



SEO report

melbournemarine.com.au

MAR-01 2026 - MAR-31 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

Average position 40 ▲ 1	Search visibility 6.3% ▲ 0.7%	Traffic forecast 722 ▲ 109	Keywords in SERP 31
---	---	--	------------------------

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			
buy my boat melbourne	119	1	1
melbourne marine	121	1	1
mercury dealer melbourne	1.1M	1	1
mercury outboard servicing	150	2	1 ▲ 1
melbourne marine centre	123	1	1
boat dealers melbourne	123	3	2 ▲ 1
stacer boats	204	4	2 ▲ 2
new boat for sale	614M	4	2 ▲ 2
boat shops melbourne	43M	2	2
mercury outboard dealers victoria	155K	1	2 ▼ 1
marine shop melbourne	195	2	3 ▼ 1
boat dealer	144	21	4 ▲ 17
boat shops	205	18	4 ▲ 14
northbank boats	137	7	5 ▲ 2
mercury outboard	67M	9	6 ▲ 3

Keyword	Results	Month ago ▲	Current rankings
northbank 550c	2.2K	9	7 ▲ 2
boat servicing	162	35	7 ▲ 28
boat suppliers	202	21	9 ▲ 12
stacer boat	668K	8	10 ▼ 2
boat engine for sale	205	19	12 ▲ 7
xfi illusion	20K	11	13 ▼ 2
stacer boat for sale	204	10	14 ▼ 4
marine shop	215	8	16 ▼ 8
499 wildrider	22K	29	22 ▲ 7
mercury outboard for sale	5.9M	-	24 ▲ 76
marine supply stores	224	23	28 ▼ 5
mercury boat engine	200	37	29 ▲ 8
mercury outboards	67M	44	38 ▲ 6
skicraft	94K	-	-
used boat for sale	416M	5	-
used outboard for sale	207	11	-
marine detailing melbourne	121	-	-
ski craft	221	-	-
ski craft boat	24M	-	-
skicraft boats	22K	-	-
boat sales	151	23	-
tinnie boats	204	-	-
cuddy cabin boats	229	16	-
stacer	154	9	-
runabouts	112	-	-
stacer seamaster	22K	-	-
used outboard motors	3	13	-
outboard boat motor for sale	9.4M	14	-

Keyword	Results	Month ago ▲	Current rankings
boat motors for sale	206	44	-
buy outboard motor	28M	34	-
boat repair	242	-	-

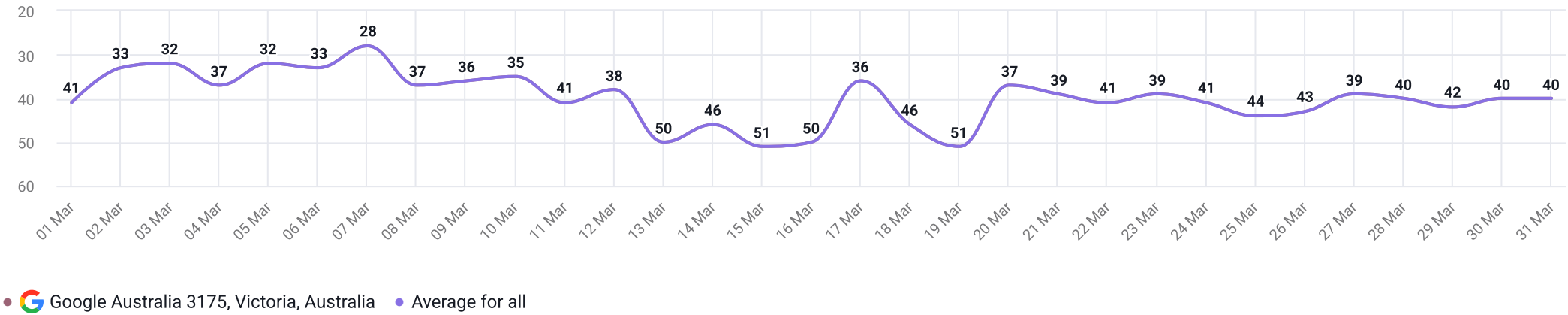
Distribution of Keywords

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	8	11	2	15	40
 General	46	4	10	8	11	2	15	40

