



SEO report

melbournemarine.com.au

JUN-01 2026 - JUN-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

 melbournemarine.com.au

Average position	Search visibility	Traffic forecast	Keywords in SERP
46 ▾ 2	9.3% ▲ 4.3%	1090 ▲ 481	28

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			
melbourne marine	105	1	1
mercury outboard servicing	159	3	1 ▲ 2
melbourne marine centre	74	1	1
boat dealers melbourne	106	2	2
stacer boats	167	3	2 ▲ 1
mercury dealer melbourne	41	2	2
boat shops melbourne	106	2	2
northbank boats	106	8	3 ▲ 5
mercury outboard dealers victoria	166	2	3 ▾ 1
mercury outboards	205	-	5 ▲ 95
northbank 550c	108	7	5 ▲ 2
buy my boat melbourne	111	-	8 ▲ 92
stacer boat	173	9	10 ▾ 1
boat servicing	159	7	10 ▾ 3
marine shop melbourne	175	2	12 ▾ 10

Keyword	Results	Month ago ▲	Current rankings
boat dealer	160	12	13 ▼ 1
marine shop	111	18	14 ▲ 4
stacer boat for sale	191	5	15 ▼ 10
new boat for sale	207	2	16 ▼ 14
used outboard for sale	177	20	19 ▲ 1
used outboard motors	181	13	22 ▼ 9
mercury boat engine	192	38	22 ▲ 16
boat motors for sale	182	28	23 ▲ 5
boat shops	212	12	24 ▼ 12
cuddy cabin boats	193	27	25 ▲ 2
boat suppliers	191	16	28 ▼ 12
marine supply stores	200	15	38 ▼ 23
boat engine for sale	175	33	43 ▼ 10
mercury outboard	60M	7	56 ▼ 49
used boat for sale	206	-	-
mercury outboard for sale	169	-	-
499 wildrider	108	11	-
marine detailing melbourne	1.2M	-	-
xfi illusion	106	14	-
boat sales	170	-	-
tinnie boats	192	-	-
stacer	147	-	-
runabouts	121	-	-
stacer seamaster	168	-	-
outboard boat motor for sale	177	-	-
buy outboard motor	183	-	-
boat repair	145	-	-
nexgen pontoon boats	94	-	-

Keyword	Results	Month ago ▲	Current rankings
pontoon boats for sale	199	-	-
nexgen boats	168	-	-
nexgen boats for sale	170	-	-

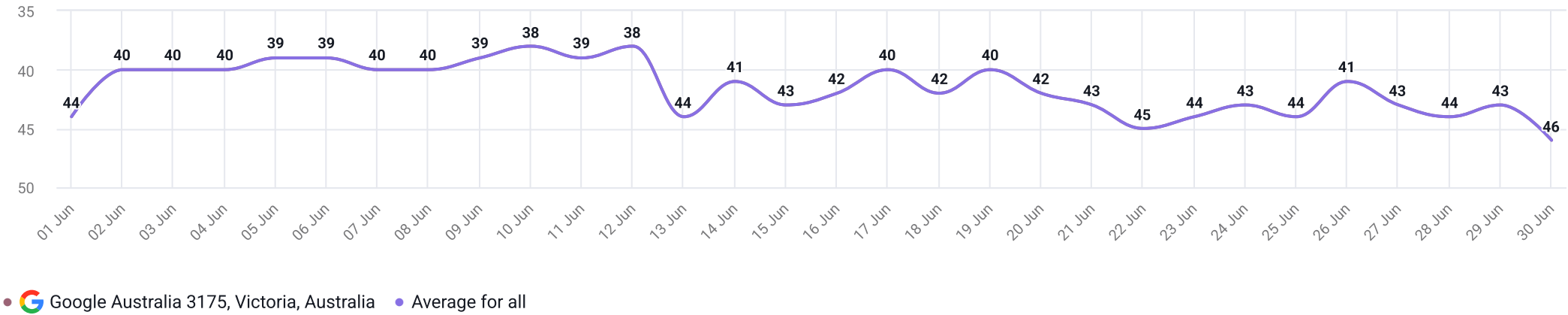
Distribution of Keywords

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	5	9	7	11	1	18	46
 General	46	5	9	7	11	1	18	46

