



SEO report

melbournemarine.com.au

JUL-01 2026 - JUL-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.

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 ▲ 3	Search visibility 2.6% ▼ -0.1%	Traffic forecast 463 ▼ 38	Keywords in SERP 31
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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	108	1	1
boat dealers melbourne	111	2	2
mercury dealer melbourne	112	2	2
boat shops melbourne	114	2	2
mercury outboard dealers victoria	176	4	3 ▲ 1
stacer boats	176	6	5 ▲ 1
northbank boats	107	3	6 ▼ 3
northbank 550c	109	5	7 ▼ 2
buy my boat melbourne	58	5	9 ▼ 4
new boat for sale	230	14	10 ▲ 4
used boat for sale	220	12	10 ▲ 2
marine shop melbourne	183	11	11
boat servicing	162	9	11 ▼ 2
mercury outboards	202	4	12 ▼ 8
stacer boat for sale	175	16	13 ▲ 3

Keyword	Results	Month ago ▲	Current rankings
boat dealer	161	12	14 ▼ 2
stacer boat	173	-	15 ▲ 85
used outboard for sale	183	26	17 ▲ 9
used outboard motors	189	2	18 ▼ 16
boat motors for sale	190	22	20 ▲ 2
boat shops	222	19	23 ▼ 4
boat suppliers	215	22	26 ▼ 4
marine shop	213	27	27
buy outboard motor	195	-	28 ▲ 72
outboard boat motor for sale	182	-	32 ▲ 68
mercury boat engine	200	21	35 ▼ 14
marine supply stores	219	32	36 ▼ 4
mercury outboard for sale	179	-	39 ▲ 61
boat engine for sale	185	43	39 ▲ 4
stacer seamaster	173	31	45 ▼ 14
mercury outboard	201	8	-
499 wildrider	112	51	-
marine detailing melbourne	110	-	-
xfi illusion	109	-	-
boat sales	149	-	-
tinnie boats	200	-	-
cuddy cabin boats	201	25	-
stacer	145	18	-
runabouts	116	-	-
boat repair	236	-	-
nexgen pontoon boats	171	-	-
pontoon boats for sale	208	-	-
nexgen boats	175	-	-
nexgen boats for sale	176	-	-

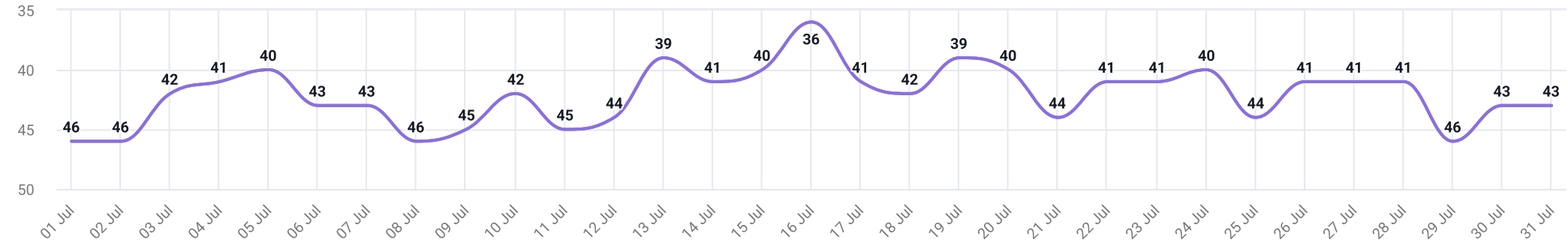
Distribution of Keywords

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	7	7	11	6	15	43
 General	46	3	7	7	11	6	15	43