Average Position Trend

Average position

Mar-01 2026 - Mar-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

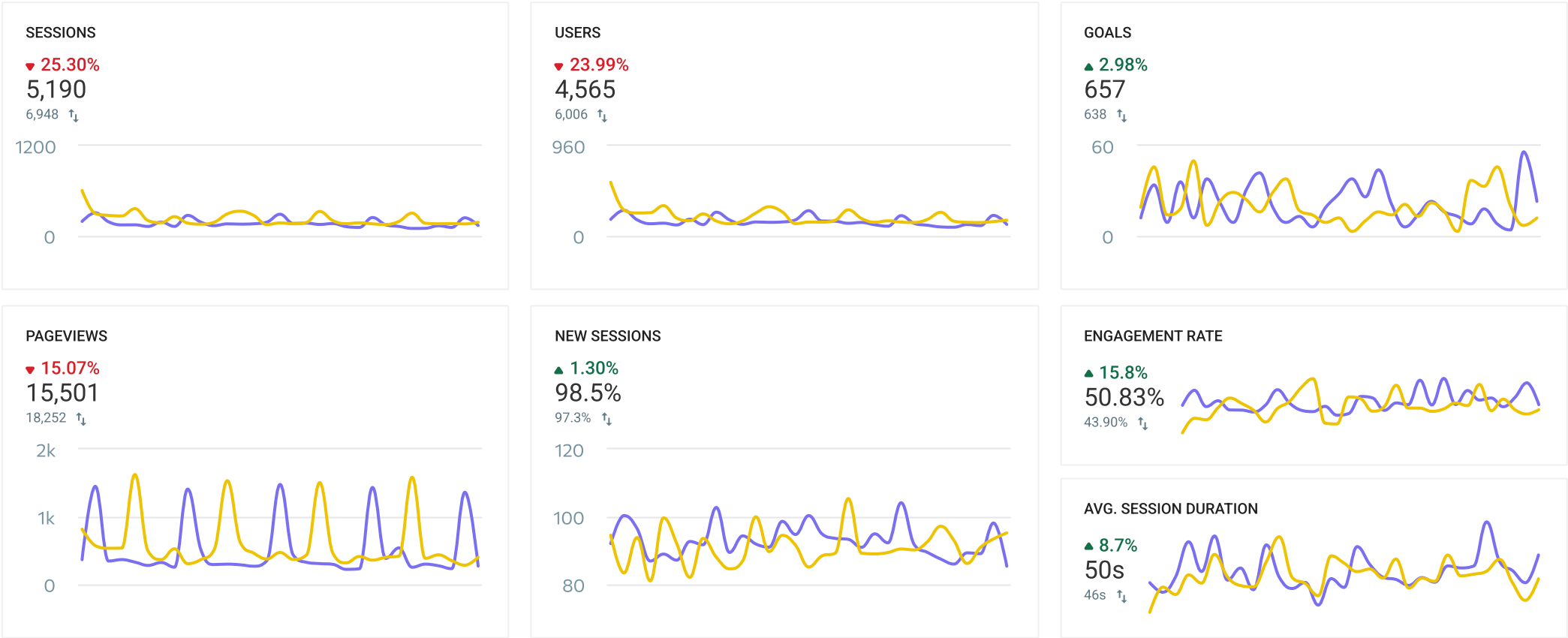
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026



● Mar-01 2026 - Mar-31 2026 ● Jan-29 2026 - Feb-28 2026

Pages

All pages GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	Mar-01 2026 - Mar-31 2026	1.5K	88.54%	1.3K	1.8K	22s	68.36%	28
2	/boatranges/NewBoats							
	Mar-01 2026 - Mar-31 2026	487	50.61%	409	787	01m:07s	81.72%	111
3	/engines/mercury-engines/mercury-outboard-motors							
	Mar-01 2026 - Mar-31 2026	298	76.07%	280	499	31s	77.52%	1
4	/products/grab-ya-tackle							
	Mar-01 2026 - Mar-31 2026	288	91.99%	287	362	06s	27.43%	0
5	/products							
	Mar-01 2026 - Mar-31 2026	282	61.57%	255	363	25s	73.4%	23
6	/products/grab-ya-tackle/tackle							
	Mar-01 2026 - Mar-31 2026	237	83.19%	232	298	08s	25.74%	0
7	/boatranges/stacer							

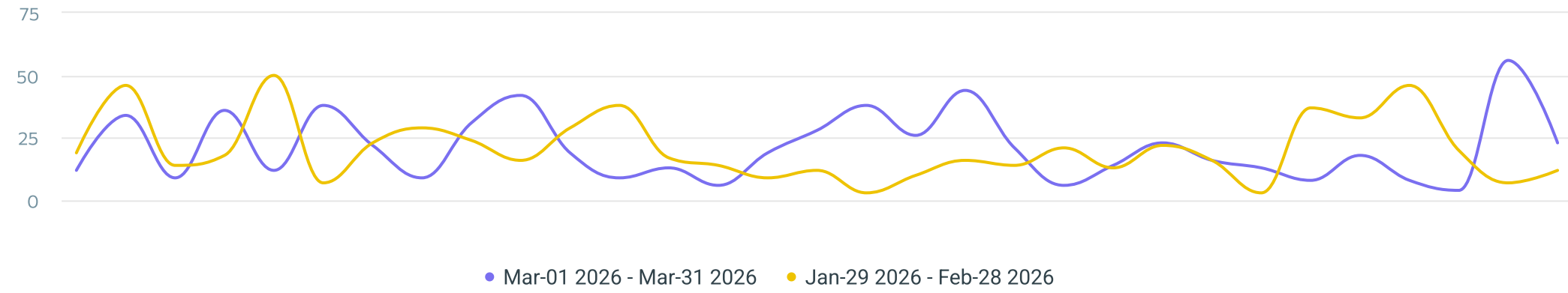
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	Mar-01 2026 - Mar-31 2026	215	55.28%	199	263	23s	55.35%	0
8	/boatranges/UsedBoats							
	Mar-01 2026 - Mar-31 2026	210	2.08%	192	270	37s	98.1%	50
9	/products/boat-bits							
	Mar-01 2026 - Mar-31 2026	176	14.56%	158	407	59s	88.64%	11
10	/boatranges/stacer/downloadsspecs							
	Mar-01 2026 - Mar-31 2026	111	76.36%	110	525	10s	89.19%	0

