



SEO report

melbournemarine.com.au

MAY-01 2026 - MAY-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

 melbournemarine.com.au

Average position 42 ▾ 8	Search visibility 4.7% ▾ -1%	Traffic forecast 679 ▾ 33	Keywords in SERP 30
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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	108	1	1
melbourne marine centre	109	1	1
boat dealers melbourne	108	2	2
marine shop melbourne	176	3	2 ▲ 1
new boat for sale	198	4	2 ▲ 2
mercury dealer melbourne	104	2	2
boat shops melbourne	45	2	2
mercury outboard dealers victoria	171	2	2
stacer boats	179	3	3
mercury outboard servicing	160	2	3 ▾ 1
stacer boat for sale	179	13	5 ▲ 8
mercury outboard	204	63	7 ▲ 56
northbank 550c	91	7	7
boat servicing	156	7	7
northbank boats	88	7	8 ▾ 1

Keyword	Results	Month ago ▲	Current rankings
stacer boat	167	4	9 ▼ 5
499 wildrider	104	12	11 ▲ 1
boat dealer	133	4	12 ▼ 8
boat shops	204	14	12 ▲ 2
used outboard motors	183	16	13 ▲ 3
xfi illusion	69	12	14 ▼ 2
marine supply stores	208	13	15 ▼ 2
boat suppliers	188	15	16 ▼ 1
marine shop	196	17	18 ▼ 1
used outboard for sale	184	-	20 ▲ 80
cuddy cabin boats	202	34	27 ▲ 7
boat motors for sale	185	16	28 ▼ 12
boat engine for sale	187	-	33 ▲ 67
mercury boat engine	198	66	38 ▲ 28
mercury outboards	209	5	-
used boat for sale	202	-	-
mercury outboard for sale	177	-	-
buy my boat melbourne	106	23	-
marine detailing melbourne	100	18	-
boat sales	147	-	-
tinnie boats	204	-	-
stacer	177	-	-
runabouts	99	-	-
stacer seamaster	158	39	-
outboard boat motor for sale	178	-	-
buy outboard motor	191	79	-
boat repair	216	8	-
nexgen pontoon boats	137	-	-

Keyword	Results	Month ago ▲	Current rankings
pontoon boats for sale	189	-	-
nexgen boats	128	-	-
nexgen boats for sale	136	-	-

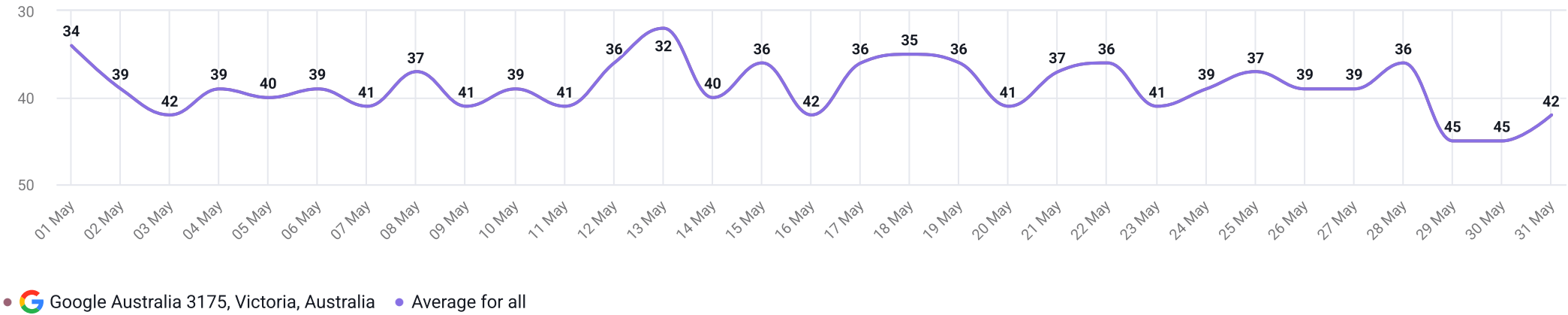
Distribution of Keywords

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	2	11	5	13	1	16	42
 General	46	2	11	5	13	1	16	42