Average Position Trend

Average position

Jul-01 2026 - Jul-31 2026



●  Google Australia 3175, Victoria, Australia ● Average for all

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

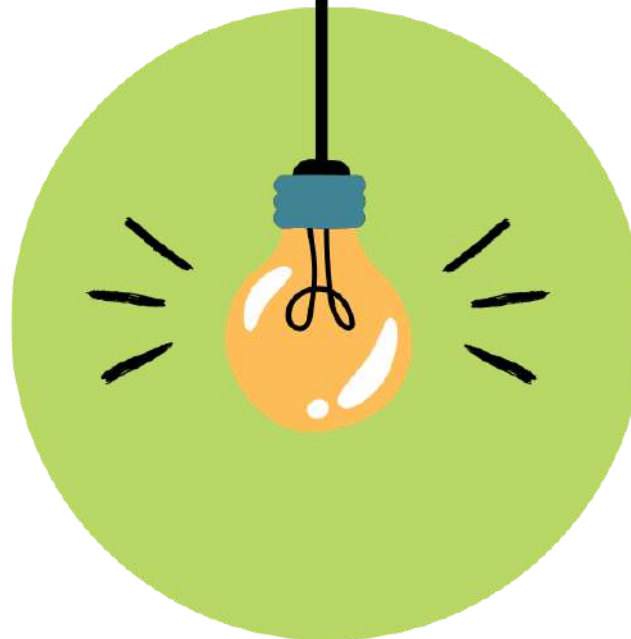
Number of times users triggered a conversion event or goals

ENGAGEMENT RATE

Ratio of engaged sessions to total sessions

AVG. ENGAGEMENT TIME

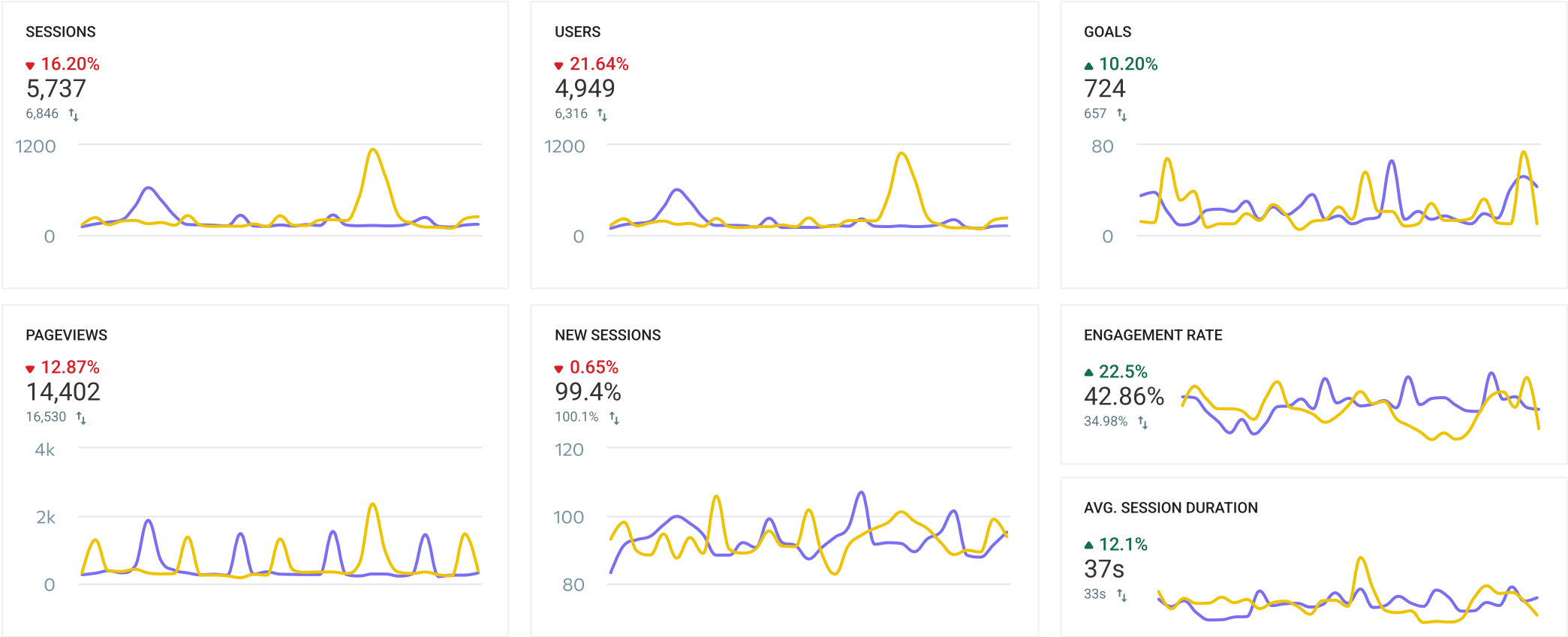
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026