Average Position Trend

Average position

Jun-01 2026 - Jun-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

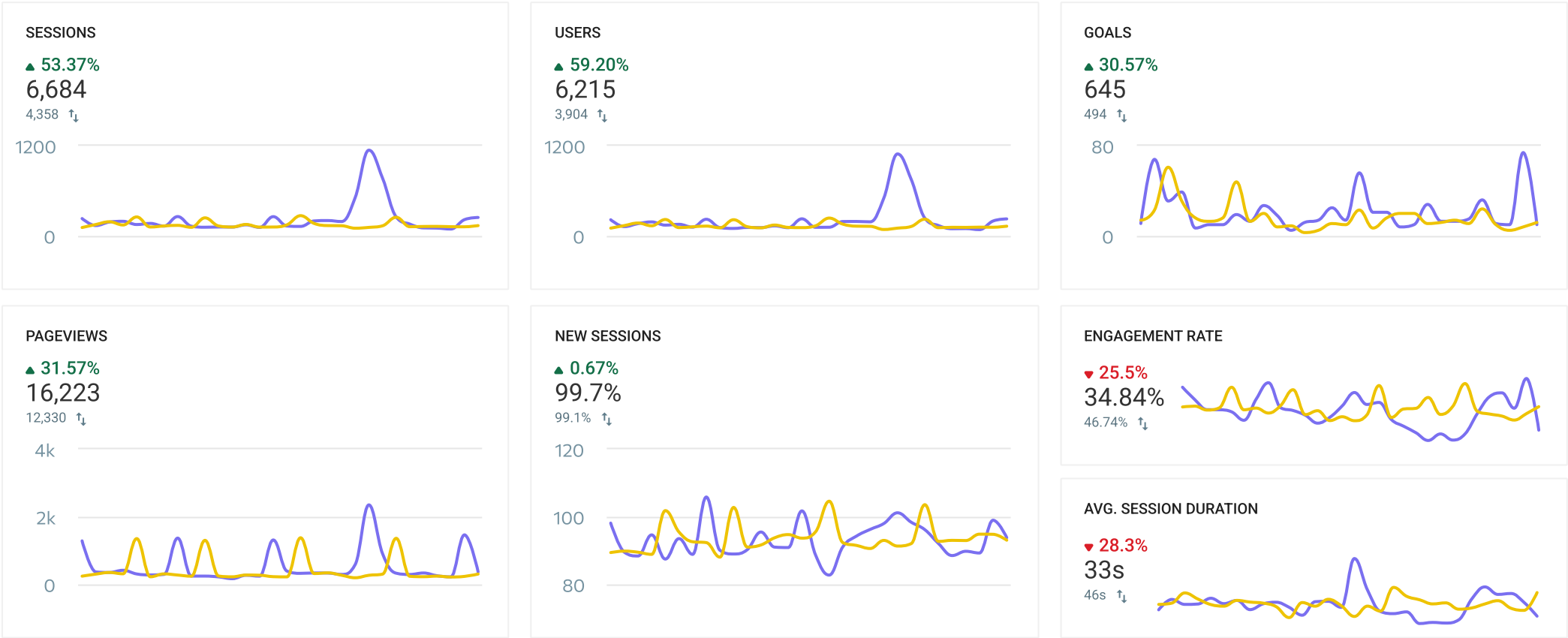
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026



● Jun-01 2026 - Jun-30 2026 ● May-02 2026 - May-31 2026

Pages

All pages GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Jun-01 2026 - Jun-30 2026	1.4K	89.65%	1.2K	1.7K	21s	58.44%	36
2	/boatranges/NewBoats							
	Jun-01 2026 - Jun-30 2026	460	58.42%	380	773	01m:13s	80.43%	129
3	/products/grab-ya-tackle							
	Jun-01 2026 - Jun-30 2026	323	93.48%	322	369	03s	22.6%	0
4	/engines/mercury-engines/mercury-outboard-motors							
	Jun-01 2026 - Jun-30 2026	267	74.44%	223	387	18s	66.29%	2
5	/products/grab-ya-tackle/tackle							
	Jun-01 2026 - Jun-30 2026	240	87.87%	239	304	06s	21.25%	2
6	/products							
	Jun-01 2026 - Jun-30 2026	194	54.44%	180	261	24s	74.23%	17
7	/boatranges/UsedBoats							