Average Position Trend

Average position

May-01 2026 - May-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

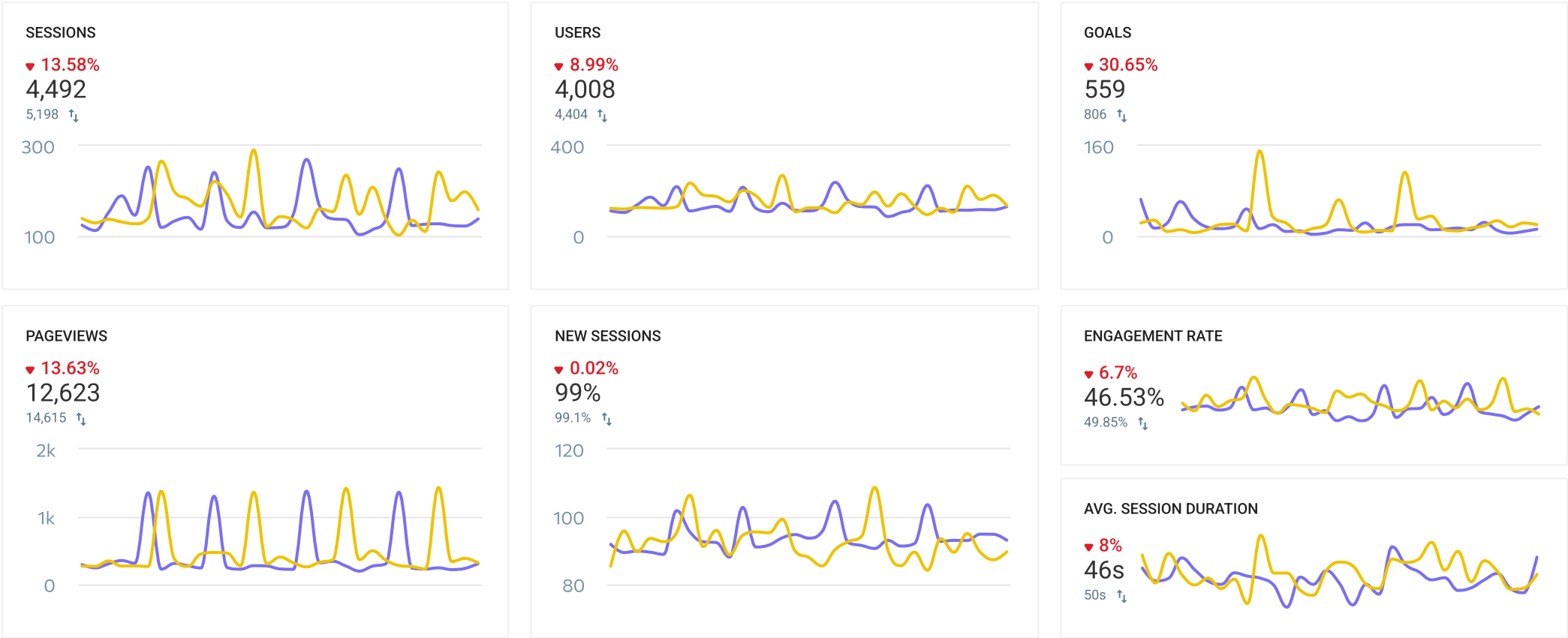
Average length of time that the website had focus in the browser



Traffic Overview

Audience GOOGLE ANALYTICS

May-01 2026 - May-31 2026



● May-01 2026 - May-31 2026 ● Mar-31 2026 - Apr-30 2026

Pages

All pages GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Sessions

No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
1	/							
	May-01 2026 - May-31 2026	1.2K	87.57%	1.1K	1.6K	20s	58.99%	32
2	/boatranges/NewBoats							
	May-01 2026 - May-31 2026	482	61.41%	412	773	01m:09s	77.59%	156
3	/products/grab-ya-tackle							
	May-01 2026 - May-31 2026	301	90%	300	351	03s	25.25%	2
4	/engines/mercury-engines/mercury-outboard-motors							
	May-01 2026 - May-31 2026	273	71.84%	245	453	24s	63.74%	2
5	/products							
	May-01 2026 - May-31 2026	216	56.92%	195	297	25s	76.39%	12
6	/products/grab-ya-tackle/tackle							
	May-01 2026 - May-31 2026	205	82.83%	198	326	13s	30.24%	4
7	/boatranges/UsedBoats							