Conversions

Goals GOOGLE ANALYTICS

Mar-01 2026 - Mar-31 2026

Goals



No.	Goal	Goals	Goal value
1	form_start		
	Mar-01 2026 - Mar-31 2026	349	0
	Jan-29 2026 - Feb-28 2026	301	0
	% Change	▲ 15.9%	
2	book_a_service		
	Mar-01 2026 - Mar-31 2026	144	0
	Jan-29 2026 - Feb-28 2026	142	0

No.	Goal	Goals	Goal value
	% Change	▲ 1.4%	
3	form_submit		
	Mar-01 2026 - Mar-31 2026	135	0
	Jan-29 2026 - Feb-28 2026	140	0
	% Change	▼ 3.6%	
4	click_telephone		
	Mar-01 2026 - Mar-31 2026	26	0
	Jan-29 2026 - Feb-28 2026	52	0
	% Change	▼ 50%	
5	click_location_button		
	Mar-01 2026 - Mar-31 2026	2	0
	Jan-29 2026 - Feb-28 2026	2	0
	% Change		
6	file_download		
	Mar-01 2026 - Mar-31 2026	1	0
	Jan-29 2026 - Feb-28 2026	1	0

No.	Goal	Goals	Goal value
	% Change		

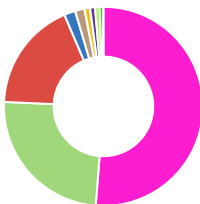
Traffic Source

Overview: Sessions

Last month (Mar-01 - Mar-31 2026) ↑ Previous period (Jan-29 - Feb-28 2026)

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

5190 ▼ 25.3%

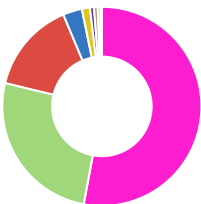


- Direct
- Organic Search
- Paid Search
- Unassigned
- Display
- Referral
- Organic Social
- Cross-network
- Paid Video
- Organic Video

2672 51.5%
1277 24.6%
932 18.0%
95 1.8%
79 1.5%
48 0.9%
42 0.8%
38 0.7%
31 0.6%
1 0.0%

Previous period (Jan-29 - Feb-28 2026)

