲ 119.3%	▲ 191.7%	▲ 132.7%	▲ 33.0%	▲ 6.5%	▼ 0%	▲ 317.2%	▲ 223.1%
7 Referral								
Jan-01 2026 - Jan-31 2026	91	62	64	68.13%	85.94%	21	118 sec	335
Dec-01 2025 - Dec-31 2025	61	48	44	78.69%	77.27%	16	103.59 sec	251
% Change	▲ 49.2%	▲ 29.2%	▲ 45.5%	▼ -13.4%	▲ 11.2%	▲ 31.3%	▲ 13.9%	▲ 33.5%
8 Cross-network								
Jan-01 2026 - Jan-31 2026	22	18	22	81.82%	95.45%	1	111.73 sec	100
Dec-01 2025 - Dec-31 2025	11	11	11	100%	100%	0	47.18 sec	53
% Change	▲ 100%	▲ 63.6%	▲ 100%	▼ -18.2%	▼ -4.6%	▼ 0%	▲ 136.8%	▲ 88.7%
9 Organic Video								
Jan-01 2026 - Jan-31 2026	1	0	1	0%	100%	0	0 sec	1
Dec-01 2025 - Dec-31 2025	2	1	2	50%	100%	0	38 sec	2
% Change	▼ -50%	▼ -100%	▼ -50%	▼ -100%	▼ 0%	▼ 0%	▼ -100%	▼ -50%
10 Display								

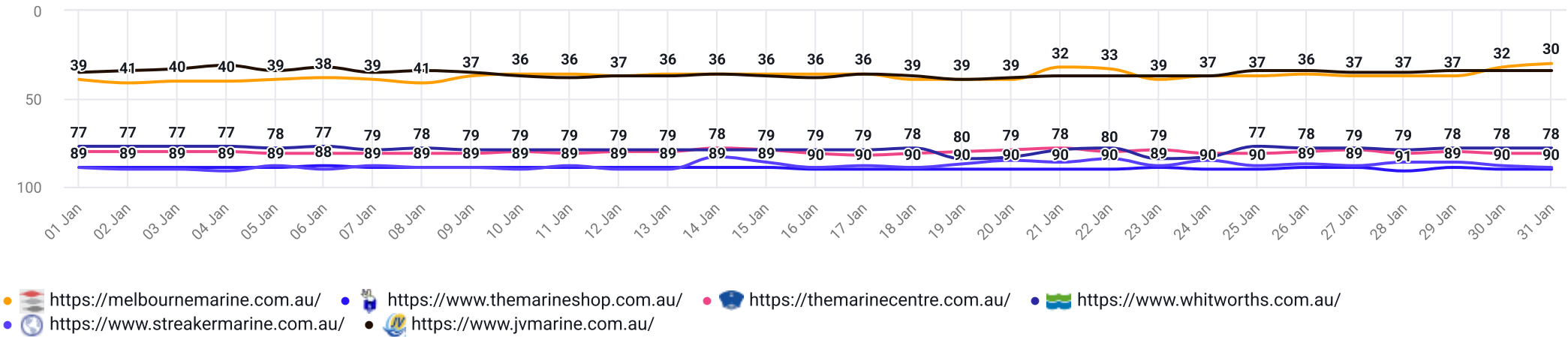
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jan-01 2026 - Jan-31 2026	-	-	-	-	-	-	-	-
Dec-01 2025 - Dec-31 2025	103	16	83	15.53%	100%	0	9.96 sec	105
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
11 Paid Other								
Jan-01 2026 - Jan-31 2026	-	-	-	-	-	-	-	-
Dec-01 2025 - Dec-31 2025	3	0	3	0%	100%	0	0 sec	3
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

 melbournemarine.com.au

Average position

Jan-01 2026 - Jan-31 2026



HEALTH SCORE



Backlinks