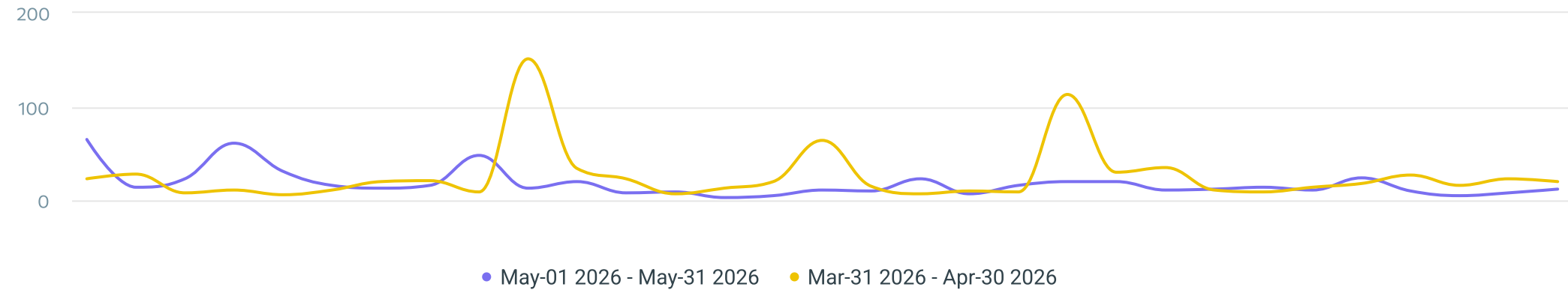
No.	Page	Sessions	Percent of new sessions	Users	Pageviews	Average session	Engagement rate	Goals
	May-01 2026 - May-31 2026	154	1.38%	145	173	32s	95.45%	31
8	/products/boat-bits							
	May-01 2026 - May-31 2026	102	12.5%	96	240	01m:03s	92.16%	4
9	/boatranges/stacer							
	May-01 2026 - May-31 2026	98	15.38%	91	140	32s	89.8%	0
10	/boatranges/stacer/downloadssecs							
	May-01 2026 - May-31 2026	94	69.23%	91	422	14s	93.62%	0

Conversions

Goals GOOGLE ANALYTICS

May-01 2026 - May-31 2026

Goals



No.	Goal	Goals	Goal value
1	form_start		
	May-01 2026 - May-31 2026	347	0
	Mar-31 2026 - Apr-30 2026	468	0
	% Change	▼ 25.9%	
2	form_submit		
	May-01 2026 - May-31 2026	104	0
	Mar-31 2026 - Apr-30 2026	222	0

No.	Goal	Goals	Goal value
	% Change	▼ 53.2%	
3	book_a_service		
	May-01 2026 - May-31 2026	90	0
	Mar-31 2026 - Apr-30 2026	87	0
	% Change	▲ 3.4%	
4	click_telephone		
	May-01 2026 - May-31 2026	17	0
	Mar-31 2026 - Apr-30 2026	27	0
	% Change	▼ 37%	
5	file_download		
	May-01 2026 - May-31 2026	1	0
	Mar-31 2026 - Apr-30 2026	1	0
	% Change		

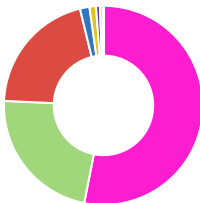
Traffic Source

Overview: Sessions

Last month (May-01 - May-31 2026) ↑ Previous period (Mar-31 - Apr-30 2026)

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

4492 ▼ 13.58%

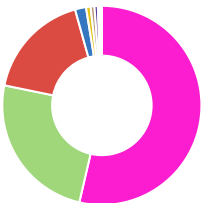


- Direct
- Organic Search
- Paid Search
- Unassigned
- Referral
- Organic Social
- Cross-network
- Organic Video
- Display
- Paid Video

2432 54.1%
1035 23.0%
938 20.9%
71 1.6%
49 1.1%
29 0.6%
24 0.5%
1 0.0%
0 0.0%
0 0.0%

Previous period (Mar-31 - Apr-30 2026)

5198



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

2757 53.0%
1264 24.3%
895 17.2%
92 1.8%
38 0.7%
32 0.6%
28 0.5%
17 0.3%
16 0.3%
0 0.0%

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
1 Direct								
May-01 2026 - May-31 2026	2.4K	711	2.3K	29.24%	102.67%	64	12.83 sec	6.6K
Mar-31 2026 - Apr-30 2026	2.8K	974	2.6K	35.33%	102.18%	118	17.89 sec	7.3K
% Change	▼ -11.8%	▼ -27.0%	▼ -9.7%	▼ -17.2%	▲ 0.5%	▼ -45.8%	▼ -28.3%	▼ -9.9%
2 Organic Search								
May-01 2026 - May-31 2026	1K	721	822	69.66%	90.63%	284	90.67 sec	3.1K
Mar-31 2026 - Apr-30 2026	1.3K	888	937	70.25%	92.53%	270	88.2 sec	3.8K
% Change	▼ -18.1%	▼ -18.8%	▼ -12.3%	▼ -0.8%	▼ -2.1%	▲ 5.2%	▲ 2.8%	▼ -20.3%