● Jul-01 2026 - Jul-31 2026 ● May-31 2026 - Jun-30 2026

Sessions

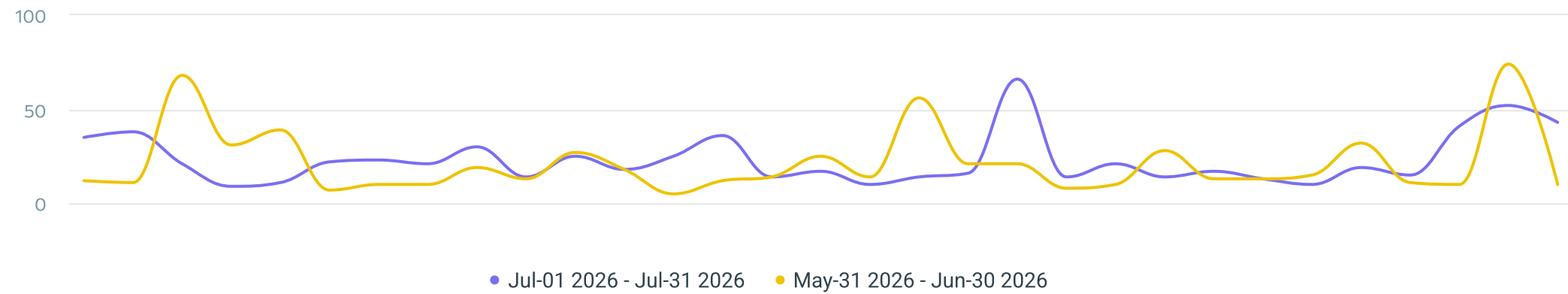
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jul-01 2026 - Jul-31 2026	1.3K	88.4%	1.1K	1.6K	22s	64.48%	43
2	/boatranges/NewBoats							
	Jul-01 2026 - Jul-31 2026	685	69.68%	587	936	48s	71.09%	173
3	/engines/mercury-engines/mercury-outboard-motors							
	Jul-01 2026 - Jul-31 2026	525	85.93%	469	797	18s	57.14%	7
4	/products/grab-ya-tackle							
	Jul-01 2026 - Jul-31 2026	352	92.59%	351	426	06s	25.85%	0
5	/products							
	Jul-01 2026 - Jul-31 2026	265	59.31%	231	346	24s	63.4%	14
6	/boatranges/UsedBoats							
	Jul-01 2026 - Jul-31 2026	198	2.91%	172	254	36s	94.95%	69
7	/products/grab-ya-tackle/tackle							
	Jul-01 2026 - Jul-31 2026	177	83.52%	176	258	12s	23.16%	4

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
8	/boatranges/stacer/downloadsspecs							
	Jul-01 2026 - Jul-31 2026	155	67.79%	149	706	11s	83.23%	0
9	/products/boat-bits							
	Jul-01 2026 - Jul-31 2026	114	10.78%	102	305	01m:06s	96.49%	9
10	/boatranges/stacer							
	Jul-01 2026 - Jul-31 2026	96	6.67%	90	169	48s	95.83%	0