6948



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

3725 53.6%
1819 26.2%
1049 15.1%
218 3.1%
92 1.3%
46 0.7%
43 0.6%
30 0.4%
15 0.2%
1 0.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
Mar-01 2026 - Mar-31 2026	2.7K	927	2.5K	34.69%	101.94%	174	16.24 sec	8.2K
Jan-29 2026 - Feb-28 2026	3.7K	889	3.5K	23.87%	102.24%	132	13.54 sec	8.5K
% Change	▼ -28.3%	▲ 4.3%	▼ -27.4%	▲ 45.3%	▼ -0.3%	▲ 31.8%	▲ 19.9%	▼ -4.6%
2 Organic Search								
Mar-01 2026 - Mar-31 2026	1.3K	917	1K	71.81%	93.04%	256	92.99 sec	3.6K
Jan-29 2026 - Feb-28 2026	1.8K	1.3K	1.4K	69.38%	91.67%	296	78.38 sec	5.2K
% Change	▼ -29.8%	▼ -27.3%	▼ -26.3%	▲ 3.5%	▲ 1.5%	▼ -13.5%	▲ 18.6%	▼ -30.9%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
3 Paid Search								
Mar-01 2026 - Mar-31 2026	932	654	767	70.17%	92.31%	193	87.37 sec	3.1K
Jan-29 2026 - Feb-28 2026	1K	766	814	73.02%	91.28%	127	99.59 sec	3.6K
% Change	▼ -11.2%	▼ -14.6%	▼ -5.8%	▼ -3.9%	▲ 1.1%	▲ 52.0%	▼ -12.3%	▼ -14.5%
4 Unassigned								
Mar-01 2026 - Mar-31 2026	95	35	79	36.84%	73.42%	8	43.13 sec	176
Jan-29 2026 - Feb-28 2026	218	50	200	22.94%	40%	59	26.01 sec	255
% Change	▼ -56.4%	▼ -30%	▼ -60.5%	▲ 60.6%	▲ 83.6%	▼ -86.4%	▲ 65.8%	▼ -31.0%
5 Display								
Mar-01 2026 - Mar-31 2026	79	15	69	18.99%	100%	3	14 sec	87
Jan-29 2026 - Feb-28 2026	43	11	41	25.58%	100%	0	6.28 sec	50
% Change	▲ 83.7%	▲ 36.4%	▲ 68.3%	▼ -25.8%	▼ 0%	▼ 0%	▲ 122.9%	▲ 74%
6 Referral								
Mar-01 2026 - Mar-31 2026	48	34	30	70.83%	93.33%	13	101.5 sec	184
Jan-29 2026 - Feb-28 2026	92	60	58	65.22%	87.93%	20	108.28 sec	394
% Change	▼ -47.8%	▼ -43.3%	▼ -48.3%	▲ 8.6%	▲ 6.1%	▼ -35%	▼ -6.3%	▼ -53.3%
7 Organic Social								
Mar-01 2026 - Mar-31 2026	42	23	39	54.76%	97.44%	3	60.81 sec	107
Jan-29 2026 - Feb-28 2026	46	23	45	50%	95.56%	3	34.78 sec	110
% Change	▼ -8.7%	▼ 0%	▼ -13.3%	▲ 9.5%	▲ 2.0%	▼ 0%	▲ 74.8%	▼ -2.7%
8 Cross-network								
Mar-01 2026 - Mar-31 2026	38	29	38	76.32%	86.84%	5	118.05 sec	105
Jan-29 2026 - Feb-28 2026	15	13	15	86.67%	100%	1	128.93 sec	76
% Change	▲ 153.3%	▲ 123.1%	▲ 153.3%	▼ -11.9%	▼ -13.2%	▲ 400%	▼ -8.4%	▲ 38.2%
9 Paid Video								
Mar-01 2026 - Mar-31 2026	31	3	29	9.68%	100%	2	7.29 sec	34
Jan-29 2026 - Feb-28 2026	30	4	27	13.33%	100%	0	0.9 sec	34
% Change	▲ 3.3%	▼ -25%	▲ 7.4%	▼ -27.4%	▼ 0%	▼ 0%	▲ 710%	▼ 0%
10 Organic Video								

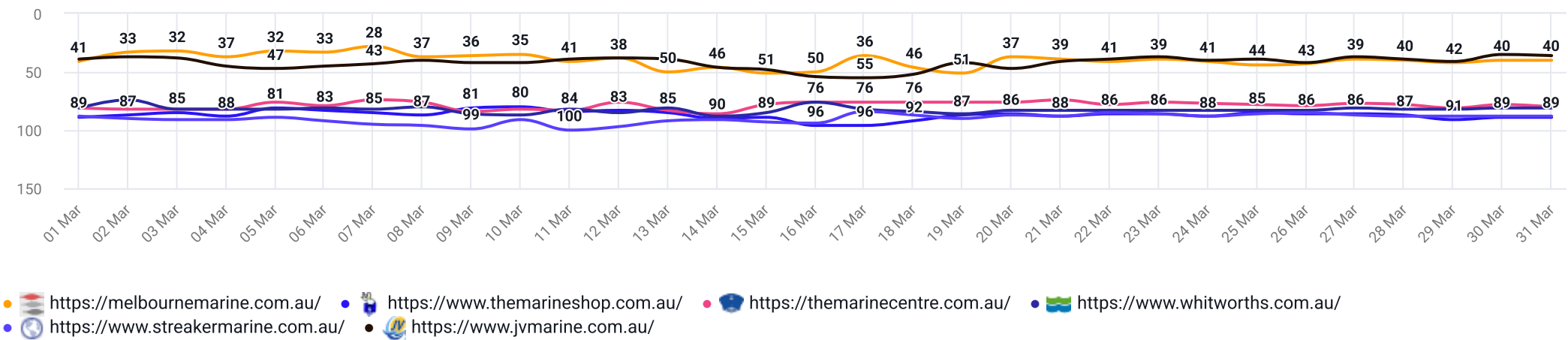
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
Mar-01 2026 - Mar-31 2026	1	1	1	100%	100%	0	29 sec	1
Jan-29 2026 - Feb-28 2026	1	1	1	100%	100%	0	1 sec	2
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▲ 2.8K%	▼ -50%

Competitors Average Position Trend

 melbournemarine.com.au

Average position

Mar-01 2026 - Mar-31 2026



HEALTH SCORE



Backlinks