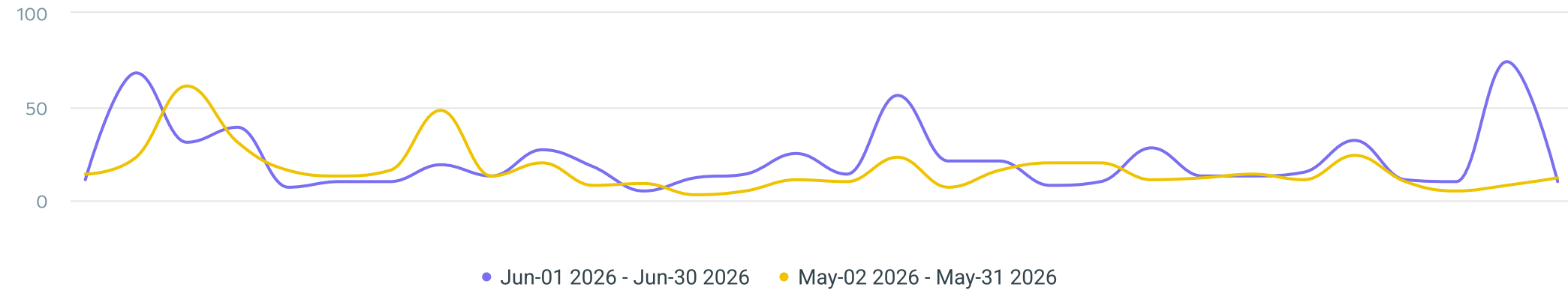
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Jun-01 2026 - Jun-30 2026	154	4.35%	138	211	36s	98.7%	46
8	/boatranges/stacer/downloadsspecs							
	Jun-01 2026 - Jun-30 2026	129	75.97%	129	650	11s	89.15%	0
9	/products/boat-bits							
	Jun-01 2026 - Jun-30 2026	128	13.16%	114	313	01m:04s	94.53%	15
10	/boatranges/stacer							
	Jun-01 2026 - Jun-30 2026	93	11.11%	81	156	02m:31s	90.32%	0

Conversions

Goals GOOGLE ANALYTICS

Jun-01 2026 - Jun-30 2026

Goals



No.	Goal	Goals	Goal value
1	form_start		
	Jun-01 2026 - Jun-30 2026	356	0
	May-02 2026 - May-31 2026	306	0
	% Change	▲ 16.3%	
2	form_submit		
	Jun-01 2026 - Jun-30 2026	152	0
	May-02 2026 - May-31 2026	84	0

No.	Goal	Goals	Goal value
	% Change	▲ 81%	
3	book_a_service		
	Jun-01 2026 - Jun-30 2026	109	0
	May-02 2026 - May-31 2026	86	0
	% Change	▲ 26.7%	
4	click_telephone		
	Jun-01 2026 - Jun-30 2026	24	0
	May-02 2026 - May-31 2026	17	0
	% Change	▲ 41.2%	
5	click_location_button		
	Jun-01 2026 - Jun-30 2026	3	0
	May-02 2026 - May-31 2026	0	0
	% Change		
6	file_download		
	Jun-01 2026 - Jun-30 2026	1	0
	May-02 2026 - May-31 2026	1	0

No.	Goal	Goals	Goal value
	% Change		

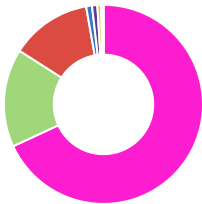
Traffic Source

Overview: Sessions

Last month (Jun-01 - Jun-30 2026)  Previous period (May-02 - May-31 2026)

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

6684  53.37%

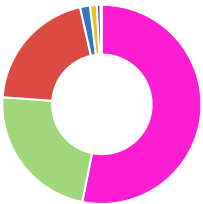


- Direct
- Organic Search
- Paid Search
- Unassigned
- Organic Social
- Referral
- Cross-network
- AI Assistant
- Organic Video

- 4616 69.1%
- 1081 16.2%
- 893 13.4%
- 64 1.0%
- 59 0.9%
- 41 0.6%
- 19 0.3%
- 6 0.1%
- 0 0.0%

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

4358



- Direct
- Organic Search
- Paid Search
- Unassigned
- Referral
- Organic Social
- Cross-network
- Organic Video
- AI Assistant

- 2370 54.4%
- 1024 23.5%
- 907 20.8%
- 71 1.6%
- 49 1.1%
- 27 0.6%
- 8 0.2%
- 1 0.0%
- 0 0.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Jun-01 2026 - Jun-30 2026	4.6K	935	4.6K	20.26%	101.26%	124	10.75 sec	10.2K
May-02 2026 - May-31 2026	2.4K	703	2.3K	29.66%	102.83%	62	12.53 sec	6.5K
% Change	 94.8%	 33.0%	 103.0%	 -31.7%	 -1.5%	 100%	 -14.2%	 57.2%
2 Organic Search								
Jun-01 2026 - Jun-30 2026	1.1K	741	819	68.55%	91.82%	321	83.81 sec	3.1K
May-02 2026 - May-31 2026	1K	715	818	69.82%	90.46%	227	90.37 sec	3K
% Change	 5.6%	 3.6%	 0.1%	 -1.8%	 1.5%	 41.4%	 -7.3%	 3.1%
3 Paid Search								