Goals GOOGLE ANALYTICS

Jul-01 2026 - Jul-31 2026

Goals



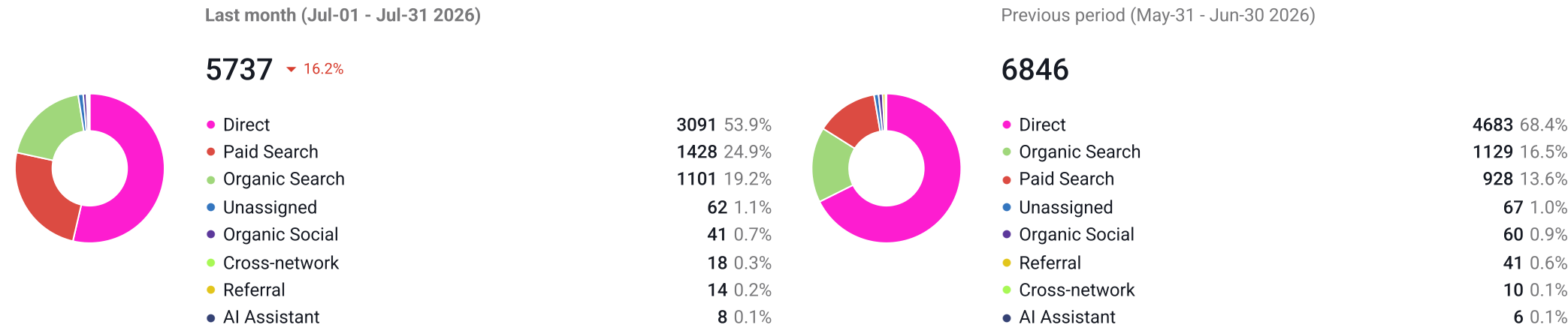
No.	Goal	Goals	Goal value
1	form_start		
	Jul-01 2026 - Jul-31 2026	432	0
	May-31 2026 - Jun-30 2026	368	0
	% Change	▲ 17.4%	
2	form_submit		
	Jul-01 2026 - Jul-31 2026	151	0
	May-31 2026 - Jun-30 2026	152	0
	% Change	▼ 0.7%	

No.	Goal	Goals	Goal value
3	book_a_service		
	Jul-01 2026 - Jul-31 2026	109	0
	May-31 2026 - Jun-30 2026	109	0
	% Change		
4	click_telephone		
	Jul-01 2026 - Jul-31 2026	28	0
	May-31 2026 - Jun-30 2026	24	0
	% Change	▲ 16.7%	
5	click_location_button		
	Jul-01 2026 - Jul-31 2026	3	0
	May-31 2026 - Jun-30 2026	3	0
	% Change		
6	file_download		
	Jul-01 2026 - Jul-31 2026	1	0
	May-31 2026 - Jun-30 2026	1	0
	% Change		

Traffic Source

Overview: Sessions

Last month (Jul-01 - Jul-31 2026) ↑ Previous period (May-31 - Jun-30 2026)