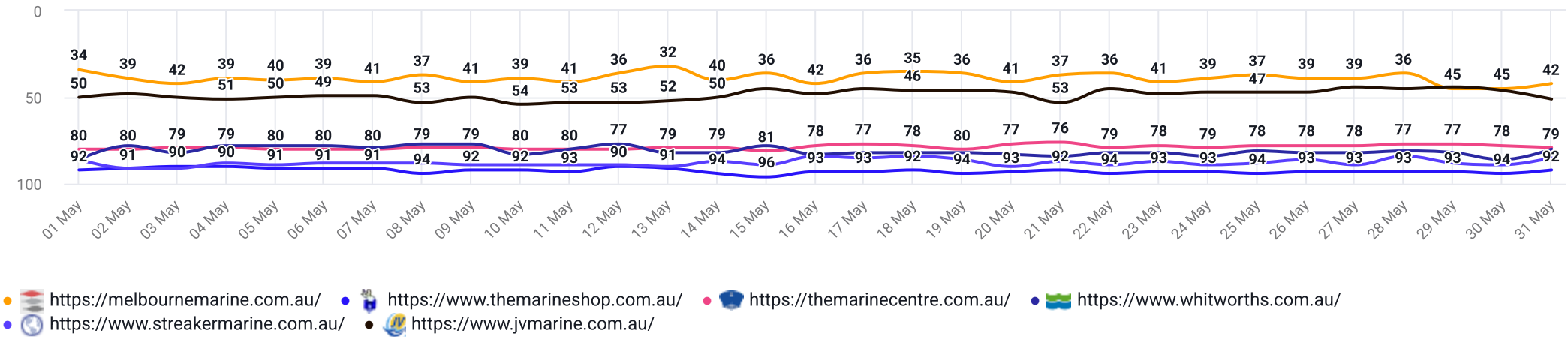
Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
3 Paid Search								
May-01 2026 - May-31 2026	938	555	774	59.17%	92.89%	153	72.57 sec	2.5K
Mar-31 2026 - Apr-30 2026	895	619	772	69.16%	91.71%	212	82.24 sec	2.7K
% Change	▲ 4.8%	▼ -10.3%	▲ 0.3%	▼ -14.4%	▲ 1.3%	▼ -27.8%	▼ -11.8%	▼ -7.8%
4 Unassigned								
May-01 2026 - May-31 2026	71	24	61	33.8%	85.25%	27	40.51 sec	128
Mar-31 2026 - Apr-30 2026	92	41	65	44.57%	73.85%	177	182.49 sec	361
% Change	▼ -22.8%	▼ -41.5%	▼ -6.2%	▼ -24.2%	▲ 15.4%	▼ -84.7%	▼ -77.8%	▼ -64.5%
5 Referral								
May-01 2026 - May-31 2026	49	32	29	65.31%	89.66%	12	84.1 sec	133
Mar-31 2026 - Apr-30 2026	38	32	35	84.21%	80%	11	82.37 sec	108
% Change	▲ 28.9%	▼ 0%	▼ -17.1%	▼ -22.4%	▲ 12.1%	▲ 9.1%	▲ 2.1%	▲ 23.1%
6 Organic Social								
May-01 2026 - May-31 2026	29	22	27	75.86%	96.3%	14	116.03 sec	90
Mar-31 2026 - Apr-30 2026	28	17	27	60.71%	100%	3	66.61 sec	116
% Change	▲ 3.6%	▲ 29.4%	▼ 0%	▲ 25.0%	▼ -3.7%	▲ 366.7%	▲ 74.2%	▼ -22.4%
7 Cross-network								
May-01 2026 - May-31 2026	24	20	24	83.33%	87.5%	5	75.92 sec	77
Mar-31 2026 - Apr-30 2026	17	14	17	82.35%	100%	12	123.59 sec	66
% Change	▲ 41.2%	▲ 42.9%	▲ 41.2%	▲ 1.2%	▼ -12.5%	▼ -58.3%	▼ -38.6%	▲ 16.7%
8 Organic Video								
May-01 2026 - May-31 2026	1	1	1	100%	100%	0	11 sec	2
Mar-31 2026 - Apr-30 2026	-	-	-	-	-	-	-	-
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
9 Display								
May-01 2026 - May-31 2026	-	-	-	-	-	-	-	-
Mar-31 2026 - Apr-30 2026	32	5	29	15.63%	100%	3	12.91 sec	36
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%
10 Paid Video								

Channel	Sessions	Engaged sessions	Users	Engagement Rate	New users	Conversions	Avg. Engagement Time	Views
May-01 2026 - May-31 2026	-	-	-	-	-	-	-	-
Mar-31 2026 - Apr-30 2026	16	2	16	12.5%	100%	0	1.06 sec	18
% Change	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%	▼ 0%

Competitors Average Position Trend

Average position

May-01 2026 - May-31 2026



HEALTH SCORE



Backlinks