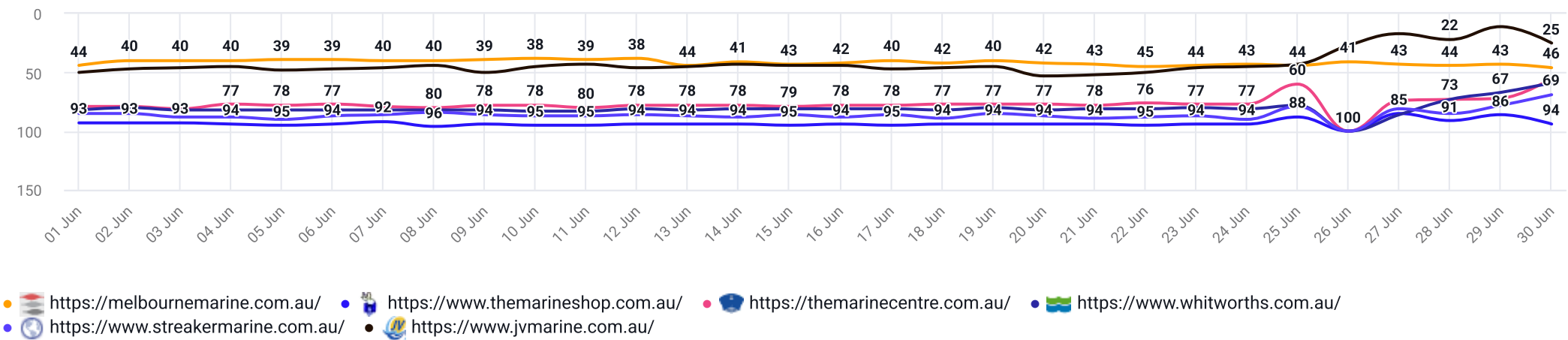
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Jun-01 2026 - Jun-30 2026	893	545	718	61.03%	92.9%	162	73.98 sec	2.4K
May-02 2026 - May-31 2026	907	533	745	58.77%	92.89%	148	72.24 sec	2.5K
% Change	▼ -1.5%	▲ 2.3%	▼ -3.6%	▲ 3.8%	0.0%	▲ 9.5%	▲ 2.4%	▼ -3.1%
4 Unassigned								
Jun-01 2026 - Jun-30 2026	64	27	51	42.19%	64.71%	24	68.59 sec	199
May-02 2026 - May-31 2026	71	24	61	33.8%	85.25%	27	40.51 sec	128
% Change	▼ -9.9%	▲ 12.5%	▼ -16.4%	▲ 24.8%	▼ -24.1%	▼ -11.1%	▲ 69.3%	▲ 55.5%
5 Organic Social								
Jun-01 2026 - Jun-30 2026	59	38	57	64.41%	94.74%	6	43.95 sec	132
May-02 2026 - May-31 2026	27	21	25	77.78%	96%	14	117.7 sec	87
% Change	▲ 118.5%	▲ 81.0%	▲ 128%	▼ -17.2%	▼ -1.3%	▼ -57.1%	▼ -62.7%	▲ 51.7%
6 Referral								
Jun-01 2026 - Jun-30 2026	41	34	29	82.93%	82.76%	4	110.9 sec	151
May-02 2026 - May-31 2026	49	32	29	65.31%	89.66%	12	84.1 sec	133
% Change	▼ -16.3%	▲ 6.3%	▼ 0%	▲ 27.0%	▼ -7.7%	▼ -66.7%	▲ 31.9%	▲ 13.5%
7 Cross-network								
Jun-01 2026 - Jun-30 2026	19	14	19	73.68%	84.21%	4	45.89 sec	48
May-02 2026 - May-31 2026	8	7	8	87.5%	100%	4	63.13 sec	31
% Change	▲ 137.5%	▲ 100%	▲ 137.5%	▼ -15.8%	▼ -15.8%	▼ 0%	▼ -27.3%	▲ 54.8%
8 AI Assistant								
Jun-01 2026 - Jun-30 2026	6	1	5	16.67%	100%	0	9.17 sec	6
May-02 2026 - May-31 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
9 Organic Video								
Jun-01 2026 - Jun-30 2026	-	-	-	-	-	-	-	-
May-02 2026 - May-31 2026	1	1	1	100%	100%	0	11 sec	2
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

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Average position

Jun-01 2026 - Jun-30 2026



HEALTH SCORE



Backlinks