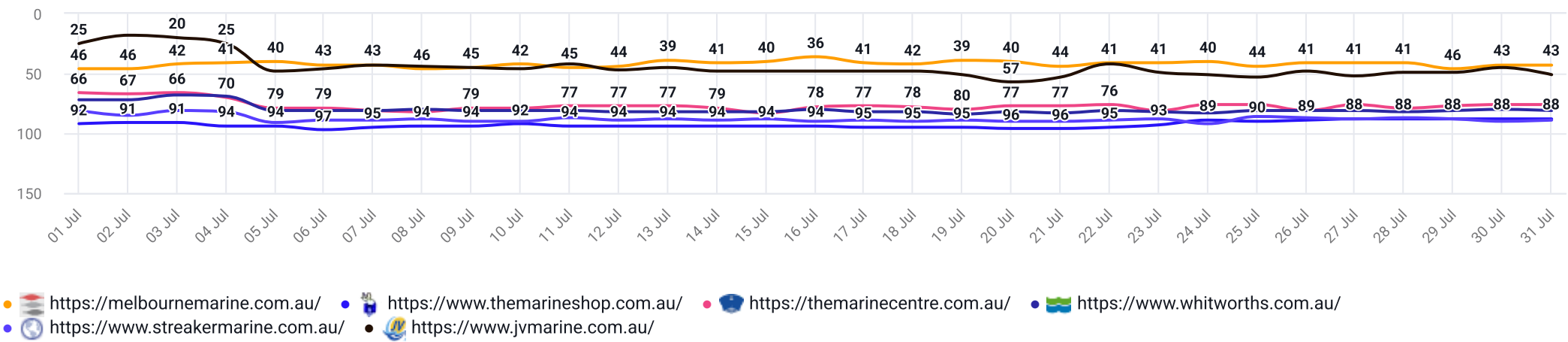
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jul-01 2026 - Jul-31 2026	3.1K	881	2.9K	28.5%	102.07%	167	14.14 sec	8K
May-31 2026 - Jun-30 2026	4.7K	945	4.6K	20.18%	101.29%	124	10.67 sec	10.3K
% Change	▼ -34.0%	▼ -6.8%	▼ -38.6%	▲ 41.2%	▲ 0.8%	▲ 34.7%	▲ 32.5%	▼ -22.4%
2 Paid Search								
Jul-01 2026 - Jul-31 2026	1.4K	778	1.2K	54.48%	95.14%	325	56.63 sec	3.3K
May-31 2026 - Jun-30 2026	928	566	748	60.99%	93.18%	170	74.18 sec	2.5K
% Change	▲ 53.9%	▲ 37.5%	▲ 56.7%	▼ -10.7%	▲ 2.1%	▲ 91.2%	▼ -23.7%	▲ 32.2%
3 Organic Search								
Jul-01 2026 - Jul-31 2026	1.1K	724	854	65.76%	92.04%	193	71.94 sec	2.8K
May-31 2026 - Jun-30 2026	1.1K	778	851	68.91%	92.24%	324	85.66 sec	3.2K
% Change	▼ -2.5%	▼ -6.9%	▲ 0.4%	▼ -4.6%	▼ -0.2%	▼ -40.4%	▼ -16.0%	▼ -14.4%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
4 Unassigned								
Jul-01 2026 - Jul-31 2026	62	17	50	27.42%	86%	8	23.23 sec	93
May-31 2026 - Jun-30 2026	67	28	52	41.79%	67.31%	24	65.96 sec	202
% Change	▼ -7.5%	▼ -39.3%	▼ -3.8%	▼ -34.4%	▲ 27.8%	▼ -66.7%	▼ -64.8%	▼ -54.0%
5 Organic Social								
Jul-01 2026 - Jul-31 2026	41	29	36	70.73%	86.11%	5	64.49 sec	105
May-31 2026 - Jun-30 2026	60	39	58	65%	94.83%	6	43.22 sec	134
% Change	▼ -31.7%	▼ -25.6%	▼ -37.9%	▲ 8.8%	▼ -9.2%	▼ -16.7%	▲ 49.2%	▼ -21.6%
6 Cross-network								
Jul-01 2026 - Jul-31 2026	18	13	18	72.22%	94.44%	2	66.78 sec	58
May-31 2026 - Jun-30 2026	10	7	10	70%	100%	5	61.1 sec	42
% Change	▲ 80%	▲ 85.7%	▲ 80%	▲ 3.2%	▼ -5.6%	▼ -60%	▲ 9.3%	▲ 38.1%
7 Referral								
Jul-01 2026 - Jul-31 2026	14	10	12	71.43%	75%	24	163.07 sec	113
May-31 2026 - Jun-30 2026	41	34	29	82.93%	82.76%	4	110.9 sec	151
% Change	▼ -65.9%	▼ -70.6%	▼ -58.6%	▼ -13.9%	▼ -9.4%	▲ 500%	▲ 47.0%	▼ -25.2%
8 AI Assistant								
Jul-01 2026 - Jul-31 2026	8	5	7	62.5%	100%	0	17.75 sec	14
May-31 2026 - Jun-30 2026	6	1	5	16.67%	100%	0	9.17 sec	6
% Change	▲ 33.3%	▲ 400%	▲ 40%	▲ 274.9%	▼ 0%	▼ 0%	▲ 93.6%	▲ 133.3%

Competitors Average Position Trend

Average position

Jul-01 2026 - Jul-31 2026



HEALTH SCORE



